



This is How I podcast

Farm Radio International has created a new training resource to help broadcasters share their skills and best practices with each other. This is called the “This is How I” podcast. Each episode will share one skill or tip from a broadcaster. The edited episodes will be shared with Farm Radio International (either via your FRI contact or radio@farmradio.org). We will then compile these episodes to share with our network via WhatsApp, email, and our website.

Format

Each episode should be a short 3-4 minutes and focus on **ONE** specific skill or tip. For example:

- This is how I prevent wind noise when recording outside.
- This is how I politely interrupt a guest when their answer is too long.
- This is how I eliminate popping noises in the audio.
- This is how I find topics for upcoming episodes.

Each episode will include a short intro, where you give your name and radio station and the topic of the episode. You will then have 2-3 minutes to explain the challenge and your tip for resolving this problem. You can explain why this is good advice or provide a short story about a time you followed this advice successfully.

To conclude, please **use the extro script** provided:

Thanks for listening to This is How I, a broadcaster resource from Farm Radio International. To hear more episodes or to contribute your own, go to farmradio.fm.

[See the full runsheet here](#). There are also three signature tune files to be edited into the audio at the correct points. Please **use the signature tune files** provided. Do not use your own music. We would like each episode to have a common sound.

Runsheet “This is How I” episode

| Time | Topic / directions | Text | Back-time |
|------|--------------------|------|-----------|
|------|--------------------|------|-----------|

| | | | |
|------------|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| 11 secs | Sig tune | File" "This is How I intro signature tune.mp3" | 0:11 |
| 15 secs | intro | Hi! My name is ____ and I am a __ (position) ____ with ____ (radio station) ____ in ____ (country) ____. This is How I _____ (topic of episode) ____ | 0:26 |
| 6 secs | Sig tune | File: "This is How I short signature tune.mp3" | 0:32 |
| (2-3 mins) | | Main text: For example: <i>When __ (problem / topic) __ happens, I do (tips XYZ). This helps because _____. For example, one time... (short anecdote)</i> OR <i>My top 3 tips for _____ are :</i> 1. _____ 2. _____ 3. _____ | ~2:32-3:32 |
| 5 secs | Sig tune | File: "This is How I short signature tune.mp3" | ~2:37 - 3:37 |
| 10 secs | | Thanks for listening to This is How I, a broadcaster resource from Farm Radio International. To hear more episodes or to contribute your own, go to farmradio.fm. | ~2:47 - 3:47 |
| 11 secs | Sig tune extro | File: "This is how I extro signature tune.mp3" | ~ 2:58 - 3:58 |

Creating your episode

To create an episode, first think about the skill that you want to share. Think about a skill that you are good at and that makes your program better. Think about things you know other broadcasters struggle with, and the tips you would recommend to them. **Remember: Pick one skill and 2-3 related tips to share.** If you have more good advice to share, please record more episodes!

For ideas, you can look at our Broadcaster how-to guides, but then pick a smaller topic from within those guides. The episode should be short, so you don't have time to offer all the tips on the topic, but just a few. You may want to narrow down the topic. For example, if you are considering recording an episode about the skill "conducting a good panel discussion," perhaps you should focus on preparing for a panel discussion, or ensuring all participants

get to speak during the discussion. Do not cover both topics in one episode because it will be too much information for the listener to appreciate. Instead, elaborate on your narrow topic by providing examples for why your tip is useful.

Here are some broad topics, and suggested narrower topics for inspiration. If you want to do one of the topics, pick a narrow topic and then think about tips or advice related to that narrow topic. You do not have to choose one of these topics, and can select your own topic. But try to narrow your topic down to just one part of the skill / best practice.

| Broad topic | Narrow topic |
|-----------------------|---------------------------------------------------------------------------------------------------------|
| Information interview | This is how I prepare my guest for the interview |
| | This is how I encourage my guest to give detailed answers |
| | This is how I politely interrupt a guest that is getting off topic |
| Panel discussions | This is how I prepare for a panel discussion |
| | This is how I ensure everyone has a chance to speak |
| | This is how I use the conference call feature on my phone to do a panel discussion with guests remotely |
| | This is how I choose guests for the panel discussion to ensure an interesting discussion |
| Vox pops | This is how I create a good question for vox pops |
| | This is how I find people to interview for vox pops |
| | This is how I edit the vox pops for an interesting segment. |

These are just examples of how to narrow down the focus of your topic. Feel free to pick any topic! And don't worry if someone else has already chosen the same topic. If you have different tips to offer, then we want to hear them!

When you have chosen your narrow topic, think about 2-3 tips that you would recommend to broadcasters. Think about one or two examples of times you did these good practices or think about why these tips are good. This will be your script for the podcast episode. *Please note that while the episode is short, you will have 2-3 minutes to explain the challenge and your tips for better broadcasting, so make sure you have examples and explanations. Think about the type of advice you would like to hear from fellow broadcasters.*

Select an example from recordings of your program that show a time you used this skill. Edit the recording to highlight the example (*for example, cut just the minute or two when you introduce the members of the panel discussion*).

Fill out the runsheet, particularly the Main text. Here is where you will explain your tips and add examples or an explanation of why these tips are good. We have suggested a few formats for this section, but you can write your own.

- **Example 1: *This is how I moderate a panel discussion***

When one guest is dominating a panel discussion, I make sure to direct the next question at another guest, particularly someone with an opposing view. If the guest is talking for too long, I may interrupt, simplify saying "Thank you, now I'd like to hear what someone else thinks about this -- " and introduce another panelist. It's important to make sure that all the guests are able to participate in the panel discussion so that they feel respected and so that listeners can hear a range of opinions. For example, one time..."

(This example shares two tips, one lesson, and will share an example of a time the broadcaster used these best practices. See example run sheet)

- **Example 2: *This is how I prepare a guest for a live interview***

Before I interview someone live on the program, I always prepare them. Three tips for preparing your interview guest:

- First: Tell them the topic of the interview and give them some idea of the questions you will ask so that they have good information to share during the interview.
- Secondly: Remind the guest to speak in simple terms and to give examples so that listeners can clearly understand what they are talking about. This helps to get longer, more detailed and interesting answers.
- Third: Tell the guest how much time we have for the interview. This helps to keep answers shorter so that we have enough time to get through all the questions!

(This example shares three tips and an explanation for each one. See example run sheet.)

Read the script and make sure that each segment is the right length. It's important that the main part of the episode is just two to three minutes long so that each episode is short.

Record yourself and then edit your recordings with the signature tunes at the right points: intro and extro, as well as using the short signature tune after you introduce yourself and after the main segment of the episode. Edit in the example from your program recordings. Refer to the runsheet for the correct format of the episode. And listen to [our sample episode](#).

Please remember to use our signature tune and the pre-drafted extro so that listeners know this is an episode of the This is How I podcast from Farm Radio International!

When you are happy with the sound, please save the file with a name that describes your tip as well as your name and radio station. For example: "Sample episode_Katie Burnham_Farm Radio International." Or "Preparing guest _Katie Burnham_Farm Radio"

Send your audio file to your FRI contact and radio@farmradio.org.

Sample Runsheet : Prepare guest for live interview

| Time | Topic / directions | Text | Back-time |
|---------|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 11 secs | Sig tune | File" "This is How I intro signature tune.mp3" | 0:11 |
| 9 secs | intro | Hi! My name is Katie Burnham and I am a resource coordinator with Farm Radio International. This is How I prepare a guest for a live interview. | 0:20 |
| 6 secs | Sig tune | File: "This is How I short signature tune.mp3" | 0:26 |
| 1:00 | | It's important to prepare your interview guest to get an interesting, informative interview that covers all the topics you want to discuss in the time you allocated for the interview. This can be difficult live on air, when guests might give short, boring answers, or when guests won't stop talking and get off topic! Before I interview someone live on the program, I always prepare them. Three tips for preparing your interview guest: - First: Tell them the topic of the interview and give them some idea of the questions you will ask so that they have good information to share during the interview. - Second: Remind the guest to speak in simple terms and to give examples so that listeners can clearly understand what they are talking about. This helps to get longer, more detailed, and interesting answers. - Third: Tell the guest how much time we have for the interview. This helps to keep answers shorter so that we have enough time to get through all the questions! This is how I get good interviews for my program. | 1:26 |

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|-----------|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| | | Listen to this example from when I interviewed Mr. ____, an expert on fertilizer. I had already explained to him the topics of my questions. Notice that he expects my follow up question on the steps to use fertilizer | |
| 2 minutes | recording | Play recording from March -1-2020 episode of "My farm" | 3:26 |
| 10 secs | | I hope this shows you the importance of preparing your interview guest. When you prepare your guest, they give the information you expect and that your listeners want, without too much rambling. | 3:36 |
| 5 secs | Sig tune | File: "This is How I short signature tune.mp3" | 3:41 |
| 10 secs | | Thanks for listening to This is How I, a broadcaster resource from Farm Radio International. To hear more episodes or to contribute your own, go to farmradio.fm. | 3:51 |
| 11 secs | Sig tune extro | File: "This is how I extro signature tune.mp3" | 4:02 |

Sample Runsheet : Moderating panel discussion

| Time | Topic / directions | Text | Back-time |
|---------|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 11 secs | Sig tune | File" "This is How I intro signature tune.mp3" | 0:11 |
| 10 secs | intro | Hi! My name is Katie Burnham and I am a resource coordinator with Farm Radio International. This is How I moderate a panel discussion to ensure everyone has a chance to speak. | 0:21 |
| 6 secs | Sig tune | File: "This is How I short signature tune.mp3" | 0:27 |
| 45 secs | | Sometimes, there is a guest who won't stop talking. They know they are knowledgeable and want their opinion to be heard, so they dominate the conversation. I know this doesn't make for good radio, because listening to one person go on and is not interesting. And it's not appropriate during a panel discussion when I have several guests who want a chance to speak. | 1:12 |

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| | | <p>When one guest is dominating a panel discussion, I make sure to direct the next question at another guest, particularly someone with an opposing view.</p> <p>But if the guest is talking for too long, I may interrupt them to give someone else a chance to speak. To do this politely, I may even say "I am sorry to interrupt you, but I want to hear what <i>so-and-so</i> has to say in response to you. <i>So-and-so</i>, what are your thoughts?"</p> <p>In this panel discussion, I am speaking with two health experts about the COVID-19 pandemic, and one member of a woman's group. One health expert gives very long answers, leaving little time for the nutrition expert or the leader of the woman's group. Listen to this example where I thank the health expert before re-directing the question to the leader of the woman's group who has been quiet for a while.</p> | |
| 1 minute | | Play recording from 1-May-2020 episode of "My health" | 2:12 |
| 35 secs | | <p>It's important to make sure that all the guests are able to participate in the panel discussion so that they feel respected. They have all given their time to be in the panel discussion and so they all want their voices and opinions to be included.</p> <p>It's also important that the listeners get to hear a range of opinions and ideas, since that's the purpose of a panel discussion! It's not an interview with one guest, but a discussion with multiple guests.</p> <p>It's always important to give the guests the time to speak, but it's also important to stay in control of the discussion so that it stays on topic and everyone has the chance to contribute.</p> | 2:47 |
| 5 secs | Sig tune | File: "This is How I short signature tune.mp3" | 2:52 |
| 10 secs | | Thanks for listening to This is How I, a broadcaster resource from Farm Radio International. To hear more episodes or to contribute your own, go to farmradio.fm . | 3:02 |
| 11 secs | Sig tune | File: "This is how I extro signature tune.mp3" | 3:13 |

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| | extro | | |
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