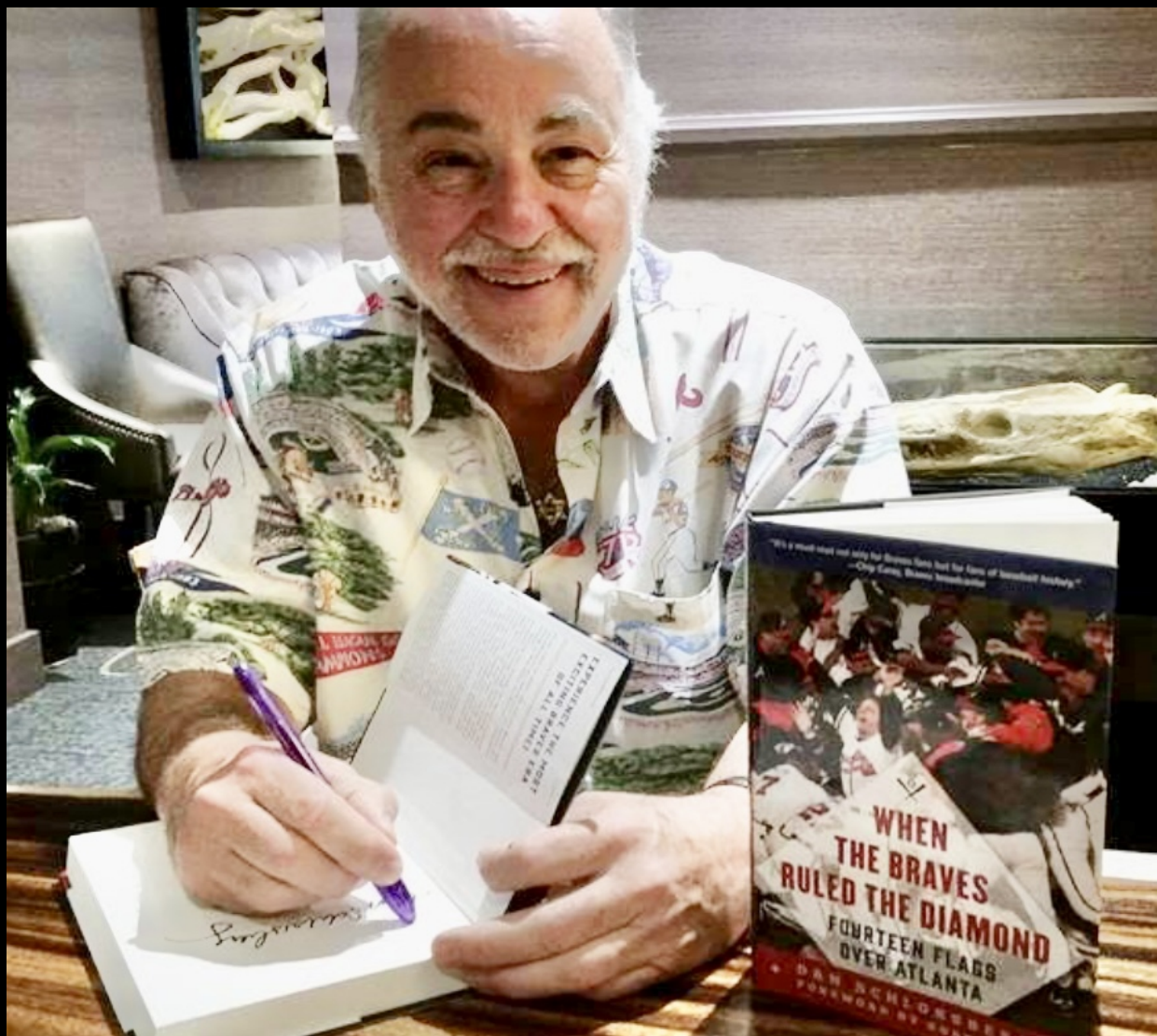




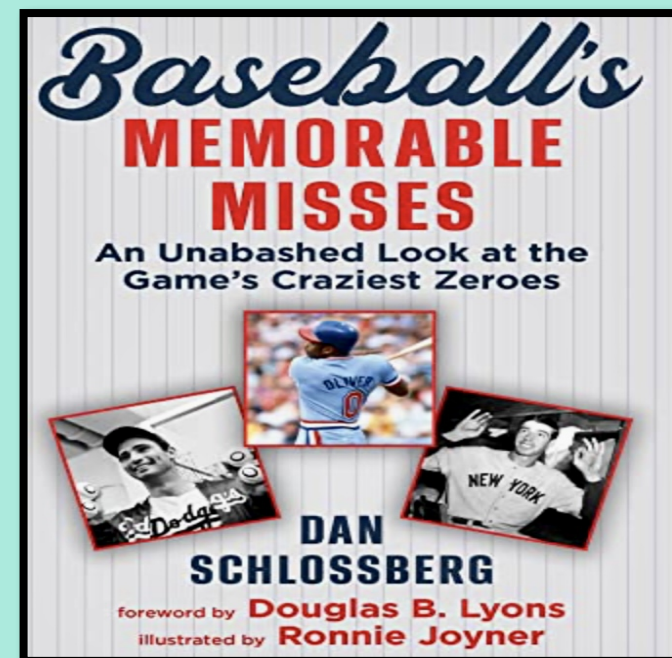
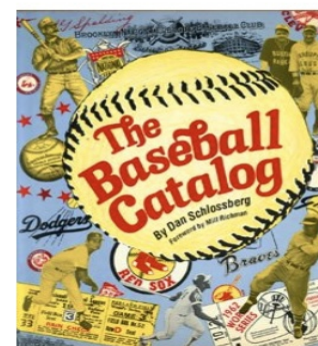
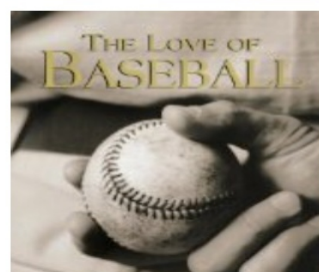
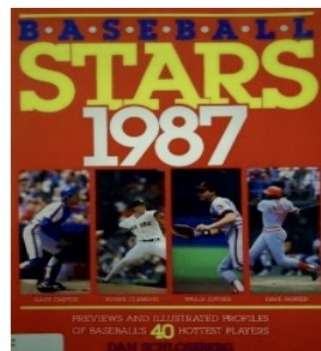
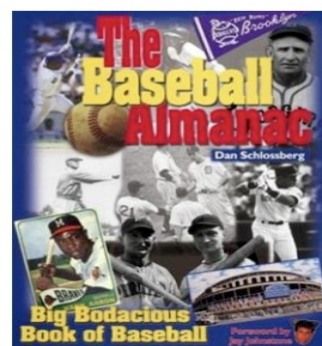
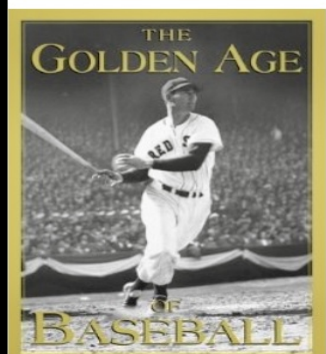
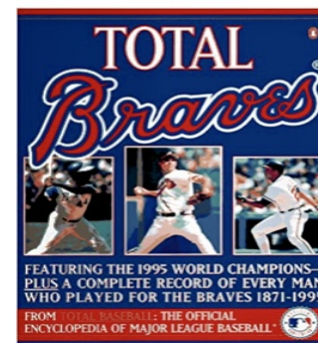
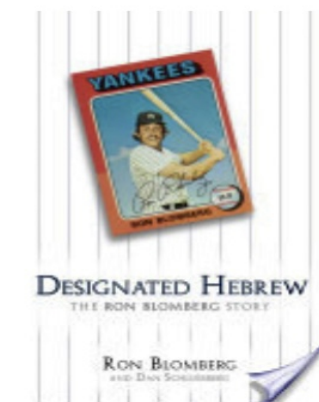
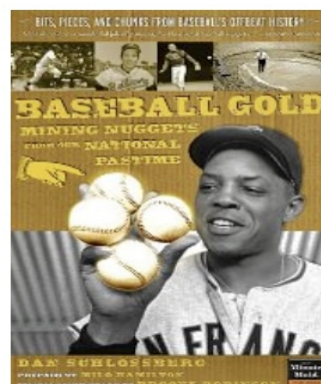
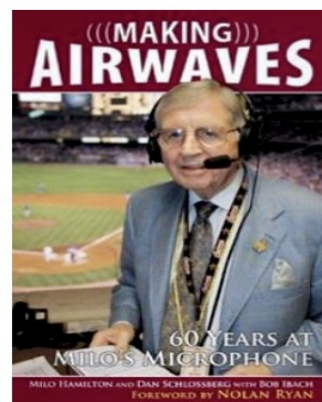
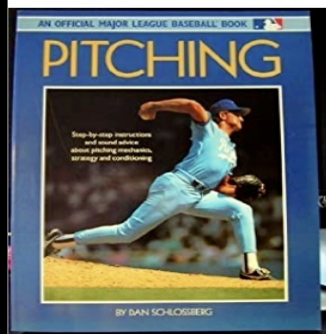
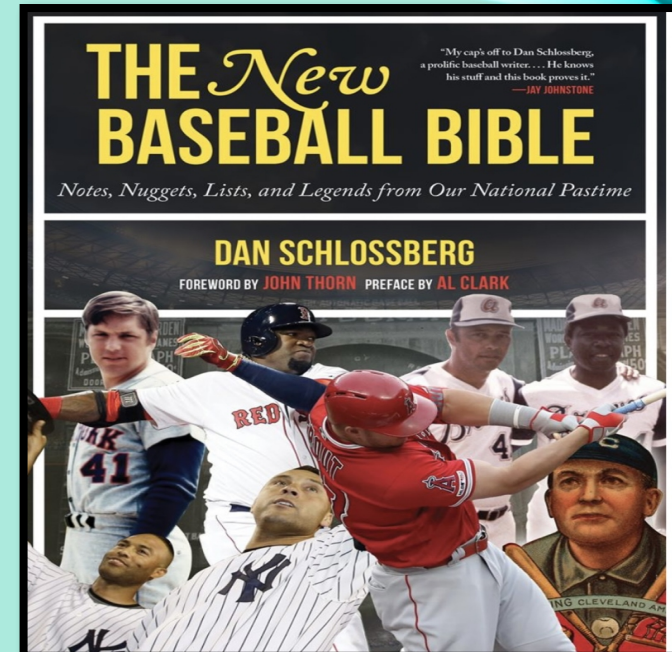
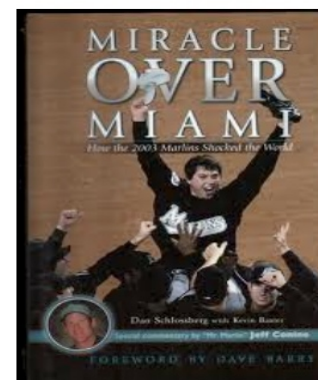
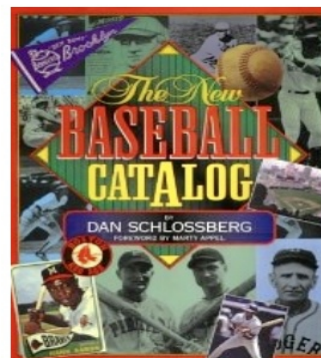
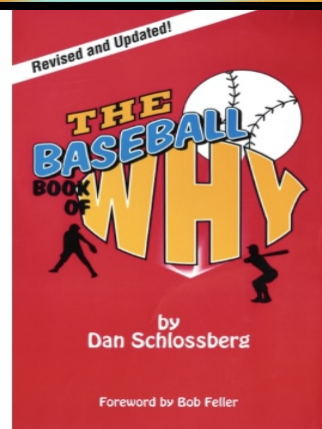
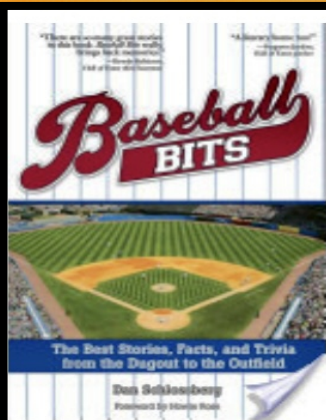
# PODCASTING TO EXTEND YOUR MARKETING REACH

Dan Schlossberg and Christopher Patrick Lucas



# DAN SCHLOSSBERG







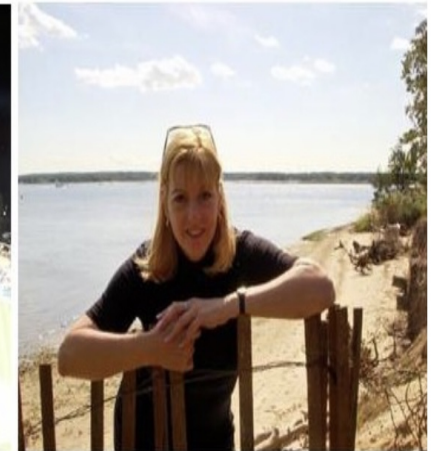


- Braves Banter
- 7 years
- Weekly episodes
- Over 300 shows

## Travel Itch Radio



blogtalkradio™



Join Dan Schlossberg and co-host Maryellen Nugent Lee, renowned NYC publicist, for the 12th Season of Travel Itch Radio every Thursday from 8:00-8:30 p.m. ET.

- Travel Itch Radio
- 13 years
- Weekly episodes
- Over 500 shows



## 2023 Travel Itch Radio (Season #12)

Podcast Date	Click to Listen	Travel Itch Radio Guest
11-16		Barbara Golden, Communications Manager, Florida's Historic Coast
11-09		Richard Beyer, best-selling author, award winning documentary producer, and a long-time history enthusiast
11-02		Nick Kontis, Travel Writer and Author
10-26		Todd Powell, Vacations By Rail®
10-19		Sue Presby, Mt. Washington Cog Railway
10-12		John Skrtic, Chief of Special Projects & Collections, Cleveland Public Library
10-05		Douglas O. Trueblood, VP of Marketing Hudson Yards Experiences
09-28		Stacy Brown, President, National Scenic Byways Foundation
09/21		Laura McMurchie, VP of Communications, "Experience Scottsdale"
09/14		Georgette Blau, On-Location Tours
09-07		Bill Simmons, General Manager, Union Station Nashville Yards
08-31		Ellen Liston, Director of Public Relations, "Dollywood"

09-07		Bill Simmons, General Manager, Union Station Nashville Yards
08-31		Ellen Liston, Director of Public Relations, "Dollywood"
08-24		Thomas Adams, Chief Curator & VP of Research, Witte Museum
08-17		Lauren Hough, PR Manager, West Virginia Department of Tourism
08-10		Nina Kelly, Director of Marketing and Communications, Countryside of Philadelphia
08-03		Ralph Guardiano, Owner-Homestead Bed & Breakfast Inn (Madison, CT)
07-27		1) 100th Anniversary "Grand Canyon Railway's Steam Engine" 2) Recreation.gov
07-20		John Huhn, Alamo Trust (San Antonio, TX)
07-13		Jennifer O'Connor, "Florida Sports Coast"
07-06		Carl Whitehill, "Destination Gettysburg"
06-29		Cory O'Born, "Visit Seattle"
06-22		David O'Donnell, "Meet Boston"
06-15		Caitlin Neal, Marketing Director, Gilmer (GA) Chamber of Commerce
06-08		Sean Phipps, Chattanooga Tourism
06-01		Jonathan Smith, "East Broad Top" Central PA Railroad Line



Places in the United States where  
podcasts were being produced in 2003

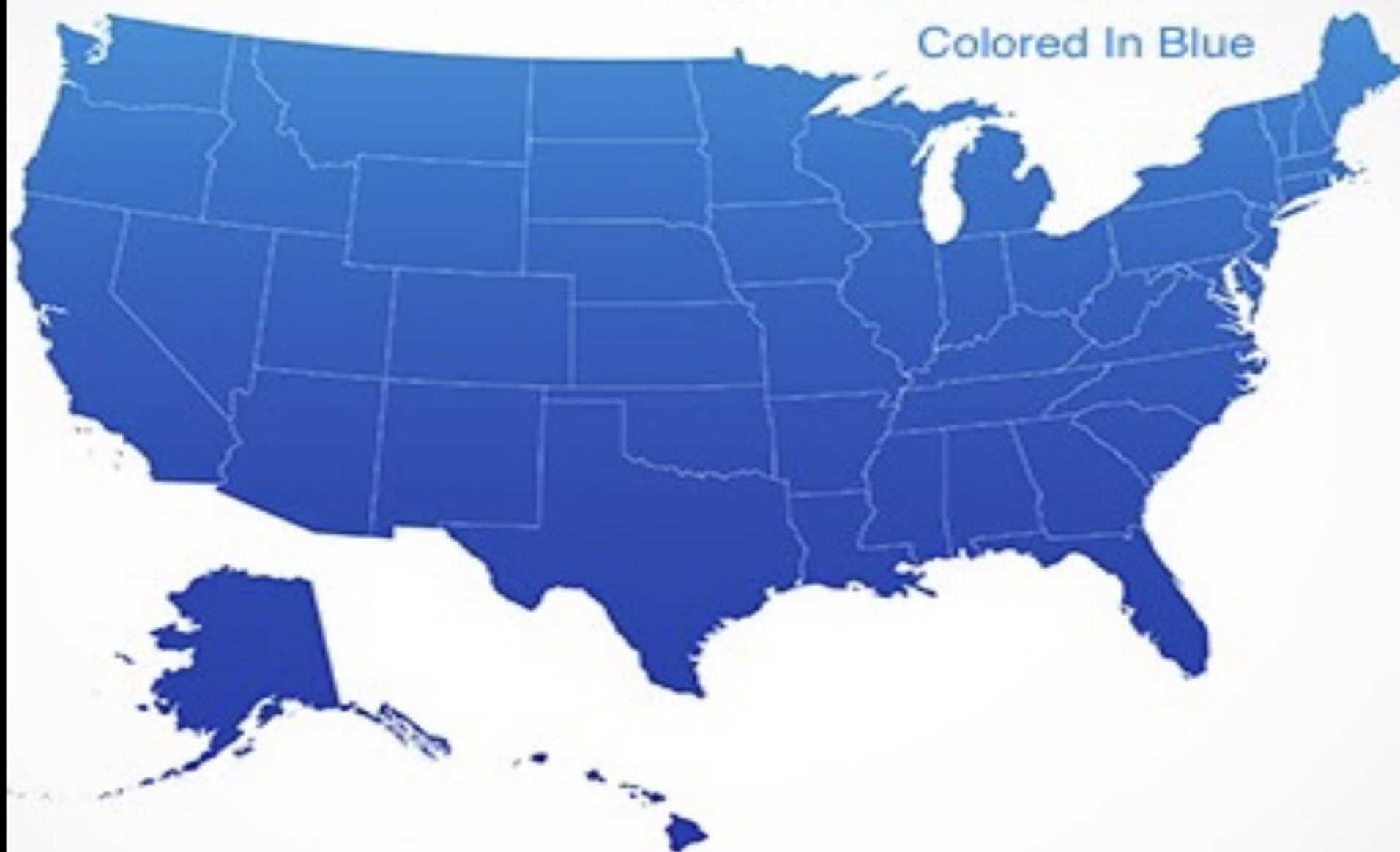
Colored in Blue





Places in the United States where podcasts are  
being produced in 2023

Colored In Blue







**Daily Source**  
**Code** with *Adam Curry*

ADAM CURRY  
“THE FATHER OF  
PODCASTING”

FIRST OFFICIAL PODCAST  
“DAILY SOURCE CODE”  
FROM AUSTIN, TEXAS  
DECEMBER, 2003

ESTIMATED AUDIENCE SIZE:  
500 LISTENERS



There are now more than 700,000 active podcasts and over 29 million episodes, including content in more than 100 languages.



**700,000**  
active podcasts



**29 million**  
episodes



**100**  
languages

### TOP 5 MOST POPULAR PODCASTING GENRES



**Society & Culture**



**Business**



**Comedy**



**News & Politics**



**Health**

## WHY WE LISTEN

Journalists have linked this podcasting boom to the ubiquity of smartphones, time spent in transit, and online music services. Others attribute it to the brain-stimulating and addictive effects of audio learning, or the multitasking potential of listening. The beauty is in the overlap.



The retention rate of auditory learning is 2x higher than reading and 4x higher than attending a lecture.<sup>5</sup>

### EDUCATION

Between 2014 to 2015, podcast-based lesson plan downloads grew by 650% on TeachersPayTeachers.com.<sup>6</sup>

"Audio is one of the most intimate forms of media because you are constantly building your own images of the story in your mind."

— Emma Rodera, communications professor, via *The Atlantic*<sup>7</sup>

"In a sense, I'm painting something but I'm not holding the paintbrush. You are. So it's this deep act of co-authorship, and in that is some potential for empathy."

— Jad Abumrad, host of *Radiolab*, via *Slate*<sup>8</sup>

Communications research shows that "dramatized audio" yields increased levels of mental imagery.<sup>7</sup>

### ENTERTAINMENT

Like to binge-listen? Often series-based and story-driven, podcasts play into entertainment's addictive, on-demand trend.

70%

70% of the US population are familiar with the term 'podcasting'.

51%

51% of the US population have listened to a podcast.

32%

32% of the US population listen to podcasts at least every month.

22%

22% of the US population listen to podcasts weekly.

06%

6% of the US population are 'avid podcast fans'.

18-24  
y.o.



18%

25-34  
y.o.



28%

35-44  
y.o.



21%

45-54  
y.o.



16%

55-64  
y.o.



11%

65+  
y.o.



06%

## EDUCATION

45%

Podcast listeners are 45% more likely to have a college degree.

56%

Podcast listeners are 56% more likely to be under graduates.

68%

Podcast listeners are 68% more likely to be post graduates.

## INCOME

32%

Podcast listeners are 32% more likely to have \$75,000+ annual income.

37%

Podcast listeners are 37% more likely to have \$100,000+ annual income.

45%

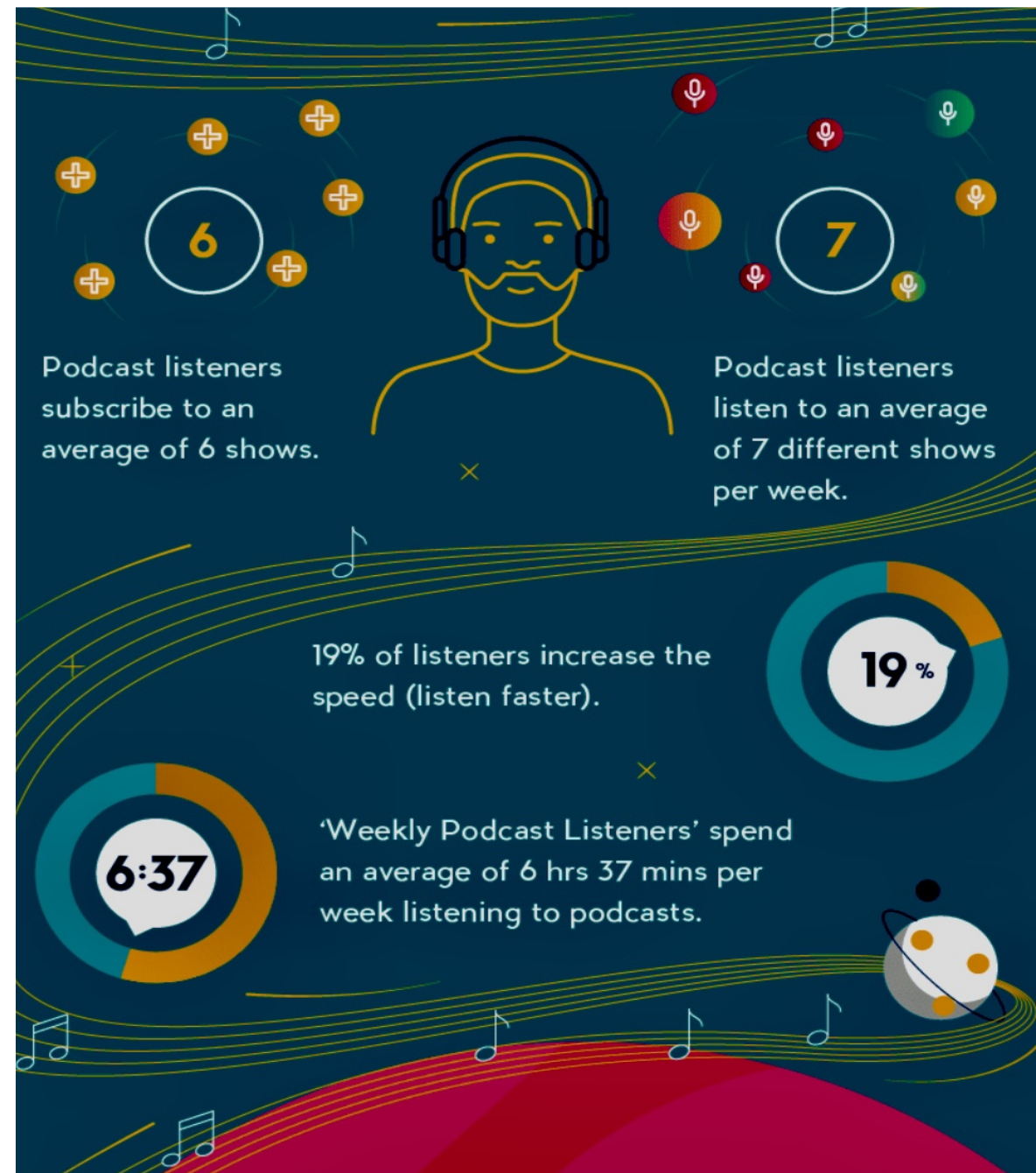
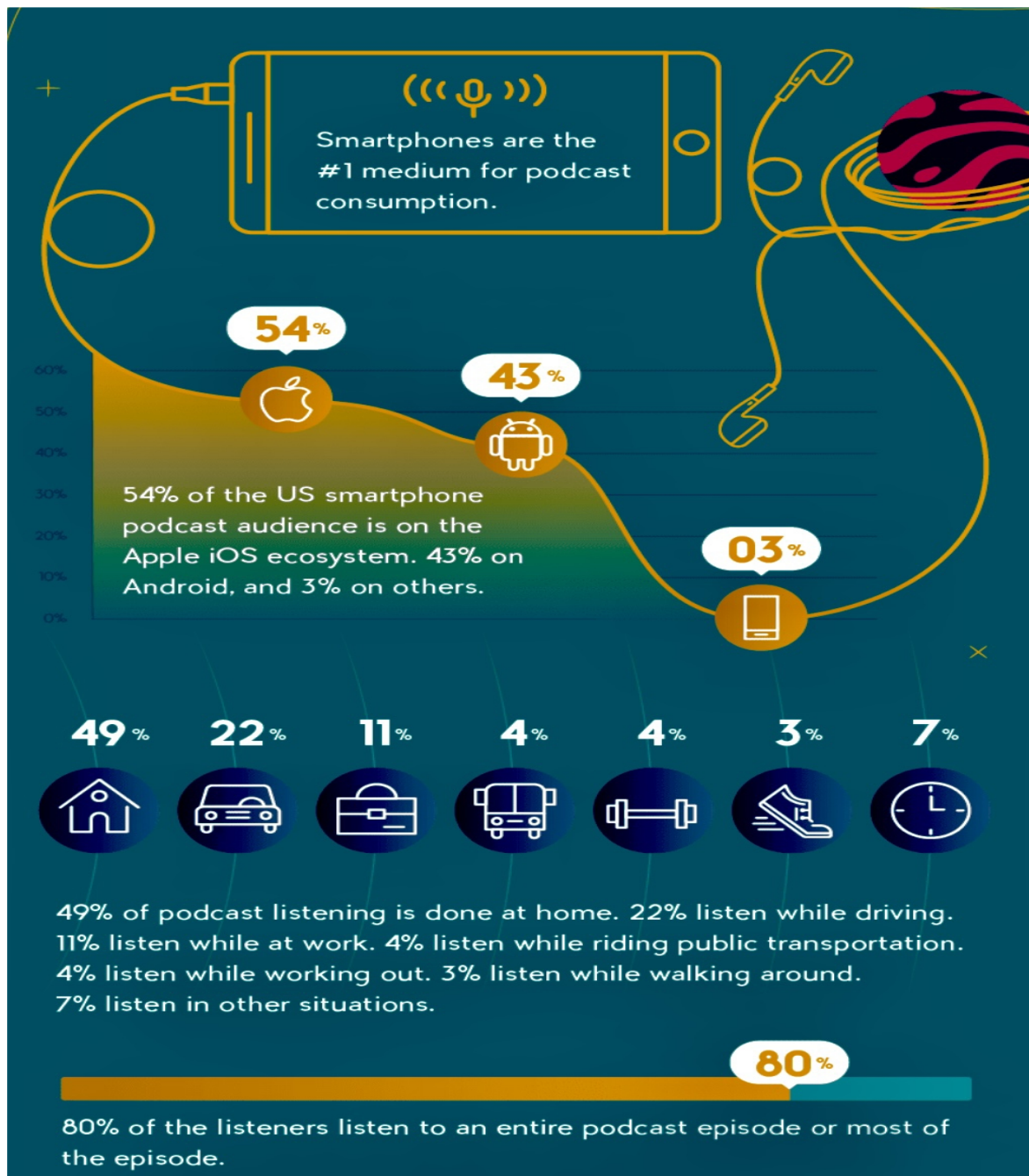
Podcast listeners are 45% more likely to have \$250,000+ annual income.

## GENDER

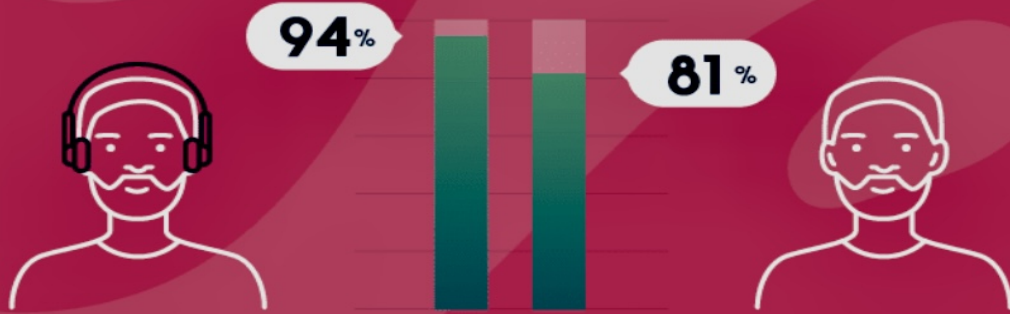
52%

48%





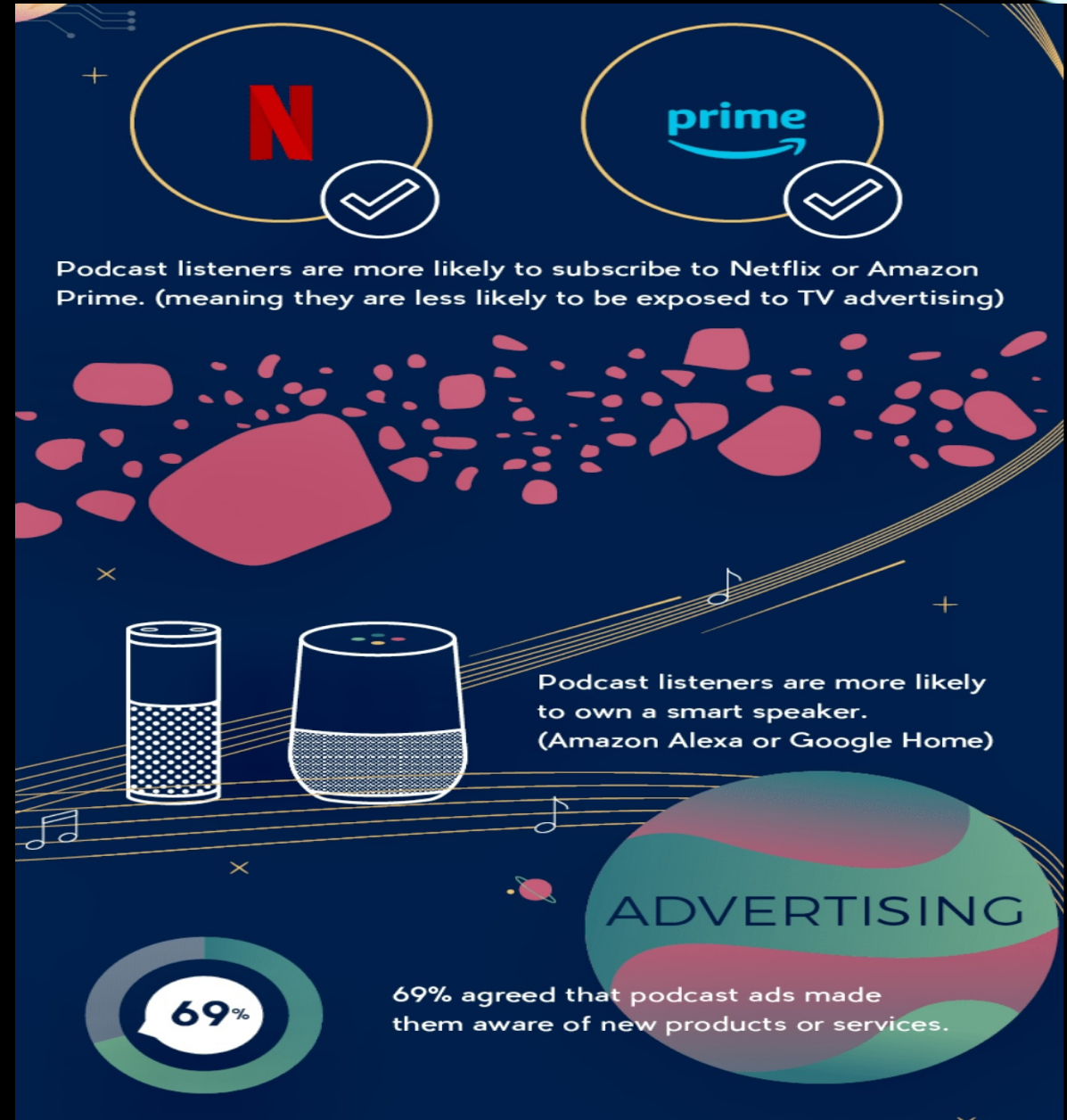
# SOCIAL MEDIA BEHAVIOR



Podcast listeners are much more active on every social media channel. (94% are active on at least one vs 81% for the entire population)



Podcast listeners are more likely to follow companies and brands on social media.





# THE PODCAST EXPLOSION

A LOOK INTO THE WHO, WHAT, AND WHY OF AUDIO'S MOST COMPELLING FORMAT

Want to catch the day's headlines? Immerse yourself in a murder mystery? Nerd out on the neuroscience of happiness? All on your commute? Whatever your curiosity, there's a podcast for it. And with the podcasting boom, audio has maintained solid footing in the world of content—telling great stories and growing a loyal audience along the way.



## CHART-TOPPING PODCAST GENRES<sup>1</sup> AND TITLES<sup>2</sup>





# **10 Reasons Why You Should Start A Podcast**






 **1** Build a  
Deeper Connection  
With Your Audience


**2** Your Audience Can Take You  
Almost Anywhere



**3** People Will Listen For A  
Longer Time 

**4** Connect with Professionals  
in your industry  

**5** Get Recognized as an  
Industry Leader/Expert 

**6** Another Way to  
Repurpose Your Content 

**7** Less Competition 

**8** Podcast Directories Provide  
Additional Exposure 

**9** It's NOT as Expensive  
 as it used to be

**10** Helps you to find  
Your Voice 





## QUALITY AUDIO!

Invest in a decent microphone, headset, and editing software. You don't have the break the bank in the process. You can find some top-rated equipment on Amazon pretty easily without breaking the bank!

## DEDICATION & PRACTICE

Unless you're a media guru with years of broadcasting experience, your first few (or 20) podcasts may not be all that great. But as they say, practice makes perfect.



## THEME OR NICHE

If you know your stuff and are passionate about your topic, it's bound to shine through even as you navigate the rocky terrain of launching a podcast. Pick a theme or niche you can stick with for the long haul.

## GREAT GUESTS!

You don't need to land big-time celebrity guests to create a successful podcast. Well-spoken experts in their field—even lesser-known ones—can still be incredibly valuable for boosting listenership.

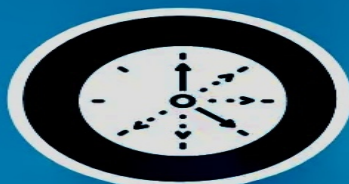


## SEO OPTIMIZATION

Google has made podcasts easier to find in search results. And since Google can decipher audio to determine which keywords and key phrases a podcast includes, search results may even show individual episodes.

## BE CONSISTENT!

Commit to a schedule, whether it's weekly, biweekly, or monthly, and make sure you have the resources in place to actually make happen it.



## 1 APPLE PODCASTS

The reigning champ, the Apple Podcasts App and iTunes on desktop, is still the #1 place people find podcasts. If you only submit your show to one directory, this is *the* one. Added bonus: once you're in Apple Podcasts you're also included in many other popular podcast apps because they pull from the Apple directory of all submitted podcasts.\*

## 2 STITCHER

Popular on Android but available on most platforms, your podcast is likely to pick up some new listeners on Stitcher.

## 3 GOOGLE PODCASTS

Google has podcasts! Native support for podcasts on Android has been lacking. Google's return to podcasting gives podcast producers & listeners a native way to find and listen to podcasts on Android devices.

## 4 TUNEIN

A blend of terrestrial radio, music and podcasts, TuneIn Radio provides users with a wealth of audio content. Submitting here will also make your podcast available on the Amazon Echo. "Alexa play [insert podcast]."

## 5 SPOTIFY

Quickly becoming the second most popular directory, behind Apple, Spotify is another important place to be listed.

**\* SOME OTHER PLACES YOUR PODCAST WILL BE LISTED BECAUSE YOU SUBMITTED TO APPLE.**



pocketcasts



overcast



podcast addict



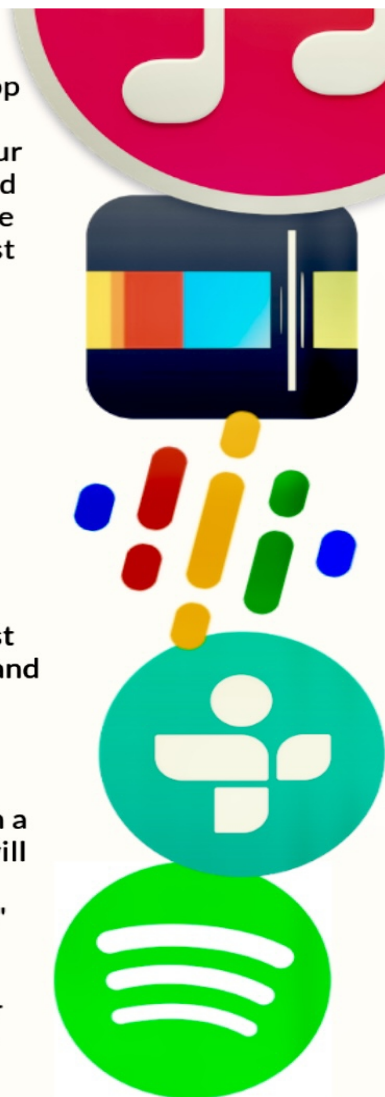
downcast



acast



icatcher





Wednesday at 7:30, Disney comes to ABC  
with the TV program of the year.

What's it about? Well, take  
fantasy, fun, a trip to the  
past and into the  
future... add a  
glimpse of nature's  
secrets...



# WALT DISNEY'S DISNEYLAND ON TELEVISION

mix well with Disney's  
magic touch, and you'll  
have some idea! It's a  
full hour of enchantment  
that will hold  
your whole family  
spellbound.

YOU CAN SEE IT  
ONLY ON  
WABC-TV Channel

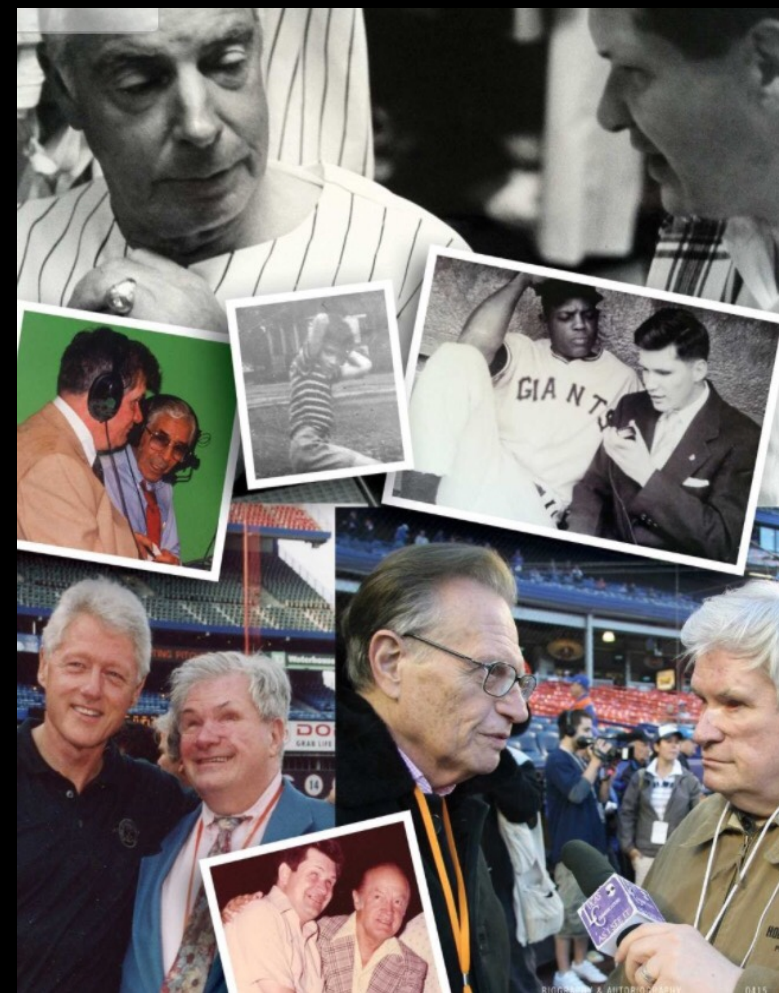
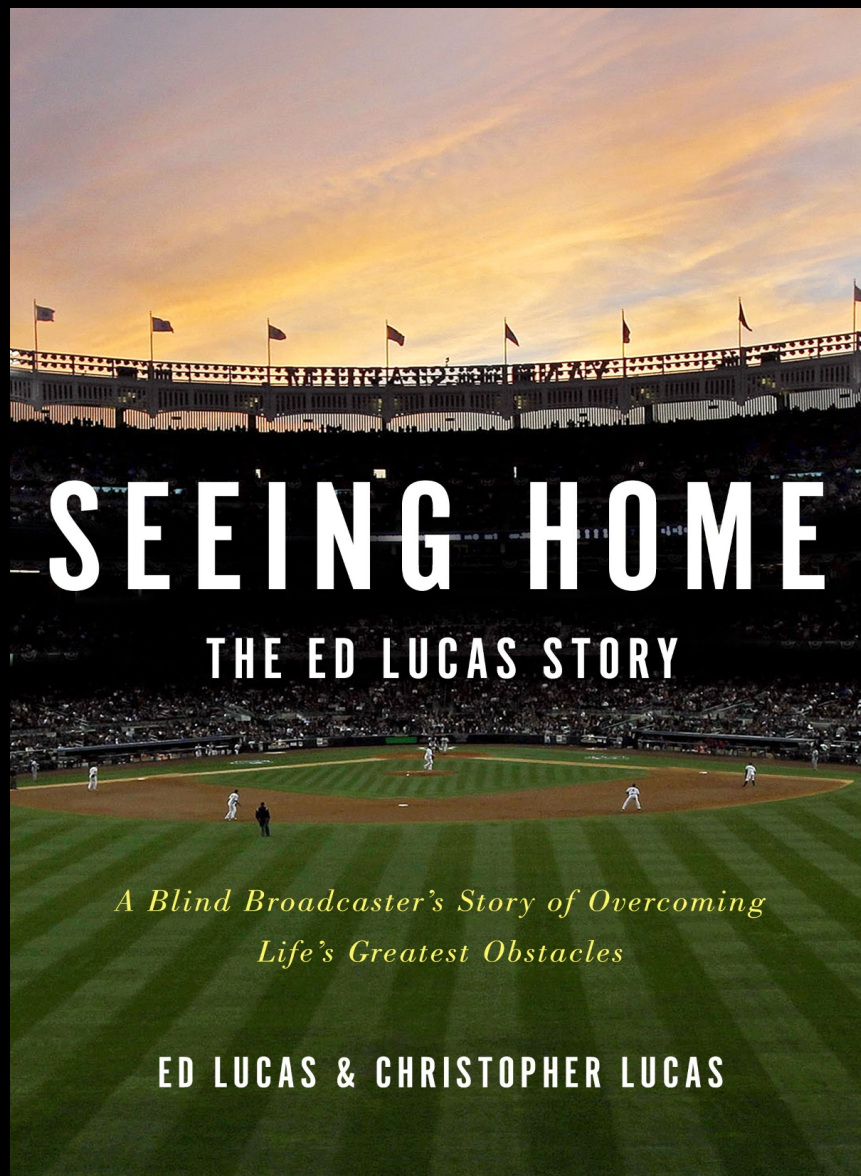
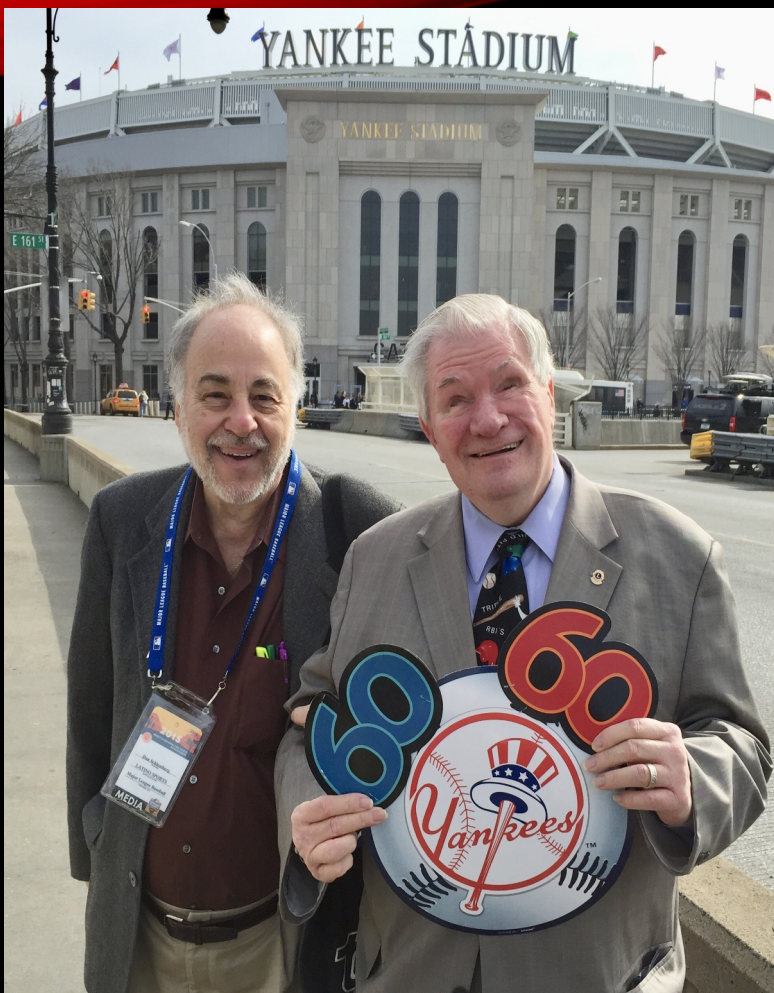
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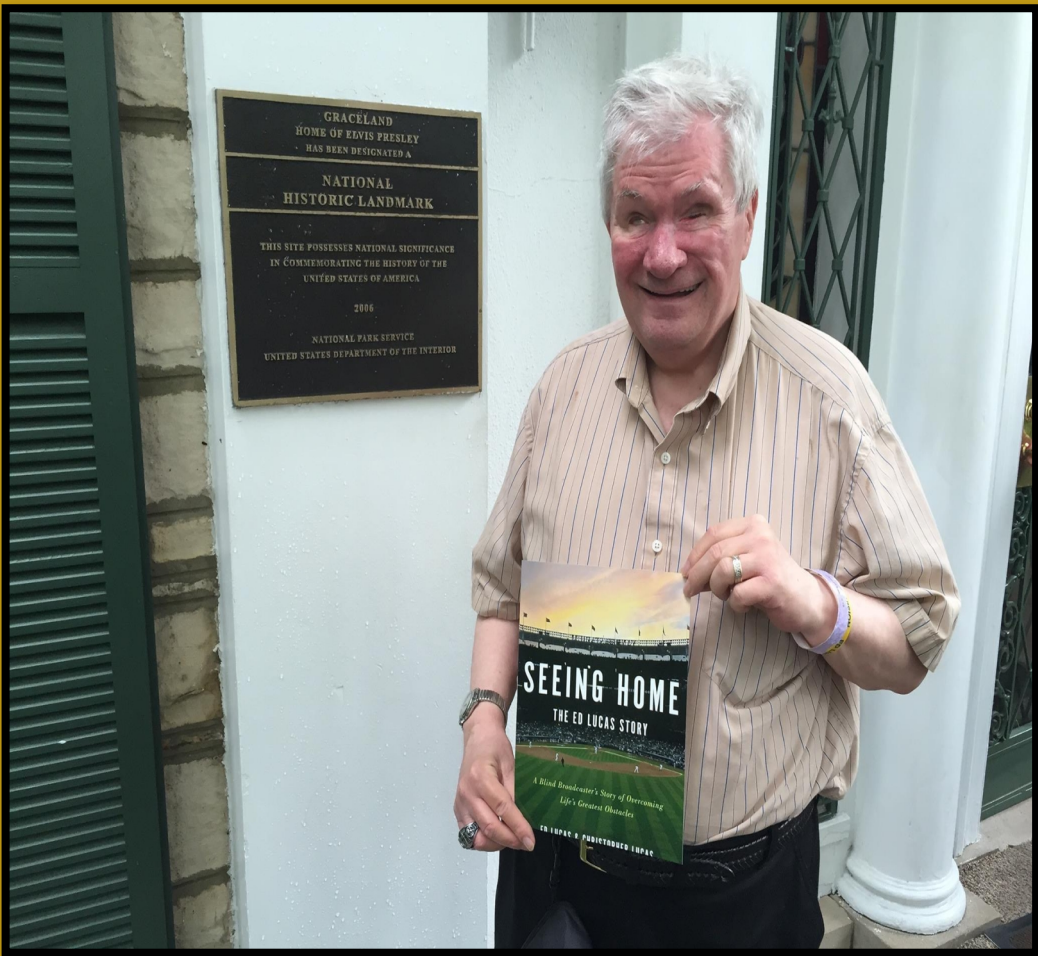
# THE MOST IMPORTANT PHRASE FOR PODCAST HOSTS AND GUESTS TO REMEMBER:















**“A BOOK THAT DISNEY FANS WILL FIND  
VASTLY ENTERTAINING.”**

**— DAVE SMITH, THE DISNEY ARCHIVES**



**TOP DISNEY AUTHOR,  
CHRISTOPHER LUCAS,  
WITH HIS  
FAVORITE MOUSE**

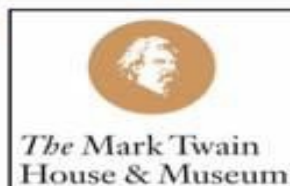
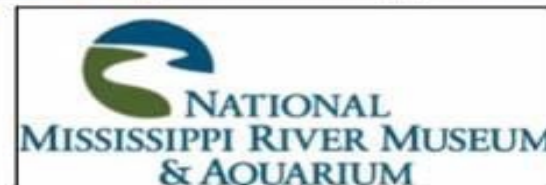
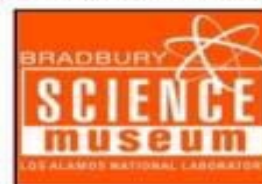
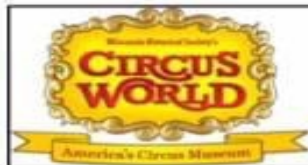
**TOPDISNEYBOOK.COM**

**“TOP DISNEY IS AT THE TOP OF  
OUR MUST READ DISNEY LIST!”**

**— DISNEY HISTORY 101**

**TOPDISNEYBOOK.COM**









**THE GARDEN STATE**





IF YOU ARE INTERESTED IN  
BEING A GUEST ON

**TRAVEL ITCH RADIO**

WITH DAN SCHLOSSBERG

PLEASE CONTACT DAN  
BY EMAIL AT:

**BALLAUTHOR@GMAIL.COM**