I am evaluating the WVFRM Podcast, which provides tech news for listeners interested in commercial technology. It is hosted by Marques, the most renowned tech reviewer in the world, along with Andrew and David. Their podcast episodes are on average an hour and a half long they talk about various products like phones, computers, TVs, the company's software developments, etc. While audiences have different niches within the tech world, the WVFRM Podcast brings those audiences together. As if one tech company releases one product that the consumer enjoys that could trickle to other tech products.

The Podcast creates its own unique identity by having Marques as a host. As I mentioned Marques is one of the most renowned tech reviewers in the world and many people respect his reviews because his reviews are simple and easy to understand the product. Another unique they do on the podcast that creates a unique identity is when they are talking about a product they give information about what the product is intended to do then they give their opinion on the product. Once they gave their opinion then they would say what kind of consumer is meant for.

The podcast's strengths are they have great audio quality as well as the pacing of the podcast is incredible. They pace the podcast by making it feel like friends are having a conversation about the tech product they are talking about. They make fun of each other and as well as the product. Another strength is being able to know what type of customer the product is for. They would say that if the customer wants to have features that are…and as well as they are good if the performance is worse then the customer should get it otherwise choose this product.

The podcast's weakness is when they are discussing a topic sometimes they go off-topic and they realize they are going off-topic and they would say "Going back" or "getting back on". One improvement is if they do go off-topic try to relate it to the topic instead of wrapping up and going to the next topic of news. Another weakness they have is how they structure their podcast. It seems like their choosing the topic is out of order. One thing that they could improve on is having the topics to be from either most or least interesting or from either most or least important.

When they are talking to the audience most of the time they engage the audience to subscribe leave a like and share the podcast to other platforms. They do this engagement at the end of the podcast. Another thing they engage the audience is through advertisements like saying "Go and click the link to help support us". They do not have any special guest that comes to their show which would engage the guest's audience to come over and listen to the podcast.

What I learned from the WVFRM Podcast is that to have great storytelling that can engage the audience by making them feel like they are in the podcast.

The podcast that I would be creating would be called "The Rising AI" which would talk about the history, early adaptation, the explosion of AI, and the future of AI. The podcast would have multiple episodes that would last 20 minutes. The podcast would be an informative podcast that creates a conversation sense for the audience as well as makes it understandable to people who have no clue what is AI and what it does. Information about AI is everywhere and it could be harder for people to digest the information because many people who are talking about AI are using jargon. Being able to create a platform where people who have questions about AI can come and learn about it. AI is going to be the future so giving people information

about what is AI can allow them to understand why so many companies are using AI as well as how useful can it be for everyday people. It can make them understand the harm that AI can cause as well by also letting them know what to look for. As AI imaging and video are getting more advanced it is becoming harder and harder to know what is real and what is fake. So giving the resource to the audience to spot the difference would help them understand which image/video is fake and which one is real.

Marketing the podcast is going to be a challenge since you are complete with millions of creators trying to get listeners to listen to your podcast. One way to try to get a lot of listeners is to upload to every platform that allows me to upload a podcast. Then have a minute slip and upload to short-form platforms like Tik-Tok, YouTube Shorts, and Instagram Reels.