

LATINXPERTS

PODCAST GUIDE

MAKING A PODCAST IS FUN!

If you want to host a podcast through Latino Studies and LAITS, please read through this entire guide to familiarize yourself with the steps involved and the production process.



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PART 1: AN OVERVIEW

REQUIRED STEPS INVOLVED IN HOSTING A LATINXPERTS PODCAST

1. Send an email to Monica Flores, Latino Studies' Communications Program Administrator, to pitch your podcast idea.

| monica.flores@austin.utexas.edu

2. After your podcast idea has been approved, you are required to attend a short podcast training session. Monica will be in touch to schedule a session that works for you.
3. Begin **Pre-Production**. This is the most important part of the podcast production process because it is the research and planning phase in which you will organize your knowledge and define your podcast purpose (see *Part 3*).
4. Fill out [this form](#) after you've completed the pre-production phase. You will need to provide photos, links, a title, description, and short bios of the host and the guest(s), so please gather your materials beforehand.
5. Schedule your recording session with LAITS Audio/Visual Production team by sending them an email.
| laits.audiostudio@austin.utexas.edu
6. Record your podcast! Bring your notes and head over to **Mezes Hall Room 1.116**. Let Monica know your recording date in advance so we can capture photos of the podcast session for promotional purposes.
7. LAITS will send you a transcript of the recorded interview a few days after the recording.
8. Start **Post-Production**. This is the part where you can choose to delete parts of the interview, move sections around and pull a poignant quote for the top of your podcast referred to as the "**cold open**" (see *Part 2*).
9. Send your requested edits back to LAITS Audio Studio.
10. LAITS completes edits and will send you an audio transcript.
11. After your podcast is edited, check in with Monica Flores to select a launch date and plan promotion of your podcast!

PART 2: PODCAST FORMAT

AT-A-GLANCE ORGANIZATIONAL STRUCTURE

COLD OPEN

The first thing the listener hears when they play your podcast, this is typically a carefully selected compelling quote from deeper in the interview.

PRE-RECORDED INTRO

This introduction describes what LatinXperts is and will be placed after the cold open and right before the host's introduction. It is voiced by the Department Chair.

"Welcome to LatinXperts podcast: produced by Latino Studies, a powerhouse of Latinx thought and advocacy at The University of Texas at Austin, where our mission is to create space to explore and understand the lives of Latinos in the US while using our knowledge and resources to support communities everywhere."

YOUR PODCAST INTRO

After the pre-recorded LatinXperts intro, you as the host should introduce yourself and your guest(s) with a short description of who you and your guests are and what topics will be covered in the conversation.

INTERVIEW TOPICS

This is the meat of your podcast, divided into subject sections, according to what you want to cover in the podcast. Preface each section with an introduction: "First we're going to talk about..." or "Now we're going to go into a little bit about what motivates your work..."

HOST CONCLUSION

Recap the interview content, thank your guest(s), and tell the audience where they can get more info.

PRE-RECORDED OUTRO

The podcast closes with this pre-recorded outro voiced by the Department Chair.

"Thanks for listening to this episode of LatinXperts, a podcast produced by Latino Studies at the University of Texas at Austin. Like what you heard? Check out our podcast library on Spotify or Apple Podcasts. Latino Studies is comprised of three distinct units unified in one mission, including the Department of Mexican American and Latina/Latino Studies, The Latino Research Institute, and the Center for Mexican American Studies."

PART 3: PRE-PRODUCTION

PLANNING GUIDE AND CONSIDERATIONS FOR YOUR PODCAST

PLAN YOUR PODCAST INTRO

Welcome your guest and introduce yourself, keeping it short and casual.

Example: "Hi, I'm Karma Chavez (include your title and Latino Studies association) and today our guest is poet and writer and our first ever writer-in residence for MALS: mónica ortiz. They have a new book coming out this spring called "Book of Provocations" (or another timely justification for the interview). We're going to talk about that book and how it got its name, explore some recurring themes in the collection which in part stem from their growing up queer in the conservative Texas panhandle..."

In this intro you should provide the reason or "hook" (new book, new exhibit, new recognition, new teaching approach, welcome to UT) for recording the podcast and give at least 2 or 3 hints about the contents of what's to come in the podcast, which is an opportunity keep the audience listening.

As mentioned in Part 2, LatinXperts has a pre-recorded intro voiced by the Department Chair, so you do not have to introduce the podcast itself or Latino Studies. You can just jump in and introduce yourself and your guest and go over the podcast contents as in the example above.

PLAN YOUR GUEST'S BACKGROUND INTRO

Keep it conversational and informal; please do not read pre-written bios verbatim!

Example: "For those of you who don't know, mónica ortiz is a poet from the Texas border, who grew up in XXX. They have been writing poetry for X years, and they have covered topics on everything from Y to Z. They just won the A award for B (or is about to release a book, movie, open an exhibit, etc.) and the New York Times said "this" about their work. I am so excited to have mónica on LatinXperts today. I'm a big fan because XYZ."

This section is designed to invite listeners to participate in the conversation and make sure they are aware of who your guest is and why they are special. If you have multiple guests, you will want to introduce all of them, and keep it brief, or invite them to introduce themselves.

ORGANIZE YOUR PODCAST INTO SECTIONS

A good podcast has a purpose. It tells a story and chronicles a journey or a progression of ideas. Your first task is to identify what your story is and make a plan on how best to tell it. It's recommended to start with something personal about the guest, so listeners can begin relating to them right away. Your goal is to help the listener to get to know your guest and care enough to continue listening. After establishing a human connection, the order of the podcast sections don't really matter. Here are some examples of Sections you might want to include: your guest's new work, their influences or motivations, changes in their direction over time, failures and/or successes that helped the guest grow or learn something, future goals or direction.

FORMULATE YOUR QUESTIONS FOR EACH SECTION

During the recording session is not the time to figure out how to phrase your questions precisely. Identify ahead of time what you want to know and hone your language to elicit the conversation you would like from your guest. Try to keep things conversational. It should not sound as if you are reading from a list of questions. You can and should include your personal reasons for asking the questions, if applicable. You can even say things like *“the first time I saw your work...it made me feel X.”* Personal responses always increase interest. LatinXperts’ podcasts vary in length, but a good duration is under one hour. Plan to have about 10-12 questions/topics to discuss. Don’t worry if you feel things are running long, there is always the option of editing out portions of the interview that are expendable or less compelling.

PREFACE EACH NEW SECTION

It helps to give the audience some verbal indication before changing the course of the conversation. For example, you might say *“Now we’re going to talk about X”* and then proceed to talk about it. One easy way to preface what’s ahead in the podcast is to reference something specific about your guest or their work.

Example: “Now I’m going to read a quote from your book in the second chapter in which X is happening” or “the New York Times published X about your work” or “now if you don’t mind I’m going to ask you to read an excerpt I’ve chosen from your new book...”

Prefacing serves to include the audience, gives them direct exposure to the guest’s work, and really tends to fuel great conversation. You can preface any topic change: *“Okay, we’ve talked about what has inspired your work, now let’s talk about your process.”*

INCLUDE YOUR AUDIENCE

This is referenced in many of the other tips listed here, but it’s worth stating explicitly. One of your most important roles as a podcast host is to make sure the audience is not forgotten. Think of your listener as a main character in your podcast. You provide context for listeners throughout the show, filling in gaps, giving background where needed so they feel they are part of the conversation and not just overhearing a conversation between other people. It’s important not to make assumptions that your listeners have any previous knowledge about your guest. For this reason you can use phrases like this: *“So, for those of you who don’t know, when (guest) was 18, they came down with a serious illness from which doctors thought they might not recover. Tell us about that time...”*

LET YOUR GUEST TALK MORE

Yes, it’s a conversation, and you are important in that you are guiding it and being mindful of the audience at all times, but be careful of taking more than your share of airtime. Showcase your featured guest while sharing your own personal responses and reactions to their answers.

DEPART FROM YOUR PLAN AS NEEDED

A great podcast should feel like a natural unscripted conversation. While the Sections give context and help listeners absorb content, if you find yourself going in an exciting direction that is not part of your plan, go with it, as long as you circle back around to your planned topics eventually. Ideally, you should acknowledge the departure out loud, include the audience in the new direction that the conversation is going.

Example: "Okay, so I didn't realize that you took a break in 2020. Can you explain how that happened and how it affected what came after?"

CONCLUDE WITH A BRIEF RECAP

Remind the audience of who you are as the host, who your guest(s) is/are, and the content discussed. It's a great idea to sum up the conversation with a recap and look to the future.

Example: "Thank you for listening today to LatinXperts podcast. I'm Karma Chavez, Chair of Mexican American and Latina/Latino Studies at UT Austin, and today we visited with mónica teresa ortiz and their new book "Book of Provocations", which is coming out this spring, published by XXXX. The themes in that book grew, in part, out of their experience growing up queer in the conservative Texas panhandle. They'll be spending the next year here at UT writing XYZ. We can't wait to see what they come up with next."



PART 4: RECORD YOUR PODCAST!

COORDINATING THE ACTUAL RECORDING PROCESS

Once your podcast notes are prepared, you're ready to reach out to LAITS' audio/visual production team to schedule your recording! LAITS will help you coordinate when you and your guest(s) can reserve the recording studio, located in **Mezes Hall room 1.116** and provide you with additional in-studio technical assistance. Please let Monica Flores know your recording date in advance so we can capture photos of the podcast session for promotional purposes.

PART 5: POST-PRODUCTION

NEXT STEPS AFTER YOU RECORD YOUR PODCAST

1. LAITS will usually send you a transcript of your podcast within a few days of finishing your recording.
2. Once you have the transcript, you can choose to modify it. You can delete sections or re-order them. Also, this is the time to choose your **“cold open”**, a compelling excerpt from your conversation to be heard at the very top of the podcast, even before the pre-recorded LatinXperts intro.

Remember: the “cold open” is meant to give listeners a glimpse into what’s coming and piques their interest. It is usually something emotionally rich and personal that creates a human connection.

3. You can edit the audio transcript directly on the document LAITS gives you from your computer, using strikeouts or highlighting, or you can download a free app recommended by LAITS called *Descript*, which allows you to listen to the audio as you edit the audio transcript and can be really useful.

Monica Flores, Latino Studies’ Communications Program Administrator, is available for guidance at this stage if you’d like. Just send her an email with the request and share the transcript for her to review.

4. Let Monica know when your podcast is complete so that she can schedule a launch date and plan to promote your podcast.

If you have any questions about LatinXperts or the podcast production process, please feel free to contact Monica Flores at monica.flores@austin.utexas.edu.