



Peterborough Podcast Challenge

The BBC has exciting plans for Peterborough. This is your opportunity to be involved, share skills, and celebrate everything that makes our city great.

As part of the build-up we're inviting schools to have a go at making podcasts, and if something catches our ear it could end up on the BBC.

If you love telling a story, or having a lively chat with your friends, or if you're passionate about an issue or something happening where you live, then this is the challenge for you.

What you talk about is up to you - surprise us, make us laugh, make us cry. You bring the ideas and voices, and we'll give you a helping hand to bring your podcast to life.

The challenge is open to all schools in Peterborough, it could be part of lessons, a media club, or just a group of friends who want to give it a go. There's no limit to the number of podcasts that a school can upload.

We're looking for podcasts to have a duration of 10– 20 minutes.





What is a podcast?

A podcast is a digital audio file (similar to a radio programme), that can be downloaded on a digital device like a smartphone.

Podcasts offer a unique, personal relationship. Plug in and wherever you are, it's just you and the voices in your ears. This is a special connection; human to human. This is a great space to get close and creative.

They've risen in popularity in the last few years, and are a great way at having a go at broadcasting, because they're simple to make, with very little equipment.

You can listen to all of the BBC's podcasts [here](#) or via the BBC Sounds App. There are also some brilliant podcasts made by children and the BBC [here](#).

If you need any help or advice email us at Peterborough@bbc.co.uk



Step 1 – Topic and Title

Topic

Podcasts can be about absolutely anything, and we can't wait to hear your ideas. Here are a few suggestions to get you started:

- Sport (Could be about local club or a sport you enjoy playing)
- The Environment/Climate Change (could you find out what's being done in your school or area?)
- How to.... (find out how something is made, and tell everyone else!)
- My Street (Could you find out about the history of your street or interview some of the people who live there?)
- Parenting (Perhaps chat to your parents about an issue, find out if you have different views)
- Comedy or poetry (Do your friends tell you that you're funny, share your comedy with us!)

***Tip!** Keep it simple - the best podcasts are about a single topic, guest or idea. Don't try to cram too much in!*

Title

Your title needs to: **Motivate** and grab the listener; **Inform** them on what will it be about; **Convey** an emotion that's **Relatable** and make them care.

***Tip!** Keep it short, make it memorable.*



Step 2 – Keep it safe and legal

Podcasts are usually more informal than traditional media, but you still need to be careful not to break any rules.

- **Music** - Due to rights issues, unfortunately you can't use any music, in your podcasts. We have got some 'jingles' we can send you to make your podcasts extra special. We may be able to add some music for you once you've sent the audio. The same rules go for using any film/TV/gaming audio in your podcast, it's easiest just to avoid it!
- **Don't swear!**
- **Privacy** - Don't reveal any personal information in your podcast, eg. surnames, addresses.
- **Libel** - Don't say anything that can damage someone's reputation, unless you can prove it.

Tip! There's plenty more information on privacy and libel [here via BBC Young Reporter](#).



Step 3 – What will the podcast sound like?

Format

Podcasts can be lots of different formats, but the main ones are:

- Just one person talking, perhaps an audio diary or telling jokes (eg. [Thought for the Day](#))
- An in-depth interview (eg. Grounded with [Louis Theroux](#))
- A head to head - this just means two people chatting (eg. [The High Low](#))
- Round table - this is where you have more than two people joining in the discussion (eg. [Newscast](#))

Remember this is a story. It needs a beginning, middle and end.

Tip! *It's a good idea to write a plan for what you want to include in your podcast, perhaps some topics or questions, but avoid writing a script otherwise it'll just sound like you're reading it out.*

Sound

Think about how you want your podcast to sound, do you want to record it in a silent room, or somewhere with background noise - this can sound great, but you have to be careful that it isn't too loud!

Tip! *Close your eyes. What will it sound like? Can you include a sense of place or sound effect?*



Step 4 - Record your podcast

You don't need fancy equipment

Lots of podcasts are made using video conferencing equipment on laptops, or simply using the internal microphone in a smartphone.

You can improve the sound quality with USB microphones, which range massively in price and quality, but the most important thing is to make sure that you're close to the microphone and there's no background noise (unless you want it!)

Make sure the microphone is pointed at the person who is speaking but don't shout into it. Hold the microphone still or better even, stand it on the table. If it's windy, use your body to shield the mic.

Edit your podcast. There's lots of free editing software available, depending on the computer/device you have. Keep the edit simple, we can make modifications later.

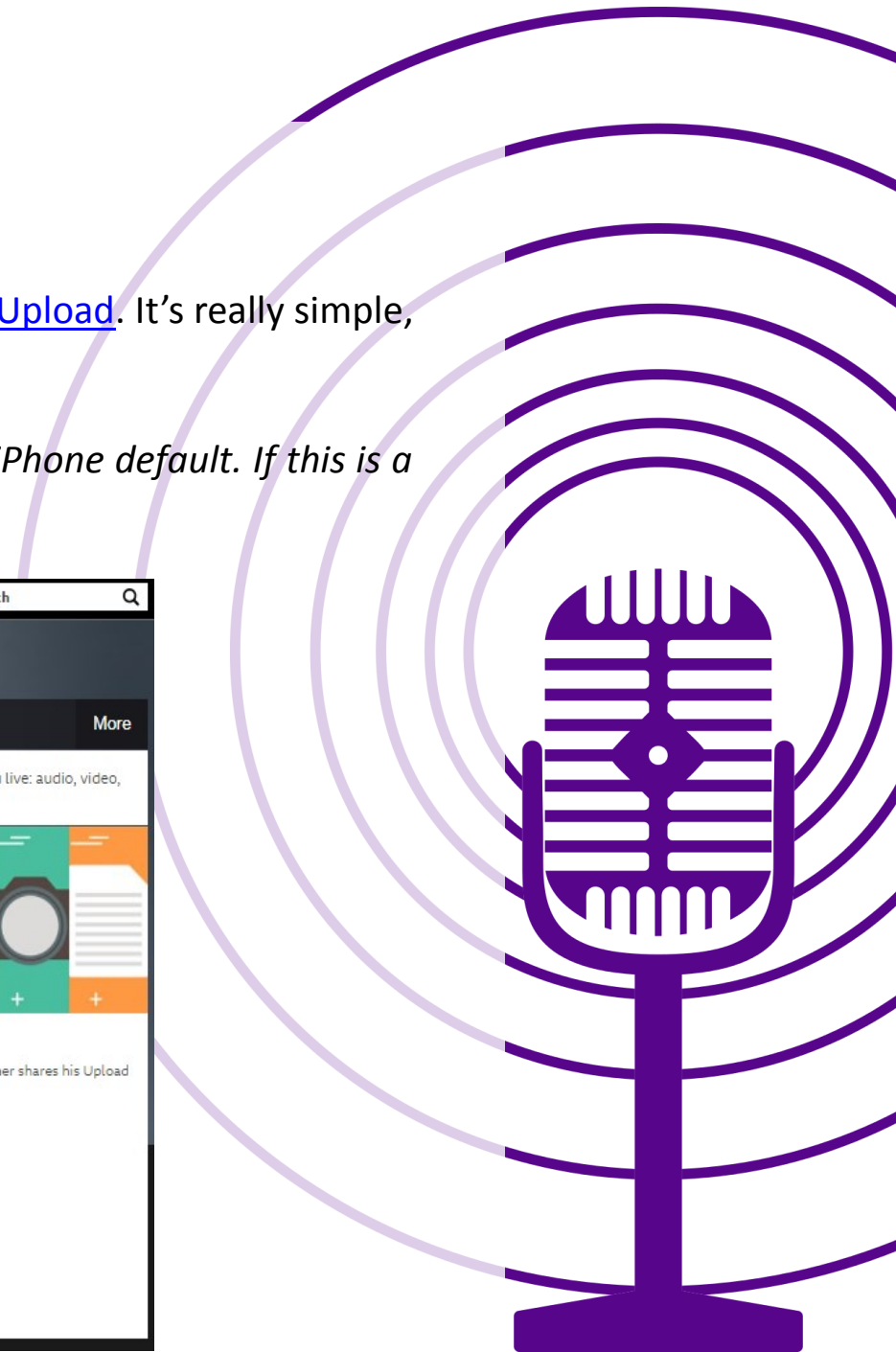
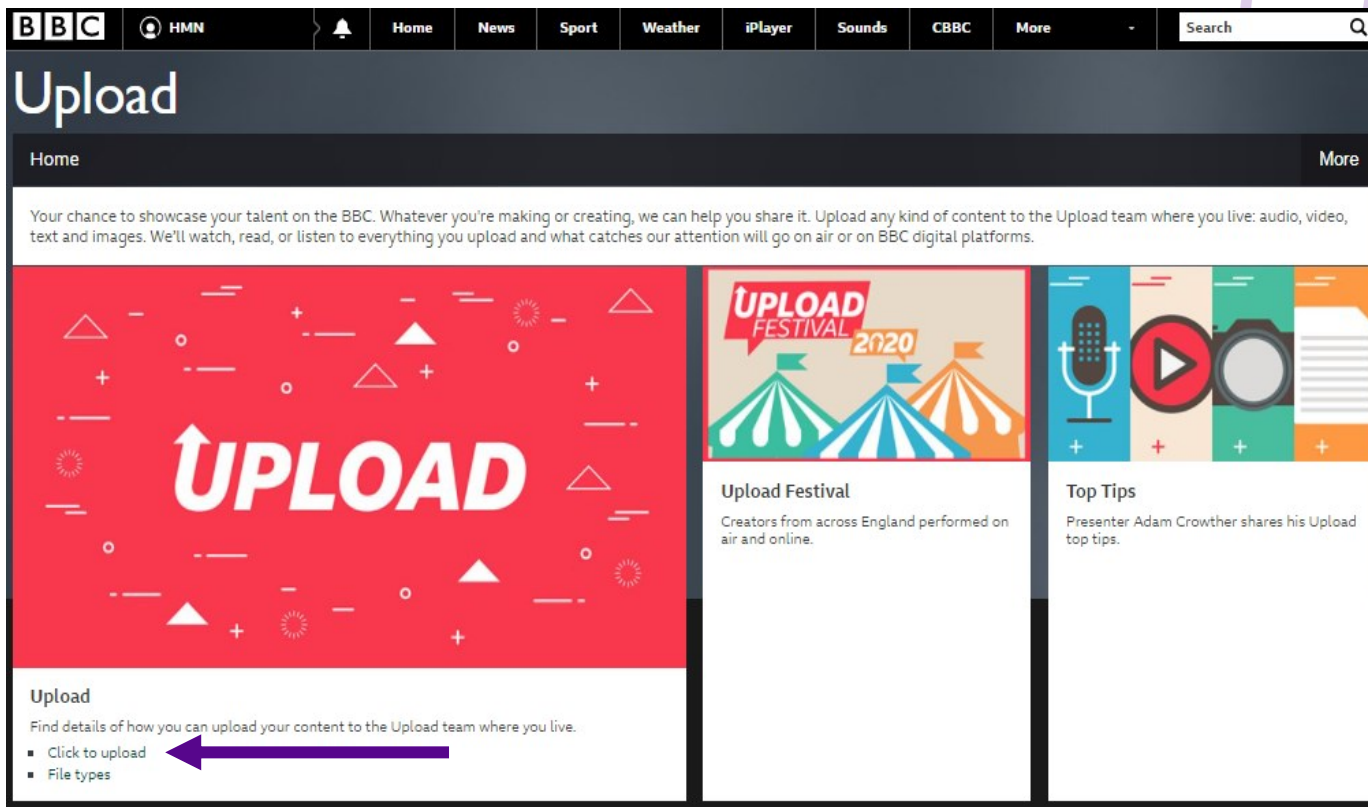
Tip! Don't record too much. We'd like your podcasts to be between 10 and 20 minutes long so don't record for 2 hours, otherwise it'll take ages to edit down!



Step 5 - Send it to the BBC

Once you've recorded your podcast you need to send it to us via [BBC Upload](#). It's really simple, you just need to 'click to upload' and select Cambridgeshire.

Tip! You can upload WAV or MP3 files, but not M4A files, which is an iPhone default. If this is a problem then there's lots of free file conversion apps available.



Step 6 - Consent & Help

Consent

Don't forget to fill in the child consent form below and email it to peterborough@bbc.co.uk

Extra resources

BBC Bitesize and BBC Young Reporter have lots of resources that may help you. Here's a few articles to get started, but there's plenty more to explore.

<https://www.bbc.co.uk/bitesize/articles/znv7yc>

<https://www.bbc.co.uk/teach/young-reporter/lesson-3-gathering-news/zqcm8hv>

Get in Touch

We're nice people. Please do get in touch if you've got any questions, need help, or want to tell us about something great that you've recorded. peterborough@bbc.co.uk

We can't wait to hear what you come up with.

Good Luck!



BBC CONTRIBUTOR RELEASE FORM – CHILDREN

Programme (working title) (“Programme”)	BBC Radio Cambridgeshire
“We/Us/Our”	The British Broadcasting Corporation of BBC Broadcasting House, Portland Place, London W1A 1AA including all of its subsidiaries, licensees and assigns.
Child’s name (“Child”) Multiple children can be listed here if they are from the same family or school	
Parent/Guardian (“You”/”Your”) Name, address, tel & email	
Please state your relationship to the child:	
Production Contact Name, title and production address	Heather Noble, Senior Producer, BBC Radio Cambridgeshire, Cambridge Business Park, Cowley Road, Cambridge, CB40WZ
Contribution Description of the contribution (include any material they will provide like photos and blogs).	Material created for Us by the contributor in video, audio or text format. May be used on: Radio; TV; BBC digital platforms (including social media, website, Sounds and streams).

By signing this form You agree to the following terms.

You confirm that You are the Child’s parent or legal guardian or adult acting in *loco parentis*.

You acknowledge the nature and purpose of Your Child’s Contribution has been explained to You.

We take child safety very seriously and will at all times comply with Our Child Protection Policy (located here: www.bbc.co.uk/aboutthebbc/insidethebbc/howwework/policiesandguidelines/child_protection.html).

You confirm Your Child is sufficiently fit and able to provide their Contribution. If Your Child becomes unwell or may be contagious to others, then You will immediately notify the Production Contact that Your Child will not be able to participate. We may at Our discretion prevent Your Child from participating.

BBC CONTRIBUTOR RELEASE FORM – CHILDREN continued

You will not leave Your Child unaccompanied or ask the production team to care for or supervise Your Child.

You will tell Your Child they must not give anyone or ask anyone for any personal contact details (including social media details). If anyone gives or asks Your Child for personal contact details then immediately tell a member of the production team. Only generic production contact details will be provided to You.

You agree to the recording and/or broadcasting of Your Child's Contribution and assign to Us all rights in Child's Contribution for Us to use it worldwide in perpetuity in all media known now or in the future.

You agree that if Your Child provides their own existing material (such as photos or blogs) then the material remains Your Child's property and We may use the material in or in association with the Programme.

To the best of Your knowledge and belief, the Child's Contribution will not infringe the copyright or any other rights of any third party or be defamatory and any material Your Child provides is their original work and consent has been obtained from others appearing in such material.

We may edit, copy, adapt or translate Your Child's Contribution at Our discretion and You irrevocably waive any "moral rights" that may exist in Your Child's Contribution.

We will not be liable for any loss or damage to You, Your Child, Your property or Your Child's property unless caused directly by Our negligence.

Although We hope to use Your Child's Contribution, We cannot guarantee to do so.

In consideration of mutual exchange of obligations, You and We agree to these terms

This agreement is governed by the laws of England and Wales and the jurisdiction of the English and Welsh courts applies.

If you agree with these terms please sign below and return it to the Production Contact. If you are unsure of the meaning of any of the terms set out above, the production team can explain them to you.

Thank you once again for your assistance in making the Programme.

I agree to these terms:

Signature:

Name in block capitals:

Parent / Guardian / School teacher (please circle as appropriate)

Date:

About Your and Your Child's privacy:

We are responsible for handling personal data You provide, including Your Contribution, in accordance with data protection law. We have a legitimate interest in using Your personal data for journalistic, artistic and literary purposes and for the performance of Your contract with Us and fulfilling Our legal obligations. You may also provide special category or criminal offence data which may be used for the purposes of journalism, arts and literature or otherwise where the law allows. For more information about how We use Your personal data and your rights, visit www.bbc.co.uk/contributors/privacy-notice.