



# 3.1 Podcast Concept Planner

U1 T3 INTRO TO AUDIO STORYTELLING

Name:

## Step 1 - Working Title

What is your podcast called?

**Podcast Title:**

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## Step 2 - Theme or Topic

What is your podcast about? (e.g. student life, local stories, hobbies, creative passions, issues, events)

**Main Theme / Topic:**

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## Step 3 - Genre & Format

What type of podcast are you creating?

- ☐ Personal Story   ☐ Interview   ☐ News & Culture   ☐ Documentary   ☐ Drama   ☐ Comedy  
☐ Other:

**Format (solo, co-hosted, guest-interview, etc.):**

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## Step 4 - Target Audience

Who are you creating this podcast for?

Describe your audience by **age**, **interests**, or **community**:

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## Step 5 - Show Description

Write a short, engaging summary (2–3 sentences) that explains what listeners will hear and why they should care.

*Example: “A weekly student-hosted show exploring how creativity and competition come together in school sports and local events.”*

**Your Description:**

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## Step 6 - Why This Topic Matters

Why is this topic meaningful to you, your school, your community?

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## Step 7 - Story Arc Snapshot

Sketch how your first episode might follow a story arc:

**Setup** → **Conflict/Challenge** → **Resolution**

Stage	What Happens	Sound Ideas (music, pacing, effects, silence)
Setup		
Conflict / Challenge		
Resolution		