

Gordon Smith
Carter Cast
Authoring for Digital Devices
MCT 3280 – 601

Marketing Strategy:

Tagline: A look into the life of Carter Bradley Smith. | Carter's Life. | Casting Carter around the World. | Hello World! | Carter at his Best! |

Thank Heavens for Diapers!

Slogan: He'll make you smile. | Learn how to speak Carter in 30 days! | **Carter Smith: A documentary** | Smitten with cuteness

Podcover:



It won't be difficult to keep the visitors interest in the podcast because of the great content of it, the difficulty with this will come with keeping the podcast confidential and restricted to family members. I have a strong desire for this podcast to remain within the family, and will create a family wide e-mail giving specific instruction pertaining to my desires to keep it in the family.

Blog: <http://gordonshead.blogspot.com/>

Podcasting: I will be using this podcast to target the members of my Family and Friends that wish to see how my son, Carter, is growing. I wish to restrict access to this podcast through the use of javascript logins and will set up passwords for each of the families to access the Carter Cast

Color Swatch:



Font(s): The font being used in the Podcover is called: Boost SSi. It is a font that is similar to Serpentine and, in a way, Copperplate Gothic. I really enjoy this font because of its squaring features. To me, it seems to give a sort of futuristic look, and the future has a lot to do with my son's development, and with this podcast.

Logo Elements: The logo for the podcover contains a picture of Carter. I thought it would be appropriate because the podcast has everything to do with him.

Podcast Specifics:

Title: Introduction to Carter Cast

Author: Gordon B. Smith

Description:

Carter Cast is intended for family members only. I am documenting many of Carter's "Firsts" on film and am doing this so that Family members, that have not had the opportunity to see Carter's achievements, will have the ability to watch them as often as they would like. I intend to keep the camera rolling to capture the cuteness and share it with every family member.

Website: www.gordonbsmith.com

Categories: Family

Subtitle: Thank Heaven's for Diapers!

Copyright: © 2007 Carter Cast All rights reserved

Keywords: Carter Cast, Carter Smith, Family, Baby, Toddler, 13 months

Language: English

Owner: Gordon B. Smith

E-mail: heebygeebies01@yahoo.com

Episode Specifics:

Date: January 16, 2006 04:45 PM

Episode Name: Episode 01: In the Beginning

Description: The episode capturing the first hour of Carter's life.

Summary: This episode shows Carter in the hospital in his first few hours of life and includes family members that come to the hospital to visit.

Author: Gordon B. Smith

Keywords: Carter Cast, Baby

Category: Family

Link: <pcast://www.gordonbsmith.com/rss/cast.xml>

Title Concepts:

Episode 01: In the Beginning

01 – In the Beginning

In the beginning – 01

Episode 1 [In the beginning]

Episode 001 – In the Beginning

Carter Cast: Episode 01 – In the Beginning

Episode 01: Carter Cast – In the Beginning

In the Beginning – Episode 01 | Carter Cast

In the beginning 02-27-06

02-27-06 Carter Cast: Episode 1 – In the Beginning

Episode 01:

Date: January 16, 2006 8:00 PM

Episode Name: Episode 01: In the Beginning

Description: The episode capturing the first hour of Carter's life.

Summary: This episode shows Carter in the hospital in his first few hours of life and includes Aunt Stacy holding Carter, Grandma Smith and Grandma Klein, Uncle James, and Aunt Holly that come to the hospital to visit.

Author: Gordon B. Smith

Keywords: Carter Cast, Baby

Category: Family

Link: <pcast://gordonbsmith.com/rss/cast.xml>

Episode 02:

Date: December 2006

Episode Name: Episode 02: Keep it Clean!

Description: The episode capturing Carter in California during Christmas...

Summary: This episode is Carter's enhance podcast and shows him making a gingerbread house with Mommy and Daddy in California. It also shows Carter opening his Christmas presents from Grandma and Grandpa Klein and all of Carter's Aunts and Uncles.

Author: Gordon B. Smith

Keywords: Carter Cast, Baby

Category: Family

Link: <pcast://gordonbsmith.com/rss/cast.xml>

Episode 03:

Date: March 2006

Episode Name: Episode 03: Number One

Description: The episode capturing Carter hanging out with the Kleins.

Summary: This episode shows Carter, in our apartment in Sandy, UT, hanging out with Great Grandma Klein, Howard, Denise, Michael, James Gonzalez and Cindy. This Episode also includes Carter's first visit to the Forest Hill Bridge in Auburn, CA, with Cindy, Gina and D'mitri.

Author: Gordon B. Smith

Keywords: Carter Cast, Baby

Category: Family

Link: <pcast://gordonbsmith.com/rss/cast.xml>

Episode 04:

Date: March and June 2006

Episode Name: Episode 04: How does this work?

Description: The episode capturing Carter at about 3 months + just figuring out how things work.

Summary: This episode shows Carter showing everyone how to roll over, with a little help from his mother. This episode also includes Carter's new toy, and Carter demonstrating his driving skills.

Author: Gordon B. Smith

Keywords: Carter Cast, Baby

Category: Family

Link: <pcast://gordonbsmith.com/rss/cast.xml>

Episode 05:

Date: July 2006

Episode Name: Episode 05: Too Funny Mommy!

Description: The episode capturing Carter Laughing at various things.

Summary: This episode shows Daddy attacking Carter's Belly, Carter driving backwards, not forwards, and Mommy making Carter laugh.

Author: Gordon B. Smith

Keywords: Carter Cast, Baby

Category: Family

Link: <pcast://gordonbsmith.com/rss/cast.xml>

Episode 06:

Date: August 2006

Episode Name: Episode 06: Keep on Rolling

Description: The episode capturing Carter rolling over. This episode also features Daddy playing a little guitar for Carter.

Summary: This episode shows Carter rolling over in several instances. It also includes Carter laughing at Daddy, while Daddy fumbles around on the guitar.

Author: Gordon B. Smith

Keywords: Carter Cast, Baby

Category: Family

Link: <pcast://gordonbsmith.com/rss/cast.xml>