

Podcasting Intros

How do we get our listeners hooked?



This lesson is adapted from

Overview

When writing the intro script for the podcast, you should consider that this intro format will bring each episode of your podcast to your listeners. It's best to keep it short, say 10 or 15 seconds maximum. That way, the podcast intro won't get skipped over with the +30 skip setting on most podcast players.

So what do you write? After (or even before) introducing yourself and any co-hosts you have, think Hook, Line, and Sinker.

3 Tips on Things to Include in Your Podcast Intro:

1. Give your listeners the #1 coolest thing happening in the show and the lesson or take away that comes from it as a result. (If you didn't already introduce yourself, do it now. But skip the CV to keep it short)
2. If you have something juicy and exciting to share during your last segment, for example, you want to share it right off the bat in order to entice listeners to listen the whole way through—or at least skip ahead to the segment that most interests them.
3. Play your intro jingle at this point to signal that the show is getting started.

Sample Intro Podcast Script

Hook: She wore WHAT to the costume party?! Hi, my name is Lily Turner and welcome to 'Talks with Turner.' Today on our show, I am joined by Pete Saver, my awesome co-host.

Line: We're talking about our favorite movies, the best costume party ideas of the year, and later on we have a special guest.

Sinker: I don't want to give it away, but she is a very famous model who is known for her costume parties, so stick around to hear her best—and worst—dressed stories and tips on throwing the best costume party around!

Learning Objectives:

- I can identify the characteristics of a quality podcast introduction.
- I can create an ear catching introduction to my podcast.
- I can navigate the basic recording software and hardware necessary to record my podcast.



Key Vocabulary:

Resources

Lesson Slides

<https://www.voices.com/blog/podcast-intro-scripts/>

<https://www.g2.com/articles/what-is-a-podcast>

Lesson Plan

40 mins.

Warm Up: Articulation Exercise

5 mins.

[Articulation Exercises](#)

Choose the exercise

Articulation is the physical act of clear vocal expression. You articulate sounds with your lips, teeth, tongue, jaw, and palate and use your mouth to vary those sounds in tone, volume, pitch, and quality.

Articulation exercises are important because good articulation requires trained vocal cords. Voice training and doing vocal warm-ups will help you:

1. Articulate. Clear articulation requires such deliberate actions as pausing slightly before you utter hard consonants, such as “t” or “b”. Enunciation exercises help you differentiate your vowel sounds and make the beginning and end of each word distinct and crisp.
 2. Train your mouth. The simplest thing to improve the clarity of your speech is to make sure your mouth is open wide enough for the sound to come out clearly. It might feel awkward at first, but exercises will help you train your mouth to open wider when speaking.
 3. Speak up. Increasing the volume of your speech not only ensures the audience will hear you but also naturally slows your speech and improves your articulation. Vocal exercises train your vocal cords to speak louder for longer periods of time.
 4. Inflect your speech. Exercising your vocal cords will help you avoid speaking in a monotone. Infuse your utterances with the natural rising and falling pitch of sentences: Up at the end of a question, down at the end of a statement.
 5. Breathe from your diaphragm. Exercises help improve your breathing capacity and control, provide support for your voice, and enable you to speak more clearly over a broad vocal range
- 1.

Brainstorm:

30 mins.

1. Provide the class with a variety of prompts to consider. In small groups (3-4 students), have students pick three of the prompts that they think would be fun to make a podcast about. Students should then come up with an idea for each of the three prompts.
 - a. Tell us a story about your school or community: about something that happened there - recently or in the past - that you want your audience to know about.
 - b. What is a moment in history that all students should learn about?
 - c. Show us both sides of a debate about an issue that's important to you.
 - d. What do you want to change about the world? What's a big change that you want to make in the future?
 - e. Explain something that kids understand and grownups don't.
2. Ask students to decide how their podcast will be structured.

For example:

A conversation as a group

An interview with one person

A story with clips of interview and sounds, narrated by a host

3. Go around the room and have each group share their favorite idea with the class. Record their ideas.

As a class, narrow down the ideas to one. Consider using these questions to guide their decision:

What obstacles might come up as we create this podcast?

If this idea involves traveling somewhere far away or interviewing someone famous, it might be difficult.

Does the timeline work?

Can students complete their interviews or record other sounds well before the podcasts are due so that they have time to edit the audio?

Analyze:

10 mins.

Wrap Up:

5 mins.

1. Ask: *What types of sounds do podcasts include?*

Students should understand that podcasts vary greatly — but most include a host and can include sounds from interviews, audio from events, audio from movies or TV, and sounds from the world around them.

2. Ask: *What are some ways that podcasts are structured?*

Students should walk away from this discussion understanding that there isn't one right way to tell a story. Some podcasts use narration from a host or a reporter, others feature a conversation between a group, others might be a one-on-one interview between two people. The structure of a podcast fits its content.

Additional Resources

If your students are still looking for podcast examples, here are some we recommend:

[Here's a guide from YR Media](#) about the best ways to record audio on your phone.

Kind World: [A Different Window](#) (7 mins, 2 sec.)

Hidden Brain: [How Labels Can Affect People's Personalities and Potential](#) (6 mins, 35 sec.)