

Podcast Pricing

Each school district has their own individual needs when it comes down to having a podcast for their teachers, students, and parents. A podcast can be used in many ways. I can help keep the community informed about what the district is doing in terms of activities and events. It can provide a spotlight for teachers and students to recognize accomplishments such as student of the month or teacher of the year. It can provide teachers with professional development through the use of podcourses that can be listened to from any device with the lecture notes and power point presentation delivered through a link in the course description.

An organization can pick and choose how many podcasts they want per week and how long they would like each podcast to be. They can how heavily they would like to lean on each category above. They may want more professional development or more student interviews. The choice would be theirs.

For convenience I have set up a pricing schedule. These numbers are not hard and fast but merely a guideline to choose from.

Schedule One

One podcast a week on a topic of the districts choosing; this would include special event promotion, or teacher or student spotlight interview.

One professional development podcourse per week which could be chosen in collaboration with the district and the school.

Cost: \$250/week: This could be done once per month or once per week. Obviously once per week would be a higher cost but it would be discounted.

Schedule Two

Two podcast a week on a topic of the districts choosing; this would include special event promotion, or teacher or student spotlight interview.

Two professional development podcourse per week which could be chosen in collaboration with the district and the school.

Cost: \$400/week: This could be done twice per month or once per week. Obviously once per week would be a higher cost but it would be discounted.

Schedule Three

Three podcast a week on a topic of the districts choosing; this would include special event promotion, or teacher or student spotlight interview.

Three professional development podcourse per week which could be chosen in collaboration with the district and the school.

Cost: \$600/week: This could be done three times per month or once per week. Obviously once per week would be a higher cost but it would be discounted.

Districts would be required to obtain all necessary permission slips for student spotlight interviews.

All podcast links could be placed on the district website.

All podcourses could be made available by link which could be posted on the district website or distributed to staff individually based upon need. This to me is the most cost effective way of providing professional development. All staff who take a podcourse would also receive a certificate of completion which would be worth the number of hours assigned. This would be between 1-3 hours.

Jim Burns

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