



# COMPANY PROFILE





# A BRIEF OVERVIEW

Hendrik and Ethan Baird, a dynamic father-and-son duo, established **Baird Media** after successfully managing an award-winning online radio station, GaySA Radio. Building on their achievements, they ventured into the world of podcasting, leveraging their collective expertise.

Milestones and Achievements: Ethan, a South African Radio Award winner, brings his production skills from Jacaranda FM, while Hendrik's 40 years in performing arts and a Master's in Media and Journalism enhance the creative vision of **Baird Media**.



## VISION & MISSION

Empowering business leaders to create successful and sustainable podcasts through mentorship and innovative media solutions.

To be the world's leading podcast mentorship program, setting industry standards for excellence.



# OUR CORE VALUES



## Creativity

Constantly pushing boundaries and embracing evolution.



## Integrity

Commitment to honesty, transparency, and lasting relationships.



## Passion

Valuing time, effort, and taking responsibility for actions.

Baird Media was incredible to work with! The needs and requirements for my videos were met and exceeded.

The team at Baird Media are highly experienced and professional. That truly comes across in the quality of work that they deliver.

They supported me through the journey from planning to execution of my videos and the finished product was ready within a week vafter filming!

I will definitely recommend Baird Media to colleagues and will be using them exclusively for my media requirements going forward!

**Julie Kay | Julie Kay Bellyway**

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Hendrik and Ethan are an absolutely winning combination when it comes to business. They produced our Fempreneur Podcast.

The amount of love, attention, creative and careful planning they put into literally everything they do has resulted in an absolutely phenomenal product that we are proud to share with everyone we meet.

I have tried podcasting by myself, and I will never go down that road again, but with these two by our side I know we will be producing many amazing pieces going forward!

**Nestene Botha | Explore Protech**



# OUR SERVICES

We assist businesses and entrepreneurs ([particularly coaches](#)) in growing their media footprint through our specialised range of podcasting services.



## BECOME A PODMASTER STARTUP PROGRAM

This three-month program is for those who want to start a podcast but don't know where to begin.



## BECOME A PODMASTER ACCELERATOR PROGRAM

This twelve-month program is a comprehensive, all-inclusive membership designed to guide new entrepreneurial podcasters from initiation to sustainable success.



## BECOME A PODMASTER SUPPORT PROGRAM

Tailored for both emerging and seasoned podcasters, the Become a Podmaster Support Program provides ongoing assistance and refinement. Ideal for those who have completed the Podmaster Startup or Accelerator Programs or for established podcasters seeking continuous support.



## BRANDED AUDIO DRAMAS

Baird Media collaborates with corporate clients to produce compelling storytelling series or features that align with their brand values and messaging. These series go beyond traditional interview formats, employing narrative storytelling techniques to engage listeners and convey key messages in an engaging manner.



## BRANDED AUDIO DOCUMENTARIES

Baird Media produces branded audio documentaries that delve deep into corporate clients' stories, initiatives, or industry topics of interest. These documentaries combine journalistic storytelling with expert interviews, archival material, and immersive soundscapes to inform and inspire listeners.



## PODCAST PRODUCTION CONSULTING

Get extended reach, engagement, and grow your audience numbers by repurposing the podcast. We provide transcription services, as well as repurposed content for social media, such as posts and graphics. We also write blog articles, press releases, advertorials, and other material for your podcast.





# BECOME A PODMASTER STARTUP PROGRAM

This three-month program is for those who want to start a podcast but don't know where to begin.

- The program consists of 6 hour-long sessions and you are encouraged to complete the program within 3 months.
- **THESE ARE PRACTICAL SESSIONS IN WHICH WE HELP YOU TO:**
  - Clarify your "why" and define your target audience;
  - Choose the genre and format;
  - Acquire the basic equipment;
  - Plan your series and episode structure;
  - Record, edit, and publish your first episode;
  - Get resources and assistance for continued success.
- **KEY FEATURES:**
  - **Hands-on mentorship** led by the experienced Baird Media team, the six-session program provides practical insights for entrepreneurs entering the podcasting scene.
  - **Actionable learning** means that each session covers essential aspects, ensuring you gain practical knowledge and complete assignments to kickstart your podcast.
  - **You receive personalised support** in the form of check-ins with mentors Ethan and Hendrik between sessions. Get assistance with hiccups, technical issues, or any questions you may have.
  - **The strategic outcome** is that you finish the program with a downloadable episode, a script template, a plan for your initial seasons, and a roadmap for ongoing podcasting.
- **INVESTMENT:**
  - For just US \$750 (ZAR 12,000), take charge of your podcasting journey.
  - Add team members at US \$125 (ZAR 2,000) each.
  - Choose between a once-off payment or a payment plan over 3 months.
- **THIS PROGRAM IS IDEAL FOR:**
  - **Entrepreneurs and Small Businesses:** Individuals or small businesses looking to venture into podcasting and establish a presence in the digital space. This program caters to those seeking a structured and hands-on approach to launching their first podcast.
  - **Aspiring Content Creators:** Individuals passionate about a particular niche or topic, aiming to share their expertise or experiences through podcasting. It doesn't matter whether you want to podcast for profit or just for fun, the Podmaster Startup Program will provide you with the necessary guidance and support to kickstart their podcasting journey.
- **WHY CHOOSE THE BECOME A PODMASTER STARTUP PROGRAM:**
  - **Structured Foundation:** Our three-month program offers a systematic approach for entrepreneurs launching into the dynamic world of podcasting. Each of the six hour-long sessions is crafted to build a solid foundation for your podcasting journey.
  - **Practical Guidance:** Our hands-on mentorship ensures you gain practical insights and actionable knowledge. We guide you through every step, from clarifying your podcast's purpose to recording and publishing your first episode.
  - **Personalised Support:** Enjoy personalised check-ins with mentors Ethan and Hendrik between sessions. Whether you encounter hiccups, technical challenges, or simply need clarity, our mentors are dedicated to supporting you throughout your podcasting initiation.
  - **Strategic Outcome:** The strategic design of the program ensures you don't just learn about podcasting; you finish with a downloadable episode, a script template, a plan for your initial seasons, and a roadmap for ongoing podcasting success.





# BECOME A PODMASTER ACCELERATOR PROGRAM

This twelve-month program is a comprehensive, all-inclusive membership designed to guide new entrepreneurial podcasters from initiation to sustainable success.

- **THIS PROGRAM CONSISTS OF FOUR PHASES:**

- **Phase 1:** Podmaster Startup Program
- **Phase 2:** Launch
- **Phase 3:** Specialised Techniques, Repurposing, and Marketing
- **Phase 4:** Continued Accountability, Feedback and Support

- **THESE ARE PRACTICAL SESSIONS IN WHICH WE HELP YOU TO:**

- Develop a personalised strategy to refine podcast goals and identify target audience;
- Plan and script the upcoming episodes;
- Create content, master storytelling and interview techniques, and manage audience engagement;
- Launch, promote, and market your podcast;
- Address challenges, celebrate victories, and refine podcasting strategies;
- Master advanced editing, marketing strategies, and monetization.

- **THIS PROGRAM IS IDEAL FOR:**

- **Serious Podcast Entrepreneurs:** Those committed to long-term success in podcasting, seeking a comprehensive, year-long solution. The Podmaster Accelerator Program is aimed at entrepreneurs who want to take their podcast from initiation to sustainable growth.
- **Businesses Investing in Content Marketing:** Companies looking to leverage the power of podcasting as part of their content marketing strategy will benefit tremendously from this program. The four-phase structure ensures a strategic and impactful integration of podcasting into your company's overall marketing efforts.

- **INVESTMENT:**

- **Per year:** For the all-inclusive Become a Podmaster Accelerator Program, the investment is US \$ 4,500 (ZAR 80,000) for the entire year, a US \$900 (ZAR 16,000) savings on the monthly rate;
- **Per month:** US \$450 (ZAR 8,000) per month.

- **WE ALSO PROVIDE ONGOING SUPPORT SERVICES:**

- **Podcast editing services** for up to 60 minutes of supplied audio for up to two episodes per month;
- **Script review and feedback** for up to two episodes per month;
- **Professionally recorded podcast billboards** to enhance audio branding;
- **Professionally designed graphics** to enhance visual branding;
- **Up to 30 minutes of voice-over** included per month, with additional options available;
- **Monthly one-hour consultation** to address questions, provide guidance, and discuss podcast strategy;
- **Transcription services** for each episode;
- **Repurposed content** for social media, blog articles, press releases, advertorials, and other materials;
- **Exclusive discounts:**
  - 10% discount on Baird Media's other production services.
  - 15% discount on additional voice-over services beyond the allocated monthly minutes.

- **WHY CHOOSE THE BECOME A PODMASTER ACCELERATOR PROGRAM:**

- **Accountability and Continuous Learning:** Keep podcasters motivated and on track with ongoing support.
- **Quality Assurance:** Benefit from professional editing, scripting, and production services to ensure top-notch content.
- **Cost-Effective:** Enjoy significant savings compared to purchasing individual services separately.





# BECOME A PODMASTER SUPPORT PROGRAM

Tailored for both emerging and seasoned podcasters, the Become a Podmaster Support Program provides ongoing assistance and refinement. Ideal for those who have completed the Podmaster Startup or Accelerator Programs or for established podcasters seeking continuous support.

## • PODCASTING CONSULTATION (2 HOURS/MONTH):

- Two personalised one-hour consultations to address specific podcasting questions, challenges, and strategize for continuous improvement.

## • PODCAST EDITING (2 X 60 MIN OF SUPPLIED AUDIO/MONTH):

- Professional podcast editing services for up to 2 x 60 minutes of supplied audio, ensuring a polished production.

## • PODCAST BILLBOARD PRODUCTION:

- Customised podcast billboards for enhanced audio branding and improved promotional efforts.

## • VOICE OVER SERVICES:

- First 2 x 30 minutes of voice-over per month included, adding a professional touch to your podcast.
- Additional voice-over services available at a competitive rate.

## • WRITING SERVICES:

- Tailored writing services to improve your podcast script, promotional materials, or other podcast-related content.

## • GRAPHIC DESIGN SERVICES:

- Customised graphic design for enhanced visual branding and improved promotional efforts.

## • INVESTMENT:

- **Per year:** For the all-inclusive Become a Podmaster Support Program, the investment is US \$3,500 (ZAR 60,000) for the entire year, a US \$700 (ZAR 12,000) savings on the monthly rate;

**Per month:** US \$350 (ZAR 6,000) per month.

## • THIS PROGRAM IS IDEAL FOR:

- **Existing Podcasters Seeking Ongoing Support:** Podcasters who have completed either the Podmaster Startup or Accelerator Programs and want continuous assistance in refining their podcast. This program is also suitable for established podcasters seeking professional support in editing, branding, and content improvement.
- **Busy Professionals with Established Podcasts:** Professionals with existing podcasts who may not have the time to handle certain aspects, such as editing or graphic design. The Podmaster Support Program provides ongoing services to maintain the quality and appeal of their podcast.

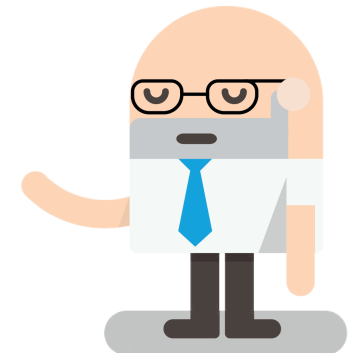
## • WHY CHOOSE THE BECOME A PODMASTER SUPPORT PROGRAM:

- **Continuous Improvement:** Tailored ongoing support for sustained podcast growth.

**Professional Quality:** Benefit from expert editing, voice-over, and promotional services to elevate your podcast.

### Ready to Elevate Your Podcasting Journey?

Email us today for a free consultation and sign up for the Become a Podmaster Support Program to experience continuous growth, improvement, and sustained success in the world of podcasting!





## BRANDED AUDIO DRAMAS

Baird Media collaborates with corporate clients to produce compelling storytelling series or features that align with their brand values and messaging. These series go beyond traditional interview formats, employing narrative storytelling techniques to engage listeners and convey key messages in an engaging manner.

### ● KEY FEATURES:

- **Customised storytelling scripts** tailored to the client's brand identity and objectives.
- **Professional voice actors** to bring characters to life and create immersive audio experiences.
- **Original sound design and music** composition to enhance the storytelling atmosphere.
- **Strategic episode planning** and production schedule to maintain audience engagement throughout the series.
- **Product placement** and brand integration into the storyline, creating a seamless and authentic experience that eliminates the need for ads.

### ● BENEFITS:

- **Captivates and resonates** with the target audience, fostering deeper connections with the brand.
- **Differentiates the client from competitors** by offering unique and engaging content.
- **Establishes the client as a thought leader** in their industry through impactful storytelling.

### ● INVESTMENT:

- As per quotation based on the scope and complexity of the project, starting at US \$150 (ZAR 2,500) per minute.



## BRANDED AUDIO DOCUMENTARIES

Baird Media produces branded audio documentaries that delve deep into corporate clients' stories, initiatives, or industry topics of interest. These documentaries combine journalistic storytelling with expert interviews, archival material, and immersive soundscapes to inform and inspire listeners.

### ● KEY FEATURES:

- **Thorough research** and interview process to gather relevant information and perspectives.
- **Compelling narrative structure** that educates, entertains, and resonates with the target audience.
- **Incorporation of real-world** sounds, ambient recordings, and archival audio to enrich the storytelling.
- **High-quality production** standards to ensure professional audio documentary delivery.

### ● BENEFITS:

- **Positions the client as an authority** in their field and strengthens brand credibility.
- **Provides valuable educational content** that builds trust and fosters long-term relationships with listeners.
- **Increases brand visibility and reach** through shareable and impactful storytelling content.

### ● INVESTMENT:

- As per quotation based on the duration and complexity of the documentary project, starting at US \$150 (ZAR 2,500) per minute.







# PODCAST PRODUCTION CONSULTING

Baird Media offers comprehensive consulting services tailored to corporate clients aiming to initiate or refine their podcasting ventures through storytelling. With a focus on strategic planning, content refinement, workflow optimization, technical setup, and distribution strategy, Baird Media ensures clients are equipped with the knowledge and resources necessary for podcasting success.

## • KEY FEATURES:

- **Strategic Planning:** Collaborative sessions to define podcasting goals, target audience, and content strategy.
- **Content Development:** Expert guidance in crafting engaging and relevant podcast topics, formats, and episode structures.
- **Production Workflow Optimization:** Streamlining production processes for efficiency, quality, and consistency.
- **Technical Setup:** Assistance with selecting and setting up recording equipment, software, and hosting platforms.
- **Distribution Strategy:** Guidance on effective podcast distribution channels, including platforms, directories, and promotion tactics.

## • BENEFITS:

- **Tailored Solutions:** Customised consulting to meet the unique needs and objectives of each corporate client.
- **Expert Guidance:** Access to experienced podcasting professionals offering insights and best practices.
- **Efficiency:** Streamlined processes and optimised workflows save time and resources.
- **Quality Assurance:** Ensure high-quality content and professional production standards from inception to distribution.
- **Maximised Reach:** Effective distribution strategies to expand audience reach and engagement.

## • INVESTMENT:

- **Consulting Packages:** Tailored pricing based on the scope and duration of consulting services required.

**Hourly Consultation:** Starting at R 2,500 (USD \$150) per hour for personalised guidance and support.

**Custom Quotes:** Contact Baird Media for custom quotes based on specific consulting needs and project requirements.





“Baird Media distinguishes itself by offering personalized podcast mentorship, combining decades of industry expertise, award-winning production, and a commitment to helping entrepreneurs thrive in the dynamic world of podcasting.”

I have recently worked with Hendrik on his podcasts and have been privileged to be featured as one of his early guests. Hendrik delighted me with his clear instructions and template, but even more impressive was the follow up and desire to gain feedback on how to improve his processes. That is the mark of a man who is never satisfied with "good enough" or the status quo, but always looking to improve. This is the hallmark of someone going places. I highly recommend Hendrik for any work you may have around podcasts, media creation and content writing.

Charles Barnard | The Growth Engineer

# NOTABLE PROJECTS

Whether you are a solopreneur, a SMME, or a large corporate, you will benefit from the expertise of **Baird Media**. Join our ever-growing base of satisfied clients as you too Become a Podmaster!





# CONTACT US

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