

Sun City Shadow Hills Community Podcast

By Robert Firing



By way of background, I spent most of my career selling municipal bonds, a product that is purchased by old, wealthy people. I have extensive experience dealing with retired people, and I observed that most were not very happy despite not having any financial worries. That observation changed when I met some people living at Sun City Palm Desert in the 90s. They seemed so happy, engaged with their community, and happy with the new friends they made. I made a mental note to investigate this lifestyle for myself when I was old enough. I purchased a small home at Sun City Shadow Hills in 2011, just to make sure I still liked the lifestyle. I did and have been here ever since. I listen to lots of podcasts, and it occurred to me that I could do one just focused on this community and the Coachella Valley. I began in 2016 and have recorded around 150. Although growth was very slow at first due to the age of my audience, we are now approaching 20,000 total downloads.

EVERYONE WOULD LIKE TO INFORM THEIR RESIDENTS AND PROMOTE THEIR COMMUNITY TO PROSPECTIVE BUYERS. THIS IS AN INEXPENSIVE WAY TO DO IT, AND PODCAST AWARENESS IS GROWING EVERY DAY.

Podcasts are cheap to produce and easy to do. The only limitation is the podcaster's imagination. Our total investment was less than \$300. We have two microphones and one sound mixer. We record on Apple GarageBand on a laptop and distribute them through our website and the iTunes store. If these terms are not familiar, any of your young employees can fill you in. You can start by recording them on your phone.

I have two purposes in doing these. The first is to inform our residents about the goings on here. We have around 7000 residents, so it is impossible to keep everyone informed. I interview the president of the board regularly and the presidents of the many clubs we have here. This helps residents learn what's

going on. Also, we have many seasonal residents. Since podcasts can be heard anywhere in the world, it is easy for them to stay informed when they are not here.

My second purpose is to promote our community to potential buyers and renters. My ideal scenario is once a realtor finds someone who is interested in this community, he tells them to subscribe to the podcasts so that they learn what is going on in the community before they come. I think this would give us an advantage over our rival communities. In addition, residents can forward the podcasts to friends they would like to see move here. This is a work in progress.

Those two purposes are shared by every community in the Desert. Everyone would like to inform their residents and promote their community to prospective buyers. This is an inexpensive way to do it, and podcast awareness is growing every day. The primary demographic is young and wealthy. However, older people will

learn if they see the benefit.

I invite you to tune in and listen. The address is www.scschca.com. You'll see a blue line at the top of the page. The podcast section is the second from the right. Look for the interviews I did with Bruce Latta, one of your members. Heck, go ahead and subscribe if you use an Apple device. The price is right (free), and it will stimulate your imagination

Direct web link to podcast page: <https://www.scschca.com/category/podcast/> 



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