



**The Fred Rogers Style  
of Podcasting**

**MAPCON Presentation**

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## Fred Rogers Style of Podcasting Topics

**#1 – Fred Rogers?**

**#2 – Philosophy**

**#3 – Audience Ex**

**#4 – 4<sup>th</sup> Wall Theater**

**#5 – Customer Service**

**#6 – Fake it till ...**

**#7 – Create an Avatar**

**#8 – Change your Vocab**



# Fred Rogers ?



WHO IS FRED ROGERS?



## Who is this guy

- Minister
- Children's TV Show host
- Puppeteer
- Musician
- Public TV Advocate



# Philosophy 101



PHILOSOPHY OF CHILDRENS TELEVISION



## 9 Rules for talking to children

- State the idea you wish to express as clearly as possible
- Rephrase in a positive manner
- Rephrase the idea, keeping in mind your audience may not be able to pick up on subtle distinctions
- Rephrase your idea to eliminate all elements that could be considered prescriptive, directive, or instructive
- Rephrase any element that suggests certainty.
- Rephrase your idea to eliminate any element that may not apply to all children
- Add a simple motivational idea that gives a reason to follow your advice
- Rephrase your new statement, repeating the first step
- Rephrase your idea a final time, relating it to some phase of development



## 9 Rules for talking to children example

- *It is dangerous to play in the street.*
- *It is good to play where it is safe.*
- *Ask your parents where it is safe to play.*
- *Your parents will tell you where it is safe to play.*
- *Your parents can tell you where it is safe to play.*
- *Your favorite grown-ups can tell you where it is safe to play.*
- *Your favorite grown-ups can tell you where it is safe to play. It is good to listen to them.*
- *Your favorite grown-ups can tell you where it is safe to play. It is important to try to listen to them.*
- *Your favorite grown-ups can tell you where it is safe to play. It is important to try to listen to them, and listening is an important part of growing.*



# Get Up and talk



OBLIGATORY AUDIENCE EXERCISE





## Obligatory Audience Exercise

- A: Find someone new, tell them how your day is going
- B: Listen and watch body language, are they genuine
- Switch and A: close your eyes repeat process



# Break the 4<sup>th</sup> Wall



BREAKING THE 4<sup>TH</sup> WALL



## Theatrical Convention

- Shakespeare used for comedic effect
- Used extensively by naturalists theater movement
- Film uses convention
- Video games latest user



BREAK THE 4<sup>TH</sup> WALL



# Customer Service



CUSTOMER SERVICE



## Actual Customer Service Techniques

- Smile
- Look in mirror
- Amp up the energy/charisma
- Don't let the audience hear your bad day



**Fake it till ...**

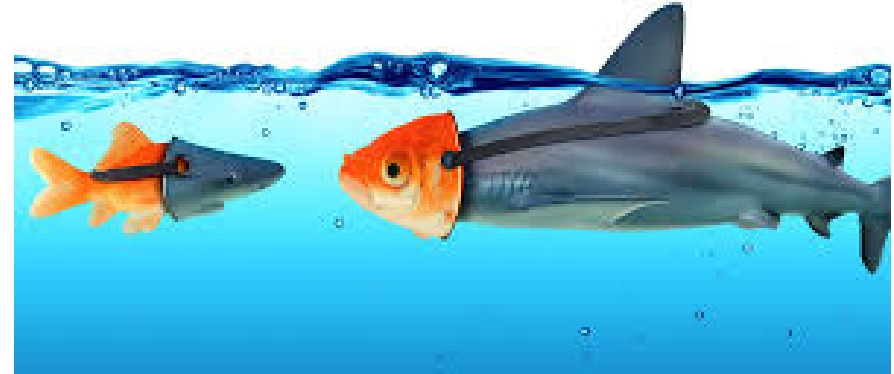


**FAKE IT TILL YOU MAKE IT**



## Ex High School Girlfriend Guide to relationships

- Don't be a used car salesman
- Post it notes/write in script
- Practice in life
- Don't obsess, build awareness



FAKE IT TILL YOU MAKE IT



# Create An Audience Avatar



CREATE AN AVATAR





## What does your audience look like

- Look at audience profiles
- Envision who would listen
- Look around at Conferences
- Post near your work area



CREATE AN AVATAR



# Change your vocabulary



CHANGE YOUR VOCABULARY





# Pick One Person To Talk To



FRED ROGERS STYLE OF PODCASTING



## Takeaway

*Have you been talking directly to your audience?*

***If you said yes, you both win***





# THANK YOU

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