

How to make a documentary podcast



With Jane Curtis,
producer,
Inner West Icons

INNER
WEST
ICONS

The other side of Sydney

6.30pm - 7.15pm

Part 1: What is a podcast? What is a documentary podcast?
What is Inner West Icons podcast?

Part 2: Make a documentary podcast from idea, research,
interviews, editing, publishing and promotion



7.15pm - 7.30pm: Q&A

About me

Inner West newbie! 🤖 Former ABC producer who makes podcasts for nonprofits.

[LinkedIn](#)



janecurtis.net



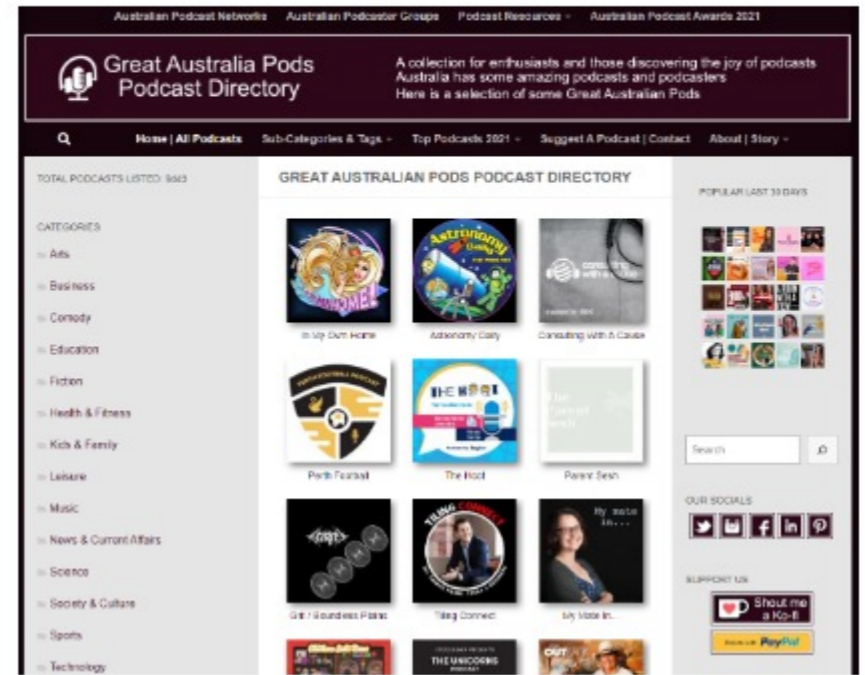
What's a podcast?

A free 'radio' show delivered on demand over the internet.



How do I find podcasts?

- Search engine
- Podcast apps
- Branded podcast apps like ABC Listen
- YouTube
- Podcast directory
- www.greataustralianpods.com



A documentary podcast...

(also called 'narrative non-fiction')

Shapes and interprets factual material for the purposes of education or entertainment

A documentary podcast...

Always has a point of view

Explains, simplifies and omits information

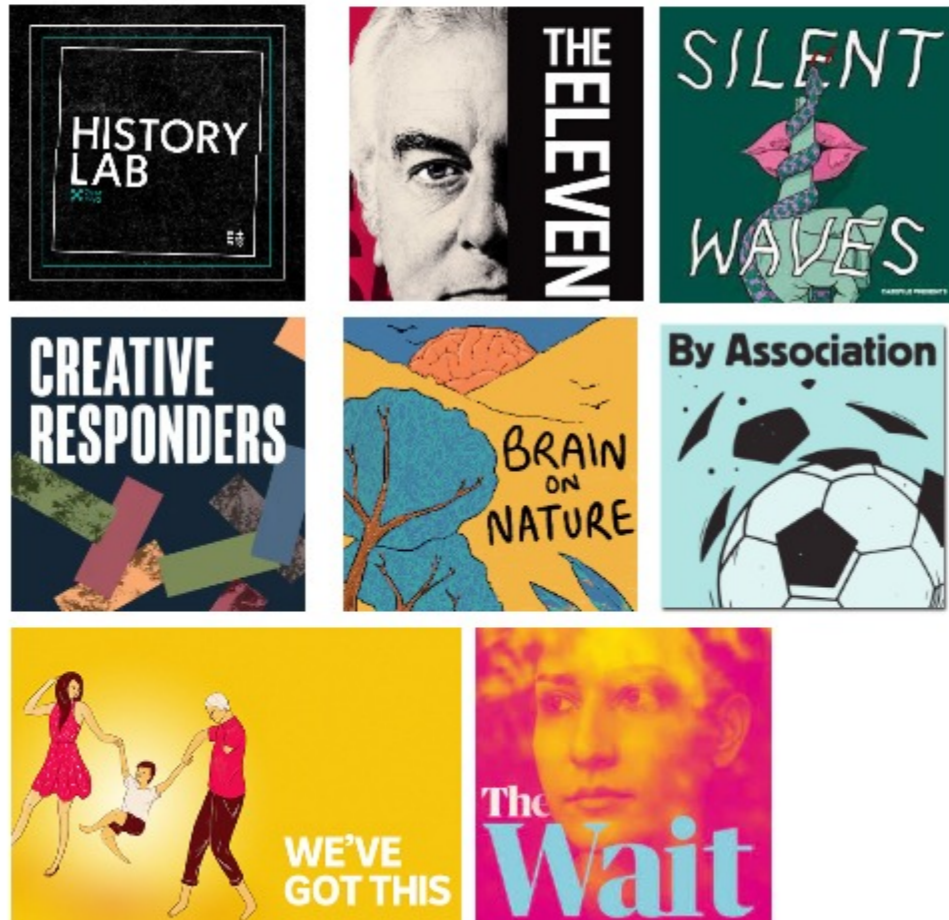
Real events and people

Shapes and interprets factual material for the purposes of education or entertainment

Source: Encyclopedia Britannica

Can be both, hopefully it is!

Examples of documentary podcasts



What is Inner West Icons?

A podcast of local history,
stories and community of Sydney's inner west



Supported by Inner West Council's [Community History and Heritage grant](#)



More than a podcast



Website innerwesticons.com



Email newsletter

Inner west guerrilla gardener Clare Felton




Meet Robbo



That is a whopper



Inner west souvenirs:



Well Spotted **Fresh Tea Towels** **Made 500**

Shorliss Children's Wear **Sweets Workshop** **BarockyChucky**

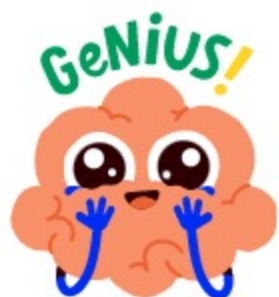
The making of Inner West Icons

Here's what I did, so you can

- see the process
- get new ideas & tips
- use bits of 'documentary-style' in your podcast
- or, make a full documentary podcast!



The process



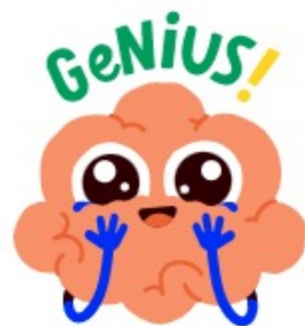
IDEA

RESEARCH

INTERVIEWS

EDIT & PUBLISH

PROMOTE

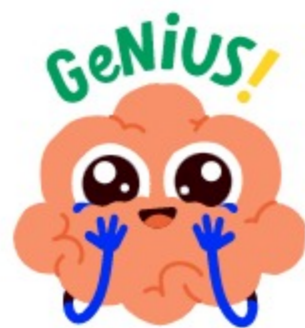


What is the story?

Is it unique?

Why is it interesting?

Who's the audience?



SHAPE YOUR IDEA

What is the story?

What's the driving question?

Why is it unique?

Unique point of view?

Unique vs original

Is it interesting?

Why does it matter?

Who's the audience?

To whom does it matter?

SHAPE YOUR IDEA



INNER
WEST
ICONS

What are the driving questions?

inner west
- what's special?

Why do
locals
love it?

how did
these places
come about
(=history)?

What's the point of view?

grassroots
point of
view vs
heritage

First
Nations
point of
view

cheeky
point of
view

Bernie
Hobbs
as host

**Is it interesting?
Why does it matter?**

questions
Sydney's
identity

'inner west'
identity
forming

some
history not
documented

range of
voices

use of
archive

**Who's the audience?
What matters to them?**

history
fans

inner
west
residents

Sydney
residents

overseas eg
"Marrickville
10th coolest
suburb"

SHAPE YOUR IDEA



Cooks River

What are some driving questions? What are some stories?

renamed?

Pre-colonisation history?

Market gardens?

Wardell bushrangers

Beach?

history of trade & transport use

unhealthy river > healthy river

pelican

What are points of view?

Aboriginal Elders & First Nations

Community cleanup volunteers

Environmentalists

Historians

Is it interesting? Why does it matter?

How to deal with colonial legacy - > Local & international relevance

More aware > more care

Australians seem to love bushrangers stories

Surprising - there was a beach with lifeguards?!

Knowing history helps us with future planning

Who's the audience? What matters to them?

Kids

Gardeners

Local residents

Tools

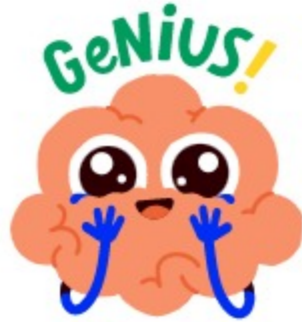
Stimulate ideas
by listening &
reading

Storytelling

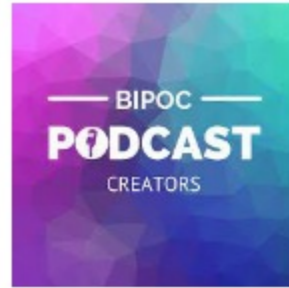
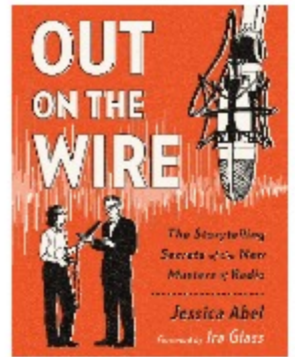
Online training workshops

Brainstorming

IDEA



I'm doing a story about X. ← Topic
And what's interesting about it is Y. ← Story





Research
information



Research people
to interview

What audio & video already exists?

Ask everyone, get contacts

**Find social media groups &
community groups**

Organise your research



RESEARCH

**What audio & video
already exists?**

Oral histories
Archive (Trove)
YouTube

Contact them

**Ask everyone
Get contacts**



Start building
relationships



**Social media &
community groups**



Passionate
people

RESEARCH



#4 Street art of the inner west



fiction & non-fiction

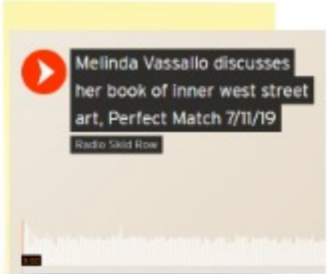
Research information



Research people to interview



What audio & video exists already?



Ask everyone, get contacts

Social media groups & community groups



Events

Perfect Match - Cohen Park Street Art: 20-28 March	
Subject:	
Short Description:	Multiple street artworks painted by k
Event Type:	Community organised
Category:	Public
Status:	Active

RESEARCH



Research information

2ser renaming episode

"People of the River" book by Ian Tyrell

Cooks River Alliance - website, social media, blog, newsletter

Land Council

Walking along the river, observing



Research people to interview

What audio & video exists already?

Search youtube

Community radio?

Mudcrabs episode - Brain on Nature

Ask everyone, get contacts

Local fishermen

Ian Tyrell

Market gardeners

Social media groups & community groups

Cooks River Alliance

FB groups

Canoe Club



PRO TIP



Research what's out there on your topic and beyond

? How have other people tackled this topic?

What can I learn and borrow from their storytelling, tone, voices, structure, promotion?

? Have others made a part of my story?
If yes, can I collaborate, use or share their work?

Video documentaries about inner west Sydney



Audio documentaries about inner west Sydney




Tools


to organise your research
(and podcast!)




RESEARCH



Notion
The all-in-one workspace.
Notes, tasks, wikis, & databases.




 www.notion.so


Notion - One workspace. Every team.
We're more than a doc. Or a table. Customize Notion to work the way you do.



 medium.com

Using Notion to Manage Your Podcast
How to keep track of all the podcast things...



 [roamresearch.c...](https://roamresearch.com)

Roam Research - A note taking tool for networked thought.
As easy to use as a word document or bulleted list, and as powerful for finding, collecting, and connecting related ideas as a graph database. Collaborate with others in real time, or store all your data locally.



What are the stories?

Diversity

People not content

Write interview briefs



INTERVIEWS



Decide your role -
will we hear your
voice?

What are the stories?

Who are you?
Who must you
consult?

Who must you
interview? Who
not to interview?

Diversity

Of voices and
points of view

People not content

Be upfront
Use release forms

Interview purpose

What do they
bring?
Write brief first

Tools



INTERVIEWS

Scheduling



Remote recording



Release form
phone app



In person recording



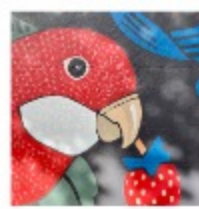
BRAND



MAKING
SPACE FOR
ARTISTS

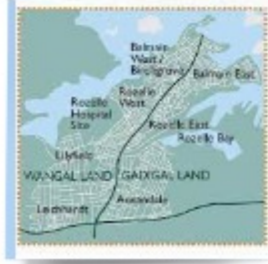


CITY OF SYDNEY CREATIVE STUDIOS NOW OPEN!



#4 Street art of the inner west

What are the stories?



Diversity



What do they bring to the story?

tour link story, gives momentum atmosphere

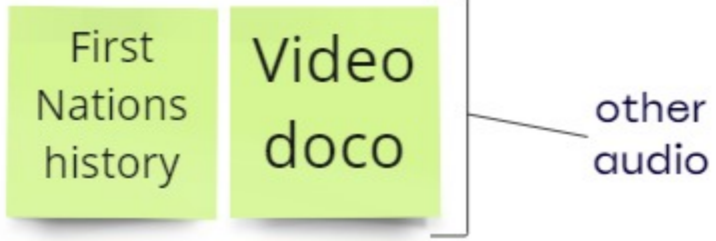
early history

Perfect Match

what is 'anti-graffiti'?

How street art can make a kids book?

how most iconic mural got made





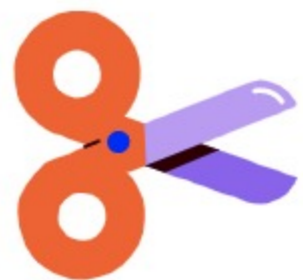
Decide on story structure

Do a 'paper edit'

Get feedback & iterate

Intro, outro, music & FX

Podcast name, art & description



EDIT & PUBLISH

Story structure →

Chronological
Story arc?

Do a 'paper edit' →

Highlight
'good' bits

Get feedback & iterate →

Listen, share,
cut & change

Intro, outro, music & FX →


Make a
template

**Podcast name, art &
description** →

These are
really important

Tools

Podcast hosting & publishing



Captivate

Unlimited podcast hosting, analytics & marketing + Captivate.fm

Host unlimited podcasts with the world's only growth-oriented podcast host*. Start your podcast within minutes, try for free now and launch today.



Anchor



Anchor - The easiest way to make a podcast
Create, distribute, host, and monetize your podcast, 100% free.

Audio editing & music



REAPER



REAPER | Audio Production Without Limits

REAPER's full, flexible feature set and renowned stability have found a home wherever digital audio is used: commercial and home studios, broadcast, location recording, education, science and research, sound design, game development, and more. From miss...



BLUE DOT SESSIONS



Blue Dot Sessions | Podcast Intro and Background Music | Music For Podcasts



FMA

Royalty free music and "free to download" music - Free Music Archive

Storytelling & editing



PRX TRAINING

PRX Training
PRX strives to support podcasters at every stage of their journey, making information and skills as accessible as possible. In addition to our accelerator programs and workshops, we have developed several online resources, including free webinars, podca...



Bello Collective

Podcasting 101 - Bello Collective
So you want to make a podcast? Here, you will find resources for all stages of the process, from the idea to the \$\$. The goal of the Bello Collective is to bring together writers, journalists, and other voices who share a passion for audio storytelling...



Podcasting Expert & Founder of PodSchool | Rachel Corbett

Podcasting expert and industry leader, Rachel Corbett has worked in audio and podcasting for over 20 years including as Head of Podcasts for Mamamia.



EDIT & PUBLISH

Transcription & editing



Descript | All-in-one audio/video editing, as easy as a doc.

Record, transcribe, edit, mix, collaborate, and master your audio and video with Descript. Download for free...



PRO TIP



Think in scenes



Scenes help the listener.
Scenes are 'stopping points' along the journey of the story.



They help you, the producer, know what you're doing



Scene 1	Scene 2
Who	Who
Character(s)	Character(s)
Setting	Setting
Action	Action

"Use a scene chart to help you organize the elements of a story."

Andrea DeLeon



Make a podcast website

Submit to directories

Social media & enews

'Relationship marketing'

Promo swaps

PR: get in the media



PROMOTE

Website

Show Notes
About & Contact
Embed episodes

Submit to directories

Podcast hosting
platform & do
manually

Social media & enews

Social media
accounts
Email newsletter

'Relationship marketing'

Build a
passionate
audience

Promo swaps

Swap promo ads
or episodes with
a podcast

PR: get in the media

Tools



PROMOTE

Subscribe to a podcast marketing newsletter



Podcast Marketing Magic
Making a business thrive is only half the battle. How do you get people to listen to it?
By Lauren Powell | Launched a year ago

Make a website

'Relationship marketing'

Submit to podcast directories

Social media

Use one link

PR/media



podnews.net
How to add your podcast to every podcast directory
We have a daily podcast. Here's where to find it - and all the directory links to add your podcast, too



rachelcorbett.com.au
How to promote your podcast and grow your audience | Rachel Corbett
Promoting your podcast is essential if you want to grow your podcast audience so Rachel Corbett shares a bunch of different podcast promotion strategies...



podnews.net
How to get universal links to your podcast for everyone
One link to rule them all - or to get your new listeners. Here's how to get one.



www.biopodcastcreators.com
Why PR Is Better Than Social Media To Grow Your Podcast - BIPOC Podcast Creators
Like most podcasters, figuring out how to grow your podcast is probably on one of your biggest questions. Cracking the audience growth algorithm feels tough. But, really it's not an algorithm you need to crack. It's knowing how to use the right tool at t...

podpage

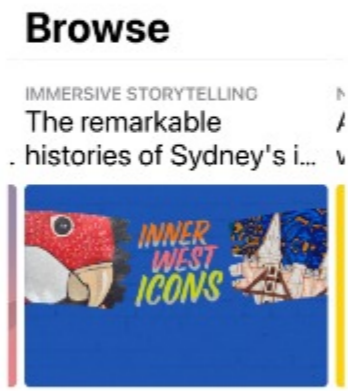
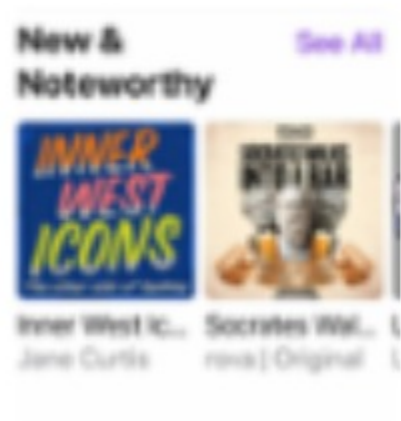




PRO TIP

Submit to Apple podcasts (Go the last mile!)

[Submit a promotional request](#) to get in
Apple's New & Noteworthy section and
the Featured section



Questions?



IDEA

RESEARCH

INTERVIEWS

EDIT & PUBLISH

PROMOTE