

**PANDEMIC NARRATIVES, JOINT WITH HISB, PRESENTS**

---

# **PANDEMIC PODCASTING**

**A STONY BROOK UNIVERSITY PANEL**

---

**SEPTEMBER 29, 2021**

**1-2:20 PM**

**HUMANITIES BUILDING 1008**

Presentation by Melanie Formosa





**emma chamberlain** ✓

10.9M subscribers



Edgar Alan Dough 🏆 📈 😞

@alec\_zamora

Your first workout will be bad.

Your first podcast will be bad.

Your first speech will be bad.

Your first video will be bad.

Your first ANYTHING will be bad.

but you cant make your 100th  
without making your first.

So put your ego aside, and start.

# - Personality



<https://www.pinterest.com/pin/661114420289481713/>

## emma chamberlain

That girl who can't get enough of coffee and applies chapstick 24/7. Vlogs often (especially in her car); bomb personality; great person in general. how can someone hate her lmao

Stranger: what's an emma chamberlain?!

Fan: a 12 year old boy

You'll get the reference if you watch her videos lmao



<https://twitter.com/urbandictionary/status/1014711235349241857/photo/1>



# - Consistency



“RECREATING THE VIDEOS I WATCHED  
WHILE I WAS SICK” (May 30, 2019)

thanks for stoppin by, hope you enjoyed:) i plan on uploading 1+ times per week, so subscribe to be notified when I post a new video!!



## My positions this semester:


- ✓ news director at WUSB 90.1 FM radio
- ✓ lead copy editor & news editor at The Stony Brook Press
- ✓ intern copy editor at The Express News Group
- ✓ secretary of the Society Professional Journalists campus chapter at Stony Brook University
- ✓ member of the School of Communication and Journalism advisory board at Stony Brook University
- ✓ paid assistant in the television studio at Stony Brook University

**Check out these organizations' social media pages! SB Engaged shows GBM times and dates.**



**MELANIE FORMOSA '22**  
B.A. in Journalism | minor in Environmental Humanities  
- Producer of "Tuesdays with Melanie: The Comeback Podcast"

 [melanie.formosa](https://www.instagram.com/melanie.formosa)

 [melanie-formosa](https://www.linkedin.com/in/melanie-formosa)

 [melanieformosa](https://twitter.com/melanieformosa)

# The Comeback Podcast



My YouTube channel,  
“Melanie Formosa”

[https://www.youtube.com/channel/UCG\\_t6ubX\\_qZSg8wkaIMi8ig](https://www.youtube.com/channel/UCG_t6ubX_qZSg8wkaIMi8ig)



melanie.formosa



melanie-formosa



melanieformosa



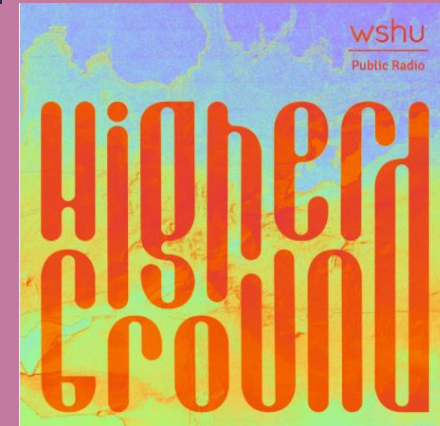
# Podcast outlets and resources here on campus:

- The Press
  - @thesbpress
- WUSB
  - @stonybrookwusb
- The Statesman
  - @sbstatesman
- ECC Building
- School of Communication and Journalism
  - @sbujournalism
- WSHU
  - @wshupublicradio
- SBU-TV
  - @sbutv



You can get involved with "In the Loop" podcast.

The "Higher Ground" podcast is to listen and learn.



# Hindsight is 20/20

- Don't be afraid! You're not as bad as you think you are
  - And even if you are, you will improve! Believe me.
- Be prepared to spend time
  - This is time-consuming. You're building your brand and putting your face out there. Make sure you proofread your posts and make yourself presentable (attire, etc) > neatness goes a long way!
- Social media is your friend
  - It's free advertising! Make professional accounts and stay on top of them
  - Post everything you are doing professionally. It's like a virtual resume!
- What would you listen to?
  - Look at your own habits. Who do you enjoy watching? What time of day is reserved for your favorite relaxing YouTuber/podcaster? How about a peppy one? Or maybe it always changes?
    - Factor these into your podcast style. Avoid being boring!

# Hindsight is 20/20

- Yes, I have 14 subscribers. It doesn't phase me. I still put my best effort in.
  - Don't be embarrassed about starting out small. You're doing this for you.
- Once you know what you want to focus your podcast on, appeal to the top!
  - I knew the president of Stony Brook University would be a fantastic contribution to my podcast. I reached out (professionally, of course) and had her on my show
    - Reaching out: make sure you know how to write emails professionally! Try adding a signature highlighting your status and any positions. Get a good profile shot! (And have it uniform across all platforms)
- Professors and mentors are here to help you succeed. It's their job. Just ask!
- People are always watching. If you are genuinely interested and ambitious, people will gravitate towards you! Opportunities will come! Seize every opportunity you can, however small. It will open doors


# Things to do

- ❑ Reach out! My email is [melanie.formosa@stonybrook.edu](mailto:melanie.formosa@stonybrook.edu)
- ❑ Connect with me on social media
- ❑ Subscribe to my YouTube channel!
- ❑ Look into WUSB, The Statesman, The Press, ECC Building, School of Communication and Journalism, WSHU, SBU-TV



My YouTube channel  
~ Melanie Formosa ~  
<https://www.youtube.com/channel/UCGt6ubXqZSg8wkaIMj8jg>

 [melanie.formosa](https://www.instagram.com/melanie.formosa)

 [melanie-formosa](https://www.linkedin.com/in/melanie-formosa)

 [melanieformosa](https://twitter.com/melanieformosa)