

## Guidance Note

### Teacher Professional Development Podcasts

#### Purpose of this Document

To set out the aims and guidance for podcasts to assist Teacher Professional Development.

#### Aim

For companies and industry associations to make available, existing or new, audio or video podcasts for teachers

- Which emphasise why science matters from an applied or everyday usage perspective, and
- Which feature scientists at work and enhance the idea of careers in science, and careers from science (especially for students who do not normally choose MST subjects, e.g. girls).

Podcasts will be company-branded and made available through a Science In Schools web-site (to be confirmed). This initiative is intended to support science teachers and science teaching across Europe.

**Call for Action** For Science In Schools country / European leads to

- 1) Encourage their collaboration networks to contribute.
- 2) To contribute thoughts and comments to the development of this idea.

#### Podcast Description

##### Content

- Aimed primarily at Maths, Science and Technology teachers to promote understanding of the interesting aspects of science and how these can be used to excite interest in children, and of any additional resources that are available to support teaching
  - o A different style / content is likely to be necessary depending on whether podcast is aimed at primary or secondary teachers.
- Podcasts should describe the outcomes of work, not the pure science behind it

##### Style

- The podcasts should have a 'story', not 'lecture', style

##### Format

- There might be several versions of any topic
  - o 'Taster' (1-3 mins)
  - o Rich content (15-30 mins), which could possibly also be used in a classroom or by students.
- The resource would also include links to further *industry* materials.

##### Accessibility (Country & Language)

- While language and context (e.g geographic references) provide country-specific context, content should ideally be relevant to any country.
- If the speaker can speak more than one language, then podcast in their 2<sup>nd</sup> language would be encouraged.
- We are open to sub-titling of podcasts, or versions with sub-titles

##### Development

- It is suggested that podcasts are developed in partnership with a local school in order to enhance credibility and relevance of the material.

##### Other

- If video, they should show talking heads, interesting pictures, moving pictures, images
- If audio, they should be shorter and reference other materials. They should include at least 1 image for showing alongside audio (in a YouTube context).
- There should ideally be written notes to go accompany podcast. (Transcript; Further Resources)

## Timescale

We aim to launch in November 2008 in time for to promote at the European Science Teachers conference, and continue building this resource thereafter.

## Questions

### Hosting of Podcasts

We are considering hosting or linking to the podcasts from as many easily and probably publicly available channels as possible. This is currently being looked defined.

### Promotion

We intend to promote through as many channels as possible including established teacher and education outreach channels as well as less possibly less formal channels such as YouTube and social networking.

### Quality (Both content & production values)

At this stage we wish to openly encourage people to come forward with podcasts. We do not intend therefore to quality review podcasts provided.

## Developing Podcasts –Recommendations on how to make ‘Science in Schools’ podcasts

1. Spend some time thinking of who your audience is and why you think they’ll want to listen to what you have to say
2. Be clear about what your message is
3. Tell them what you’re going to say, say it, and tell them what you’ve said – the Shakespearean approach.
4. Consider what image of science you want to give. How will you convey that image?
5. Try using questions as a way to engage the audience, for example, ‘Have you ever wondered ...?’
6. People like stories. Stories need a plot, characters and a purpose. So what are yours?
7. In many cases, less is more
8. Keep it simple
9. Use humour if you can

## Practicalities

1. Try to include a title sequence which indicates what the focus of your talk is, your name (if you’re happy for it to be known, otherwise just the company name and department you work in)
2. Summarise the ‘headlines’, ie the main points you are going to cover, in a few minutes at the beginning of your podcast
3. If possible, show something of your work as well as talk about it
4. Consider using an interlocutor, ie someone who prompts or asks key questions that a lay person (or one interested in learning about a career in your field) might ask
5. Try to involve a real Science teacher (or more than one) for advice on how to make what you do interesting to the science teaching profession. Maybe even use a teacher as your interlocutor (see point 3)
6. Consider making a 2<sup>nd</sup> version of your podcast that would be suitable for teachers to show to their students in class. Aim this version at an audience of 12 year olds since this age group has often not decided on what their future direction will be. Use simpler

vocabulary and concepts than in the version for an adult audience but avoid any trace of condescension

7. Supply some key words for your talk so that we can 'tag' it and it will appear on search engines

### General advice on podcasting

1. Have something to say and be prepared. Make notes before you start talking. Only a rare few can improvise for a half-hour but don't let notes or questions keep you from diverging if you find something better to say.
2. Be short and simple. You will be much more likely to attract viewers to your podcast if it is short, say 15-20 minutes
3. Be clear. Use good recording equipment on which to record, edit and produce your podcast.
4. Be yourself. Unless you're a professional journalist or radio broadcaster, you won't make people think you are. Don't try to use a "broadcaster voice". Remember that an impassioned delivery by someone who knows their subject is always interesting.
5. Be interesting, even 'quirky'. The best podcasts are the ones that are original. Podcasting, like writing, is creative.

Try to provide some key notes. You could even consider splitting your podcast into 'chapters'.