



A diverse group of podcasters spreading the messages of small, local non-profits to community members

The Problem... Small nonprofits (NPOs) face an array of challenges trying to stay afloat. They **rely on volunteer and financial support**, yet such support is often difficult to acquire because **small NPOs don't have the resources to spend on extensive advertising**. Quality advertising is beneficial for NPOs because it spreads their message, creating heightened awareness about the issue they are combatting and how to help. So, how can we help NPOs spread their message and acquire the support they need without consuming their valuable resources?

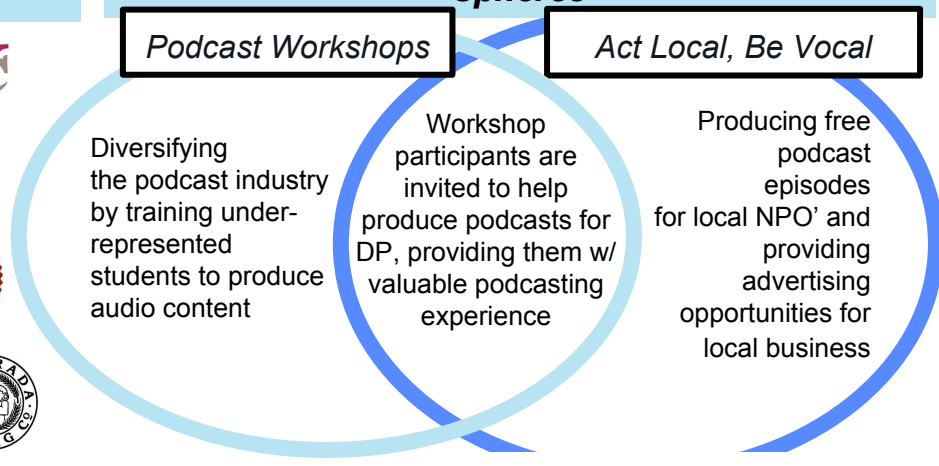
Why Is Podcasting Part of the Solution? It Seems Random. Well, It's not. Podcast listeners are some of the most **engaged consumers** of any form of media. A study conducted by Edison research found that 71% of podcast listeners are highly engaged while listening, compared to 63% percent of TV viewers and 50% of social media users. Listeners are racially diverse, highly educated, young and affluent, making them the perfect long term donors and volunteers for NPOs. People feel **compelled to donate or volunteer** when they are moved by a cause. Podcast's **narrative format** is perfect for tugging on heartstrings, **making people feel like change needs to happen, and that they can help**. People feel more empathetic when they **hear another human voice** than they do reading an article about the same topic. Podcast's auditory medium pushes listeners to rid themselves of potential preconceived judgements of podcast guests because visual markers of race, class and sexuality are removed. Consequently, **listeners are more receptive to the content they hear**. Several larger NPOs, such as *Doctors Without Borders* and the *Sierra Club* have already realized that podcasting is uniquely suited to their needs, and have created their own successful podcasts.

You Mentioned a Diverse Team of Podcasters, Tell Me More... Downstream Podcasting (DP) deeply values its diversity statement. Despite podcast listenership comprising of high levels of race and gender diversity, **the Podcasting Industry is predominantly white and male**. Although more and more underrepresented voices are being featured on podcasts, a step in the right direction, the people actually hosting and producing the content are still rather homogenous, especially at the paid level. For example, **people of color constitute 37% of podcast listenership but only 18% of hosts. Women constitute 44% of listenership but only 13% of the top podcasts have a female host.** DP will be **partnering with minority student groups and centers** at New England universities to give **podcast training workshops**. Participants of the workshops will be invited to help produce content for DP's **podcast series, Act Local, Be Vocal**. **Each episode will feature a different small, local NPO**. Business' nearby the featured NPO will have the opportunity purchase a two minute ad slot on the episode to advertise their services, ultimately generating more revenue for themselves and for DP. DP will use localized, targeted advertising techniques to reach listeners, such as facebook advertising and radio appearances. Students will receive financial compensation for their work in addition to gaining valuable resume building experience to assist with their entry into the podcasting field.

Potential and Current Partner NPOs, Universities, and Business'



Two Intersecting Goals, not Two Separate Spheres



*As of 2/18/19 Downstream is in contact with minority student groups at Smith, Dartmouth, UMass, and UVM and has a workshop scheduled in April at Yale. Episode 1 of *Act Local, Be Vocal* is already in the works, and will feature *NEAT*, an NPO in Middletown Connecticut. Episode 2 will feature *True Colors*, an LGBTQ youth and family support group in Hartford. Recording for Episode 2 is scheduled to begin April 10th.

Timeline

11/25/17 Alli dreamt of starting her own podcast, *Unwind the Line* and work on the podcast commenced.

11/29/18 *Unwind the Line* dropped its first two episodes and Season 1 began.

3/4/19 DP is awarded the Seed Grant.

9/1/19 - Season 1 of *Act Local, Be Vocal* is released. It reaches thousands of listeners, a notable portion of whom will become involved with the featured NPOs.

3/4/24 - *Act Local, Be Vocal* highlights over 20 NPOs per year, reaching over 10,000 potential donors and volunteers. DP gives podcasting workshops to over 30 universities per year, training over 250 diverse podcasters. DP has a team of 5 regional freelance podcasters overseeing the podcast and assisting students. Business advertisements help spread the word about 40 local business per year generating revenue.

11/15/18 - Alli gave a successful podcasting workshop at Wesleyan and the idea for Downstream was born.

3/1/19 3 NPOs, 3 business' and 3 universities have committed to Downstream's services.

5/31/19 - DP has given at least five university workshops and trained over 50 aspiring young podcasters, 10 of whom are helping with *Act Local, Be Vocal*.

So Who's Making this All Happen?

About the Founder... Alli Fam is the podcast host and producer of *Unwind the Line*, and has 7 years of education experience. She can't wait to expand the team to include student producers!

Youbie Abdelrahman Host of *It's Not that Serious* podcast - *Peer Advisor*

Kevin Allison, Host of *RISK* storytelling podcast - *Workshop Advisor*

Julie Shapiro - Executive producer of *RadioTopia* - *Project Advisor*

Isaac Price-Slade & Ben Saldich - *Technical support*

So We're All Wondering, What is the Budget?

What we've got already

Hand recorder, mixing headphones, rights to beautiful music produced by friends for the podcast, experience

Sources of Money

\$5,000 Seed Grant + requesting \$250 from each university (will increase to \$600 next year)

Where the Money Will Go

Paying Employees

Technical Support Team - \$200

Alli for podcast production, workshops, planning, organizing, editing, managing - (over 100 hrs) - \$1,500

Stipends for student podcasters - \$1,500

Podcasting Technology

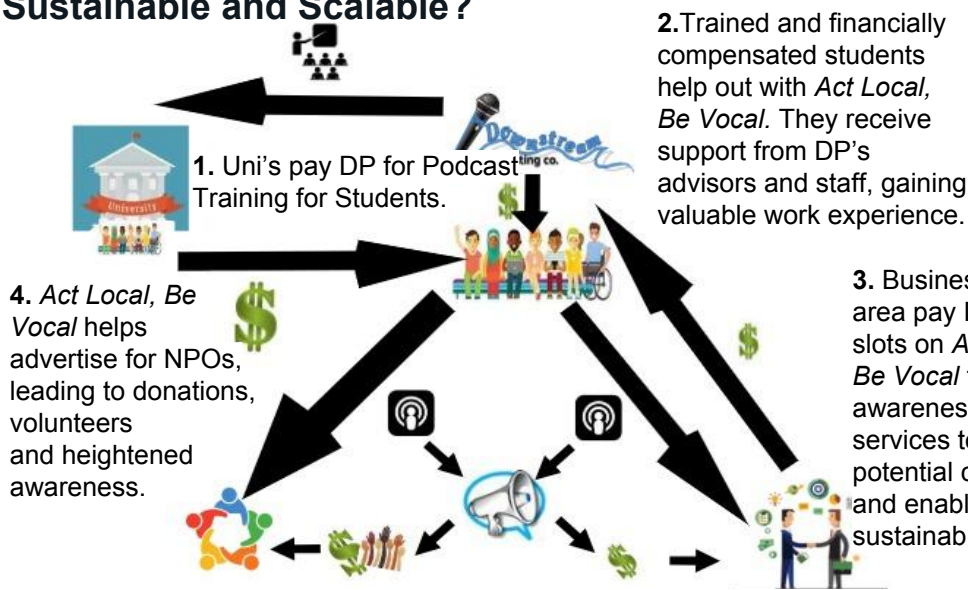
Podcast host website for 2 yrs + Mics & Interfacing + Pro Tools Audio Editing Software + XLR cables + 2nd Hand Recorder + Insurance on all Technology - \$1,900

Other Expenses

Travel expenses = \$300

Localized, targeted advertising for *Act Local, Be Vocal* = \$700

If You're Not Asking for Money from the NPO's, How is Downstream Podcasting Sustainable and Scalable?



Where Workshop and Local Business Advertising \$ Goes

25% Paying staff

15-20% Student podcaster stipends

20% Localized advertising for *Act Local, Be Vocal*

25-30% Invested back into Downstream for future expansion and unforeseen costs

5-10% Transportation costs