



# *arts*pod

*How arts podcasts  
can excite and engage  
your audiences*

# artspod *an innovative new way to engage arts audiences*

*artspod* is an exciting new audio alternative to print features, drawn from insightful, in-depth interviews with performers and creatives.

Run by leading music writer and broadcaster Edward Seckerson, *artspod* has substantial audience reach, with podcast distribution on *iTunes*, *Watsonstage.com* and *The Arts Desk*.

With packages starting from just £600, for less than the price of one print advertisement, *artspod* can provide you with real presence on the web through exciting audio content that actively promotes your brand.

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*“artspod is about substance not sound bites: great quality content that informs and excites your audiences”*

*Edward Seckerson*

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## *What's unique about artspod?*

- Dynamic content of real depth, providing you with a custom-made online radio programme of broadcast quality
- Edited and mixed by industry experts from the worlds of arts journalism and BBC Radio, ensuring your message uniquely stands out against the competition.
- Promoted in collaboration with established partners including *The Arts Desk* and *Watsonstage.com*, giving your podcast a wide listenership as well as highly credible endorsements
- Achieves greater online reach through RSS feeds and boosting Google search rankings
- Easy to share - with a click, your podcast can be forwarded or posted on related websites, rapidly spreading your message online.

## ARTSPOD CLIENTS HAVE INCLUDED



G L Y N D E B O U R N E



UNIVERSAL MUSIC GROUP



Opera | North

London  
Philharmonic  
Orchestra



## Introducing Edward Seckerson

**Edward Seckerson** is a Classical Music, Opera and Musical Theatre Critic with a long-standing career in British print and broadcasting media.

He wrote and presented the long-running BBC Radio 3 show *Stage and Screen* where he interviewed many of the biggest names in the business - among them *Julie Andrews, Angela Lansbury, Liza Minnelli, Stephen Sondheim* and *Andrew Lloyd Webber*.

During his journalistic career he has written for most major music publications and is on the review panel of *Gramophone* magazine.

Edward conducted one of the last major interviews with Leonard Bernstein and his audio podcast *Sondheim - In Good Company* has proved a significant contribution to Sondheim's 80th birthday

## Praise for artspod

*"I am simply awestruck! This is a stunning achievement. it delineates and encapsulates the extent of the man, the creator and the work in a touching and personal way that could not be expressed in tomes of learned biography or analysis.*

*I cannot express to you how grateful I am for producing something so far beyond what I imagined it would or could be."*

*John Schofield, Josef Weinberger  
(on Sondheim's 80th Birthday Tribute)*

## Get in touch

If you'd like to hear more about how *artspod* can help promote your event, do get in touch. We'd love to hear from you. Please contact:

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