

Podcast Instructions

Create a compelling and respectful podcast episode for a small business owned by Holocaust survivors. The podcast should highlight the business's unique aspects, share its story, and connect with the audience while honoring the historical significance of its founders. The podcast should not exceed 10 minutes but should not be shorter than five minutes. The podcast can be either video or audio but should be clear. Listen to other podcast ads to understand the structure of a sponsored podcast advertisement.

Promote the business as if you were a radio host who was hired to do so. What are the key elements of the business and the owners that you want listeners to know about? If you were listening to the podcast, what would you want to know about the business?

Checklist:

- ☐ **Podcast Title and Description:** Reflective of the business's heritage and mission
- ☐ **Content Creation:** Script, guest interviews, recording, and editing
- ☐ **Branding and Promotion:** Cover art, music,, and promotion
- ☐ **Submission:** Detailed plan, sample episode, script and cover art