

The Integra Podcast Service

Integra Communications Limited offers a Podcast Service by creating and producing audio episodes that meet your communication needs.

Podcasts are very popular; they can be exciting, engaging, and easy to download and an excellent way to distribute information. What's more, they're ideal for social media campaigns since episodes are easily shared through social networking sites, blogs, and websites.

Podcasts can be used for a number of different purposes:

- Public Relations and Corporate Communications
- Providing a library of information for members of professional institutes and business clubs or networks
- News distribution both within your organisation to aid internal communication as well as to customers, investors, and stake-holders
- Education and training

At Integra, we use our PR expertise and experience in working with television and radio to create and record podcast episodes that fit your objectives.



Scripting

We use our broadcasting and media knowledge to produce focussed and relevant scripts for each episode. Episodes often take the form of an interview for which we provide well researched and discerning questions in a journalistic style.

Recording

Production takes place in our Nottingham studio which can accommodate up to six interviewees. We can also record on location when necessary. High-quality recording equipment is used to ensure that the final product sounds clear and professional. The process is quick and easy, requiring approximately an hour to record for a twenty minute episode.

Editing

We edit the raw recording to bring out the best points, remove error and hesitation, and create clarity. Finishing touches such as introductory and closing music and credits can be added.

Prices

Single podcast: £750

Series of three episodes or more: £650 per episode

This service is also available to marketing, advertising, and PR professionals for a negotiated fee.



Why choose Integra Communications?

Integra Communications is a PR company recognised for its effective delivery of PR support for both public sector campaigns and private corporate clients. Experts in ensuring that an organisation communicates as effectively as possible, they are well placed to provide a podcast service that works within your existing communications strategy.

"I have been delighted with the way in which Integra has managed our series of podcasts. Their attention to detail and handling of guest interviewees is thoroughly professional."

Costa Philippou, Business Development Manager, Medilink.

'Our recording session in the Integra Podcast studio was well planned and as a result we have several different pieces of audio we use in a variety of ways. This material has added a whole new dimension to our communications activity.'

Sophie Howe, Director, Comtec Translations Limited

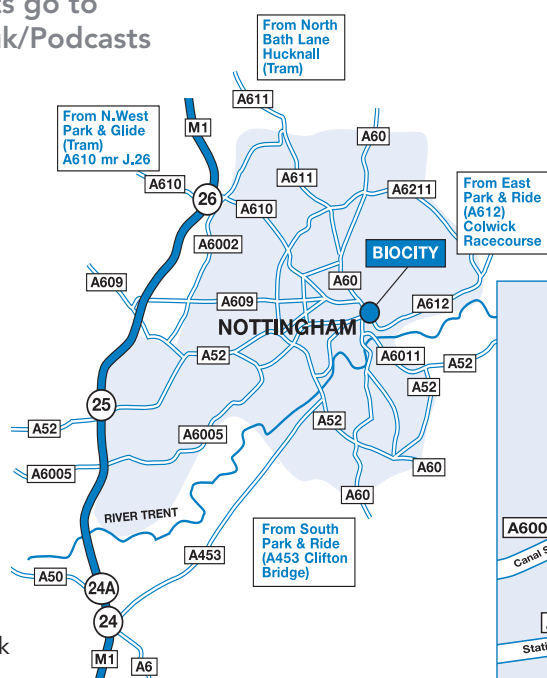
'We used the podcast service to interview speakers at a recent University of Leicester Innovation Partnerships event. The audio clips helped to bring to life how the University has worked with and benefited the local business community while providing great web content.'

Anju Trevedi, Head of Regional Business Engagement, Enterprise and Business Development office at the University of Leicester

To listen to a selection of podcasts go to www.integracommunications.co.uk/Podcasts



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