THE
WMF
WORLD MUSIC FOUNDATION
PODCAST

About The World Music Foundation Podcast Internship

- A podcast created and run through the nonprofit World Music Foundation
- Mission: Opening minds through Music. We believe, and research shows, that experiencing music of other cultures increases tolerance and cultural empathy in people, and everything that we do is based on effecting this social change. Racism continues to be one of the world's greatest problems and Music is a proven armament in this fight.
- Led by Executive Director John Gardner
- Two teams
  - Marketing
  - Podcast Production
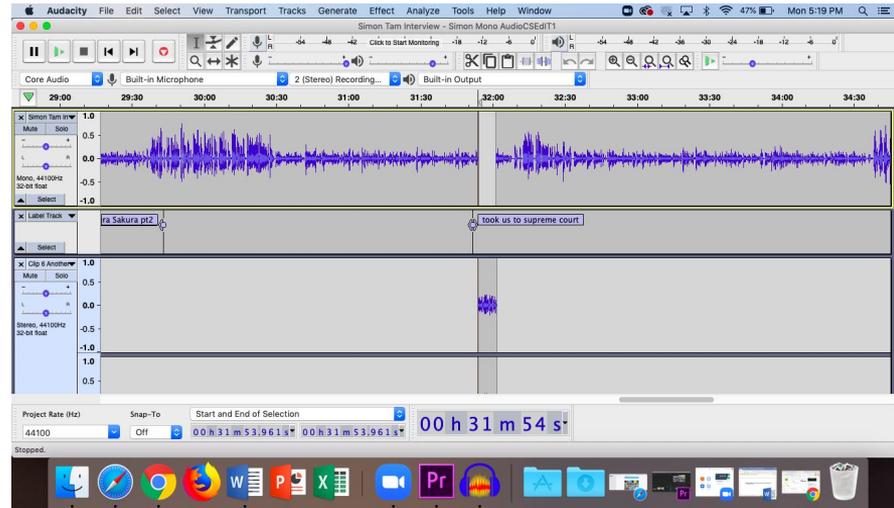- Unpaid
- All media you are told to use is free

What I worked on

Editing

- Utilizes Audacity for editing.
- Editing consists of adding cropping the original audio tracks provided by John and adding non-diegetic sound.

Transcripts, Mix Notes and Musical Mentions

- Part of the podcast production internship is writing and updating transcripts
  - Transcripts are later put up on the website so editing the transcript several times helps to keep it accurate
- Mix Notes are in a sense logs. Interns listen to the raw files or older edits of a podcast episode and will go through and add notes to a google doc of what they think needs to be edited and how it should be edited. You're also encouraged to mark spots that are good for quote images and Audiograms
  - These are the guide to whoever edits the episode. Multiple people will make mix notes for one episode to help get the cleanest edit
- Musical mentions are kept on a spreadsheet. It is a running list of songs and artists that are mentioned by the guest. Interns update this list and add links that will be posted to the website.

Episode Description, Show Notes, links and Quote

- The episode description is a brief description of what one will find in an episode.
  - It is what is shown on the website before someone clicks on an episode.
- Show Notes are similar to the description in that they explain what is in the episode. They go into more depth and often provide background information about the guest
  - This is seen once an episode has been clicked on
- Links are links that are listed on the podcast episode page. These are picked to help listeners get any additional information they might want. Typically they are links to wikipedia pages or music videos.
- The quote is shown at the top of the episode page. It is picked as one thing the guest said that could be used to encapsulate the vibe of that specific episode.

Creating Media Assets

- Media assets quote images and audiograms that go on the WMF Podcast facebook, instagram and twitter
- Quotes picked for this are different from the quote for the episode page
  - Should intrigue and showcase the mission of WMF
- Tools utilized for this are Canva, TryAudiogram and Waave

"
If you listen
and have open
ears, magic
happens in
language every
day.

– SI KAHN

FROM EPISODE #19 OF
THE WORLD MUSIC
FOUNDATION PODCAST

WMFPODCAST.ORG/19

Researching Potential Guest

- We are all encouraged to give suggestions for guests that we believe fit the mission of the podcast
- While in between tasks interns are to try and find information that John could use during an interview
- Along with this we have to try and find management information so that the artist can be contacted
- All this information is sent to John
- An intern is free to add a potential guest idea to a running list in the google drive even if they don't have time to email

Emails for Guest

- John has production interns write emails to potential guests though we do not send out these emails.
- This is not busy work so much as it is him trying to help you build skills.
- You only do this a couple of times
  - During training
  - If there is a guest John is looking to reach out to soon.

How this internship has aided my education?

This internship gave me the opportunity to get hands-on experience with techniques I was learning in class and really expand on them. I would work closely with a couple episodes of the podcast and really focus on getting the cleanest edit possible. In doing this I was able to hone some of the skills that classes has begun to teach me.

One thing that we often talk about in class is working with clients. It's not something you can teach fully in a classroom and I'm very grateful for this internship as it gave me the opportunity to work for a client. My supervisor was the creator of the podcast and the two of us frequently talked about his vision. In doing so I built up the skills of how to communicate with a client, listen, ask questions and deliver.

Additionally, this internship taught me a lot about setting my own schedule. Seeing as it was virtual I didn't have to go into an office nor did I have someone checking in on my work. I had to hold myself accountable. While the pandemic will come to an end and in-person work will come back the digital media space still requires that kind of discipline. Free-lance work is extremely common in production as well as remote work. Being able to take the time to learn how to be accountable with my time now will be incredibly beneficial for any future work I do.

Lastly, it helped me to understand that learning is a continuous process. Jobs I take in the future will not expect me to know everything but instead will expect me to have a willingness to learn. Having an internship experience put my mind at ease when applying to other positions.

What next?

The skills I learned through this internship are highly transferable. Sending emails and creating content is something that I plan to do my entire career. So what's next? I continue to apply to more positions. Working with The World Music Foundation has provided me with proof of work that is not explicitly connected to school. This is something a lot of people in the media field ask for.

This internship gave me confidence in the skills that I built here at Loyola. I feel that I can show the pieces I've made here and trust that the person watching will be able to see my skills.