

2019 -
2020

Five Good Ideas

about podcasting with a purpose



Ausma Malik, Director of Social Engagement Atkinson Foundation

Tuesday, October 29, 2019 - 12:00 to 2:00 p.m.

Podcasting is growing in popularity as a tool for reaching and engaging new audiences. But how can nonprofits use it to fulfill their missions? Director of Social Engagement for the Atkinson Foundation, Ausma Malik, shares her experience as the host-producer of Atkinson's Just Work It podcast. She'll offer five good ideas for getting your purpose into people's heads, hearts, and action plans through a podcasting strategy.



Resources

I've learned the most about podcasting from the podcasters and podcasts I love. These examples have shown me what "podcasting with a purpose" can sound like.

1. **Uncommon insider perspectives told brilliantly.** On *Ear Hustle* (www.earhustlesq.com), those who are living life inside prison share their daily realities.
2. **The podcasters are on the same wavelength as their audience.** *Call Your Girlfriend* (www.callyourgirlfriend.com) is a fun and clever conversation between two long-distance friends who riff about politics, feminism, and pop culture weekly.
3. **Dominant narratives are interrogated.** *The Secret Life of Canada* (www.cbc.ca/radio/secretlifeofcanada) is about "the country you know and the stories you don't" and makes being a history buff cool.
4. **Engages complexity and facilitates reflection.** *On Being* (<https://onbeing.org/series/podcast/>) holds the ultimate and messy questions that animate our lives, and offers a platform for answering them at your own speed.
5. **Tunes into the voices of people and the moments that define them.** Every episode of *Tell Them I Am* (<https://tell-them-i-am.scp.org>) is pure storytelling gold. Host Misha Euceph has created an excellent "How to Make a Podcast" guide: www.howtomakeapodcast.org/chapters



Ausma Malik joined Atkinson as Director of Social Engagement in May 2016. She brings a background in policy, community organizing, and communication to the team, having worked at Queen's Park and as the Director of Campaigns and Community Outreach at the Stephen Lewis Foundation. From 2014 – 2018, Ausma was a Toronto District School Board Trustee for Ward 10 (Trinity-Spadina). She is a lifelong human rights and social justice activist who has taken on a variety of leadership roles within the community over the years.

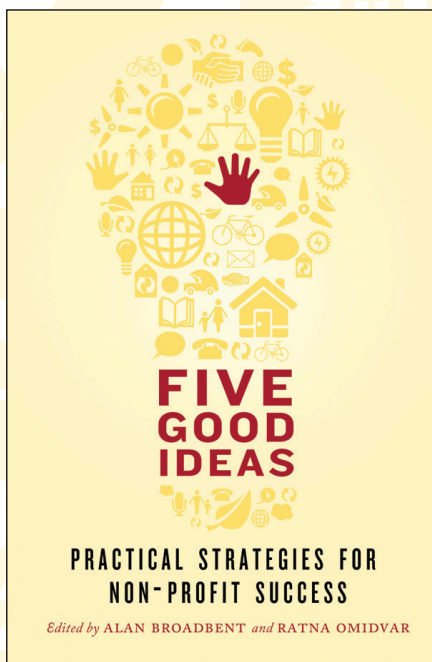
Five Good Ideas

1. Lead with your story. Know your own experiences and beliefs.
2. Listen closely. Immerse yourself in your audience's culture and realities.
3. Choose your collaborators wisely. Balance audience insight, content flair, and technical expertise.
4. Mine each story for gold. Give your audience something valuable and remarkable.
5. Love your topic for real. Trust your audience to perceive if you do - or don't!

Please note that this event will be livestreamed. If you do not wish to be captured by our camera, please alert a Maytree staff member at registration. Only the edited version of the speaker's presentation (with no view of the audience) will be posted on our website after the session.



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FIVE GOOD IDEAS

PRACTICAL STRATEGIES FOR NON-PROFIT SUCCESS

Edited by **ALAN BROADBENT AND RATNA OMIDVAR**

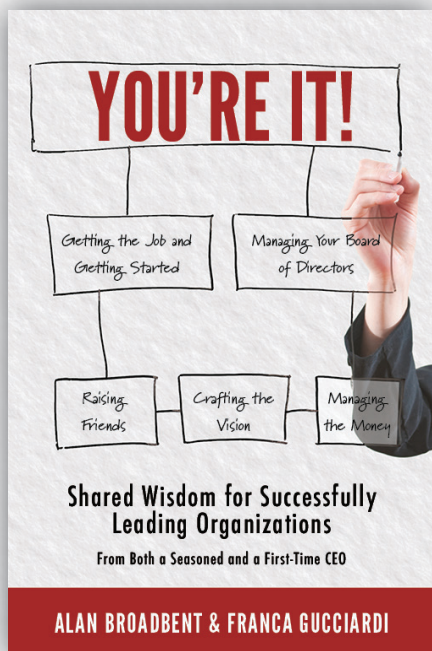
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