



WUSF DESIGN INTENSIVE

PRX x WUSF Podcast Consultancy

Day 5 | February 3, 2023



CULTURE SHARE



WHAT IS ONE NEW THING YOU WANT TO
TRY THIS YEAR?



ROADMAP

DAY 5

- Design Sprint: Finalize Creative Concept Prototypes & practice
- Design Sprint: Final Presentations
- Final Reflection
- Transition to Consultancy



PODCAST MISSION





ITERATE: CONCEPT DECK

ACTIVITY



50 MIN

- Refine your concept deck based on feedback
- Build out your deck more:
 - Potential episodes
 - Reference material / comparative landscape
 - Why this is right for WUSF

GUIDELINES

- No more than 8 slides
- Prepare a presentation: what will you say to accompany your slides, who will speak and when
- This is still a rough and rapid prototype. We are prioritizing promise over polish.



**EMAIL YOUR DECK TO
STEPHANIE.KUO@PRX.ORG**



PRESENT YOUR FLAGSHIP PODCAST!





A thick red line representing an ECG (heart rate) signal is plotted against a light pink background. The line starts with a flat segment, followed by several sharp peaks and troughs of varying heights. The word "CRITICAL" is written in white, bold, sans-serif capital letters across the middle of the line. The line ends with a flat segment and a solid red circle.

CRITICAL

format & genre

narrative storytelling
format, concept of "the
other"

focus statement

Our podcast is about the concept of "otherness" through the lens of lived experiences and the search for healing and wellness. On it, you'll hear voices of Floridians looking for a sense of community and belonging. You should listen if you're looking for connection and a place to feel valued and seen.

POV and their needs

Lisa Reeves, a Korean-American mother of three and real estate agent, needs a smart, creative, and to the point way to explore feelings of Identity and feeling "othered".

potential episodes

1. what does removing CRT from classroom do to students' psyche? (AP African American studies)
2. following a transperson through their gender affirming care journey
3. following someone suffering from chronic pain (invisible illnesses)
4. #ActuallyAutistic experiences
5. Black women birth mortality
6. navigating multiple multi-cultural identities (code-switching)
7. how women disappear in society after a certain age (women in society/plastic surgery)

Reference Materials

Invisibilia

The Moth

This American Life

Throughline

Code Switch

Diary (tv show)

Dear Evan Hansen (movie and/or play)

Why WUSF?

1. Reaches voices public media doesn't traditionally cater to but would like to.
2. Expand footprint In communities.
3. Elevates WUSF brand beyond NPR.



PIRATES + UNICORNS



HIDDEN
GEMS
IN
TAMPA

MADDIE

MADDIE IS A VIBRANT AND CARING COLLEGE STUDENT NAVIGATING A DIVIDED POLITICAL CLIMATE WHERE GUN VIOLENCE, CULTURE WARS AND OTHER ISSUES STRAIN THE LIVES OF YOUTH. SHE NEEDS A WAY TO ESCAPE AND CONNECT WITH COMMUNITIES THAT CELEBRATE DIFFERENCES AND SHARE COMMON PASSIONS IN A WAY THAT MAKES HER FEEL LIKE HER PARTICIPATION IS VALUED AND SHE CAN BE CREATIVE IN A SAFE SPACE.



COOL PEOPLE
IN COOL PLACES
HAVING REAL CONVERSATIONS

FORMAT + GENRE

Interview style - Onsite interviews with immersive elements

Travel Documentary - Arts





EPISODE IDEAS

Your Turn

Playing a game with a board game aficionado while talking about what type of escape board games provide.

The Gay Commie Skate Crew

Queer skate sessions at the spot. Having a safe space at the park.

Shuffle

Play shuffleboard while having convos with patrons about memories with parents.



EPISODE IDEAS

Dysfunctional Grace

Walk down the aisles with the shop owner as they tell us stories about death and carrying around a rabbit's foot for luck.

Spookeasy Lounge

Kava and Mocktails while talking about sobriety the trend of not drinking.



EPISODE IDEAS

Maddie's D&D Club

Attend a hosted event at the D&D club while playing a round and chatting with the group.

Kayaking on Hillsborough River

Record the episode on the water.

Thai Temple

Explore the grounds, meditate and taste the Sunday morning market with Gen Z.

WHY THIS IS RIGHT FOR WUSF

WUSF KNOWS THIS COMMUNITY. LOCAL IS OUR FOCUS. OUR STAFF IS WELL POSITIONED TO TELL THESE STORIES. OUR MISSION IS TO CONNECT US TO NEW LISTENERS AND EXPAND OUR DEMOGRAPHICS. THIS WOULD ALLOW US TO INCREASE OUR PRESENCE WITH THIS AUDIENCE AND CROSS PROMOTE OTHER OFFERINGS THAT MAY BE OF INTEREST SUCH AS THE ZEST AND AAF PODCASTS.

WHY THIS IS RIGHT FOR WUSF

WE HAVE EXPERIENCE PRODUCING SOUND RICH CONTENT AND ARE CONFIDENT WE CAN CREATE A HIGH QUALITY PRODUCT. WE ALSO HAVE EXPERIENCE WITH LIVE EVENTS AND ARE ABLE TO PULL OFF TYPES OF EVENTS WITH THIS AUDIENCE SUCH AS GENERATION LISTEN.

WHY THIS IS RIGHT FOR WUSF

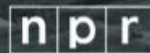
THIS COULD ALSO BE A FEEDER FOR ON-AIR FEATURES DEPENDING ON THE TYPE OF CONVERSATIONS THAT ARE BEING HAD.



FLORIDA UNCOVERED



wusf
Public Media



Network

P O V + N E E D S

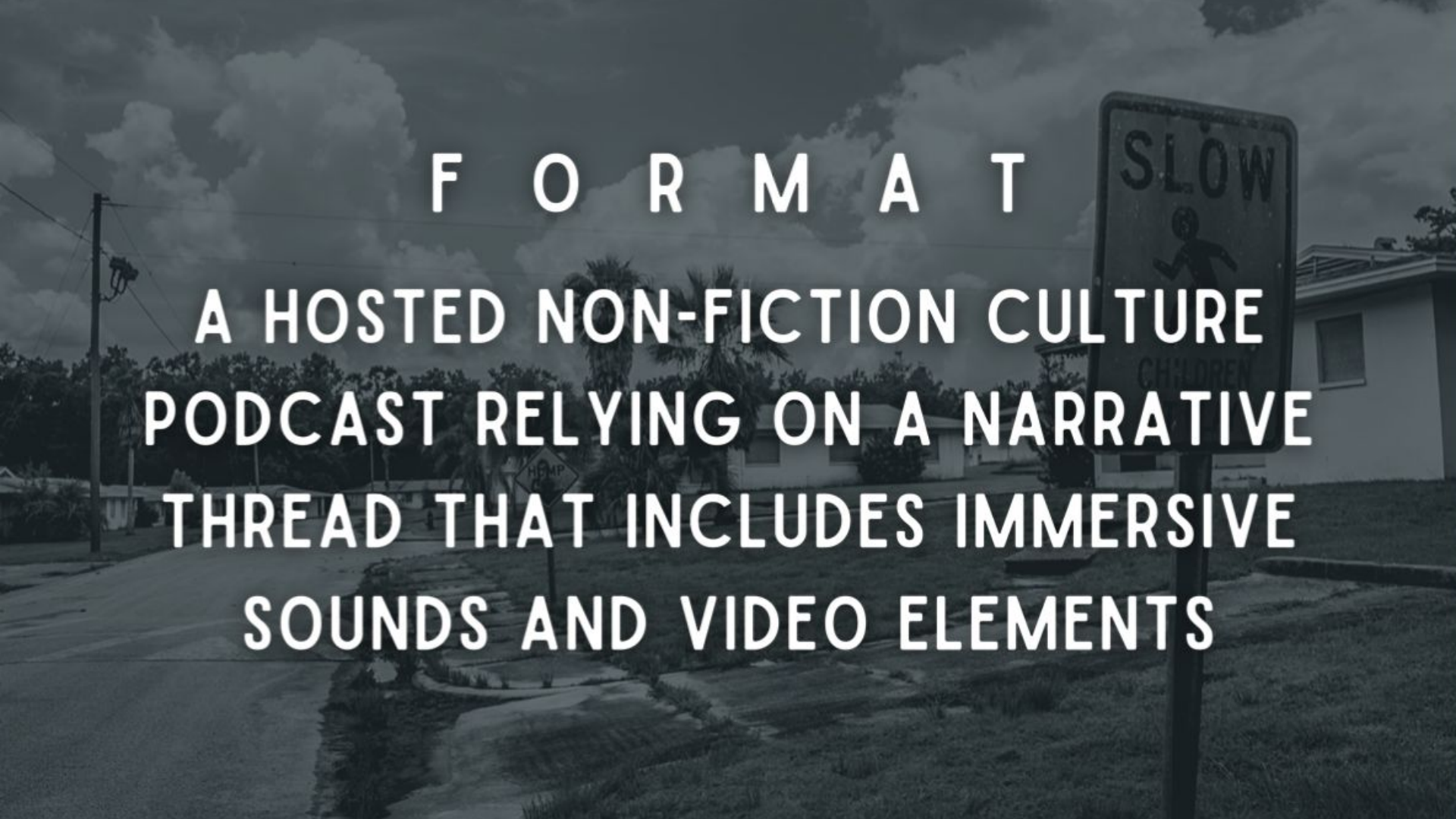
K I M

KIM IS AN INTROVERTED WORKING
MILLENNIAL IN NEED OF CARVING
OUT DEDICATED TIME IN A SAFE
SPACE TO FEEL HER EMOTIONS AND
WHO LOVES A GOOD STORY.



STATEMENT

OUR PODCAST IS ABOUT THE LOST THEN
FOUND PLACES THROUGHOUT FLORIDA
AND THE STORIES OF THE PEOPLE WHO
SHAPE THEM



F O R M A T

A HOSTED NON-FICTION CULTURE
PODCAST RELYING ON A NARRATIVE
THREAD THAT INCLUDES IMMERSIVE
SOUNDS AND VIDEO ELEMENTS

E P I S O D E S

FLORIDA UNCOVERED: GIBSONTON

FLORIDA UNCOVERED: THE LOST TOWN OF HOPEWELL

FLORIDA UNCOVERED: THE MAY-STRINGER HOUSE

FLORIDA UNCOVERED: THE ST. PETERSBURG YMCA

FLORIDA UNCOVERED: DOZIER SCHOOL

FLORIDA UNCOVERED: DEVIL'S DEN

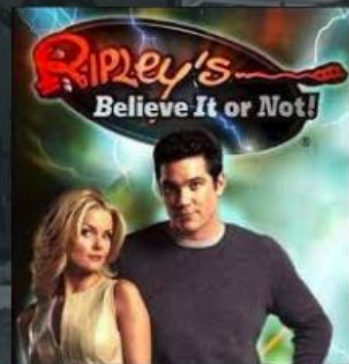
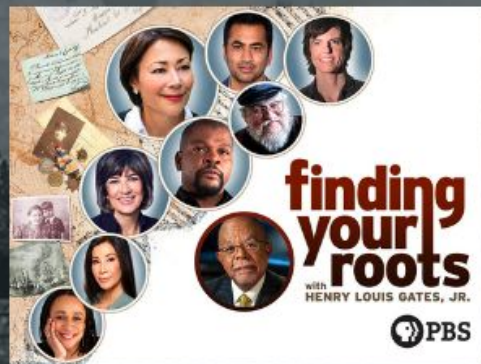
FLORIDA UNCOVERED: THE HEMINGWAY CATS

FLORIDA UNCOVERED: FORGOTTEN AF. AM. CEMETARY IN ALACHUA

FLORIDA UNCOVERED: SPOOK HILL



REFERENCES



WHY WE NEED THIS

OUR PODCAST IS ABOUT MORE THAN JUST DISNEY WORLD AND LONG-STRETCHING BEACHES. THE SUNSHINE STATE OFFERS AN ARRAY OF ECCENTRIC AND UNTAPPED NARRATIVES, DESTINATIONS, AND DISCOVERIES THAT HOLD THEIR OWN SPACE IN FLORIDA'S IDENTITY. BEING LOCATED IN THE CENTER OF THE STATE, WUSF HAS AN OPPORTUNITY TO SHOWCASE THESE UNCOVERED TREASURES.





PROTOTYPE PRESENTATION

STEP INTO FLORIDA

...just outside your door



Presented by Team T-rex

FORMAT + GENRE

Immersive Storytelling
+ Historical Sense of
Place



FOCUS STATEMENT

Our podcast is about exploring Florida through an immersive experience.

On it you'll hear voices of the community to discover and connect with what's around you.

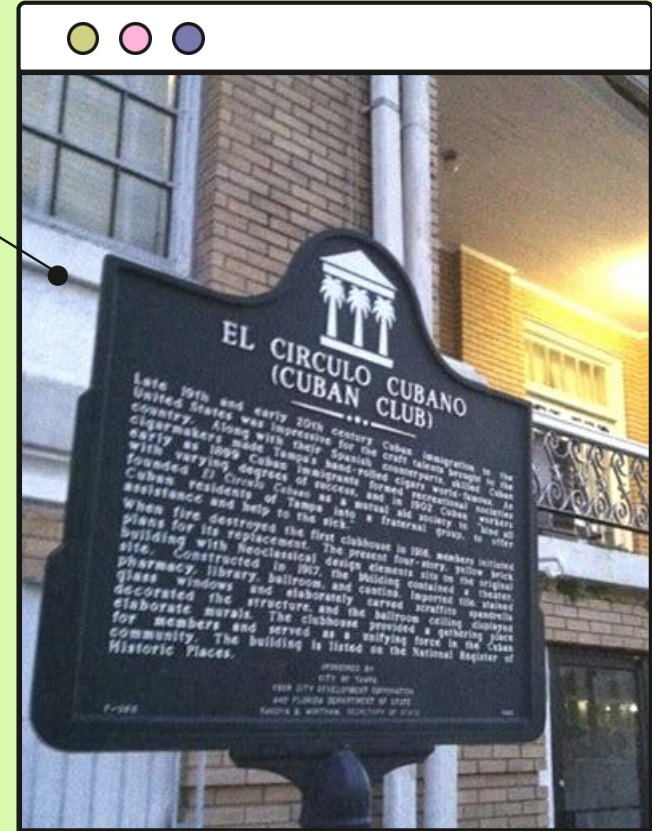
You should listen if you want to take a journey just outside your door.





Kim, a hard-working young professional, is a family-focused homebody who needs a way to connect with the community that is just outside her door.

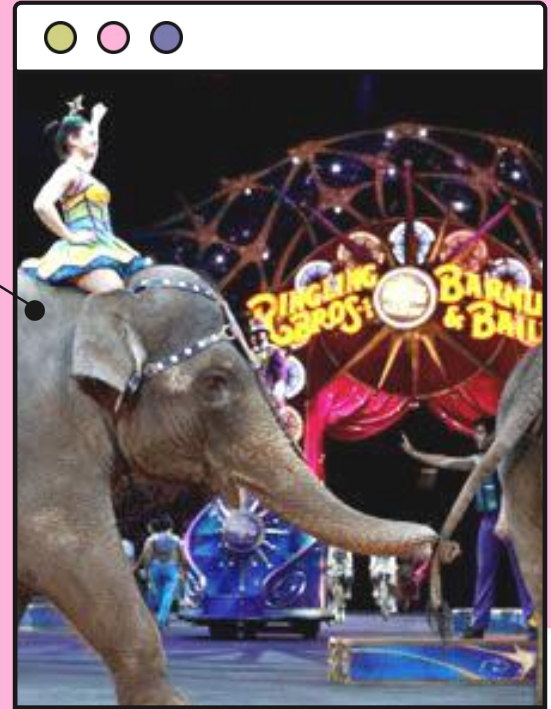
The Cuban Club: Ybor City's
Cuban Club is known to be one of
the most haunted spaces in the
district. It was built in 1917 and is
famous for its ghostly sightings and
hauntings.



Bok Tower Gardens is a popular destination located in Lake Wales, Florida. It is a national historic landmark that features 50 acres of gardens, the El Retiro Estate, and the 205-foot art deco and neo-Gothic Singing Tower carillon. The tower opened in 1929.



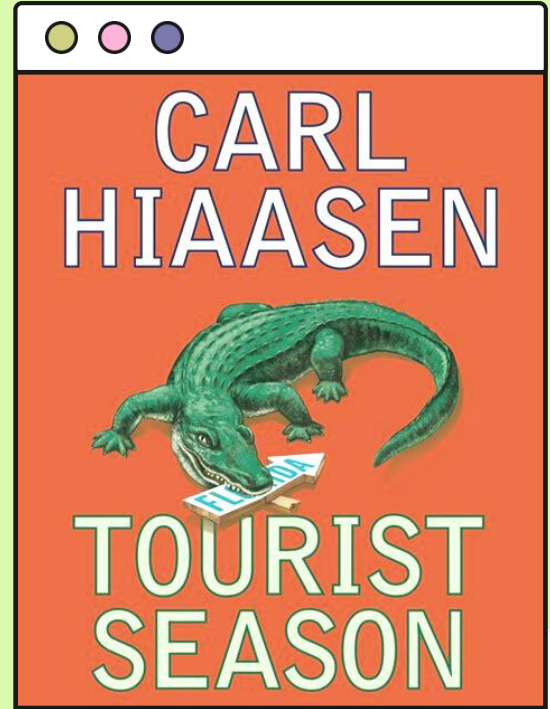
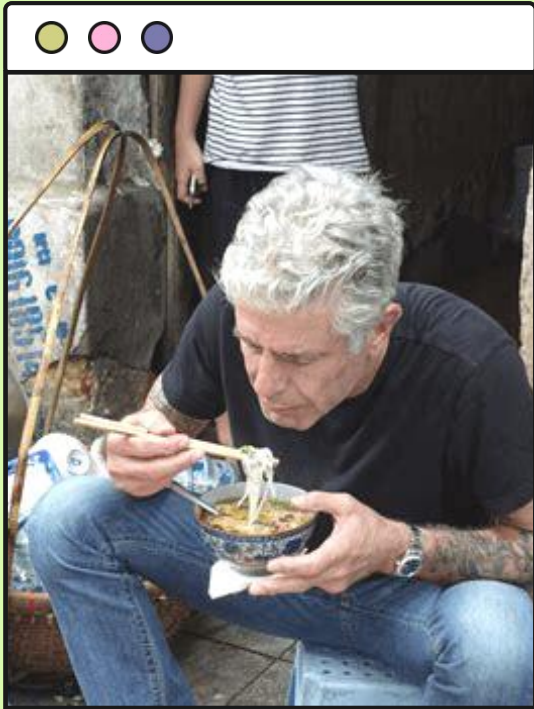
Circus Museum at The Ringling in Sarasota, shares the history of the circus and how the Ringling brothers, who built the circus, had a significant impact on the state of Florida.



Anthony Bourdain

+

Carl Hiaasen





Let's Give It A Try

POV

Lisa is a busy, self-assured and complicated mom who wants to be seen, heard and recognized. Whether she is testing out the Goth scene or discovering her Korean roots, “Fill Me In” gives her a chance to try something new and find people and places where she feels she could fit in.



FORMAT AND GENRE

Non-vegetable educational, narrative non-fiction

FOCUS STATEMENT

Our podcast is about exploring the things you never knew about Florida, its people and cultures.

On it you'll join our host on quests with real Floridians, discovering everything from Cosplay, to being a charter boat captain or participating in the Tarpon Springs Epiphany Cross Dive.

You should listen if you are: wanting to get beyond the stereotypes of Florida Man and Disney World, and instead see why the people of Florida are so fascinating and complicated.

WHY IT'S GOOD FOR WUSF

It will intentionally elevate diverse voices of our community while also inviting those part of our network to easily jump in.



**EPISODE
IDEAS**

EXAMPLES

FOGO: Fear of Going Out

<https://fogopodcast.com/>

Binging with Babish

https://www.youtube.com/watch?v=eQ9eY0_DoEk

Mythbusters <https://www.youtube.com/watch?v=fXf9-2JM7IM>

The Chef Show <https://www.youtube.com/watch?v=gPtPs22qtOA>

Vice Grip Garage <https://www.youtube.com/c/vicegripgarage>



DEBRIEF

- What did you learn and what stuck with you?
- What questions still linger?
- What excites you about our work today?
- What makes you nervous?



60





FINAL REFLECTION

DIGEST WHAT
YOU LEARNED,
CELEBRATE YOUR
WINS AND IDENTIFY
IMPROVEMENTS





FINAL REFLECTION

I LEARNED

I WONDER/I
HAVE QUESTIONS
ABOUT

I PLAN TO

I'M UNSURE /
NERVOUS ABOUT

I'M EXCITED
ABOUT

I'M GRATEFUL
FOR

- PICK 3 CATEGORIES
- WRITE 1-2 POST-ITS FOR EACH CATEGORY
- OR YOU CAN WRITE SOMETHING FOR ALL :)



FUTURE PODCAST GUIDE RAILS

WHAT DO WE KNOW
AND HAVE TO
CONSIDER?





ENVIRONMENT MAPPING

Understanding the world around you

YOUR ENVIRONMENT MAP CAN BE...

- Technological
- Cultural / societal
- Political
- Economic
- Environmental
- Industry-related



HOW TO CREATE YOUR ENVIRONMENT MAP

Conduct secondary
research

Conduct quick
Internet
searches



Speak to
experts

Turn to your
own
observations



ENVIRONMENT MAPPING TRENDS FOR AFROQUEER

- Queer Africans misrepresented in all media (locally and globally)
- Kenya's High Court was at the time deliberating colonial-era laws that criminalized homosexuality
- Popularity of podcasts growing in Kenya due to increasing smartphone usage and access to internet and cheaper mobile data



ENVIRONMENT MAPPING TRENDS FOR LIFE RAFT

- Current news around climate change is grim, foreboding, alarming (leaving consumers feeling helpless and hopeless)
- Rapidly increasing flooding and rainfall in New Orleans
- Energized climate change movement, pioneered by global youth (e.g. Greta Thunberg)



THE FIRST STAGE OF ENVIRONMENT MAPPING: INFLUENCES

Who matters, why and how are they connected?

MAKE A STAKEHOLDER MAP

- Brainstorm ALL potential stakeholders
 10
- Cluster stakeholders based on commonalities
 5

MAKE THIS MAP MEAN SOMETHING TO YOU

- Customize It
- Cluster If Needed
- Think About Showing It To Station Leaders
- Look Over It For Unique Impacts
- Revisit It To Make It Both Living And Exhaustive

CREATE YOUR ENVIRONMENT TRENDS

- List all the trends and influences each one has
 15 min
- Dot vote the ones that have the most impact or resonance
 5 min



EMPATHY INTERVIEW ROADMAP

CREATE A TIMELINE
AND STRATEGY TO
GET QUALITATIVE
RESEARCH

