



## The 2009 Media Kit for The Psych Files

### What Is The Psych Files?

The Psych Files is a blog and podcast written and hosted by myself, Michael Britt. I have a Ph.D in psychology and have taught a variety of psychology classes during my 10 years as a full time assistant professor at Marist College in Poughkeepsie, New York. Today I work as an elearning specialist for Pearson Education. The podcast was started in January of 2007 and over the last two years I consistently publish 3 podcasts per month, each one lasting approximately 30 minutes. The episodes are usually in audio format, but occasionally I produce a video podcast as well.

The podcast is designed for anyone interested in human behavior, but it typically attracts college students majoring in psychology and their faculty. While the episodes cover serious and educational topics, I try to give the episodes a relaxed, down-to-earth feeling. These are not lectures – rather I talk to my listeners and share my enthusiasm for psychology with them. I also devote some episode to interviews with authors and researchers who have published exciting ideas in the field.

### My Mission

The mission of the podcast is straightforward:

- **Engage** listeners in a variety of popular topics concerning human behavior
- **Educate** listeners on how science is used to answer intriguing questions
- **Encourage** critical thinking

### Who Listens to The Psych Files?

The graphs below summarize data from a survey that has been available from my website ([www.thepsychfiles.com](http://www.thepsychfiles.com)) for the past 6 months. These results are from 312 respondents.

The data indicate that the podcast is attracting:

- **Gender:** Females make up 57%, males 43%
- **Age:** Primarily college students and recent college graduates, 18-34 years of age.
- **Education:** just over half (51%) are attending or have graduated college; almost a third (29%) have advanced degrees
- **Income:** About a third earn \$50-\$100,000 a year, and almost a third (29%) earn more than \$100,000 a year.
- **Marital Status:** 56% are single, 33% married, 12% widowed or divorced

## **Additional Data:**

- **Subscribers:** Currently Over 3,800 subscribers (individuals who have set up their portable devices or their computer so that each new episode of The Psych Files is automatically downloaded to them).
- **Popularity:** Subscribers increased 300% from 2007 to 2008
- **Downloads:** An average of 9,000 downloads per episode
- **Total Downloads:** nearly a million downloads (911, 462) since the show began
- **Engaged Listeners:** 73% of survey respondents listen to the entire episode and another 13% listen to 75% of the episode
- **Website Data** (Google Analytics):
  - The Website receives an average of 300 hits a day
  - 78% of these visits are unique visitors (Jan – Mar '08)
  - Visitors look at an average of 2.5 pages
  - Visitors spend an average of 3 minutes on the site
- **iTunes:** Consistently in the Top Ten iTunes Higher Education category (often #1)
- **Links:**
  - Over 100 college instructors have links from their online syllabi to The Psych Files website. The podcast is used as homework or as additional resources for students.
  - Colleges linking to the Psych Files come from every one of the United States, plus colleges from Australia, Canada, Ireland, Japan and the UK.
  - Over 30 High Schools link to The Psych Files.
- **Family Friendly:** The Psych Files is aimed at educated adults. As such, there is never any explicit expressions in any episodes.

## **How the Psych Files Attracts Its Audience**

The audience has been built largely on word of mouth. The following social media sites are also used to attract listeners:

- **iTunes:** The iTunes listing is responsible for the majority of subscribers.
- **Facebook:** The Psych Files Facebook group currently has 47 members. Occasional Facebook Ads also draw subscribers.
- **Youtube:** All video episodes and some additional “mini-episodes” are placed on YouTube.
- **Podcast Directories:** Listed in all major podcast directories
- **Yahoo Answers:** since college students are the major group participating in Yahoo Answers, I frequently go to the site to help students with their assignments and research. A link to the site is in my signature. I am a level 3 contributor, with

- 77% of my answers rated as "best". Many students find The Psych Files from Yahoo Answers (answers.yahoo.com)
- **StumbleUpon:** many StumbleUpon members have favorited a Psych Files episode
  - **Search Engine Optimization:** website "show notes" accompany every episode. These notes contain carefully chosen keywords, which accounts for the fact that links to The Psych Files appear on the first page of many popular search terms for psychology students.
  - **Forums, Discussion Lists and Other blogs:** I actively participate in many forms of social media
  - **Conference Presentations, Invited Articles and Professional Appearances.** Due to the success of the podcast, I am frequently asked for advice about the use of blogs and podcasting for educational purposes. The result is published articles and presentations bearing The Psych Files logo and contact information.

## Episodes

- **Variety** is one hallmark of The Psych Files. While I discuss typical topics one would expect from in psychology, such as psychotherapy, I try to show listeners how psychologists study a variety of topics from a variety of often interesting angles. Example episode topics:
  - What Does the Movie "Chicken Run" Say About Leadership?
  - Why Olympic Silver Medalists Feel Bummed About Winning
  - Does The "Mozart Effect" Really Work?
  - Why Are We Superstitious?
  - What Does Your Car Say About You?
  - Do Subliminal Tapes Work?
  - Does Positive Thinking Really Work?
- **What The Psych Files is NOT:** this show's primary goal is to **educate**, NOT to provide therapeutic or personal advice.

## Advertising during a The Psych Files Episode

My approach to an in-episode advertisement is typical of most podcasters:

- **The Top of the show:** I mention your product/website at the very top of the show before the theme music ("Today's show is brought to you by XYZ, please visit [www.XYZ.com](http://www.XYZ.com) for...").
- **Within the next 75%:** I mention your site/product again within the first 75% of the show (typically within the next 5 minutes). This second part is at least a minute long. I prefer to talk about your site/product extemporaneously, working from talking points that you provide me. A more relaxed, informal ad is more to the liking of my listeners. The best approach is to allow me to take a good look at your site or product and if what you offer is particularly of interest to my listeners then I'll be happy to talk at greater length about it.
- **Logo placement:** I will place your logo in the show notes for the episode. The logo remains on my site for as long as The Psych Files exists.
- **Link:** the logo will be linked to wherever you wish.
- **Sample:** listen to [Episode 75](#) for an example of an in-episode advertisement

**Cost:** I go on a “cost per thousand” basis to determine the charge for an ad such as this. Thus, at \$45 per thousand listeners x current average of 9,000 listeners = **\$405** per ad.

**Important:** I protect my audience and their loyalty. I will not advertise products to them that they will not find interesting or useful in their daily lives, or that have no connection to the human mind or behavior. Thus, I will be very interested in the content and purpose of your website to assure that your product and the interests of my listeners are a good fit.

**Your ads will reach:**

- College students hungry for information, products and services to help them in their daily lives
- Students who are going on to well paying jobs after graduation


**Advertising on the Website**

The website supports ads of all sizes. Examples:

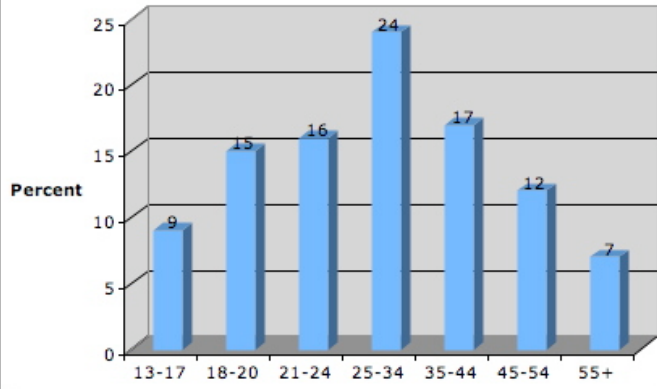
- Square: 160x160
- Rectangle: 160x180 (up to 600 for a “skyscraper”)

Contact me for specific information on costs regarding website ads.

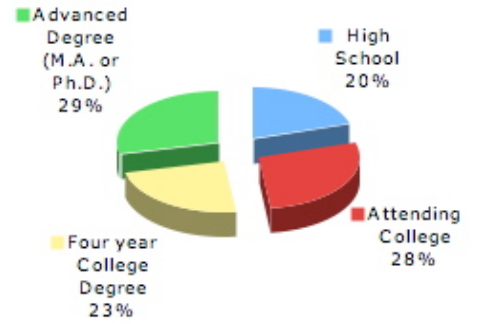
**Contact Information**

	<p>Feel free to contact me to discuss your interest in more detail. My email is: <a href="mailto:Michael@thepsychfiles.com">Michael@thepsychfiles.com</a>. Also, the “About Michael” page contains more information about me, my credentials and my work experience.</p> <p>Directing, acting, computer skills...</p>
<p>Michael Britt</p>	

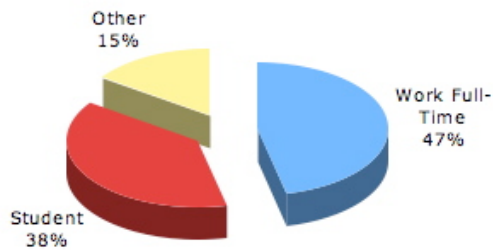
**The Psych Files Listeners: Age**



**The Psych Files Listeners: Educational Level**



**The Psych Files Listeners: Employment**



**The Psych Files Listeners: Income**

