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Statement of Faith

As a Black, queer, person of faith, it has always been my belief that my identity as a Christian has and should deeply impact how I understand and see living beings in this world. My love, grace, and kindness, I believe, extends far beyond humanity and goes into the animal kingdom touching all living beings and things. For many years now, I have been looking to discern and understand what my call to leadership in my faith looks like in practice. I now believe that my call to this work and to ministry centers around creating spaces for people of faith to understand how their faith can include a theology for animals that is inclusive of both our animal friends and those who care for them. Walking in my faith, at this time, looks like teaching and sharing about all of these possibilities. I believe that it is so incredibly important as a Christian for me to continue advocating and sharing about the importance of living beings in this world. I believe that our bodies as humans are no more important than those of animals and that they should be treated with equal care. My identity and belief as a Christian informs this. It is my hope that through my work those in my faith community and possibly other faith communities can begin understanding and creating their personal theologies and ethics that value inclusivity, care, and understanding.
Project Overview

Brief Overview:

The Faithful Plate is a podcast where people of faith can learn about how their faith impacts what is on their plates and the meaningful and important conversations that helps us to have an inclusive animal theology and ethic.

Expanded Overview:

The Faithful Plate is a podcast where people of faith can learn about how their faith impacts what is on their plates and the meaningful and important conversations that helps us to have an inclusive animal theology and ethic. This podcast will consist of informational episodes produced and hosted by Ciyadh Wells and conversational episodes and interviews between the host and guests. Informational episodes will be loosely based on the six-week CreatureKind Church course. The information within these episodes can serve as a companion to that course for individuals who do not have access to a church community where they can engage in the course with others.

The Faithful Plate Podcast will be divided into two seasons. Each of the seasons, explained below, will each have a specific format that will allow for the show to address various topics and themes in different ways and will provide opportunities for listeners to engage with animals, faith, and spirituality in a way that allows them to engage in a way that works best for them. Once the first season launches, episodes will be released on a weekly schedule with two week break in between the ending of season one and the beginning of season two. Both seasons should be completed by mid-July 2021.

Audio based content is very popular and largely accessible. The accessibility of podcast allows for information and conversations to be disseminated to people in a a variety of ways with few barriers to access, which will continually be address as needed. Episodes will be available on a variety of platforms and will have transcripts as well.
The Faithful Plate Podcast Seasons 1 & 2 Overviews

Season 1:

The format of season one will be specific to information sharing and education around animal welfare, animal ethics and theology as it relates to Christianity. This season will loosely be based on the topics, themes, and information shared in the six-week CreatureKind Church course. The season will be based off of that course in order to give listeners the opportunity to learn about many of the themes and topics that are covered in the course regardless of their access to a church community where they could participate with others in the course. Due to the amount of information that will be covered in these episodes, they will be no more than 20 minutes in length to allow for maximum engagement and understanding. These episodes will be heavily scripted. Each episode will include a companion blog post providing an overview of the information presented in the episode and any additional resources that are relevant to the topics discussed.

Season 2:

The format for season two will be comprised on semi-free form interviews and conversations. These conversations will cover themes such as farmed animal welfare, animal theology, activism, different Christian denominations, sustainability, environmental racism, and various other topics. The second season of The Faithful Plate Podcast will focus on conversations and interviews mainly as a way to provide the opportunity for conversation and dialogue around issues related to animal welfare and animal theology. As in season one, all of the episodes in this season will have a companion blog post with additional resources including more information about each of the episodes’ guests.
**Long-Term Goals**
(Past 2021)

The long-term goals for The Faithful Plate podcast are to:

1. Build a community of like-minded individuals who are committed to animal welfare
2. Provide opportunities for future Christian animal advocates to meet people with similar ideals and goals
3. Create a sustainable way of creating The FaithFul Plate beyond the seasons 1 and 2

These are the goals for The Faithful Plate Podcast beyond July 2021 when season two is scheduled to conclude. Though difficult to measure initially, these goals will be measured through conversations with individuals who have engaged with the work of the podcast and how it has impacted their personal animal ethics and theology.

**Short-Term Goals**
(Until July 2021)

The short-term goals for The Faithful Plate podcast are outlined in the timeline section of this plan.

1. Produce 7 episodes for season one
2. Produce 7 episodes for season two
3. Grow to have at least 50 listeners per episode by July 2021
4. 4-5 hours each week will be spend working on The Faithful Plate Podcast including tasks such as: reading texts, listening to lectures, personal bible study, conversations with various individuals, etc.

**Challenges & Limitations**

Though I am incredibly passionate about this topic, I realize and understand my own limitations with this project and topic. One of the limitations is that I have had no formal theological training. I think that this lack of training and knowledge could hinder my own understanding and ability to communicate certain topics and themes especially without intense study and learning. For some, this might also influence my situating of myself as a leader in this community. I do though believe that my lived experiences and thoughts are important and can be helpful in this work and movement.
Proposed Episode Topics, Themes, and Guests

Proposed Podcast Interview Guests:
• Sarah Withrow King
• Christopher Carter
• abby mohaupt

Proposed Episode Topics and Themes:
• DefaultVeg
• Creating a personal animal ethic and theology
• Animal consumption as a social status
• How to become a Christian animal advocate
• Mobilizing your local community for social change
• Creation Care
• Environmental racism and justice
• Factory framing
• Sustainability
• Dietary patterns in faiths other than Christianity
• Animals in the Bible

Marketing and Communications Plan

Since podcasts are widely available and easily accessible, some of the marketing for this podcast will rely on organic reach. Additionally, using social media, I plan to share the podcast through my personal audience and by asking others to share the show as well. Ideas around audience growth and reach will continually develop through this research and development process.
Podcast Development

Season 1 Format:

• All solo episodes produced and hosted by Ciyadh Wells
• Will last between 15-20 minutes
• Have companion blog post with resources
• Be heavily scripted
• Loosely based on CreatureKind six-week church course
• To be released: March 2021
• Episodes will be launched on Thursdays

Season 2 Format:

• Most episodes will be interviews / conversations
• Will last between 30-45 minutes
• Have companion blog post with resources
• Will not be scripted
• To be released: May 2021
• Episodes will be launched on Thursdays
Timeline and Immediate Plans for Action

September 2020: Research & Development

Week 1: General Research
Week 2: 1). Submit CreatureKind Fellowship Final Project Proposal  
2). General Research
Week 3: Take six-Week CreatureKind church course via self-study
Week 4: General Research

October 2020: Research & Development

Week 1: Begin organizing and creating podcast episode topics and outlines
Week 2: Identify at least 10 potential podcast guests for season 2
Week 3: Contact at least 10 potential podcast guests for season 2
Week 4: Create The Faithful Plate Podcast website

November 2020: Podcast Production Begins

Week 1: Finalize podcast episode topics and outlines for season 1
Week 2: Schedule all podcast interviews for season 2
Week 3: 1). Record and produce demonstration episode  
2). Send demonstration episode to others for feedback
Week 4: 1). Make changes to episode 1, if necessary based upon feedback  
2). Record additional episodes

December 2020: Podcast Production Continues

Week 1: Conduct at least 2 interviews for season 2
Week 2: Record and produce additional episodes for season 1
Week 3: Begin creating marketing and communications plan for podcast
Week 4: Additional tasks as necessary
January 2021: Podcast Production

Week 1: Find assistance with logo design for podcast media
Week 2: Conduct additional interviews for season 2
Week 3: Write, edit, and complete companion blog posts and articles related to season 1 episodes
Week 4: Produce and finalize all recordings for season 1

February 2021: Podcast Production

Week 1: 1). Conduct final interviews for season 2
    2). Announce The Faithful Plate Podcast on social media and to interested parties
Week 2: Production of season 1 completed
Week 3: Finish editing interview episodes for season 2
Week 4: Prepare launch of season 1

March 2021: Season 1 of The Faithful Plate Podcast Launches

Week 1: Launch season 1 of podcast with Episode 0 on March 1st
Week 2: Episode 1
Week 3:1). Episode 2
    2). Write, edit, and complete companion blog posts and articles related to season 2 episodes
Week 4: Season 1-Episode 3

April 2021: Season 1 of The Faithful Plate Podcast Continues

Week 1: Episode 4
Week 2: Episode 5
Week 3: 1). Episode 6
    2). Production of season 2 completed
Week 4: Season 1 ends
May 2021: Season 2 of The Faithful Plate Podcast Launches

Week 1: 1). Schedule 2-week podcast break
2). Prepare for season 2 launch
Week 2: Schedule 2-week podcast break
Week 3: Season 2 of podcast launches
Week 4: Episode 2

June 2021: Season 2 of The Faithful Plate Podcast Continues

Week 1: Episode 3
Week 2: Episode 4
Week 3: Episode 5
Week 4: Episode 6

July 2021: Season 2 of The Faithful Plate Podcast Continues

Week 1: Episode 7
Week 2: Final episode of season 2 complete
Podcast Production List

The following list of items will be followed in order to produce each episode of The Faithful Plate Podcast.

- Pick episode topic
- Research and take relevant notes episode topic
- Organize notes into outline
- Review outline prior to recording
- Record episode
- Edit episode
- Write show notes
- Write blog post
- Create transcript
- Publish to buzz sprout
- Update website
- Publish show notes
- Publish blog post
- Make social media posts