

Community-Development Initiative Proposal (CDIP 30 [@Jerry.G])

Title: Voices of MakerDAO Podcast - finding ways to speak as a DAO

Your name: Jerry Goldfarb

RocketChat: @Jerry.G

Email: Jerryagoldfarb@gmail.com

Advisor: David Utrobin

Links to Github issue/forum post/ or discussion thread:

[#753](#)

Proposal abstract: MakerDAO, and the Governance Communications Working Group specifically, have been striving to find efficient and useful ways to distribute information and updates about governance and other aspects of MakerDAO. In today's world (as well as the world of tech in particular), it is especially common for people to prefer and search for ways to take in some of this information auditorily.

To help expand the distribution of Maker Relay and the efforts of GovComms, I propose we figure out a way to distribute the content that goes into Maker Relay in a podcast format and find a way to incorporate voter education into the content. It is entirely possible to presume that this could include; an updated version of the community calls, onboarding info, foundational/community updates. The ideas are only limited by the bandwidth!

This can potentially be a good platform for all types of education, onboarding, updates, and presentations.

This proposal is *to perform research and create a plan for making a potential podcast happen.*

Who am I:

I am Jerry, I work with comm-dev and gov comms mostly, currently, mostly helping create and edit content for various sources/projects. I have had a passion and love for music and audio for most of my life, and started learning ableton specifically around 2010 (at the age of about 16). I have since worked on some podcast/audio editing (similar, but not necessarily for a podcast format) for various friends/clients. Most of these projects never came to fruition for one reason or another(mainly budget-ary), but the experience has been fantastic. I am confident and hopeful that the examples I can create will offer a unique experience, and a fantastic idea of some of what the future of this project can look like.

Research:

1. What is the overhead for producing a single podcast episode?
 - a. Can be estimated/measured in terms of hours spent + tooling costs + compensation for hosts
2. Can this podcast be monetized and self-sustaining?
3. What other audiences could this appeal to?
4. What formats/segments could we run?
 - a. What target audience(s) do each of these format/segments best address?
5. Who are the other stakeholders we need input from?
 - a. Who, from the community, can actually host such a podcast?
6. What currently exists in terms of governance/DeFi/ETH podcasting?
 - a. Popular existing podcasts
 - b. Tooling
7. How does this fit into the mandate and work of the gov-comms team?
8. Is it a good idea to morph the community call to include this new format? Or should it stand alone?
9. What is my personal recommendation for the audience, optimal cadence, and potential segments?

Deliverables:

1. Report with answers to the above research questions, and suggestions on:
 - a. Who should be the audience.
 - b. How to format the show and possible segments to include.
 - c. Plan for incorporating contributions, guests, and community generated content.
 - a. Branding; including potential names, descriptions/summaries, ways to decide what the voice should be (figuratively, not the actual person's voice), optimal cadence.
2. Sample options for audio branding
 - a. 10 - Sound drops/transitional breaks (4-8 seconds/per)
 - b. 5 - Music/speaker Intro/Outro sounds (25-45 seconds/per)
3. One example Podcast episode cut down from one of our previously recorded Community Calls
 - a. A rough-cut 10-15min "episode," based on my top recommended audience and segment idea.

Cost | Resources:

- 4 hours researching solutions and coordinating with potential teammates/contributors
- 3 hours writing the proposal (organizing options, research and ideas)

- 5 hours working on audio branding
- 6 hours finding/cutting and editing an example(s)

Total: \$720 for 18 hours at \$40/hour

Estimated time to completion:

Announcement of proposal & searching for interest/team members (forum/chat post):

Specific Proposal: Oct 21st

Audio samples: Oct 14th

Availability status:

@Jerry.G

MakerDAO Committee Only

Committee Notes:

Scoping	To evaluate	Notes
Time	<p>Small (1 day - 2 Weeks)*</p> <p>Medium (2 – 4 Weeks)</p> <p>Large (More than 4 Weeks)</p> <p>* Split days into 4 hour periods ½ day or whole day</p>	Small
Cost	<p>Small Under 1,000 DAI</p> <p>Medium ~3,000 DAI</p> <p>Large ~5,000 DAI</p>	Small
Resources	<p><i>Ops overhead, Foundation requirements, Blockers, additional people/work.</i></p>	May require coordinating with one or two other people, small amount of feedback.
Impact	<p><i>How big of an impact will this have on to either the Comm-Dev workflow or community resources (positive\negative)? Which objective does this fall under?</i></p>	<p>Positive impact if the idea catches traction and it makes sense to commit to doing this.</p> <p>May also be self-sustainable and profitable.</p>

Approval: [pending]

Next Step:

David meet with Jerry,

Cut down questions a little,

Establish focus on a single target audience

Short evaluation Write-up []:

The proposal is basically 2-part. One is ~7 hours on research and creating a report, Second is ~8 hours on producing a sample episode complete with the initial branding idea, an intro, transition sounds, etc.

I think this is a good first step towards the idea of a podcast specifically for distribution of Maker Relay as well as a tool for voter onboarding and education. Added bonus that it may potentially become self-sustainable and even profitable.

I also see this as the evolution of the community call, which has been a bit stale and underdeveloped.

Additional Notes

1. Needs clarity around success metric
 - a. How do we know it's useful?
 - i. What currently exists in terms of the crypto/DeFi/governance podcasting, does not cover the topics suggested in this CDIP, moreover, they tend to be hackathon, or other zoom meetings that were simply recorded. They can often contain a lot of "bloat" (not useful/relevant) information, as well as running, often, for amounts of time that are unusable for most average listeners who may be interested in this type of product. Through some of my research I also hope to find a form of statistics that can show the amount of users in general who use podcasts as a form of information absorption.
 - b. How do we know it is something that would be used
 - i. It doesn't currently exist, in terms of Maker or the rest of the world, and even considering our own team, we have people spread across the nation/globe and sometimes they are unable to make it to certain meetings or other important calls and the ability to provide auditory content can be useful not only for education, but updating and keeping teams/users on the same page. Furthermore, you can also be doing other

work or cleaning around the house and receive some useful information at the same time.

2. Who is responsible for sustaining it

a. How do you go about finding the right candidate for being a host

- i. For me, the right candidate is someone who is already involved, and is generally excited about the general MakerDAO project, and governance specifically. For my current place of thinking/understanding, I don't think this person necessarily needs to know everything about those subjects in order to be useful. However, a host with the lack of understanding may require at least one more team member who could provide some type of guidance in the way of creating scripts/other content that can be useful. I myself have some amount of understanding, but always learning more, and I feel comfortable at this point reaching out to some of the people more knowledgeable than myself to provide direction/resources/answers to specific questions about governance etc.
- ii. Beyond this, I would mainly consider myself responsible at this time, until it is seen fit for me to move on. It also can be considered that if properly set up, this is something that could potentially be edited & distributed by anyone who has the proper software (for editing, this doesn't necessarily need to be the same software I use, but a sufficient enough program to do what's necessary). Ideally it wouldn't be necessary, but as I'm aware others have audio interests and potential input for the project as a whole, I'm open to a lot and mainly want to get a general protocol set up that can be used as an umbrella for further audio purposes. (As an initial CDIP I didn't want to dive too deeply into all of the potential futures of this, but I am happy to elaborate for the purposes of understanding, if it would help)
- iii. #4 under research
 1. In terms of experts, I would say David and Tim are already great resources for me, as well as LFW. The bandwidth/interest in being a part of the project is something I don't want to assume so I am open to a lot of advice in terms of who might be a specific expert who I can tap for information/questions as needed. (Ideally, this person wouldn't necessarily need to be a huge part of the team aside from some general guidance or question answering)

3. What's Jerry's expectation of this?

- a. I would love to see this grow from a small source of governance updates to a larger source of general governance education, updates, and guests with specific ideas/information to share. I'm looking at this product centering around governance communications essentially, but I am open to ideas (or other contributions) that could lead to further areas of use. Perhaps this could eventually be one of the ways the MakerDAO community communicates to the world, in an auditory way, and our listeners could expand much further than people interested specifically in MakerDAO related governance.

4. Outcome of this; please keep track of the time it takes you so we have a better understanding of how long it takes + friction points
 - a. The general plan at this point is to keep records of as much as possible, for the purposes of my own proposals/research relating to the project, as well as creating a system similar to the way the relay exists (in terms of having documentation to show how the process can be done, in as much extent as possible, in order to allow future users/contributors to effectively manage the project in the future, if need be).

Move to the next section after approval from the committee

[Voices of MakerDAO] Project Planning

Brief Program Description

Create an auditory version of our MakerDAO updates for the general ecosystem to utilize.

Project Goal & Scope

Why are we working on this?

- **Long Term (Mission Orientated):** Create a framework that allows for expansion and adjustment, as necessary. This framework will be aimed at creating an auditory platform for the MakerDAO Community to communicate things to the public & itself.
- **Short Term (Action Orientated):** Create the proof needed in order to get the approval to create a small series of episodes that can be put out publicly, in order to gauge how much interest the community and others may have.
- **Scope: Size of project, relevant milestones, clear steps of project:**
 - Medium project
 - Create the framework, decide on the branding, figure out if it's useful
 - Find host to record script
 - Create more example episodes to be posted in public, if group approves

Deadlines or Timelines

11/4/2020 All of the proposal, commercial, example episode, and research will be done.

- Meeting to present? To the group or to the CDIP team?

11/10 1st example episode Have an episode to post for the week (to begin proposed 4 weeks of episodes to gauge interest/iterate the framework for useful feedback)

11/17 2nd example episode

11/24 3rd example episode

12/1 4th example episode

Project Success Measurements

Does the research/proposal provide enough to give context for moving forward.

Were the tasks created, completed, to expectation?

Does the group feel comfortable moving forward with this idea?

Is there enough interest, does anyone think this is an important framework to have in place before moving forward??

Project Owners

Clearly state the people involved in the project and define responsibilities early on. Roles: Lead, Approver

1. Jerry Goldfarb (Leader, Approver, Producer/Writer): Create the frame-work and write the scripts
2. (Host): Read & Record the script into a WAV format (or others can be discussed)
3. David Utrobin (Approver, Advisor)

Meetings

Every meeting should have notes so everyone's up to date. Update and link Github Issues when possible.

Let's have a meeting? If we need to?

Talked to Juan and some other friends (unrelated to the community) about possibly being a host, still looking for interest in the community. Might be a good idea to post this as an issue in the github, if we decide to continue? Open it up for anyone who may be available/interested.

MM/DD/YEAR Meeting Notes

Open Questions

Is there a clear enough way for us to move forward beyond the initial CDIP?

Are there more questions about my proposal/research that need to be clarified?

Do we have a background/video of some type that we can use, or have designed, for the audio-only version this will currently exist in?

Working Docs

This should list every shared doc throughout the project so we don't lose track

- [Proposal](#)
- [Research](#)
- [Host Recording Examples](#)
- [Commercial 4 Presenting](#)
- [Example v1](#)
- [Example v2](#)
- [Example v3](#)

Github Issues/Next Steps

How will we do this? Add actionable steps and each task should have an assigned person. These should be documented in Github Issues.