

DETROIT **IS** DIFFERENT

CULTURE OF AN AMERICAN CLASSIC by CREATIVE DIFFERENCES MKT

WHERE THE **CULTURE** of DETROIT LIVES **IS**

DETROIT **IS DIFFERENT**

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Podcast Network Content Creator Guide

As of March 2023

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What is Detroit is Different?

Detroit is Different is a media platform that amplifies the (depth of the) cultural and lived experiences of legacy Black Detroiters.

Detroit is Different INC is an incubator space and platform for Black cultural & content creators who podcast, blog, and vlog. In 2014 Detroit is Different launched. Since 2014 the podcasts have received over 350,000 listens. Today Detroit is Different receives on average over 5,000 unique listens monthly. Detroit is Different is structured as a S Corporation.

Detroit is Different Community Group is a 501(c)(3) organization formed by Khary Frazier to bridge the gap between marginalized Black Detroiters and traditional local media outlets by producing an annual summer series entitled 'a Lot of Studio.' An obvious play on words and true to its name, 'a Lot of Studio' creates the live studio audience experience within the heart of a westside Detroit neighborhood by conducting live weekly podcasts with in-person guests on four vacant lots which serve as the "studio" for the production.

Detroit is Different Team

- Khary Frazier Founder & Executive
- Marc Walton Network Manager
- Joe Black Audio Manager & Engineer
- Leland Stein IV Video Manager & Engineer
- Suzanne Cleage Special Project Manager

Detroit is Different Podcast Network Roster

- **All Things Behind the Scenes** hosted by Nina Payne
- **Ask Jennyfer Podcast** hosted by Jennyfer Crawford
- **Detroit is Different** hosted by Khary Frazier
- **Figuring it Out with Dukes** hosted by Ms Dukes
- **Get Better Podcast** hosted Maulana Tolbert & Imani Jamal
- **Josh Adams Podcast** hosted by Josh Adams
- **My Natural Hair Podcast** hosted by LaDonna Sims & Tene Dismuke
- **Piper Carter Podcast** hosted by Piper Carter
- **Rebuild 2 Win: Voices from the Grassroots** hosted by Yusef Shakur, Kwasi Akwamu, & Tawana Petty
- **Riverwise Podcast** hosted by Khary Frazier & Meagan Douglas
- **Rocki's Reality** hosted by Raquel Harris
- **Searching for Clair Huxtable** hosted by Khary Frazier & Marc Walton
- **She's a Genius** hosted by Candace Cox Wimberly
- **Single Mommy Podcast** hosted by Ericka Murria
- **Spirit Says** hosted by Bria and Korey
- **Retired Hoodrat Podcast** hosted by T Barb & Kev
- **The New Kids** hosted by Shy and Germaine
- **Wise Talk** (*Women's Innovative Social Enterprise*) hosted by Audra Carson

Marc Walton Chief Operating Officer
Detroit is Different Network Manager
marc@detroitisdifferent | 313.500.2768

The Detroit is Different Studio Manager duties include:

Oversight and management of the Detroit is Different podcast studio. Tasks includes:

- Scheduling studio usage for all podcasts/hosts
- Scheduling technical/engineering support
- Scheduling of outside interview request- assign to appropriate host
- Cleaning and maintenance of studio and incubator space (assigning volunteers to keep location clean and creating and enforcing consequences for violations)
- Tracking, monitoring, reporting podcast views for each show/host- reporting out monthly
- Preview and post content to social media platforms from all podcasts host
- Share social media posts
- Event Promotions
- Address any payment processes for ad sponsorships or payments from other sources

Develop current and new podcast (host) formats

- Establish goals of show/podcast
- Assist with the build out of themes; show's focus
- Consistency of posting episodes
- Respond to production needs of each podcast/host
- Evaluate each show- production, impact, effectiveness, delivery, tone
- Onboarding of new podcast hosts

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Develop Detroit is Different Brand Ambassadors

- Explain the role/duties of Brand Ambassadors- how to represent DID in content marketing
- Prepare each podcaster with an understanding of ways to use their podcast to create content marketing audio, video, graphics, and event promotions to sell to clients. This is one of the primary revenue streams for Detroit is Different.(see attachment)
- Prepare Detroit is Different Podcast Network host and affiliated podcasts to network with podcast guest service booking agency service
- Explore/assign job shadowing opportunities with Khary Frazier for content marketing launch
- Prepare podcasters work in a position to monetize their content (see attachment)
- Help Ambassadors support other Detroit is Different Projects- a lot of Studio and the Detroit is Different Festival (Oct 2023)

Detroit is Different Calendar of Events

Piper Carter Podcast 5 Year Anniversary Tuesday May 9, 2023
@ U of M Detroit Center at 6pm

T Barb & Josh Adams Podcast Live Date TBD in May
@ the House of Comedy

A Lot of Studio Podcast & Performance Series

Thursday, June 29 – Are there Black People that Fear a Black Detroit?
Voices of the Grassroots – Yusef Shakur, Kwasi Akwamu, & Tawana Honeycomb Petty
Performance by Tamara Jewel

Thursday, July 6 - Banking While Black: the Good, Bad, Ugly & Misunderstood
Detroit is Different - Khary Frazier & Shy
Performance by Mollywop

Thursday, July 13 – Resources for Single Mothers Raising Black Sons
Single Mommy Podcast - Ericka Murria & Ms. Dukez
Performance by Maraj Virtuoso

Thursday, July 20 – Are we Okay? Mental Health in the Black Community
Mama Mayowa Speaks – Dr. Mayowa Reynolds
Performance by Black Bottom Collective

Thursday, July 27 - Community Benefits Agreements & What are they?
Piper Carter Podcast – Piper Carter & Bria
Performance by SaxxAppeal

Thursday, Aug. 3 - Why are we not listening to Black Women
Rocki's Reality – Raquel Harris & Comedian T Barb
Performance by My Detroit Players

Thursday, Aug. 10 - The Need for Creative Spaces
All Things Behind the Scenes – Nina Payne & Comedian Josh Adams
Performance by D Cipher

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Thursday, Aug. 17 - Celebration of Black Gardeners

Collard Green Cook Off Competition Judged by Cooking with Que & Coco

WISE Podcast – Audra Carson & Candace Cox Wimberly

Performance by Thornetta Davis

Detroit is Different Festival October 2023

Detroit is Different Art Exhibit at the Andy September 29 – November 29, 2023

- Detroit Artist Big Jam Session Thursday October 26, 2023 8pm
- I'm Scared of Detroit Comedy Show Friday October 27, 2023 8pm
- My Natural Hair Show Saturday October 28, 2023 7pm
- All Woman DJ Show & Battle October 28, 2023 9pm
- Black Content Creators Day October 29, 2023 2pm

Detroit is Different Forms

Podcast Episode Description Form

<https://www.detroitisdifferent.net/detroit-is-different-content-creator/>

Podcaster External Analysis Form (with Network Manager)

https://docs.google.com/forms/d/e/1FAIpQLSfdi9eccbGFKrpb-Scof--Omh_P3_MBE18671H7swE3hle1EQ/viewform

Podcaster Internal Analysis Form (with Network Manager)

https://docs.google.com/forms/d/e/1FAIpQLScMfjiJSNbLSBfQQZq6l1TTYOW_epadU_D55KZVQp1V8YiO0w/viewform

Volunteer Form

<https://docs.google.com/forms/d/e/1FAIpQLSeckHdT56DPByz036akUavbAVpvnbCHQ1D9Vz3DAZZcjZJA/viewform>

Guest Consent Form

<https://docs.google.com/forms/d/e/1FAIpQLSe1tKHI7nxYVUWW5TmgtUaALzDZbAzjmtFKaSScmIRxwnJoLQ/viewform>

Studio Use Technical Checklist

<https://docs.google.com/forms/d/e/1FAIpQLScunv2MI-fcCMeBynlps1xK5GwRoUU6PAtURkQyVYILmZROOQ/viewform>

Podcast Episode Evaluations

https://docs.google.com/forms/d/e/1FAIpQLSdEe4V9JIAfAWmi8grZKVwAKUksQHGNeb1_WU6p5HmRcCdFjQ/viewform

Detroit is Different Studio Operation Tutorial

<https://www.youtube.com/playlist?list=PLzNyec7r4SkpaUx6vHSEFA52q7BJuZFWJ>

Detroit is Different Podcast Host Roles

LISTEN TO PODCASTS: Humble yourself to familiarize yourself with other podcasts to gather a better understanding of the market. If you don't listen to podcasts it will be heard in your performance.

Creative Perspectives: Podcasting is an experiential journey between the listener and host. Exploring this journey is best executed when the host ventures upon this journey with the listener together. **THIS IS NOT TALK RADIO & DON'T MAKE IT LIKE THAT.** The goal is to provide conversations that are unique, niche, and creative beyond the realm where talk radio goes

Be a Listener: Listen to your podcast and expand upon the vision by being a fan of your own work. The attitude of "I make it for them" is the passive approach often associated with 'Broadcast-Based' content. The way a podcast grows is by listening and appreciating the journey. Through listening write down the questions, conversations, and points of view you missed. This will grow your podcast.

Passion & Purpose: If you don't believe in what you're saying your audience won't either. Detroit is Different will not censor your content but we do rely on your wisdom, knowledge, interest, and love for what you speak as a basis to proudly present your content.

Guest Engagement: The Detroit is Different Incubator was developed to welcome people to create content, do just that in an engaging way. Encourage your guest and book guests to add to your creative vision.

Show Production: Find a producer for your podcast and develop your podcast with your producer

Detroit is Different Podcast Producer Roles

LISTEN TO PODCASTS: Humble yourself to familiarize yourself with other podcasts to gather a better understanding of the market. If you don't listen to podcasts it will be heard in your performance.

Guest Bookings: Booking guests should be a process of ensuring the guest is aware of the logistics (location and time)/ Waiver guest releases should be signed/ Also materials should be provided to all guests to promote their visit to Detroit is Different

Guest Follow Up: updates of their events/ business ventures/ Data-basing of guests/ Back Logs of all guests that have appeared on the podcast

Show Production: Ideas on questions, layouts, focus, segments, and also categories should be explored/ Featuring content with guests that are related will build focus on engaging audiences

Listen Requests: Sending strategic listen to requests to media outlets

Engagement: Develop and Design social media content that is interactive using push and pull tactics

Live Recordings: Detroit is Different podcasts should be recorded live and travel to welcome more of an audience bi-annually at minimum

Marketing Materials: Help develop and distribute shirts and other swag for guests and for sale

As a producer assisting with podcast development I believe it will oblige you to attend production meetings, presence for podcasting, plan & execute social-media engagement, and engage guests/audience.

How to Monetize your Podcast

There are many ways to monetize a podcast but more than likely you are focused on what mainstream media presents to you as the options of traditional advertising. This style of traditional advertising includes commercial placements, advertisement reads, and exclusive sponsorship offers. These options can be lucrative. These options require a captured audience.

Commercial Placement: A commercial placement is when a business buys a commercial spot on your show. You will negotiate with the business the number of commercials to play per episode, where the commercial/s will play in the episode/s, and the length of commercial spots. The variations and options you provide a business are ways to better customize their commercial/s for the best impact.

For Example: most buyers would like their commercial as early as possible on a podcast with no context given. Whereas if you have a commercial advertisement from an auto dealership and have a weekly segment on cars coupling that commercial after the car segment is very effective.

The business provides a commercial for you to place into your show's episode with a commercial placement. It is your responsibility to review the quality and content of the commercial to ensure it best represents what you would like for your audience. **For Example:** If your show will post after a date highlighted in the commercial that is a production error that could be costly.

Advertisement Reads: An advertisement read is when a business buys a commercial spot where you will read their commercial script. Similar to commercial placements script length, commercial placement, commercial content/verbiage, and amount of episodes for the advertisement read must be agreed upon and negotiated.

Exclusive Sponsorship: An exclusive sponsorship is when a business or organization will sponsor a full episode/s or segments whereas no other commercial placements or advertisement reads will be available. In an exclusive sponsorship, the sponsor will buy the access to be the only advertiser making their business exclusive. Details for an exclusive sponsorship must be written out contractually as to what will be provided between both business parties.

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For Example: If the My Natural Hair podcast accepted Carol's Daughter as an exclusive sponsor for a show on wash and go styles Carol's Daughter commercial placement, advertisement read, and mention of Carol's Daughter's conditioner is the official conditioner of the 'My Natural Hair' podcast.

All three of the traditional advertising options are most popular with terrestrial broadcast radio and broadcast television. Therefore the metrics of success are provided through Nielson rating systems. This approach to quantifying the success of a show (programming) relies on reach advertisement. The reach is believed to capture the attention of the target audience of a business because of the massive audience reach. Hence if 300 million people are watching the Super Bowl broadcast it's believed of those 300 million the target audience of your business will be in that group and respond to the advertisement favorably. Traditional advertisement and the massive reach approach rely heavily on the probability that the statistic of a business audience will respond when the advertisement is seen.

New Media Advertisement

New Media Advertisement expands traditional advertising into content creation. This form of advertising is the niche you could provide a business that traditional advertisement can't. Leaning into your weakness can create your biggest strength. Lack of audience provides your show a blank canvas to create dynamic content that will be creative and engaging for your advertisers to use.

The advent of social media has created a reality where insurance agents, laundromats, optometrists, and every other business shares platforms for attention from the general public. New Media Advertising provides business owners and organization leaders with the opportunity to partner with you for your skillsets and talents to assist in their social media content creation.

Content Creation & Partnership: Content Creation & Partnership is when you create a content creation calendar whereas your show will create inclusive advertisements where the products and/or services of the advertising business/organization to be featured in your show's episode.

For Example: If you had a wine review podcast and featured Motor City Wine restaurant for a 'Red & Romance' segment about romantic red wines this would be content Motor City Wine would share throughout their social media as well. This could bundle photography, video, and audio intriguing your audience to come to visit Motor City Wine.

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For Motor City Wine this content when shared on their page is creative and in context for their restaurant.

Who you are and your voice on your show represents an audience beyond you, creating the universal you. I am Khary Frazier. In hosting the 'Detroit is Different' podcast the universal Khary Frazier is a Black man, native Detroiter, Detroit homeowner, master degree recipient, Detroit history enthusiast, and community activist. The collective agency of the universal me resounds in many circles. To date in hosting the Detroit is Different podcast many property developers, community organizing groups, and neighborhood associations all have expressed explicit interest in Detroit is Different support. This is the social capital I naturally possess and have strengthened over time producing the Detroit is Different podcast.

Live Podcast Event: A live podcast event can be ticketed event where you invite your listeners and provide them an opportunity to witness your podcast live. I suggest highlighting a guest, theme, segment, or fan-favorite feature to welcome a captive audience to your ticketed live event.

Live Events can be promotional events where your live podcast invites guests to attend the live taping of your podcast at a venue that would like your audience to visit. Locations that fit the brand of your show centered around a themed episode would be most impactful for a promotional live event podcast.

For Example: 'My Natural Hair' podcast recorded a podcast live at African World Festival before. This fits the brand of the podcast and was done in a vendor area with natural hair care product vendors.

Listener Sponsorship: Podcast listeners develop a friendship connection to you and are waiting and willing to be engaged. Part of listener engagement can be direct listener patronage through Ca\$hApp and/or PayPal. You can be creative and have fundraising goals, contests, and segments, shout out placements that match the feel and direction of your show as well.

Other monetizing options include promotional items (non-cash); eBook from your podcast content; and Patreon.