

2023

LAUREL TV 
TURN YOUR POWER ON

LAUREL TV 
TURN YOUR POWER ON

LAUREL TV 
TURN YOUR POWER ON

PODCAST CITY STUDIOS MEMBER GUIDE



LAUREL TV 
TURN YOUR POWER ON

LAUREL TV 
TURN YOUR POWER ON

LAUREL TV 
TURN YOUR POWER ON





8103 Sandy Spring Road, Laurel, MD 20707 - 301-725-5300 x 2208

BRIEF HISTORY OF THE PODCAST 2

NATIONAL LANDSCAPE OF PODCASTING 3

 PODCAST GROWTH 4

 WHY RENT A PODCAST STUDIO? 5

 PRICING MODEL 5

 PODCAST CITY STUDIOS MEMBERSHIPS 6

 AUDIO ONLY - (\$50 per hour/minimum 2 hours per session) 7

 AUDIO W/EDITING SERVICES - (\$75 per hour/minimum 2 hours per session) 7

 AUDIO and VIDEO ONLY (\$100 per hour/minimum 2 hours per session) 7

 AUDIO, VIDEO AND EDITING SERVICES (\$150 per hour/minimum 2 hours per session) 8

 AUDIO, VIDEO AND BROADCASTING SERVICES (200 per hour/minimum 2 hours per session) 8

 A La Carte Services (Studio Use only) 9

 POLICY AND PROCEDURES 10

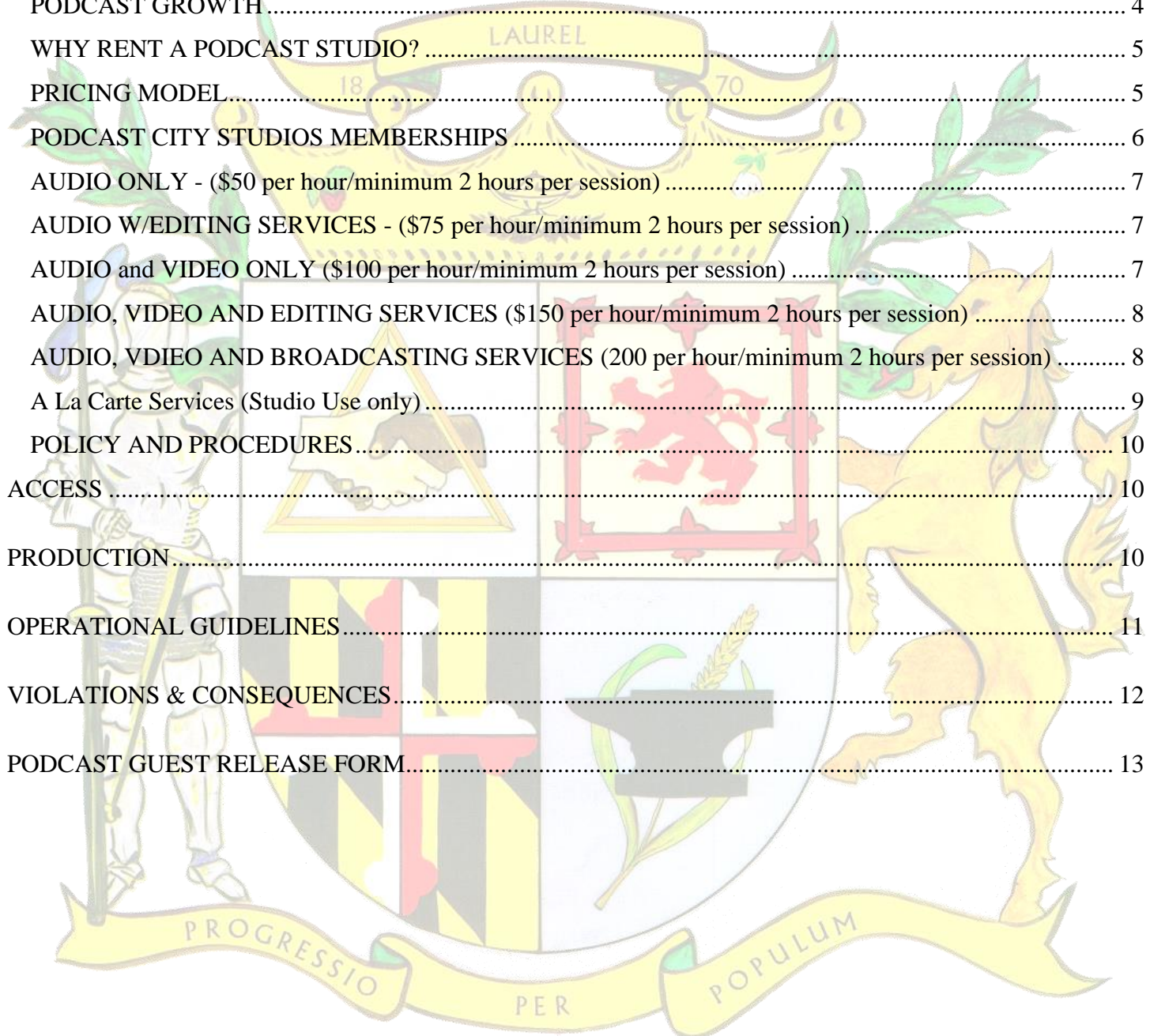
ACCESS 10

PRODUCTION 10

OPERATIONAL GUIDELINES 11

VIOLATIONS & CONSEQUENCES 12

PODCAST GUEST RELEASE FORM 13



BRIEF HISTORY OF THE PODCAST



Podcasts, previously known as "audio blogs", had their roots dating back to the 1980s. With the advent of broadband Internet access and portable digital audio playback devices such as the iPod, podcasting began to catch hold in late 2004. Adam Curry and Dave Winer are credited with the invention of podcasting. Who exactly did what is up for dispute, but in the end, these are the two guys who got it rolling.

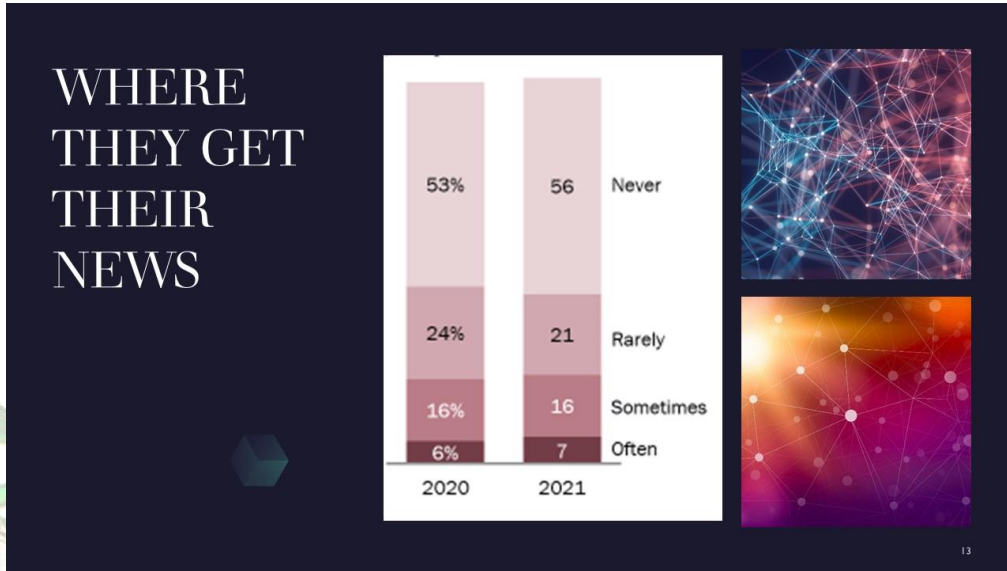
Most shows tend to have completely original content, not just repurposing the radio.

Many escape the shackles of traditional radio formats to explore brilliantly original approaches and completely niche subjects. For example:

- They can be any length, from a 1-minute news snippet to a 3-hour in-depth interview.
- They can be any frequency, from daily to monthly.
- They can be in any format, from simple solo shows up to mammoth, multi-person audio dramas.
- They can cover ANY topic, many of which would *never* make it onto the radio.

A podcast can have many purposes, but the main one is to entertain its audience. Podcast listeners might have one of several reasons to subscribe to a podcast, such as to: Hear updates and breakdowns of current events. Learn about a new topic or industry.

NATIONAL LANDSCAPE OF PODCASTING

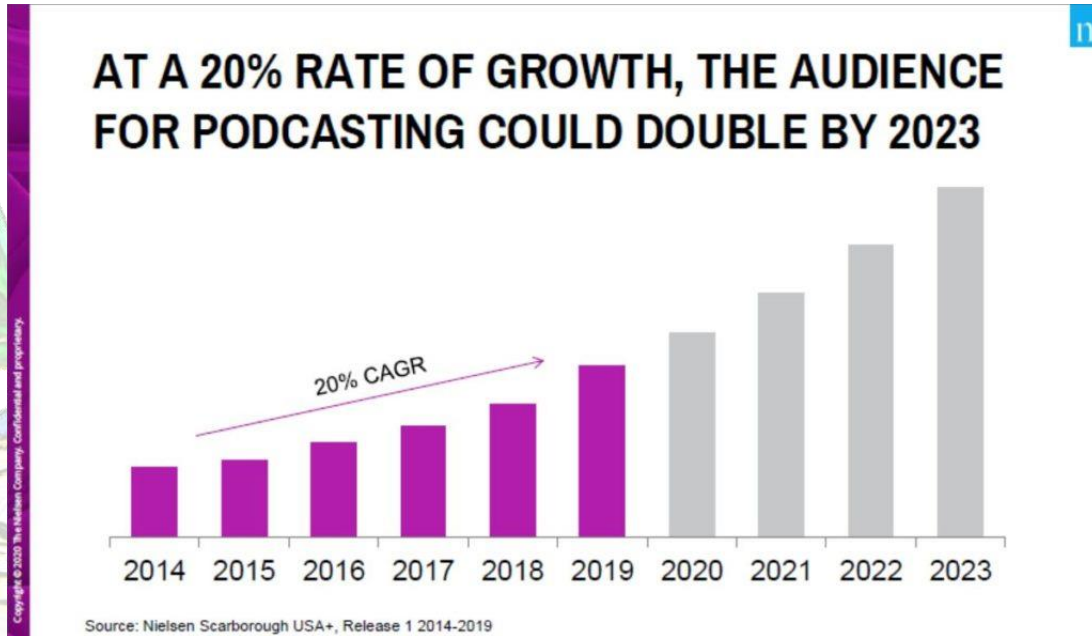


About a quarter of U.S. adults (23%) say they get news at least sometimes from podcasts, according to a Pew Research Center survey conducted in July 2021.

The share of Americans who say they often get news from a podcast is quite small – at just 7% – compared with about twice as many adults (16%) who say they sometimes get news from podcasts. At the same time, more than half of Americans (56%) say they never get news from podcasts, suggesting there is still quite a lot of growth potential for this nascent industry. These numbers are relatively stable compared with those reported in 2020.



PODCAST GROWTH



Back in 2006, only 22 percent of the adult population in the United States was aware of podcasting. By 2021, this figure had risen to 78 percent. Podcasting is an increasingly popular pastime in the U.S. and there were an estimated 120 million podcast listeners in the country in 2021. Forecasts suggest that the number of podcast listeners will surpass 160 million in 2023 after increases of around 20 million.

As awareness and usage has grown, so has consumption frequency. Data from a study conducted in early 2021 showed that 41 percent of the U.S. population reported to have listened to a podcast in the past month, more than three times the share recorded a decade earlier. Podcast listeners themselves are a diverse bunch, and according to a report held in the United States podcasting is growing the fastest among Millennials in minority ethnic groups.

In 2020, 67 percent of the U.S. podcast audience was White, while 16 percent was Hispanic and 11 percent of the podcast audience was Black. With that, the U.S. comes in slightly below the global average in terms of podcast audience diversity.

The podcast has become an effective and profitable communications opportunity for organizations and thought leaders across the country. And yet, just 15 years ago, podcasting was an untapped form of entertainment, public relations, and marketing. Between 2018 and 2019 alone, the number of people listening to at least one podcast a month grew from one in four to one in three, according to The New York Times. Its meteoric rise shows how quickly new mediums of communication can become cultural mainstays.



8103 Sandy Spring Road, Laurel, MD 20707 - 301-725-5300 x 2208

The rise of the podcast over the course of the past decade and a half has profoundly changed the way in which consumers engage with media – and, by extension, the ways in which companies and leaders can reach target audiences more effectively. By examining the podcast’s astonishing growth and its current trends, we can better understand this medium’s profound applications for thought leadership across all industries.

This is an optimal time for the City of Laurel to launch a podcast room as the rate of growth for podcasters is outpacing the number of available facilities.

WHY RENT A PODCAST STUDIO?

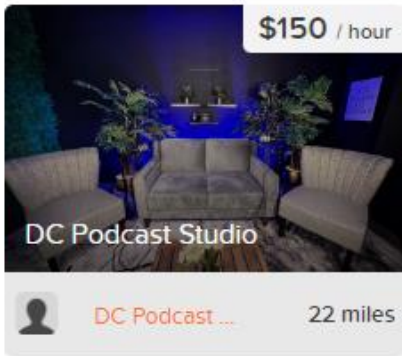
How much will it cost to rent a podcast studio?” It’s a question that’s on the mind of everyone venturing into the world of podcasting. Should I build a home studio or is renting the best option. Renting the Podcast City Studios powered by Laurel removes the need to invest in professional equipment, rental space for a studio, and provides a professional sound for your listeners. Beginners or seasoned hosts looking to give their show an edge, recording in a real studio can make you feel like a professional and deliver the best possible sound quality to your online listeners in the ideal environment with soundproof walls multiple professional-quality microphones for multiple co-hosts and guests.

Podcast City Studios powered by Laurel TV feature filming equipment for hosts who want to record video of their sessions. A growing number of fans enjoy seeing their favorite audio-only shows come to life, especially when there’s a special guest involved, when adding the video component to the show.

Another bonus feature of the Podcast City Studios’ membership is that hosts are also offered the opportunity to air their podcast on Laurel TV station to reach an even larger audience.

PRICING MODEL

The cost to produce a podcast annually ranged between \$50-1500 monthly. The cost is determined by the number of shows produced monthly, studio quality and other amenities. Most podcasts record new episodes on a weekly basis with each episode averaging 1 hour in length. Those numbers do not include the added benefit of video or broadcasting services on live TV, these added amenities places Podcast City Studios services in an elite category separating us from the competition. This data is reflected in the pricing model for Podcast City Studios powered by Laurel TV services.



RT

Pricing within 100 miles of the Laurel TV studio for the minimal services

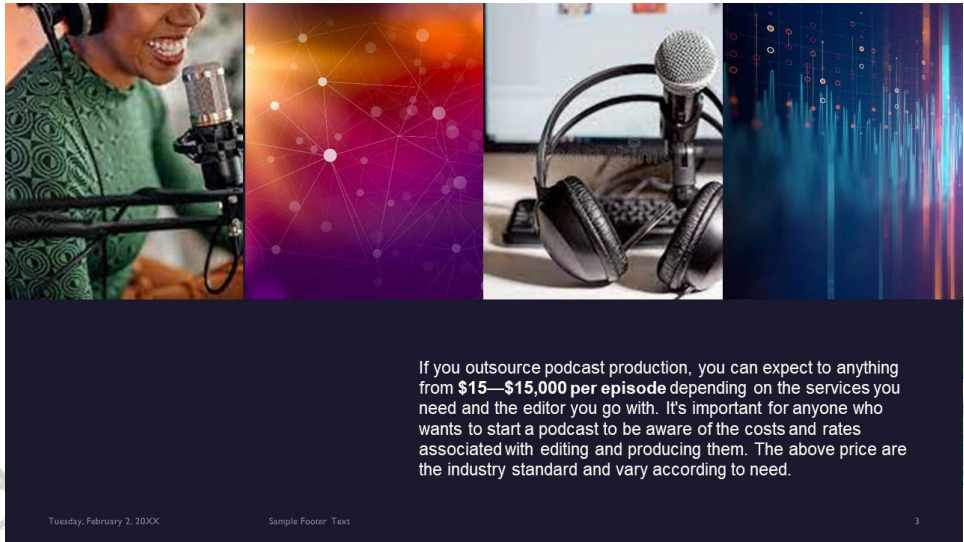
PODCAST CITY STUDIOS MEMBERSHIPS

Podcast City Studios offer a variety of yearly memberships to address expanding needs. You will have a choice between audio only or audio/video membership. The monthly membership prices are for weekly or bi-weekly broadcast with an allotment of 2-hours per session.

Membership can be paid quarterly (months at a time) or you may pay the year in advance. Content creators will not be allowed to record a show if their membership is not in good standing.

Other amenities such as editing video or audio and the creation of a show title graphic are extra. Also, the cost for a dedicated slot to broadcast your podcast on Laurel TV will be reflected in that membership's pricing.

Shows can be aired on the Podcast City Studios channel on Buzz Sprout which feeds to all the major podcasting channels, (i.e., Apple, Spotify, Google etc.). However, if you just need a place to record your show for your personal channel, we can provide that service as well.



If you outsource podcast production, you can expect to anything from **\$15—\$15,000 per episode** depending on the services you need and the editor you go with. It's important for anyone who wants to start a podcast to be aware of the costs and rates associated with editing and producing them. The above price are the industry standard and vary according to need.

Tuesday, February 7, 20XX

Simple Footer Text

9

AUDIO ONLY - (\$50 per hour/minimum 2 hours per session)

- Annual contract
- Hosts will receive files electronically.
- Audio/Visual Technician
- Host will do all remastering and editing.
- You will have the choice to also air your show on the official Podcast City Studios official channel.

AUDIO W/EDITING SERVICES - (\$75 per hour/minimum 2 hours per session)

- Annual Contract
- Hosts will receive files electronically.
- Audio/Visual Technician.
- Podcast City Studios will provide audio characteristics to achieve the desired sound and feel (e.g., EQ, noise reduction, mixing, mastering, etc.).
- You will have the choice to also air your show on the official Podcast City Studios official channel.

AUDIO and VIDEO ONLY (\$100 per hour/minimum 2 hours per session)

- Annual Contract
- Hosts will receive files electronically.
- Ability to do hybrid interviews via Zoom.
- Audio/Visual Technician
- Host will do all remastering and editing.
- You will have the choice to also air your show on the official Podcast City Studios official channel.

AUDIO, VIDEO AND EDITING SERVICES (\$150 per hour/minimum 2 hours per session)

- Annual contract
- Hosts will receive files electronically.
- Ability to do hybrid interviews via Zoom.
- Title/Opening design and production.
- Audio/Visual Technician
- Podcast City Studios will provide audio characteristics to achieve the desired sound and feel (e.g., EQ, noise reduction, mixing, mastering, etc.).
- Podcast City Studios has everything needed to prepare video recordings ready for broadcast (e.g., editing of video overlay, color grading, transitions, etc.).
- You will have the choice to also air your show on the official Podcast City Studios official channel.

Reach A Larger Audience

Maximize the potential reach of your podcast by distributing it as a video on YouTube. Our video production services are designed to free you up to focus on the content and not worry about all the technical editing, color correction, and post-production work.

Tuesday, February 2, 20XX Sample Footer Text 2

AUDIO, VIDEO AND BROADCASTING SERVICES (200 per hour/minimum 2 hours per session)

You can maximize your audience by adding the Laurel TV broadcasting services to your membership package. Laurel TV has several viewing platforms. Two channels (HD and SD) on the Comcast cable system, and one channel on Verizon cable system that is broadcast to residents of the city. Laurel TV's reach expands across the DMV and globally through our live stream laurel.tv.org. Anyone in the District of Columbia, Maryland, Virginia, or Vermont or the United Kingdom can watch Laurel TV's live programming through our online streaming service. Also, our productions are added to the Laurel TV official YouTube channel where our programming average hundreds of views per program.

- Annual contract
- Hosts will receive files electronically.



8103 Sandy Spring Road, Laurel, MD 20707 - 301-725-5300 x 2208

- Ability to do hybrid interviews via Zoom.
- Title/Opening design and production.
- Dedicated slot on Laurel TV. Episodes air weekly.
- Audio/Visual Technician
- Podcast City Studios will provide audio characteristics to achieve the desired sound and feel (e.g., EQ, noise reduction, mixing, mastering, etc.).
- Podcast City Studios has everything needed to prepare video recordings for broadcast (e.g., editing of video overlay, color grading, transitions, etc.).
- You will have the choice to also air your show on the official Podcast City Studios official channel.

Amenities:

- Annual contract
- Hosts will receive files electronically.
- Title/Opening design and production.
- Audio/Visual Technician
- Ability to do hybrid interviews via Zoom.
- Audio/Video editing services.
- RSS-feed uploaded to Buzz sprout to feed multiple channels (i.e., Spotify, Apple, Google etc.)
- Dedicated programming spot on Laurel TV and laureltv.org
- You will have the choice to also air your show on the official Podcast City Studios official channel.

Podcast City Studios powered by Laurel TV also provide services for content producers who are not looking for a long-term contract. A la carte services must be paid in full before your studio session.

A La Carte Services (Studio Use only)

1 Podcast Session Only (Audio Only) \$400

Bi-Weekly Podcast Session (Audio Only) \$700

\$700.00 -2 Podcast Session per month for up to 60 minutes each episode

Two sessions can be recorded on the same day back-to-back.

Weekly Podcast Session (Audio Only) \$1,200

4 Sessions per month, up to 60 minutes per session. Two sessions can be recorded on the same day back-to-back.

Video component can be added to either package for an additional \$100

Artwork design for Podcast title page \$100



POLICY AND PROCEDURES

One of the many jobs required of a podcaster is to ensure that the podcast studio and equipment is maintained to proper working order. In this case, the Laurel TV Podcast Studio, all members are responsible for the order and cleanliness of the Studio as well as appropriately responding to issues that may arise through the normal course of studio use.

ACCESS

Access to Podcast City Studios powered by Laurel TV is provided for members, residents, businesses, content creators, Mayor and City Council, and City of Laurel staff.

Reservations for the podcasting studio must be made through the City's identified appointment system. The request should include your name, guests' names, the day/time requested, an explanation of whether you are recording AUDIO ONLY, audio/video. Include your membership number on the request, and a 1-3 sentence description of what you will be recording. You will receive an email confirmation of your appointment, or alternate times available if your requested time is unavailable. All accounts must be in good standing to book a studio appointment. At the time of your confirmed session, please show the email and your identification to the engineers at Podcast City Studios powered by Laurel TV.

The podcasting studio is available during normal business hours for the City of Laurel, 9am-5pm, Monday-Friday. Some weekend availability is possible with 30 days' notice. During times of limited availability, such as designated holidays for the City of Laurel, Podcast City Studios will not be available.

PRODUCTION PROTOCOLS

Our staff has the expertise to help you launch, reboot, or enhance your podcast productions. Trained engineers will assist with setup and other functions included with your membership (i.e., camera setup and lighting if you add video services). Once your program is complete content creators will receive a copy of the show electronically. The show may also air the Podcast City Studios channel on BuzzSprout which is the top suppliers for RSS Feeds to Spotify, Apple, Google, and other platforms. If your chose broadcast services the program will be fed to the platforms with video options and air on Laurel TV's channels, live stream, and YouTube channel.

Content creators obtain the right to decide if their program will air on the Podcast City Studios channel and Laurel TV.

While all users are valued and encouraged, we reserve the right to reject, cancel, modify, or re-schedule any production reservations if memberships are not in good standing or for content.



OPERATIONAL GUIDELINES

There are several operational guidelines which must be always abided:

- A. No food or beverages may be brought into the studio at any time. Water may be consumed in recording spaces, provided it is kept in a sealed container.
- B. Bringing any alcoholic beverage or any recreational drugs into the studio is strictly prohibited by the laws of the City of Laurel, Maryland.
- C. Reserved sessions are to be limited to 3 hours each.
- D. You may reserve back-to-back sessions.
- E. Equipment is to be used in a safe, orderly, and appropriate manner that does not degrade its normal operation.
- F. Podcasters participating in the session will be held financially responsible for damage to any studio equipment caused by negligence that occurs during their booked studio time by any member of their party.
- G. All studio equipment shall be inventoried (microphones, headphones, cables, etc.) before and after your sessions as you are responsible for ensuring these items don't leave the studio.
- H. Your scheduled studio time includes setup and cleanup so always plan accordingly.
- I. You may not alter any of the cabling or connections with equipment in the room. You may not unplug microphones or other equipment. If you have specialized needs not met by equipment in the room, please schedule an appointment with a member of the Laurel TV staff to discuss possible accommodations.
- J. When problems are observed with any equipment, those issues must be reported immediately to the engineer on duty. (2) Any special equipment request must be pre-tested and approved before use in the Podcast Studio.
- K. Ensure that the studio door is securely locked when leaving.
- L. Granting studio access to unauthorized persons is strictly prohibited. Booking studio time for unauthorized users is strictly prohibited.
- M. Make sure you and everyone associated with your session understands these policies and their related consequences.

N. At the end of your time in the studio you must return all items to these locations including but not limited to:

- All microphones and boom stands should be returned to their natural position (generally, a lowered position with microphones facing the appropriate chair).
- Headphones should be placed on the table directly below each corresponding microphone.
- Chairs should be returned to their natural “nested” positions around the table.
- All trash, pens, pencils, papers, and other personal items should be removed.
- All equipment must be shut down after the final session of the day. The mixer and headphone amp should be powered down, with all volume controls “zeroed.”
- Lights turned off by the last person to leave.

VIOLATIONS & CONSEQUENCES

If, at any time, the staff finds that members are not in good-standing, have violated any of the policies stated above, users who will be held responsible and could lose their membership privileges. It is your responsibility to review the studio at the beginning of your session and to quickly inform staff at Podcast City Studios powered by Laurel TV.

Podcast City Studios inspected after each session for infractions. If any equipment is found damaged or evidence of other policy violations is discovered, the following actions will be taken:

- Members may be denied entry to Podcast City Studios for a period to be determined by the Department of Communications’ Director or Assistant Director for identified violations.
- Content creators may be denied use of the facility for a specified period, or indefinitely for violations.
- Investigations by Podcast City Studios will be conducted as needed.
- Violations of policies resulting in a loss of privileges may require you to personally obtain other resources for completing your production.



8103 Sandy Spring Road, Laurel, MD 20707 - 301-725-5300 x 2208

PODCAST GUEST RELEASE FORM

PODCAST GUEST RELEASE

GUEST: _____ (hereinafter "Guest")

ADDRESS: _____

PHONE: _____

APPEARANCE DATE: _____

The above-named Guest does hereby irrevocably consent to the recording and distribution of reproduction(s) of the Guest's voice and performance as part of the media program entitled _____ (herein referred to as the "Program").

In consideration of being invited to appear on the Program, Guest does hereby acknowledge that _____ ("Podcaster") is the sole owner of all rights in and to the Program, and the recording(s) thereof, as "works made for hire" pursuant to 17 USC §101, et.seq., for all purposes; and that Podcaster has the unfettered right, among other things, to use, exploit and distribute the Program, and Guest's performance as embodied therein in any and all media or formats, throughout the world, in perpetuity. Any materials created in connection with the production and distribution of the Program ("Materials") become property of Podcaster, and Podcaster shall have the sole and exclusive right to use, exploit and distribute such Materials, throughout the world, in perpetuity.

Nothing contained in this Podcast Guest Release shall be construed to obligate Podcaster to use or exploit any of the rights granted or acquired by Podcaster, or to make, sell, license, distribute or otherwise exploit the Program or Materials whatsoever.

Guest understands and agrees that he/she shall receive no monetary compensation for appearances on and participation in the Program.

Guest's name and likeness may be used in advertising and promotional material for the Program, but not as an endorsement of any product or service.

Guest hereby releases and discharges Podcaster from all liability arising out of or in connection with the making, producing, reproducing, processing, exhibiting, distributing, publishing, transmitting by any means or otherwise using the above-mentioned production.

Guest's Signature/Date

Podcaster's Signature/Date

