



Podcast Pitfalls & How to Fix Them! Part One - Planning

Every day, millions of newly minted producers and hosts join the ranks of Internet broadcasters, many without formal training.



Technology and the Internet make online radio and podcasts easy, convenient and accessible.

At LGK, we've heard more than many, worked with a few and unleashed our more than 30-year award-winning background in broadcast production to help you present podcast and online radio programming like a pro to engage your community, build revenue streams and maximize your momentum. This series of information sheets primarily reference **audio** podcasts.



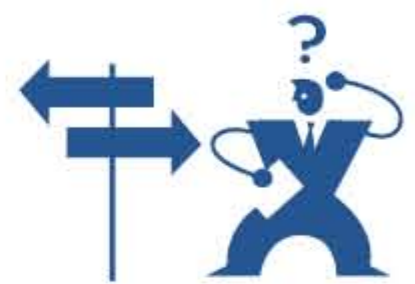
Why Plan?

Because even *Merlin the Magician* can't fly by the seat of his pants when it comes to podcasts and online radio. Think of it this way, planning allows you to be flexible. There are just as many things that can go surprisingly right as there are that can go unexpectedly wrong.

ON AIR



Remember, the podcast is your brand and personalizes your organization. It pays to plan! If you want to be taken seriously, podcast like a pro.



Make some decisions **NOW**, because if you don't know where you are going, all roads will lead you there (of course, this is an appropriate line borrowed from Lewis Carroll).

reference

A podcast is a type of digital media (audio or video) often consisting of an episodic series of content that can be subscribed to or downloaded to via a computer, mobile device or portable media player. Online/Internet radio is a continuous stream of audio transmitted via the Internet and cannot be paused or replayed. After the initial broadcast, these streams are often available as podcasts and can be downloaded.

Eighty (80) percent of Americans will listen to audio on digital devices by 2015.

Online and mobile radio are expected to see the richest revenue gains.

In 2011, online audio listening grew to an average of 10 minutes per week.

More than **35 million** people download podcasts monthly.

Sources: Pew Research Center Project for Journalism Excellence (2012 State of the News Media); eMarketer



Too many podcast/online radio program producers & hosts **FAIL to PLAN** and that is a plan to fail.

Fix

Focus & Finances



Determine a format, style and personality.

Budget for income and expenses:



Online Advertising
Software for technical editing and administration
Podcast network fee
Series Episode Segment sponsorships
Revenue sharing
Equipment for recording
Music sound video effects license fees if not using publicly audio or video
Host and or producer fees

Fix

Title

Develop a title that is short and allows for episode names, searchable keywords and tags.



Fix

Scheduling

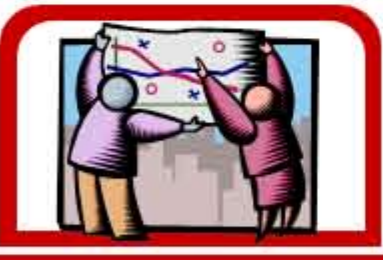


A consistent podcast schedule and length (we recommend consistent intervals and no more than 30 minutes per episode).

PLEASE... Don't drain my battery with a one-hour download!

Fix

The game plan!



Compose a **show prep sheet** (or combine this with your run down), which for many is the final step in the planning process. The prep sheet summarizes the episode, segment and contingency (stuff happens) topics, provides key talking points (stats, punch lines), guest descriptions and contact numbers, to name a few.

Compose a **show rundown** or layout for each episode. This insures the flow of the show and keeps it on track. It includes times, segments and breaks, production elements and cues.

Remember the important components of a successful program are (1) engaging and compelling storytelling, (2) originality and (3) custom content. Like every good story, every podcast/program has a beginning, middle and end.

Plan	Plan Date	When Color Segment	Topic	Guests	Owner/Office	Original Name	File Name	File Size	File Type	File Path
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Sample show rundown using Rundown Creator.

Podcasting is an effective content marketing platform to build conversations, credibility, and connections.

The platform makes it easy to go solo, but to podcast like a pro, it takes a team.

Contact **LGK** for a team approach to podcasts!



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