



APPENDIX B: Podcast Genre Guide:

There are endless styles of audio programs and podcasts. This workshop will use some of the basic styles of podcasts and segments to help you to create your podcast.

Your group will be producing one podcast made up of several segments. Each of you will produce a segment based on the Brainstorming Exercise. As a group, think about what style of podcast you would like to make. Also think about which genre best suits the segment you have planned and how that will fit into the overall podcast.

Podcast Styles:

Overall Style	Characteristics	Can include
Magazine style podcast	Upbeat, and entertaining, this style tends to focus on entertainment and culture, often all of the segments are loosely based on a particular theme.	May include a number of different style segments such as: reviews, debates, comedy, advice, interviews, vox pops, short reports or updates, may have one or two 'hosts' to connect segments.
Documentary or feature-style podcast	An in-depth look at a particular subject through several different styles of segments all focused on one particular subject. Frequently uses a narrative style of investigation to link segments.	Uses a mixture of commentary, debates, reports, interviews, vox pops and soundscapes. Often uses voiceover to connect segments.
Journalistic podcast	Similar to the magazine style, but with a more investigative and journalistic tone.	Can present reports, investigations, interviews, vox pops, reports, debates and reviews.
Everything podcast	A combo podcast serving up a little bit of everything, can be both serious and fun!	Pretty much any segment genre that inspires you!

Segment Genres

Genre	Characteristics	Works well for:
Comedy	Humour and satire	Good humour often dissects or critiques daily life and human nature and can also offer a critical, but entertaining, look at current affairs and politics.

Review	Analysis and discussion of media products such as film, television, music or games. Relies on clearly articulate opinions.	Reviews can be useful for looking critically at popular culture or thinking about how we engage with other media.
Soundscape	Audio montage of sounds collected from field recordings, can include voices as well as ambient sounds.	This can be a conceptual piece that relates the feeling and sounds of a particular space or place.
Investigative report	Research and analysis that investigates a particular idea or event.	Useful for looking at aspects of politics and current affairs but can be used to think about daily things we take for granted on a more complex and deeper level.
Advice	Questions presented and then answered by an expert.	This can be either entertaining or serious. Advice style segment can be used to deal with serious subjects that can be awkward to talk about.
Debate	A moderated discussion about the pros and cons of a particular topic.	Good for presenting complex issues and looking at multiple aspects and effects of particular agreements
Opinion Piece	Your opinion about an issue or idea. Generally an in-depth look at a particular subject.	Good for expressing your point of view on a particular topic.
Drama/ Audio play	A story dramatised through audio	Telling a fictional story using audio and sound effects
Interview	Most commonly the interview is a series of investigative questions, directed at one person. Often the interviewee is a celebrity or specialist in a particular field of knowledge.	Interviewing is a good way to present a human voice to a particular idea or hypothesis that you may be exploring in a documentary or feature.
Vox Pop	These are unplanned, on the spot interviews with 'regular people'. Translation literally means 'voice of the people'.	Vox Pops are a good way to find out opinions of non-specialists on ideas or issues.

Suggested listening:

Magazine style podcast: [Sunday Night Safran](#) (JJJ), [Definitely Not The Opera](#) (CBC)

Documentary or feature style: [Hack](#) (JJJ), [Background Briefing](#) (ABC)

Journalistic podcast: [Panorama](#) (SYN), [Greenlight](#) (SYN)

Everything podcast: [NPR Youth Podcast](#), [This American Life](#) (NPR).