

Noyz – Podcasting & Film for Change Workshop – August 12, 2020

Why podcasting?

- There are no editors to convince, no producers to pitch to; cheap to make & easy to distribute
- Suited to cater to personal preferences & niche subject matters; idiosyncratic, personal & unique
- It does what all great art should do – tell stories, and open our minds to new worlds, ideas & perspectives
- Podcasting differs from radio in that it provides portability, accessibility & selection

Types of Podcasts

- Talk-show style where people interview each other (The Combat Jack Show)
- Narrative style where a single story is told in depth (The Nameless Collective)
- Talk radio style where someone offers commentary and their perspective on a particular subject (Sandy & Nora Talk Politics)
- Industry expert podcasts where insiders offer insights into a particular business (Thrive Podcast for Women Entrepreneurs)

The Immigrant Hustle Podcast

- We interview people from a wide variety of fields (music, books, poetry, sports, food, education, politics, photography, fitness, activism, fashion) who are refugees/immigrants, or children of refugees/immigrants
- We talk about the social/political/economic circumstances that led to them leaving home, the challenges they faced upon arriving in North America, how they got involved in their respective fields, and how their position as racialized people in North America factors into their work
- Canadian media & politicians celebrate diversity, but we rarely hear from diverse voices; every story of migration is unique and comes with its own unique stories of struggle & resilience – to better understand our communities and our country, it is important that we listen to each other's lived experiences
- Newcomers to a country usually lack mentors in their chosen fields; part of the motivation behind our show is to hear from people who have made strides in their fields, and to offer insight & guidance to younger people looking to pursue similar interests
- The podcast creates space for people to talk about systemic barriers they've faced in their fields, and how they have had to adapt to find a way to make things work
- Local focus: we mainly interview people from the Greater Toronto Area, though Covid has allowed us to pivot virtually and speak with individuals from across Canada and the US

Tips for New Podcasters

- Record in a room with minimal distractions and background noise (pets, air conditioners, etc.)
- Get close to the mic when you speak; turn off your phone as it can interfere with your mic
- Focus on quality content rather than quantity; building an audience takes time, so be patient
- Try not to script too much; research & preparation are important, but allow the conversation to flow organically
- Don't be afraid to tell personal stories; vulnerability can create connection with your audience

Challenge

- What are some stories going on in the news right now that resonate with you? (racism, police brutality, LGBTQ+ rights, migrant workers' rights, inequalities in healthcare and education)
- Record a podcast explaining why this issue matters to you, and share your personal experience with it **OR** interview someone with their own lived experience with this issue, and ask them questions to learn more