



**Queens  
Podcast Lab**

QueensPodcastLab.org

# Developing Content Franchises

*Practical Decisions and Tasks to Bring  
Your Creative Enterprise to Life*

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## **Queens Podcast Lab**

**Queens Podcast Lab.org**

City University of New York, Queens College





Presented online via Zoom

Friday, October 1 at 12:15PM ET



## This Friday: Planning Your Creative Enterprise

Join us for the basics of planning and development

Queens Podcast Lab    

**Join our email list!**  
<https://queenspodcastlab.substack.com/>

# Upcoming Events

## Storytelling

Friday, Oct 8 at 12:15PM

*A discussion with Prof. Jason Tougaw (English)  
about the art of storytelling*

**Friday, October 8, 2021 at 12:15PM**

**On QPL's YouTube channel**

**Sign up to our email list at:**

**[queenspodcastlab.substack.com](https://queenspodcastlab.substack.com)**

**Or RSVP to [joseph.cohen@qc.cuny.edu](mailto:joseph.cohen@qc.cuny.edu)**



Upcoming

For more, visit [QueensPodcastLab.org/events/](https://QueensPodcastLab.org/events/)

October 15: Hosting Podcasts (Joseph Cohen , Queens College)

October 27: Fame in the Digital Age (Joseph Cohen , Queens College)

October 29: The Writing Business

(Clayton Childress, University of Toronto & Dana Weinberg, Queens College)

November 5: Creativity (Hannah Wohl, UC Berkeley)

November 12: Content Creation and the Law (Steve Vondoran, Vondoran Legal)

November 19: Creating Video Games (Rob Garfield, Queens College)

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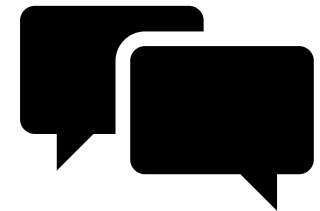
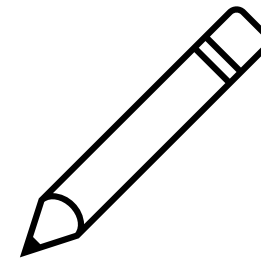
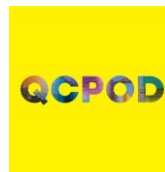
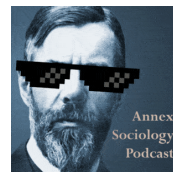
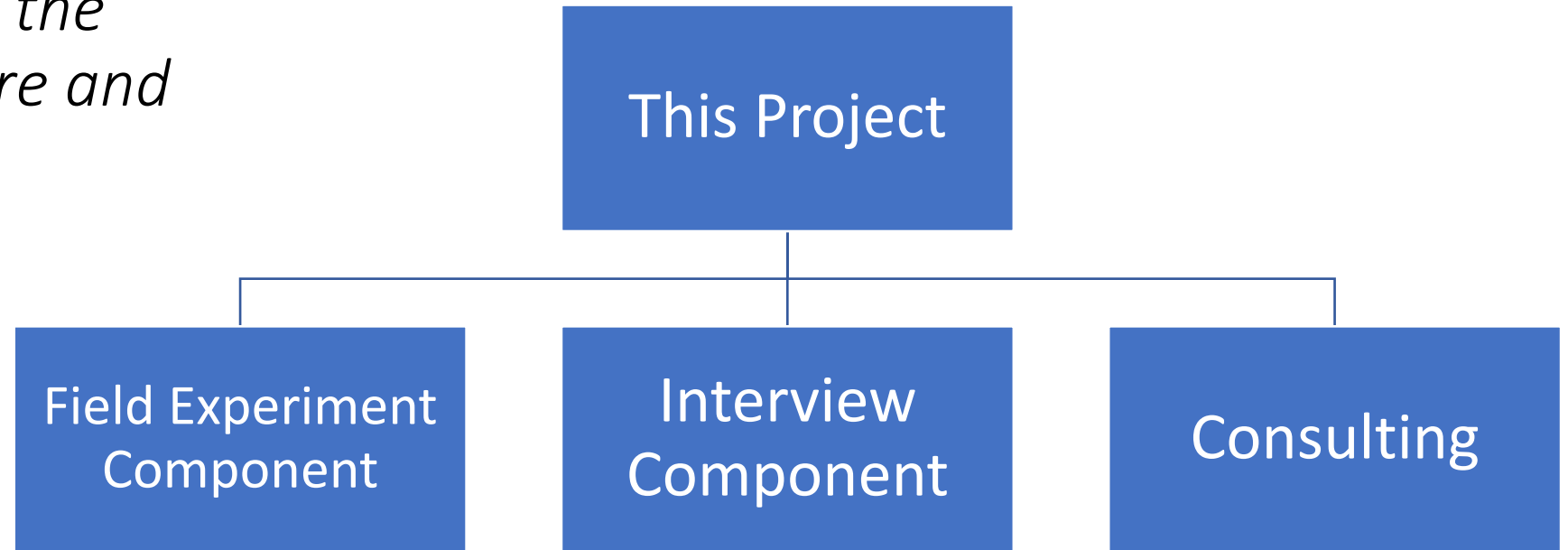


Today:  
Developing a Content  
Creation Enterprise

# Research Project:

*Content Creation*

*Entrepreneurship & the  
Production of Culture and  
Knowledge*

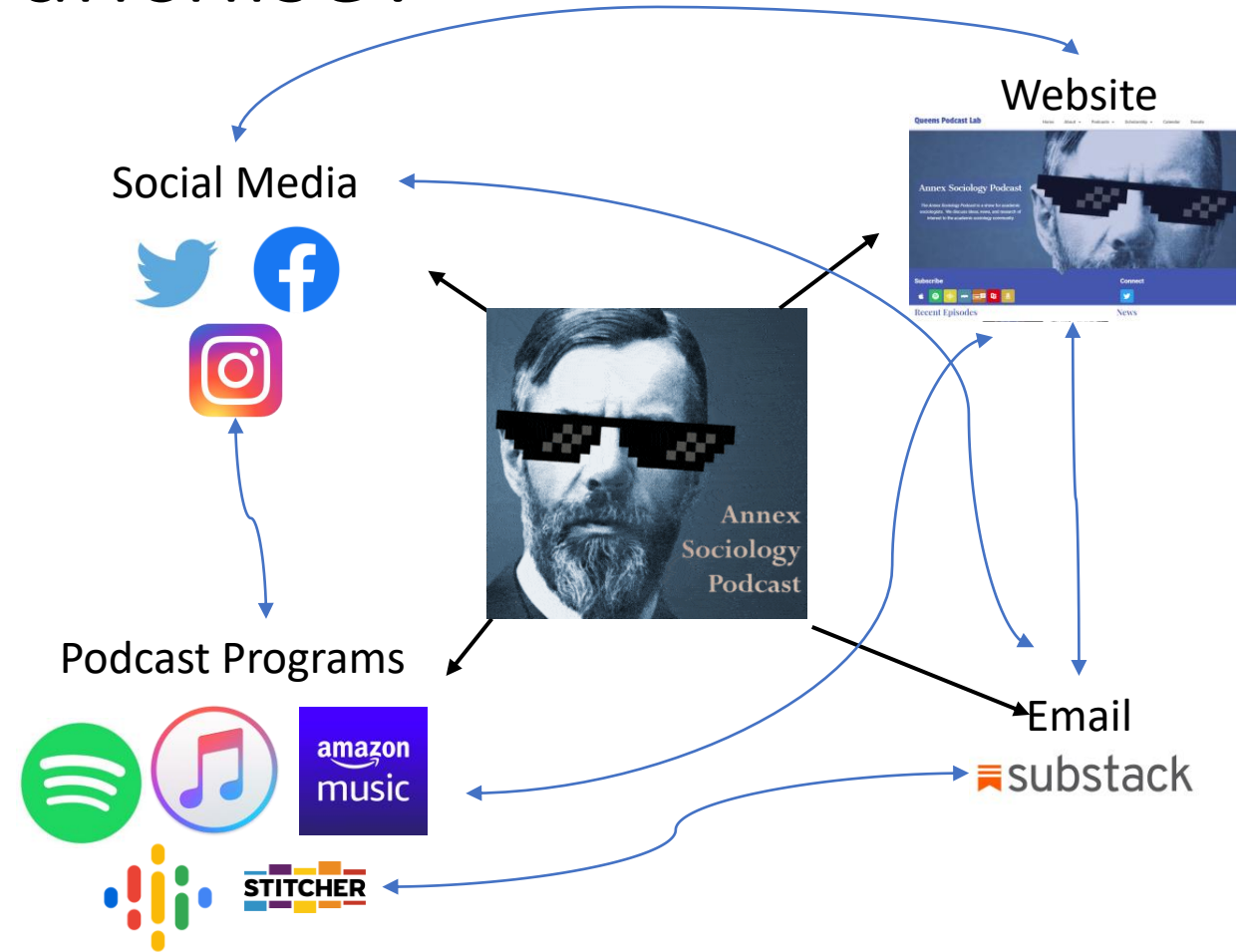


# Planning Your Franchise: Five Considerations

- 1. What is a Content Franchise?**
2. Consider Your Motives for Creating
3. Show Concept Development
  - Identify Your Focal Audience
  - The Building Blocks: Your Abilities & Resources
  - Your Media Portfolio
  - Devise a Concept that Bridges Audience, Building Blocks, and Media
4. Developing a Structured Production and Promotion System
5. Making the Leap

# What is a Content Franchise?

- Centered on person, show, character, or other **branded entity**
- Generates **digital content** (videos, images, audio, text)
- Transmits content over a **media portfolio**
- Develops as a **platform** by establishing communication streams into audiences' informational and cultural diets
- A **franchise**:
  - serves a particular type of informational product,
  - under a shared brand,
  - to a common audience,
  - across different media platforms.





# Content Franchises

## Mr. Beast



- YouTube Videos
- Podcast
- Social Media Feeds: Facebook, Pinterest, Instagram, Twitter, TikTok
- Live Streaming: Twitch, Facebook, YouTube
- Merchandising: Apparel, Gifts, Fast Food Delivery
- Content Creator Development, Production and Promotion

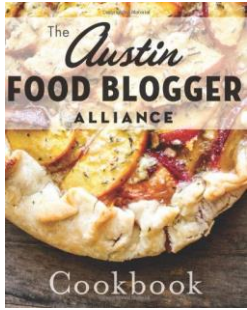
# Content Franchises

Respondent:

Theme Park-Focused Podcaster



- Podcast
- Social Media Feeds
- Book
- Travel Agency / Booking Service



allagashbrewing Message

2,799 posts 160k followers 1,451 following

Allagash Brewing Company  
Independent craft brewery in Portland, Maine. Belgian-inspired beers. Certified B Corp. All things beer, food, and Maine. Must be 21+ to follow.  
[www.allagash.com/helpful-links](http://www.allagash.com/helpful-links)

Followed by industrialartsbrewing, liarsbenchbeer, rusticales +371 more



**Khan Academy**



**Slow Boring**

Passion and Perspective from Matthew Yglesias



**Baseball Prospectus**



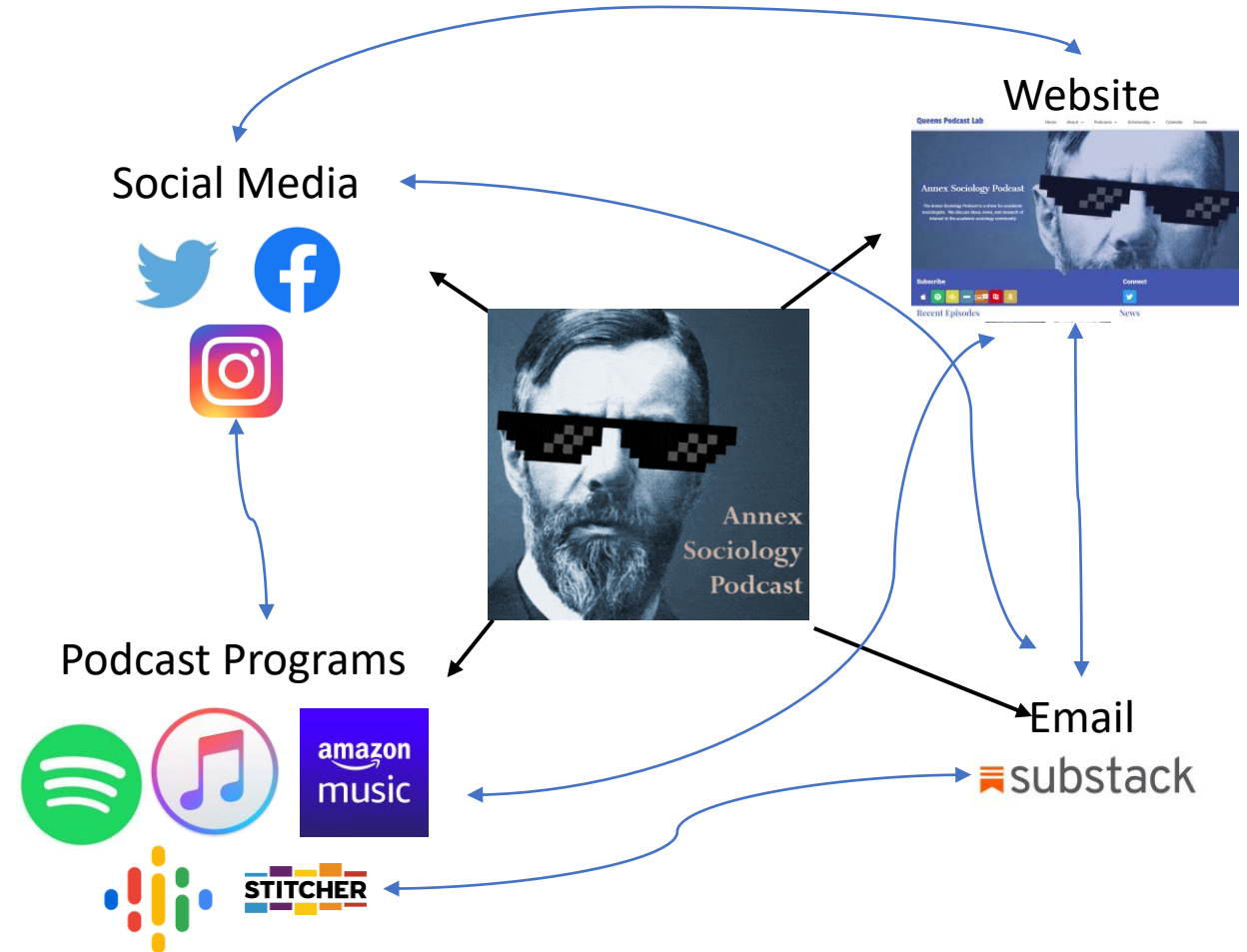
Content Franchises Can be Built Around People, Organizations, Social Movements, and Much Else

# Content Franchises



# Content Franchises: An Enterprise That...

- Centered on person, show, character, or other **branded entity**
- Generates **digital content** (videos, images, audio, text)
- Transmits content over a **media portfolio**
- Develops as a **platform** by establishing communication streams into audiences' informational and cultural diets
- All towards some purpose



# Planning Your Franchise: Five Considerations

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Your Motives for Creating:  
Why are You Doing This?

# Your Motives for Creating: Why are You Doing This?

- Money
- Attention



# Your Motives for Creating: Why are You Doing This?

- Money
- Attention
- Passion for a Topic or Field
- Performance of a Role at Work or in Career
- Marketing Arm of a Business
- Establishing Connection or Status in a Target Community with *a priori* Relationship
- Advancement of an Organization, Movement, or Ideal/Ideology
- Community Service
- Pleasure of Creativity, Expression, and Performance
- Vehicle for Socializing / Networking

# Your Motives for Creating: Why are You Doing This?

Understanding your motives is important because:

- The information guides the creator towards developing an enterprise that rewards them personally
- Maintaining buy-in from the principal creator is often *the* determining factor in whether a franchise survives and development

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  - **The Building Blocks: Your Abilities & Resources**
  - **Your Media Portfolio**
  - **Devise a Concept that Bridges Audience, Building Blocks, and Media**
4. Developing a Structured Production and Promotion System
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# Identify Your Focal Audience

**Who is your audience? Whom do you want to reach and engage?**

*Who is interested in what interests you?*

*Who would appreciate the strengths you bring to creation?*

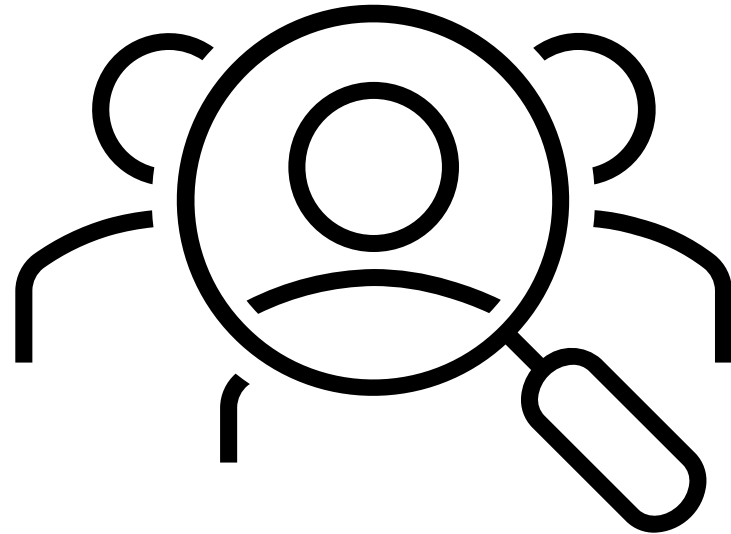
*Which audiences appeal to you?*

*Which do you need to engage to meet your enterprise goals?*

# Identify Your Focal Audience

Many creative decisions stem from your audience preferences:

- Topics
- Guests or Collaborators
- Format
- “Product Features”
- Creative Guidelines



# Building Blocks to Create Special Content

Creators often lean on skills or resources that allow them to develop distinctive content.

Do you have special skills, resources, or access that can be the basis of something special?

- Established Status or Renown in a Space
- Personal Communications Strengths
- Elements of Personal Appearance or Style
- Expertise or Special Experience
- Access to Guests and Collaborators
- A Production Budget
- Personal Biography, Geography, or Demography
- Group Affiliations or Memberships
- Access to Archival Materials or Live Events
- Equipment and Services
- Programming and Multimedia Production Ability

# Your Media Portfolio

*Different media lend themselves to different content formats*

Some examples:

- World Wide Web / Blogging
  - Podcasting
  - Facebook
  - Instagram
  - YouTube
  - Twitter
  - Spotify
- 
- Reddit
  - Wikipedia
  - Pinterest
  - Snapchat
  - TikTok
  - Substack
  - Kindle Direct Publishing

# Develop a Vision of the Franchise that is Built on an Awareness of Your Enterprise's Audience, Building Blocks & Portfolio

What is its goal?

Who is the audience?

What role does this franchise play in its audience's information diet or life?

What topics, lines of interest does the franchise engage?

How is an episode or installment organized? Presented?

What is the franchise's vibe? Its character?

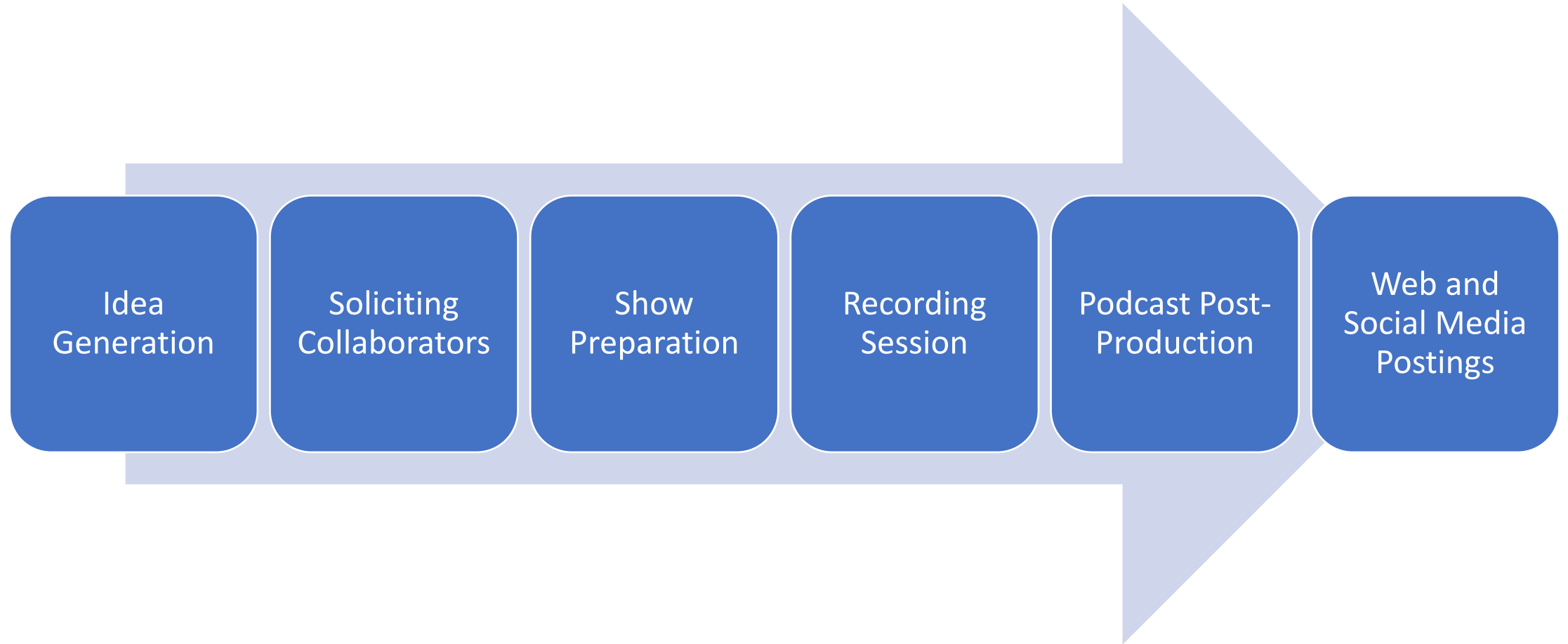
What makes it special?



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# Our Process at *Annex*: Developed Over Time



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Fear of negative  
feedback keeps  
many aspiring  
creators from  
producing

---



This anxiety  
often goes away  
with exposure

---



Participants  
often surprised  
by a positive  
reception of  
their work

---



Avoid  
magnifying  
negative  
feedback

---





Remember that  
unconstructive  
negative  
feedback is often  
not about you

---







Improve by  
learning what  
you do wrong

---





Focus on  
communing with  
the people who  
appreciate your  
work

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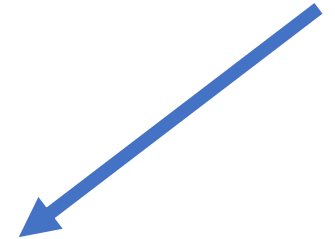
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