

THE KTC SIDELOAD SERIES

What It Is

The KTC Sideload Series is a podcast/workshop program run by Kill the Computer. Our overall goal is to find people with unique perspectives, interesting stories, or sharp ideas who have considered starting a podcast but haven't for practical reasons: lack of gear, production knowledge, no built-in audience, or just not knowing where to start. We cover the equipment costs, handle the production logistics (everything from editing, artwork, music, guest outreach if necessary), and pay you to run your show on our feed for a pre-defined period. After that, you take your episodes and (if you want) launch independently, hopefully starting you off on solid ground if you wish to continue.

Who It's For

We're not looking for people who are already experienced with podcasting, necessarily. We're looking for people who have something interesting, unique, funny, hopeful, or informative to say. You might be someone who's been sitting on a concept for years but never pulled the trigger. You might have deep expertise in a niche subject that nobody else is covering. You might just be a genuinely compelling person who other people should hear from. If the only thing standing between you and a podcast are the technical, monetary, audience, and/or logistical barriers, that's exactly what this program exists to remove.

What We Can Provide

- A basic recording kit (USB microphone, pop filter, headphones etc) that you can keep if you choose to continue your show.
- Production support: editing, mixing, show notes, and guidance on format and structure, research assistance, guest outreach as needed.
- Distribution on the KTC feed to our existing audience
- A per-episode stipend for your time (amount discussed during selection, varies by scope).
- Promotion across KTC's social channels and community.

How It Works

1. Application

Applications open for a limited window (announced on the podcast and socials). You submit a short written pitch covering: what your show is, why it matters, and why you're the person to make it. From there, we'll talk.

2. Selection

We pick one creator per cycle (possibly more if the ideas are strong and distinct enough, or if someone has a one-off single episode they'd like to do). Selection is based on the quality of the idea, the applicant's perspective, and how well the show fits alongside KTC's sensibility without duplicating it.

3. Pre-Production

Once selected, we do a pre-production call to nail down format, tone, episode structure, and scope. We ship your gear kit if needed. This is also where we align on expectations: what editorial support looks like, what the release schedule is, and how the show will be branded within the KTC Sideload Series wrapper.

4. Production Run

Your initial commitment is four to six episodes, released on the KTC feed as a clearly branded sub-series. You record, we handle post-production. After the initial run, we evaluate together: do you want to keep going, extend for another cycle, or wrap it up?

5. Launch or Wrap

When your run ends, you take everything with you. The show name, the concept, and the episodes are yours. We retain a license to host the episodes, but you're free to republish on your own platform upon completion of the pre-defined episode run. If you don't want to continue, that's fine too. A limited run, or even a single episode, is a perfectly valid outcome.

Ownership and Rights

- **You** own your show name and concept.
- **You** own all recordings produced during the program.
- **You** can republish your episodes on your own platform upon completion of the program
- **You** keep any future revenue. There is no revenue share on our end. The stipend is compensation. Any audience growth is yours to keep.

Editorial Relationship

Every Sideload show is an implicit endorsement from KTC to our audience. That means we maintain some editorial oversight, primarily around tone and quality rather than content or viewpoint. We'll give honest feedback during production and reserve the right to pause or end a run early if something isn't working. This will always be a conversation, not marching orders. The goal is to make your show as good as it can be while existing within the KTC ecosystem.

Program Cadence

Ideally, we plan to run one Sideload cycle per quarter. This keeps the program sustainable for us and gives each creator real attention rather than spreading the support too thin. Timing may shift based on KTC's own production schedule.

How to Apply

When applications are open, submit your pitch to Mail@KillTheComputer.com. Follow [@KillTheComputer](#) for announcements on when the next application window opens.