



Podcast Aircheck Review

██████████ – ██████████*

**Names have been redacted throughout to maintain client confidentiality.*

OVERALL IMPRESSIONS

The podcast is titled ██████████. You state that the podcast mission is to “help you (the listener) realize your dreams of doing meaningful work.” What is the connection between the podcast title and the podcast mission? To me, it’s not clear and needs to be better defined for the listener. Also, what do you want your listener to walk away with? Your guests’ personal stories or how your guests’ personal stories can help them? As a listener, I want to know how the guests’ experiences can help me.

The sound quality, even when interviewing one of your guests via Skype, is good. Editing also is good, though there is room to tighten some pauses between Q&A and to get rid of some “ums and ahs” if you want.

FEEL

You have an authentic voice and an authentic style, which is great. But I would like to hear you sound more conversational. At times, the intros/outros sound a little stiff and formal. Remember this a conversation between you and the listener. If need be, practice intros/outros until you feel like you’re talking to someone rather than reading to them. Keep an eye on your pacing, too. Can be slow at times.

The interview guests in the podcast episodes sent were good choices and your discussions followed your podcast mission (But see overall impressions regarding the podcast title and that mission).

You listen to your guests and ask follow-up questions based on their responses. But, at times, that isn’t consistent. (See below for some examples).



Here are some thoughts on content of those interviews:

██████████

You discuss the coronavirus, which is important. However, that was the headline of the interview. You did not start discussing this topic until the 7:30 mark. In the news biz this is called burying the lede. Also, be careful of time references in interviews because they can sound old very quickly.

One thought about asking follow-up questions...After ██████████ goes through the coronavirus tentative plans, you follow-up at 12:07 by talking about your daughter at VCU. In general, I have no problem with that. But ██████████ never mentioned how many kids could be affected. I would have preferred a question along those lines instead.

██████████

I know you were trying to be provocative with the first question. ██████████ had an interesting story. But how does that fit in with the overall podcast mission? How did her role models propel her into meaningful work?

At the 43:45 mark, ██████████ talks about the need for employees to have a healthy and emotionally stable workforce. Your follow-up talks about evergreen skills. How does a healthy and emotionally stable workforce allow us to have a meaningful job? How do we obtain that health and emotional stability to insure we can have a meaningful job?

FORMAT

I think the interview format works for your show and the amount of time you have to devote to it. The great thing about podcasting is that episode length doesn't have any strict rule. That said, do you want more consistency in length. The ██████████ interview was almost 19 minutes compared to the ██████████ interview, which was almost an hour. I would opt to keep the interviews shorter and time length more consistent, especially if your data shows listeners not sticking around. If you feel the ground covered in an interview is



so great that you need an hour or so, consider breaking the episodes into part 1, part 2, etc. and cover something specific in each part.

FORM

I like the music for your show. I believe it fits the tone. I wouldn't be afraid to use the music bed a little longer underneath your open and close reads.

Regarding your opens...aside from the music, I would get to the meat of your show more quickly. In the [REDACTED] interview, you don't get to her until the 2:41 mark. In the [REDACTED] interview, you don't get to her until the 2:52 mark. I would consider cutting the length of your opening voice over, as well as the guest intros.

I would be clearer about what the listener will hear from the guest in the show. You're clear about that overall (though I would still shorten that), but not about what the guest will specifically talk about. For instance...our guest today is _____ he/she is _____ and we'll hear blah, blah and blah...

I also noticed you had two different kind of openings for the episodes you sent. You had a provocative quote from the [REDACTED] interview and then a cold open for the [REDACTED] interview. Do you want to be more consistent with this approach, so listeners always know what to expect?

Concerning the [REDACTED] opening...again it was a great quote. However, you need to attribute who that is sooner.

Here's a way to think about that kind of open from the NPR Show *How I Built This*:

<https://www.dropbox.com/s/1mts1ayvmvnrxei/How%20I%20Built%20This%20-%20Opening%20Example.mp3?dl=0>

Finally, I would consider shortening your plugs in both the beginning and end. What is the keywording phase? I didn't understand that.



Thoughts on a Coronavirus Series...

If you're still considering a special series tied to the coronavirus, here are some quick ideas:

1. Interview a psychologist on how the virus will change how we view meaningful work.
2. How will the coronavirus change how we find meaning in working from home?
3. Interview a financial advisor on how to find meaning in investing in times of panic.
4. How will the coronavirus change the meaning of travel? Will it become more important or less important to our work/life balance?
5. How do reporters find meaning in covering this kind of story?