

Are You Interested in Being a Podcast Host?

A little background

At the White River Alliance, we know that not everybody thinks about water day in and day out. However, everybody does *use* water day in and day out. And somewhere in between simply using it every day to thinking about it every day is a sweet spot. Call it ‘valuing water every day’.

We’ve been thinking about how to bring more people to that sweet spot, how to build a little mindfulness about our use and consumption of this critically important resource upon which all life on earth depends. Truth be told, as a society, we could use the refresher or a new perspective, whatever the case may be. Consider:

- Did you know that there are 385 high-capacity wells in Marion and Hamilton Counties alone, each permitted to pump more than 100,000 gallons of groundwater a day for everything from mining to golf course maintenance to energy production?
- Did you know that in Marion and southern Hamilton Counties alone there are more than 11,000 pipes that dump stormwater directly—untreated—into waterways?
- Did you know that drinking water comes from those waterways and groundwater supplies?

We think people might behave a little differently with a little more awareness of these issues, might be more protective of our waters with a little more appreciation, some gratitude even. To get there, we need to have a bigger conversation about it. Your neighbor needs to hear more about it...your boss, your cousin, your cousin’s neighbor and your cousin’s neighbor’s boss. And, yeah, it’s 2021, so we’re talking about a podcast.

About the podcast

We’ve started outlining a four-season, five-episodes-per-season podcast that investigates a different broad, water theme each season. We’re looking for a few good field hosts who will help act as a bridge between local subject matter experts and the public who is going to fall in love with our waters due to the indelible and irresistible stories you help craft.

We are going to produce the entire series in fairly short order, so this is not a permanent position, and it will not be a large time commitment. We’re thinking from pre-production through to final review might be a six-month process. We’re not sure exactly how the hours will pace themselves, but the role might require 8-12 hrs/week or somewhere between 200-300 hours over the six months. The schedule will depend upon the constraints of our co-hosts, production staff, and experts.

Field hosts will be involved in the planning for each episode so that you are prepared for each conversation. While you might not be an expert on the topic at hand, we aren’t going to throw you

in blind. You will work in studio and/or on location to record each episode with select experts. And you will have some involvement with the review process as well.

We're looking to hire 2-4 field hosts. Each host may not appear in every episode.

Finally, these are paid positions. It's not celebrity money, but you aren't going to be out there grinding for podcast fame for free and banking on exposure.

What makes a good field host?

This is the important part. Some characteristics we're looking for in our field hosts:

- You are not a water expert or an environmental advocate of any kind. Maybe you love to go hiking, but the finer points of ecological systems are not part of your job or personal interests. We're serious on this one. If you're in the biz, well, we'd love your help promoting the podcast once it's released.
- You are curious, able to listen to someone talking and ask follow up questions. You can make connections between something technical and how that thing might impact day-to-day life. We're going to give you a chance to show off this skill in the interview!
- You're funny. We are not trying to produce something overly serious, technical, or doomsayer-y. We want people to be able to relate, but not because they are spooked or bored or geeked out.
- You have a personality that will come across in this medium. You don't have to be a theater major, but wallflowers might not be the best fit.
- Your time is fairly flexible. If you have a rigorous 9-5, it will probably be hard to make time for the series of meetings and production days that will be part of the process.

Interested?

We are planning to interview field host candidates starting the last week of November. Planning meetings and production will probably start shortly thereafter, with a break for the holidays of course. If this all sounds interesting and fun, and you'd like to be part of it, send your résumé and a short letter letting us know how you come to have such bonafides as we laid out above. We'll reach out to let you know next steps.

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(Naturally, both with these interviews and the production of the podcast itself, we will be taking all the necessary COVID-related precautions.)