Quinnipiac university

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







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

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





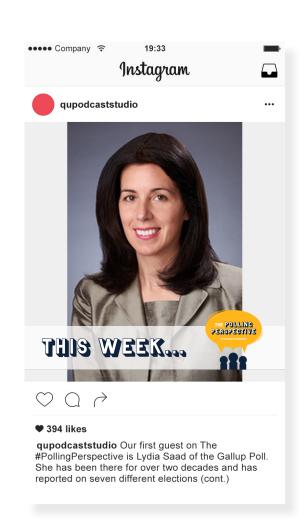
Gold
Pantone 1235C
#FFB61A
R 255 G 182 B 26
C 00 M 32 Y 98 K 00

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







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

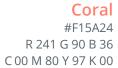
Questions*

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









Sample Social Media Posts

Hashtags: #BehindRage





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.





Burnt Orange #DB6444 R 219 G 100 B 68 C 9 M 74 Y 79 K 89



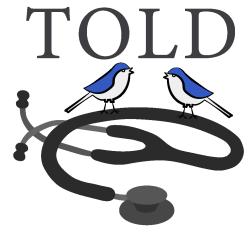
TOLD

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



TO LEARN AND DEVELOP



Social Content Calendar

Outer	Day of the Week	Town of Door	Description to the control of the co	Today Continue 200 shows	to de como (Foresto esta Constitue	Harbares de Har
Order	Day of the Week	Type of Post	Potential Image	Twitter Caption <280 characters	Instagram/Facebook Caption	Hashtags to Use
		Podcast Studio		We are proud to announce the QU podcast studio is now up & running! We are excited to share a bunch of	We are proud to announce the QU podcast studio is now up &	
		Opening	podcast1.jpg	upcoming shows in a variety of topics with you so stay	running! We are excited to share a bunch of upcoming shows in a variety of topics with you so stay tuned for more information!	
Podcast Post 1	Thursday			tuned for more information!	a variety of topics with you so stay tuned for more information:	#QUPodcast Studio
100003110312	mursuay				us from WNPR Connecticut Public Radio. He won five 2018 Connecticut SPJ	wqor odeast stadio
				Meet David DesRoches, the Director of Community	awards, a 2019 national Public Radio News Directors Incorporated (PRNDI), and was named in Connecticut Magazine's "40 under 40" list. Working at the	
				Programming! David runs the The Quinniplac University	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-	
Podcast Post 2	Saturday	Get to Know David	podcast2.jpg	Podcast Studio and works with students to provide a	founded a nonprofit media company in Ethiopia called Project Image Ethiopia. Welcome aboard, David!	MOLIDA das MENANTA
POGCAST POST 2	Saturday	Get to know David	podcastz.jpg	local look into some of today's most pressing issues. Want to know how the most controversial of Stephen King	Welcome about 0, David 1	#QUPodcastStudio
				novels came to life?		
				Introducing "Behind Rage", the podcast that does more than	Introducing "Behind Rage", the podcast that does more than offer exclusive, behind the scenes of content of the production. This podcast	
		Podcast Introduction		offer exclusive, behind the scenes of content of the production.	is centered around having meaningful conversation. Students talk	
Rage Post 1	Monday	Post	Rage1. jpg	This podcast is centered around having meaningful	about their processes for getting into character, refining the script, and	#BehindRage
				Playing a character that has gone through so much		
				trauma and so many horrible thing in their life and has done this sort of thing is very uneasy for me." Hear more	"Playing a character that has gone through so much trauma and so many horrible thing in their life and has done this sort of thing is very	
				about this story on our new podcast series Behind Rage	uneasy for me."	
Rage Post 2	Wednesday	Rage Post	Rage2. jpg	[Note: You do not have to post the picture, just the copy]		#BehindRage
				Warning: this play completely destroyed censorship		
				doors. Head over to Behind Rage to hear David DesRoches spill	Warning: this play completely destroyed censorship doors. Head over to Behind Rage to hear David DesRoches spill on all the	
Rage Post 3	Friday	Behind Rage debut	Rage3. jpg	on all the damage that went into opening night.	damage that went into opening night.	#BehindRage
				TFW you don't know what to feel. Hear your peers talk about their experiences and struggles on the second	TFW you don't know what to feel. Hear your peers talk about their experiences and struggles on the second epsiode of	
Rage Post 4	Monday	Rage post	Rage4.jpg	epsiode of Behind Rage.	Behind Rage.	#BehindRage
				Its the 70s and you're involved in a school shooting What would you have in your pockets? - Find out on the	"Someone asked what would I have in my pockets? And none of	
				new podcast series Behind Rage 2. What do you call	us knew"	
Rage Post 5	Wednesday	Rage Post	Rage5. jpg	a play thats constantly changing? Behing Rage, a new podcast series now available @		#BehindRage
				Episode 2 of Behind Rage is out now! Hop off this post		
				and onto your favorite streaming service to hear your	Episode 2 of Behind Rage is out now! Hop off this post and onto	
Page Port C	Friday	Rehind Page 1111	nodeast Rage6 inc	peers share their thoughts on the most difficult parts of	your favorite streaming service to hear your peers share their	#RehindPage
Rage Post 6	Filludy	Behind Rage post	podcast Rage6. jpg	the human experience.	thoughts on the most difficult parts of the human experience.	#BehindRage
					"These are the conversations we need to have now, so things	
				"Everyone should be okay to go to school"	can be put in place."	
				"These are the conversations we need to have now, so		
Rage Post 7	Sunday	Rage Promo Post	Rage7.jpg	things can be put in place."		#BehindRage
				The safety has been removed on this one. Check out the		
		Rage post- about		conversation on the third episode 3 of Behind Rage, out	The safety has been removed on this one. Check out the	
Rage Post 8	Tuesday	podcast	Rage8. jpg	now.	conversation on the third episode 3 of Behind Rage, out now.	#BehindRage
		Rage post- about		The final boom has gone off. Tune into the final episode	The final boom has gone off. Tune into the final episode of	
Rage Post 9	Thursday	podcast	Rage9. jpg	of Behind Rage out now.09-8p-	Behind Rage out now.	#RageOn, #BehindRage
Rage Post 9	Thursday	podcast	Rage9. jpg	of Behind Rage out now.09-8p-	Behind Rage out now.	#RageOn, #BehindRage
Rage Post 9	Thursday	podcast	Rage9. jpg	of Behind Rage out now.09-8p-	Behind Rage out now.	#RageOn, #BehindRage
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Rage Post 9	Thursday	podcast Picture of podcast being recorded	Rage9. jpg			#RageOn, #BehindRage
Rage Post 9	Thursday	Picture of podcast	Rage9. jpg	Meet Doug Schwartz, the host of the new	Meet Doug Schwartz, the host of #ThePollingPerspective as well	#RageOn, #BehindRage
Rage Post 9	Thursday	Picture of podcast	Rage9.jpg	Meet Doug Schwartz, the host of the new ##PollingPerspective podcast and the director of the Quinniplac Poll. He has been responsible for all aspects	Meet Doug Schwartz, the host of #ThePollingPerspective as well as the director of the nation leading Quinnipiaz Poll. As director he is responsible for all aspects of the good ledesjing process.	#RageOn, #BehindRage
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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 epsiode 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.

Quinnipiac university

Podcast Studio