

Podcaster Opportunities

Center of the World Festival, a 501(c)(3) nonprofit, is the licensee of KCPK-LP FM radio station.

This Video briefly describes the benefits of being a podcaster for KCPK radio.

Summary of Podcaster Opportunities explained in this video:

- 1) Podcasts are broadcast on FM 106.9 in Pine Mountain Club and simultaneously nationally on the internet. (IBC members get Syndication opportunities with Pacifica affiliate stations.)
- 2) Your podcast will be available on a “Weekly Schedule Grid” for 60 days, with link to your website, Facebook, Twitter, Instagram, Tumblr.
- 3) Your podcast will be available on an Archive server for 60 days, with link to your website, Facebook, Twitter, Instagram, Tumblr. (IBC members have option for allowing public download of their podcasts.)
- 4) Each daily schedule has a downloadable pdf which can be used on any uploadable media (ie., website, Facebook, etc.), which has hyperlinks to internet stream, weekly schedule grid, archive. Your podcast has an in-depth write-up, with links to your website and the website for your underwriter(s).
- 5) Further opportunities are available for IBC members.

Go to: www.cowfest.org

Our website is designed to be your training partner. We will show you how to find everything you will need to become a radio podcast contributor.

We will take a scroll down the home page and point out a few features on the way.

First to notice is that KCPK is locally broadcast on FM 106.9 in Pine Mountain Club, California.

Simultaneously, it is rebroadcast as an internet stream.

This is a service of our affiliation with Pacifica Radio Station.

You also can listen to the Pacifica stream on this webpage.

As a podcaster, you have several ways you can participate.

One option: Podcast Producer is not a Voting Member of the Center of the World Festival.

Another Option: Podcast Producer is a Voting Member of the Center of the World Festival.

We will next be talking about the similarities and the differences in those two options.

We will now talk about the benefits available through the programming schedules.

Access these by clicking on the instructions directly below the internet stream: “For current KCPK-LP radio schedule, click here”

You will see the webpage devoted to the various scheduling formats. Click on the top line “Click here for Weekly Schedule Grid”. And read the note beneath that line: “on grid, click on show title for podcaster’s website”

When you hover over the show’s title, a brief description appears.

When you click on the show’s title, you are taken to the podcaster’s website.

For more shows, click on the right top button “Next” for the upcoming week’s schedule.

Click on the left top button “previous” for the prior week’s schedule. The date changes at the top of the grid to indicate which week’s schedule you are viewing.

These schedule grids remain available for at least 60 days.

When you return back to the scheduling formats webpage, next click on the line: “click here for archive and podcast download option”

This takes you to the archive of shows which have already aired, in reverse date order. The archive remains for 60 days.

When you click on the name of any show, you will be taken to that podcaster’s website.

When the listener clicks on the “play” button, they can listen again to the aired show.

The listener also can click on the “play on air now” button and hear the current live stream of the show appearing to the right side of that streaming button.

Click on the “all Shows” scroll under the live stream button to see all the shows available for viewing. Click on the show’s name to get only those listings.

Click on the “all categories” to search in that manner.

Or simply enter the name of the show in the Search bar to see only those shows.

For Voting Members, an extra benefit: If you want your podcast to be made available to the public for downloading, the “podcast XML” button will appear by your show’s title, available for the five most recently aired shows.

When you return to the scheduling formats webpage, next click on the line: “click here for daily schedule” and you will see only the listing for today’s calendar date.

Return to the scheduling formats webpage.

We will now look more closely at the details of each program, in a downloadable pdf format.

You can copy this file onto any media you wish for your own advertising purposes. Let’s look at some of the features which make this a valuable marketing tool for your use.

At the top, the FM 106.9 location is given for local radio listening.

Next is a link to the internet stream.

This is followed by links to the weekly schedule grid and the archive with downloading options.

By the hour, each show is described, with links given to the podcaster’s website.

Of importance to your underwriters is the link to their specific website. This furthers their marketing value for sponsoring your podcast show.

All shows without an underwriter are currently sponsored by the Voting Members, with their committee named “Independent Broadcast Coalition”, which is an official dba for KCPK radio station.

In the next video, we will review the benefits which relate solely to being a member of the IBC.

Summary of Podcaster Opportunities explained in this video:

- 6) Podcasts are broadcast on FM 106.9 in Pine Mountain Club and simultaneously nationally on the internet. (IBC members get Syndication opportunities with Pacifica affiliate stations.)
- 7) Your podcast will be available on a “Weekly Schedule Grid” for 60 days, with link to your website, Facebook, Twitter, Instagram, Tumbler.
- 8) Your podcast will be available on an Archive server for 60 days, with link to your website, Facebook, Twitter, Instagram, Tumbler. (IBC members have option for allowing public download of their podcasts.)
- 9) Each daily schedule has a downloadable pdf which can be used on any uploadable media (ie., website, Facebook, etc.), which has hyperlinks to internet stream, weekly schedule grid, archive. Your podcast has an in-depth write-up, with links to your website and the website for your underwriter(s).
- 10) Further opportunities are available for IBC members.