

## Guest briefing for The Media Landscape podcast (Series Three)



### Overview of the podcast

James White, Managing Director of Media First, hosts an informal interview-based podcast with PR/Media/Comms Managers/Directors.

We are now planning to record series three of the podcast:

- Series one was topical and driven by the news agenda.
- Series two is ongoing and is an audio version of our popular written blog.
- Series three is yet to be launched. The aim is to have a bank of episodes recorded so that we can release a new episode each month.

### Example podcast

You can listen to an [example of a series three podcast here](#)

### Target audience

The podcast is promoted to circa 10,000 comms / pr and media professionals across the UK.

### Current listenership

The podcast has recently been relaunched and is still in its infancy. We currently generate around 1,000 unique downloads per month but the audience is growing all the time.

### Location and timings

Ideally the podcast would be recorded in person at Media First in Winnersh (just outside of Reading). This will allow us to use our dedicated podcast studio.

If you are attending training with us, then we could possibly record the podcast on the same day.

Alternatively, we can record the podcast remotely online. You'll just need a decent microphone, internet connection and a quiet location.

We can help with the microphone, but the rest is up to you!

Each podcast will take circa 60 minutes to record. And we'll need a 20-minute briefing call approximately one week before the recording takes place.

## TOV, discussion points and podcast aims

Relaxed and inspirational podcast for the younger generation or those aspiring to progress their careers in comms and media.

We champion the idea of comms people getting a seat at the top table or, at the very least, having a voice at a senior level.

During the conversation James will dig into the career journey of each guest as well as discuss their biggest challenges/achievements and fears.

## Important notes for potential guests

Wine, beer, and soft drinks are provided to bribe you to say yes. Oh, how we spoil you!

Although we do not invite 'blatant sales pitches' we will ask about your current company and give you a platform to promote what you do.

## Example guest questions

- Talk to me about your career. Where did it begin? Did you always want to work in comms?
- What are you most proud of in your career?
- What's the most interesting thing you have worked on?
- What's the best advice you've been given during your career?
- Is there anything you would do differently if you could?
- What advice would you give to someone just starting out?
- Comms evolves all the time – what new skills would you advise people to focus on?
- What does your role look like on a day-to-day basis?
- What challenges does hybrid working present for comms professionals?
- Tell us about a time someone senior has misunderstood the role/work of the comms teams or when you've had to push back?
- Comms can be fast-paced and high-pressured, – how do you prevent that pressure from becoming too much?
- What media outlets do you follow?
- Do you still see value in traditional print media coverage?
- What social media channels do you use?
- What are the biggest challenges you think comms teams face today?
- How important is it comms teams get a seat at the top table?
- What's the best way to go about getting a 'voice' at the top table?
- How do you measure your comms/media activity?
- What's the best way to deal with a mistake or something that doesn't go to plan?
- How important is it that comms professionals move from beyond talking about comms to wider issues (and be seen as strategic advisors)?
- How do you go about doing that?

For more information and reassurance feel free to contact James directly:

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