

Writing the Script

Driving Question



Overview

“Before getting granular with each word of your podcast script, try to look at your show from a bird’s-eye view. What are the elements of your script that will make the listening experience feel consistent for your listeners from episode to episode? Will your show be fully scripted, ad-libbed, or somewhere in between?”

Learning Objectives:

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Key Vocabulary:

Resources

Lesson Slides

Lesson Plan

40 mins.

Warm Up:

<https://www.voices.com/blog/planning-your-podcast/#How-to-write-a-podcast-script>

Scripted Podcasts

A polished and [professional-sounding](#) podcast is similar to what you might hear in a newscast or documentary. The script is written out and rehearsed prior to recording. Generally, this podcast may have particular themes that are explored in sequential order, demanding more structure and precision. Each episode is typically edited by a podcast editor or [audio editor](#).

You should also adopt a more conversational tone of voice—speak to your audience and not at your audience. Our [2022 Trends Report](#) underscores how a conversational voice is much more appealing and effective in creating an emotional connection with your audience.

Ad lib Podcasts



Freestyle recordings are most similar to live [radio shows](#) or television interviews. Freestyle is an ad lib recording style that can become greatly successful with an engaging and [charismatic voice](#). This is most often where podcasters work from a list of bullet points of topics to cover in an episode, so because it's not fully scripted, the character and charm of their voice and personality really seal the deal.

Yield the best results by combining these two methods and developing your own [unique podcasting style](#). Once you have a listening audience, [ask them for feedback](#) about your show and gain valuable information that will help you to improve your podcast.

They may even introduce new ideas that will give you an edge over any potential competitors and enhance their listening experience. Ideas that they provide might refer to the length of segments, topics discussed, guests on the show, and so on.

Keeping that bird's-eye view in mind, here is a show template to help you identify what aspects of the show will become a part of every episode. Here's an example of a podcast outline template that we've used at Voices.com for our 4 podcasts, and shared the template with hundreds of new podcasters. It's easy to follow and fill in the blanks.

Podcast Script Template

1. Opening: A quick musical jingle or your [brand's sonic logo](#).
2. Introduction: A monologue-style intro outlining your guests and what you plan to talk about on your show.
3. Segue: This can be achieved using music or [podcast sound effects](#), or a vocal segue.
4. Topic 1: Discuss the first topic for X number of minutes.
5. Vocal Segue: "We are going to move on and talk about..." or "In other news this week..."
6. Topic 2: Discuss the next topic for another X number of minutes.
7. Ad Insertion: This is the moment to insert a sponsored message or a podcast advertisement. It can be pre-recorded and inserted in post production (think radio commercial break) or you can speak about the sponsor in a conversational style that doesn't feel like a commercial break.
8. Segue #2
9. Topic 3: Discuss this for X number of minutes.
10. Closing remarks: Thank your listeners and your guests, then provide a sneak peek of what will be discussed on the next show.
11. Closing Musical Jingle

Watch:

20 mins.

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Analyze:
10 mins.

Wrap Up:
5 mins.

1. Ask: