Speakers:

Rachel McGuire, APR
Founder/CEO of RMG Communications and Co-Host of PRessing On in Public Relations Podcast

Chris Gray-Garcia
Deputy Director of Communications and Public Affairs, County of Placer

Scott Sandow
Public Information Assistant, County of Placer

Allison Mackey, APR
Communications Manager, City of Visalia

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$20 Member
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"Podcasting 101: How to Tips and Tricks to Get Your Agency's Podcast Up and Running"

Wednesday, October 28

From your Desktop
Noon – 1:00 p.m.

Podcasts continue to rise at a meteoric rate – with more than 1 million podcasts available. As listenership for this compelling audio format continues to increase, many government agencies are taking notice and incorporating podcasts as a tactic in their overall communications strategy. But where do you start?

During this podcast, attendees will hear first-hand how to start a podcast from CAPIO's 2020 EPIC Podcast Award Winners: From Placer County, Scott Sandow, public information assistant, and Chris Gray-Garcia, deputy director of communications and public affairs; and Allison Mackey, APR, communications manager for the City of Visalia. The event will be moderated by Rachel McGuire, APR, founder and CEO of RMG Communications and co-host of the PRessing On in Public Relations Podcast.

Plus, be the first to hear about CAPIO's new podcast!

Key Take-A-Ways:
- Overview on podcasts metrics and measurement
- Agency podcast case studies with tips, tools and tricks
- Podcast structure
- How to build your podcast from scratch, including finding a hosting platform, selecting audio, video or both and what equipment you'll need to get started
- Strategies to promote listening
- Production tips for sound, recording, video and more
- Measuring return on investment

This session qualifies for:
CAPIO Certificate in Communications Credit – Digital Media
APR Maintenance Credit

Webinars can be watched live or after the webinar via recording. All registrants are provided with a link to the recording.

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