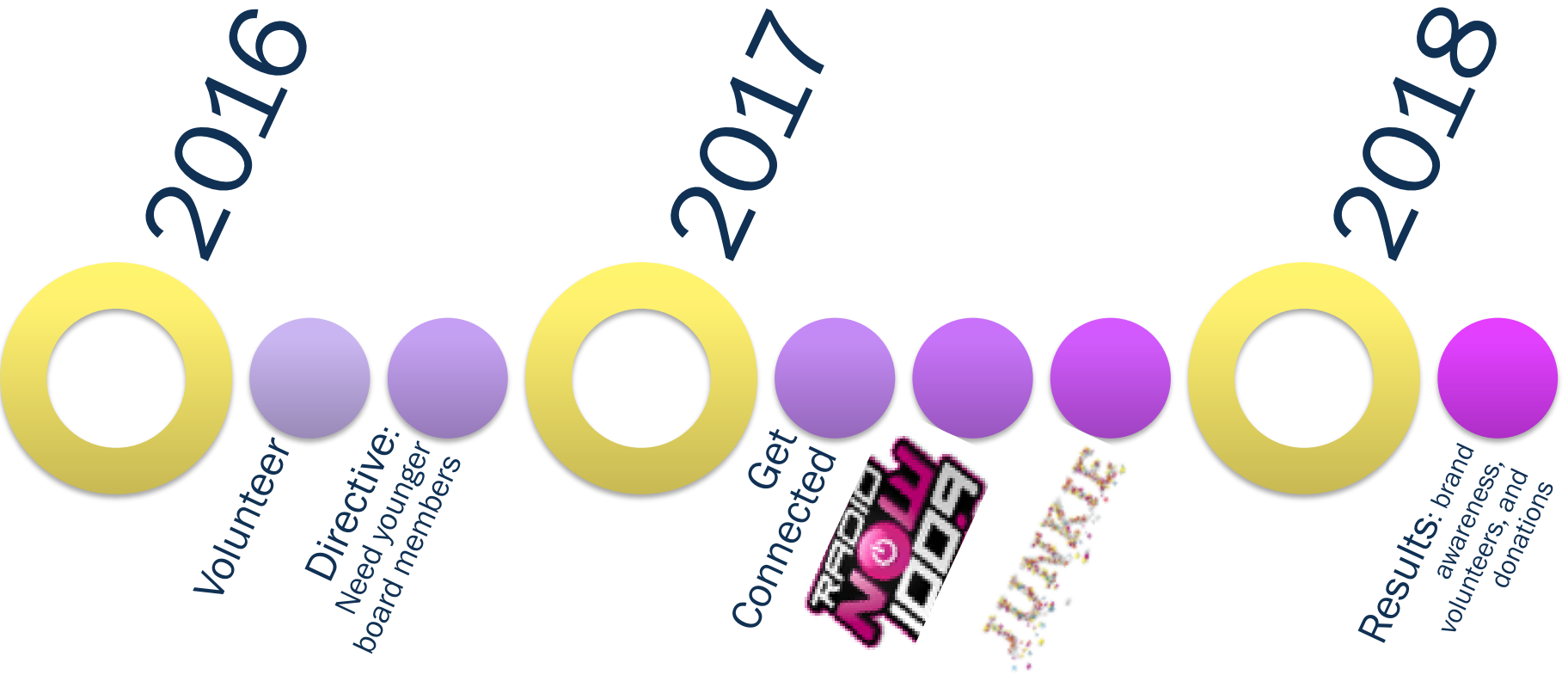


CRIME



**PODCASTING FOR CRIME STOPPERS**  
THE HOW AND WHY YOU SHOULD BE DOING IT

# HOW DID THIS GET STARTED?

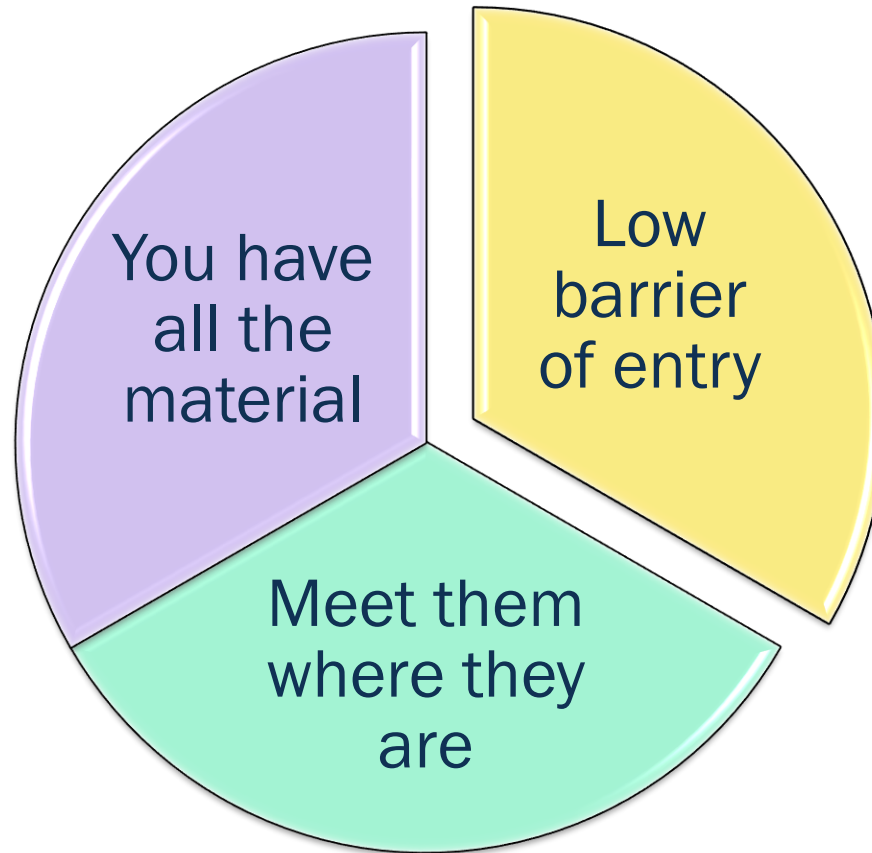


CRIME



WHY?

# WHY PODCAST?



# WHY TRUE CRIME?

True Crime

OXY  
GEN

is

HOT

ID  
INVESTIGATION  
DISCOVERY

CRIMECON

CRIME  
JUNKIE  
podcast

CRIME



HOW?

# HOW TO PODCAST

What is the goal?

Brand Awareness

PR – Cold Cases

Engagement

Revenue

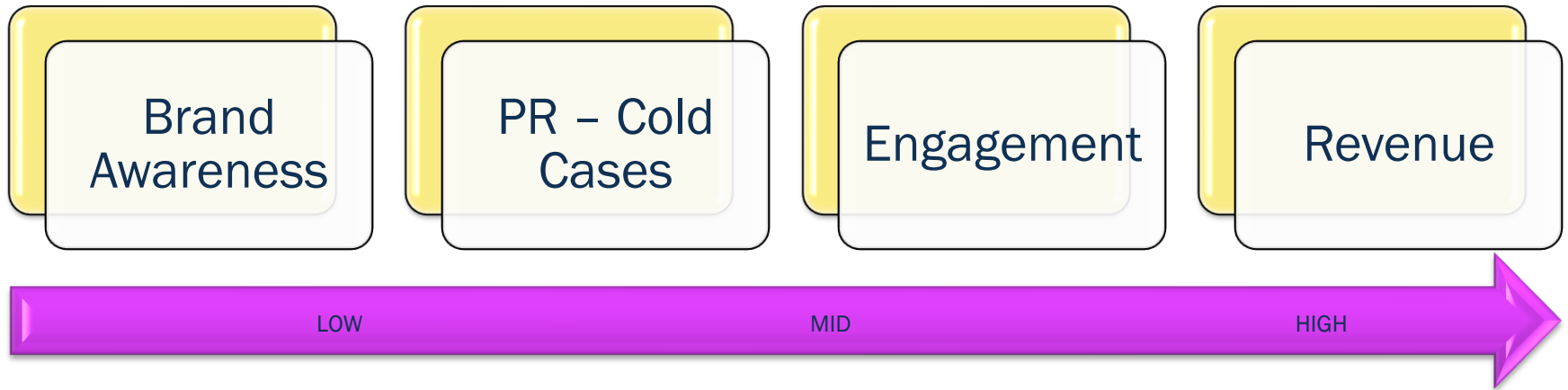
Effort & Investment

LOW

MID

HIGH

# HOW TO PODCAST



10k 15-20k 50k 150k  
(any) (local) (local) (any)



# THINGS TO CONSIDER WHEN STARTING

## Who

- Audience: Be Specific

## What

- Format (story telling? Interviews?)
- Host

## When

- Cadence
- Stick to something manageable

## Where

- Podcasts don't need to look good – they need to sound good. Use your closet!

# HOW TO PODCAST BEGINNER MUST HAVES

## Step 1. Actually record some audio

- Mic \$14 - \$100
  - Atr2100 \$60 price point – in the right room sounds magical
- Editing software (often free)
- Keep it polished
- .mp3 file at end
- Consistency (Host & Cadence)

## Step 2. Create a logo

- 1400 x 1400 – 3000 x 3000 pixles
- Square only
- Jpg or png only

## Step 3. Create an RSS feed

- RSS = Really Simple Syndication
- Can be done by having a website with blog or with a paid service like audioboom (\$9.99/mo)



# HOW TO PODCAST

What is the goal?

Brand Awareness

PR – Cold Cases

Engagement

Revenue

Effort & Investment

LOW

MID

HIGH

# REVENUE CAN MEAN MANY THINGS

Merch



Patreon



Ads

# HOW TO PODCAST: FOR REVENUE (OTHER CONSIDERATIONS)

## Website

- Need a way to engage with you
- Blog, store, audio feed

## Social Media

- Another way for the audience to engage and connect
- Push your revenue builder (merch, patreon, ads)

## Extra Content

- If this is part of your revenue plan

## Marketing

- Social media paid, partner with local papers/new/other pods

CRIME

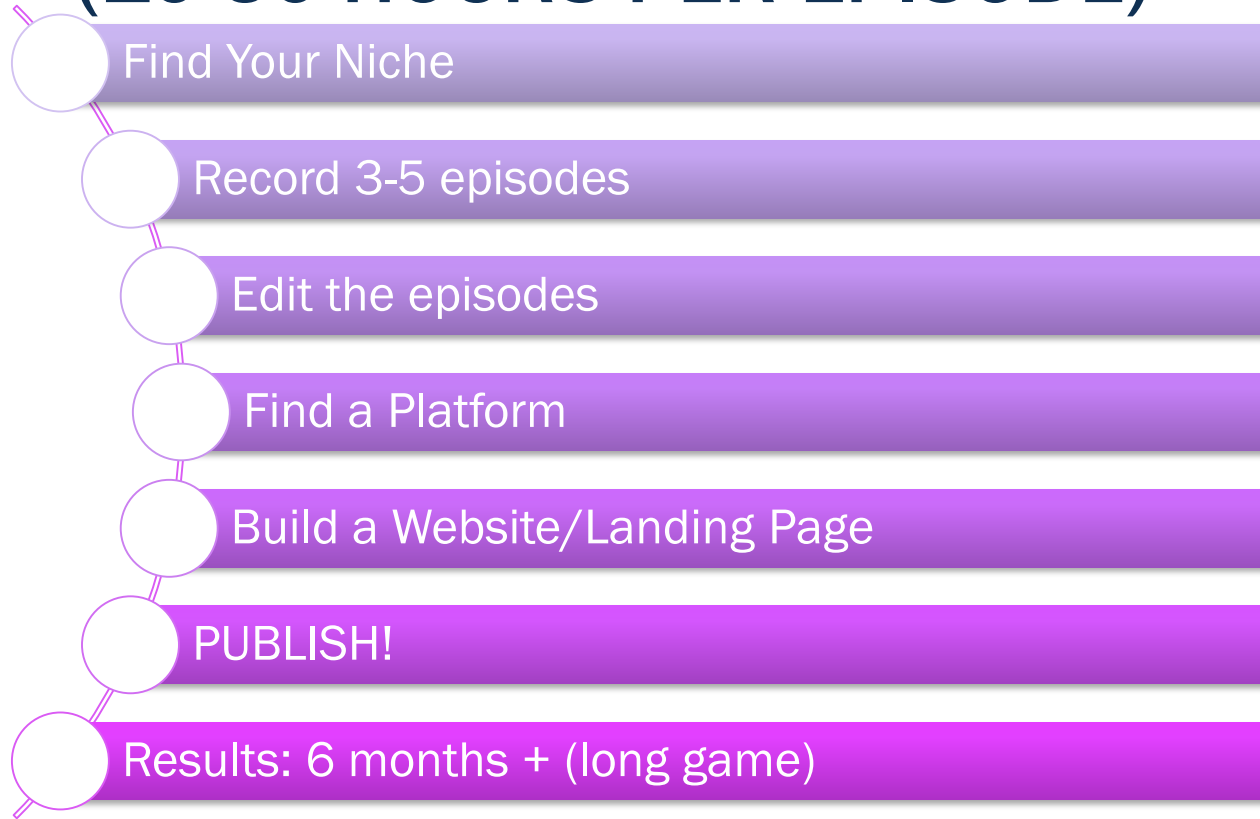


podcast

WHERE DO I START?

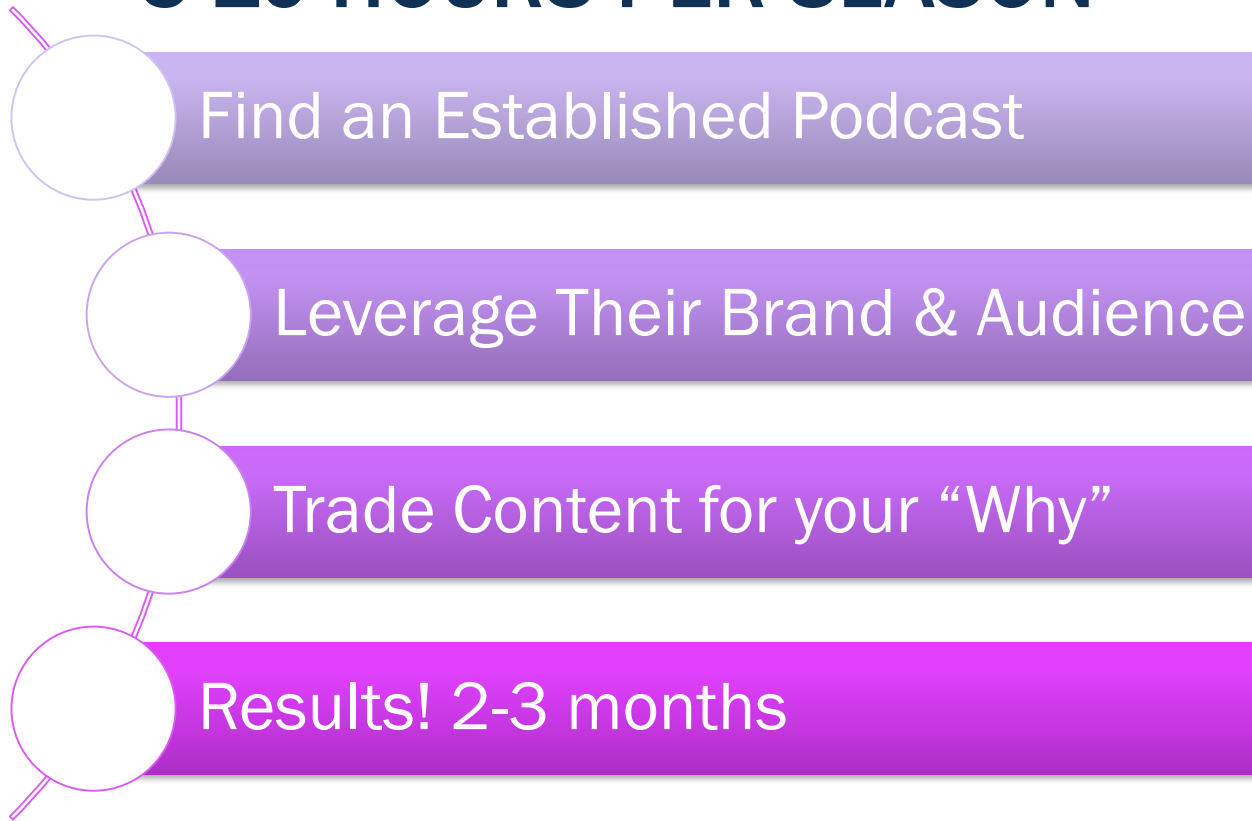
# ON YOUR OWN

## (10-30 HOURS PER EPISODE)



# PARTNER

## 5-10 HOURS PER SEASON





# Need Help Launching or Want to Partner?



## AUDIOCHUCK

Ashley Flowers

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317-771-0475

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