

What makes a great podcast?

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Creative Collective
Monday 14 August

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**Our voice is our most
powerful tool**

Unlock the power of podcasting

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**I stop people making
shit podcasts**

Scheme to revamp hall gets boost

By James Marriott

EXCITING plans for a community centre in Hoyland Common have received a massive boost with an award from the National Lottery charities board.

The Hoyland Community Enterprise Association project will receive £231,000 to spend on transforming the old St Peter's Church Hall on Hoyland Road.

When work is finished, the building — the former base of the Hoyland Glazing company — will boast a restaurant, two kitchens, an activity room, offices, a meeting room and storage space.

The association hopes it will be

used by many local groups for a whole range of events — including training courses run by Barnsley and Northern colleges.

Local residents who find preparing meals difficult will benefit from the plans for a luncheon club.

The two-floor building will also provide a base for a credit union which will offer locals banking facilities without the need to resort to loan sharks.

Three full time jobs will be created — catering, caretaking and administrative posts — along with a number of shorter term and New Deal placements.

Refurbishment work is expected to get underway next month with

March 2000 already pencilled in for the opening.

Fifteen groups have already signed up to use the building on completion, hopefully enabling more than 220 people to use the facilities weekly — and double that as the project grows.

Association spokesman, Colin Coombs said the Lottery cash would allow the plans to go ahead.

He added: "The management committee is thrilled to have been awarded this grant.

"It will help us refurbish the old parish hall into a venue where a variety of activities will be able to take place."



What is a podcast?

- Essentially a file of audio - usually an MP3
- Should be able to listen to it wherever I choose - fine to do a separate video version but should first and foremost be audio so I can consume it anywhere
- Should be able to find it in my podcast app
- Podcasts generally do one of two things - entertain or inform

What makes a **GREAT** podcast?



What makes a GREAT podcast?

- The right idea
- Understand who it's for
- Easy to access
- Easy to listen to
- Conversational
- Relevant and engaging
- Gives me value
- Leaves me with something to takeaway

**Remember: All a
podcast needs is one
amazing moment**

**Remember: Make sure
the ending is great - it'll
stick in people's minds**

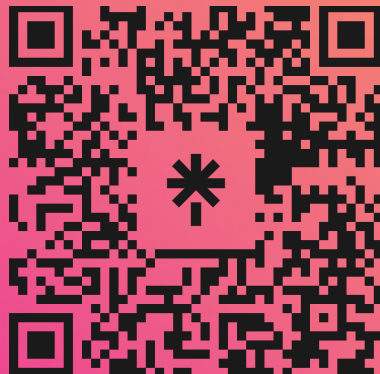
**Remember: Don't get too bogged
down worrying about sound
quality and fancy production**

How do we achieve it?

- A clear strategy and format
- Well thought-out episodes
- The right equipment / processes / production and editing
- A real understanding of your target audience
- Consistency



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