Conservative Podcasting School

Monday, October 15

Dinner and registration begin at 5:30 pm.
The introduction begins at 6 pm.

6:15 pm **Deciding Whether Podcasting Is Right for You**  
*Speaker:* Christopher Malagisi | Host, Conservative Book Club Podcast

Decide if podcasting is right for you. You'll learn what goes into a successful podcast, including:

- the niche in podcasting that's right for you, your organization, or your campaign;
- the best frequency for podcasts – and how much time you must commit; and
- your initial equipment and budget.

*There will be a 15-minute break at 7 pm.*

7:15 pm **Build Your Podcast’s Digital Workstation**  
*Speaker:* Scott Rank | Host, History Unplugged

Learn how to build your “digital workstation” for your podcast from scratch. You'll learn:

- what equipment and software is necessary for your podcast, and
- what expensive purchases you can save for later (or avoid entirely).

8:00 pm **Finding Donors and Patrons for Your Podcast**  
*Speaker:* Scott Rank | Host, History Unplugged

Build a case for donors and patrons to make generous contributions that support your podcast. You'll learn:

- available funding opportunities with advertisers, sponsors, and more, and
- how to establish your rate sheet and understand your podcast's worth.

*There will be a 15-minute break at 8:30 pm.*

8:45 pm **Lessons from an Expert: Garrett Bewkes, National Review**

Get a 360-degree view of podcasting from a pro: Garrett Bewkes, publisher of National Review.

*The first night of training will end at 9:30 pm.*
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Tuesday, October 16

Dinner and networking begins at 5:30pm.
The introduction begins at 6pm.

6:00pm  **Show Prep, Content, and Interviews**
*Speaker:* Beverly Hallberg | District Media Group; Co-Host, Filler Words

Much of the work for a successful podcast begins before you hit the record button. You’ll learn:

- secrets of an effective podcast interview – and how to use them in your podcast prep so every episode is a stand-out; and
- how to launch your podcast on your website.

*There will be a 15-minute break at 7pm.*

7:15pm  **Marketing and Promoting Your Podcast**
*Speaker:* Michelle Cordero | The Heritage Foundation

Find – and keep – an audience for your podcast. You’ll learn:

- how to identify and build a loyal audience;
- effective marketing and techniques that work for every budget; and
- how to develop a promotion plan for your podcast.

*There will be a 15-minute break at 8pm.*

8:15pm  **Lessons Learned from Conservative Podcasters**

A panel of experienced conservative podcasters will answer your questions and share lessons from personal experiences -- and “what I wish I knew then” advice. You’ll hear from:

- Teri Christoph, host of the Smart Girl Politics podcast.
- Jim Geraghty, *National Review* and host of The Remnant with Jonah Goldberg;
- Katrina Trinko, The Daily Signal and co-host of The Daily Signal podcast.

*The training will end at 9:30pm.*