



STORYBYTES PODCAST

Connecting MDC Kendall Students
Through Digital Storytelling

ABOUT US

Welcome to StoryBytes Media at the MDC Kendall Campus! We are a passionate community of storytellers who utilize different forms of digital media to create captivating narratives. We offer students a creative space to share their perspectives and tell stories in innovative ways.

CORE VALUES

- **Creativity:** Encouraging students to think outside the box.
- **Collaboration:** Fostering teamwork to create dynamic stories.
- **Innovation:** Using the latest digital tools to share narratives.
- **Diversity:** Sharing perspectives from different backgrounds and experiences.



STORYBYTES INTRODUCTORY AD RATES

Online Rates

\$25 weekly
\$60 monthly

**Banner on the
StoryBytes
website**

\$15 weekly
\$50 monthly

**SideBar Banner
on the
StoryBytes
Website**

Service Rates

\$20

**15 Second Audio
Advertisement**

\$50

**30 Second Audio
Advertisement**

Social Media Rates

\$10

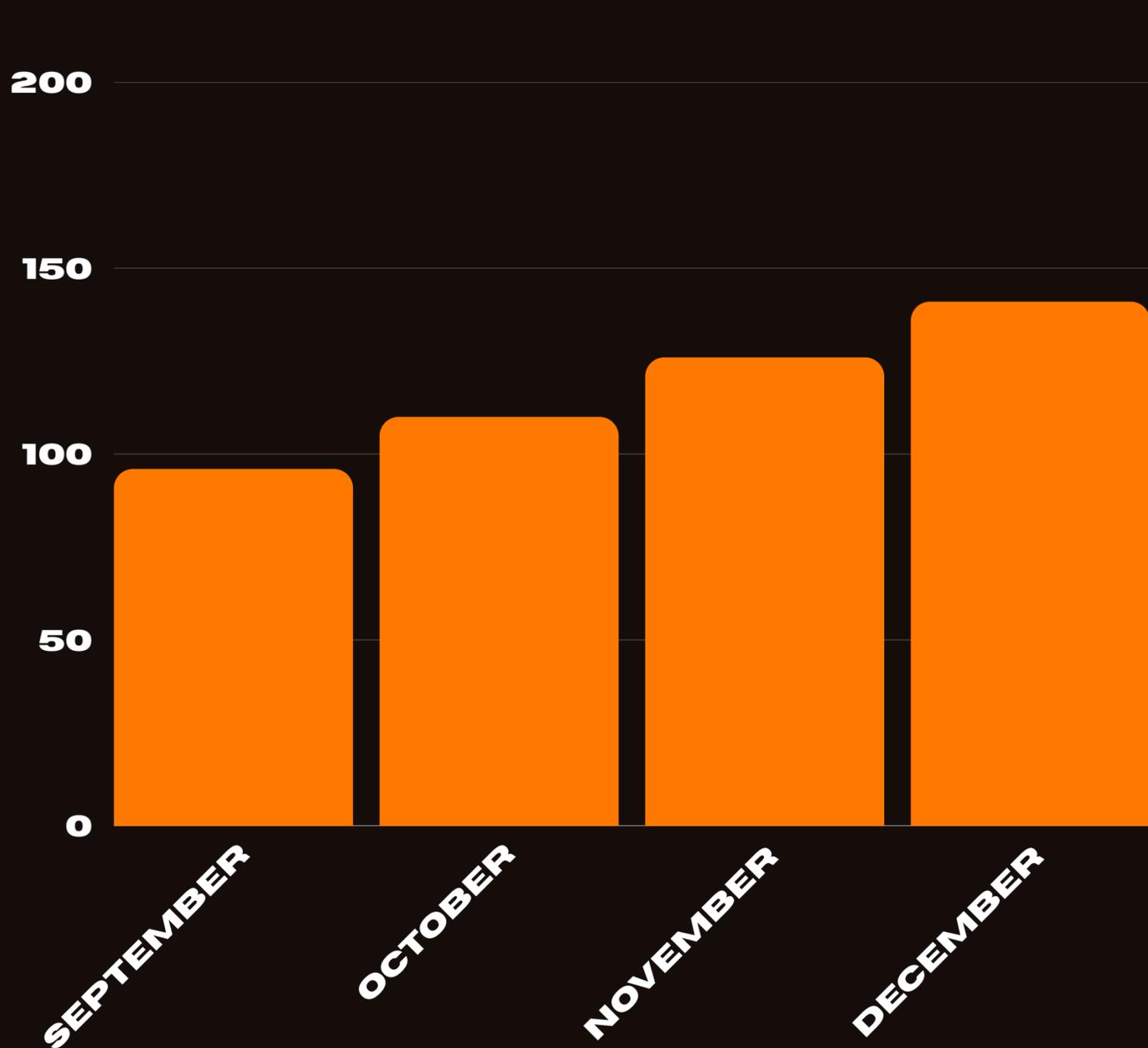
Story Post

\$40

**Permanent
Feed Post**

SOCIAL MEDIA ANALYTICS

FOLLOWERS & ENGAGEMENT



Posts



Reels

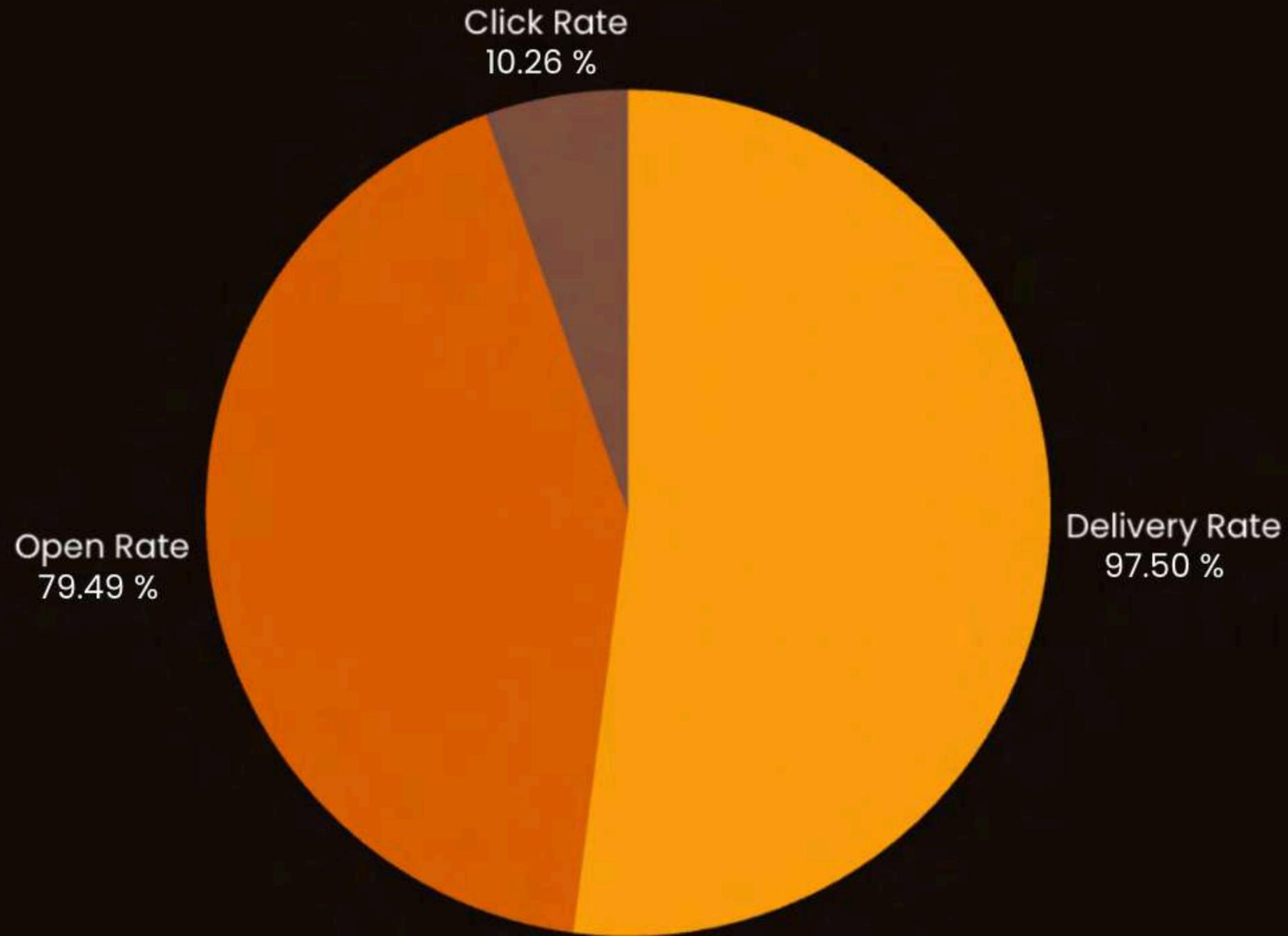


Stories



• Followers • Non-Followers

NEWSLETTER RATES



Clicks per Unique Opens
12.90 %



Unsubscribed Rate
0 %

UPCOMING RELEASES

Podcasts:

- *The Vault Season 2*
- *Why Sit Ye Here and Die?* by Maria Almarza
- *What's the Tea on Lit Tea-Ories*

Short Films/Documentaries:

- *The End* by Pamela Hoyos
- *The Search for Voices* by Victoria Cuellar

LISTEN & WATCH NOW

Films:

- *La Comisaría*
- *What Happens in the Dark*

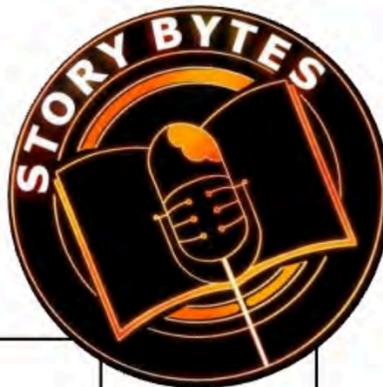
Podcasts:

- *SDG 101*
- *Chat MDC*
- *Miami Insider*
- *La Llorona*



OCTOBER

StoryBytes' Schedule



SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30 Introductory meeting with members	1 New Blog Posts in our Website	2	3	4
5	6	7	8 New Blog Posts in our Website	9	10	11
12	13	14	15 New Blog Posts in our Website	16	17	18
19 • NPR Tour Recap Post • CMA Pinnacle Awards Post	20	21	22 New Blog Posts in our Website	23 Garage Sale Promotional Post	24 • Spooky Night • Ghost Story Contest Deadline	25
26	27	28 Media Week Literacy Event Promotional Post	29 • New Blog Posts in our Website • "Cat Crimes" podcast series uploaded on our SoundCloud	30 Transfer & Scholarship Workshop Post	31 <i>Happy Halloween</i>	1

RELEASE SCHEDULE

FOR THE MONTH OF OCTOBER

NOVEMBER

StoryBytes' Schedule



SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29 New Blog Posts in our Website	30	31	1
2	3 • Dave & Busters Game Night Fundraiser Post	4 • Transfer Workshop Series: Transfer Process 101 • Dave & Busters Game Night Fundraiser Event	5 New Blog Posts in our Website	6	7	8
9 "The End" Casting Call Promotional Post	10 Information about Blog Submissions Post	11	12 New Blog Posts in our Website	13	14 "Meet our Team" Introductory E-Board Post	15
16 "La Comisaria" Casting Call Post	17 • Garage Sale • Throwback to Sound Editing Community Workshop Event Post	18 • Transfer Workshop Series: Personal Statement • Garage Sale	19 • New Blog Post in our Website & Promotional Post • Garage Sale • "The End" Short film published on YouTube	20 English Honor Society Collaboration at Miami Book Fair	21 Promotional Blog Post for Social Media Campaign	22
23	24	25 • Transfer Workshop Series: Scholarships • Join Our Team Post	26 New Blog Posts in our Website		28	29
30 "What Happens in the Dark" Casting Call Post	31	1	2 New Blog Posts in our Website	3	4	5

RELEASE SCHEDULE

FOR THE MONTH OF NOVEMBER

DECEMBER

StoryBytes' Schedule



SUN	MON	TUE	WED	THU	FRI	SAT
30	1 • Newsletter published • Storytelling through 5 Senses Informational Post	2	3 • New Blog Posts in our Website • Reader & Viewer Engagement Tips Informational Post	4	5 E-Board Member Congratulatory Post for Maria Perez for FCSPA November Student of the Month	6
7 "ChatMDC" podcast series uploaded on our SoundCloud	8 "Miami Insider: Miami Soccer City" podcast episode uploaded on our SoundCloud	9	10 New Blog Posts in our Website & Promotional Post for Social Media Campaign	11 Informational Post about courses offered through our Advisor	12 ChatMDC Introductory & Promotional Post for Social Media Campaign	13
14	15 "What Happens in The Dark" film uploaded on our YouTube	16 • "SDG 101" podcast series uploaded on our SoundCloud • "La Llorona: The Haunting from Mexico's Waters" podcast episode uploaded on our SoundCloud	17 • New Blog Posts in our Website & Promotional Post for Social Media Campaign • "La Comisaria" film uploaded on our YouTube	18 Blog Promotional Post for Social Media Campaign	19 Audio Advertisement Post on our Website	20
21	22 • Podcasts Series Promotional Post	23	24 • Blog Promotional Post • New Blog Posts in our Website	25 	26	27
28	29	30	31 • Blog Promotional Post • New Blog Posts in our Website	1	2	3

RELEASE SCHEDULE

FOR THE MONTH OF DECEMBER

GUIDELINES & POLICIES

1. Ad Formats:

- **Pre-roll: 15–30 second ad at the beginning of the episode.**
- **Mid-roll: 30–60 second ad placed in the middle of the episode.**
- **Post-roll: 15–60 second ad at the end of the episode.**

2. Submission Deadlines:

- **All ad materials must be submitted at least one week before the scheduled episode for review and approval.**

3. Audio Quality:

- **Advertisers must provide high-quality audio files or allow us to record the ad (additional fees may apply).**
- **Audio must be clear, free from background noise, and of professional quality.**

4. Payment Terms:

- **Payment is required upfront before the ad airs.**
- **Rates are based on flat fees, depending on the episode and audience size.**

GUIDELINES & POLICIES

5. Approval Process:

- All ads are subject to approval by the podcast team to ensure they align with our content and audience.
- We reserve the right to reject or request edits for any ad that does not meet our guidelines.

6. Ad Performance and Metrics:

- Advertisers will receive basic performance metrics (such as number of downloads and audience engagement) after the ad airs.
- No guarantees on conversion or specific performance outcomes are provided.

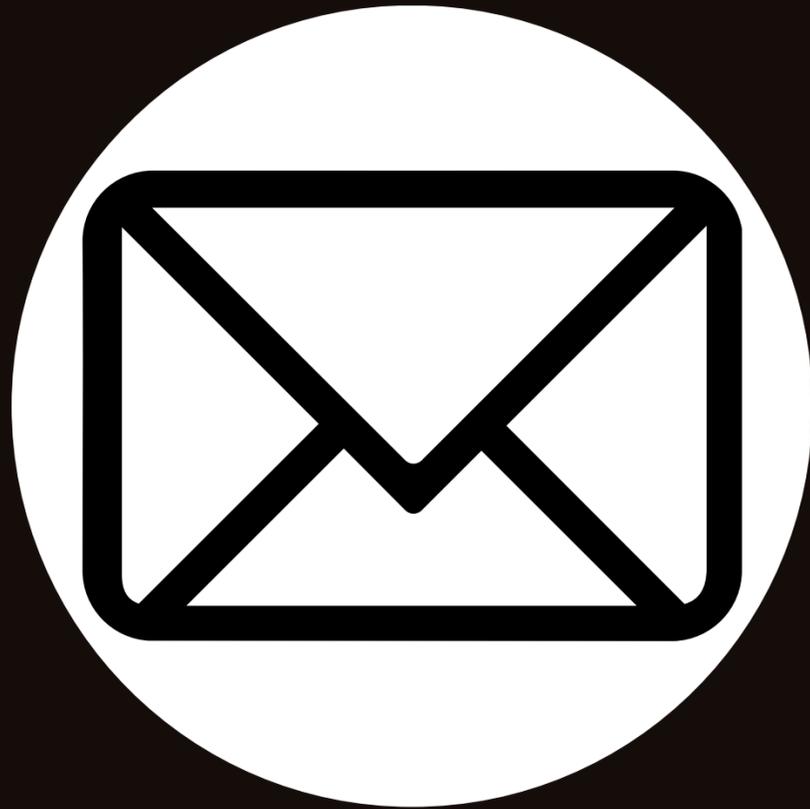
7. Refund and Cancellation Policy:

- Ads canceled more than 72 hours before the scheduled episode will receive a full refund.
- Ads canceled within 72 hours of the episode will not be eligible for a refund.

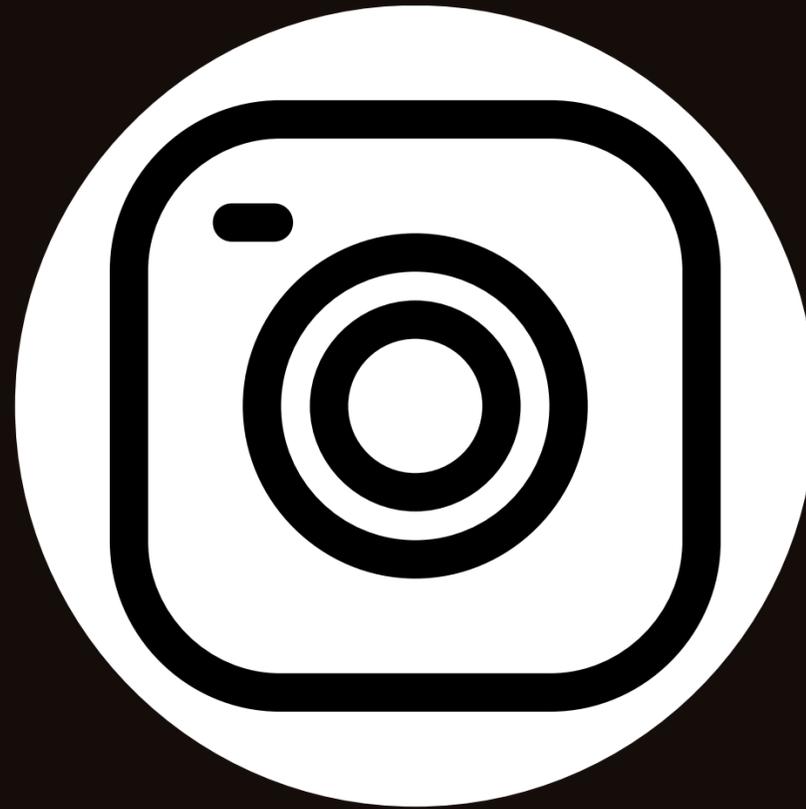
8. Sponsorship Opportunities:

- Advertisers interested in sponsoring entire episodes or a series of episodes may negotiate longer ad spots or exclusive placements.

CONTACT US!



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