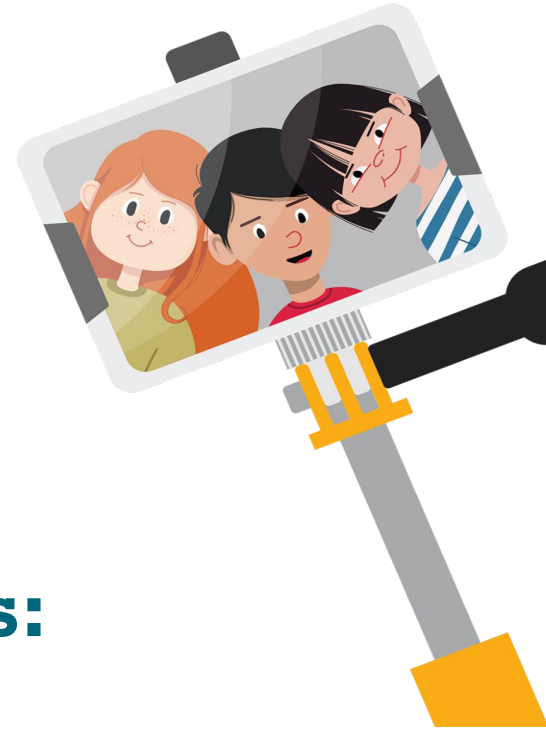




PCS edventures![™]
Experts in Hands-On **STEM** Education



Multimedia Enrichment

Amplify Student Voices:

Influencer Camp & Discover Podcasting

Webinar Agenda

- Welcome and Introduction
- Discover Podcasting
- Becoming an Influencer
- Wrap-up & Questions
- Giveaway!





Instructional Designer

- Master's Degree in Conservation Social Science
- Master's Degree in Curriculum and Instruction
- Passionate about creating engaging, hands-on learning experiences that inspire curiosity and critical thinking
- Taught and led programs across the U.S. and internationally, adapting to various cultures and learning styles.

About Us

- **30+ years** of inspiring innovation in education
- Located in Boise, Idaho
- **7000+ sites worldwide**
- Empowering educators bring interactive, play-based STEAM to students
- STEAM curriculum kits, enrichment camps and full-year STEAM solutions



Some of our Partnerships



IDAHO
STEM
ACTION CENTER



U.S. AIR FORCE
J•R•O•T•C

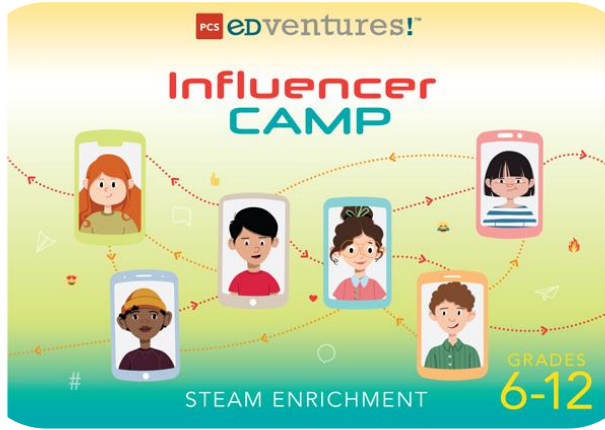


TOMORROW
STEMS
FROM IOWA

GOVERNOR'S STEM ADVISORY COUNCIL

dedicated to building a strong STEM education foundation for all Iowans

Giveaway: Sampler Kits



Curriculum & Materials

- Individual Kit - Instructor Guide
- Gratnells Tray with Lid
- Action Camera with SD card
- Selfie Stick with tripod
- USB Micro Cable



Curriculum & Materials

- Individual Kit - Instructor Guide
- Headphone
- Microphone Isolation Shield
- USB Microphone
- Soundtrap Free Trial

Everyone Has a Story







PCS edventures!™

DISCOVER
PODCASTING

OK! Like WOW COOL YAY

STEAM ENRICHMENT

GRADES 6-12

The cover features a central illustration of a pink microphone wearing blue headphones. Surrounding the microphone are colorful speech bubbles containing the words 'OK!', 'Like', 'WOW', 'COOL', and 'YAY'. The background is split into a green top half and a yellow bottom half, with faint audio wave patterns and plus signs.



PCS edventures!™

Influencer
CAMP

STEAM ENRICHMENT

GRADES 6-12

The cover features five smartphone icons arranged in a circle, each displaying a different cartoon character. Dotted lines with arrows connect the phones, suggesting a social network. The background is a gradient from yellow to green to blue, with various social media icons like hearts, speech bubbles, and paper airplanes.

- **51% of U.S. teens (13-19) spend over 4 hours on social media every day**, at an average of 4.8 hours on social media every day.
- **Female teens spend nearly one hour (5.3 hours) more** each day on social media than their male (4.4 hours) counterparts.
- Looking at specific social media websites, **YouTube and TikTok** are the most popular among both genders.

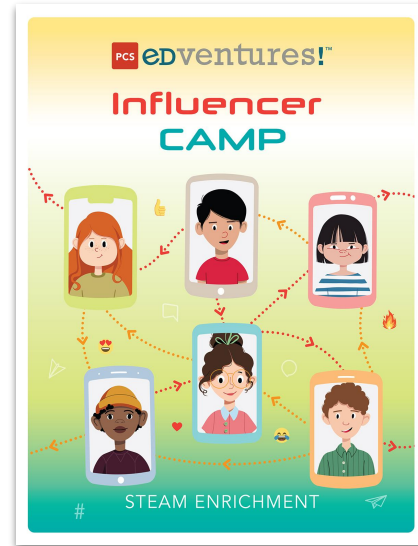
When I grow up, I want to be...



Who Were Your Role Models?



Introducing the Camps



PCS edventures!™

DISCOVER
PODCASTING



GRADES
6-12

What do you know about podcasts?

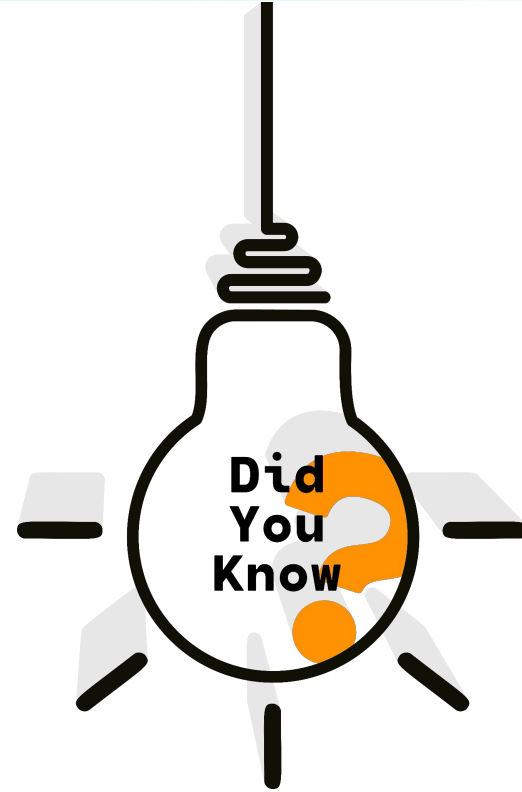
Do you have any favorite podcasts?

What topics do you like to hear about?



Booming Podcasting Industry

The number of global podcast listeners is expected to reach 619 million by 2026, showing a growing demand for content creation and digital communication skills.



Why Podcasting?



- Gives students voice and choice
- Multi-subject integration
- Digital Literacy
- Project-based learning
- Collaborative learning
- STEAM career exploration

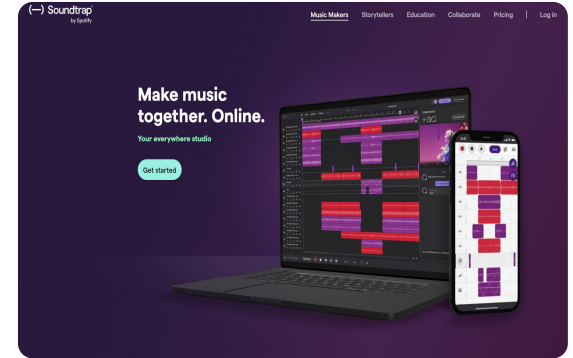
Professional Tools and Platforms



- 10 USB Microphones
- 10 Isolation Shields & Splitters
- 30 Headphones
- 30 Podcaster's Pads
- 50-Seat License to Soundtrap
- Storage

What is Soundtrap?

- A cloud-based audio editing and recording platform
- Enables students to collaborate in real time
- Easy-to-use tools for recording, editing and mixing sound



Why Soundtrap for Podcasting?

- Accessible on any device (Chromebooks, laptops, tablets)
- Includes built-in music and sound effects
- Encourages creativity while teaching real-world audio production skills
- Tutorials



- Exploration of Student Interests
- Podcast Formats
- Storytelling Skills
- Interviewing Skills
- Storytelling with Sound
- Storytelling with Music
- Music Creation



- Essentials of Editing
- Podcast Team Challenge Launch
- Pitching a Story
- Storyboarding
- Production Work
- Post-Production Work
- Podcasting Showcase



- Lead Producer



- Host



- Editor



- Writers



- Sound Engineer



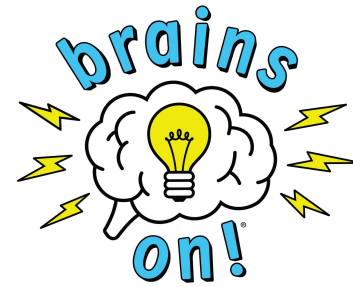
- Voice Actors

Collaboration with Experts

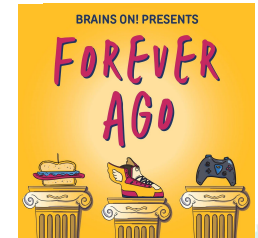
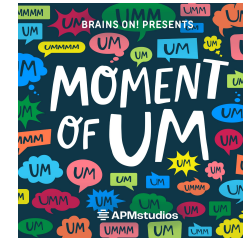


Marc Sanchez

Brains On!, American Public Media



≡ APMstudios





Karin Patterson

PS 126/Manhattan Academy
of Technology After School
Podcasting Club





Students follow working processes laid out by top podcasters in supporting videos created by PRX and Google Podcasts.





Once Upon a Podcast: Storytelling

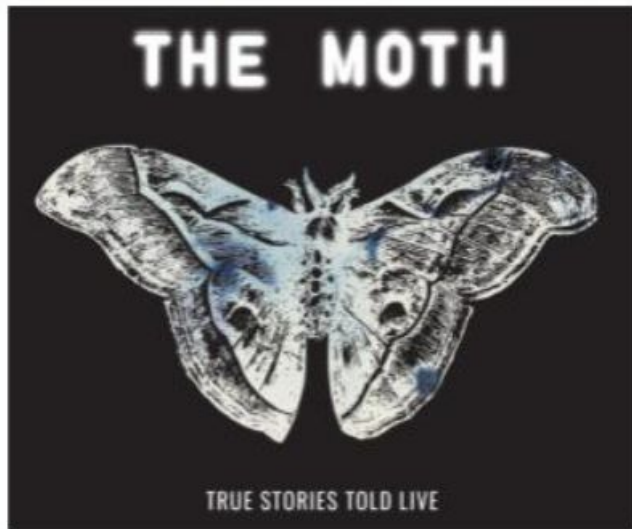




Story slamming

Telling a true story about your life for a live audience.

Storytellers or slammers may plan an outline but don't read from a script.



The Moth is an organization that started in New York City with live story slamming events and storytelling workshops.

It's also a podcast and radio show that share these stories with the world.

Story Slam Outline



- Hook us in! Paint the picture. Make us care about you.
- State your fears, desires, the dilemma. Make us invested in the outcome.
- Impress us with observations that are uniquely yours.
- Rope us into the moment when it all goes down....
- End as a different person: Are you triumphant? Defeated? Enlightened? ...CHANGED!



Hook the Audience



Create a mystery: “Your principal called me today,” my mom told me when I walked through the front door. This is how it all began...



Paint a picture: Imagine if you were suddenly at a new school in a new town and didn't know anyone...



Ask a question: What if Instagram, TikTok and Facebook didn't exist...or even the internet? How would your life be different?



Use a surprising fact: Did you know that you can't smell anything while you sleep? I wish I would have known this...

Hook Me In!



Podcast Challenge



- Jan 6 - May 2
- Gr 4
- Gr 5-8
- Gr 9-12

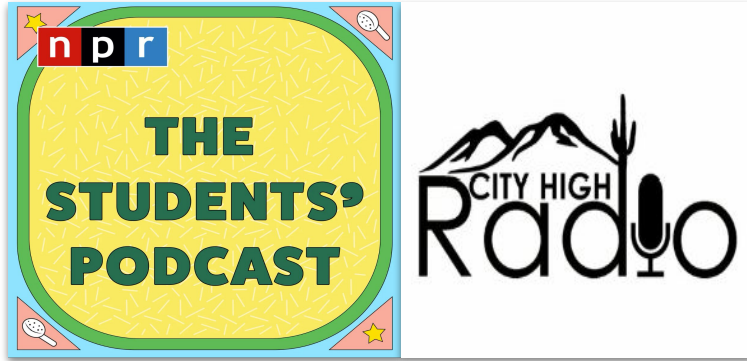


- April 16 - May 14
- Middle School
- High School

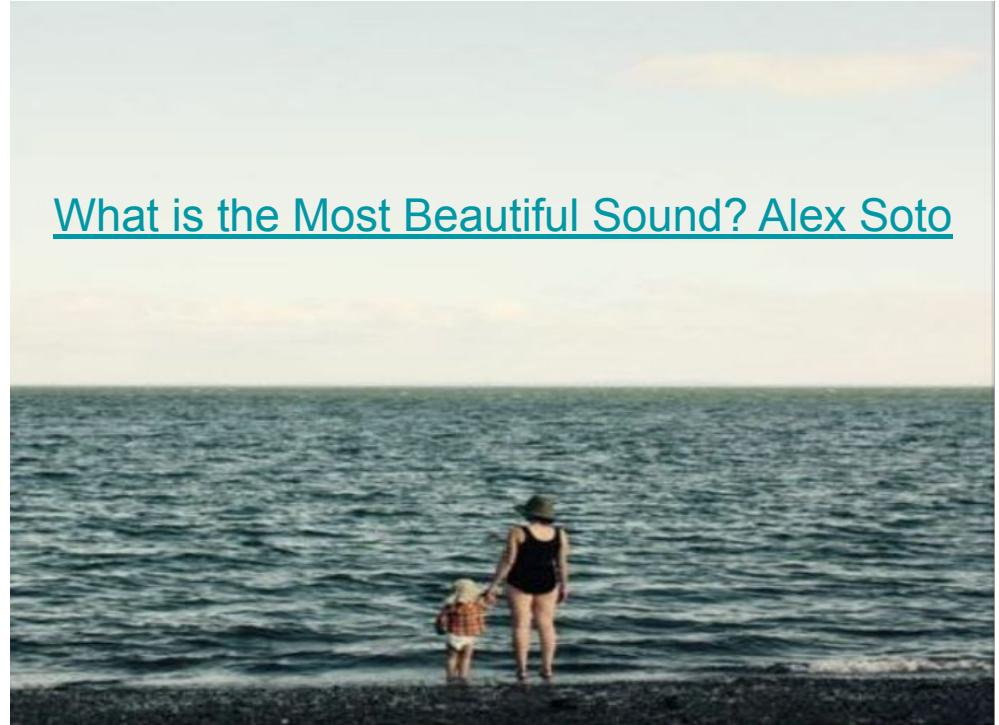


- Sept-Jan
- Associate's Degree
- Bachelor's Degree
- Recent Grads

What is the Most Beautiful Sound?



We are high school students committed to telling real stories about things that matter to teenagers. Our school, City High School, is located in downtown Tucson, Arizona. We write, produce and record our own stories.



[What is the Most Beautiful Sound? Alex Soto](#)

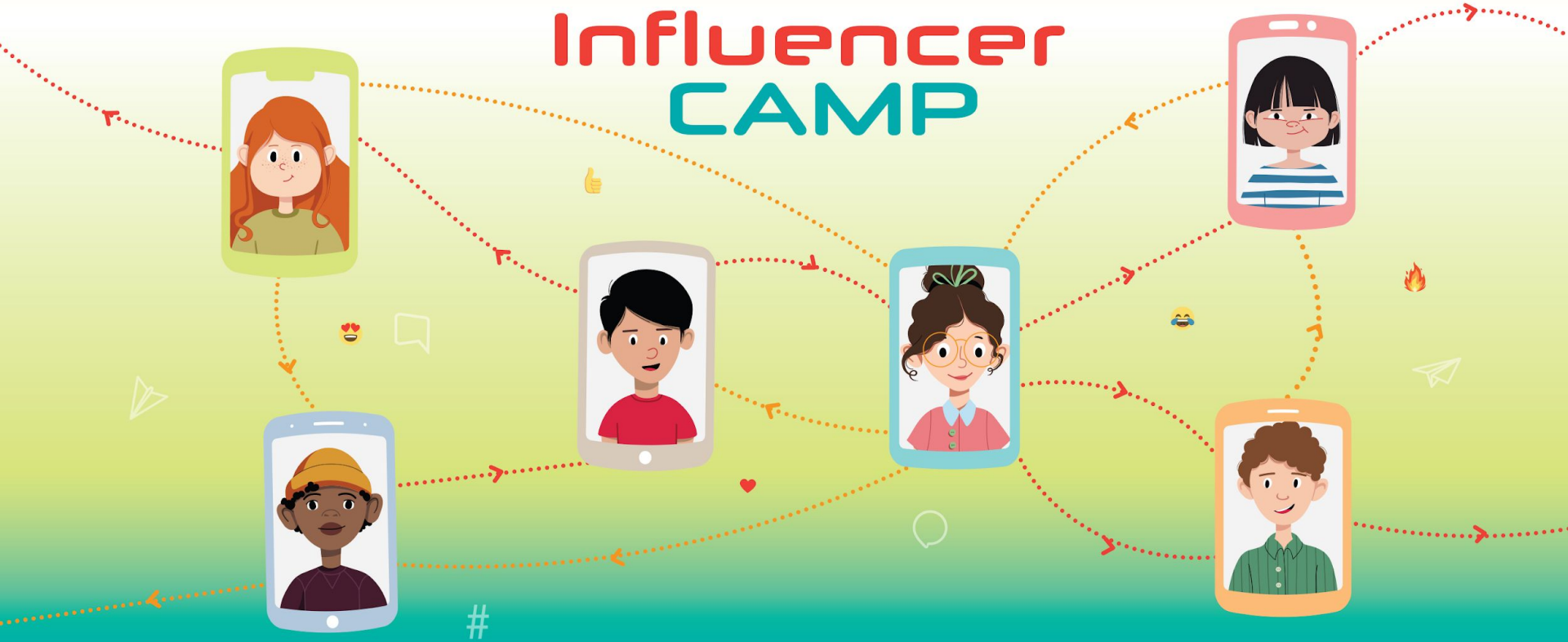
Podcasting Showcase

- Start a **Podcasting Club** where students produce school news or creative content
- Assign **podcast projects** for homework or class presentations
- Encourage students to **interview community members or experts**
- Use podcasts for **student storytelling, debates, or book reviews**
- Invite parents, staff, students and community members to a **listening party**



PCS edventures!™

Influencer CAMP





What is an Influencer?



**A person who is able to generate
an interest in something**

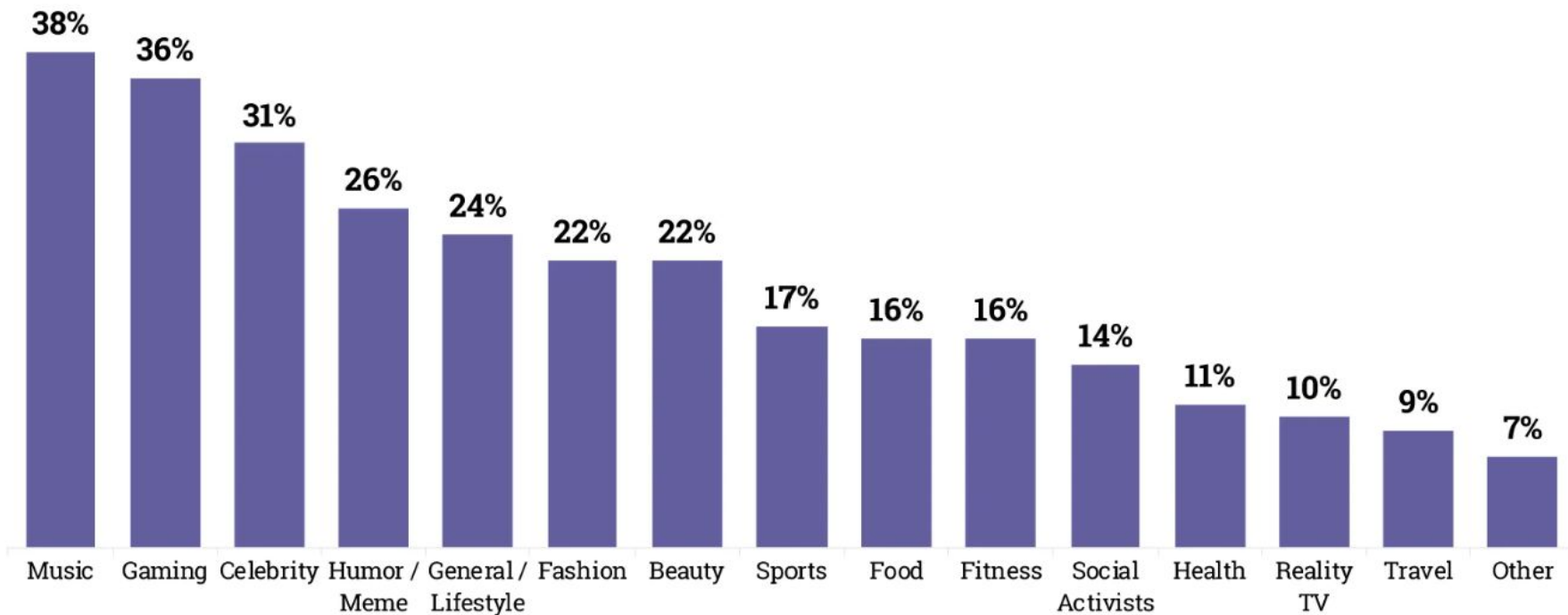
Celebrity or mega-influencer: a well-known public figure who uses their fame and status to promote products, services and causes, often for monetary gain. Celebrity influencers typically have over a million followers.

Micro-influencer: someone with a smaller, specialized audience on social media between a few thousand and tens of thousands of followers. They focus on specific interests, maintaining a high level of engagement and expertise.

**Who is an Influencer you
or your students follow?**

Types of Influencers Followed by US Teens

% of US teens who follow each type of influencer



Published on MarketingCharts.com in December 2021 | Data Source: YouGov

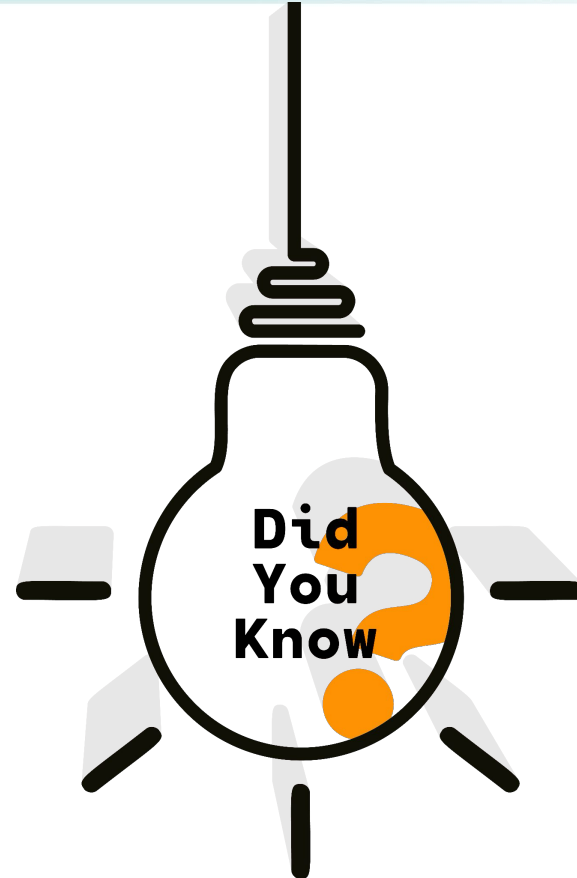
Based on YouGov Teen Profiles data in the US

The Impact of Social Media

- Today's teenagers have never known a world without YouTube or other social media platforms.
- One poll of young people from Gen Z said that 1 in 4 of them plan to become social media influencers.
- New data from Morning Consult shows the career may continue to grow. According to the report, 57% of people in Gen-Z (people born between 1997 and 2012) say they'd be an influencer if the opportunity presented itself.

Influencer Economy Growth

The influencer marketing industry is valued at **over \$21 billion**, proving its significance in business, media literacy and digital branding.



What traits are important for micro-influencers to build a good connection with their followers?





Traits of an Influencer

Authenticity:
being yourself

Relatability:
creating a personal
connection with
the audience

Honesty:
truthfulness and transparency

Why Teach how to be Influencers?

- Connect with your students!
- Students become role models themselves
- Prioritize online safety, responsibility and positivity
- Collaborative learning
- Cultural awareness and social-emotional learning
- Career Readiness



Essential Equipment



- 10 cameras
- 10 tripods
- Production Guides
- Computers or tablets



What is *Canva* ?

- A user-friendly, cloud-based design platform for creating visuals, presentations, and videos.
- Offers drag-and-drop functionality with customizable templates, fonts, and graphics.
- Accessible on multiple devices, making it easy for students to create content anytime, anywhere.
- **Canva for Education** is 100% free for primary and secondary schools and districts.

Why *Canva* for Podcasting?

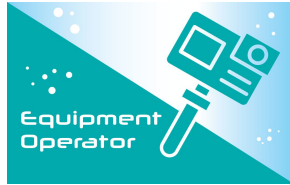
- Provides pre-made video templates with transitions, effects, and text overlays for polished content.
- Easy-to-use editing tools allow students to add branding, music, and animations without advanced software.
- Supports collaborative learning, enabling teams to co-edit and refine video projects in real time.

● 

Curriculum Topics

- Types of Influencers
- Personal Brands
- Who is your Audience?
- Copyright Laws
- Genres
- Scripts and Storyboards
- Film Making
- Positivity & Inclusivity
- Reviews and Reactions
- Special Effects for Storytelling
- Social Change
- Showcase Challenge





Equipment Operator: Be the camera pro!



Performer: Be the star in front of the camera!



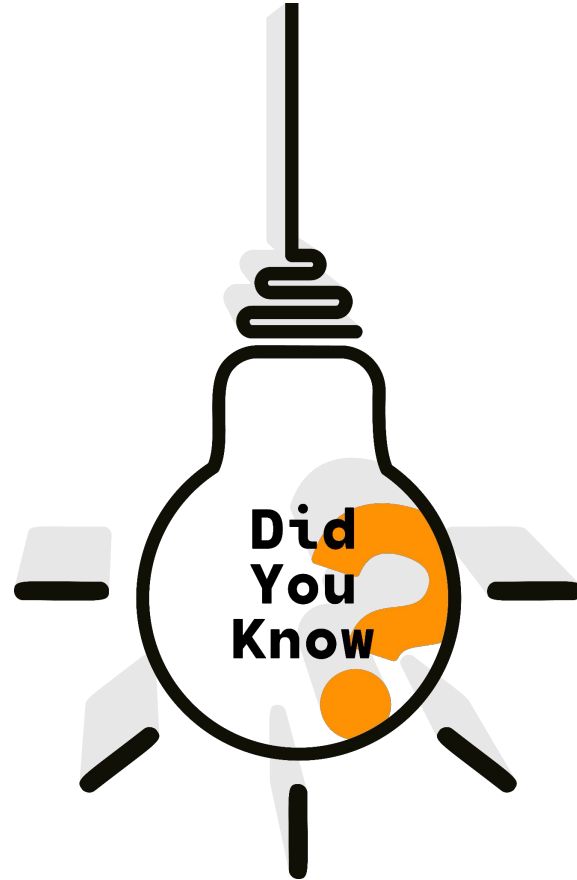
Content Coordinator: Keep the team on task and give helpful tips.

A **brand** is the identity of a product, company or personality. It includes the company's name, logo and what they promise to do.

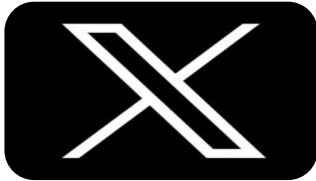
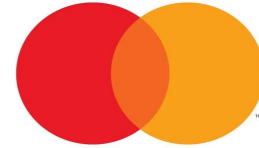
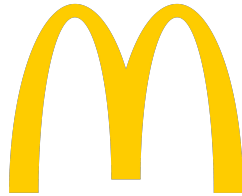


Real World Application

About 80% of global brands use Instagram for influencer marketing, showing that understanding digital storytelling and brand engagement is a valuable skill set.



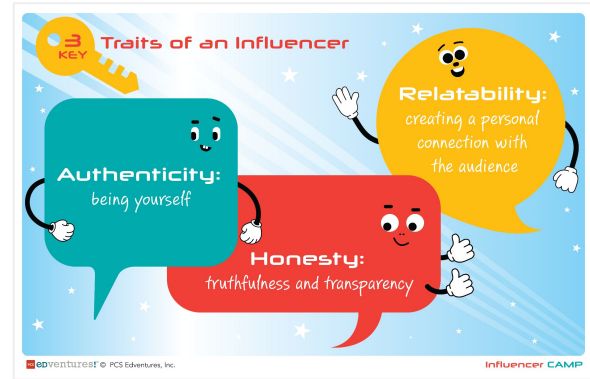
Brand Identification Challenge



Introducing Me

Create your personal brand in 6-10 words.

For example: ***I am a good soccer player and I love playing on a team.***





As of March 2025, a total of 682 people from 47 countries have reached the altitude of space according to the FAI definition of the boundary of space.



Skills Gained



YES
YOU
CAN

REC



Any Questions?



Contact a PCS STEM Program Expert
for customized solutions tailored for your
learning environment

sales@edventures.com • 1 (800) 429-3110

Subscribe for future webinars!

edventures.com/subscribe