

## It all Journalism Podcast Promo: Arion Naylor

File Name	Audio Type	Narration	Notes
TBD	Music Intro	(Music plays with no narration for about 3 seconds)	<ul style="list-style-type: none"> <li>• Very quick minimalistic music</li> <li>• Allow music to hook viewers</li> <li>• Plays for just a few seconds before Narration begins</li> </ul>
TBD	Voice: Narrator (Arion Naylor)	(Fade Out Music) Next time on it's all journalism.. (Fade in more upbeat background music)	<ul style="list-style-type: none"> <li>• Be really engaging</li> <li>• Enthusiastic tone of voice</li> </ul>
It's All Journalism - Podcast Interview	Adam Zyglis: Interview	0:17- 0:27 (Short audio)	<ul style="list-style-type: none"> <li>• Gives the audience a little snippet before in depth narration</li> <li>• Also the beginning of the actual podcast episode</li> </ul>
TBD	Voice: Narrator (Arion Naylor)	Next week, we will be joined by Pulitzer Prize winner and cartoonist for the Buffalo News, Adam Zyglis.  In this episode we will discuss a typical day in his life...	<ul style="list-style-type: none"> <li>• Make this a big intro</li> <li>• Be sure to put a lot of emphasis on the words "Pulitzer Prize winner and cartoonist for the Buffalo News"</li> <li>• Remain slightly dramatic when reading this to keep the listeners intrigued on the subject &amp; his accomplishments</li> </ul>
It's All Journalism - Podcast Interview	Adam Zyglis: Interview	1:52-1:57 (Short audio)	<ul style="list-style-type: none"> <li>• Short snippet about a day in his life as a cartoonist (snip this down if need-be)</li> </ul>
TBD	Voice: Narrator (Arion Naylor)	Where he pulls inspiration from	<ul style="list-style-type: none"> <li>• Doesn't need to be too over the top, but don't sound like your reading off of a script</li> </ul>
It's All Journalism - Podcast	Adam Zyglis:	5:59-6:04 (Short audio)	<ul style="list-style-type: none"> <li>• He explains where</li> </ul>

Interview	Interview		<p>he gets his inspiration from</p> <ul style="list-style-type: none"> <li>• Very important to include</li> </ul>
TBD	Voice: Narrator (Arion Naylor)	How he became an editorial cartoonist	<ul style="list-style-type: none"> <li>• Make sure this is said with a lot of passion because it is a very important part of the actual podcast &amp; his career</li> </ul>
It's All Journalism - Podcast Interview	Adam Zyglis: Interview	12:36-12:39 (Short audio)	<ul style="list-style-type: none"> <li>• Basically the origin of what made him pursue his career</li> </ul>
TBD	Voice: Narrator (Arion Naylor)	<p>And so much more!</p> <p>Don't Miss it, because this is gonna be a good one!</p> <p>(Take a second to pause between these two sentences)</p> <p>It's all journalism..</p> <p>Now streaming on spotify and apple music today.</p>	<ul style="list-style-type: none"> <li>• Speak with a lot of enthusiasm &amp; encouragement because this is the last thing that your audience will hear</li> <li>• "Now streaming on spotify and apple music today." Say this rather quickly</li> </ul>
TBD	Music Outro	(Insert exit music for 2-3 seconds & end promo)	<ul style="list-style-type: none"> <li>• Very short snippet</li> <li>• Make sure music starts bid/loud &amp; fades out soft</li> </ul>