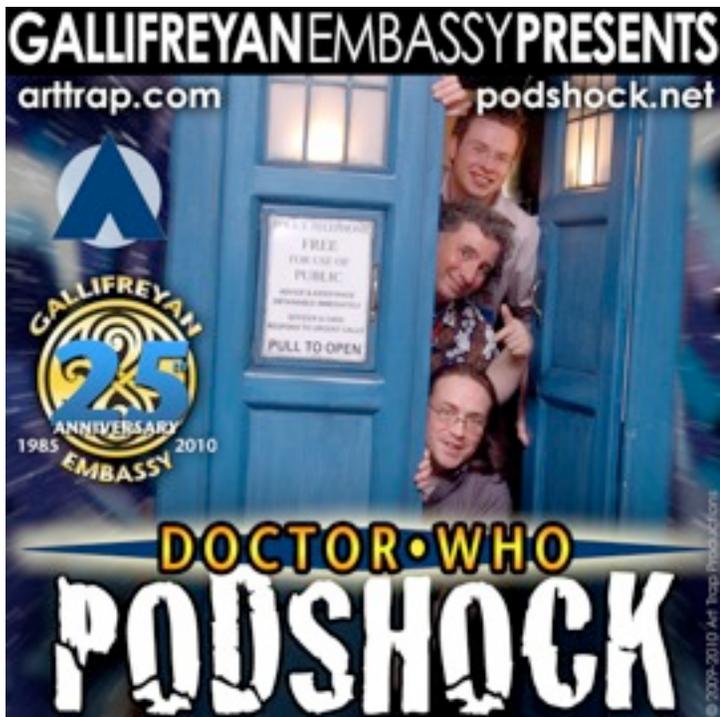


Producer: Louis Trapani

Contact Info: Voice/Fax: 206-339-1847

Email: louis@arttrap.com

Twitter: @LouisTrapani



Doctor Who: Podshock

Launched in the summer of 2005 presented by the *Gallifreyan Embassy*, it is the longest running podcast devoted to the longest running science fiction / fantasy / adventure television series, *Doctor Who*. It is hosted by *Ken Deep* and *Louis Trapani* in the U.S. and *James Naughton* in the U.K., with regular contributors and correspondents around the world. It is unrivaled in terms of its following, dedication, and audience. For a quarter of a century, the *Gallifreyan Embassy* has been a source of information and excitement for fans by fans and this tradition continues today with the ever popular premier podcast, *Doctor Who: Podshock*.

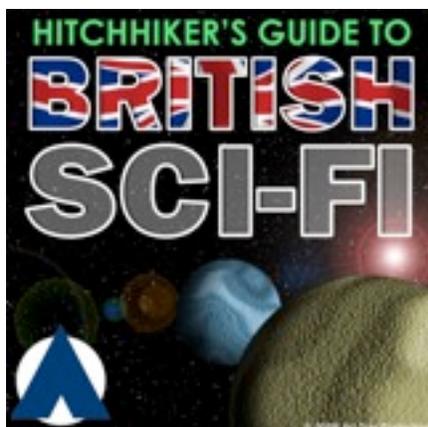
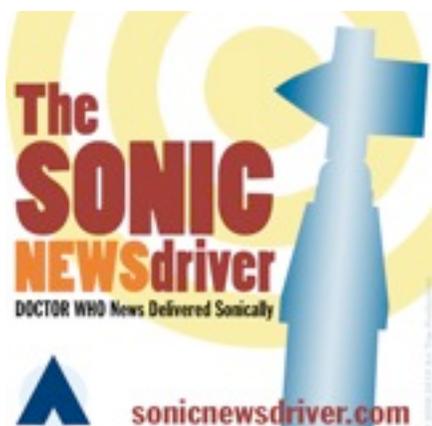
The podcast offers listeners reviews, news, feedback, and interviews with cast and crew of the hit series, Previous guests include *Peter Davison*, *Colin Baker*, *Jon Pertwee*, *Patrick Troughton*, *Paul McGann*, *Sylvester McCoy*, *Paul Cornell*, *Steven Moffat*, *Phil Collinson*, *Murray Gold*, and many others.

In addition to its regular studio shows, *Doctor Who: Podshock* has been recorded live in front audiences at premier events; including the annual Gallifrey One conventions in Los Angeles, CA, NY Comic-Con and I-CON in Stony Brook, NY, as well as regular live over-the-internet shows.

www.podshock.net

Doctor Who: Podshock at a Glance

- Louis Trapani, host
- Ken Deep, host
- James Naughton, host
- Launched in 2005 (it is the longest running Doctor Who podcast)
- Presented by the Gallifreyan Embassy (established in 1985)
- Presented by Outpost Gallifrey (2007-2009)
- Official podcast of the annual Gallifrey One conventions
- 'Best Podcast' Winner by SFX Mag.
- Professional podcast for fans, by fans
- Episodes are archived
- High re-listen value
- Enhance podcast offers chapters, images, embedded URLs
- AAC and MP3 offered for compatibility
- Stereo sound
- Available via Apple iTunes, website downloads, and RSS feeds
- Doctor Who: Podshock Companion iOS App launched September 2010



The **Sonic Newsdriver** podcast is a short form daily podcast (averaging about 10 minutes in length) of selected *Doctor Who* related news. *Louis Trapani* is host of the series which consist of “bite size” shows that can be easily consumed. Listeners appreciate the wit and delivery of news items the long running television series.

The show debuted in the autumn of 2008, and is in its second year in production today. The podcast was previewed on the *Doctor Who: Podshock* feed and has been made available separately via Apple iTunes, website, and RSS feeds along with a podcast app for the iOS (iPhone) platform.

www.sonicnewsdriver.com

From the same team behind *Doctor Who: Podshock*, comes the **Hitchhiker's Guide to British Sci-Fi**. Just as the name implies, this podcast is an audio resource covering every aspect of British science fiction. *Louis Trapani*, *Ken Deep*, and *James Naughton* host the show that brings news, interviews, discussions on everything from *Blake's 7* to *Torchwood* to *Day of the Triffids* to *Tripods* to *War of the Worlds* and everything in between. If it is British science fiction, they cover it. The show premiered in autumn 2008 as a monthly show. It was previewed on the *Doctor Who: Podshock* feed and is available via Apple iTunes, website, and RSS feeds.

www.hitchhikersguidetobritishscifi.com

There are future podcasts in the works, including a podcast devoted to the science fiction genre as a whole. It will specialize in the second golden-age of the science fiction and fantasy medium. This would not be the first time that *Louis Trapani* and *Ken Deep* ventured on a project of this nature; as both had hosted the podcast, **Jump The Pod** which covered all of the science fiction genre. It, like the forthcoming show featured news, discussions, and interviews.

Yet another show in the works will cover the relationship between technology and science fiction. It will focus on science and technology and its influences upon the science fiction medium. The show will invite guests and experts from both fields.



MANY GUESTS over the years have granted us interviews. Guests have included cast members from past and present *Doctor Who*, *Blake's 7*, *Star Trek*, *Futurama*, and more. Some are sadly no longer with us such as *Jon Pertwee* and *Patrick Troughton*, while others have returned to our show even after decades have passed such as *Colin Baker* and *Peter Davison*. It is just one of the reasons listeners keep enjoying our podcasts and will often re-listen to podcasts over and over again, adding extra value not found in most traditional media.





WHO listens to our podcasts?

Doctor Who and science fiction in general casts a wide net in its followers. While our podcasts reaches everyone from 8 to 80, a majority of them reach those of the age of 21 to 44. Half of them are single with a disposable income.

Listeners range from 'hardcore' fans, to casual fans as well as people who have just obtained an interest in the genre. Most of them will consume other related media and collect associated memorabilia.

Due to the nature of podcasts, people can discover shows we produced years ago today. Some are listened to over and over again. They are available by various means including, Apple iTunes, website downloads, RSS feeds, various podcast networks, internet radio, etc.

People can download new episodes and listen to them on their own schedule, this is one of the major advantages of podcasts over radio or other traditional media. Each new episode can reach 8,000 to 16,000 people within the first

week of its release. This number increases steadily over time.

Since 2005, we have seen our audience continue to grow. As we add new programming in our network of podcasts, it only widens the audience and exposure of the content we offer.

Reaching our audience

As mentioned above, we reach a wide audience with our podcasts. Some might ask, what exactly is a podcast? Simply put, it is similar to a radio show (in the case of audio podcasts) which is distributed via digital means over the internet (for example via Apple's iTunes). Some have compared it to TiVo or DVR as it allows you to listen or watch the podcast on your schedule, not when it is broadcast which had always been the case with traditional radio. Subscribers of the podcast will get it automatically delivered to them via podcast catching clients such as Apple iTunes or via RSS feeds. Podcasts are also available to download from their respective websites.

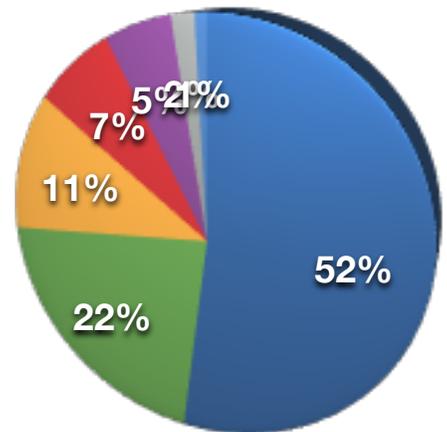
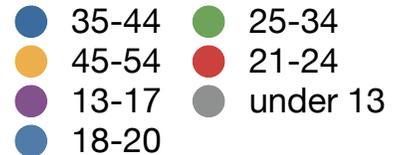
Once the podcast is downloaded, the listener or viewer can consume the media when and where they like, be it on their computer, MP3 player, iPod, iPhone, Apple TV, mobile phone, TiVo, etc.

When we began podcast in 2005, 22 million people in the US alone owned an iPod or MP3 player. Of those, 29% downloaded podcasts according to a report by *Pew Internet and American Life Project* in April 2005. That number has grown, in a report issued in August 2008, 19% of ALL internet users download podcasts, up from 12% just two years

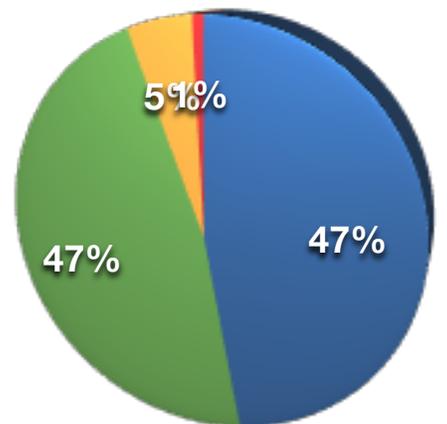
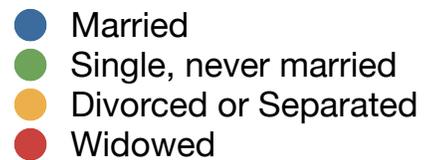
prior. This number will only continue to grow.

Our audience are passionate about our shows. We are in a unique position to deliver a message to them and keep them interested and coming back.

Age Profile



Marital Status

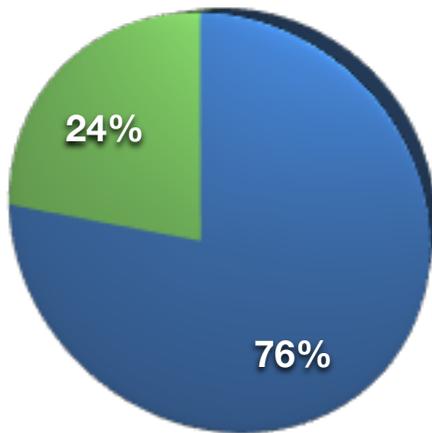


WHO listens to our podcasts?

(continued from previous page)

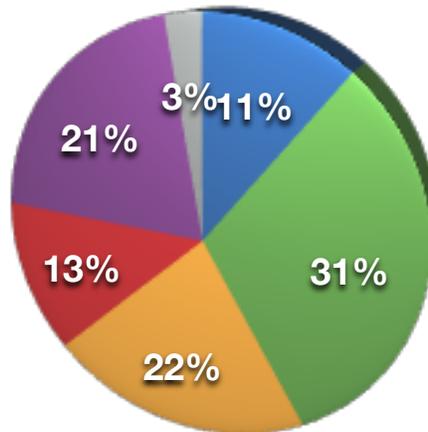
Sex Profile

- Male
- Female



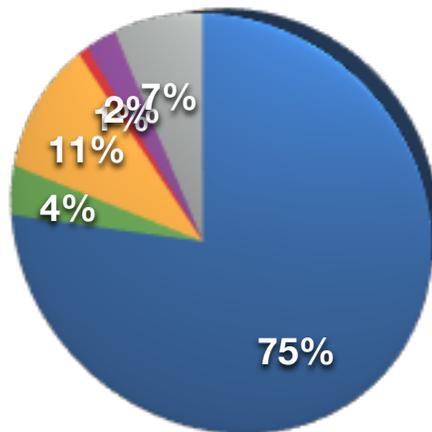
Household Income Profile

- Under \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$199,999
- \$200,000 or more



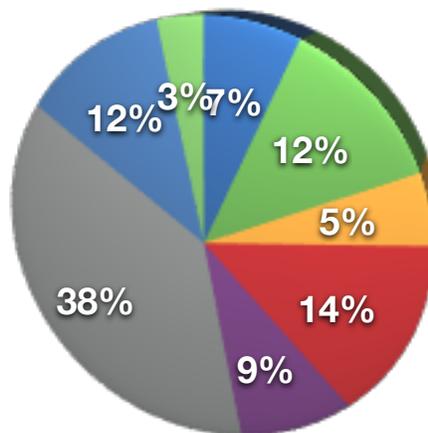
Employment Profile

- Full Time
- Part Time
- Student
- Retired
- Homemaker
- Other



Education Level Profile

- Less than High School
- High School / GED
- Trade/Tech School
- Some College
- 2 Year College Degree
- 4 Year College Degree
- Master's Degree
- Doctoral Degree



Live Audiences

In addition to our regular studio shows, *Doctor Who: Podshock* has also performed live podcasts at special events including the annual Gallifrey One conventions in Los Angeles, California and the annual I-CON conventions in Stony Brook, New York. At these events we perform interviews, cover news, and reviews as we would normally do for our studio shows but in front of a live audience. This often brings in more people than just our regular audience. Thousands attend these conventions and learn of our show from them. Plus we gather an international audience doing live over-the-net shows. Our shows are often in the top ten lists on Talkshoe for these live shows. It is just yet another unique way we can deliver a message to our audience.

Apps

Doctor Who: Podshock and *The Sonic Newsdriver* both have their own apps on in the Apple iTunes App Store for the iOS platform (iPhone, iPod touch, iPad) and soon to the Android marketplace.

Aftershock

When news of importance to our audience breaks, we will often produce a mini-episode between our regular episodes of *Doctor Who: Podshock* called "Aftershock" episodes. These particular shows are only produced when it is warranted, but it is another way we are able to get a direct message to our audience.

OUTPOSTGALLIFREY



Talk of the town

Our podcasts have received a great deal of attention which

has not gone unnoticed. *Doctor Who: Podshock* was presented by *Outpost Gallifrey*, the long established premier *Doctor Who* website and online community. It is now the official podcast for the annual *Gallifrey One* conventions, the premier Doctor Who convention in North America. In 2011, *SFX Magazine* named it 'Best Podcast.' It also regularly reaches the top 10 in the TV and Film section of Podcast Alley. In addition, our podcasts have been



featured in various ways on Apple iTunes, the most popular vehicle for podcast delivery. *Doctor Who: Podshock* and *Hitchhiker's*



Guide to British Sci-Fi have been in the pages of *Sci Fi Now* magazine as well.

"The perfect accompaniment to the television series..." - SciFi Now



Advertise on our podcasts

Sponsorship offers a variety of ways to get your message to your target audience.

In-Show Advertising

Advertisements can be delivered as part of the show, spoken by the hosts. This adds to the personal feel and is less like a typical ad, meaning that the audience is likely to play close attention to the message.

Alternatively, you can choose to include your own pre-recorded ad up to 60 seconds in length. By doing so, you maintain your brand identity and have more control over your own marketing message.

Your promotional message will include your company name, product and/or service, specifics on certain advantages of your product and/or service, how people can reach you (web address and/or phone number).

In enhanced podcasts, your ad can also include an embedded graphic and URL to a web address.

Website Placement and Link

Your logo, and ad copy will be placed on our website in the top section, where it will be seen by all our visitors. This can be in the form of a web banner (468 x 60 pixels quality graphic you provide) linked to your website.

The *Gallifreyan Embassy* website since it's re-launch as an interactive website in 2005 has received more than 6 million hits. During *Doctor Who: Podshock* we constantly refer to our site with its active forums and commented articles.

Pricing

Advertising campaigns may have unique needs, please contact us if this is the case for specialized pricing quotes to meet your goals. **Now for the 6th anniversary of Doctor Who: Podshock, pricing has been cut 50% for the year 2011.**

Sponsorship Level	Investment
Show Sponsorship (one week)	\$900 NOW \$450
4 Show Sponsorship (one month) *	\$3000 NOW \$1500
Give-away Sponsorship	\$300 NOW \$150

* May include more than 4 episodes. For shows produced on a monthly cycle, it will run for 4 episodes spanning several months.

Disclaimer

We reserve the right to deny any ad that we deem inappropriate for our podcasts. You will not be charged for ads that fall into this category. All prices subject to change without notice.

Contact Information

For more information, please contact *Louis Trapani* via any of the following methods:

Phone: **206-339-1847**

Email: **louis@arttrap.com**

Address: **Art Trap Productions
P.O. Box 36
Oceanside, NY 11572-0036**



Ken Deep comes to podcasting from the traditional broadcasting medium. Having honed his skills in professional radio and television broadcasting, he applies the same vigor and enthusiasm to our podcasts.

He, along with Louis were there from the beginning of the *Gallifreyan Embassy* and helped to bring it to where it is today. His extensive knowledge of science fiction is evident in all our shows.

Ken continues his work in traditional broadcasting whilst also being one of the pioneers in new media. His experience interviewing people from a wide range of backgrounds is vast. From his work hosting a national show on *Air America* to being a voice-over talent, Ken has mastered it all and brings that experience to our podcasts.



James Naughton has been a sci-fi fan for as long as he can remember. Growing up in the UK, he spent most of his early years cowering behind the sofa to the Daleks.

Always interested in technology, in early 2005 he started his own podcast, about everything and anything. This led to involvement in various other shows, such as *Rough, Ready and Raw* and *Doctor Who: Podshock*. These days though, he prefers to invest his time podcasting solely about science fiction.

James is currently attempting to delay entering the 'real world' by studying for a PhD in physical chemistry. In his spare time he enjoys playing computer games, hill-walking, and running the odd marathon. When not podcasting, you can usually find him in one of (old) York's finest pubs; enjoying a pint or two of real ale.



Louis Trapani formed the *Gallifreyan Embassy* in June of 1985 to serve the growing fandom centered around Doctor Who and other British science fiction during the mid-80s in the US. Originally a local organization with local meetings, today it is international, serving the global community.

As an artist, tech geek, and with a life long interest in science fiction and fact, is now focusing those passions in the ever evolving new media landscape.

For more than a quarter of a century, Louis has been applying technology as a medium for art. In that time, he has worked in audio and video mediums as well as the emerging computer technology in a wide range of multimedia productions encompassing both sound and vision.



ART TRAP PRODUCTIONS is a multimedia company with a background in graphics, photography, video, audio, and print publishing is now pioneering the evolving media landscape that we know as new media today. By bringing today's rich media content to the audiences that crave it, it fills a need in a unique, innovative, and convenient way through new media publishing. Be it podcasts or netcasts, audio or video, interactive websites, or online communities, ATP has been on the forefront of the medium. It now offers you that same method of bringing your message to its audiences like no other.