



Company Profile

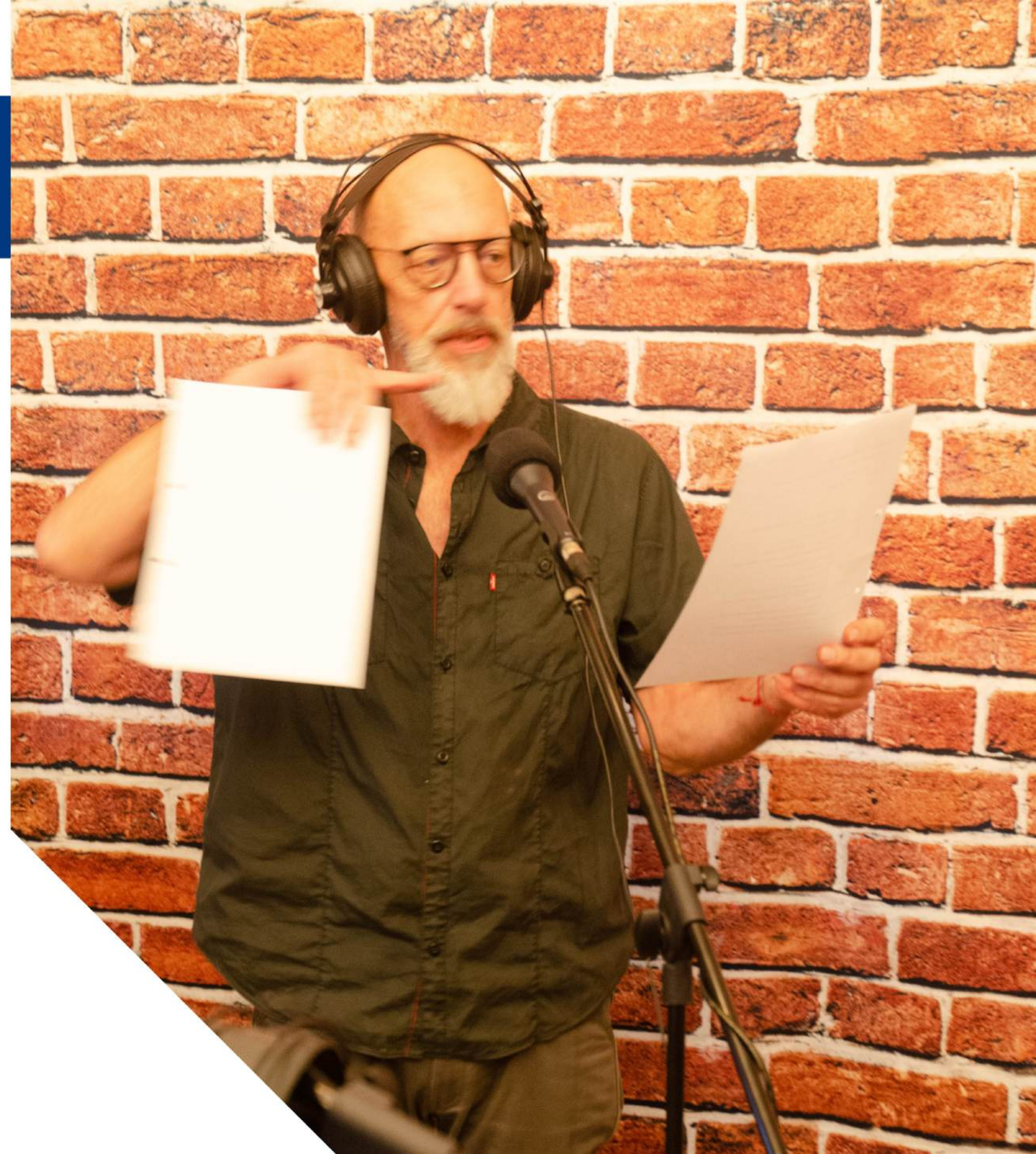
2025

<https://baird.media/>



Overview

- 01** About Our Company
- 02** Mission and Vision
- 03** Our Core Values
- 04** Our Founders
- 05** Market Analysis
- 06** Our Services
- 07** Our Process
- 08** Our Milestones
- 09** Our Podcasts
- 10** Connect with Us





About Our Company

Baird Media was founded by Hendrik and Ethan Baird, a dynamic father-and-son duo who successfully managed an award-winning online radio station.

Building on their achievements, they transitioned into the world of podcasting, bringing their expertise and passion to create high-quality, engaging, and strategic audio content.

Mission & Vision

Our Mission

To empower podcasters through expert consultation, cutting-edge innovation, and top-tier production services, helping them craft compelling content that engages audiences and drives long-term success.

Our Vision

To be the leading force in podcast consultation and production, equipping business leaders, entrepreneurs, and creators with the tools, skills, and strategies to build impactful, sustainable, and successful podcasts.



Our Core Values

Creativity

Constantly pushing boundaries and embracing evolution in podcasting and storytelling.

Integrity

Commitment to honesty, transparency, and building lasting client relationships.

Passion

Valuing effort, taking responsibility, and delivering excellence in every project.

Our Founders



Ethan Baird

Technical Director

Ethan is a radio professional with three Radio Awards under his belt. His extensive podcast editing and sound design skills ensure that every podcast he produces stands out due to high technical proficiency.



Hendrik Baird

Artistic Director

Hendrik has more than 40 years experience in entertainment and arts management. As a Muse Award winner, he has shown that he is not only an excellent writer, but his organisational skills makes him a producer of note.

Market Analysis

01 Growing Demand for Branded Podcasts

The demand for branded podcasts is on the rise as businesses increasingly recognize the value of audio storytelling to engage audiences and build brand loyalty. With more brands seeking to leverage podcasting as a strategic marketing tool, Baird Media is well-positioned to capitalize on this trend by offering high-quality production and consulting services tailored to a client's objectives.

02 Shift Towards Video-First Content

Audiences are gravitating towards video-first content, with platforms like YouTube and social media driving higher engagement rates. Baird Media's expansion into video-first podcast production taps into this demand, allowing clients to maximize reach and impact through visually engaging storytelling that complements traditional audio formats.



Our Services



Podcast Consultants

Whether you want to start a podcast or improve an existing one, Baird Media's various Podmaster programs will set you on the road to podcasting success.



Podcast Producers

Specialising in audio dramas and documentaries, Baird Media is carving a niche within the local podcasting scene. We also produce bespoke podcasts according to client needs.



Podcast Books

Various books aimed at the learner, beginner, or podcast professional help explain in more detail how to not only produce a winning podcast, but how to get the best value from it.



Podcast Consultants



Podmaster Startup Program

A structured, hands-on program guiding new podcasters from concept to launch over six practical sessions.



Podmaster Masterclass

An advanced training initiative designed to elevate existing podcasts, refining content, marketing strategies, audience engagement, and monetization.



Podmaster for Schools

A tailored six-session online program for high school students, equipping them with the skills to start and sustain their own podcasts.

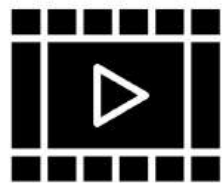


Podcast Producers



Branded Audio Dramas

Baird Media collaborates with corporate clients to produce compelling storytelling series that align with their brand values and messaging.



Branded Audio Documentaries

Baird Media produces in-depth, research-driven audio documentaries that explore corporate clients' stories, industry topics, or key initiatives.



Bespoke Podcast Productions

Custom-designed podcast solutions tailored to businesses, thought leaders, and organizations.



Podcast Books



Become a Podmaster

A step-by-step guide covering everything you need to know to start, grow, and sustain a successful podcast.



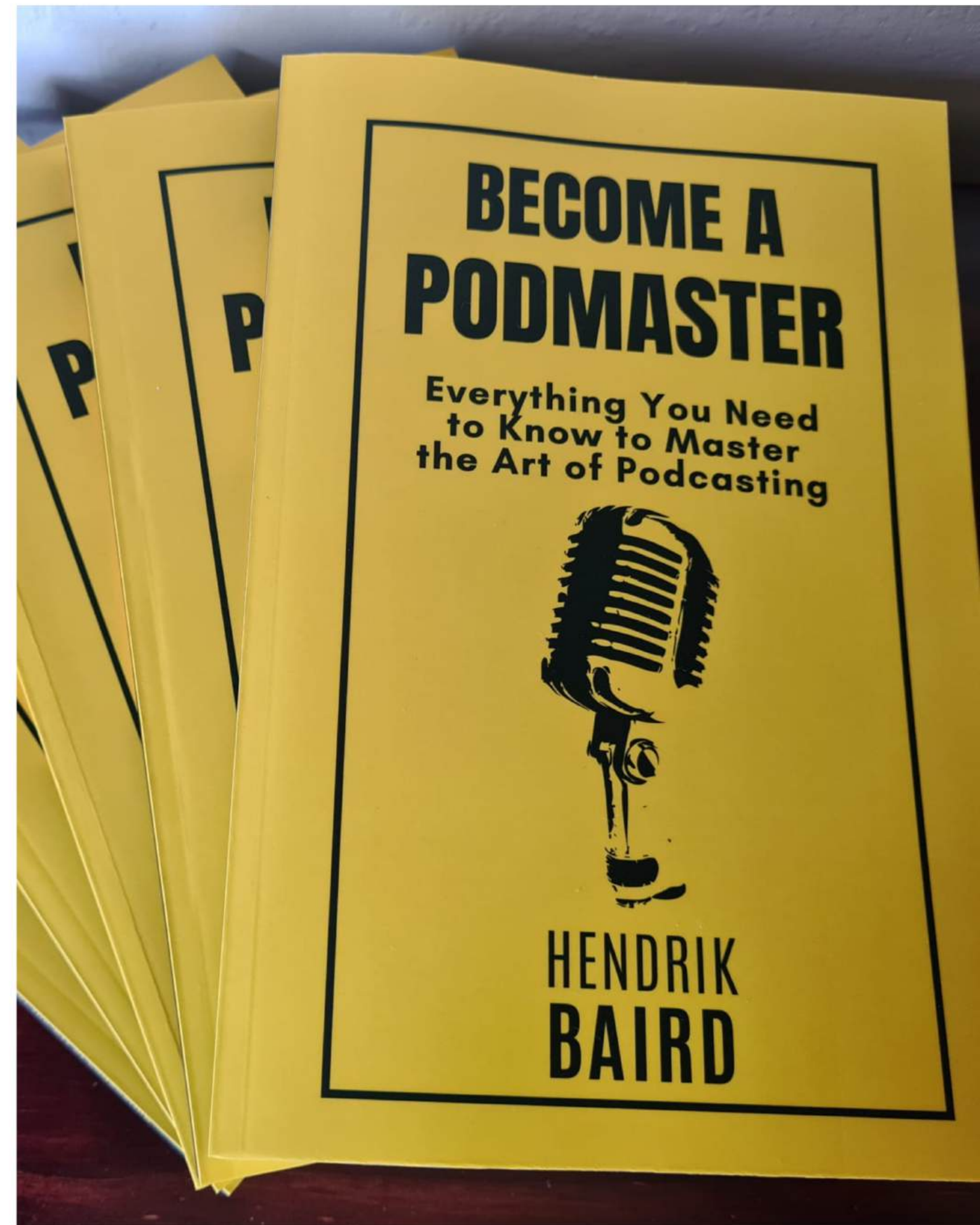
The Podmaster's Voice

A comprehensive guide designed to help podcasters develop their unique style, improve their delivery, and create engaging content.



Purposefully Repurposed for Profit

A strategic guide to maximizing podcast content by repurposing it for multiple platforms to increase reach and revenue.





Our Process

At Baird Media, we guide our clients through a seamless journey from concept to completion, ensuring every podcast is strategically crafted to achieve its full potential. Our process is built around clarity, collaboration, and delivering measurable results, with three key steps: Free Consultation, Needs Analysis, and Production.

01



02



03

We start with a no-obligation consultation where we listen to your podcasting goals, answer your questions, and share initial insights. This meeting is all about understanding your vision and setting the stage for a tailored podcast strategy.

Based on our consultation, we conduct a deep dive into your brand, audience, and objectives. This phase involves identifying the content, format, and resources required, giving you a clear roadmap to a podcast that aligns with your goals.

With a solid plan in place, we handle every aspect of production—from scripting and recording to editing and distribution. Our team ensures high-quality, professional episodes that captivate your audience and reflect your brand's voice, leaving you free to focus on what you do best.

Our Milestones

2021

Launched Baird Media with a vision to elevate podcasting in South Africa and secured our first clients.

2022

Expanded our client base, diversified services, and published the first book, as well as launching our own podcasts.

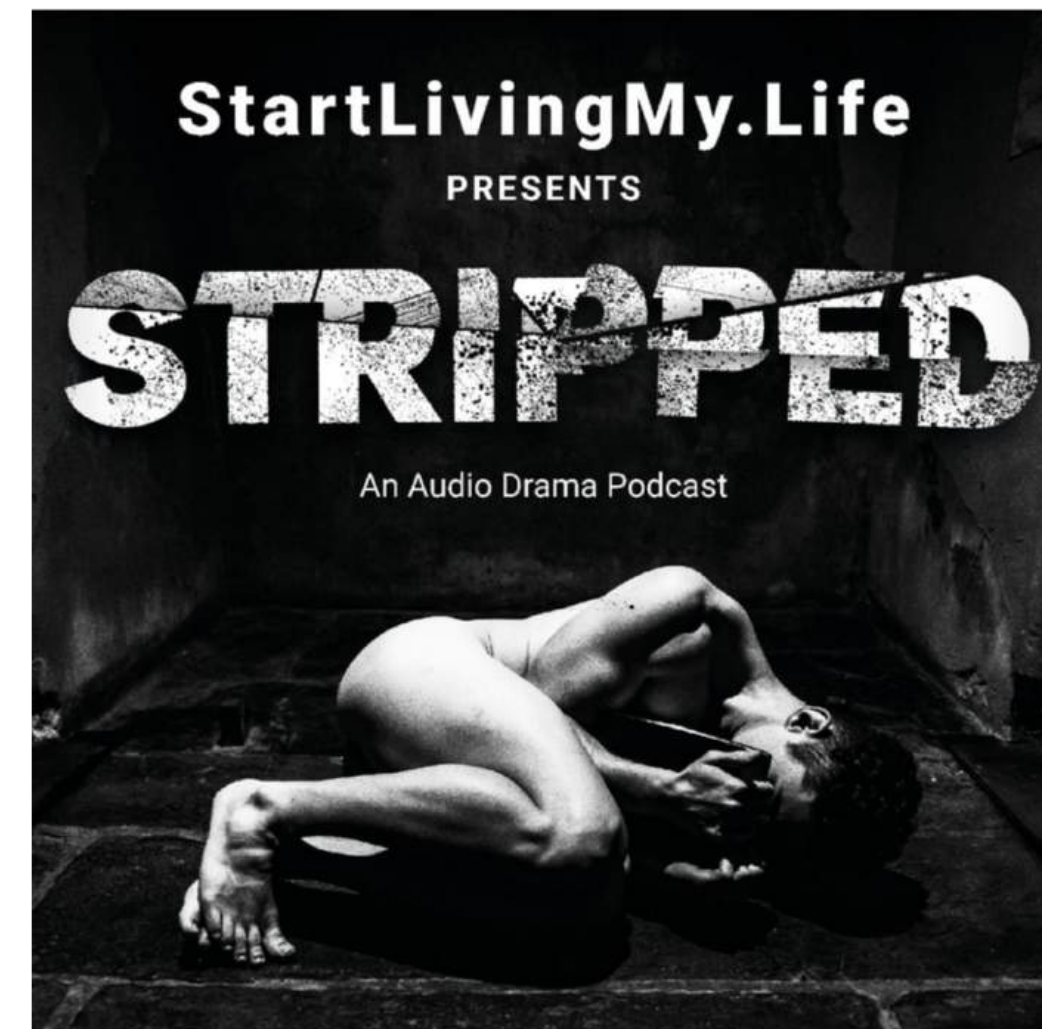
2023

Introduced video-first podcast production, launched the Podmaster Startup Program, and grew thought leadership through industry partnerships.

2024

Produced **Stripped** and won the WGSA Muse Award for Best Script, highlighting our storytelling excellence.

Our Podcasts



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