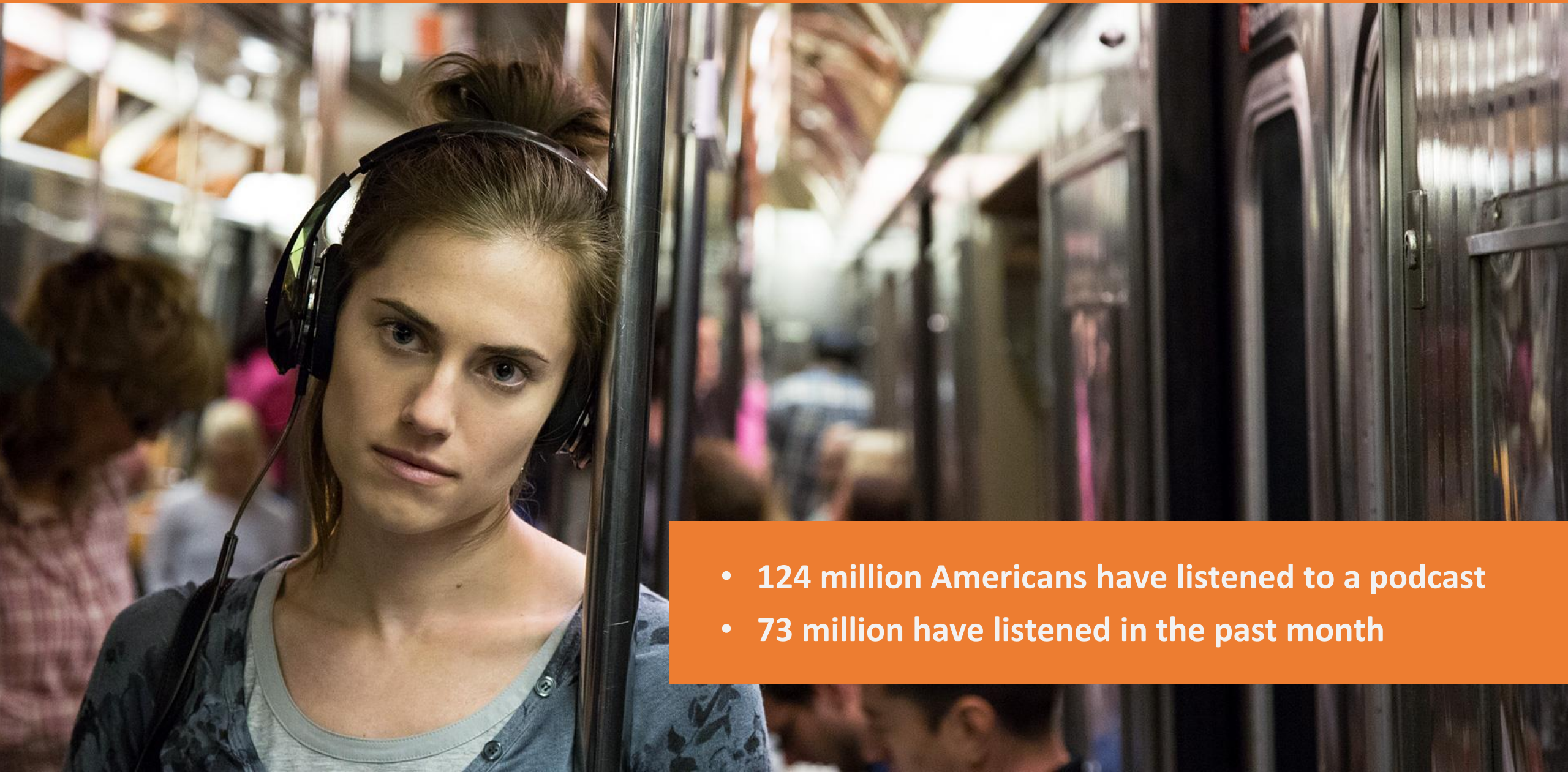


# Increasing Channels for Thought Leadership and Expanding Influence With Podcasts

June, 2018

# Podcasts are Mainstream



- 124 million Americans have listened to a podcast
- 73 million have listened in the past month




# The Right Audience for Associations

- 
- Listeners are affluent
  - Better educated on average
  - Ambitious and career oriented
  - Looking for authoritative sources

# Competing for Attention in a Fragmented Media Landscape

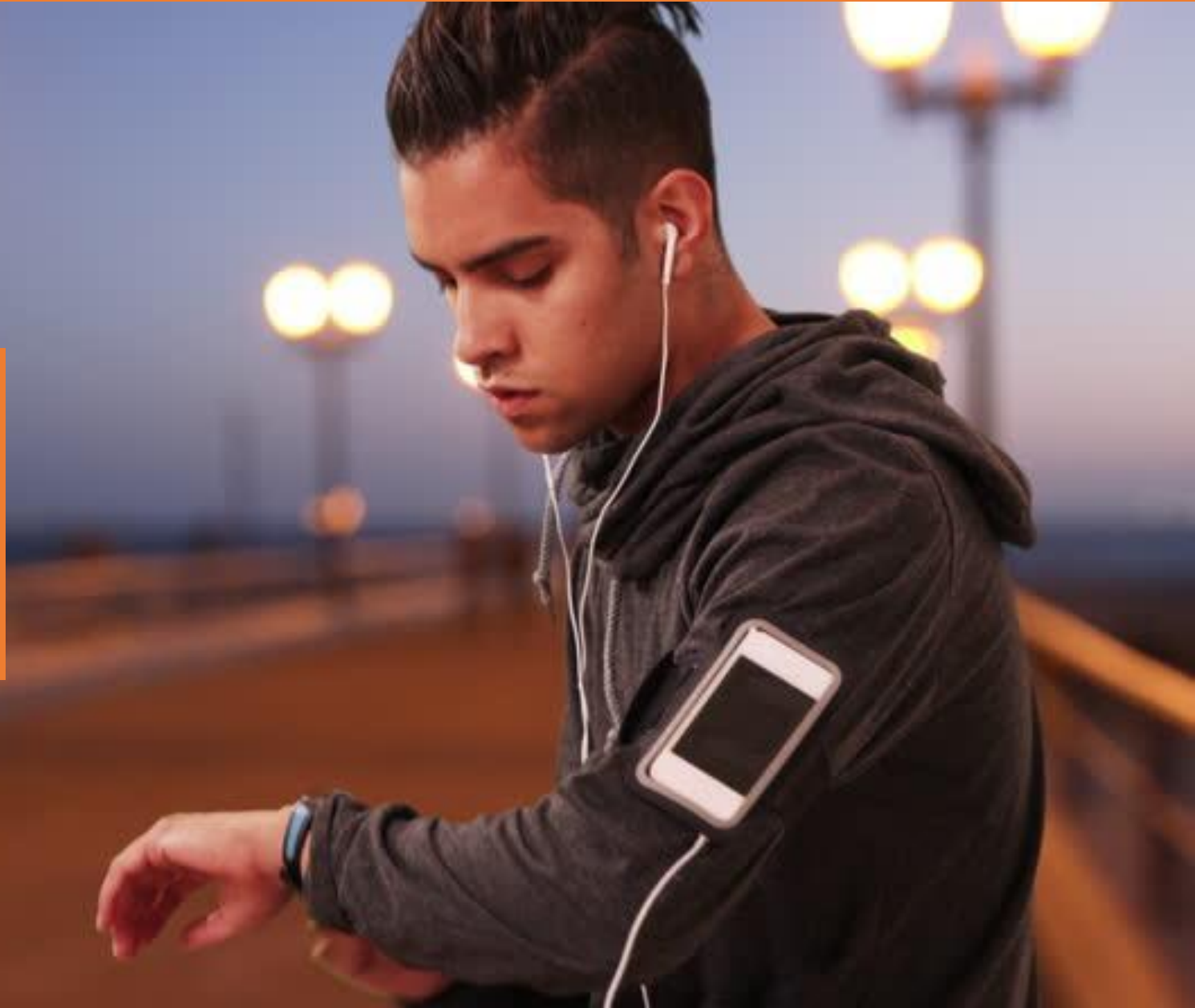
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- 
- Earned media harder to get everyday
  - Email in-boxes are out of hand
  - Going viral is expensive
  - Video production costly and difficult



# Long Form Content has Found a Home

- Content that can be absorbed while busy doing other things
- Jogging, commuting and chores, to name just a few



# People are Hooked, Reel Them in With Relevant Content

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# SERIAL

- Entertainment podcasts created listeners who now seek information on issues that matter
- Your work speaks to their wallets, values and the issues that impact them
- Be a resource for professionals, policymakers, potential new members and the media







What would you do with an new audience of 1,000?



# Convenience Matters: NACS







# SHOE-IN

Hosted by Matt Priest  
and Andy Polk

1

## Pilot phase (4 to 8 weeks)

- Show development and communications strategy
- Pilot taping day with group training exercise
- Post-production development

2

## Decision point

- Review annual budget and calendar
- Determine show taping pace and location
- Establish show release schedule

3

## Show launch

- Schedule first releases of pilot episodes
- Ramp up promotion and coordination
- Begin booking future guests



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# THANK YOU.

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Public Affairs Council

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