**PODCAST PROPOSAL TEMPLATE**

*Fill up Description column and Remarks (if any)*

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| **Item** | **Description** | **Remarks** |
| Name of Producer | Your name |  |
| Title Of Programme | Something shorty, catchy and creative that gives your audience an indication of what your show is about |  |
| Concept Synopsis | A summary of the topic, or issues that will be addressed in the Podcast.   Share the central theme for the podcast. |  |
| Target Listeners | What is your audience’s demographic profile, psychographic profile  For example : age range is set between 17 and 35 years old, including youths and young working adults |  |
| Delivery tone | Describe how the podcast will be presented and the tone that it will be presented in.  For example : Upbeat, casual (conversational)   Neutral serious, informative (like news-reporting / sensitive topics) | Reference 2-3 existing podcasts that are comparable and discuss how this concept is similar and/or unique |
| Any Other Comments |  |  |