



So You Have a Podcast, Now What?

Panelists

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&

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Moderator

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Today's plan

The content team has a podcast idea. Awesome.

Now what?

This webinar is designed to provide public radio stations with a **roadmap that goes from idea, to internal pitch, to greenlight production and launch.**

We'll do this by focusing on **real world examples** from inside a local public radio station.

Today, we'll demonstrate that, when you **take the time to plan, get the team organized, communicate and stay focused**, real impact can be closer than you think.



Charlotte Cooper is an award-winning digital strategist and social impact producer with over 10 years of experience in mission-driven media. She is the Senior Manager, Podcast Membership at New York Public Radio where she builds membership programs and supports engagement initiatives for podcasts including Radiolab, On the Media, Nancy and Death, Sex & Money.

In her previous position at Show of Force, a New York based Peabody and Emmy award winning production company, she oversaw digital strategy as well as development and execution of a wide variety of social impact and education campaigns.

Ashley Lusk is a content and marketing strategist known for her work with leading nonprofits, foundations and NGOs. In her work at New York Public Radio, Ashley develops forward-thinking audience development strategies for shows like Radiolab, Nancy, and More Perfect. Prior to joining WNYC, Ashley worked with organizations like the Smithsonian, United Nations, Girl Scouts, and Amtrak.

In her free time, she co-edits [The Bello Collective](#), an independent publication about the podcast industry.



Things we know.

(And need to give ourselves credit for knowing.)

Public radio is a mature content service

We have credibility and audience. Public radio has lead audio storytelling. Take the long view. The market is going to shake out for a LONG time.

Podcasts are an extension of your current business model

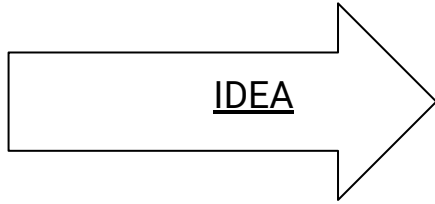
Approach creation as you would any other editorial product with considerations for content, engagement, and revenue set from the beginning.

Don't be distracted by the daily drip of self-serving "research," headlines, speculation and deal chatter.

Learn, know and figure out how to turn global data into a local opportunity

Ex: How do you direct people to get a podcast? Apple podcasts is the DOMINANT place where people get podcasts. For simplicity and clarity's sake, direct people to get yours "For free at Apple podcasts, Spotify or wherever you listen..."

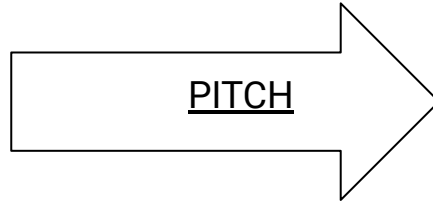
Development Process



Stakeholders:

Content Team (journalists, editors)

Outcome: Concise pitch to bring to broader stakeholders.



Stakeholders:

Content & Engagement Teams
Management
Revenue (Development, Membership, Sponsorship)
Marketing (Digital Strategy, Social, Earned & Paid Media)

Outcome: Soft pitch for go-to-market strategy.



Stakeholders:

Senior Management
Content Team
Revenue

Outcome: Pilot/Production.

Define Your Project

Describe the show or project in one sentence.

Example: “Invisibilia explains the imaginary forces that shape human behavior.”

What makes your show or project special?

How does it distinguish itself from other shows? Is the difference meaningful?

What’s the tone of your show or project?

Provocative, Dark, Funny, Irreverent, Elevated

Who is your ideal audience? Who do you think will love your show or project?

Demographics like age, gender, education and geography, plus interests, behaviors, values and attitudes

Who is your direct competition?

How does your show or project fit in the wider landscape?

Pinpoint Audience and Competition

Know who you're trying to reach—and what you are competing against for their attention.

Identify your ideal listener. Pro tip: If the answer is “public radio listeners,” do better.

Create a listener profile.

What do they look like? Where else on the internet do they “live”? What other media do they consume? What other podcasts are they listening to?

Perform a lightweight landscape audit.

Your audience will have choices—know who else is talking. These shows are both your peers and your competition.

Establish a Brand Presence

Develop a visual identity.

If someone spends just 3 seconds with your podcast artwork or description, know what they want to take away from it.

Design for the smallest, most common placement: a tiny phone screen.

We know podcasts are a mobile-first medium—build your brand with that user experience in mind.

Create a website.

Listeners will still interact with your brand outside podcast platforms. Make sure they can find your show through a simple Google search.

Secure your social media handles and URL—even if you don't use them.

Your time is valuable, so pick the platforms where you are most likely to find your ideal listener—but secure your brand everywhere.

Create Buzz

Create a press kit.

A simple one-page overview is fine. If looking for partners or sponsors, think bigger.

Pitch to podcast industry press.

Share your press kit and an embargoed episode with industry media.

e.g. The A/V Club, Hot Pod, Inside Podcasting, The New Yorker

Identify potential cross-promos, guesting, host swaps, etc.

Look for ways to extend the reach of your project beyond your owned channels.

Advertise.

Social (Facebook, Instagram audiograms)

Engage Your Audience

Ask the audience to raise their hands.

Newsletters, polls, quizzes all provide opportunities to scale your relationship with new listeners

Provide meaningful opportunities for audience collaboration.

How does it distinguish itself from other shows? Is the difference meaningful?

Flex your membership skills

Building membership on-air is what we do best, start from there.

Learn and Grow

Performance Data

Track downloads, listens, website/landing page traffic, reach and engagement, sentiment

Revenue Goals

Did you meet/miss/exceed revenue goals? Were there any surprises you can learn from?

Engagement & Impact

How are you serving your audience? Did you fulfil your missions as a public media organization? What qualitative data can validate that?

Questions?

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