

Over the past year and a half, I have been developing a social media following on TikTok, YouTube, and Instagram, and I currently have a reach of 1.3 million users. My content on social media consists of short-form videos, and I often find that there are many topics that I want to discuss more in detail. So, I thought it would be a great idea to start a podcast, which would allow me to speak in depth about music industry facts and my opinions. I also noticed that podcasts have been rising in popularity, so I figured that I would be able to get my audience from my short-form videos interested in my podcast.

In order to create my podcast, I used material I learned from various MASEM courses. Both Media Creation and Project Management and Audio and Video Production taught me how to develop a plan for the podcast. Digital Storytelling provided me with skills essential for telling stories in my podcasts, and I was also able to learn from some guest speakers who are in the podcasting industry. In Audio and Video Production, I created a mock pitch for my target audience, and this helped me understand how to cater each episode to my intended audience. In Advanced Production for Emerging Media, I learned techniques essential for interviewing, which I ended up using in the podcast. In Social and Emerging Media Strategy and Analytics, I was able to have a lot of practice with viewing social media analytics, which I used for promotional materials for the podcast.

I decided to name the podcast “Platinum and Gold,” which is a reference to platinum and gold records in the music industry. To start the production process, I needed the proper equipment, so I purchased a Shure podcasting microphone, and I downloaded Logic Pro on my computer to record and edit the episodes. I started out by creating a trailer episode intended to create excitement for the upcoming show. The trailer also allowed me to become comfortable using logic pro to record and edit the content, and it also gave me practice with adding in music to the recording, which is something I ended up doing for each episode.

My goal was to create a 10-episode series. I ended up accomplishing this, and I discussed topics such as music news, Billboard charts, pop music history, music marketing, and I interviewed another content creator in the pop culture space. I experimented with various promotional tactics on my social media channels, such as creating a TikTok video using a call-to-action to get my audience to listen to the podcast, uploading Instagram stories highlighting each episode, and posting statuses about each episode to my subscribers on YouTube. I found that posting about the podcast on YouTube was the most effective, as my posts would encourage subscribers to engage with one another in the comments.

Through creating this podcast, I learned a lot of skills that will help me in the long run. One of these skills is researching. For each episode, I dedicated 3-5 hours of researching material that I could source in the podcast. Even if I already felt well-informed about the topics I was discussing, I knew that I still needed to research in order to give my audience as much information as possible. I also learned a lot about editing. I didn’t think that editing podcasts would influence the way I edit my videos, but it made me think about different ways I could incorporate assets such as songs and interviews in my videos. Furthermore, I learned how to speak comfortably in front of a microphone, which was a difficult task to do at first. Because I want to interview music artists in the future, I knew it was essential for me to learn how to

speak on the spot with a microphone, and that is exactly what I did with my podcast. In May, I attended the Billboard Music Awards and had the honor of speaking on the red carpet for a livestream, and I truly believe that my podcast helped me prepare for this moment, as I felt confident speaking about music-related topics in front of a live audience. I've also been doing street interviews for my short-form videos, and having practice with interviewing on my podcast helped me be able to approach people and ask them questions about music.

Now that I have completed my 10-episode podcast, I hope to take this podcast to YouTube and develop a series of long-form videos. This will allow me to combine my passions of video creating and podcasting. I realized that anything I discuss on my podcast, I can also discuss in a YouTube video, and now that I have gained a following on that platform, I think my audience would really enjoy it. One of my favorite episodes I did was when I interviewed another content creator about his social media popularity, and this made me want to continue pursuing video interviews in the future. My long-term career goal is to become a music/entertainment host and do red carpet interviews at movie premiers and award shows. In order to further help me reach that goal, I would love to interview other content creators and music artists on my YouTube channel. After graduating, I am moving to Los Angeles, California, and I am hoping that being in that area will allow me to have access to talent to interview in my videos.

Overall, I am extremely grateful for my experience in the MASEM program and for the capstone project. The courses helped me develop my own podcast, which also provided me with experience essential to become an entertainment host in the future.