

TIMECODE	NAME	Dialogue
00.00.00	<b>OPENING SLATE</b>	How do I make podcast?
00.00.04	<b>NAN DAVIES</b>	So I think passion is really important. I think having some sort of intrigue can work really well. So if you look at something like S-Town and Serial, creating that narrative you just want to tune to find out what happens next. I think another thing for me is having a sort of format or a sense of kind of setting. So an example would be the WTF podcast, which I love, which is essentially just an interview with Marc Maron, the comedian, and a celebrity. But because he does it in his garage, you just feel like you are part of something.
00.00.35	<b>CARIAD LLOYD</b>	Essentially it has to be a good product that people want to talk about, and I've found that in everything I've done, I've done very successful improv shows or successful Edinburgh comedy shows and fundamentally the product has to be a passionate project that you care about.
00.00.49	<b>JON MANEL</b>	I think you have to think about when you're making a podcast how the majority of people at the moment, as far as we know, listen to podcasts. When you listen to the radio - are you actually listening, you have it on don't you, you might be doing the washing-up, driving, you might be looking after the kids, you might be rushing somewhere. When it comes to podcasting, from all the work that's been done, we think the majority of people listen on headphones. So it's a much more intimate experience, it's a conversation in some ones ears. Sometimes people think, I think when I'm listening to podcasts - actually I know thousands of other people have downloaded it as well, but I feel like its just me, me and the host, me and presenter and they're taking me on a journey - we're learning about something together. So I think we have to think a lot about style of how we're making a podcast and what it sounds like in the ears of the listener.
00.01.40	<b>DAVE FARRAR</b>	Podcasts give you a chance to be intimate with the presenter, they give you a chance to perhaps focus in on things a little bit more than you normally would, to hear great stories and actually to listen to them all in one go - which can be a great thing with say S-Town all of which came out in the same time.
00.01.54	<b>KATE HOLLAND AND RHIANNA DHILLON</b>	I think with podcasts it's such an incredible world to take so many risks. It's still a relatively new way of making programmes and people like the unexpected. Like we have seen, you and I both love My Dad wrote a Porno - that shouldn't work, that should not work but it's genius - yeah.
00.02.16	<b>OLLY MANN</b>	I think the secret of good podcasting is honesty, it sort of doesn't matter what genre it is and it doesn't matter who your audience target are. And I think with Answer Me This and now with the Modern Man that is my absolutely my primary objective - it is trusting our audiences intelligence, trusting that they like me otherwise why have they pressed play and telling them why this is interesting in a way that doesn't patronise them.

00.02.42	<b>DAVID PREST</b>	It's about authenticity, it's about integrity, it's about a sense of its owning its own creative flair. These are not packaged group think exercises in production. They are from people's hearts, I think of sort of podcasts like Cinemile - which is a couple, very much young, urban couple who walk back from the cinema and discuss a film. What can be simpler than that in 20 minutes it takes for them to walk the mile home they dissect the film they've just seen. Absolutely simple, absolutely from the heart with total authenticity and integrity.
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