

# THE EDIT



moderator: Jay Mueller



# How to start your own podcast

## Date and Time

Wednesday 4 June 2025  
6pm for 6.30pm - 8pm  
RSVP: COB Tuesday 3 June

## Location

SYN Radio  
RMIT University City Campus  
Building 12, Level 3, Room 97/402  
Swanston Street, Melbourne

## Cost

\$15 students, \$25 members,  
\$35 non-members  
*Includes refreshments*

**Book** your ticket online at  
[melbournepressclub.com](https://melbournepressclub.com)

Cancellations may be refunded until  
48 hours before event starts

*The Edit is the Melbourne Press  
Club's event series for young  
and early career journalists.*

Ever dreamt of starting your own hit podcast? Here is your chance to meet two women who have made that dream a reality. From knowing when you are onto a winning idea, to production and the challenges of making your podcast a commercial success, **Shameless Media's Zara McDonald** and **Bittersweet Production's Wintana Kidane** will be here to answer your questions. They will also talk about the ups and downs of going out on your own in the current media landscape. A unique opportunity not to be missed!

## About our industry guests

**Zara McDonald** is a writer and podcaster based in Melbourne. In 2018 she launched Shameless, the pop culture podcast for smart people who love dumb stuff, alongside friend and fellow writer, Michelle Andrews. That same year, she co-founded Shameless Media, Australia's biggest youth podcast network which boasts over 115 million network downloads and 1.4 million social media followers.

**Wintana Kidane** is a podcast host, presenter, curator, and the founder of Bittersweet Productions. Passionate about creating media spaces that authentically represent diverse voices, particularly Black women, she launched Bittersweet Productions to bring relatable and unfiltered storytelling to the forefront. Since its inception in 2019 with Bittersweet Podcast, the platform has evolved into a full-scale production house.

**Jay Mueller** is the founder and director of podcast company Bad Producer Productions. He has more than 30 years media experience across broadcast and digital platforms.