

# Quinnipiac

UNIVERSITY

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## Podcast Studio

# Hunger in Hamden

## Description

The award-winning Hunger in Hamden Podcast series is designed to connect Quinnipiac and the Hamden community in sharing resources and raising awareness on the hunger challenges in the area. Drawing its inspiration from hunger initiatives both on campus and off, listen to community leaders and Hamden residents as they express their struggles and shine light on food solutions in Hamden.

For more information on the Hamden Hunger Project and its initiatives, visit <https://www.hamdenhungerproject.com>

## Social Content

All posts should be streamlined to the overall goal of the Hunger in Hamden Podcast: informing the audience of hunger issues in the area and resources that are available.

## General Guidelines

- Put a transparent Hunger in Hamden logo is present in the corner of each image
- Have each picture or video demonstrate the message you want it to convey (people are happy if the caption is happy etc.)
- Give picture/video credits where due
- Make all Twitter posts horizontal
- Stick to filters that enhance colors naturally and images that have a bright, clear appearance. Avoid black & white filters or any unclear images with no obvious subject.

## Caption Guidelines

- Avoid large blocks of text
- Use spacing and relevant emojis to break up text
- Always edit the caption before you post it—read it aloud to catch errors
- At the end of each caption, use the hashtag “#HungerinHamden”
- If you’re going to use a new hashtag, check what pictures are attached to it before you use it
- Make the captions exciting/ keep the audience engaged

## Instagram

Instagram is a visual tool. It helps to provide aesthetic images and videos relevant to the goal and shares an inside look at the behind the scenes of the podcast. The Hunger in Hamden podcast can utilize this aspect of Instagram to show followers the visuals behind the topics discussed. The posts should express the emotional appeal of hunger: videos of the food banks in the area, standout facts, interviews with volunteers and an inside looks at facilities. These images and videos will be both informative and inspiring enough to drive people to listen to the podcast.

### Types of Posts

Audiogram (square post for Instagram and horizontal/rectangle post for Twitter)

Post Content: These can be used to take audio clips from the podcast and turn them into an engaging, visual video. The clips should be from 15 seconds to one minute long, have a picture in the background/use the Hunger in Hamden logo and have a call to action at the end to drive people to listen. Pull a quote from the audiogram and make it the caption.

### Instagram:

“They’re like gold, they’re very rare... I didn’t know there were people like that, but now I do.” Want to know what they’re describing? Stream episode 2 of the Hunger In Hamden series now #HungerinHamden

### Twitter:

“They’re like gold, they’re very rare... I didn’t know there were people like them that volunteer their time, but now I know.” Want to know what they’re describing? Stream episode 2 of the Hunger In Hamden series now #HungerinHamden

# Hunger in Hamden

## Statistic Graphic

There are several statistics mentioned throughout each episode. When you need content, pull quotes and create visual graphics. These can be done using many free resources such as Canva. The statistics should be attention grabbing enough to make followers care about the issue of hunger and drive people to listen to the episode the stat came from.

## Suggestions for the Future

Throughout the future, pull noteworthy quotes, videos, images to continue to encourage people to listen to the podcast.

## Picture/Video

These should access the emotional appeal of the topic using pictures or videos from the initiatives mentioned on the podcast. It can be interviews with volunteers, videos of food banks or pictures. Providing listeners with some visual insight to what they're listening too (the face behind the voice) can be very affective.

## Interact with the Hamden Hunger Project

Although the podcast and the project are unrelated, they stem from the same issue. Interacting with the project initiatives on Twitter and quoting the tweets bringing it back to the podcast can be very effective.

## Promote the Future

Once it is known what the future topics of the podcast will be, tease the episodes on Twitter.

## Typefaces:

Foregen



Orange

#F3771F

R 243 G 119 B 31  
C 00 M 66 Y 100 K 00



Burnt Orange

#F15A24

R 241 G 90 B 36  
C 00 M 80 Y 97 K 00

### Sample Social Media Posts

Hashtags: #HungerinHamden



# The Polling Perspective

w/ Doug Schwartz

## Description

As America prepares for the 2020 election, join Doug Schwartz of the renowned Quinnipiac University Poll as he dives into the latest and greatest news in the world of polling. Each episode, Doug will spark conversations with fellow pollsters, journalists and political professionals with the goal of untangling the current political polling landscape for listeners.

This bi-weekly podcast will explore the political views of the general public and dive deeply into polling techniques, styles, and the latest results. Let the director of the nation's leading poll be your guide as he sets out to make polling approachable for all.

Follow us on Twitter at [@QuinnipiacPoll](https://twitter.com/QuinnipiacPoll) and [facebook.com/quinnipiacpoll](https://facebook.com/quinnipiacpoll)

## Target Audience

Political Journalists, Pollsters, People trying to understand the current political landscape

Why?: This podcast brings the latest polling news in a digestible format for all. It allows for political professionals to get relevant data from credible sources, but at the same time the conversation is broken down to be understood by even the most inexperienced listener.

## Social Media

Twitter is the primary media outlet for this podcast. The Quinnipiac Polling Institute has a Twitter account from which they will be retweeting episodes of The Polling Perspective. Additionally, many of Doug's guests have popular Twitter accounts that have expressed interest in promoting the podcast they are being featured in. Audiograms, photos, and occasional videos will be used in these posts in order to boost engagements. Instagram and Facebook will be secondary media outlets that we will post to. The content for these platforms will be aligned with whatever is being posted on Twitter.

## Guidelines

- Use #PollingPerspective on each social media post to increase popularity of the podcast and generate higher engagements
- The podcast will be releasing episodes bi-weekly on Thursdays, on the weeks that a new episode is being released...
- Tuesdays will be for a teaser post promoting the upcoming episode
- Thursdays will be for a post about the release of the new episode, including links to the different ways to listen to it
- On the weeks there is no new episode being posted...
- Each Tuesday there will be a post featuring a photo or video of last week's podcast
- Each Thursday will feature an audiogram post to entice people to watch the previous podcast if they have not done so already
- If the guests on the podcast have social media handles, be sure to tag them on the appropriate platform as long as they are ok with it
- For each episode release, there will be a standard graphic overlay that will be used to create continuity on the account (this overlay is depicted in the example photo)

## Twitter

Caption: Our first podcast of the #PollingPerspective is live! Join Doug Schwartz and Lydia Saad of the Gallup Polls as they discuss the current polling landscape and the future of polling.  
@QuinnipiacPoll @GallupNews

## Instagram & Facebook

Caption: Our first podcast of the #PollingPerspective is live! Join Doug Schwartz and Lydia Saad of the Gallup Polls as they discuss the current polling landscape and the future of polling.

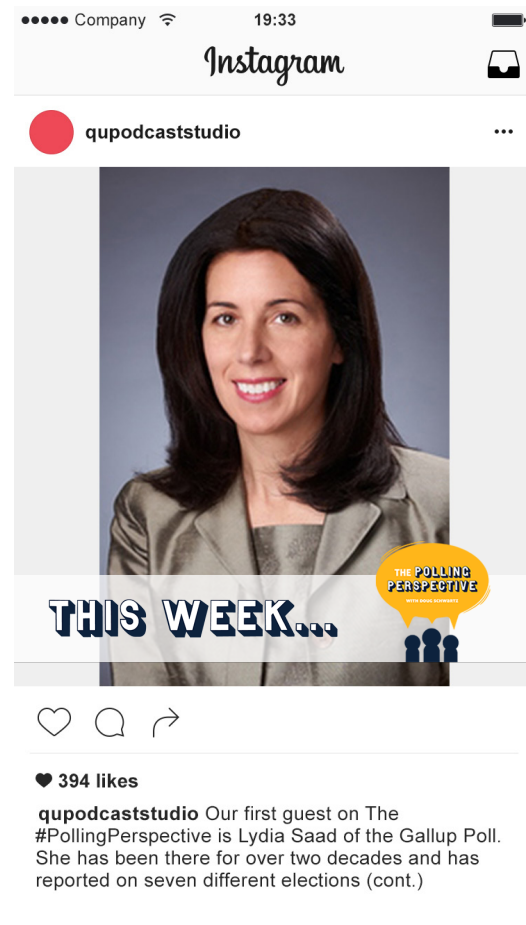


**Gold**  
 Pantone 1235C  
 #FFB61A  
 R 255 G 182 B 26  
 C 00 M 32 Y 98 K 00

**Navy Blue**  
 Pantone 289C  
 #0D223D  
 R 13 G 34 B 61  
 C 96 M 83 Y 47 K 54

Sample Social Media Posts

Hashtags: #PollingPerspective







**qupodcaststudio**  
@qupodcaststudio

Follow

Meet Doug Schwartz, the host of the new #PollingPerspective podcast and the director of the Quinnipiac Poll (cont.)



1:14 PM - 26 Feb 2019

1 Retweet 11 Likes

1 1 11

Add another Tweet

# Behind Rage

## Description

Documenting behind the scenes of Stephen King's *Rage*, a controversial play that is being exclusively performed at Quinnipiac University. This podcast will uncover the impact of this emotional topic and its effect on those involved and the community.

## General Suggestions/Tips

- Promoting the play
  - Interviewing actors in the play
  - Audio grams/ sound bites
  - Hashtags can help reach a bigger audience
  - Use a professional camera and take pictures of behind the scenes and action shots of rehearsals
  - Close up headshots of students performing in the play, post in black and white, have a quote under the photo of how the play is affecting them.
  - Interview directors, costume designers, graphic designers, etc on their processes
  - These interviews can lead to good sound bites for promo/teasers
- Audio grams/ sound bites
- Day in the life of the director/ students performing in the play.
  - Use the play as a learning tool for students with mental health

## Frequency

2-3 times a week

## Social Media Channels

Instagram- Post on the QU podcast account

Twitter- Post on the QU podcast account (if applicable)

#BehindRage

## Podcast

3 episodes

Recording of opening night performance, scenes from opening night/ scenes from rehearsal and what they changed from the beginning to opening night

## **Tone**

Mysterious

Trail of bread crumbs

## **Vision**

Waiting on graphic design for the play bill

Don't use the exact design but use same colors so it looks similar.

## **Audience**

People concerned about gun violence

How they manage emotions

Interested in the book

Art enthusiasts

Fans of theatre and fine arts

People interested in art and its influence on society

## **Style**

- Hashtag the end of the post with #Rage
- Photo/ logo
- Each podcast has a different story highlight
- If people are going in and setting up the podcast we can take a video of it

## **Questions\***

- *Do we introduce the podcast studio for the Instagram?*
- *Or are people running the account going to be posting simultaneously*



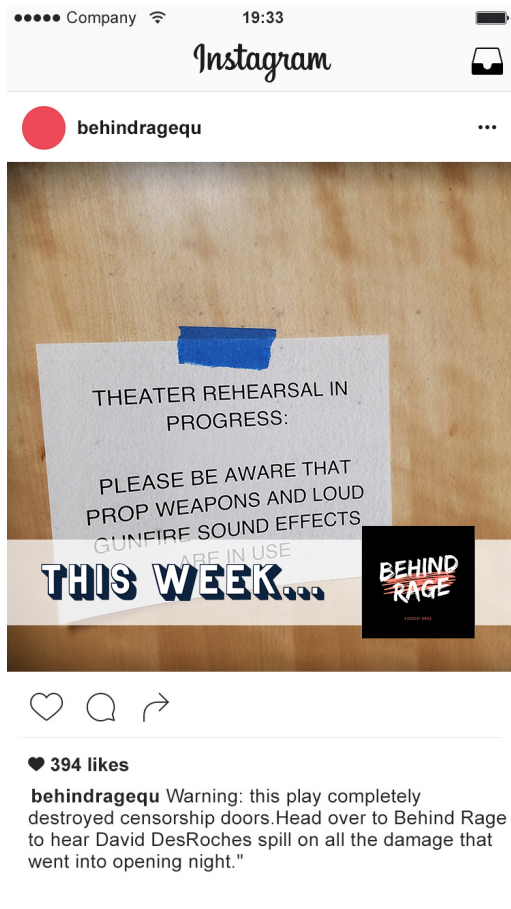
**Black**  
#000000  
R 00 G 00 B 00  
C 75 M 68 Y 67 K 90



**Coral**  
#F15A24  
R 241 G 90 B 36  
C 00 M 80 Y 97 K 00

## Sample Social Media Posts

Hashtags: #BehindRage



Company 19:33

Instagram

behindragequ

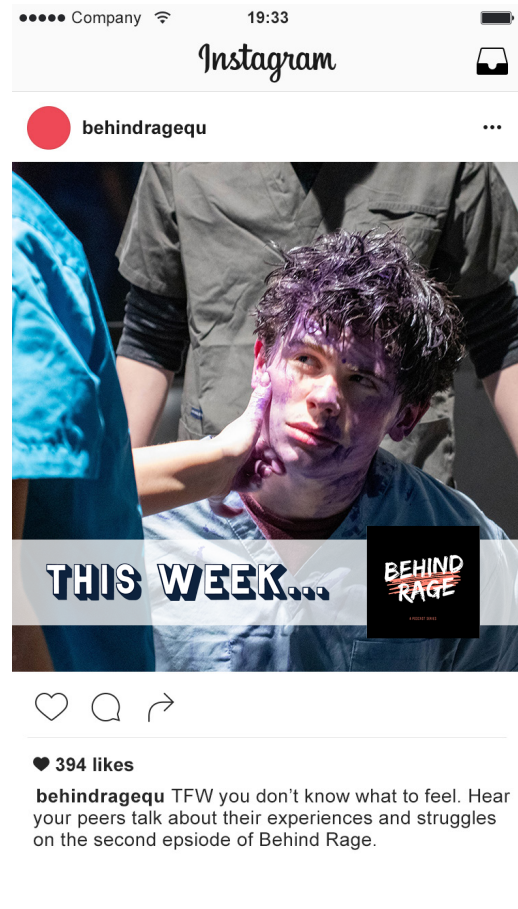
THEATER REHEARSAL IN PROGRESS:  
PLEASE BE AWARE THAT PROP WEAPONS AND LOUD GUNFIRE SOUND EFFECTS ARE IN USE

**THIS WEEK...** **BEHIND RAGE**

♡ 💬 ➔

♥ 394 likes

**behindragequ** Warning: this play completely destroyed censorship doors. Head over to Behind Rage to hear David DesRoches spill on all the damage that went into opening night."



Company 19:33

Instagram

behindragequ

**THIS WEEK...** **BEHIND RAGE**

♡ 💬 ➔

♥ 394 likes

**behindragequ** TFW you don't know what to feel. Hear your peers talk about their experiences and struggles on the second episode of Behind Rage.

# Cafe Au Lait

## Description

Café au Lait is a series of conversations focused on decolonizing wellness and reclaiming our stories through elevating the experiences and voices of people of color, specifically, Black women. We will discuss topics such as identity and healing through the lens of wellness.



**Tan**

#E1B180

R 225 G 177 B 128  
C 11 M 31 Y 54 K 00



**Dark Brown**

#875E33

R 135 G 94 B 51  
C 37 M 58 Y 87 K 25



**Burnt Orange**

#DB6444

R 219 G 100 B 68  
C 9 M 74 Y 79 K 89



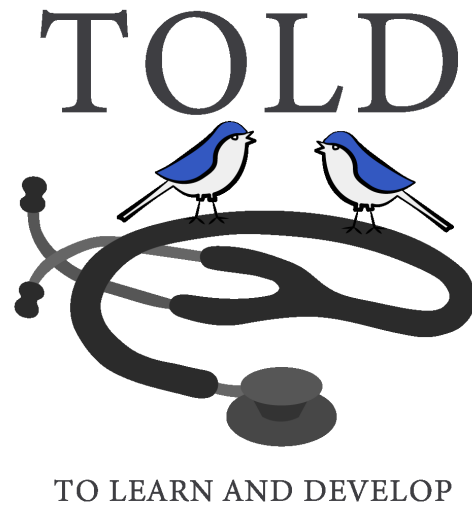
# TOLD

## Description

Medical education is a lifelong learning experience that evolves as we advance our knowledge of effective teaching for our trainees. Join Lisa Coplit, M.D., Associate Dean for Faculty Development at the Frank H. Netter MD School of Medicine at Quinnipiac University as she interviews experts in medical education, fellow faculty, and medical students to discuss the issues most relevant to today's educators. This podcast will support medical educators to learn and develop.



Potential Logos  
\*Pending approval\*



# Social Content Calendar

Order	Day of the Week	Type of Post	Potential Image	Twitter Caption <280 characters	Instagram/Facebook Caption	Hashtags to Use
Podcast Post 1	Thursday	Podcast Studio Opening	podcast1.jpg	We are proud to announce the QU podcast studio is now up & running! We are excited to share a bunch of upcoming shows in a variety of topics with you so stay tuned for more information!	We are proud to announce the QU podcast studio is now up & running! We are excited to share a bunch of upcoming shows in a variety of topics with you so stay tuned for more information!	#QUPodcastStudio
Podcast Post 2	Saturday	Get to Know David	podcast2.jpg	Meet David DesRoches, the Director of Community Programming! David runs the The Quinnipiac University Podcast Studio and works with students to provide a local look into some of today's most pressing issues.	is from WMPR Connecticut Public Radio. He won the 2018 Connecticut SPJ awards, a 2019 National Public Radio News Directors Incorporated (NPRNDI), and was named in Connecticut Magazine's "40 under 40" list. Working at the Darien Times, he earned a "Reporter of the Year" award from the New England Newspaper and Press Association two years in a row. He also co-founded a nonprofit media company in Ethiopia called Project Image Ethiopia. Welcome aboard, David!	#QUPodcastStudio
Rage Post 1	Monday	Podcast Introduction Post	Rage1.jpg	Introducing "Behind Rage", the podcast that does more than offer exclusive, behind the scenes of content of the production. This podcast is centered around having meaningful	Introducing "Behind Rage", the podcast that does more than offer exclusive, behind the scenes of content of the production. This podcast is centered around having meaningful conversation. Students talk about their processes for getting into character, refining the script, and	#BehindRage
Rage Post 2	Wednesday	Rage Post	Rage2.jpg	Playing a character that has gone through so much trauma and so many horrible things in their life and has done this sort of thing is very uneasy for me." Hear more about this story on our new podcast series Behind Rage [Note: You do not have to post the picture, just the copy]	"Playing a character that has gone through so much trauma and so many horrible things in their life and has done this sort of thing is very uneasy for me."	#BehindRage
Rage Post 3	Friday	Behind Rage debut	Rage3.jpg	Warning: this play completely destroyed censorship doors. Head over to Behind Rage to hear David DesRoches spill on all the damage that went into opening night.	Warning: this play completely destroyed censorship doors. Head over to Behind Rage to hear David DesRoches spill on all the damage that went into opening night.	#BehindRage
Rage Post 4	Monday	Rage post	Rage4.jpg	TFW you don't know what to feel. Hear your peers talk about their experiences and struggles on the second episode of Behind Rage.	TFW you don't know what to feel. Hear your peers talk about their experiences and struggles on the second episode of Behind Rage.	#BehindRage
Rage Post 5	Wednesday	Rage Post	Rage5.jpg	1. Its the 70s and you're involved in a school shooting... What would you have in your pockets? - Find out on the new podcast series Behind Rage 2. What do you call a play that's constantly changing? Behind Rage, a new podcast series now available @...	"Someone asked what would I have in my pockets? And none of us knew"	#BehindRage
Rage Post 6	Friday	Behind Rage post	podcast Rage6.jpg	Episode 2 of Behind Rage is out now! Hop off this post and onto your favorite streaming service to hear your peers share their thoughts on the most difficult parts of the human experience.	Episode 2 of Behind Rage is out now! Hop off this post and onto your favorite streaming service to hear your peers share their thoughts on the most difficult parts of the human experience.	#BehindRage
Rage Post 7	Sunday	Rage Promo Post	Rage7.jpg	"Everyone should be okay to go to school" "These are the conversations we need to have now, so things can be put in place."	"These are the conversations we need to have now, so things can be put in place."	#BehindRage
Rage Post 8	Tuesday	Rage post- about podcast	Rage8.jpg	The safety has been removed on this one. Check out the conversation on the third episode 3 of Behind Rage, out now.	The safety has been removed on this one. Check out the conversation on the third episode 3 of Behind Rage, out now.	#BehindRage
Rage Post 9	Thursday	Rage post- about podcast	Rage9.jpg	The final boom has gone off. Tune into the final episode of Behind Rage out now 09-8p-	The final boom has gone off. Tune into the final episode of Behind Rage out now.	#RageOn, #BehindRage
		Picture of podcast being recorded				
Poll Post 1	Wednesday	Podcast Host/Misc Post	poll1.jpg	Meet Doug Schwartz, the host of the new #PollingPerspective podcast and the director of the Quinnipiac Poll. He has been responsible for all aspects of the poll for the past 25 years. Doug will host fellow pollsters bi-weekly to give you a glimpse at the current political landscape!	Meet Doug Schwartz, the host of #thePollingPerspective as well as the director of the nation leading Quinnipiac Poll. As director he is responsible for all aspects of the poll designing process from creating the questions to reporting the results. He has been at Quinnipiac for over 25 years and in that time he has taken it from an unknown poll to a dominant name in the polling landscape. Now Doug wants to bring the polling process to you and break down the decisions he makes as well as explore the world of polling. Tune in every other Tuesday for	#QuinnipiacPoll #PollingPerspective
Poll Post 2	Tuesday	Lydia Saad Preview	Poll3.jpg	Our first guest on The #PollingPerspective is Lydia Saad of the @GallupNews. She has been with the Gallup Poll for over two decades and has reported on seven different elections. Join us tomorrow for the release of the first episode.	Our first guest on The #PollingPerspective is Lydia Saad of the Gallup Poll. She has been there for over two decades and has reported on seven different elections. Join us tomorrow for the release of the first episode.	#PollingPerspective
Poll Post 4	Thursday	Podcast Release: Lydia Saad	poll4.jpg	Our first podcast is live! Join Doug Schwartz and Lydia Saad of the Gallup Polls as they discuss the current polling landscape and the future of polling. @QuinnipiacPoll @GallupNews	Our first podcast is live! Join Doug Schwartz and Lydia Saad of the Gallup Polls as they discuss the current polling landscape and the future of polling. @QuinnipiacPoll @GallupNews	#PollingPerspective
Poll Post 5	Monday	AudioGram	Poll5.audiogram - Coming soon	"Quote from audiogram" -TBD	"Quote from audiogram"	#PollingPerspective
Hunger Post 1	Wednesday	Hunger in Hamden Intro	Hunger1.jpg	Introducing the Hunger in Hamden Series... Follow along with Ben Bogardus as he talks with community leaders and Hamden residents who express their struggles and shine light on food resources and solutions in Hamden. Listen to Episode 1 now! <a href="http://soundcloud.com/ben-bogardus/hunger-in-hamden-ep1-what-is-hunger">http://soundcloud.com/ben-bogardus/hunger-in-hamden-ep1-what-is-hunger</a>	Follow along with Ben Bogardus as he talks with community leaders and Hamden residents who express their struggles and shine light on food resources and solutions in Hamden. Listen to the award-winning podcast now streaming on Soundcloud #HungerinHamden	#HungerinHamden
Hunger Post 2	Wednesday	sneak peak into episode 2	Hunger2.audiogram	were people like them that volunteer their time, but now I know." Want to know what they're describing? Stream episode 2 of the Hunger in Hamden series now <a href="#">🔊</a> #HungerinHamden	there were people like that, but now I do." Want to know what they're describing? Stream episode 2 of the Hunger in Hamden series now <a href="#">🔊</a> #HungerinHamden	#HungerinHamden
Hunger Post 3	Wednesday	Sneak peak into episode 3	Hunger3.jpg	n/a	ICYMI: Episode 1 dives into facts like this and more!... Go check it out... #HungerinHamden	#HungerinHamden

## Legend

 Podcast Studio

 Behind Rage

 Polling Perspective

 Hunger in Hamden

# Social Content Guidelines

## Introductory Posts

Used to let listeners know about a new podcast.

Ex. Introducing “Behind Rage”, the podcast that does more than offer exclusive, behind the scenes of content of the production. This podcast is centered around having meaningful conversation. Students talk about their processes for getting into character, refining the script, and expectations for a production that is so controversial and made exclusively for QU. Follow David DesRoches as he facilitates the conversations we never thought we needed... until now.”

## Guest Posts

Used to get listeners excited about a featured guest.

Ex. Our first podcast is live! Join Doug Schwartz and Lydia Saad of the Gallup Polls as they discuss the current polling landscape and the future of polling. @QuinnipiacPoll @GallupNews

## “Listen Now” Posts

Used to let listeners know about a new podcast episode

Ex. Want to know what they’re describing? Stream episode 2 of the Hunger in Hamden Series now

## “Upcoming” Posts

Our first guest on The #PollingPerspective is Lydia Saad of the Gallup Poll. She has been there for over two decades and has reported on seven different elections. Join us tomorrow for the release of the first episode.

## Posting Timeline

We’ve scheduled the posts the way we have because we don’t want to overload followers with constant posting, but we also don’t want to be inactive. By scheduling posts a couple days in between, followers are able to get updated on upcoming shows without their feed getting overwhelmed with podcast posts.

## Photos

A OneDrive has been established which contains all the photos mentioned in the “Potential Image Column”. The names of the potential images correspond to the names of the files in the OneDrive folder. All “This Week...” overlays for the photos can also be found in the OneDrive folder.

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## Podcast Studio