

# Podcasting Studio



## Why podcast?

Podcasting is an effective means of communicating your expertise or message with your audience — internal or external, marketing and PR. Podcasting presents a unique opportunity to communicate personally and consistently, strengthening your relationships and allowing you to introduce potential clients to your company, products, services or expertise.

## What is podcasting?

A podcast is a digital media file that is distributed over the Internet for playback on portable media players and personal computers. Though podcasters' web sites may also offer direct download or streaming of their content, a podcast is distinguished from other digital media formats by its ability to be syndicated, subscribed to, and downloaded automatically.

## Can I listen to a sample?

To hear samples of general podcasts search on Google for “podcast” and the topic of your choice, or call us. Our most recent podcast is available at [www.insidemieducation.com](http://www.insidemieducation.com)

## What do I need?

Podcasting is not difficult, complex or expensive. All you need is a little imagination, a topic, and a desire to speak openly with your listeners. Here are the basic steps:

1. Pick your topic.
2. Record your message.
3. Post your message online.
4. Link to your message in a feed.

It's pretty easy; and we're here to help.



## What does Foxbright do for me?

The amount of involvement you want from us is really up to you. Here's what we can offer:

### A Quiet Place to Record Your Message

We have an acoustically treated room that is ready for you to record your message or interview. The microphones, mixer, and computer are standing by, so all you have to do is focus on your message. Most podcast episodes can be recorded in just one hour.

*~Room rental: \$100/hr*

### Professional Voiceover and Music

If you are looking to add a professional feel to your podcast, consider adding a professional voiceover introduction and ending to your message. Mix in some music and you have a truly first rate production.

*~One-time service fee: \$650*

### Audio Editing and Production

After you record your message, we can assist you by adjusting the volume, providing varying levels of editing, and blending your professional intro and ending to your podcast. We will upload your podcast to your hosting server and update your RSS feed. Typically we can accomplish this in about one hour.

*~Editing and Production: \$95/hr*

## Tell me more.

Our studio is in downtown Grand Rapids on the fourth floor of the Landmark Waters Building.

A quality podcast is available to you for \$195 per episode. We recommend adding the music and voiceover because for a one-time fee of \$650 you will create a truly professional quality podcast.

Interested? Contact Rob Huisingsh to find out more. (616) 988-2400. ■