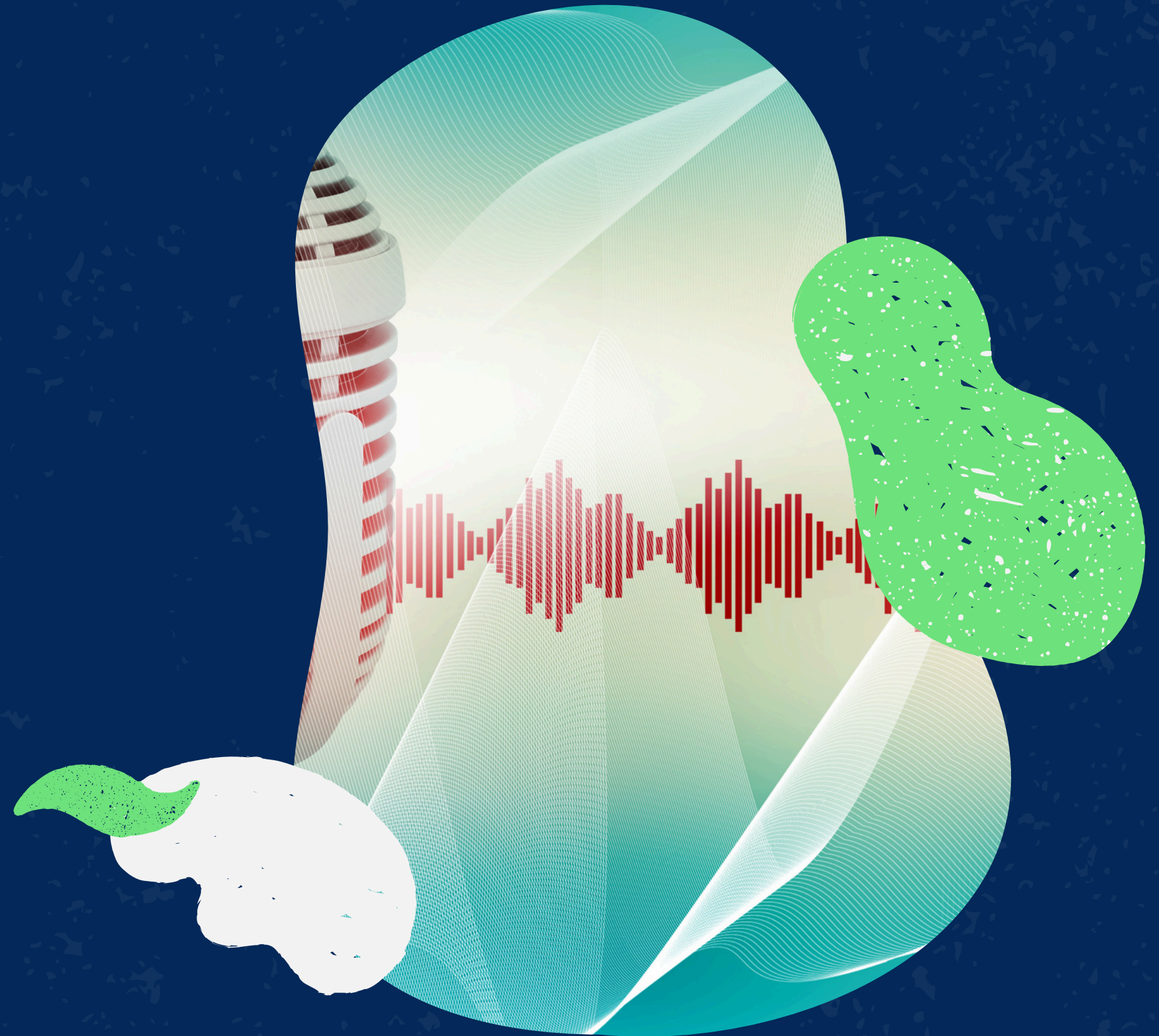


ON AIR AND EVERYWHERE

The art of **broadcast** and **podcast** storytelling



WHO ARE WE?



Dawson Wagner

Dawson H. Wagner is a Graduate Teaching Assistant at Kansas State University, and serves as Assistant Chief Operator of Wildcat 91.9 while also working professionally as a licensed Part 107 UAS pilot.



Dr. Andrew Smith

Professor and Assistant Director for News and Sports Media at Kansas State University's A.Q. Miller School of Media and Communication. Chief operator of Wildcat 91.9 and News Director of Channel 8 News KKSU-TV.

SESSION OBJECTIVES

This session aims to explore the **fundamentals of storytelling** in broadcast and podcast formats, expanding your knowledge on different ways to engage audiences on the air and online.

KEY OBJECTIVES

- Understand core storytelling techniques
- Share on-air presentation skills
- Explore audience engagement strategies

EXPECTED GOALS

- Brainstorm podcast and broadcast content
- Understand the differences and similarities between podcasting and broadcasting
- Build confidence in how to tell a story





BROADCAST

Live audio and video transmission to the public

Reaches a wide audience instantly

Relies on scheduled programming and format



PODCAST

On-demand audio and video content available anywhere

Convenient for listeners on the go

Engages audiences with storytelling techniques





KEY TECHNIQUES IN STORYTELLING



Understanding Your Audience

Know who you're speaking to

Tailor your message to engage and resonate with listeners effectively.



Compelling Narrative Structure

Use a clear beginning, middle,
and end

A well-structured story keeps your audience's attention and enhances understanding.



Authentic Voice and Tone

Be genuine and relatable

Your unique voice draws listeners in and fosters a connection with them.

WILDCAT PODCAST NETWORK

VISUAL STORYTELLING

Channel 8 News and Wildcat 91.9 Media Presence



WILDCAT919.COM/FAKEPATTIESDAY



WILDCAT919.COM/FROGWIZARDFEST

**BRAINSTORM
YOUR
OWN PODCAST**

WHAT ARE YOU PASSIONATE OR
CURIOUS ABOUT?

**WHO WOULD LISTEN TO YOUR PODCAST? BE
SPECIFIC (AGE, INTERESTS, COMMUNITY).**

**WILL IT INCLUDE MUSIC, SOUND DESIGN,
STORYTELLING, OR SEGMENTS?**

WHAT GEAR OR SOFTWARE MIGHT YOU NEED?

**IS YOUR PODCAST MEANT TO INFORM,
ENTERTAIN, INSPIRE, OR PERSUADE?**

**HOW LONG SHOULD EACH EPISODE BE?
(SHORT-FORM VS. LONG-FORM)**

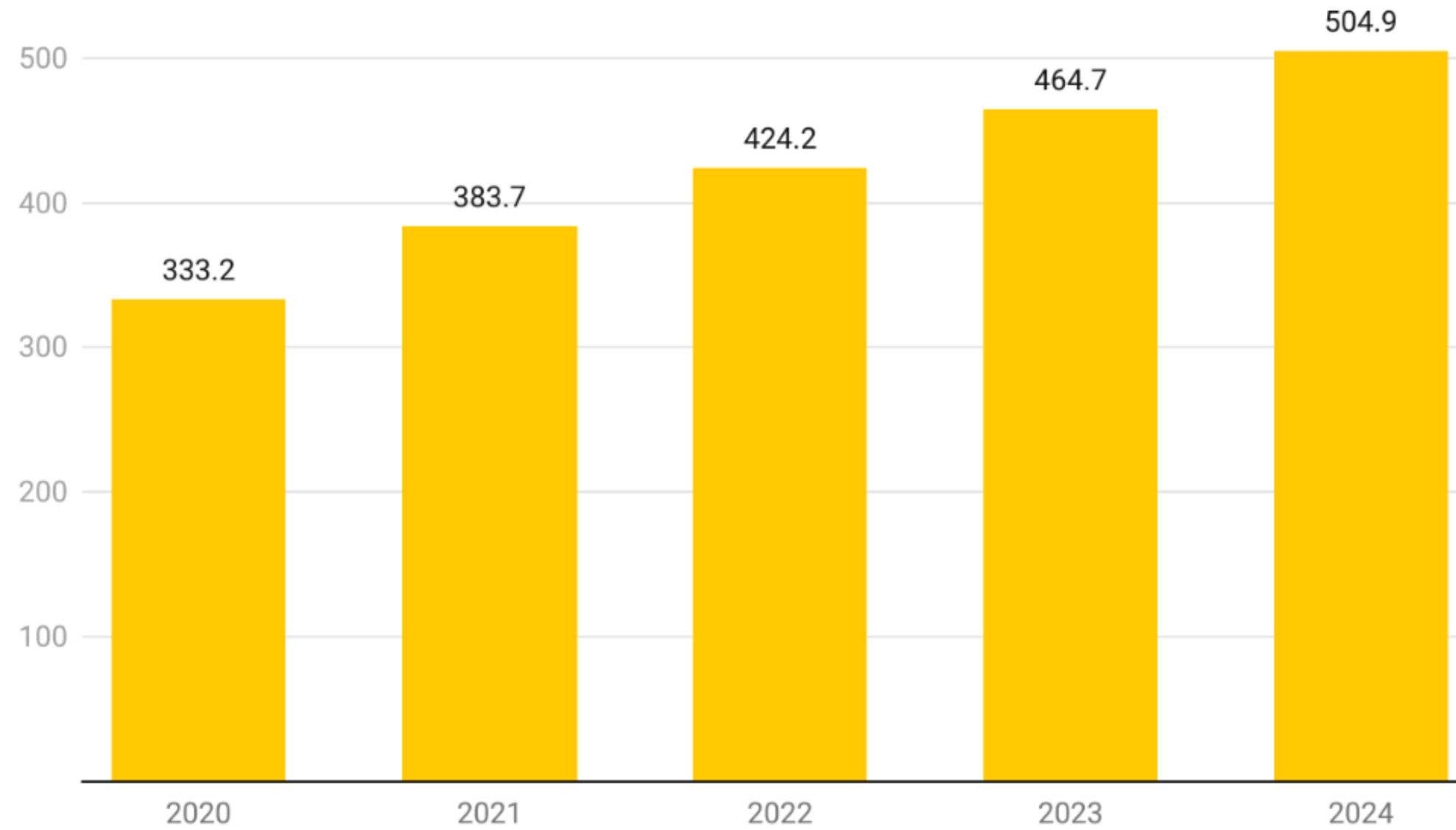
**WHAT DO THEY CARE ABOUT? WHAT PROBLEMS
OR QUESTIONS DO THEY HAVE?**

ADDITIONAL QUESTIONS:

- **HOW OFTEN WOULD YOU RELEASE EPISODES?**
- **WHAT WOULD A POTENTIAL FIRST EPISODE BE TITLED, AND WHAT WOULD IT COVER?**
- **IF THIS PODCAST GREW, WHAT COULD IT BECOME IN 10 EPISODES? IN 50?**
- **COULD THIS PODCAST TURN INTO A BRAND, A SERIES, OR EVEN A LIVE EVENT?**

The Number Of Podcast Listeners Over the Years

2020-2024, Million listeners



STAY CONNECTED WITH US!



Email

wildcat919@ksu.edu

Social Media

[@wildcat919fm](https://www.instagram.com/wildcat919fm)

website

[wildcat919.com](https://www.wildcat919.com)

