



THE ART OF PODCASTING

In this course, we will explore . . .

- Podcasting best practices (what, where and why)
- Podcast sustainability
- Podcast economics
- Podcast production
- Podcast marketing

Instructor Background



- Masters in Business Administration, University of MN Carlson School of Management / B.S. in Information Technology
- Founder/CEO, OMG Digital Media Solutions, LLC (10 years)
- 25+ Years Media Director for Entravision / CBS Radio / iHeartMedia
- 10+ Years Content Producer (Podcasts, TV, Radio and Entertainment)
- Elected / Served MN Alliance for Women In Media President (2 years)
- Elected to St. Jude/ALSAC Advisory Board (3 years)
- Elected to Better Business Bureau Board (3 years)
- Elected to Visit St. Paul Board (1 year)

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The Power of Attraction **in a Digital World**



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Don't be afraid.