



THE NEW MEDIA ARCHITECT

Scaling Podcast Networks Through Operational Excellence and Trend Forecasting

18 Years Experience

250% Growth Expert

20+ Networks Built

K.R. Baker | Agency by PlayMasToday

The Visionary Asset

Operational History

Founded and scaled **DIRadioCast New Media Network** in 2006

Integrated audio, video, and print across multiple platforms

Core Philosophy

Transitioning podcasting from a **"hobbyist"** venture to a structured network

Creators define brand character, management ensures technical and financial excellence

Asset Focus

- I don't sell catalogs; I sell the **blueprints** for:
- Identifying talent
 - Standardizing production
 - Maximizing IP through syndication

18-Year Media Evolution

	2010	2015	2023
Founded DIRadioCast	Expanded to PlayMas.Today	Integrated Multi- Platform	Network Architecture Expert

Key Achievements

- | | |
|-------------------------------------|---------------------------------------|
| Built scalable podcast ecosystems | Developed systematic talent discovery |
| Created revenue-generating networks | Established industry-standard SOPs |

Identifying Market Gaps & Emerging Trends



The "Hip-Hop Senior" Demographic

Recognized an underserved market

\$500B market value

Urban consumers ages **24-50+**

"Aged out" of traditional marketing



Strategic Opportunity

Expert positioning of media brands

Address entertainment needs of mature markets

Create content for underserved demographics



Predictive Growth

Architected 250% growth strategies

Key growth levers:



Podcast syndication



Social network development



Market Trend Analysis

Identifying emerging opportunities

Mature audience
engagement

Digital-first content
consumption

Talent Discovery & Classification

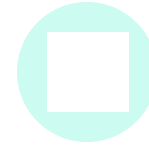
Implementing a four-category filter to ensure diverse, high-quality network programming



Podcasters

Delivering first-run syndicated audio content

- Professional audio production
- Consistent publishing schedule



Vloggers

Independent video creators with high-frequency output

- Visual storytelling expertise
- Engaging personal brand development



Photojournalists

Documenting brand stories through visual media

- Visual documentation expertise
- Brand image development



Blogger-Strategists

Driving SEO with minimum 3 unique posts per week

- Content marketing expertise
- SEO and digital authority building

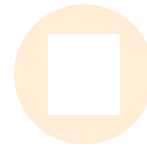
Professionalizing the Creator Workflow

I replace production chaos with disciplined **Standard Operating Procedures**



Technical Standards

- Mandatory delivery in MP3 320/192kbps at 44kHz (CD Quality)
- Precise naming conventions: Showname_Vol_Ep



The 48-Hour Discipline

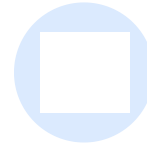
- Content windowing: rebroadcasts 48 hours to 5 days after initial airtime
- Ensures maximum shelf-life for every asset

WORKFLOW INTEGRATION



Staging Protocols

- Project management component for producer roles
- Content must pass QA on staging server before production publish



Training Literacy

- Technical training in web publishing and HTML
- Enables creators to communicate effectively with development teams

"Systematic workflows transform creative chaos into sustainable content ecosystems"

Monetization Architecture & Growth



Internal Growth Loops

Cross-marketing system where network talent promotes each other

Double site hits and capture shared audiences

Creates sustainable audience growth



Premium Billing Models

Treats podcasting as a premium marketing vehicle

\$375 per segment infomercial billing

15-30 minute content blocks



Diversified Revenue Streams

Tiered "Buy In" models with funding splits

20/80 Split

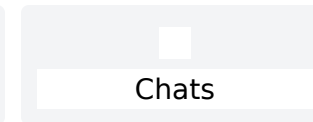
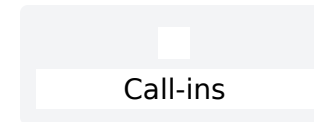
50/50 Split

Incentivize talent while protecting network bottom line



Interactive Engagement

Turn passive "fans" into active "consumers"



Institutionalizing Your Network

The Offer

Nearly **20 years** of success from managing shows like "Smart is the New Cool" to **250% growth rates**

Proven Systems

Scalable Frameworks

The Goal

To institutionalize your talent pipeline with contracts, syndication agreements, and standards from DIRadioCast

Creating a **trained, syndicated, and revenue-ready** talent ecosystem

Ecosystem Development Process

- 1 Assessment**
Evaluate talent and infrastructure
- 2 Standardization**
Apply proven contracts and agreements
- 3 Training**
Develop technical and creative capabilities
- 4 Syndication**
Distribute content across platforms

Next Step

Let's build an ecosystem where your talent is a trained, syndicated, and revenue-ready asset

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