*BUILDING COMMUNITY THROUGH TECHNOLOGY*

**Fall**

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# Writing a Treatment

A treatment is the overall plan for your podcast. Even though every episode will be different, your episodes will probably follow a similar format (and if not, you should include that in your treatment). Treatments don't follow a strict format, but here is a template to get you started.

**Podcast Title**

Catchy blurb or short description of what your podcast is about. If someone was looking for podcasts, you would want this description to grab their attention. You also want to give it the flavor of what your podcast is like. If your podcast is funny, then you can write it in a funny way. This can be short. 2-3 sentences.

**Format**

The next section should include an outline of how a show would go. This is kind of like a timeline, a path for your show to follow. Include the length of the podcast in minutes. You might want to have different segments in your podcast depending on your topic. Name those here, too.

Example:

**PigeonPod**

Flock to this podcast where we interview key pigeon’s for updates on the best roosting spots, the hottest bird baths, and the ideal places to dive bomb unsuspecting pedestrians.

**Format**

Running Time: 10 minutes

* Intro theme song
* In a Wingbeat: Latest pigeon news
* Flying Foodie: Which outdoor culinary events will be the most delicious to flock around this week?
* Around the Flock: Interview with pigeon community member – discussing the politics of pooing on everything from monuments to street signs to peoples' heads
* From the Coop: e-mail/snail mail questions from the audience
* Good-bye / outro theme song

In-Class Assignment:

Write a first draft of a treatment for your podcast.