

## Abridged Transcript Text

- [00:00](#): Podcast Intro for Episode 5 of [YMI Talking](#)
- [00:30](#): Jimi Honochick introduces George Wacker, the owner and operator of [Lehigh Valley with Love Media Group](#), to discuss the finer details of local content creation and what goes into making successful podcasts.
- [03:07](#): Jimi asks George where he got the inspiration for Lehigh Valley with Love Media Group's name.
- [07:15](#): Jimi asks George how each part of the multimedia group functions and whether it seems like those parts have distinct personalities and advantages that help the company thrive as a whole.
- [08:26](#): George discusses how Lehigh Valley with Love specifically helps clients with their social media presence and the media group's own strategies for utilizing social media to connect with people. George gives some examples of digital content fans send to the company.
- [10:12](#): George talks about one of their most popular videos involving Marty, [a local grocery store robot](#) that escaped, and what made the clip go viral. Jimi highlights the benefits of the video's success for the company.
- [14:00](#): Jimi asks George about his involvement in the community and the importance of his service on multiple local boards, including for [ArtsQuest](#) and [Northside Alive](#).
- [17:58](#): Jimi and George discuss how George sought advice to get the company started and what goes into making a successful podcast.
- [21:56](#): George discusses the importance of local sponsors for his podcast, including [Kitchen Magic](#) and [WXPN](#).
- [23:28](#): Jimi asks George how he's able to manage the changing media landscape and how his company can identify upcoming media trends v.s. flash-in-the-pan content.