

MADE IN NY PODCAST CERTIFICATE PROGRAM

MAY - JUNE • 2018

The Made in NY Podcast Certificate Program is a collaborative initiative between
The Mayor's Office of Media and Entertainment and the Made in NY Media Center by IFP,
and supported by Voxnest.



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PARTICIPANTS • MAY-JUNE • 2018



KARIM ALAMMURI

My name is Karim Alammuri, first generation born by way of Washington D.C. I've loved radio since I was a kid listening to the Washington Bullets/Wizards games on the local sports talk radio since I didn't have cable at home. It wasn't until Serial came out in 2014, that I fell in love with story telling through an audio channel that was able to resonate with listeners across various demographics. Currently, I'm a digital strategist at a digital consulting firm but have a sports marketing background and looking to gain experience from this program to be able to tell stories in the sports world that can infiltrate all levels of culture and sub culture.

I'm a big fan of a lot of different podcasts and listen to, Bloomberg sports, Bill Simmons, Zach Lowe and NPR Radio Hour on a weekly basis. Although they are mostly sports related they do deeper dives into how the industry works from a media perspective as well as how teams operate on a day to basis, while NPR speaks on different issues such as stepping outside of your comfort zone/self improvement etc.



JILL BAUERLE

After graduating from Columbia Journalism School in 2006 with a concentration in multimedia, my work veered more and more towards video. Two years ago, I took a job in the Strategic Communications office at NYPD. Recently there's been talk here in NYPD to revive our podcast, which fell out of production in 2011. My team has been approached by the Detective Bureau to produce podcasts about cold cases in order to generate new leads and help them solve the cases. My goal is to upgrade my writing and audio-gathering chops in order to get the NYPD production off the ground--as well as share everything I'm learning with my NYPD colleagues.

Lately I've been listening to a lot of crime-related podcasts. A personal fave is Crimetown for its combination of crazy ex-con mafiosos with the freedom to tell their stories without fear of reprisal by the Law, its soundtrack, and its wonderful pull-quote edits at the top of each episode that encapsulate where the story is going.



ANDREI BERMAN

I'm Andrei Berman. Born in the western part of Massachusetts. I've lived in New York pretty much uninterrupted since graduating from college in the Midwest ten years ago. I used to be a public school teacher and journalist. Currently I serve as a spokesman/writer/wearer of various other hats for what I'm sure is everyone's favorite New York entity...the MTA. It's actually extraordinarily interesting and I want to bring my love of audio storytelling to some of the less understood aspects of what is an insanely complicated organization with almost 70,000 employees. I'm thrilled to be joining this program because although I am a lifelong podcast fan and have a background in other storytelling mediums, I have positively zero experience with the technical side of audio.

If I had to name one podcast episode that has particularly stuck with me in recent years I think it would be an interview on the Longform Podcast with the writer Al Baker.

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JULIE BOOR

My name is Julie Boor. I'm a native Houstonian who has called New York home for the past seven years. My day job is at an ad agency that specializes in Broadway shows, and I also do some food writing for Chowhound on the side. I'm taking this program because I'm interested in producing and writing for audio. While I feel comfortable with storytelling on paper, I tried my hand at producing a podcast for my company and it was...kind of a mess! So I'm so excited for this opportunity to learn about all the elements that must come into place to successfully tell a story via audio.

My favorite podcast episode is "Today's the Day" from Reply All. I love how this episode takes us outside of the studio and uses sound to immerse listeners in a variety of environments, from a carriage in Central Park to a boat in the Gowanus Canal to a karaoke bar. To me, it also captures the feeling of the endless possibilities that a summer's day in New York City brings.



JESSICA BRAMBLE

My name is Jessica Bramble. From New York, but I live in New Jersey. Currently, I work as a Legal Personnel Assistant at a law firm in the city. I'm joining this program to gain the skills, knowledge, and opportunities to enter into and grow in the podcasting industry. I've been creating content on my own, but I often feel that there is so much more for me to know and understand about this industry. My participation in this program will help me with some of those skills I'm missing.

There are so many podcasts that I love. If I had to choose one, it would be "Criminal". The podcast is about people who have committed a crime or had a crime committed against them. "Criminal" is more of a narration podcast with interviews. My favorite episode is titled Money Tree. In this episode a woman learns that her mother stole her identity and may have had a secret family; it's bananas.



CHRIS CLARO

I'm a former writer and producer of media promotion and TV programming, and an aficionado of humorous radio advertising. Currently, I teach English language arts to ESL students at a Long Island high school. I'm looking forward to get my hands digitally dirty in studying and discussing podcast creation.

I've been hooked on podcasts since their inception. What's drawn me to the many 'casts I subscribe to is the intimate nature of the medium – I've always felt that, despite the fact that thousands of people may be listening, I always feel like I'm the only one. It's that egalitarian, anyone-can-make-one ethos that makes podcasting so attractive to me. Among my favorites are Marc Maron's "WTF," which is approaching its thousandth(!) episode, as well as the little-known, 145-episode, "Goodfellas Minute," in which three regular joes from New York dissect the Scorsese classic one minute at a time.

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MARCELO DE OLIVEIRA

A lover of audio in all its forms since a young age; be it music, soundscapes or in nature. After many years as a composer, sound designer, location recordist and filmmaker all roads lead to podcasting it seems. I'm really looking forward to unraveling images in the mind through aural storytelling. I'm also excited about freeing myself from an emphasis on the visual and exploring the creative potential of podcasting.

There are many informative, educational, political and humorous podcasts that I admire, however, in celebration of sound and the discoveries that come from venturing out with an audio recorder I have picked the episode Play and Record produced by Between the Ears as my favorite.



CHRISTINA DJOSSA

My name is Christina Djossa and I am a journalist currently writing for Atlas Obscura. Prior to Atlas Obscura, I was a Princeton in Asia Media Fellow at World Education Nepal where I documented human trafficking and earthquake stories with film, photography, and articles. I've worn multiple hats within the media and communications world for several years, and love the personal nature of audio and how it brings communities of listeners together.

I enjoy podcasts across the gamut from The Read to NPR's Pop Culture Happy Hour, to Death, Sex & Money, but I particularly love the narrative storytelling in Love + Radio's episode The Living Room. The episode is an interesting way of building upon something mundane, that everyone occasionally partakes in, and gradually scaling it up to a climatic point that challenges both the narrator and reader.



ANDDY EGAN-THORPE

My name is Anddy Egan-Thorpe. I am originally from New Paltz, NY & attended college in Boston, although Brooklyn has been home for over a decade now. I am a stand-up comic, former radio personality, & hospitality professional (can you say DAY JOB?!). I have a degree in Radio Broadcast and have a sincere passion for radio producing.

One of my favorite podcasts of all time is the wildly popular Missing Richard Simmons. My favorite episode of the series is the second called Stakeout; this is when they really begin to examine the different theories on Richard's disappearance & wait outside his home. IT'S GOOD!!

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MARTIN HARO

I am passionate about sound and storytelling. I was born in Montevideo (Uruguay). In 2002 I moved to Barcelona (Spain) where I lived until the end of 2017. Now I live in Brooklyn. I have a Bachelor's degree in Marketing, and a PhD in Sound and Music Computing. I've worked as a sound and music researcher, an underwater sound analyst, and recently, as a CEO of a science communication agency in Barcelona. I play piano and saxophone and I love to record interviews and interesting sounds and soundscapes. Throughout my life, I've always been amazed by the enormous power of sound as a tool to communicate emotions and generate empathy. I look forward to learning how to craft audio stories that move people.

My favorite podcast episode is Radiolab's Colors. Besides being a very interesting and funny episode, what I really like about it is the way they use a chorus (and their different voice sections) to depict how different animals see the rainbow. I think the use of sound pitch as a way to represent perceived colors is brilliant!



VICTORIA MARIN

I'm Victoria. I'm originally from southern California, where I went to college and grad school, and started my early careers, first in publishing then education. I moved to New York in 2010 to pursue documentary filmmaking, but ended up working at the Tenement Museum for several years instead. While the experience of sharing public history through in-person storytelling was really gratifying, I couldn't (can't) stop thinking about growing as a digital storyteller, and podcasting feels like the most natural and fulfilling next step on that journey. I love the freedom of format and space for nuance that podcasting provides, and like so many others have said, the way it feels at once intimate and communal.

"Boy Crazy" from NYT's Change Agent. I love the entire series as a concept because of the thematic, multi perspective storytelling and because it's action-oriented. But this episode in particular really spoke to me because lately I've been thinking a lot about the invisibility that stigmatizes folks once they reach a certain age, and the stories here really challenge that, and do it so honestly and sweetly.



MANOLO MORALES

I recently graduated from the CUNY Graduate School of Journalism, where I concentrated on international reporting. I am currently a freelancer. I enrolled in this program to advance my skills in audio production, meet more people interested podcasting and hopefully work for audio platform like Gimlet or Panoply afterwards.

The very first episode of WNYC'S Nancy is one of my favorites. Kathy Tu, the host of the show, comes out to her mom for the third time. Kathy's mom, who is from Taiwan, has a hard time trying to understand what Kathy is going through. As a Spanish speaker, I also listen to Radio Ambulante. If you speak Spanish, I recommend you listen to "La Flor del Diablo" and "Doctor: Esto es normal?".

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EMILY ROSTEK

My name is Emily Rostek and I'm a San Francisco-raised, Bedstuy-based nanny, writer, and aspiring podcast producer. I've officially lived in New York for one year! I graduated from a small liberal arts school just outside Seattle in May 2017 and moved to NY shortly after for an internship at CBS Radio. After it ended, I took another internship at UN Women, and now I'm working at Narratively, a longform nonfiction magazine. Like many of you, there's something about audio that I just can't shake. I'm thrilled to have found an accessible program that teaches technical skills because I have so many ideas that I need help executing, and I can't wait to share them with you all.

My favorite podcast episode of late is one from The Daily and their story about the political unrest in Venezuela and politician Leopoldo Lopez. Lopez is under house arrest and is prohibited from speaking out to his supporters.



CAMILA SALAZAR

My name is Camila Salazar, I'm Colombian-American by way of Miami, Florida, and I've been in love with radio for as long as I can remember. It wasn't until Serial became a smash hit in late 2014 and public radio & podcasting caught its second wind that I realized "wait, I could do this for a living" and all the anxiety I had about what I was going to do post graduation melted away. Up until this week I was working as a writer's assistant at This American Life, on the development team for a new fiction podcast they're projected to launch this fall. Starting Monday, I'll be a news audio production fellow at BuzzFeed.

One podcast that I absolutely love is Panoply's (now defunct) Why Oh Why. On the surface, it's a dating podcast... but it's so much more than that. All the episodes are different; some are This American Life/Snap Judgment-style stories, some are really personal look into the host's personal life, and some are interviews with prominent thought leaders about different aspects of the current dating landscape. She also blends fiction into the episodes here and there, which I think only adds to the show's uniqueness.



SARAH STORM

My name is Sarah Storm and I've lived in New York for a little more than half my life. In that time, I got a BFA in drama and an MFA in acting, and have pursued what can only be called a "non-traditional" career path — which is to say there have always been many jobs (usually a couple at a time), and some really fun opportunities to perform. Currently, I'm the head of special projects at a tech company which produces a ton of human-read audio content for voice-first devices and various podcasting platforms. I have ideas of my own that I'd like to bring to life, and I'm thrilled to be part of this intensive program.

Despite being a stalwart NPR listener since childhood, my favorite podcasts are narrative fiction. If I had to pick one single episode, it's episode 8 of Mac Rogers' The Message. It contains the series' big reveal (giant spoiler alert), but more than that it's a really great example of how to convey everything from POV to character action to world building via strong writing and editing, different recording techniques, and careful sound design.

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ANDREW VIÑALES

My name is Andrew Viñales. I am a Bronx born Queer Afro-Puerto Rican and Dominican. I'm a twin and aborisha in the Afro-Cuban lucumi/Santeria religion! I first learned about podcasts about 2 years ago (so I'm new to this world!) when I was getting training to be an oral historian at Columbia University. I currently work at the Center for Puerto Rican Studies at Hunter college where I get to interview so many great activists, educators and community leaders for the library and archives! I will begin a PhD program in cultural anthropology at CUNY in the fall.

I'm a history and culture buff but my favorite podcasts are interview based. I geekishly hawk at the Bowery Boys Podcast (watch their series about the Bronx! Haha) and I think More Perfect by radiolab is one of the more important and timely podcasts, but my *favorite* podcast episode has to be Death, Sex and Money "Two Wheelchairs and a Baby" here's a link:



TIFFANY WALKER

I'm Tiffany. I come from the world of marketing and advertising. I worked in magazine publishing for many years and currently work for a Brooklyn based jewelry company. As a lifelong bookworm I've always devoured stories and have embraced podcasts for the elevated experience I think they provide. I'm here to get more versed in audio production and really look forward to diving into podcast creation with you all.

My current favorite podcast (one episode is so tough!) is Ear Hustle. It's produced by and features the stories of the inmates at San Quentin prison just outside of San Francisco. Each episode is captivating. I can't recommend it enough.



LAURA WINNICK

I'm Laura, high school English teacher, zine-maker, and writer. A firm believer in project-based learning pedagogy as a way to engage disengaged students, I've taught podcasts in my classroom for the past three years - and have led professional development for other educators on bringing audio narratives to their classrooms. Although I have created curriculum on podcasting, I'm self-taught and my skills are super minimal. I'm really excited to dive deep into the editing process, to increase my skills, and perhaps even achieve some level of mastery? Is that too much to ask of 8 weeks? Really I'm hoping to transition from teacher to creator, consumer to producer, avid reader and listener of stories to teller of stories.

Favorite podcast ever has to be Bitchface's Against the Couple Form - one of those listening sessions where I internally freaked out on the subway, tried desperately to make some form of human connection with the other earbud-clad New Yorkers, wondering: were they listening too? And being radicalized before my eyes, as I was, unfolding, rabid?

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WYNTON WONG

My name is Wynton Wong and I currently work as the executive assistant and office manager at The Outline, I also help produce two podcasts at The Outline, Tomorrow with Joshua Topolsky and Outwest, our podcast about Westworld. I'm taking this program because I want to gain the skills and the confidence to create more podcasts that represent queer, diverse and immigrant communities in America. I also love radio plays and narrative podcasts, my background is as a screenwriter and a filmmaker so I'm excited to create more opportunities for narrative podcast pieces.

One of my favorite podcasts is You Must Remember This, it's hard to pick a single favorite, but I particularly liked the Jean and Jane series focusing and contrasting the lives and careers of Jean Sebring and Jane Fonda.



JAANELLE YEE

I'm a writer and a recently graduated film student. I have my bachelor's in film production and master's in directing. My thesis film is actually playing at NYC Independent Film Festival this upcoming Tuesday! I'm here to learn how to make a narrative fiction podcast, so I can put my most ambitious storytelling skills to good use without stressing about million dollar budgets.

One of my favorite podcast episodes is ep. 1 of The Orbiting Human Circus of the Air. It's a dark and joyous flight of fantasy.

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LEAD INSTRUCTOR



SANDRA LOPEZ-MONSALVE

Sandra Lopez-Monsalve is an award-winning multimedia producer and sound engineer. Sandra has a broad range of experience including video and documentary production, experience in public and commercial radio, and audio experimentation. Her work has appeared in WNYC, PBS, The Atlantic, CUNY TV, the New York Times Journalism Institute, Bklyner, and BoroughBuzz among other media outlets. Her latest project is Celestial Blood / Sangre Celestial, a bilingual podcast for KCRW where she did audio editing, foley, sound design, and mix. Sandra teaches Radio Production at CUNY Brooklyn College.

SUPPORT INSTRUCTOR



KERRY DONAHUE

In January, I started a new job at PRX as the director of training so a big part of my job is thinking about skills people want to develop and designing trainings to support them. PRX is based in Boston and I live in Manhattan, so I'm getting used to working remotely and appreciate the community at the Media Center. Before PRX, I was the director of the audio program at Columbia Journalism School for five years. I've been teaching at Columbia for more than a decade. I've also worked at WNYC, Marketplace, WBGO and at Audible in the early pre-Amazon days.

I got started in this whole career through community radio and there is a lot about this current moment in podcasting that feels exciting in the same way.

I'm a big fan of The Daily from the New York Times and I've listened to this episode from October 18, 2017 Disappearing Factory Jobs many times - I love the way the voices are braided together. On a totally different note, I just finished 36 Questions, a fiction musical podcast - that was a stretch for my usual non-fiction ears and I enjoyed it.