

## **CBC Podcast Pitch**

By Smitty Miller

Working Title Idea: *The Hill* or *The View from the Hill*\*

*\*cause we're not over it yet*

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**\*\* My co-host (Martin Strong, a CBC alumnus) and I made a recording of us interviewing each other as a way to introduce ourselves and our idea to you (3:40). [Click to listen](#)**

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A podcast that examines and challenges the notion on ageing in Canada. Honest truth, facts and a lighthearted perspective on navigating life after 50. Topics include lifestyle, health, sex, entertainment, culture and current events.

### **Why this podcast? Why now?**

The “ageless generation” is not being served by Canadian broadcast media. According to Statistics Canada, the increase in the share of seniors between the 2011 and 2016 censuses was the largest since 1871. With these numbers, an ageing—but still vibrant—population will continue to carry profound implications for every aspect of Canadian life. Madison Avenue is finding ways to cater to non-millennials, but destination programming aimed at ageing Canadians is still scarce.

### **Who is the audience for this podcast?**

Canadians. Over 50-years-old. They're not seniors, but they're feeling old. The kids are leaving. Retirement is coming into view. Bodies are starting to change. Parents are aging and having to be cared for. They are educated, vital, physically active, involved in their communities and culture, politically astute, sexually active and the antithesis of previous generations' “grey hairs”. And they sometimes pee their pants when they laugh too hard.

### **The Format**

A weekly show running between 15 and 30 minutes. Two hosts (1 man, 1 woman) who are over 50: they are friends, irreverent, funny, culturally and politically savvy. High quality production. Conversational. Rigorously researched facts and statistics. Interview guests who are thought-leaders on specific topics (i.e. body changes, aging parents, cultural events, politicians, etc.) Most important: it must be loose enough to be fun and funny while also being sleek and professional enough to be worthy of the CBC name.

Social media accounts should be created and considered a critical aspect of the show. Content can be created by hosts and producers. A webpage would be ideal as a landing page for supplemental materials, resource lists and behind-the-scenes photos and videos.

### **Why should it come from CBC?**

This podcast provides a voice and forum for a specific (and sometimes under-considered) demographic in Canada. By offering an entertaining, enlightening and informative platform for frank discussion of issues particular to Canadians 'of a certain age', CBC will be growing its

contribution to the flow and exchange of cultural expression while targeting an important niche in the national consciousness and identity.

## Production Team

**Hosts/Co-Writers/Co-Producers:** Smitty Miller & Martin Strong

Duties: host shows, write shows, social media at host/personal level

**Producer:** 1 person

Duties: co-writing/copy-editing, chasing guests, scheduling, CBC liaison, social media at show/network level

**Audio Producer:** 1 person

Duties: recording(?), post-production, mastering, distribution

## Budget

We're unfamiliar with the costs associated with CBC podcasts, but we can categorize some allotments, e.g. salaries for CBC staff, administrative costs (phone calls, office supplies, etc.), and studio time. As far as the actual performance of the podcast, we anticipate that the costs would be relatively small, particularly due to the fact that both hosts have professional home studios, broadcasting experience, and editing capabilities.

## History & Credentials

Martin and Smitty are friends. More precisely, they are buddies.

Martin is 56 years old. He is a married straight man with two children (one in high school, one in university). He has 20 years of experience in radio, including as co-host of the highly-rated *Rock 101 Morning Show* for 11 years. He produced, co-wrote and hosted the music show *Radio Shangri-La* for **CBC 1** and **2** between 1995 and 2000. He now teaches future broadcasters at the British Columbia Institute of Technology (BCIT) and the Vancouver Institute of Media Arts, in addition to working as a voice-over actor (currently narrating *Jade Fever* on the Discovery Network). [Martin Strong LinkedIn](#)

Smitty is 54 years old. She is gay. She has been with her partner for 20 years and is crazy-in-love with her 2 dogs. She was a professional jazz singer and concert producer for 20 years. Then she changed her mind and got her Master's Degree in Library & Information Studies and worked as a librarian for a decade. Then she changed her mind again and decided to pursue her childhood dream of working in radio. She worked with Martin at Roundhouse Radio (Vancouver) and, while pursuing dream projects (like pitching podcasts to CBC), she manages social media and the campus radio station at VanArts. [www.smittyspeaks.com](http://www.smittyspeaks.com)

*Note:* Both Martin and Smitty have professional home voice studios. Smitty is experienced in audio and video production (Adobe Audition & Premiere Pro).