



TO POD OR NOT TO POD



Podmasters

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Podcast stats

70% (197M): US 12+ are familiar

51% (144M): US 12+ listen

32% (90M): Listened to 1+ last month

28% of US pop. is 18-54, but...

74% of 18-54 consume pods monthly

US weekly pod listeners averaged **7/week**

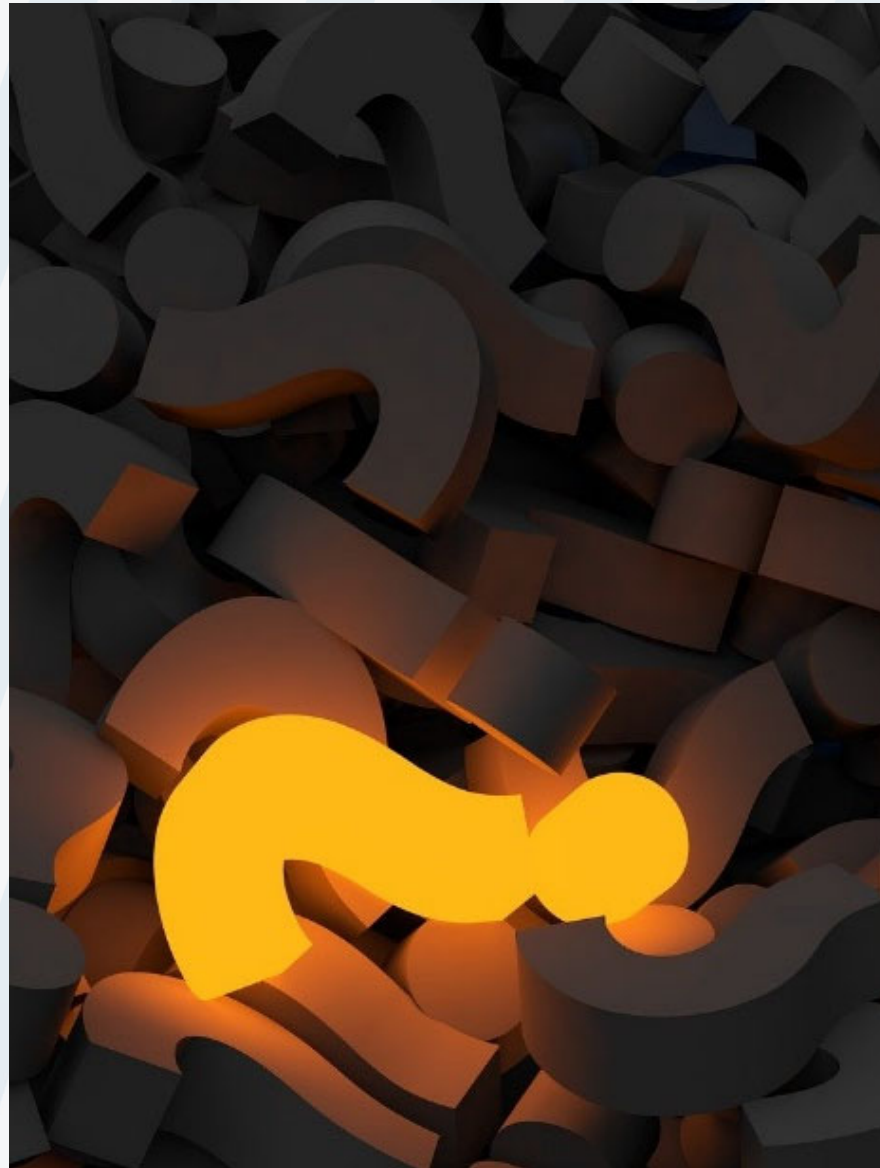
14% listen to 11 or more!

28% of audio consumed is podcasts

Edison Research / Infinite Dial

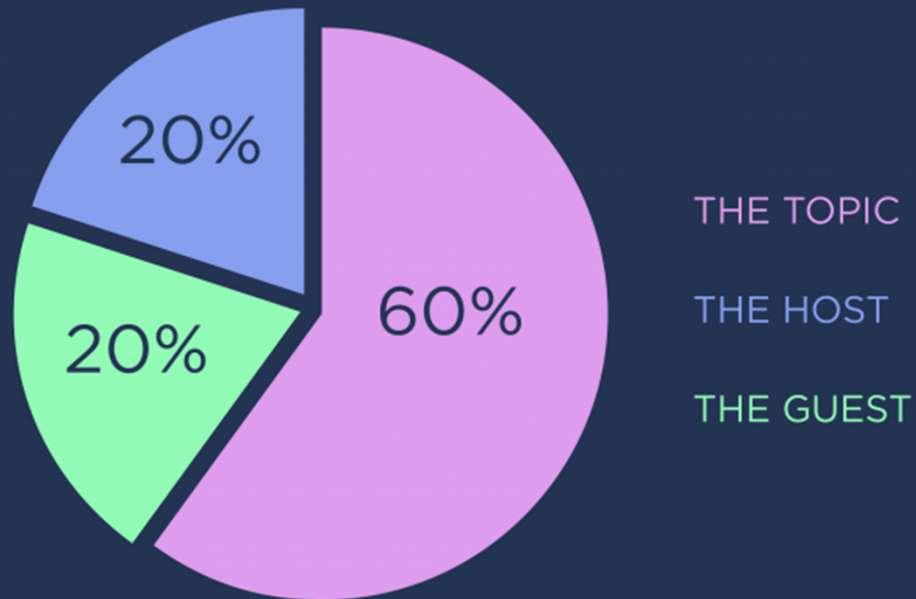
Questions to Answer

1. Why should we?
2. Does measurement matter?
3. How are we unique?
4. Why should they?



Their Why

DO YOU LISTEN TO PODCASTS BECAUSE OF...?



www.robertkatai.com

Source: <https://twitter.com/katairobi/status/1096070156684537857>

Building Your Strategy

1. The WHY
2. Validate commitment and resources
3. Define and track success



Why a College Station pod?

- Radio background, pod listener = interest
- Can't hurt, might be fun!
- Tell good stories and see what resonates
- Content can work for our PEG channel
- Audio can be used by local radio
- Won't tie up tons of resources
- Experimentation began in October 2013



CS: pop. 122,000
PubCom: Staff of 7

Podcasting time line

Oct. 18, 2013: First podcast episode (49 listens)

July 1, 2016: Launched “Is This A Thing?” (679 listens)

June 28, 2017: ITAT Ep.3 (2,995 listens)

Dec. 12, 2017: ITAT Ep.5 (First w/video: 1,117 views, 247 listens)

April 10, 2019: Launched “All Up In Your Business”

Is This A Thing?



Hosted: soundcloud.com/collegestation

Distributed: blog, social, web, e-newsletters

Is This A Thing?

Is This A Thing?



Hosted: SoundCloud, YouTube | **Distributed:** Blog, social, web, TV, e-newsletters

Added: Transcript (rev.com)

All Up In Your Business

- Continue to showcase new development, market trends
- Now adds space for legacy businesses
- Story lines should generate buzz, media coverage
- Adds credibility to eco-devo expertise and work
- Distribution: Apple Podcasts, Google Play, Spotify, Stitcher, Podbean + owned channels

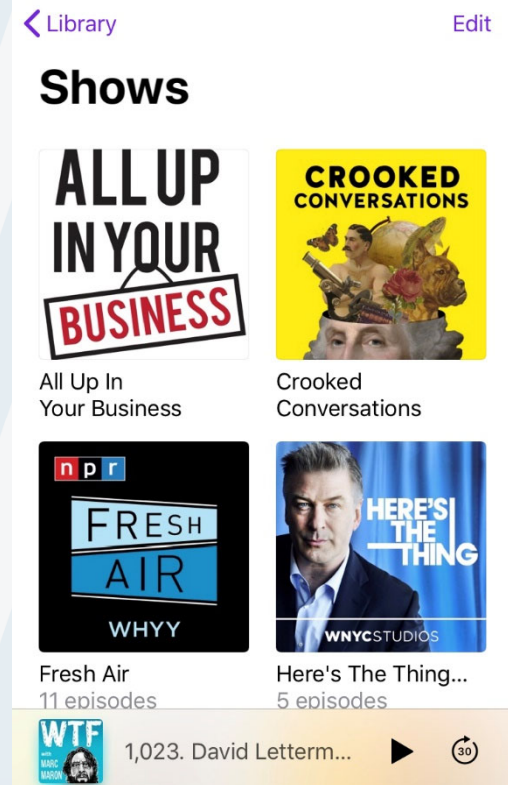


All Up In Your Business

Separating rumors from reality + real economic development insight in College Station, Texas — Home of Texas A&M University.

Following

Share



College Station: Initial setup



College Station: Initial setup

**\$220 Mackie ProFX8
8-channel mixer**



**\$99 Audio Technica
AT2020 mic**



**\$99 Shure
SM57 mic**



SoundCloud: Free
Adobe Audition: Already available

College Station: Current setup



College Station: Current setup

- \$638:** Podbean hosting
- \$800:** Shure SM7B mics x 2
- \$21K:** Studio set
- \$1,500:** Per episode production

Post-recording:

*2 hours to upload to Podbean/YouTube,
caption video promos, post and schedule.*



Why a Plano pod?

- Podcast listener = interest
- Target interest areas for residents
- Provide background information
- Promo on local radio
- Low resource requirement
- Podcast began January 2018



Plano: pop. 284,080
Staff: 15

Podcasting time line

Jan 1, 2018: First podcast episode (46 listens)

Jan 1, 2019: Launched video version (100 views)

Jan 17, 2020: Launched bonus content episodes

Show Format

1. What's New
(10 min)
2. Behind the Scenes
(15 min)
3. Those Other Things
(6 min)



Show Notes

Inside Plano

Welcome to the show notes page for the **Inside Plano** podcast! Scroll to any episode below to see links and additional information. If you don't want to miss an episode, subscribe in [iTunes](#), [Stitcher](#), [Google Play](#), [Soundcloud](#) or wherever else you get your podcasts. Don't forget, you can send us an email with your questions and feedback at askplano@plano.gov.

#17: Bluebonnets, Beatles and Busy Schedules

April showers bring May bluebonnets! With the end of the school year on the horizon, Plano's got plenty of things planned for family fun. Steve and Shannah talk about all of the things happening in Plano in May, from concerts to festivals and plenty of activities to keep your kids busy. Warmer weather makes us crave cold treats. Michelle Hawkins, Arts and Culture Manager, joins the podcast to talk about the must-see events and activities happening around the city.

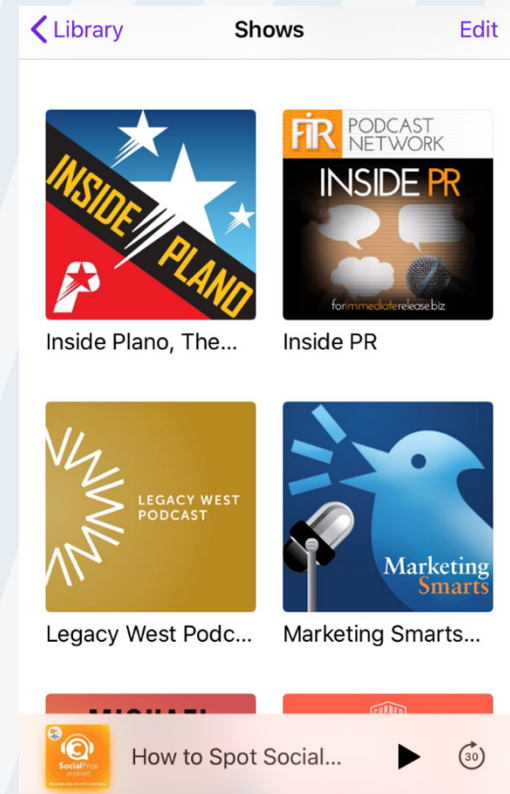


[Watch this episode on YouTube.](#)

This month's story links:

Inside Plano

- Highlight events, classes, DYKs
- Includes Behind the Scenes staff and services
- Podcast topics – typically interviews – generate news stories
- Provides insight and explanation for city process
- Now also serves as umbrella distribution platform for short-term series specials
- Distribution: All major podcast distribution services, InsidePlano.com + owned channels



Inside Plano



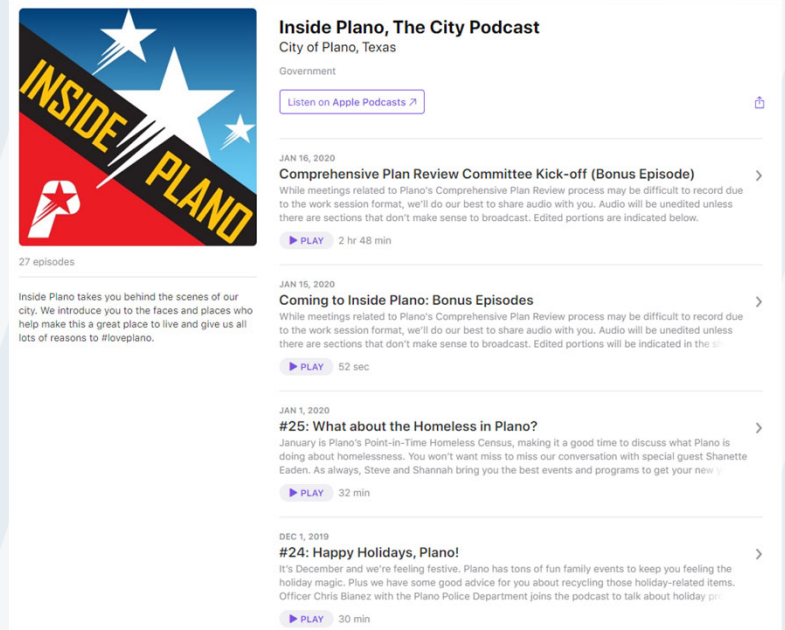
Hosted: Libsyn, YouTube, Show notes at InsidePlano.com

Distributed: Apple, Google Play, iHeartRadio, SoundCloud, Spotify, Stitcher, social, PEG channel, e-newsletters, web

Inside Plano

\$15: Libsyn hosting
\$300: Studio + Audio Engineer

Post-recording:
*2-3 hours to upload to Libsyn/YouTube,
write show notes, cut radio version,
write internal marketing email, post
and schedule.*



Listen and Watch



**ALL UP
IN YOUR
BUSINESS**

Idea to Implementation

1. Show name
2. Description
3. Artwork
4. Format
5. Hosting
6. Directories
7. Show notes and transcripts
8. Marketing



Marketing

1. Immediate repetition
2. Cross-channel
3. Timely
4. Frequency
5. Pull quotes



Pull Quotes



“

You might think the library mostly offers story times - and there are tons. But every month when I look at the program list, I've got to say the library is definitely #MoreThanBooks!

Shannah Hayley

Director

Communications & Community Outreach

Marketing

1. Immediate repetition
2. Cross-channel
3. Timely
4. Frequency
5. Pull quotes
6. Promote on weekly
TV / radio interviews



Pros of podcasting

- You can tell deeper stories through podcasting.
- It does not have to be costly.
- It does not have to include video.
- People listen, re-listen, LEARN, share.
- It lends itself to media stories.
- Leadership hears/sees you “telling your jurisdiction's story.”
- It doesn't have to be forever. Can be special limited series.

ROI our leaders understand

- They hear/see my podcast.
- They hear others talking about it.
- Because we often reveal new info, they see media coverage that's positive, insightful.
- Our neighbor city isn't doing this, so we drive eco-devo conversations in our market.
- Business owners *ask us* to interview them.
- Developers and business owners we interview feel valued and know that the city advocates them.

Tips to See it Through

- Be comfortable with not knowing
- Know your why
- Create structure
- Think creatively
- Be patient
- Have fun

Don't be me: Before you start, ask...

- Who are you trying to reach?
- What topic(s) would you cover?
- Would your audience(s) care about those topics?
- Who would be willing to host?
- Who would be willing to be interviewed?
- Audio only, or video, too?
- What's your budget? (You can do this for free, or the sky's the limit!)
- What measurable and/or meaningful outcomes would be tied to this venture?

Questions?

