

AI TOOLKIT FOR PODCASTERS: LESSON PLAN FOR A 3-HOUR WORKSHOP

Format: Inspirational workshop

Target group: Young creatives, adult learners (leisure education, mixed backgrounds)

Duration: 180 minutes

Level: Introductory, no technical or AI-related prior knowledge required

Teaching style: Presentation-led, reflective

This teacher's guide is designed to support trainers in delivering a confident and engaging session on AI in podcasting. It prioritises understanding, inspiration, critical awareness, and concrete tools rather than technical instruction.

EDUCATIONAL RATIONALE

Podcasting has evolved from a niche, experimental medium into a highly competitive field, even for non-professional podcast makers. Independent and non-professional creators today operate in an environment shaped by changing audience expectations and shifting media consumption habits, creating challenges around being seen, taken seriously, and maintaining long-term engagement. As a result, podcast production now demands more time, technical skill, and strategic thinking.

At the same time, artificial intelligence tools are rapidly entering creative and media workflows. These tools promise efficiency, accessibility, and new creative possibilities. But they also raise significant questions around authorship, authenticity, bias, environmental impact, and data privacy. For many creatives, the tension between staying true to one's own voice and using AI tools to produce more polished content is real. It raises important questions about how to balance personal expression with technological optimisation. Addressing this tension encourages a more deliberate and responsible approach to AI use, grounded in values such as authenticity, editorial judgment, and audience trust.

LEARNING OBJECTIVES

By the end of the workshop, participants are able to:

1. Explain why artificial intelligence is becoming relevant in contemporary podcast production
2. Identify the key stages of the podcasting process where AI tools can be used
3. recognise the limitations, risks, and ethical implications of using AI in creative audio work
4. make informed and autonomous choices about if, when, and how they want to use AI in their podcasting process

5. Distinguish between tasks where AI can offer meaningful support and tasks that require human judgment and creativity
6. Identify concrete AI tools for different production stages

PRIOR KNOWLEDGE

- Familiarity with podcasts as a medium, both as listeners and as a cultural format
- General awareness of how podcasts are created (e.g., recording, editing, publishing)
- Basic understanding of artificial intelligence through everyday exposure in media, work, or commonly used digital tools
- General digital literacy, including the ability to navigate platforms and use online applications

SKILLS OR EXPERIENCE ASSUMED

- Varying degree of DIY experience with podcasting (e.g., recording a test episode, using simple editing software, or publishing informally)
- Varying degree of introductory or advanced technical knowledge
- No professional audio, production, or AI expertise is assumed
- Familiarity with AI tools may range from none to light, experimental use

Resources

List of suggested AI tools:

Tools re. workflow:

- Keywords Everywhere: keyword and audience research
- Delve.ai: audience and content analysis
- Google Trends: topic and trend analysis
- ChatGPT: ideation, scripting, structuring
- Showplanner: scheduling, automation

Tools re. production/post-production:

- NotebookLM: content analysis and synthesis (production support)
- Descript: recording, transcription, editing
- Zencastr: remote recording
- Riverside: recording and post-production support

Tools re. translation & dubbing:

- Descript: voice and language features
- Adobe Podcast: AI-supported audio processing

Tools re. soundtracks & audio creativity:

- Audio library: curation, accessibility
- Soundverse: music, sound generation
- Boomy: music generation
- Soundful: music generation
- Mubert: music generation
- Suno: music generation
- Beatoven.ai: soundtrack creation

Tools re. promotion & content repurposing:

- Revoldiv: transcription, content reuse
- FineVoice: speech-to-text, audio processing
- Headliner: audiograms, promotional visuals
- Canva: design, automation

Tools re. monetisation & distribution:

- Acast: dynamic ad insertion, sponsorship optimisation

DETAILED LESSON PLAN

1. WELCOME AND FRAMING

Purpose

To establish credibility and clarify expectations. This opening moment sets the tone for the entire workshop and is crucial for adult learners, who may arrive with mixed levels of confidence, curiosity, or scepticism towards AI.

Expanded content

Welcome participants and acknowledge the diversity of backgrounds in the room (listeners, aspiring creators, curious beginners). Frame the workshop as a shared exploration rather than a top-down lecture. State what the workshop is and is not: it is an introduction and source of inspiration, and not a technical training or hands-on course. The structure of the session: context → AI possibilities → tools → risks.

Opening phrasing

“This session is meant to give you orientation and confidence, not to turn you into an AI expert. You don’t need to understand or remember every tool we mention today. Feel free just to listen, participation is always optional.”

Example questions

- Who here mainly listens to podcasts rather than makes them?
- Has anyone ever felt curious, or even slightly overwhelmed, by AI discussions?
- What made you sign up for this workshop?

2. THE PODCASTING FIELD TODAY

Purpose

To situate podcasting as a mature, competitive, and evolving media field, and to help participants understand that podcasting today operates within a broader ecosystem.

Expanded content

Podcasting has grown at an exceptional pace over the last decade. Millions of podcasts are now available worldwide. The barriers to entry are low, which encourages experimentation and diversity. This growth is not inherently negative. It shows how accessible and attractive podcasting has become, but it also fundamentally changes the playing field.

It has evolved from an experimental, alternative medium into a mainstream communication channel. Now journalists, media organisations, institutions, and brands produce podcasts as a part of broader content and marketing strategies. This professionalisation brings resources and visibility, but also competition and standardisation.

Discoverability is an issue. As making a podcast is easier than ever, being found is harder than before. Visibility depends on platform algorithms, promotion and distribution, timing, and consistency, and not only on quality or originality. Many well-made podcasts struggle simply because they are lost in abundance.

Opening phrasing

“Looking for podcasts, we scroll, we choose, we skip. Before thinking about how to make podcasts, let’s look at the world they exist in today, because that context strongly shapes what gets heard and what doesn’t.”

Example questions

- How do you usually discover new podcasts? Through platforms, friends, social media?
- Do you ever feel overwhelmed by the amount of content available today?
- What makes you give a podcast a chance as a listener?

3. COMPETITION & FORMAT TRANSFORMATION

Purpose

To explain structural changes that influence how podcasts are produced today, with a focus on format shifts and platform-driven dynamics.

Expanded content

One of the most visible changes in recent years is the growing importance of video podcasts. Podcasting is no longer an audio-first medium or something you listen to while walking, commuting, or cooking.

Increasingly, podcasts are watched on platforms like YouTube, Spotify, and social media and are designed to be visually engaging. That implies proficiency in other technical skills, such as camera recording, lighting, and even set design. This shift matters because video increases shareability on social platforms. It doesn't mean that video will replace audio, but it increasingly coexists with it (although it will sometimes compete with it). Flexibility will become increasingly part of the creative practice. Adapting formats is not a betrayal of creativity.

Opening phrasing

"So far, we've looked at how podcasting has grown and become more competitive. The next step is to look at how that competition is shaping what podcasts look like. Not just what we make, but the formats we're encouraged (or sometimes pressured?) to use."

Example questions

- Do you ever watch podcasts instead of just listening?
- If you were starting a podcast today, would you feel pressure to add video?

4. AI IN PODCASTING TODAY

Purpose

To normalise the use of AI in podcasting and reduce anxiety or resistance among participants. This section positions AI not as an experimental technology, but as something that is already embedded in everyday podcast production.

Expanded content

AI is already widely used across the podcasting field. Many creators use AI without actively labelling it as such. A significant proportion of podcasters rely on AI-powered tools or use AI that is built into software people already use. AI use is no longer limited to early adopters or tech-focused creators. It has become part of standard workflows. Common, low-threshold applications are automatic transcription, audio cleanup and noise reduction, editing support such as cutting, organising, and improving clarity, and generating show notes, descriptions, or promotional text. These uses focus on support and efficiency, not on replacing creative decision-making. AI adoption has increased because podcast production simply is time-intensive, and many podcasters work alone or with limited resources. AI tools help reduce repetitive or labour-intensive tasks.

Opening phrasing

“Podcasting is time-intensive, especially when you’re working alone or with limited resources. That’s one of the main reasons AI has quietly become part of everyday podcast production. Not to replace creativity, but to reduce repetitive work.”

Example questions

- Have you ever used automatic subtitles or transcription tools?
- Which parts of creative work do you personally find most time-consuming?
- Does it change how you feel about AI if it’s already part of the tools you know and use?

5. WHAT AI CAN DO

Purpose

To give participants a clear and realistic model of how AI can be used throughout the podcasting process. This section helps participants move away from vague ideas about AI and towards an understanding of where AI fits and where it does not.

Expanded content

There are different AI tools to support different stages of the podcast workflow, rather than one single tool or function for the entire process. AI does not replace the workflow; it aids in existing steps.

1. AI can be used as a thinking partner, not as an originator of ideas. It can help when brainstorming podcast topics or episode ideas, structuring an episode or season, or choosing angles, questions, or formats.
2. In production AI, can improve audio quality, support remote or multilingual recording, and help with technical consistency.

3. In post-production and editing, AI can assist with time-consuming technical tasks such as transcription, rough editing, and structuring or removing noise or silences.
4. AI-based translation and dubbing tools make it possible to translate transcripts into multiple languages, generate subtitles or written translations, or even create dubbed audio versions using synthetic or adapted voices. This has clear implications for accessibility as you can reach out to multilingual audiences, including listeners with hearing impairments (via transcription/subtitles). The reach of a podcast can travel across linguistic and national borders. There are Important nuances: translation is never neutral. And tone, humour, cultural references, and rhythm may shift.
5. AI is increasingly used in music generation and sound design to create ambient back-grounds or transitions. For podcasters, this raises creative possibilities such as creating custom soundscapes without large budgets, experimenting with moods, pacing, and atmosphere, and developing a recognisable sonic identity. But it also raises questions: originality vs. generative sameness; ethical use of AI-generated music; dependence on pre-made styles.
6. AI can help extend the life of a podcast by generating show notes and summaries, turning episodes into blog posts or social media content, and supporting headlines and descriptions.

Opening phrasing

“Before we talk about tools, it’s important to set one thing straight: AI doesn’t replace the podcasting workflow. It doesn’t invent a podcast for you. What it can do is support existing steps – from thinking and planning to production, editing, and distribution.”

Example questions

- Have you ever been stuck choosing a topic or angle for an episode?
- Which part of podcast production feels the most time-consuming to you?
- Do you usually write show notes or descriptions from scratch?
- Which stage of the podcast process feels like the best place for AI support, and which one feels off-limits to you?

6. WHY NOT TO USE AI

Purpose

To introduce critical thinking and ethical awareness, and to help participants make informed, selective decisions about AI use in podcasting.

Expanded content

1. AI is capable of generating large amounts of content. It sounds confident and fluent and appears coherent and well-structured, but can be factually incorrect, incomplete, or even invented. This is referred to as hallucination. It's harder for audiences to notice errors in spoken content, and listeners often trust audio voices more than text. Using inaccurate AI-generated facts can damage credibility.
2. AI tools are trained on large amounts of existing content, often without clear consent, transparent attribution, or fair compensation. Existing concerns for podcasters include unclear ownership of AI-generated text or audio, reuse of existing creative styles or language, and ethical questions around sourcing and originality. Although laws and policies are still evolving, responsibility often lies with the end-user, not the tool.
3. AI systems reflect the data they are trained on, which means that it incorporates existing social, cultural, and linguistic biases. In podcasting, this can show as stereotypical language, dominant cultural perspectives, and an underrepresentation of minority voices or accents. A podcastmaker using AI should be aware that AI does not neutralise bias. It carries an inherent danger of amplifying existing societal biases.
4. Podcasting is often valued for intimacy, personal voice, and a sense of authenticity and trust. Over-automation by using AI can risk flattening out an individual tone and smoothing out imperfections that create connection, thus distancing the creator from their own voice.
5. AI systems require large data centres, which use a significant amount of energy. It is an ongoing computational process of storage and maintenance. While individual actions seem small, widespread use adds up. Even though environmental impact is often invisible, it's an essential part of responsible decision-making.

Opening phrasing

"AI can be useful, but usefulness doesn't automatically mean appropriateness. This section introduces some of the ethical and creative questions that come with AI in podcasting, so you can decide when it helps and when it gets in the way. Critical use of AI is not about avoiding tools. It's about choosing them carefully."

Example questions

- Would you trust yourself to always catch factual errors?
- How important is ownership and authorship in your podcast work?
- Does it matter to you where text or ideas come from?
- What makes a podcast feel personal or authentic to you as a listener?
- Are there parts of your voice or style you wouldn't want a tool to 'smooth out'?
- What does sustainability mean to you personally?
- Where do you think responsibility for environmental impact lies? With platforms, tool makers, users, or all of them?

7. FINAL REFLECTIVE EXERCISE

Purpose

To help participants reflect on their own values and constraints, identify where AI can support their podcasting practice, and articulate clear boundaries for AI use. To make sure participants leave with a sense of agency, not pressure.

Individual Reflection

Ask participants to complete these three sentences:

- One place where AI could genuinely support my podcasting is...
(e.g., editing, transcription, promotion, structuring)
- One place where I would prefer not to use AI is...
(e.g., voice, storytelling, interviews, tone)
- One question or concern I want to keep in mind when using AI is...
(e.g., accuracy, authenticity, bias, environmental impact)

Group exchange

Prompts for discussion:

- Did this workshop change how you feel about AI in podcasting?
- Did anything challenge an assumption you had about AI and podcasting?
- What's one (small) decision you might make differently after this session?