

PMI OVOC *proudly presents*

NCPMS 2019



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The Paper Podcast

Presented By: Kevin McGowan



Agenda

- Introductions (me, you, everyone)
- Learning Objectives
- Podcasting History and Types
- The Paper Podcast (planning)

- **Introductions (me and you)**
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Intro - Kevin McGowan, PMP

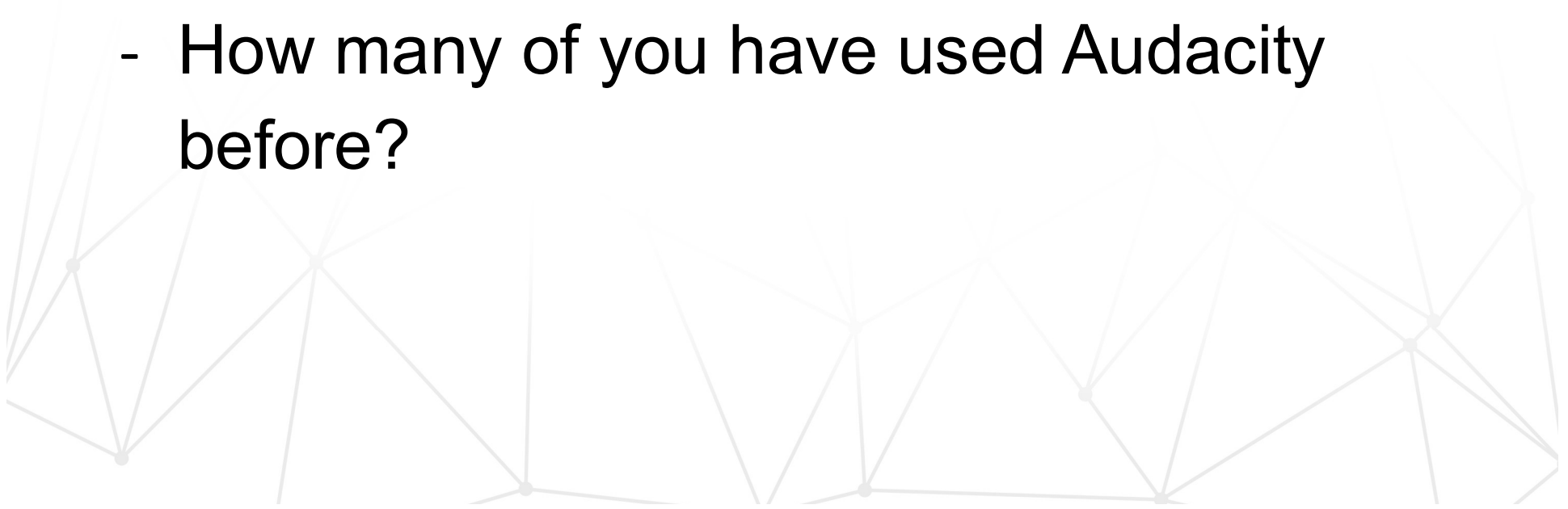
- From Ottawa, Canada
- Currently a Project Manager and Curriculum Developer for St. John Ambulance
- Podcasting for 10+ years
 - Training Insights
 - The Ruckus
 - The Revue/Capital Revue
 - CBC documentary
- Filmmaker (*And You Thought You Were Normal*)

Intro - Audience

- Take 1 minute to introduce yourself to the person sitting next to you.
 - Name
 - Where is home?
 - Hobbies and interests

Questions

- Who has created a podcast before?
- How many of you have used Audacity before?



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Learning Objective

- By the end of this workshop you will be able to plan your own podcast project



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Brief History of Podcasting

- When I started 10 years ago, there were hundreds and hundreds of shows.
- Now there are 550,000 active shows.
- Always room for more.
- What do you listen to?

Podcast Types

- Interviews
 - Conversational
 - Educational
 - Solo-casts
 - Non-fiction storytelling
 - And fiction storytelling (sometimes called podcast theatre)
- <https://convertkit.com/podcast-formats/>

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The Paper Podcast

- Start with your idea, what kind of show would you want to produce?
- Get out a piece of paper (or blank document) and brainstorm

The Paper Podcast

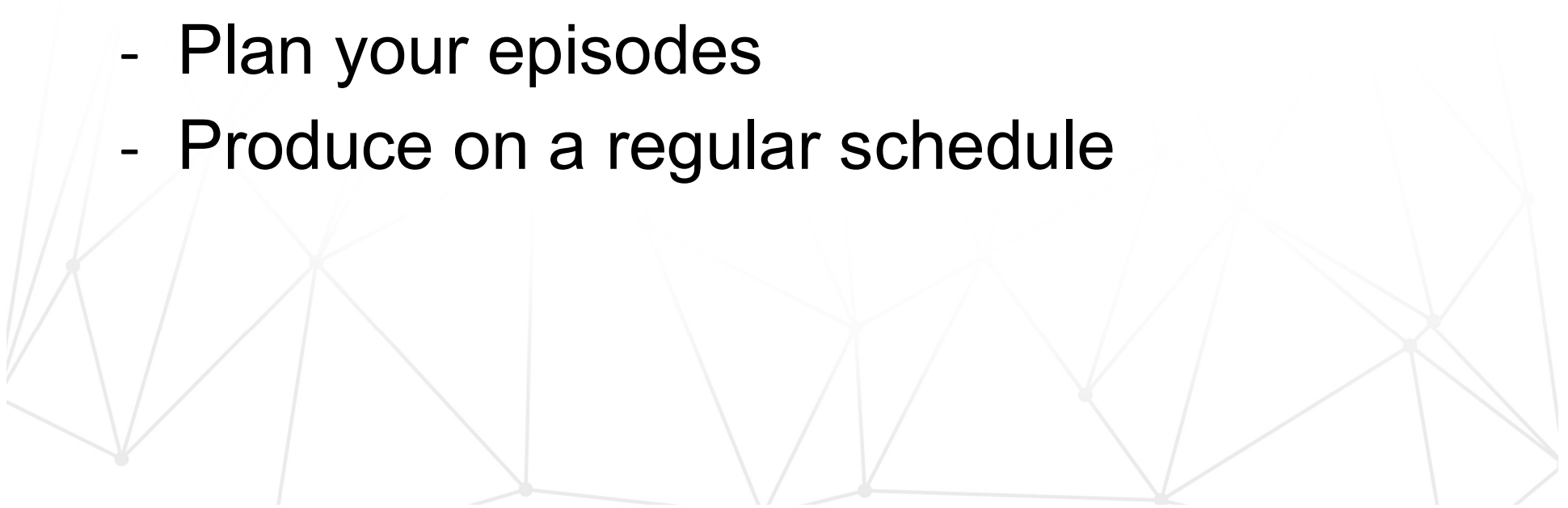
- Take **3 minutes** and ask yourselves these questions:
 - What do you want to say?
 - Who is your audience?
 - What format would work? Solo? Interview?
 - What's your personality?
 - Sustainability? 5-episodes? Endless?
 - Name

Pitch!

- Can't always do this on your own!
- Now, take **10 minutes**, and talk to your neighbour about your idea.
- Person 1:
 - Pitch the idea
- Person 2:
 - Questions and constructive feedback

3 Ps of Podcasting

- Pace yourself
- Plan your episodes
- Produce on a regular schedule



Pacing

- New project = High energy!
- Take it one day at a time, keep balance
- Plan your series
- Make sure you have enough time to produce, edit, etc.
- Promotional activities

Planning

- Like planning any project
- Check your available time and resources
- Scope it out, research ahead of time
- Don't just sit down with a microphone and expect it to be great
 - The story of Adrenalin OD and the People's Court

Publishing

- Plan to publish these episodes on a regular cadence
- Produce as much or as little as you want, but do it regularly
- Even a small audience will have expectations

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Stay in Touch

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