

# Podcast Education

After School  
Summer Camps  
Enrichment Programs

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**CITIZEN  
RACECAR**

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In our unique **podcast education** program, students in after school and summer programs are taught the craft of audio storytelling and empowered to create and publish their own podcast series.

Our **coaches** — all experienced audio producers, journalists, and educators with credits at places like NPR, the BBC, StoryCorps, and many more – travel to after-school programs and teach children every step of the process: from how narratives are structured to how recordings are made and edited. Along the way they learn important lessons about teamwork, creativity, media literacy, and the power of their own voices.

Once these entirely **student-led** series are written and recorded, they go through the same professional post-production as our client work, and are published to all major platforms, including Apple, Spotify, and Audible.

Listen to examples of student work from sessions in Spring and Summer of 2023 in locations around New York City at <https://citizenracecar.com/podcast-education>



## Curriculum

Our program can be tailored to fit the schedule of any after school, summer or enrichment program, for groups of students in 4th through 12th grade.

Over the course of the program, kids will learn skills including:

- **Storytelling**  
The elements of a successful story, how to engage an audience over the course of a monologue, a dialogue, an interview, or a piece of journalism
- **Recording and Editing Techniques**  
How to use professional-quality digital recorders, microphones, and editing software to create compelling audio pieces
- **Teamwork**  
Working together to develop ideas and see a project through from beginning to end
- **Media Literacy**  
Learning about how media is created from the inside, and how different recording and editing techniques can be used to create emotional responses in an audience



## Budget

Our program is currently running as after-school enrichment in New York City public schools for the cost of \$9,000 for a nine one-hour classes, once per week. This includes our coaches, our curriculum, use of all necessary equipment and materials, and post-production and publication of the finished episodes.

Please reach out to us about the specific logistical and budgetary needs of your program to discuss how we can work together to bring podcasting education to your community!

**For sales inquiries, contact:**

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## About CitizenRacecar

Since 2012, CitizenRacecar has been producing **emotionally engaging audio and video** pieces that allow organizations of all kinds to create a deep, emotional connection with their most important audiences.

We do this by working hard to help refine our clients' institutional narratives, then working with the best creative and production talent in New York City and around the country to produce one-of-a-kind marketing and engagement pieces that turn heads, inspire new interactions, and rise above the crowded digital landscape to generate tangible results.

Our podcasting department has created work for clients such as The US Fish and Wildlife Service, the ALS Association, the New York Academy of Sciences, and many, many others.

