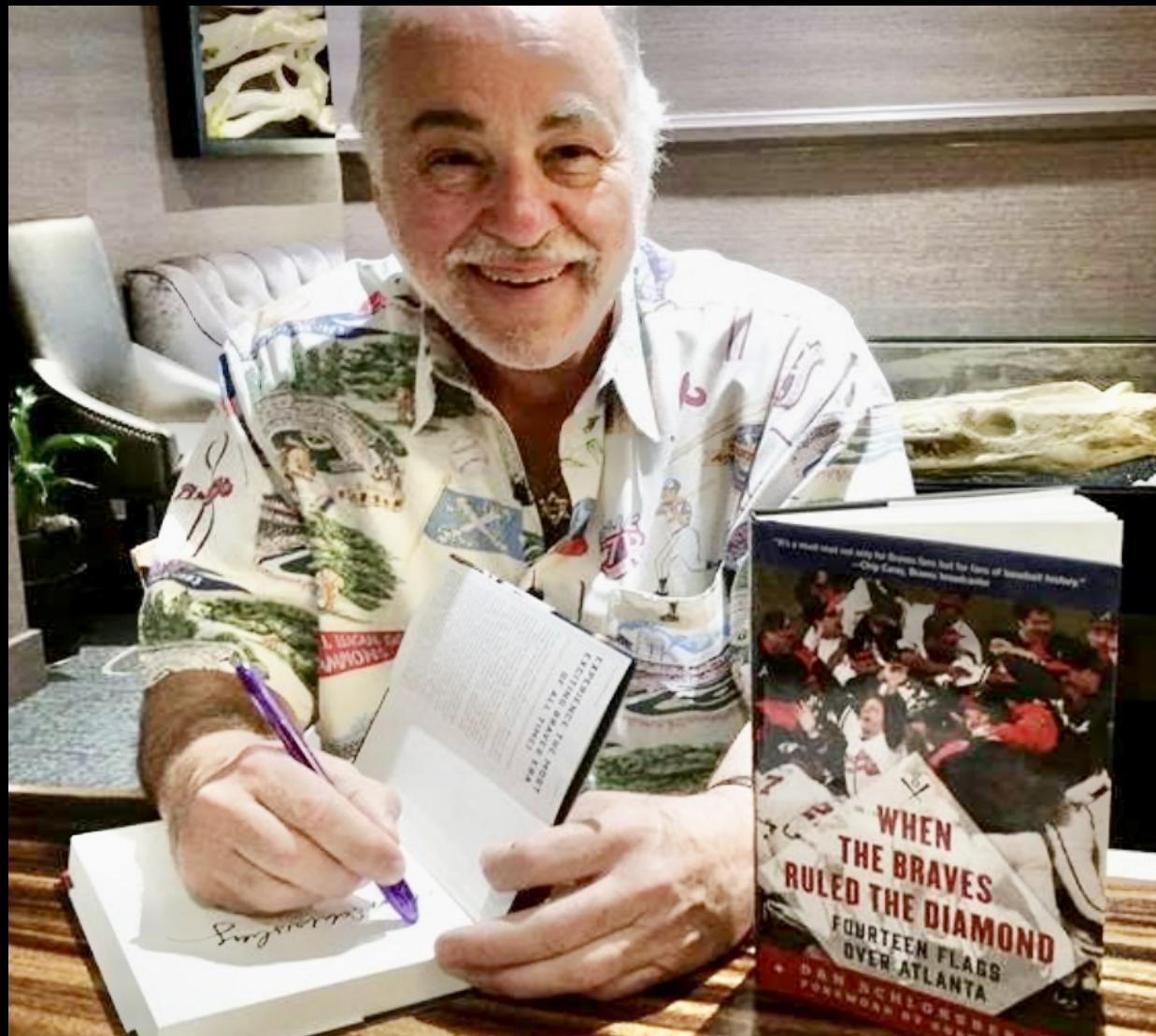
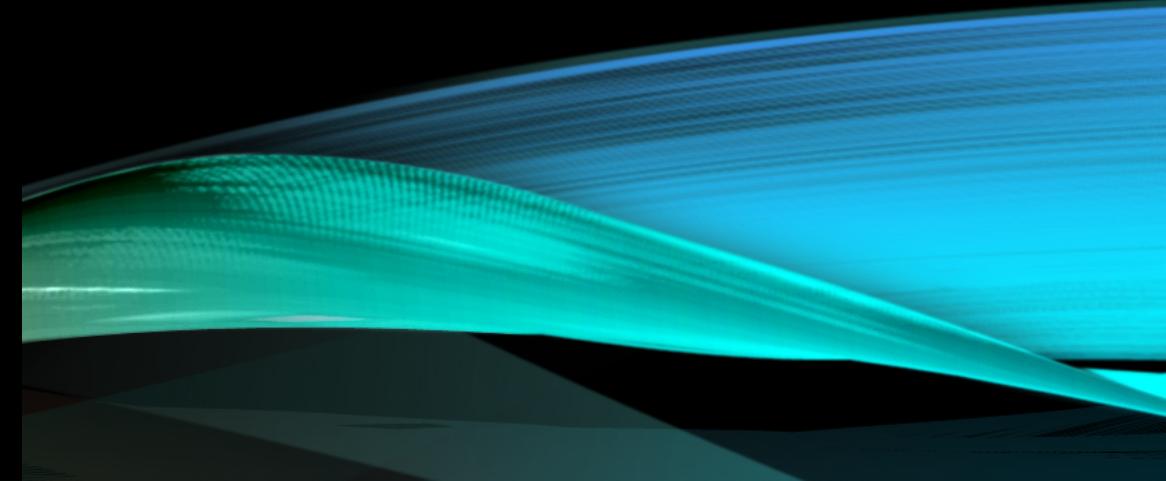


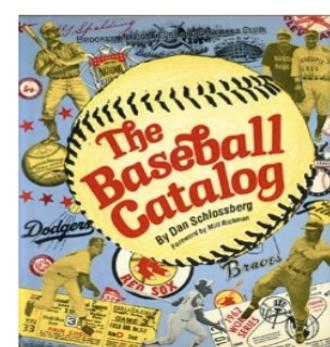
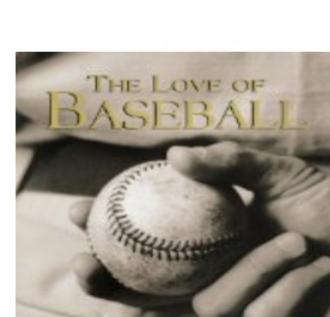
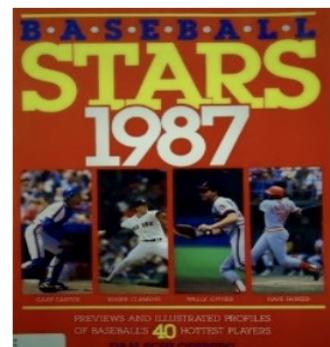
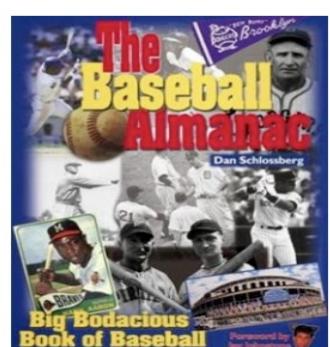
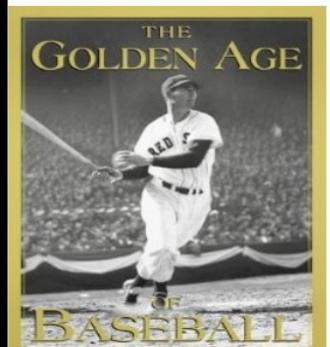
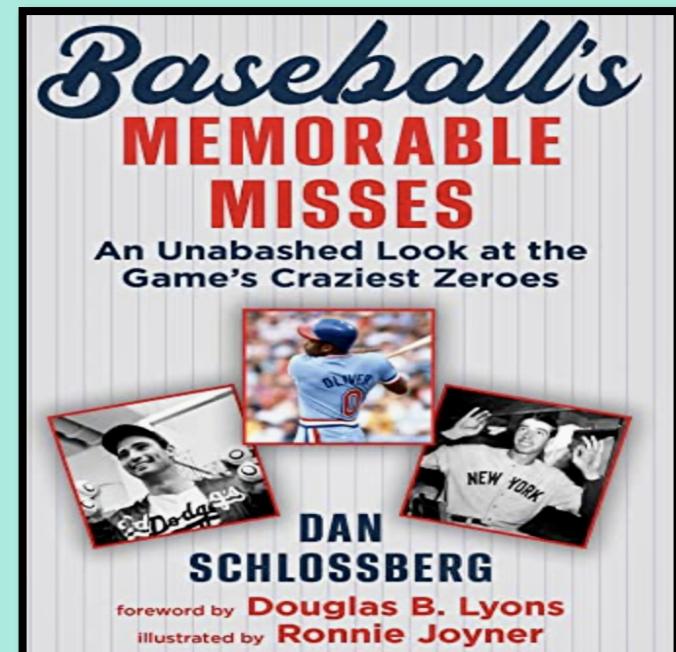
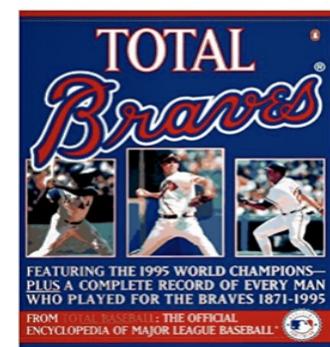
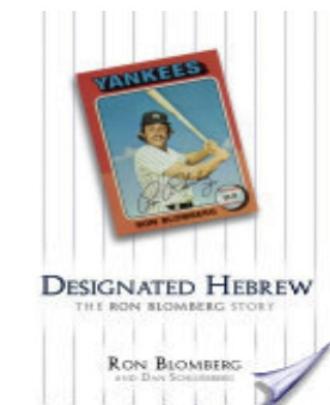
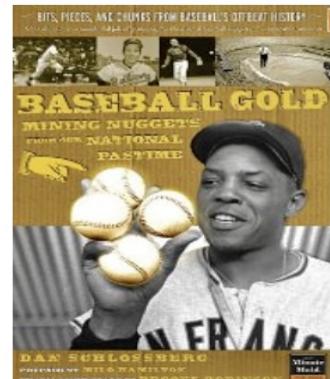
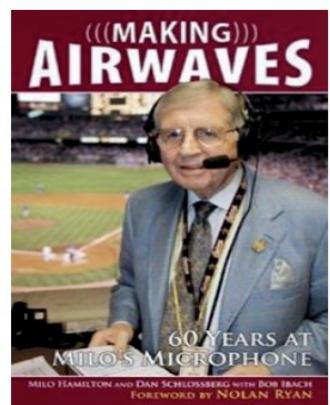
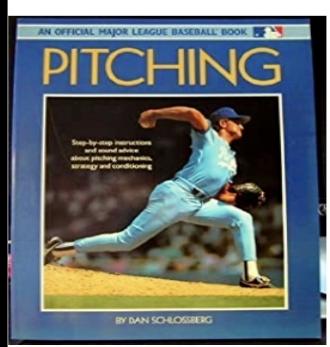
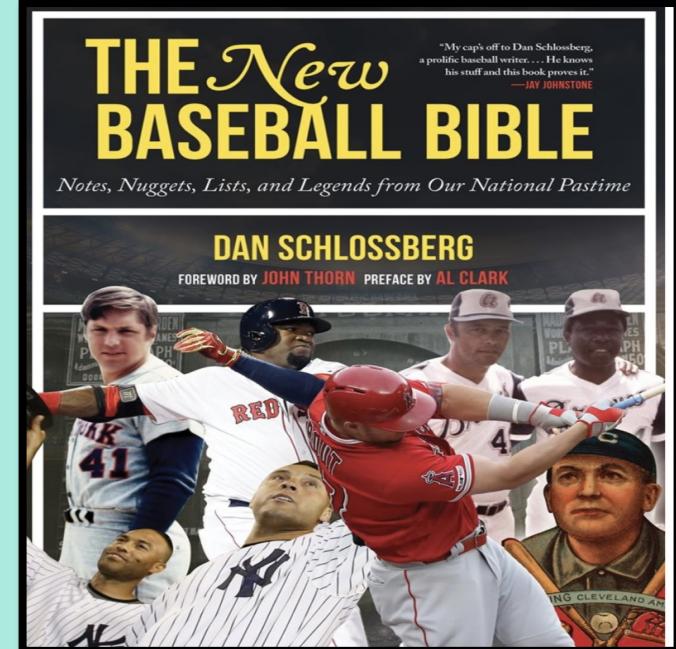
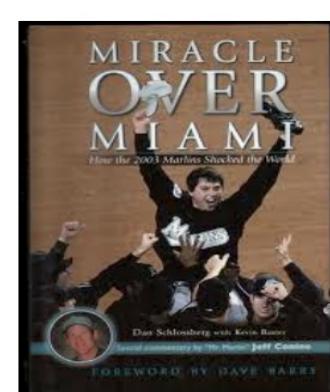
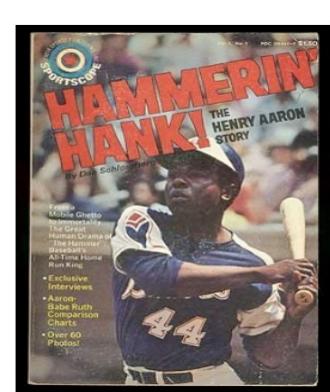
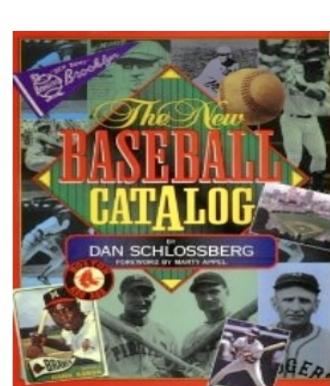
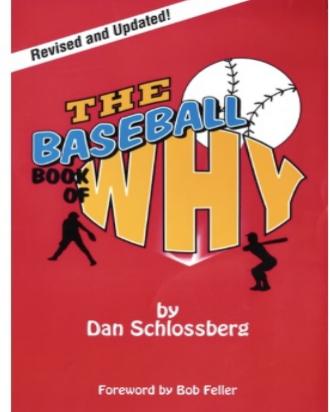
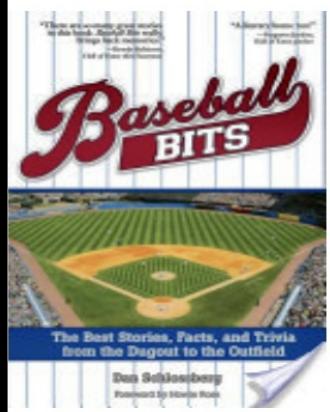
PODCASTING TO EXTEND YOUR MARKETING REACH

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

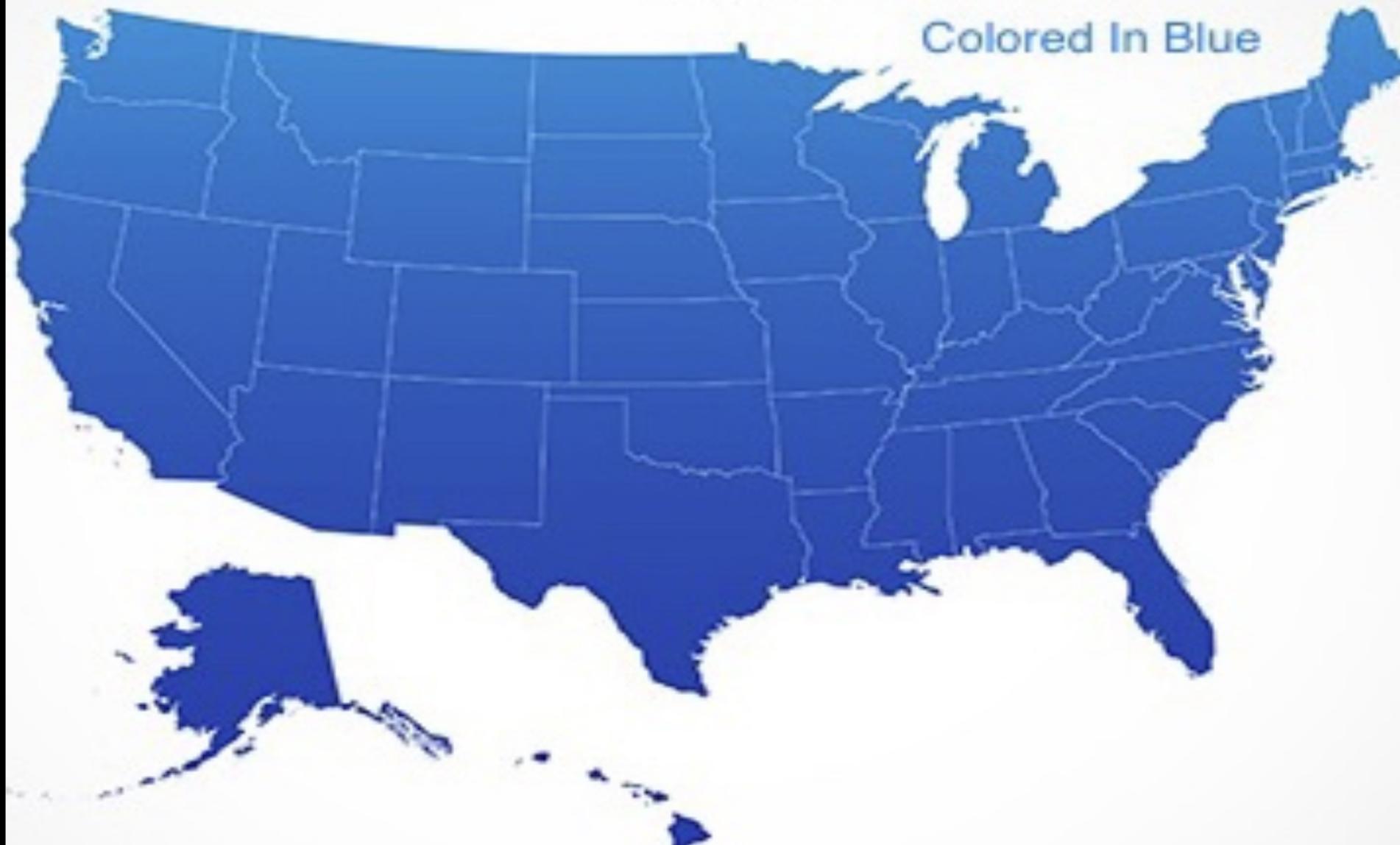
Places in the United States where
podcasts were being produced in 2003

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



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 %

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.

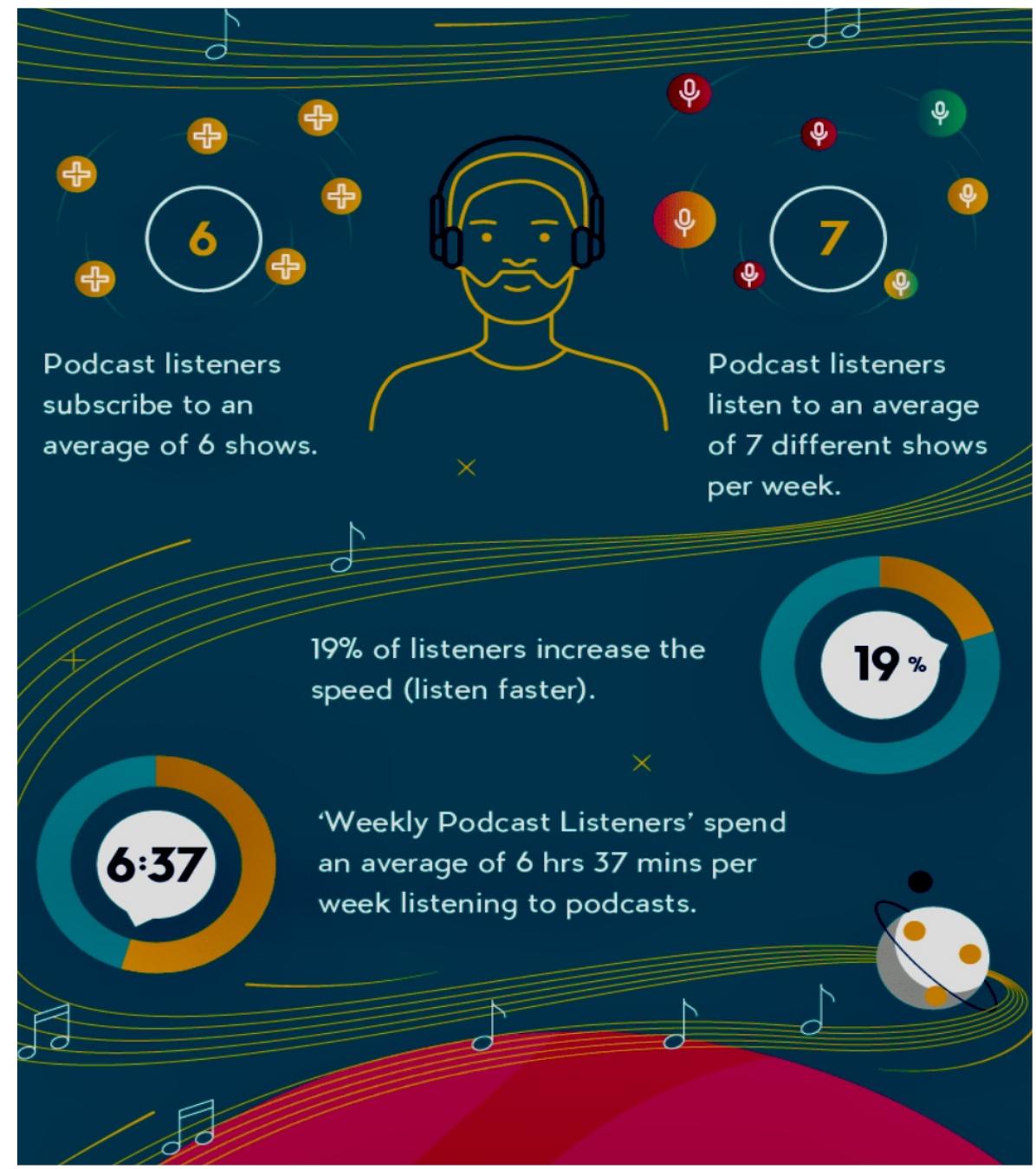
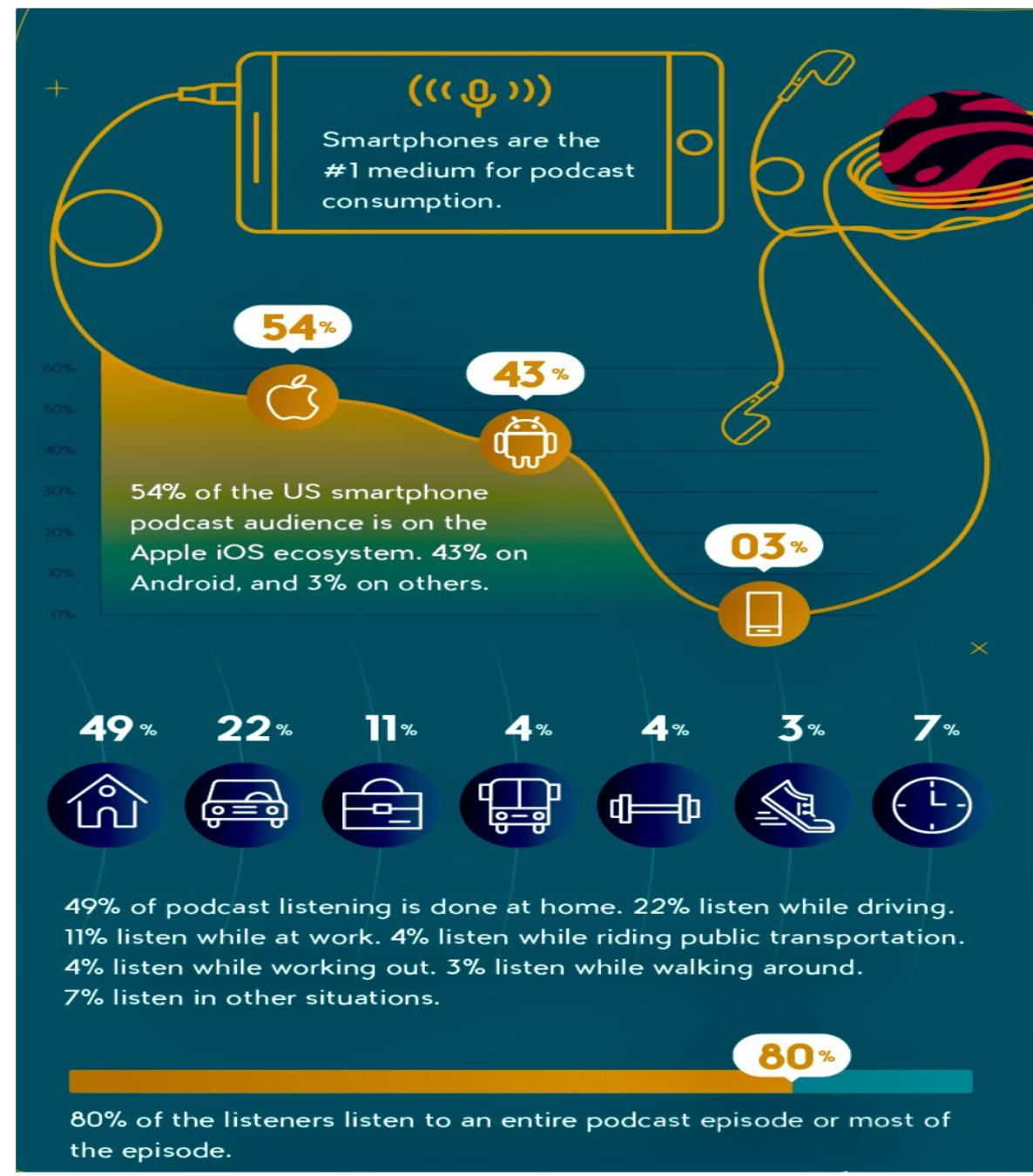
GENDER

52 %



48 %





SOCIAL MEDIA BEHAVIOR



94%



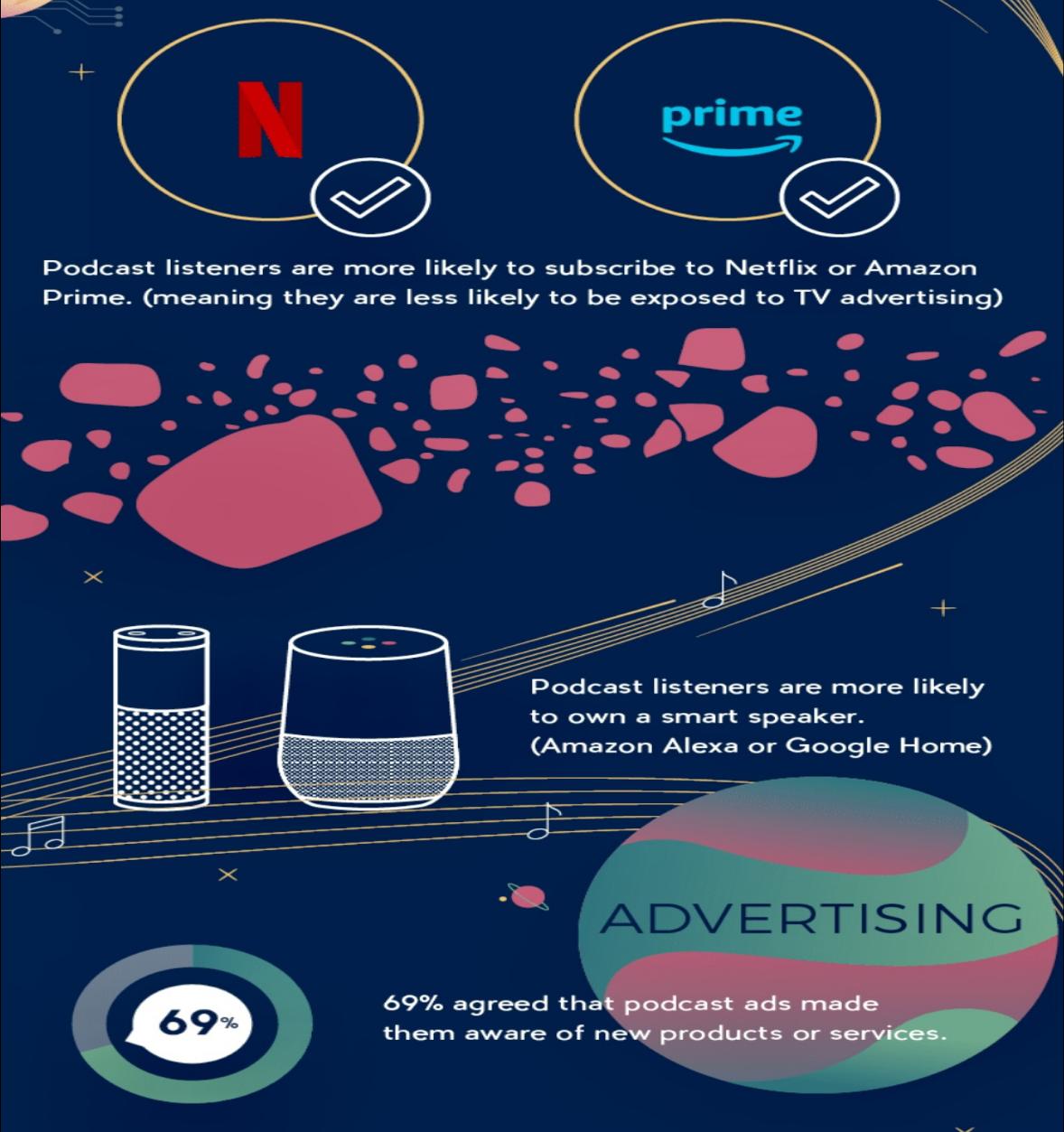
81%



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 AND TITLES¹



COMEDY 48%

- ▶ 2 Dope Queens, The Joe Rogan Experience, WTF with Marc Maron



EDUCATIONAL 40%

- ▶ TED Radio Hour, Freakonomics Radio, Radiolab



NEWS 38%

- ▶ The Daily, Up First NPR, Serial



SPORTS 27%

- ▶ Pardon My Take, Fantasy Focus Football, 30 for 30 ESPN



POLITICS 22%

- ▶ Pod Save America, Wait Wait Don't Tell Me, NPR Politics



GAMING 18%

- ▶ Game Scoop, Giant Bombcast, Fireteam Chat



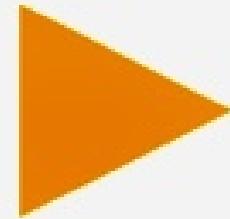
TECH 16%

- ▶ 99% Invisible, TechStuff, Vergecast



SCIFI 16%

- ▶ Girl in Space, LifeAfter, Tanis



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 
- 10 Helps you to find Your Voice 



QUALITY AUDIO!

Invest in a decent microphone, headset, and editing software. You don't have to 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.



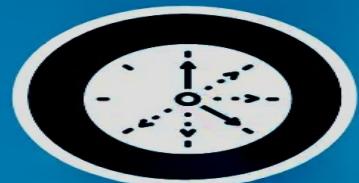
GREAT GUESTS!

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 it happen.

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

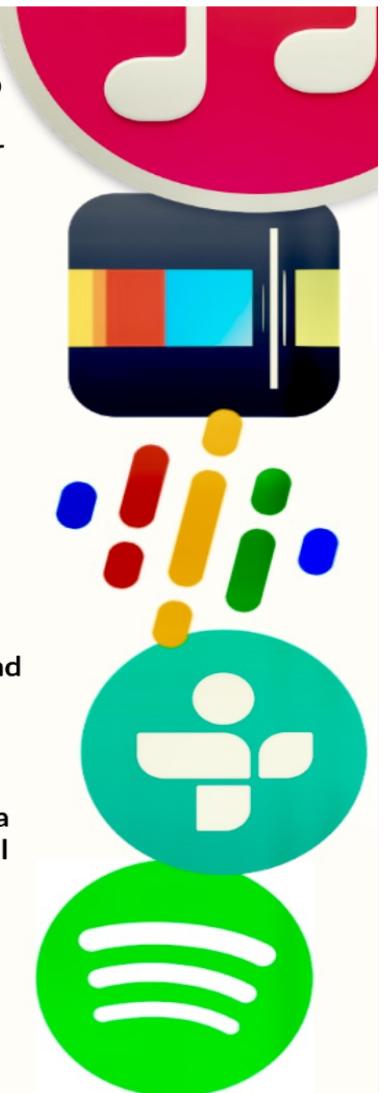
TUNEIN

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

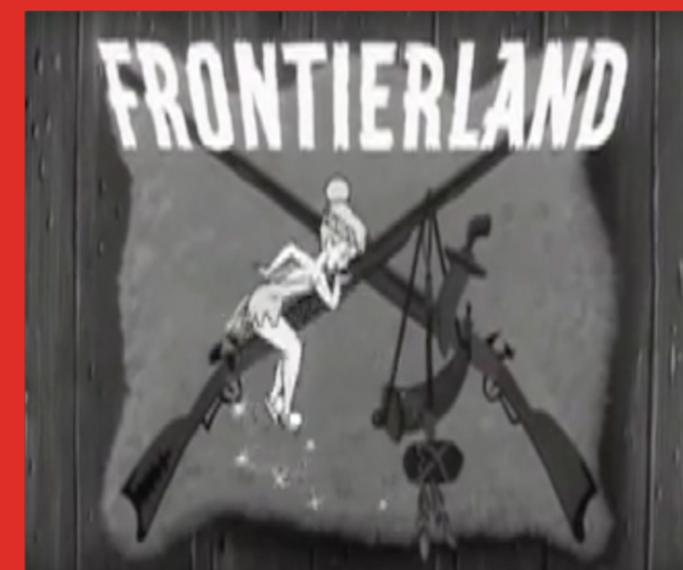
mix well with Disney's magic touch, and you'll have some idea! It's a full hour of enchantment that will hold your whole family spellbound.

YOU CAN SEE IT

ONLY ON

WABC-TV Channel

7

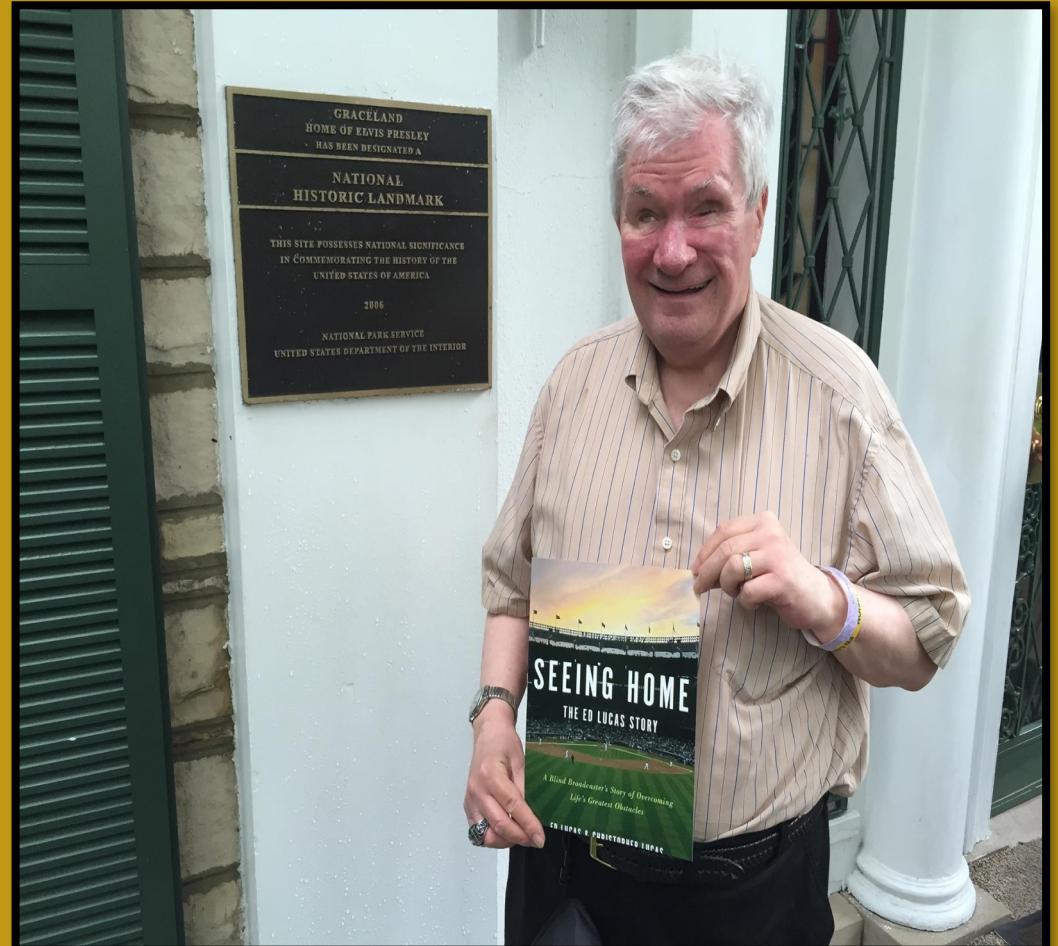


THE MOST IMPORTANT PHRASE FOR PODCAST HOSTS AND GUESTS TO REMEMBER:





ED LUCAS & CHRISTOPHER LUCAS





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

— DAVE SMITH, THE DISNEY ARCHIVES



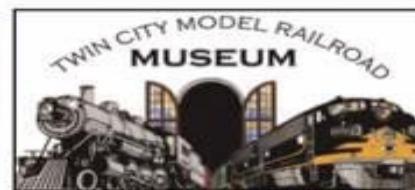
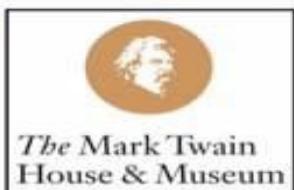
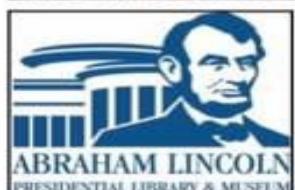
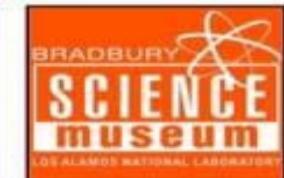
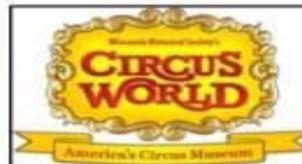
**TOP DISNEY AUTHOR,
CHRISTOPHER LUCAS,
WITH HIS
FAVORITE MOUSE**

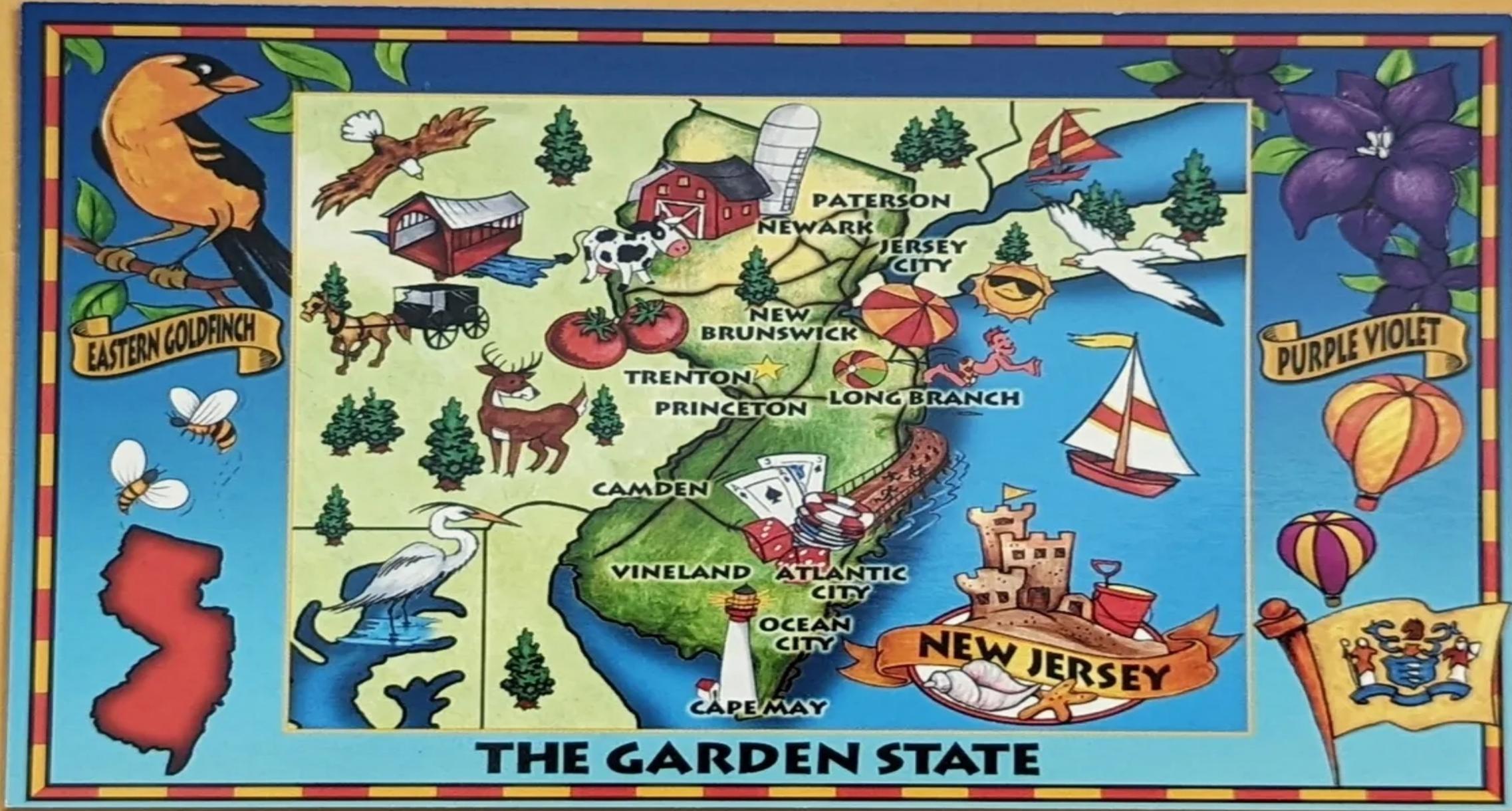
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OUR MUST READ DISNEY LIST!”**

— DISNEY HISTORY 101

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