

Excerpted from

# Holland Cooke Monthly Newsletter

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***“If you do the same thing as everybody else, you look like everybody else.”***

No, this isn't yet-another HC spiel about “the Arbitron diary is a memory test, which stations flunk when they all sound-alike.” Certainly the statement above applies, but speaker wasn't talking about radio. PodWorx' Scott Whitney presented “Plan, Produce, Publish and Promote: The 4 Keys to Podcasting Success” at the New Media Expo in Las Vegas last month.

- Podcasts are “a great way to personalize the business...a way for customers to meet the guy who runs the company.”
- So creating online media for advertisers is an opportunity for radio, because:
  - a) we produce media; and
  - b) we can invite come to listen/watch it.
- For Sales reps, “this is a way to get on [the prospect's] calendar twice:” first for the informational interview, then to return to play the finished piece on your laptop...and, of course, to drop off the souvenir CD.

Here are Whitney's “4P's of Podcasting:”

1. **Plan:** Quoting Frank Sinatra -- “You have your entire life to do your first album. You have 6 months to do your second album.” -- he recommends creating “an Episode Map:”
  - a) Plan how-a-series-of-episodes conveys the sponsor's message; and how each episode accomplishes its piece thereof.
  - b) Choose the episode title LAST. Choose keywords – what-a-consumer-would-be-likely-to-type-into-Google -- FIRST.Planning in this fashion helps avoid “podfade,” loss-of-interest-in continuing to produce new episodes.
2. **Produce:** Affirming that broadcasters have an edge, Whitney declared “the days of the amateur-sounding podcast are over.” Goal: “Make people sound smart. If you do that for a guest, they will love you for it.” Clean-it-up in post-production.
  - a) First, in a Pre-Interview: Articulate the LISTENER'S need. Ask the advertiser NOT to use talking points verbatim.
  - b) If it's a phone interview, “no speakerphones, no cell phones.”
  - c) Tell the person you're interviewing to smile.
3. **Publish:** Goal: increase the probability of listenership, decrease the probability of format incompatibility. How:
  - a) “Get on iTunes!” It's free.
  - b) Offer various ways to listen, i.e., WindowsMedia, Real, MP3 download, M3U (a streaming MP3 file). Most-often-missed-opportunity: embed a flash player within each episode.
  - c) Do RSS feeds that users catch in Google Reader and others.Sound scary? Not if you're working with WordPress or another free blog platform that comes with such “plumbing” built-in.
4. **Promote:** Among the Wordpress dashboard options: “Update Services,” which “taps Google on the shoulder.” And use all the station's own media, i.e., Have staffers put a link to the podcast in the signature block at the end of Emails.

## About WordPress: It's GREAT...and FREE!

This was the 4<sup>th</sup> annual New Media Expo, which started as a podcasting convention. Every year, the crowd has been 2000+, more than you'll see at a radio convention these days. Hit [NewMediaExpo.com](http://NewMediaExpo.com) to purchase a whole-convention podcast package. HIGHLY-recommended: “New Media for Lawyers, Doctors, Accountants and Other Professional Service Firms” by Lee Rosen.

As a broadcaster, I have found attending this convention each year instructive. Among the nuts-and-bolts tips I can report-back to you is a clear consensus among speakers I heard for [wordpress.com](http://wordpress.com). Like [blogger.com](http://blogger.com) and other similar platforms, WordPress is free. Once you get-the-hang-of-it, it's easy to use. Among sites I have built on this facile platform is [www.ListenToAmerica.com](http://www.ListenToAmerica.com).

In “WordPress for Podcasters: Proven Strategies to Maximize Your Podcast's Blog,” WordPress.org's Charles Stricklin offered what he regards as the most important features of a podcast blog, regardless of which platform you build it on:

- contact information (make yourself easy to find).
- podcast subscription method featured prominently (“above-the-fold”);
- mailing list subscription or other Email collection method (think-beyond “broadcasting,” and **interact**);
- surveys (the best Internet content is stuff USERS create).