Syllabus - The Power of Digital Audio Storytelling: From Podcasts to Voice Assistants

Goal

In this course you will gain an understanding why one of the oldest storytelling forms is having a renaissance thanks to technological change.

Objectives

Upon completion of this course you will:

● Gain an appreciation of the legacy and power of audio.
● Know the fundamental elements of audio storytelling
● Become familiar with how technological innovation has changed the business of audio storytelling.
● Be prepared to develop distribution plan for your audio work

Syllabus

Module 1: Why audio, why now?

We look at the reasons audio storytelling has been able to endure.

This module will cover:

● Why audio
● The enduring power of audio
● Technology shifts and new opportunities
● A lean back medium adapts to a lean forward world
A conversation about how audio storytelling has persisted with Julie Shapiro, Executive Producer Radiotopia from PRX

Module 2: Fundamentals of great audio storytelling is the key to the future

We break down the fundamentals of great storytelling - fundamentals that endure regardless of the technological platform.

This module will cover:

- Emotion and the heart of audio storytelling
- Writing for the ear
- Audience of 1
- Sound design practitioner interview with Ramtin Arablouei, co-producer and co-host, Throughline
- Making the transition from print to audio with practitioner interview Hannah Allam, correspondent, NPR

Module 3: The podcasting (r)evolution

Podcasting has changed the game in how audio is produced, consumed, & thought of.

This module will cover:

- How podcasting injected new life into audio
- From basements to big business with guest interview with Nick Quah founder of the podcasting newsletter Hot Pod

Module 4: Big tech embraces the oldest communication form

Technology has opened up the opportunities for audio storytelling.

This module will cover:
- How audio is encountered on listening platforms from linear to on demand and algorithms in between
- Voice assistants and interactive audio storytelling practitioner interview with Nicky Birch, Commissioning Exec BBC Voice + AI
- Voice platform adoption internationally, interview with Ezra Eeman from European Broadcasters Union
- Your platform or mine? How will you get your audio to audiences