

CASE STUDY: BIG MEDIA SIZE AUDIENCES

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Rhonda Rivera is the co-founder of Top-Tier Tutoring, a college counseling and tutoring center for university-bound high school students. She started *Ear on Careers* as a way to let students know about growing careers and hear interviews from professionals in different fields so that they can make informed choices about their universities and majors. Her favorite part of the show is looking for her guests — professionals in a wide-range of careers, from academia to business and industry.

Her advice for dealing with guests is to always let the guest see all the questions in advance so they can prepare, along with an information sheet about the show and what they can expect. In particular, she suggests that podcasters let guests know that mistakes can be easily removed later as a way to help them relax.

Ear on Careers has been running since mid-2009, and Rhonda says she spends around five hours preparing for each 20-minute episode of her show. The biggest problem she sees in many podcasts is poor audio quality and inconsistency. Her advice for new podcasters: Just try it. As long as you produce good, evergreen content, people will want to hear what you have to say.

