

Start or Expand your **PODCAST**

Nonprofits use as a Fundraiser
Small Businesses use as a Revenue Stream



The PC Broadcast Network (PBN)

Funding Provided by:

The PC Group-Purchasing Debit Card

Produced by:

Carolina Media Arts Center

Your Personal Production Team:

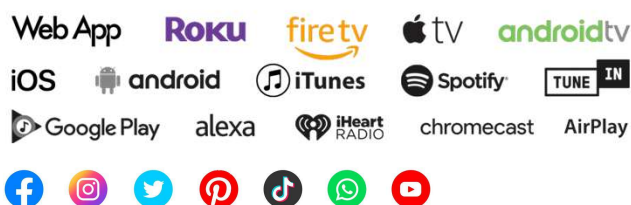
Students & Interns from Local Schools & Colleges

Advertised & Promoted:

On Local tv, radio, print and billboards

Platforms provided by:

Lightcast.com



Start Making \$1,500 to \$10,000 per month

All funds received are sourced from corporate service provider contracts, rather than from views, subscribers, advertisers, or other social media platforms..

In-partnership w/
**4-Time NBA
Champion
HORACE
GRANT**



www.MyPCcard.com / (843) 465-7236
Carolina Media Arts Center * 5082 Lafon Lane
Myrtle Beach, SC 29588

BROADCAST STARTUP CHECK-OFF LIST



Complete in 30-45 days



Schedule and Start Recording Your Weekly or Bi-Weekly Podcast

All work needed to communicate and fund any of your projects will be completed during or around your podcast recordings. Many of the individuals you will need to expand or grow will appear on your podcast. Your podcast planning and recording times will keep you, your team and all parties, supporters, customers, vendors and the community engaged and focused on your activities etc.

(the production team will assist with all concepts, locations & marketing).

- ☐ **In-Take Video Interview** *(to capture the details of your organization & podcast)*
- ☐ **Sign MOU Membership Agreement**
- ☐ **___Determine & Pay fee or ___Agree to a service to be provided** (to waive fee)
- ☐ **Review the Welcome Packet & The 40 Million Americans Handbook)**
- ☐ **Business, Organization or Project Legally operating and Branded ___Check-off**
- ☐ **Make your live presentation to the membership** *(at a networking session)*
- ☐ **Complete Your Pitch or Presentation Video** *(production team will assist).*
- ☐ **Complete Your Podcast Planning for the Season and Record your Pilot**
 - ☐ Promotional Video, Promotional Cards, Invitation Letter, Release Forms.
 - ☐ Record your: Intro, Ending and lead-in & out of Commercial Breaks.
 - ☐ Podcast Web-page and Social Media Pages Setup
 - ☐ Back-end Account Setup
- ☐ **Establish your (26 episodes) Season's Theme, Purpose & Goals.**
 - ☐ Plan and promote the first 4 to 6 episodes.
 - ☐ Determine audience and special guests for each episodes.
- ☐ **Plan and Start your Local, Regional and National Media Interview Tour.**
- ☐ **Help Distribute your promotional and Subscription Cards to all your contacts.**
- ☐ **Invite all Small Businesses or nonprofits to use this funding source.**
- ☐ **Submit Your Annual Budget (current or forecast) to qualify for funding.**
- ☐ **Complete Your Advertising Strategy and materials.**
- ☐ **Complete Your Corporate Presentation.**
- ☐ **Set Your Presentation date for the Funders.**
- ☐ **Start receiving your first: \$1,500-\$3,500 or \$5k to \$10,000 per month.**
- ☐ **Apply-for the Additional \$2 - \$4 Million Funding through the PCCD Fund.**

PODCAST REGISTRATION FEES



FOUR REGISTRATION OPTIONS

Required To Start using the Studios, Production Teams & Media Centers
Networking Sessions / Video Podcast / Funding / Advertising / Customers-Supporters / Business Services

Your Fee can be waived for providing a specific service for the network

OPTION (1) FREE

To a free public podcast.

To list your business, organization or project on the Network.

To Attend the Networking Sessions.

To use the fundraising program to generate the funding for your \$300 or \$1,000 fee

OPTION (2)

\$7 *per month*

- To use the Resource & referral Networks (for Information, customers & supporters)
- To Receive weekly and daily updates & progress reports on the funding.
- To Add your products, services and activities to the Directory and the Calendars.
- To host a Public Podcast (no-funding).
- To use the resources to start or generate funding to start a project.

OPTION (3)

\$300

ONE-TIME FEE

- Funding Application and Proposal
- Podcast Funding Setup
- Studio-time and Production team
- Podcast Website
- Promotional Materials for Podcast.
- Presentation Video for Funders.

Funding Program Included

OPTION (4)

\$1000

SETUP OR EXPANSION SERVICES

- One-time Fee
- Podcast & funding setup w/ promotions.
- Business or Nonprofit Startup.
- Trademarks, Copyrights
- All Branding: logos, brochures, videos.
- Proposals for funding
- Newsletter & Blogs

Funding Program Included



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APPLICATIONS FOR FUNDING

(It's Not Free Money, Loans, Grants or Donations, Its life-time and its Never Repaid).

**Organizations are Invited to
Apply for the Funding based-on
their Industry, Projects or
Programs.**

*All are based-on budgeted spending individually or with a
group (see details).*



FUNDING AVAILABLE

- ☐ \$20,000 to \$120,000
- ☐ Four Million Dollars
- ☐ Twenty-Four Million Dollars

Fundraising Authorization, Registration and Signature of Intent

Funding for Economic Community Development, Building or Expansion Projects (to serve an industry, group or community)

Project Information to be used along with five hundred organizations to acquire group-funding of twenty-four million dollars for the group.

PROJECT/BUSINESS/ORGANIZATION TO FUND (___new ___existing upgrade)

Constituents, demographic or customers serving _____

Location (state, city, community) _____

Estimated Total Cost: \$_____ Estimated Annual Operation's Cost: \$_____

Funds Seeking: ___\$120k ___Two Million ___Four Million ___Twenty-four Million

How many partners are working with your organization _____

Other Funding Sources considering or available _____

Timeline: ___6 months ___12 months ___2 years

Funds are made available to your organization upon a Successful campaign to register a minimum of 500 commercial members and a minimum of thirty corporate service-providers in your region or demographic. ***There are not any deadlines, amounts or obligations from either party until members and corporate service-providers are on-boarded and the contract detailing the exact amount your organization qualifies to receive are finalized and signed. Your awarded amount is wholly based-on your organization performing all stated requirements outlined (The Media Arts Centers are dedicated to helping your organization through each step).

MY INITIALS AND SIGNATURE BELOW

Grants the Carolina Media Arts Center permission to use my project's information to acquire funding for my organization through the podcast, communication's platform and the PC Debit Card Program.

___ **Fee Paid** ___\$300 ___\$1,000 ___\$3,500 ___\$5,000 ___ **Fee Waived** _____
Service provided for waived fee

___ **My Business or Nonprofit's Intent:**

- ___ To Accept the \$18k to \$120k in funding for using the Communication & Funding Platforms.
- ___ To use and Accept the PC Purchasing Debit Card to expend all funds received from the Network.
- ___ To Host a Podcast on the PC Communication's Platform.
- ___ To Attend the Industry Networking Sessions.
- ___ To use the services of the Media Arts and Business Centers.

___ **Your information to be shared with the PC Funders (to qualify for funding):**

- ___ Your Project Business Plan.
- ___ Your Detailed Line-Item Budget for the Project.
- ___ Your Website and Social Media (current public information).

___ **My Personal or Legal information WILL NOT be Shared** (unless it's for a separate application from a funder, by me).

- ___ Your personal or business legal information or data will not be used (ie: ssn, id's, tax info, passports, etc).

___ **Your Requirements and Information that will be shared Publicly on the PC Platforms:**

- ☐ Video and Live Presentation of the Project you are seeking to fund (our production team will assist).
- ☐ Your Video Podcast.
- ☐ You may be required to attend various meetings with the funders.
- ☐ Business Plans and legal documents may be required for various funders.

Print First & Last Name

Title

Date

Signature

Fundraising Authorization Form

Funding for Economic Community Development, Building or Expansion Projects (to serve an industry, group or community)

Type of Products or Services Provided	
Company/Organization Name	
Title / Position	
First Name	Last Name
City / State / Zip	Website
Phone	Email