

**Sports Podcasting**  
**Assignment Brief**

**Hand-in DEADLINE – 17<sup>th</sup> January 2024**

**Assignment Overview**

In this group assignment, you will create a podcast centred on a sports theme. Alongside the podcast, your group will also develop and execute a targeted social media campaign on at least one platform to promote your podcast. The objective is to apply the theories and practical skills acquired during this module.

**Group Composition:**

- 5 groups of 4 students each.
- Roles within each group: Producer, Host/Presenter, Audio Engineer, Social Media Manager.
- Groups have the option for a double-host setup, in which case roles will be reconfigured accordingly.

**Weightage:**

- Podcast: 70%
- Folder (Research, Social Media Campaign, etc.): 30%

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**Deliverables**

**Podcast (70%):**

**Name of the Podcast:** Your podcast must have an original and catchy name.

**Podcast Artwork:** A high-quality image to represent your podcast.

**Episode List:** A list of planned episodes with brief descriptions for each.

**Recorded Episode:** At least one fully produced episode (If multiple episodes are submitted, please specify **one** to be marked) - Minimum: 15 minutes

Recommended Maximum: 30 Minutes

*The podcast may **not** be below the minimum, but a level of flexibility in the upper runtime is allowed with the appropriate justification in your research folder.*

**Audio Specifications:**

- Format: MP3 (Stereo)
- Container Type: MP3 (.mp3)
- Sampling rate: 48 kHz

- Bit rate: 128–256 kbps
- Additional Specs:
- True Peak Max: -1dBTP
- Loudness: -16 LUFS (+/- 2 LUFS)

Note: Audio should be a stereo file, but the dialogue must be in mono. Stereo music is acceptable but conversations must be in mono.

**Any audio/visual content, and/or research material present in your podcast MUST adhere to copyright and related legalities. Any breach of Copyright found in your work will result in a cap of 40% and the termination of your project.**

### **Folder (30%): - Individual Submission**

Below is a list of **potential** elements to submit in your individual folders. Please be aware that roles and individual responsibilities might be shared/doubled-up. This allows fluidity in your folders. Therefore: Please use this list as a **guideline**

#### **1. Producer:**

- **Research Document:**
  - Detailed research on the sports theme.
  - Potential interview subjects, their relevance, and contact details.
  - List of reliable sources for gathering content.
  - A rationale for episode topics and how they fit into the larger podcast theme.
- **Episode Scripts/Outlines:**
  - Detailed plan for each episode, including the introduction, body, and conclusion.
  - Identification of key points to cover, interview questions, and structure.
- **Post-Production Notes:**
  - Notes on the editing process, from raw recording to the final product.
  - Challenges faced during production and how they were addressed.
- **Peer Review Sheet:**
  - Self-assessment and peer-assessment of contributions to the group project.

#### **2. Host/Presenter:**

- **Episode Preparation:**
  - Personal research and notes on each episode's topic.
  - Questions prepared for interviews or discussions.
- **On-air Style Guide:**
  - Document detailing tone, language, pacing, and style to be maintained during the podcast.

- **Feedback Loop:**
  - Notes from trial runs or mock sessions, feedback received, and how it was incorporated.
- **Peer Review Sheet:**
  - Self-assessment and peer-assessment of contributions to the group project.

### 3. Audio Engineer:

- **Recording and Equipment Log:**
  - List of equipment used and settings.
  - Notes on recording sessions, including challenges and how they were mitigated.
- **Audio Edit Logs:**
  - Documentation of post-production work, including audio editing, mixing, and mastering.
  - Notes on audio specifications, ensuring the final product meets the specified criteria.
- **Peer Review Sheet:**
  - Self-assessment and peer-assessment of contributions to the group project.

### 4. Social Media Manager:

- **Social Media Campaign Plan:**
  - Comprehensive plan for promoting the podcast.
  - Choice of platform(s) and rationale behind the choice.
  - Post schedules, types of content (e.g., teaser videos, soundbites, graphics), and frequency.
- **Engagement Metrics:**
  - Anticipated engagement metrics and KPIs (Key Performance Indicators).
  - Post-campaign analysis: A review of how the campaign performed against the anticipated metrics.
- **Content Calendar:**
  - A detailed calendar of all planned posts, including post time, content type, and platform.
- **Peer Review Sheet:**
  - Self-assessment and peer-assessment of contributions to the group project.

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### **Submission Guidelines:**

All podcast materials should be submitted through – **(Submission Method Will be Confirmed)**

The folder containing research and social media campaign documents should be separated into appropriate sub-folders.

Ensure all group members' names and roles are clearly stated in all submitted materials.

**Evaluation Criteria:**

Detailed rubrics will be provided outlining how marks will be distributed for each section and individual contributions.