

BREAKING SILENCE: HOW TO ACHIEVE SOCIAL CHANGE THROUGH PODCASTING

DC PodFest | Friday, November 10, 2017 | 11:00am ET

Presenter: Josh Morgan (josh@pluralofyou.org)

Notes: pluralofyou.org/dc17

Mission Statement Exercise

This exercise can help you determine a mission statement for your podcast. Please complete the statement below, writing whatever comes to mind for each variable. You can always change your answers later.

“I host [title]. It’s a podcast about **X** [a social problem or solution] that helps **Y** [a specific group] **Z** [meet a need].”

Your podcast title

X: What is a problem or solution in life you care deeply about or has shaped who you are?

Y: Who needs help with this? Who would listen? (Remember: People in some groups might not listen to podcasts.)

Z: What would someone need to make the problem go away or to bring the solution to life?
