

# Podcast Services Detail

# Pre-Production

## Brainstorming/Workshop to include:

1. Presentation and Q&A about storytelling best practices and the ways podcasts fit audience engagement needs
2. Planning session around podcast goals/objectives/mission
3. Brainstorming session to plan content
4. Growth strategy session for podcast promotion

Podcast Services	Description
<b>Show Development Workshops</b>	Workshops with the full team to develop overall show concept and format, marketing plan, and goal setting
<b>Develop Marketing Strategy</b>	Integrating podcast with existing marketing efforts; Alumni FM to provide guidance on best practices
<b>Show Running</b>	Make the big creative/strategic decisions throughout the project
<b>Episode Planning</b>	Plan each episode's content and overall story arc
<b>Project Management</b>	Make sure the project is on target for all deadlines throughout
<b>Create Production Schedule</b>	Craft a comprehensive production calendar working backwards from launch date, with owners and deadlines for each task
<b>Set Up RSS Feed/Analytics</b>	Create the podcast's RSS feed and submit to all relevant platforms so the show is ready to publish
<b>Host Search</b>	Source the perfect show host (either internal or external)
<b>Book &amp; Vet Guest Talent</b>	Source, vet, and schedule guest or talent
<b>Guest Scheduling</b>	Coordinate guest availability with host/studio/engineer to schedule a specific recording session
<b>General Research</b>	Conduct research on episode topics or guests
<b>Host Prep</b>	Prep guest backgrounders, potential questions, and other materials as needed
<b>Scriptwriting</b>	Write the episode's narration or a full script with dialogue
<b>Sponsorship Management</b>	Create sponsorship pitch materials; research and generate list of sponsors that fit target audience; negotiate sponsorship terms

# Production

<b>Podcast Services</b>	<b>Description</b>
<b>Talent Coaching</b>	Train a host or guest in best on-mic practices
<b>Audio Engineering</b>	Live audio engineering within a recording studio
<b>Hardware/Software Setup</b>	Set up a remote recording environment for optimal audio quality
<b>Interviewing</b>	Conduct recorded on-mic conversations with guests
<b>Recording Management</b>	Create and maintain a file system to transcribe and organize all tape for a project
<b>Season Trailer Production</b>	Ideate and produce 1-2min season trailer
<b>Ad Spot Production</b>	Coordinate spot production for 15 sec, 30 sec, and 60 sec variations

# Post-Production

Podcast Services	Description
<b>Audio Restoration</b>	Removing imperfections (such as hiss, impulse noise, crackle, wow and flutter, background noise, and mains hum) from sound recordings.
<b>Story Editing</b>	Cut tape for the story edit
<b>Audio Mixing</b>	Insert music, jingles, ad breaks (with branded music)
<b>Audio Mastering</b>	Fine-tuning of levels and equalization of a track, preparing it for broadcast; this includes optimizing the average and peak volume levels of a track, using compression and equalization to achieve a level that's consistent with other recordings
<b>Coordinate Revisions</b>	Gather feedback from all stakeholders
<b>Craft Episode Copy</b>	Write creative and optimized titles, descriptions, and show notes
<b>Craft Episode Artwork</b>	Design creative and optimized episode art that follows all platform guidelines
<b>Craft Show Artwork</b>	Design creative and optimized cover art that follows all platform guidelines
<b>Transcribe Tape</b>	Turn recorded tape into a written transcription
<b>Sound Design</b>	Create a soundscape with sound effects and archival tape
<b>Voice Overs</b>	On-mic performance to narrate a script
<b>Music Composition</b>	Custom music scoring
<b>Video Editing</b>	Comprehensive editing with custom video animations and lower thirds
<b>Blog Copywriting</b>	Write ~800-1000 words blog article based on episode content

# Distribution

Podcast Services	Description
<b>Publish Episodes</b>	Publish each episode on the hosting platform and ensure it propagates throughout the ecosystem correctly
<b>Performance Reports</b>	Generate podcast engagement reports, when requested
<b>Collect Listener Feedback</b>	Design and distribute listener survey; create summarized report
<b>Guest and Affiliation Follow-up</b>	Contacting guests and their affiliation to share and promote their respective podcast episode
<b>Dynamic Ad/Spot Insertion</b>	Insertion of ads and announcements within podcast episodes
<b>Craft Social Media Assets</b>	Design social media assets and audiograms that follow all platform guidelines.
<b>Publish social media</b>	Podcast social media account setup and management; post scheduling; social copy
<b>Newsletter</b>	Create and publish periodic newsletter that provides podcast updates

# Podcast Growth

Podcast Services	Description
<b>Podcast Network Management</b>	<ul style="list-style-type: none"> <li>● Discounted production services for all podcasts within the network (consistent branding and quality)</li> <li>● Identify and coordinate cross-promotion and partnership opportunities within podcast network</li> </ul>
<b>Audio Advertising</b>	<ul style="list-style-type: none"> <li>● Create personalized advertising strategy based on primary goals</li> <li>● Recommendations based on maximum ROI for your budget</li> <li>● Additional focus on newsletters, social media, blogs, and digital platforms</li> </ul>
<b>Partner List Build</b>	<ul style="list-style-type: none"> <li>● Build a list of 50-75 shows for partnership opportunities (feed/promo swaps, advertising, guest opportunities, newsletter outreach)</li> </ul>
<b>Podcast Marketing &amp; PR</b>	<ul style="list-style-type: none"> <li>● Identify, pitch, and coordinate opportunities for:               <ul style="list-style-type: none"> <li>○ Ad Swaps: Audio cross-promotion between two shows with similar audience size and content</li> <li>○ Feed Drops: An entire podcast episode cross-dropped in the feeds of two shows with similar audience size and content.</li> <li>○ In-app placement: Pitching for placing your podcast in carousels on Apple Podcasts, Stitcher, Castbox, and more.</li> <li>○ Guest opportunities on shows with similar audiences</li> <li>○ Write-ups in newsletters, social media swaps, etc.</li> </ul> </li> </ul>
<b>Podcast Microsite</b>	<ul style="list-style-type: none"> <li>● Build a dedicated podcast microsite (or a microsite for a podcast network and a fully-featured, automated sub-page for every podcast)               <ul style="list-style-type: none"> <li>○ To Include contact form, home page, about page, episode pages, subscribe buttons, and tagging</li> <li>○ Full SEO, hosting, backups, security, publishing and maintenance</li> <li>○ Custom domain</li> </ul> </li> </ul>

**Thank you!**

