Submitting a Podcast proposal to KPFA

KPFA's Mission and Area 941 Podcasts

Area 941poscasts allow KPFA to expand the scope of the mission beyond the radio shows and personalities already on the air. Podcasting is one way to extend our reach with growing communities of progressive listeners in Oakland, San Francisco, San Jose, the North Bay and Contra Costa counties.

Expanding content and reach

Our purpose is to use this new medium to provide an opportunity for diverse content producers and to reach diverse audiences especially, people of color and the younger generation, 25-45 year olds. Research shows that younger people, people of color and more people in general are listening to audio content on demand. KPFA has developed Area 941 as a way to produce the same level of vital information as in its radio broadcasting and to reach audiences that are drawn to on demand listening as their source of information and cultural entertainment. KPFA is committed to promoting content that is measurably successful in engaging a wide range of listeners.

Requirements for Area 941 Podcasts

- Area 941Podcast producers must have audio and internet skills that include editing, publishing and the ability to use backend technology for uploading all content. Also a strong understanding of the technology and copyright laws behind blogging, podcasting and media streaming protocols.

- Podcasts Producers must be ambitious, detail-oriented with a cutting edge curiosity in attracting an online audiences. Producers must have a social media presence with the ability to use several online platforms to promote their Area 941 program to help build audience.

- All podcast show proposals must be a one page in length and have two important considerations: concept and content. The idea must be clearly focused on who the show's target audience is, what's its point of view, it's engagement or educational value.

- Area 941 Podcast producers must have a good understanding of the podcast, radio and online video media landscape. Can create a high-quality audience experience for podcasts and Internet radio on our website.

- Area 941 podcasts producers must be able to oversee and maintain their show archives.

- Podcast producer must be clear on the permissions needed for any music planned to be used in the cast. The use of music in a podcast will usually require specific permission for the inclusion of both the musical composition and the sound recording. Simply having public performance rights from the PROs or from SoundExchange will typically be insufficient to cover the use of music in a podcast. These rights can also be obtained directly from the publishers or songwriters.

Proposals must include: Description of show topics/number of episodes/format--List of confirmed guests (if applicable)--Description of potential audience--Demo of the podcast, audio content not more than 2 - 3 minutes

After a show proposal passes the exploratory stage, it will move on to our development stage which consists of meetings with programming to move the show to the next level of pre-production. Send Podcast submissions to: pd@kpfa.org