



Georgia on your *Mind*

Project Brief

Team Georgia on Your Mind (Season Two)

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Project Pitch

When most people think of the University of Georgia, the first thing that probably comes to mind is the back-to-back National Championship-winning football team. While the Bulldogs play an undeniably crucial role in the success and appeal of the school, the *Georgia on Your Mind* podcast seeks to promote other, more unexplored ways UGA contributes to its home state's cultural, social, and economic identity. Throughout the course of *Georgia On Your Mind's* brand new second season, titled, "Beyond the Hedges," listeners are introduced to lesser-known people and programs doing incredible things - not only for the university, but for the entire state. Each episode offers exclusive, in-depth perspectives through conversations with those directly involved in the advancement of Georgia's excellence.

Season Two of *Georgia On Your Mind* celebrates the vast reach and impact of the University of Georgia, taking listeners on a journey to uncover the best-kept secrets that make it such an extraordinary institution. They are given a behind-the-scenes, front-row seat to the development of innovative technology and game-changing initiatives taking place just outside the spotlight. Episode topics include satellite-building at the UGA Small Satellite Research Laboratory, community revitalization through the UGA Archway Partnership, research conducting whale-saving robots at Skidaway Island, and the school's pivotal position in the breeding of blueberries, one of Georgia's often forgotten but top commodities.

Podcasts are more popular now than ever before, giving both casual and committed listeners access to immersive and interactive audio experiences based on any topic they can possibly imagine. There is so much great work being done by UGA across the state of Georgia, and *Georgia On Your Mind's* second season highlights these efforts in a fun and refreshing way, telling empowering stories that deserve to be heard. Join us at the New Media Institute for *Georgia On Your Mind* Season 2: Beyond the Hedges!



Project Definition, Justification, & Exploratory Research

Purpose Statement

The *Georgia On Your Mind* podcast will showcase cutting-edge academic initiatives at UGA that foster the state's excellence, illuminating innovative programs, groundbreaking research, and remarkable individuals contributing to the university's legacy.

Problem and Solution Overview

Creating a podcast that is both engaging and informational is a challenge. We want UGA students, alumni, and fans alike to learn more about how Georgia excels in specific fields and how UGA significantly contributes to these projects. However, we also want to create an exciting, engaging, profound, and creative product. *Georgia on Your Mind* focuses on broadening the public perception of the university as a whole.

According to [Niche](#), UGA is ranked #5 in business and #7 in agriculture, both industries that are not often associated with the institution. Our podcast aims to uncover these lesser-known facets of UGA, showcasing the university's diverse expertise beyond traditional realms. We'll delve into groundbreaking research, innovation, and the exceptional individuals who make UGA a powerhouse in these fields.

Through engaging storytelling and expert interviews, we'll unveil the hidden gems of UGA's contributions to business, agriculture, and various other disciplines. Whether you're a proud UGA alum, a curious Georgia resident, or simply an enthusiast of higher education, *Georgia on Your Mind* promises to inform, entertain, and inspire while shedding light on the remarkable achievements of the University of Georgia.

Comprehensive Research Report

Right now there aren't any other podcasts that are directly competing with *Georgia on Your Mind*. However, there are several podcasts that are geared towards UGA fans and students. Most of the UGA podcasts on Apple Podcasts and Spotify are sports podcasts. ***Dawg Nation Daily*** seems to have the largest audience. It has more than 800 reviews for over two-thousand episodes about Georgia athletics. The host is likable and you can tell he loves UGA. When you're listening to the podcast it feels like you're eavesdropping on a conversation between friends, yet it still has structure. This is something we would like to duplicate in Season Two of *Georgia on Your Mind*. *Dawg Nation Daily* also has a great mix of guests, and it helps the



hour-long show go by rather quickly. Our team appreciates the flow, but an hour is a very long time to keep someone's attention. We'd like to keep our episodes to 30 minutes or less.

Discover Georgia is another podcast that is somewhat similar to our *Georgia on Your Mind*. It was created by Atlanta News First and explores different parts of the state and how those areas are contributing to the overall economy. However, this particular podcast focuses on the state as a whole instead of the university. It's also geared toward tourism rather than education. The audio quality of these episodes are poor and many of the interviews seem to be over the phone. They're hard to hear and make the podcast hard to listen to. Our team definitely wants to make sure the audio quality is exceptional to give our listeners a memorable experience. The guests on the *Discover Georgia* podcast were informational, but not very conversational. For our podcast, we want to make sure the guests are down-to-earth and fun to keep our listeners entertained.



One podcast that serves as a big inspiration is **Flightless Bird**. The storytelling by David Farrier is entertaining, yet informational. He and his co-host begin each episode with a short introduction and some chit-chat, then they throw to a mini-documentary. The documentary is highly produced, but doesn't sound scripted and boring. It really brings the listener on the journey and evokes real emotion. The topics are somewhat silly, but we think this style or something similar to it could work well for our podcast.



Client Introduction

Due to the unique nature of podcasting, we consider both our guests and our listeners to be clients. According to [data](#) from [explodingtopics.com](#), *Georgia on Your Mind* listeners will most likely be between the ages of 12 and 34. They're also most likely to be men. And we can hypothesize that most of our listeners will be UGA fans, students or alumni. Most of our listeners will be white and they'll likely be listening to our podcast on Spotify. We want to produce a podcast that caters to the interests of these target listeners.

Additionally, our guests are also our clients. Over the course of recording six episodes, we'll be interacting with dozens of professionals and students, giving them an outlet to share their stories. We maintain frequent communication with our guests, scheduling interviews, traveling, and researching. Our goal is to make sure that through our conversations, they feel their work is represented authentically.



Technology Overview

Season Two of the *Georgia On Your Mind* podcast will be housed on an updated version of the website created by the producers of the first season. Listeners will also be able to stream the podcast on Spotify and Apple Podcasts. We believe this two-pronged approach is the best method to deliver the series as it provides a one-stop landing page entirely devoted to the podcast with additional information beyond each episode, while also giving listeners the opportunity to listen to *Georgia On Your Mind* on-the-go, anywhere at any time. We will also launch Instagram and Tik Tok accounts, developing an active social media presence to drive awareness, increase our reach, and share interactive content with our followers.

Outline of Features

With the *Georgia On Your Mind* website already existing, we will be taking advantage of many of the features already in place, such as the “About” and “Contact” pages. However, we will be updating and polishing the site in the context of the new season, giving each of the two different seasons their own separate pages, while adding biographical information about the new producers and behind-the-scenes visual content (pictures, videos, etc.) of the production of Season Two. For each episode of Season Two, we will stay consistent with the format of an internal play button to listen within the website, links to Spotify and Apple, summaries and transcripts of the episodes, and information about each guest. However, we plan on adding additional information and external links about the guests interviewed and the different organizations and efforts discussed so listeners can easily find out more about what they just heard.

In terms of the subject matter for Season Two, we plan on having six episodes, and the outline is as follows. Our first episode will follow the aerospace research and development currently taking place in Georgia, highlighted by UGA’s very own Small Satellite Research Laboratory. Episode Two will be all about the UGA Small Business Development Center, using real-life case studies to illustrate its impact across various industries. Another episode will tackle how the UGA Archway Partnership connects and empowers communities across the state, such as the revitalization of Hartwell into Georgia’s Downtown-of-the-Year award-winner. A fourth episode will look at the UGA Skidaway Institute of Oceanography’s efforts to save endangered North Atlantic Whales through underwater robots. For Episode Five, we will explore the UGA blueberry breeding program and its key role in the production of one of the state’s top commodities. The topic for our sixth and final episode has yet to be determined.

Competitive Advantage Report (CAR)

Market Justification

Due to the recent dominance of its football program and the rising status of its academic reputation, the University of Georgia is currently experiencing an unparalleled peak in popularity, with more than [43,700 applicants last school year](#). At the same time, podcasting has swiftly become a top pastime, with [almost half a billion listeners worldwide](#). In the context of these two major pull factors, *Georgia On Your Mind* is the only podcast of its kind, focusing on the powerful, mutually-beneficial relationship UGA maintains with its home state. For those interested in learning more about how the University of Georgia is changing lives beyond the classroom, the new season of this podcast will bring to life the stories behind the statistics. With content, conversations, commentary, and insight unavailable anywhere else, we are confident Season Two of *Georgia On Your Mind* is something people want and will listen to.

Consumer Research

Target Market Demographic Info:

- **Gender:** around a 50/50 male to female ratio, with men slightly favored
 - Not specifically targeting one more than the other though
- **Race:** majority caucasian (about 60% based on general podcast statistics), but again not specifically trying to target any particular race over another
 - [Source: Podcast Listener Diversity Statistics](#)
- **Age:** majority (67%) within the age group 18-44, with younger listeners more active than older ones (55 years and older)
 - [Source: 2023 Podcast Statistics](#)
- **Education:** starting with current to UGA students, through to listeners who have pursued higher education
 - “Podcast listeners are in the educated section of society (68% more likely to have a postgraduate degree)”
 - [Source: 2023 Podcast Statistics](#)
- **Income:** starting with limited student budgets, through to those listeners with \$250,000+ incomes
 - “On average, podcast listeners have a much higher income than the general population (45% of podcast listeners have a household income over \$250,000)”
 - [Source: 2023 Podcast Statistics](#)



- **Location:** while some alumni living elsewhere might tune in, we will primarily be targeting listeners within the state of Georgia
- **Interests:**
 - The University of Georgia
 - The state of Georgia and its history, as well as its civic and public development and advancement
 - Listening to podcasts
- **Wants:**
 - A podcast that is easy to listen to, passing the time on the way to work, class, on a road trip, etc.
 - A podcast that is both informative and entertaining, with exclusive stories and perspectives
- **Needs:**
 - A new form of entertainment/ fresh content
 - An avenue to learn new things without having to go out of their way / put too much effort in
 - A way to stay up-to-date with what's going on at the university they love and in the state they live in

User Personas

User Persona 1: Samantha Fennell

Demographics

- Occupation: UGA Student
- Age: 18
- Hometown: Marietta, GA

Behaviors

- Social Media Usage: High (several platforms several times per day)
- Podcast Streaming: Average (listens a few times per week while working out or walking to class)

Needs

- Samantha is a freshman at the University of Georgia. She's dreamed of being a bulldog her whole life and is thrilled to be living on campus. As a new student and an engineering major, she wants to learn more about her school and some of the opportunities that are available.



User Persona 2: Brock Jones

Demographics

- Occupation: HVAC Technician
- Age: 34
- Hometown: Macon, GA



Behaviors

- Social Media Usage: Low (only has a Facebook and checks it once a week)
- Podcast Streaming: High (listens during drives between jobs at work)

Needs

- Brock is a die-hard UGA fan. He loves everything about Georgia. As an HVAC technician, he drives a lot from job-to-job and always listens to podcasts along the way. After getting through his UGA sports podcasts, he wants to switch it up and see what else Georgia has to offer.

Product Comparison

The University of Georgia podcast market is wide open - especially for topics not centered around athletics. There are several UGA podcasts that focus on the football team, news, and politics - but nothing that would directly compete with our podcast. Some of the athletics podcasts appear to be pretty successful. They've got hundreds of reviews and paid advertisements. Our product will differ in content and storytelling. Our podcast isn't just a talk show. It's a highly produced story that explores unknown ways the university is excelling. Not only does it entertain the listener, but it educates them as well.

Competitor Research

1. [Discover Georgia](#)

Discover Georgia is a podcast whose goal is to uncover the places in Georgia that visitors and residents alike can uncover. Hosted by Josh Morgan, the director of digital media at CBS 46, now under [Atlanta News First](#). The first season was created on January 31, 2022, focusing on three cities: Augusta, Dahlonega, and Savannah.



The second season came out on December 28, 2022. Discover Georgia took a different route with season 2 by focusing on specific stories, such as Stephanie Stuckey, a UGA alumni who is an avid road tripper, and the [Macon Cherry Blossom Festival](#).

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The podcast is available on the Atlanta News First website, [PeachTree TV](#), [iHeartRadio](#), and top streaming platforms Spotify and Apple Podcasts.

Discover Georgia targets people actively seeking new places to travel to in Georgia, as well as what these places offer.

On Spotify, Discover Georgia has one 5-star review. On Apple Podcasts, Discover Georgia has three 5-star reviews. Although they don't have a very big following, those who do listen seem to enjoy it thoroughly.

2. [DawgNation Daily](#)

DawgNation Daily is a podcast hosted by [Brandon Adams](#) that gives listeners daily episodes on all things Georgia Bulldogs. From covering the most recent games to interviews and backstage access, all topics that surround UGA football and fans are included.

DawgNation is owned by the [Atlanta Journal-Constitution](#) and Cox Enterprises. Connor Riley is the producer.

Their target audience is football fans, specifically Bulldog fans, athletes, and students.

The podcast is available on their website, DawgNation, or streaming platforms like Apple, Google, and Spotify.

DawgNation has a prominent social media presence (Facebook, Instagram, X, & YouTube.) The DawgNation website is also used to market their podcast, including news articles and stories about the Georgia Bulldogs.

DawgNation is relatively widespread, garnering 863 ratings on Apple and 305 ratings on Spotify.

