



Midnight **REMAINDER**

Integrated Campaign

Michael Ferrari

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The Goal

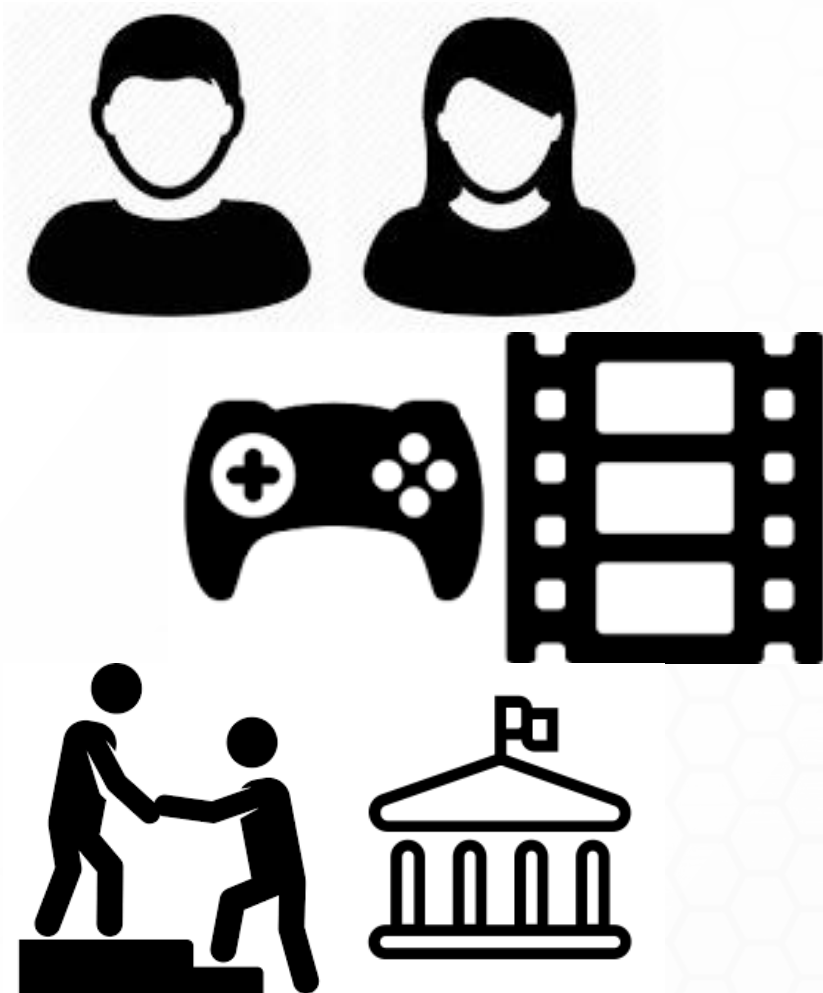
Topical

Unifying

Respectful

The goal with Midnight Remainder is to create a twice-weekly podcast that goes up on Wednesdays and Saturdays, and covers popular topics, personal topics, and topical subjects with the intent of unifying opposed to pandering or targeting a specific type of person. Anything from video games to recent politic events may be covered, but in a manner and mood that makes sense and translates well no matter what the subject of the episode is. Midnight Remainder puts an emphasis on remaining Topical, Unifying, and Respectful.

The Audience



- Men and women between the ages of 15-55+
- Interested in gaming, film, or politics
- No specific socio-economical background
- People interested in motivational or self-help style content

Midnight Remainder is targeting a broad audience that allows people of all walks of life, ages, socio-economic backgrounds, etc. to find content that they find enjoyable. The main catalyst for starting Midnight Remainder is the current social and political climate, which finds people of all kinds in a more vitriolic environment than ever before. By creating content that tackles key issues and trending topics with a sense of fairness, inclusion, and respect, no listener should feel hindered due to any kind of demographic misalignment. Midnight Remainder by design is for *everybody*, and by covering a wide array of topics, even if a listener doesn't listen to every single episode, they will regularly find content that is right for them.

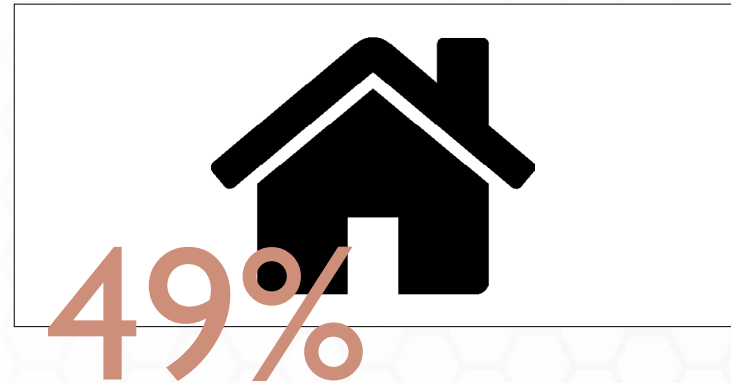
Key Words/Phrases

- Reasonable
- Conversational
 - Positive
- Level-headed
 - Unifying
 - Political
 - Friendly
- Common Sense
- Controversial Subjects
- Common Ground
 - Never Insulting
 - Never Pandering
- Open to Changing Mind
 - Optimistic
 - Entertainment
 - Games
 - Film
 - Health
 - Help
 - Motivation

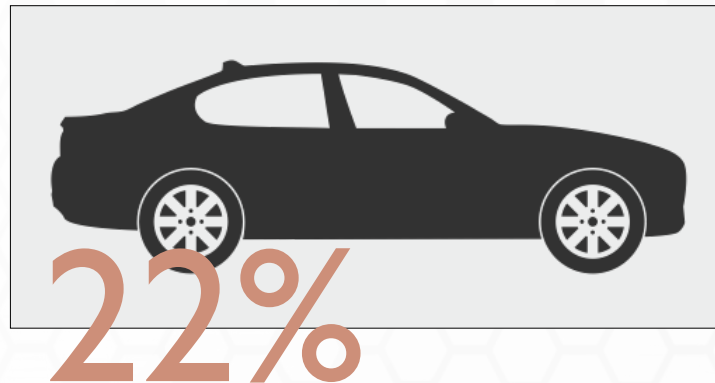
Research



of US population has listened to a podcast



of podcast listening is done at home

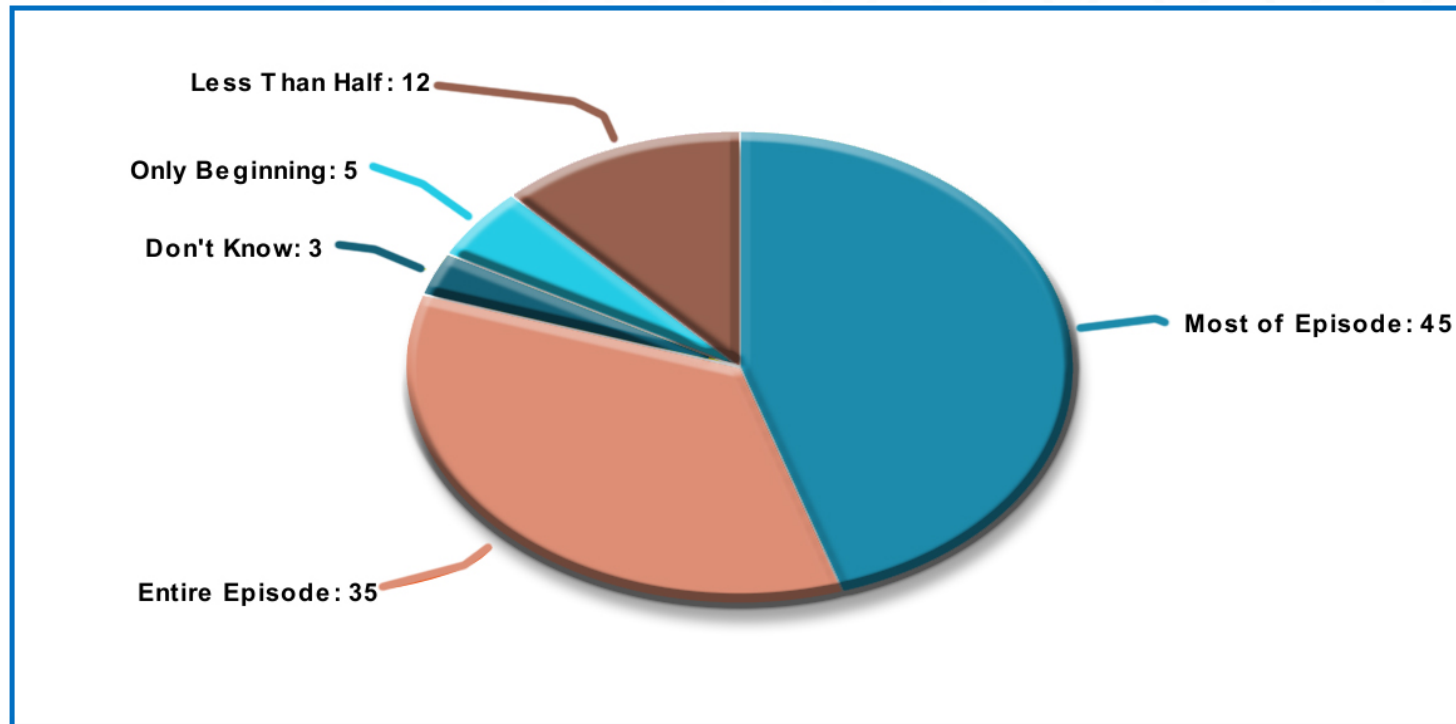


of listening is done in the car

Research

Key podcast listener characteristics:
LOYAL, EDUCATED, AFFLUENT

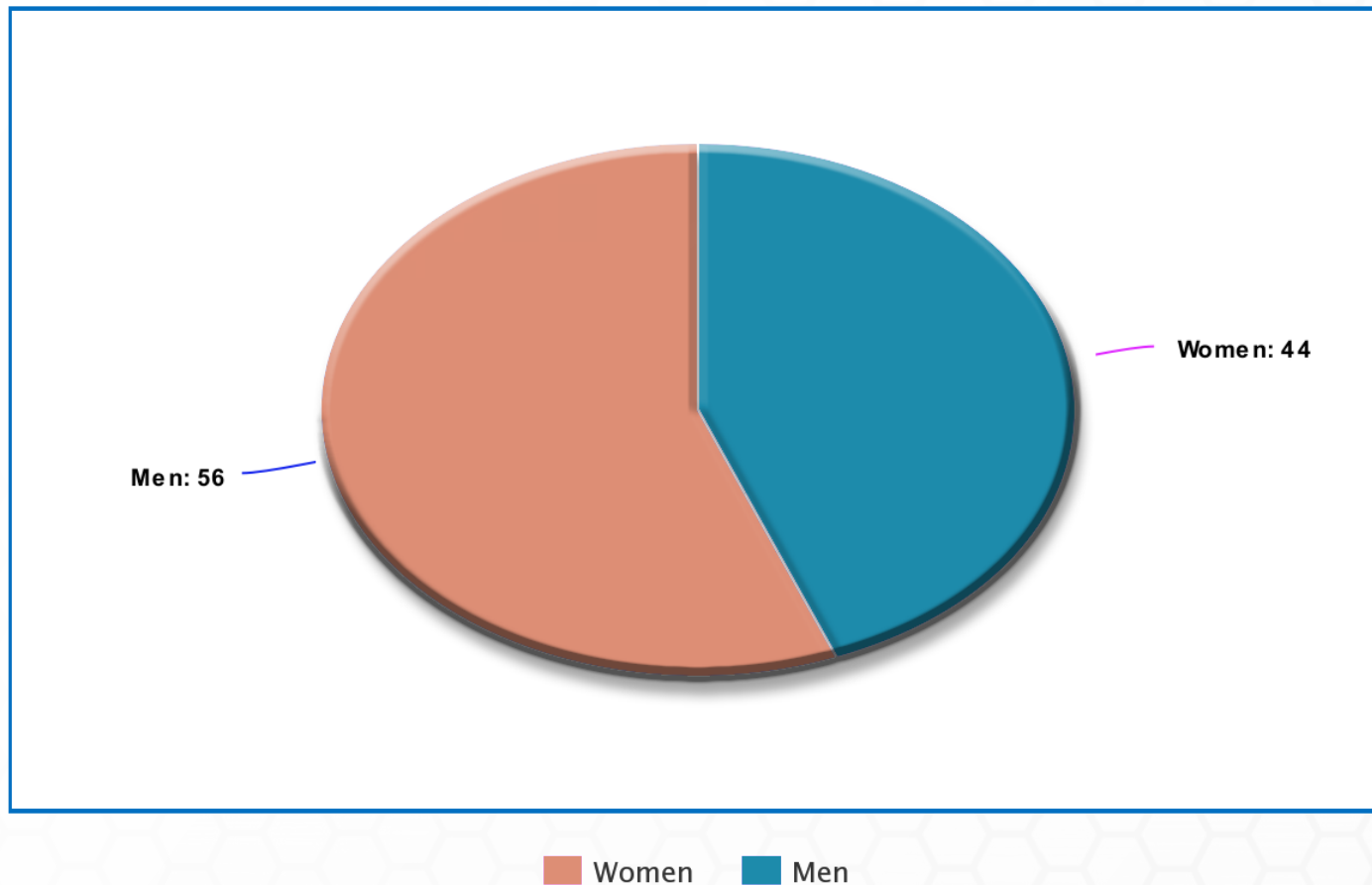
Typical Listening Habits



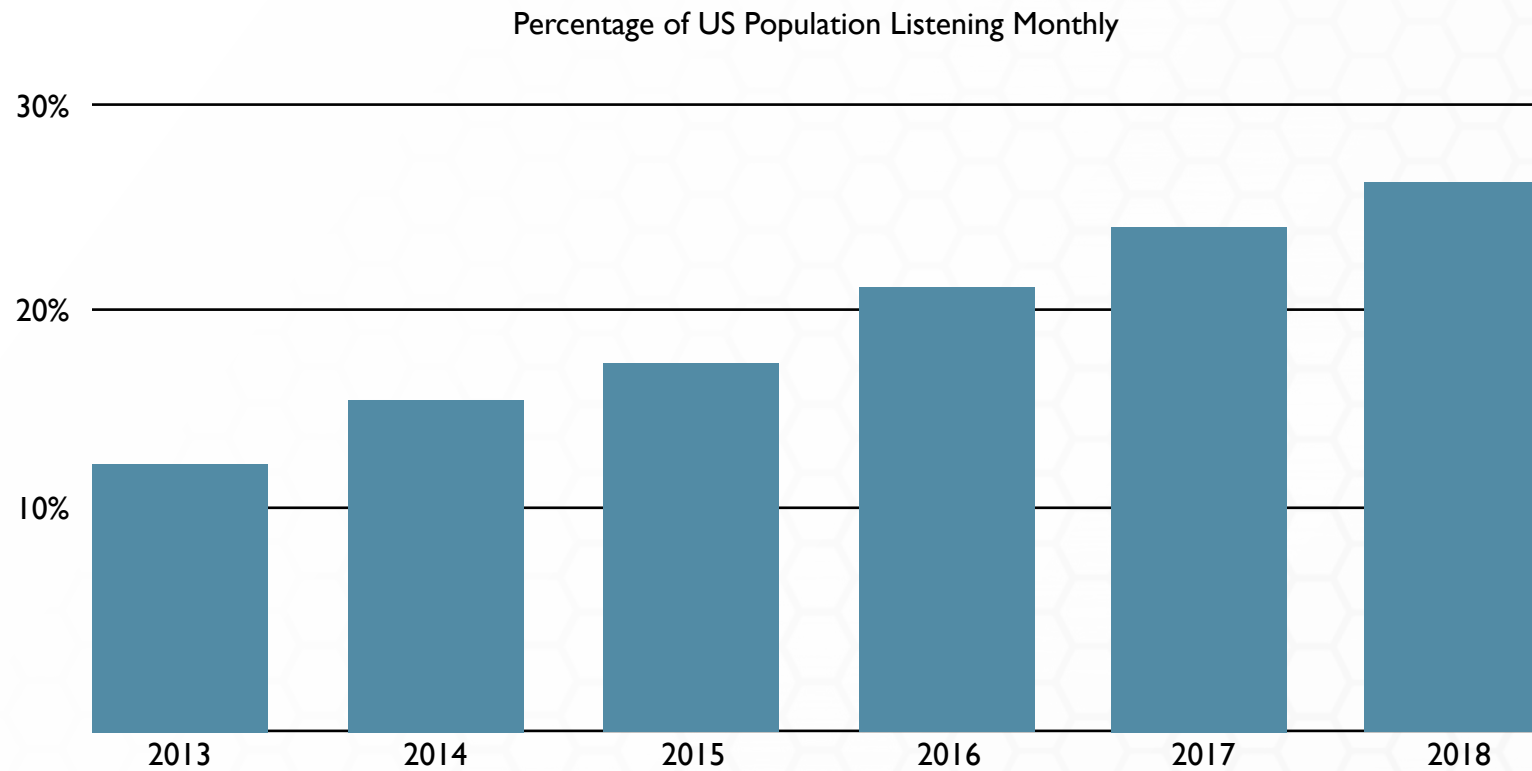
Most of Episode Entire Episode Don't Know Only Beginning
Less Than Half

Research

Podcast Listeners by Gender



Research



Competitor Analysis

Nail down a direct competitor is no easy task. Since Midnight Remainder will cover a wide variety of topics, there is no 1 to 1 comparison that can be made. Instead, we can look at the leader in 3 of the main areas of the Midnight Remainder podcast.

Entertainment. Health. Politics.

Competitor Analysis

Games and Hobbies



1. Car Talk
NPR



2. Critical Role
Geek & Sundry



3. The Joe Gardener
Show - Organic...
Joe Lamp'l



4. Giant Bombcast
Giant Bomb

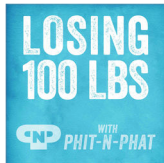


5. Game Scoop!
IGN

Health



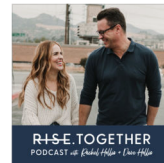
1. On Purpose with
Jay Shetty
Jay Shetty



2. Losing 100 Pounds
with Phit-n-Phat...
Corinne Crabtree



3. The School of
Greatness with Lew...
Lewis Howes



4. RISE Together
Podcast
Rachel Hollis & Dave ...



5. The Doctor's
Farmacy with Mark...
Dr. Mark Hyman

News and Politics



1. The Dropout
ABC News



2. Serial
This American Life



3. Cold
KSL Podcasts | Wond...



4. The Daily
The New York Times



5. The Ben Shapiro
Show
The Daily Wire

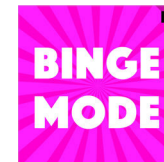
TV and Film



1. Pop Culture Happy
Hour
NPR



2. Ellen on the Go
WAD Productions | W...



3. Binge Mode
The Ringer



4. The Rewatchables
The Ringer



5. Strong Black
Legends
Netflix

Competitor Analysis

Podcasts | News & Politics | ABC News

The Dropout

ABC News >

Details Ratings and Reviews Related

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★★★★★ (6,328)

Audio

News & Politics

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LINKS

Website

Report a Content

From the Provider

History: Rebecca Traister's *Dropout*. This story of Elizabeth Holmes and Theranos is an unbelievable tale of ambition and time gone terribly wrong. How did the world's youngest self-made female billionaire lose it all in the blink of an eye? How did the woman once heralded as "the next Steve Jobs" find herself facing criminal charges -- to which she pleaded not guilty -- and up to 20 years in jail? How did her technology, meant to revolutionize healthcare, ultimately put millions of patients at risk? And how did so many smart people get it so wrong, along the way? ABC News' chief business, technology and economics correspondent Rebecca Traister, along with producers Taylor Dorn and Victoria Thompson, take listeners on a journey that includes a three-year-long investigation. You'll hear exclusive interviews with former employees, investors, and patients, and for the first time, the never-before-seen deposition testimony of Elizabeth Holmes, and those at the center of this story. New episodes post Wednesdays.

	NAME	TIME	RELEASED	DESCRIPTION	POPULARITY	PRICE
1	The Rise and Fall of Elizabeth Holmes' Theranos	2 min	Jan 15, 2019	The Dropout tells the story of the rise and fall of f...	/	Get It
2	Myth-Making	45 min	Jan 23, 2019	On the premiere episode of The Dropout, you'll m...	/	Get It
3	The Infomercial	38 min	Jan 30, 2019	Elizabeth brings on an unexpected character as h...	/	Get It
4	A Star is Born	41 min	Feb 6, 2019	Elizabeth becomes a celebrity as Theranos boss...	/	Get It
5	The Misunderstood	42 min	Feb 13, 2019	With Theranos technology now being used by real...	/	Get It
6	The Dropout	40 min	Feb 20, 2019	Elizabeth Holmes, once the darling of Silicon Valle...	/	Get It

TOTAL: 6 ITEMS

RELEASED	TIME
Jan 15, 2019	2 min
Jan 23, 2019	45 min
Jan 30, 2019	38 min
Feb 6, 2019	41 min
Feb 13, 2019	42 min

Pop Culture Happy Hour

NPR >

Details Ratings and Reviews Related

From the Provider

Pop Culture Happy Hour is a fun and free-wheeling chat about the latest movies, television, books, comics and music.


	NAME	TIME	RELEASED
1	2019 Oscars Preview	35 min	Feb 22, 2019
2	A Pop Culture Quiz	13 min	Feb 20, 2019
3	The Oscar-Nominated Documentaries And Foreign-Language Films	33 min	Feb 15, 2019
4	The 2019 Grammys	19 min	Feb 11, 2019
5	'The Lego Movie 2'	20 min	Feb 8, 2019
6	The 2019 Super Bowl	14 min	Feb 4, 2019

With podcasts being so different and serving all different types of needs and industries, it is hard to nail down exactly what should be done with Midnight Remainder. Some of the top rated podcasts are once a week shows, some are every day, some are more sporadic, with episodes seemingly done with not specific schedule.

In terms of length, podcasts are also anywhere from just a few minutes, to several hours. Again, with no clear standard, it is hard to determine which route to take. There is no particular number of hosts, quality, type of editing, etc. It is the Wild West of entertainment.

Website

PODCAST




EPISODE 61: 8123 MEANS EVERYTHING TO ME

Michael | February 14, 2019

I want to dive a bit deeper into just how awesome 8123-Fest was, and why I think The Maine is so special.

[Read More](#)

PODCAST




EPISODE 60: TOXIC MASCULINITY DOESN'T EXIST

Michael | January 28, 2019

Gillette's recent commercial started up another debate about toxic masculinity, something that I think is completely fabricated and not at all an issue in society.

[Read More](#)

PODCAST




EPISODE 59: FAKE NEWS IS A VERY REAL PROBLEM

Michael | January 24, 2019

I think it is more evident than ever that fake news is a very real problem, and we need to take accountability, admit when we are wrong, and

[Read More](#)

PODCAST




EPISODE 58: 8123-FEST WAS AWESOME!

Michael | January 22, 2019

My favorite band, The Maine, threw their own festival in downtown Phoenix, and it was incredible!

[Read More](#)

PODCAST




EPISODE 57: GETTING RID OF MONOTONY MADE ME SO MUCH HAPPIER

Michael | January 22, 2019

One way or another, I've started doing things and making plans that I used to be afraid to. Now I feel so much happier, and life just seems

[Read More](#)

PODCAST




EPISODE 56: IN DEFENSE OF LOUIS C.K.

Michael | January 22, 2019


Louis C.K. has always been the type of comedian we heard on his leaked set recently, and I think there is absolutely nothing to be outraged about, and

[Read More](#)

PODCAST









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	Episode 8: Chasing Motivation July 17, 2018
	Episode 7: Nerd Culture and Why It Can Be So Negative July 16, 2018
	Welcome to the site! July 4, 2018
	Episode 9: James Gunn Was Fired and I Have Some Questions July 22, 2018

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Visit [Midnight Remainder](#) and customize your experience, get a deeper insight into topics covered during episodes, and more!

You can easily find the platform of your choice to listen from, find me on social media, or even see what the most popular episodes are.

Specific Content


TAG: MOVIES

PODCAST




EPISODE 65: BLACK PANTHER DOESN'T DESERVE AWARDS
Michael | February 14, 2019
I am a huge fan of comic book movies, and while I don't think I know everything about movies and what is and isn't the best, I am
[Read More](#)

PODCAST




EPISODE 21: MOVIES SHOULD FOCUS ON FUN AGAIN
Michael | August 31, 2018
Friend and listener Nick writes in again, this time requesting my take on how #movies used to be just about #fun, but are now jam packed with #political
[Read More](#)

PODCAST




EPISODE 19: IDRIS ELBA WOULD HAVE BEEN PERFECT AS BOND
Michael | August 24, 2018
The internet exploded when #rumors that Idris Elba was going to be the next James Bond, since Idris is black and #Bond has always been played by white
[Read More](#)

PODCAST



EPISODE 12: STAR WARS BASHING NEEDS TO END
Michael | July 31, 2018
Many people, myself included, did not like The Last Jedi, and there was no shortage of fan outcries as a result. However, this non-stop Star Wars bashing has
[Read More](#)


PODCAST



EPISODE 5: WHY ARE MARVEL MOVIES SO GOOD, AND DC MOVIES SO BAD?
Michael | July 8, 2018
After seeing and enjoying Ant-Man and the Wasp, I started to wonder just how Marvel manages to make so many great super hero movies, and DC struggles despite
[Read More](#)

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Episodes 23: The Witch "Ethnic" Ciri Controversy
September 10, 2018



Episode 8: Chasing Motivation
July 17, 2018



Episode 7: Nerd Culture Why It Can Be So Negative
July 16, 2018



Welcome to the site!
July 4, 2018

Like some episodes more than others? Easily find the type of content you like. With custom tags for each episodes, you can find exactly what you're looking for in no time.

Did you like my discussion about the Black Panther?

You can quickly find similar episodes. where I talk about movies, or even specifically talk about Marvel films.

Write the Show

WRITE THE SHOW

Want to suggest a topic, or have a comment you want to share? Fill out the form below and I'll try to get it done for you!

Name (required)

Email

Subject (required)

Message (required)

Use your name or anonymous? (required)


☐ Name

☐ Anonymous

[Submit »](#)


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July 17, 2018



Episode 7: Nerd Culture and Why It Can Be So Negative
July 16, 2018



Welcome to the site!
July 4, 2018




Episode 15: Missing Tile Syndrome

Listeners can easily write into the show to suggest topics, give their personal insights, or say whatever it is they want to say.


Complimentary Content

share some of my personal experiences and advice in this episode.




**Insights From My Journey
in Health and Fitness**
0:00:00 / 0:29:18

STITCHER

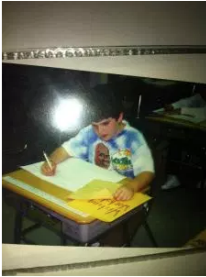


YouTube


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BONUS STUFF



This is the only photo of me as a child I could find on my computer, and it isn't even close to how out of shape I would become by middle school



I'm no body builder, but I've come a long way, and still can't believe I was able to make such a drastic lifestyle change in High School.

FEATURED IMAGE COURTESY OF PEXELSPHOTOS

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**Episodes 23: The Witcher
'Ethnic' Ciri Controversy**
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**Episode 8: Chasing
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**Episode 15: Missing Tile
Syndrome**
August 10, 2018

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Find additional content that allows you to go deeper into the subject of a podcast.

Perhaps I shared a story from my childhood. You can find personal photos of mine that help tell the whole story and give you a deeper understanding.

Additional Content

ANT-MAN AND THE WASP REVIEW (SPOILER FREE)



by Michael | July 6, 2018 | No Comments

NOTE: As my first review here I just wanted to give you an idea of what to expect. I want to stay as far away from spoilers as possible, so I won't be doing the typical deep-dive into the story you see from a lot of reviewers. I don't want to break apart the entire film and give you my opinion. I want to review it on a very surface level that gives you a clear view of how I feel about it, without ruining it for you.

I have to be honest. Apart from Infinity War, the last couple of Marvel movies haven't really done it for me the way they used to. Black Panther was okay, but too long, boring, and by the numbers (*Oh hey, the hero fights a bad version of himself at the end, yet again*). Spider-Man Homecoming didn't have an interesting villain, had uninteresting characters, and I'd argue has no real climax. Not to mention it breaks the MCU timeline within the first 5 minutes... Thor Ragnarok was good, but didn't really feel like a Thor movie, which kind of bummed me out. Overall, I was looking forward to Ant-Man and the Wasp mostly due to how surprised I was by how much I liked the first movie. It was funny, had a great cast, told a shockingly interesting story, and I was ready for a follow-up. Ant-Man and the Wasp is not only a worthy follow-up, but one of the better outings we've seen from Marvel recently.

Ant-Man picks up with a recap of what happened to the original Ant-Man, Hank Pym, and his wife Janet Van Dyne, the original Wasp. After going sub-atomic in order to stop a Soviet nuclear missile, Janet is trapped in the Quantum realm. Fast-forward 30 years, and we find ourselves with Paul Rudd's Ant-Man, Scott Lang. No longer owning the suit, and serving two years of house-arrest following the events of Civil War, we get a glimpse into how Scott has been passing the time, offering insight into his life as a father, his relationships with those close to him, and some of his lingering regrets from the past films. The movie starts off slow, but what it lacks in action, it makes up for with heart. We see a changed Scott, who unlike many characters from the MCU, seems to actually be learning and growing from what happened in previous films.

As you might expect, something pops up, and Scott needs to wear the Ant-Man suit once again, though with mixed feelings. Ant-Man and the Wasp does a great job of juggling the duality that comes with Scott this time around. Wearing the suit comes with its risks, but choosing not to might prove riskier. The writers do a great job of making Scott feel human in a way many comic book movies can't quite always seem to manage. We feel for him, and go through his conflicted journey with him due to great acting, and a well-written script.



Ant-Man and the Wasp make for a pretty interesting and likable duo.

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July 16, 2018



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Episode 19: Idris Elba Would Have Been Perfect as Bond
August 24, 2018

Sometimes a podcast isn't the best way to deliver content. On MidnightRemainder.com you can find additional types of content, like written reviews, or articles that just wouldn't make sense to be in podcast form.

Platforms



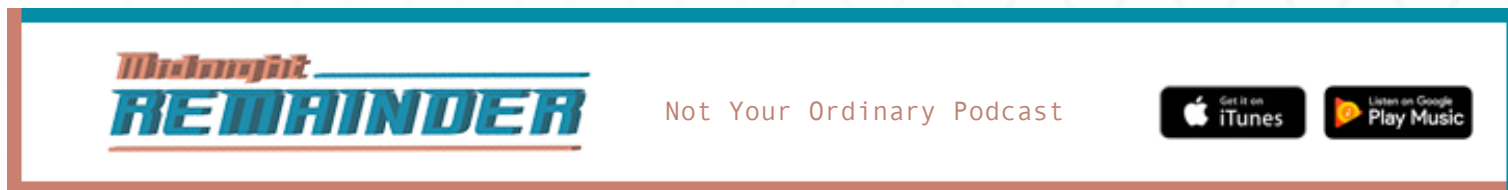
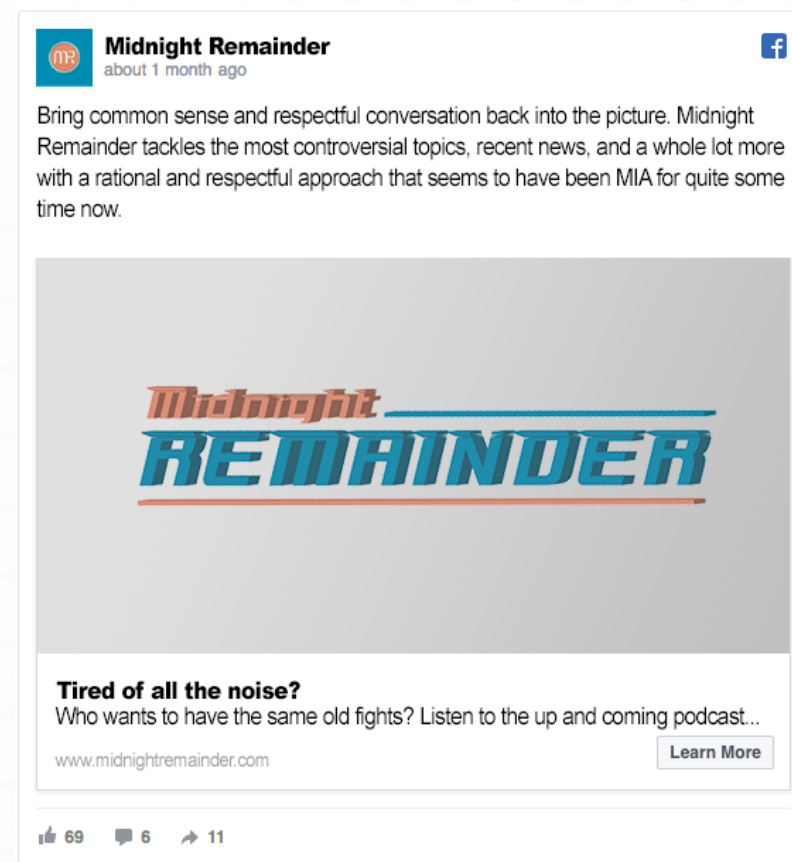
It is important that the podcast be available on all of the top podcast listening platforms in order to extend the reach of the podcast as far as possible. Non-traditional platforms like YouTube may be utilized as well.

Harder platforms to get on like Spotify and iHeartRadio will most likely be available once the show picks up some normal traffic. For now, the top and free options should be our focus.

Marketing

Cheap marketing options may be utilized to put out cost-effective campaigns in order to build an audience. Facebook Ads and Google Ads may be utilized. Partnerships with fellow small creators may be beneficial as well, with mentions and sponsorships being exchanged in the place of money. Only partnerships that make sense should be used, where the audiences make sense and match up well.

Marketing Materials






Marketing

IGN SATURDAY, MARCH 9

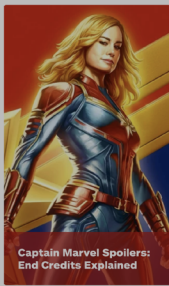
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Captain Marvel Devil May Cry 5 Days Gone Red Dead Redemption 2 The Legend of Zelda: Breath of the Wild Game of Thrones


Not your ordinary podcast



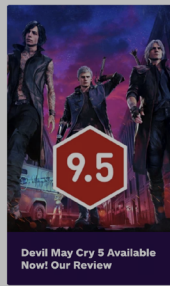
Us Review: Jordan Peele's New Horror Film



Captain Marvel Spoilers: End Credits Explained




New Yoshi's Crafted World Stage Revealed




Devil May Cry 5 Available Now! Our Review


After You've Seen Captain Marvel (SPOILERS!)




Secret Invasion Movie Still Possible?



What's the Deal With Goose?



Our Biggest WTF Questions




How It Honors Stan Lee


Latest News

Latest

- Videos
- Games
- Movies
- TV Shows
- Comics
- PlayStation
- Xbox
- Nintendo
- PC
- Tech




2h Devil May Cry 5: Secret Missions Locations and Tips



4h - 934 Why Rotten Tomatoes Removed Thousands of Captain Marvel Audience Reviews

Presented by Tom Clancy's The Division 2



Division 2 DuE Showdown: IGN VS Bleacher

Facebook profile page for Michael Ferrari.

Search bar, Home, Create, and navigation icons.

News Feed:

- Robert Perlini: "The 2 little ones are sleeping. So we are watching a Yankees spring training game from like 4 days ago lol"
- Todd Henry, Jenn Perlini and 12 others: 1 Comment
- Jim SanAngelo: "And loving it"
- Write a comment...

Stories:

- Add to Your Story
- JASON DAVID FRANK - Official ...
- Deanna Roney
- Maria Antonietta
- See More


1 request from Donna Foster

Your Pages (2):

- Dimensions of Dental Hygie...
- Messages
- Notifications (20+)
- Publish, Photo, Live, Invite
- Likes, Views, Posts
- 68,758 (24 new likes this week)
- Recent Posts: "Wisconsin Gov. Tony Evers has proposed..."
- Boost Post, Create Promotion

Midnight Remainder (about 1 month ago)

Bring common sense and respectful conversation back into the picture. Midnight Remainder tackles the most controversial topics, recent news, and a whole lot more with a rational and respectful approach that seems to have been MIA for quite some time now.



Tired of all the noise?
Who wants to have the same old fights? Listen to the up and coming podcast...
www.midnightremainder.com [Learn More](#)

2.1K 278 Comments 126 Shares

Like Comment Share

Todd Henry shared a post — with Robert Perlini and 7 others.

She's gonna be in vegas one day for sure.



THANK
YOU

MichaelFerrari.Net