# 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
- From quirky guys in a garage to daily news. Guest interview with Samantha Henig, formerly New York Times now Buzzfeed News.

**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