

## Podcast Action Plan

Title: \_\_\_\_\_

- *Primary Target Audience:*
  - *Secondary Target Audience(s):*
- *Description:* (1-3 sentences, how you will hook your PTA)

Mining Your Resources	Actions Needed to Secure	Cost (\$ and time)
<b>Recording equipment</b> <ul style="list-style-type: none"> <li>• Laptop</li> <li>• Microphone</li> <li>• Mic Screen</li> <li>• Headphones</li> <li>• Recorder</li> <li>• ALDs</li> </ul>		
<b>Editing equipment</b>		
<b>Recording location</b>	<i>Cochlear implant office #2; available the 2<sup>nd</sup> Tuesday afternoon of the month</i>	<i>3 hours</i>
<b>Compensation for interviews</b>	<i>Gas card</i>	<i>\$50</i>
<b>Hosting Site</b>		
<b>Music</b>	<i>Will download from Pixabay</i>	<i>\$0</i>
<b>Artwork</b>		
<b>Website</b>		
<b>Social Media</b>		

### How will this project be unique:

- Amount of episodes
- Length of episodes
- Format/segment
- Hosts/guests
- Other unique features
- Outline of episodes as the develop

### Dissemination & Listener Engagement

- How often will you release episodes?
- How will you promote the project?
- List your website and social media accounts. Who will manage each