



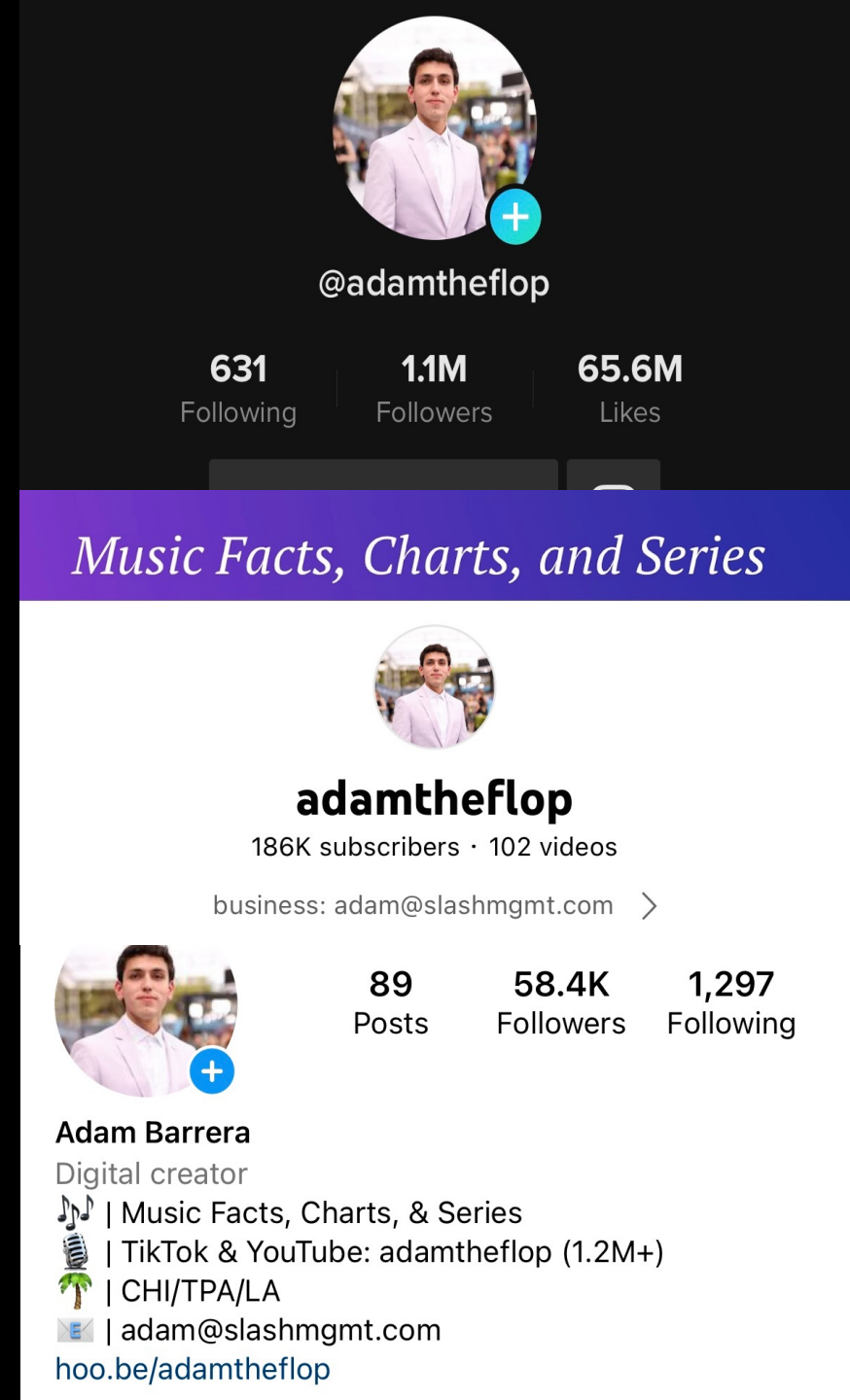
PLATINUM AND GOLD

A PODCAST BY ADAM BARRERA

<https://open.spotify.com/show/1emL0eu6PR8YKLwMqywjxJ?si=a365a74727584ba2>

BACKGROUND

- I've been creating content for the past 1.5 years
- I currently have a reach of 1.3 million followers
- My short-form videos consist of music industry facts and pop music history
- Ever since gaining a following, I have been wanting to start long-form content, which is why I decided to start a podcast



DEVELOPING THE PODCAST

- I named the podcast “Platinum and Gold” because it is a reference to platinum and gold records in the music industry
- The equipment I decided to use was a Shure podcasting microphone, as well as Logic Pro on my computer to record and edit the episodes
- I started out by creating a trailer episode intended to excite my social media audience about the show and get me comfortable recording
- My goal was to create a 10-episode series discussing music facts, music news, charts, music marketing, and my opinions surrounding music artists

DEVELOPING THE PODCAST (CONT.)

- I used skills I learned from Media Creation and Project Management, Audio and Video Production, Digital Storytelling, Advanced Production for Emerging Media, and Social and Emerging Media Strategy and Analytics
- Some skills I learned were project management, production, interviewing, and understanding analytics



TARGET AUDIENCE

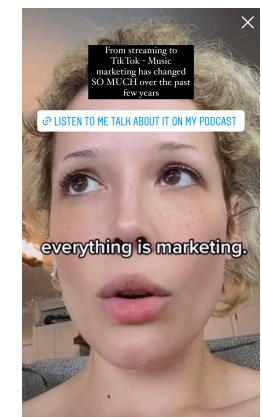
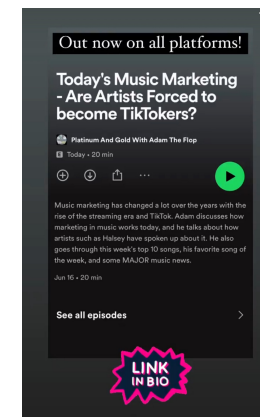
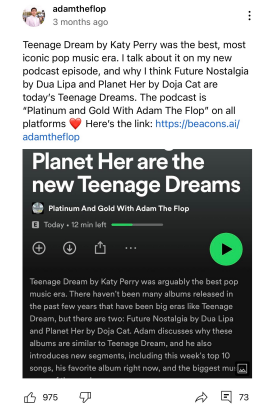
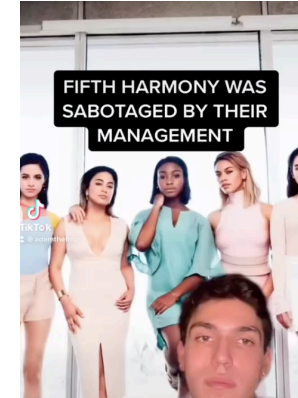
- My target audience was Gen Z (18-24 year olds)
- They enjoy listening to podcasts while driving, walking, working out, etc.
- They spend a lot of their time scrolling through TikTok
- They are fans of music artists and enjoy learning more about them

EPISODE CLIP

- <https://open.spotify.com/episode/6dhbd4Khh2NDdzTxMLpqeu?si=a4060645ba204617>
- 15:31

PROMOTION

- I experimented with promoting the podcast on all of my social media pages
- I utilized TikTok videos, Instagram Stories, and YouTube Community



PODCAST ANALYTICS

ALL-TIME

Top Listening Methods

Application	Downloads	%
Spotify	1,623	62.83%
Apple Podcasts	811	31.40%
Instagram App	57	2.21%
Amazon Music	37	1.43%
Google Podcasts	16	0.62%
iHeartRadio	13	0.50%
Overcast	9	0.35%
iTunes	9	0.35%
Echo Podcasts	4	0.15%
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ALL-TIME

Top Episodes

#	EP #	Title	Downloads
1	E2	Fifth Harmony was SABOTAGED by their Management	563
2	E3	Flop or Not? (Taylor Swift, Katy Perry, Olivia Rodrigo, + More)	310
3	E8	Future Nostalgia and Planet Her are the new Teenage Dreams	301
4	E11	Today's Music Marketing - Are Artists Forced to become TikTokers?	263
5	E7	The Most UNDERRATED Pop Girls	253
6	E5	Pop stars who left WAY too soon (Bridgit Mendler, Zendaya, Hailee Steinfeld, + More)	237
7	E6	This Week's Top 10 Songs vs the Top 10 Songs from 5 Years Ago	213
8	E4	Olivia Rodrigo's rise to fame was VERY different from previous Disney stars	212
9	E9	Chloe Bailey spilled some tea about the music industry	181
10	E1	PLATINUM AND GOLD TRAILER	137

WHAT I LEARNED

- Through dedicating 3-5 hours for research for each episode, I became a better researcher
- By editing each podcast, I learned skills that also helped me become a better editor with my videos
- I learned how to be comfortable speaking on the spot in front of a microphone, which helped me prepare for the Billboard Music Awards





FUTURE PODCAST PLANS

- I plan on integrating podcasting and video recording to create long-form YouTube videos
- My long-term goal is to use skills I learned while podcasting to interview music artists



THANK YOU!

- Questions?