

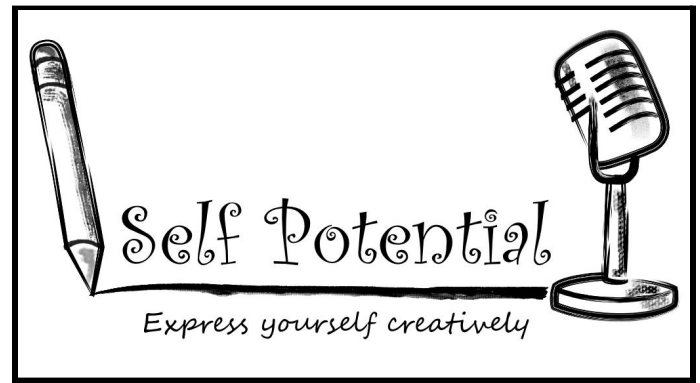


# Self Potential

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## Podcast

*Jonathan Morris*



## TABLE OF CONTENTS

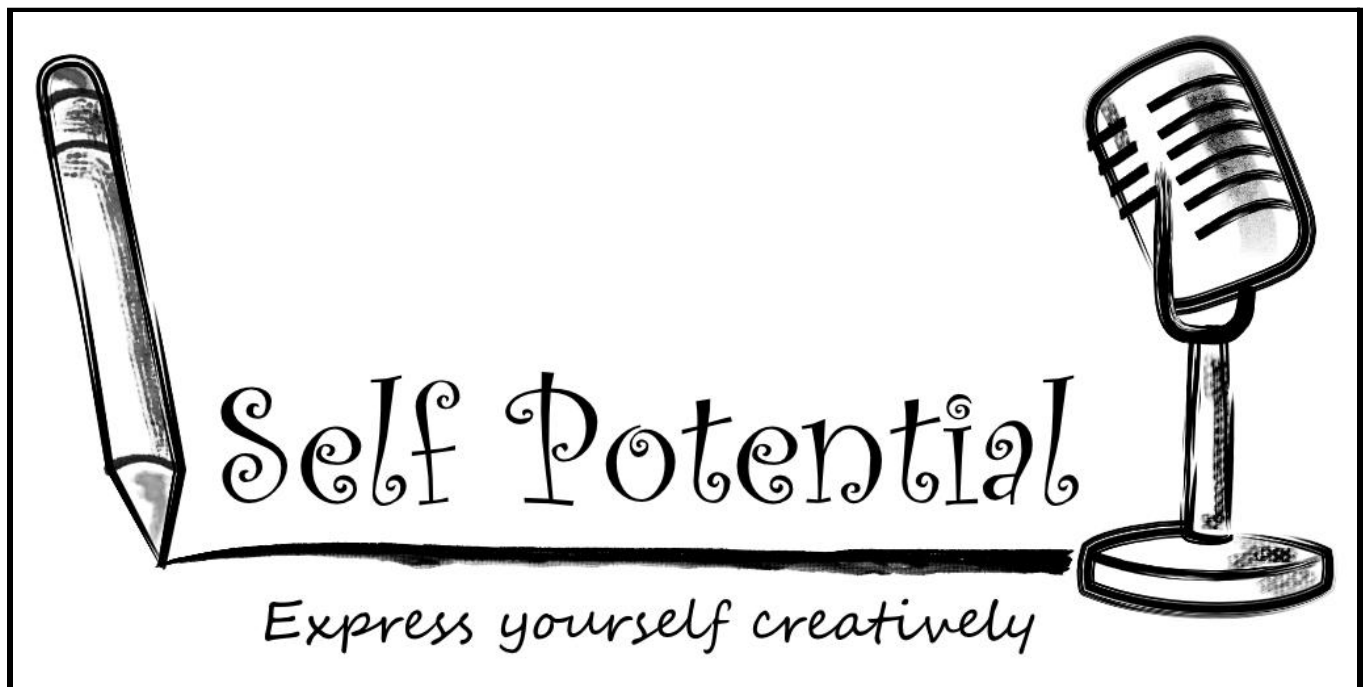
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## EXECUTIVE SUMMARY

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Self Potential is a podcast that is made to give teens, ages 13-18, a safe listening space to express themselves. Self Potential was not meant to be a podcast, it was meant to be a class to provide a safe environment for teens to come and dive into self expression. Mr. Morris discovered this idea after being told in high school that the arts do not matter. Being insecure of what he loved doing he felt the only way he was accepted was to join the drama club. After 4 years of being in this club his grades and GPA rose, and he wondered if there are more teens like him what is stopping them from trying to discover who they are? Judgement, being told they are not good enough and they could never make a career of this. How could Mr. Morris be there and help these teens feel free to explore themselves without being judged? Self Potential was born, a podcast made to give that judgement free outlet for teens to discover who they are through self expression.



# BUSINESS GOALS

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## **Goal #1:**

To gain 50 followers by April 2021 using 1 social media outlet.

1. By starting on Instagram Mr. Morris will post weekly what the Self Potential Podcast will be about.
2. Then moving toward YouTube Mr. Morris will develop videos to show his followers what to expect.
3. Finally graduating to Spotify to post or start posting season 1.  
(Completed)

## **Goal #2:**

To create a nonjudgmental environment for teens between the ages of 13-18 where they can be free to express themselves.

1. The podcast will create another world through each episode where teens can listen and be themselves. Every episode is a different adventure to explore who you are as a person.

## **Goal #3:**

To create a business contract specifically focusing on sponsorship and investments for future stakeholders.

1. By reaching out to my aunt who worked in the courts she can help Mr. Morris developed a contract suitable for my future stakeholders.  
(Completed)

## **Goal #4:**

To obtain the legal copyrights for "Self Potential" (Business Name/ Logo).

1. This will help Mr. Morris further pursue the idea of Self Potential. By doing research and filing for the name Mr. Morris can obtain these rights before April of 2021.

### **Goal #5:**

To create a survey to gather information of what is important to the audience.

1. Mr. Morris will be gathering different topics for the survey and presenting it so that the audience has a picture of what is to come.

(Completed)

## INTRODUCTION

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Jonathan Morris is a student at Oak Valley College and is getting his Bachelor's degree in Business. Mr. Morris currently resides in the Inland Empire which is where he is an Office Assistant at a Senior Mobilehome Park. The experience he has gained by seeing these seniors know who they are through their abilities and talents is inspiring and part of the reason why he started this idea. Mr. Morris's experience in the arts involves 4 years of dramatic arts and 1 year of creative arts. Mr. Morris has enjoyed seeing both sides of the spectrum when it comes to the arts especially with gathering information on the different personalities of people who enjoy performing arts more than creative arts or vice versa. The idea was born and Mr. Morris has used the tools from college to develop and produce this podcast for teens who need a space for creative expression. The Self Potential Podcast is what Mr. Morris hopes to reach those teens and help them find themselves through their Self Potential. Mr. Morris is hopeful that in the future he can develop this project into a class format, of course due to the circumstances of COVID he will stick to a podcast format for now.



## MENTORS

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### Aimee McAlpine

Ms. McAlpine is a personal painter who has been painting since high school. Also Ms. McAlpine is longtime friend and mentor to Mr. Morris, by finding each other through church and having a couple paintings painted for him. She has been a creative since finding her passion for art through her favorite artist Andy Warhol. He inspired her to paint and being able to paint for people was something she was worried about because there are other painters. It took Mr. Morris and a couple of her friends and family to convince her to start putting her art out to the public.



Rubber Duck

By: Aimee McAlpine

## Joshua Juarez

Josh Juarez is a person who draws for a living and also got connected to Mr. Morris through church. Being a creative was hard for Mr. Juarez because he was more of a private artist drawing for himself and never letting people see his true potential. Seeing the beauty of his drawings he wanted the world to see and he gave his first drawing for the public to Mr. Morris. From that point on he took his drawings and shared them with the public, getting more and more requests to continue his drawings. Mr. Juarez has always been an inspiration to Mr. Morris through his persistence and strength.



Red Panda

By: Joshua Juarez



## COMPANY OVERVIEW

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The Self Potential Podcast, founded by Jonathan Morris, Started at the beginning of 2018 with an idea of creating a safe space for teens to express themselves. The idea developed while attending Oak Valley College and the idea soon became a reality. Mr. Morris found people with a similar idea and he found that this was something he was passionate about. In high school Mr. Morris was told that the arts was an elective and a goal that would be recommended for a career. He lost hope until joining the Colton High School Drama Club, he found out that he loved the performing arts and he saw his grades rise. This was an amazing feeling and that was when his dream was made to help teens between 13-18 escape to a judgement free place so they can discover who they are through finding their potential.

With the logistics of his business Mr. Morris found his target audience to be teens ages 13-18. The location of the podcast will be in Colton but he hopes to reach a wide variety of teens across California. Going into the management aspect Mr. Morris will be the sole proprietor of this podcast for a while because there is no money right now for compensation. Eventually though Mr. Morris would like a partnership due to the fact he will be busy so he won't get to edit every video he does. This will become a non-profit organization down the line, Mr. Morris would originally like to start this now but due to COVID he would have to wait for sometime.

Mr. Morris's mission statement is to create a safe listening environment where teens can go and express their voice through their talents, involving cultural and performing arts. To help teens feel welcomed and not excluded because of their race, religion, or appearance. We are all of God's children, no one is excluded.

## BUSINESS DESCRIPTION

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Self Potential is a podcast to help teens between 13-18 escape to a judgement free place so they can discover who they are through finding their potential. This podcast is made for more than just to get followers and be famous. The Self Potential Podcast was made to give a creative outlet at home or in public and not feel judged. Many teens try to make people proud but they never think about what they want or like and this Podcast will help them with just that. Listed below is some other information about the podcast and what it stands for.

### **Mission Statement:**

To create a safe listening environment where teens can go and express their voice through their talents, involving cultural and performing arts. To help teens feel welcomed and not excluded because of their race, religion, or appearance. We are all of God's children, no one is excluded.

### **Vision Statement:**

To create a judgement free listening experience for teens to find themselves.

### **Values:**

*Free: This Podcast can be accessed on social media accounts that provide free access. (spotify and Youtube)*

*Interactive: After an episode there will be a link to give suggestions and send some of your own art to one day be the artist of the day.*

*Supportive: The people of Self Potential Podcast are here to lift up one another and not put them down.*

*Christ Centered: Every episode will have a verse of the day to help encourage listeners.*

## SELF POTENTIAL PODCAST OUTLINE

This is a table that outlines the start of Mr. Morris's Podcast to the third week of starting. This is a basic rough draft the Podcast may air later.

Monday: 4/26/2021	Monday: 5/3/2021	Monday: 5/10/2021
<p style="text-align: center;"><b><u>Self Potential Podcast and Why?:</u></b></p> <p>Introduction: Name: Jonathan Morris</p> <p>Reason for Starting the Podcast: Mission and Vision Statement.</p> <p>History behind the Podcast and what the future holds.</p> <p>Verse for Monday and why it was chosen.</p> <p>Artist of the Day: Joshua Juarez and Aimee McApline</p> <p>Give the audience a chance to ask any questions for the next podcast because it will be a Q&amp;A.</p>	<p style="text-align: center;"><b><u>Q &amp; A:</u></b></p> <p>Introduction: Name: Jonathan Morris</p> <p>Answer the questions and give the best answers.</p> <p>Verse for Monday and why it was chosen.</p> <p>Artist of the day: Caricature Greg</p>	<p style="text-align: center;"><b><u>Self Potential Guest:</u></b></p> <p>Introduction: Name: Jonathan Morris Rebekah Pastorelle</p> <p>Rebekah Introduction of who she is and what she does and hopes to accomplish in the future.</p> <p>Question:</p> <ol style="list-style-type: none"> <li>1. When you were a kid what did you dream to be?</li> <li>2. What is something you would say you are good at?</li> <li>3. If I were to tell you that you are good at ... would you believe me/ accept the compliment?</li> <li>4. When did you realize you were good at ....?</li> <li>5. How has God used your gift to spread</li> </ol>

		<p>his word?</p> <p>6. If God were to tell you that you are good at ... would you believe him?</p> <p>Verse for Monday and why it was chosen.</p> <p>Artist of the Day: Rebekah Pastorelle</p>
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## LEGAL DOCUMENTATION

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### **Privacy Policy:**

This is very important to the Podcast because any information earned from the audience will be kept safely and anonymously. Feeling protected will gain more of a following for Mr. Morris and this is something that would be important to the Podcast.

### **Example:**

See Figure 1.1

### **Contract:**

This contract is made to protect the Podcast, Self Potential Podcast, when you sign this document you will be tied to not leak any information illegally. The people signing the contract would be sponsors, any guest on the podcast, and the stakeholders. Mr. Morris wanted to establish this contract to make sure his Podcast was protected at all cost. His contract was looked over by his aunt who worked in many courts as a mediator. His aunt is also the head of a business owned by her husband which was helpful when establishing Mr. Morris's legal documents.

### **Example:**

See figure 1.2

## MARKET ANALYSIS

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### Self Potential Podcast:

When it comes to the Self Potential Podcast one needs to be open minded to explore who they are and to discover what their true potential is. The strength this podcast has is that there are very few that focus on encouraging teens to discover themselves through God. The life most teens live through is being told what to do, Mr. Morris wants to give them a voice to establish who they are. The weakness of the podcast is there are more podcasts in the world and each one is successful in their own way. That shows how persistent they are because one cannot be successful if they aren't persistent, which is a major weakness for Mr. Morris. The threat of the podcast would have to be if someone finds Self Potential and copies it but in their own way. Researching Mr. Morris did find more podcasts that are just copies of successful podcasts. Any opportunities that were discovered is by establishing legally the idea of Self Potential would gather protection from anyone who wants to copy Mr. Morris's idea.

**For a more detailed SWOT analysis see Table 1.1.**

### Podcast Community:

According to

<https://www.theguardian.com/technology/2021/feb/03/spotify-podcast-popularity-24-percent-growth-subscribers#:~:text=The%20number%20of%20podcasts%20offered,a%20huge%20range%20of%20presenters> The podcast community grew by “24% and gained a total of 2.2 million Podcast” each are different in their own ways. They are all individual podcasts but there are many genres where a podcast can be placed in a category. For example the many genres can include: Christian, Comedy, motivational, and music. This has been an amazing year for podcasts and anyone who wants to explore starting a podcast due to the fact that most people had to stay home. Mr. Morris aims to be a household name from his podcast.

## **Main Competition:**

**The School of Greatness with Lewis Holmes**, “Since its launch in January 2013, the School of Greatness podcast has grown rapidly to be one of the top-ranked Business and Self-Development podcasts on iTunes. It regularly appears in the Top 50 of all iTunes podcasts, and has over 150 million downloads.” (According to Lewishowes.com)

## **Strengths:**

1. Established since 2013 and made a name for himself through this podcast.
2. Before the podcast he started with a physical class and then gravitated toward the podcast format.
3. Open to all and helps viewers better themselves every week.

## **Weakness:**

1. Most episodes are planned last minute.
2. Beginning the year of 2020 they lost listeners because they were listening to the other Podcast host Howes States.
3. Adapting to the world and what people want to hear.

## **Opportunities:**

1. Worked with a variety of people and companies and have gained a network that most people have not established.
2. Gained a loyal following since 2013.
3. Has made a stable income in order to make a living.

## **Threats:**

1. Most podcasters have copied his format and some have gained exponential success (Aim a little higher).
2. Everyday there are new people becoming podcast hosts and that means the market is growing.

## OPERATING PLAN

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### Running the Podcast:

The podcast will run Mondays and be posted at 12 AM, this is because Self Potential wants to be there to help you at the beginning of your day and not have you wait. The podcast will be 30 mins to an hour every episode because the audience doesn't have enough time to listen to a long podcast. The filming will be done on the Wednesday before Monday so that there is enough time to edit and also prepare for the next episode. Mr. Morris plans to have guests every third Monday because he already has people who want to be on the podcast but he also has to work with their schedule. Giving them three weeks ahead of time gives them time to plan filming with Mr. Morris for 30 mins to an hour.

### Type Of Business:

Mr. Morris owns a sole proprietorship meaning he is the only owner and person running his business. Mr. Morris's plan is to launch and one day transform Self Potential to a partnership because he would like to adapt his podcast into a class.

Self Potential is a podcast, Mr. Morris will do the recording, editing, and posting. When there is an adequate budget of (\$1,000), Mr. Morris plans to bring different individuals of different backgrounds to create partnerships. For future reference Mr. Morris will be the only "employee" at Self Potential.

### Non-Profit Organization:

Mr. Morris would like this organization to become a non-profit in the future when he develops the podcast into a class. He would like sponsors so that the class has money for any materials that will be purchased. When he does have sponsors he plans to have a



contract ready so nothing is left out when they sponsor Mr. Morris's business. With the class he will be at a community center because classes are free to establish and you get paid for hosting a class. Of course this will be when Mr. Morris adapts to a partnership because researching community centers requires at least two people for the class. The money will also go to Mr. Morris's partner and himself but this money is for the class and any material they will need for the classes. Now if there were sponsors the money would go into the material so the partners can use the money for other business purposes.

## MARKETING PLAN

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Mr. Morris wants to establish a non-judgemental environment for teens to go and express themselves. “When it comes to teens they don’t like being told what to do or how to do it because they are in their rebellious stage” - Christine Trejo, Business Owner. These wise words have helped Mr. Morris portray to his audience that he is here to help but not to control.

### Instagram/YouTube:

Creating the instagram page was hard because Mr. Morris has a problem with being persistent especially with social media. The first few weeks there was an outpour of support hitting his first goal gaining 50 followers on a platform. There he has used his creative titles as motivation Monday to support local small artists. Also making his first video to promote his business to his many fans. From that point Mr. Morris created a YouTube page and there gained over 10 subscribers, posting his first video promoting the Self Potential. Once again getting an outpour of support and corrections to help perfect his Podcast. Currently working on starting his Spotify, Mr. Morris plans to release Self Potential to the 70 plus followers he has gained and provide a non-judgemental environment for teens to express themselves.

### Find the pictures of both pages in the Appendix Figure 1.3 & 1.4

### Flyer

Another route Mr. Morris has thought of taking when it comes to marketing and passing out flyers. Already having a flyer ready, Mr. Morris was planning on going down that path. COVID hasn’t fully stopped yet so he knew he wouldn’t get much traffic so he decided to stay on social media.



### Survey:

Mr. Morris created a survey for the followers he has collected over the past 8 weeks and he has received astounding results. The whole survey was about the arts and teens involved in the arts. In Table 1.2 you will see the chart of the results which is made with the person's age, the year they were born, gender and of course the questions at the top and their answers next to their name. He asked 4 questions, to know the question look below the paragraph. Most of the people that Mr. Morris got to talk to were parents of teens because he couldn't get more teens to participate. Now with the people he picked there was a lot of honesty and what he discovered was that parents wanted their teens to be more involved in anything other than their phone. The teens he did talk to weren't too excited at the idea but they were perceptive to the idea of self expression.

### Questions:

1. Were you ever involved with the arts, creative or performing, before COVID?
2. If there was a program for your kids/you that helped put down the phone and get you thinking and expressing yourself creatively would you/your teen join?
3. What holds you/your teen back from your/their self potential?
4. Do you think you/your teen is good at something? If so why? What have you done to further perfect that skill?

## FINANCIAL/FOLLOWING PLAN

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With a Podcast there is not a lot of cost but the substitute in the podcast world is followers because the more followers one has means the more money one has. For the past 8 weeks Mr. Morris kept track of both his social media pages and the followers he had acquired during this time. The tables used below were made to show the progress of the pages and how well he did. Of course you see this was one of the five goals he completed during this period and his most proud accomplishment, surpassing 50 followers on his Instagram page. The people who have followed have been nothing but helpful with advice and what he should do to continue. On his YouTube channel he has gathered 13 followers and soon hopefully hitting the 20 follower mark. The YouTube channel was harder for Mr. Morris because you have to post videos to get followers. He has since posted one video hopefully to post his first episode of the Podcast no later than early May.

### Instagram:

<b>Social Media:</b>	<b>Gain/Lost</b>	<b>Followers:</b>	<b>Time Period:</b>
<b>Instagram</b>	Gain	50	1/27/2021 - 2/2/2021
	Gain	20	2/3/2021 - 2/10/2021
	Gain	1	2/11/2021 - 2/17/2021
	Gain	3	2/18/2021 - 2/24/2021
	Gain	1	2/25/2021 - 3/10/2021
	Gain	5	3/11/2021 - 3/17/2021
	Gain	7	3/18/2021 - 3/24/2021
	Gain	2	3/25/2021 - 3/31/2021

## YouTube:

<b>Social Media:</b>	<b>Gain/Lost</b>	<b>Followers:</b>	<b>Time Period:</b>
<b>YouTube:</b>	Gain	5	2/11/2021 - 2/17/2021
	Gain	1	2/18/2021 - 2/24/2021
	Gain	4	2/25/2021 - 3/10/2021
	Gain	3	3/11/2021 - 3/17/2021
	Lost/Gain	2/1	3/18/2021 - 3/24/2021
	Gain	1	3/25/2021 - 3/31/2021

Look at Figure 1.2 & 1.3 to see a picture of both pages.

## CONCLUSION

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Working on this launch has been one of the most stressful times of Mr. Morris's life he has never dealt with his own business before and especially during a pandemic. Creating the podcast was not on his list for the business but due to COVID he had to improvise. Knowing what it takes to start a business he knows what needs to be done in the future. Thankful for the podcast Mr. Morris hopes to expand this podcast into a class in the future to help the teens in person. Seeing what the pandemic has done to most small businesses Mr. Morris decided to make the podcast so if this happens again he is prepared. Looking into the bible he can relate to Paul mostly because Paul went through hell and back just to spread the word of God. Mr. Morris feels that with the pandemic this was one long hurdle he couldn't jump but still was determined to help the teens of the Inland Empire. Even though he knows this cannot compare to what Paul went through he pictures this as the start of what is ahead. He is prepared for the fight and he knows with God on his side he can get through whatever is in store.

### Special Thanks:

Mr. Morris's supportive family and friends.

P&G Burgers

Centerpoint Church

Oak Valley College and Professor Blanco

Class of 2021

Most importantly the fans

## APPENDIX

**Figure 1.1**

### Privacy Policy

#### Self Potential Podcast PRIVACY POLICY

Self Potential Podcast (the “Company”) is committed to maintaining robust privacy protections for its users. Our Privacy Policy (“Privacy Policy”) is designed to help you understand how we collect, use and safeguard the information you provide to us and to assist you in making informed decisions when using our Service.

For purposes of this Agreement, “Site” refers to the Company’s website, which can be accessed at Self Potential Podcast YouTube channel or Instagram Page.

“Service” refers to the Company’s services accessed via the Site, in which users can Listen and learn how to express themselves without being Judged.

The terms “we,” “us,” and “our” refer to the Company.

“You” refers to you, as a user of our Site or our Service.

By accessing our Site or our Service, you accept our Privacy Policy and Terms of Use (found here: Terms of use: Self Potential Podcast, and you consent to our collection, storage, use and disclosure of your Personal Information as described in this Privacy Policy.

#### I. INFORMATION WE COLLECT

We collect “Non-Personal Information” and “Personal Information.” **Non-Personal Information** includes information that cannot be used to personally identify you, such as anonymous usage data, general demographic information we may collect, referring/exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you submit and number of clicks. **Personal Information** includes your email and your interest, which you submit to us through the registration process at the Site.

To activate the Service you do not need to submit any Personal Information other than your email address. To use the Service thereafter, you do not need to submit further Personal Information. However, in an effort to improve the quality of the Service, we track information provided to us by your browser or by our software application when you view or use the Service, such as the website you came from (known as the “referring URL”), the type of browser you use, the device from which you connected to the Service, the time and date of access, and other information that does not personally identify you. We track this information using cookies, or small text files which include an anonymous unique identifier. Cookies are sent to a user’s browser from our servers and are stored on the user’s computer hard drive. Sending a cookie to



a user's browser enables us to collect Non-Personal information about that user and keep a record of the user's preferences when utilizing our services, both on an individual and aggregate basis. For example, the Company may use cookies to collect the following information:

- 1. Which episode peaks your interest?
- 2. What day do you log on to stream the Podcast?

The Company may use both persistent and session cookies; persistent cookies remain on your computer after you close your session and until you delete them, while session cookies expire when you close your browser.

In addition to the information provided automatically by your browser when you visit the Site, to become a subscriber to the Service you will need to create a personal profile. You can create a profile by registering with the Service and entering your email address, and creating a user name and a password. By registering, you are authorizing us to collect, store and use your email address in accordance with this Privacy Policy.

The Site and the Service are not directed to anyone under the age of 13. The Site does not knowingly collect or solicit information from anyone under the age of 13, or allow anyone under the age of 13 to sign up for the Service. In the event that we learn that we have gathered personal information from anyone under the age of 13 without the consent of a parent or guardian, we will delete that information as soon as possible. If you believe we have collected such information, please contact us at [morrisj445@gmail.com](mailto:morrisj445@gmail.com)

## II. HOW WE USE AND SHARE INFORMATION

### *Personal Information:*

Except as otherwise stated in this Privacy Policy, we do not sell, trade, rent or otherwise share for marketing purposes your Personal Information with third parties without your consent. We do share Personal Information with vendors who are performing services for the Company, such as the servers for our email communications who are provided access to the user's email address for purposes of sending emails from us. Those vendors use your Personal Information only at our direction and in accordance with our Privacy Policy.

In general, the Personal Information you provide to us is used to help us communicate with you. For example, we use Personal Information to contact users in response to questions, solicit feedback from users, provide technical support, and inform users about promotional offers. We may share Personal Information with outside parties if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to meet any applicable legal process or enforceable governmental request; to enforce applicable Terms of Service, including investigation of potential violations; address fraud, security or technical concerns; or to protect against harm to the rights, property, or safety of our users or the public as required or permitted by law.

### *Non-Personal Information:*

In general, we use Non-Personal Information to help us improve the Service and customize the user experience. We also aggregate Non-Personal Information in order to track trends and analyze use patterns on the Site. This Privacy Policy does not limit in any way our use or disclosure of Non-Personal Information and we reserve the right to use and disclose such Non-Personal Information to our partners, advertisers and other third parties at our discretion. In the event we undergo a business transaction such as a merger, acquisition by another company, or sale of all or a portion of our assets, your Personal Information may be among the assets transferred. You acknowledge and consent that such transfers may occur and are permitted by this Privacy Policy, and that any acquirer of our assets may continue to process your Personal Information as set forth in this Privacy Policy. If our information practices change at any time in the future, we will post the policy changes to the Site so that you may opt out of the new information practices. We suggest that you check the Site periodically if you are concerned about how your information is used.

### III. HOW WE PROTECT INFORMATION

We implement security measures designed to protect your information from unauthorized access. Your account is protected by your account password and we urge you to take steps to keep your personal information safe by not disclosing your password and by logging out of your account after each use. We further protect your information from potential security breaches by implementing certain technological security measures including encryption, firewalls and secure socket layer technology. However, these measures do not guarantee that your information will not be accessed, disclosed, altered or destroyed by breach of such firewalls and secure server software. By using our Service, you acknowledge that you understand and agree to assume these risks.

### IV. YOUR RIGHTS REGARDING THE USE OF YOUR PERSONAL INFORMATION

You have the right at any time to prevent us from contacting you for marketing purposes. When we send a promotional communication to a user, the user can opt out of further promotional communications by following the unsubscribe instructions provided in each promotional email. You can also indicate that you do not wish to receive marketing communications from us in the Settings section of the Site. Please note that notwithstanding the promotional preferences you indicate by either unsubscribing or opting out in the personal email you provide us of the Site, we may continue to send you administrative emails including, for example, periodic updates to our Privacy Policy.

### V. LINKS TO OTHER WEBSITES

As part of the Service, we may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to

information collected by us through the Site and the Service. Therefore, this Privacy Policy does not apply to your use of a third party website accessed by selecting a link on our Site or via our Service. To the extent that you access or use the Service through or on another website or application, then the privacy policy of that other website or application will apply to your access or use of that site or application. We encourage our users to read the privacy statements of other websites before proceeding to use them.

#### VI. CHANGES TO OUR PRIVACY POLICY

The Company reserves the right to change this policy and our Terms of Service at any time. We will notify you of significant changes to our Privacy Policy by sending a notice to the primary email address specified in your account or by placing a prominent notice on our site. Significant changes will go into effect 30 days following such notification. Non-material changes or clarifications will take effect immediately. You should periodically check the Site and this privacy page for updates.

#### VII. CONTACT US

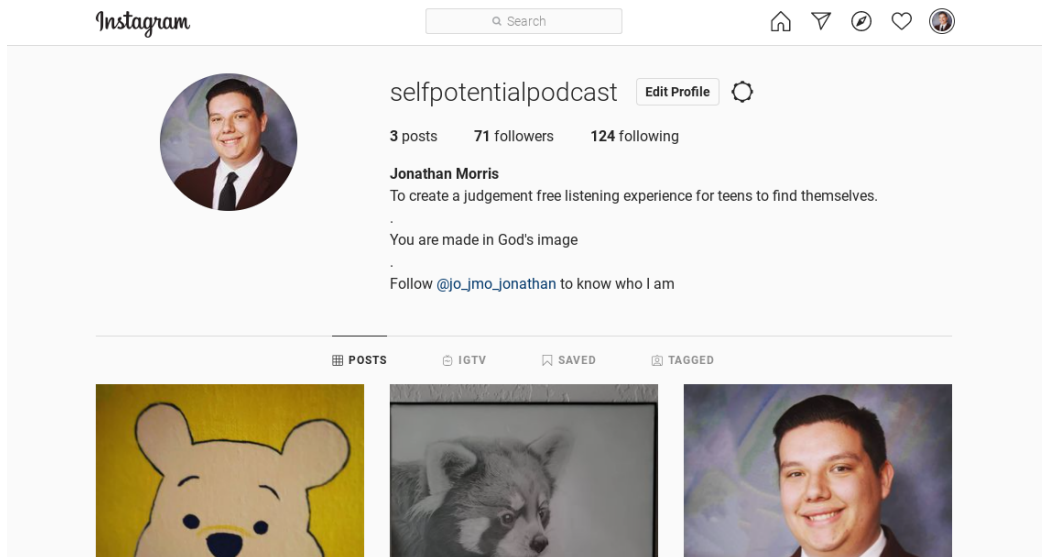
If you have any questions regarding this Privacy Policy or the practices of this Site, please contact us by sending an email to [morrisj445@gmail.com](mailto:morrisj445@gmail.com).

Last Updated: This Privacy Policy was last updated on March 3, 2021.

### **Figure 1.2**

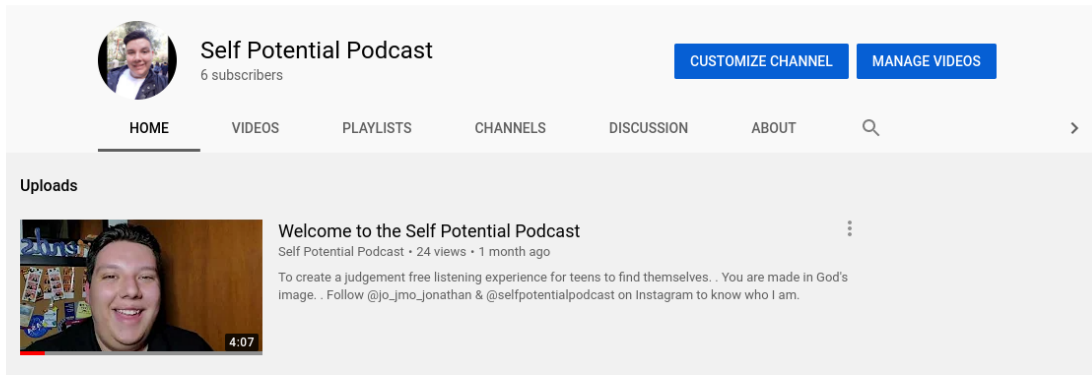
<https://airmedia.org/sites/default/files/2020-05/Producer-Podcaster-Agreement-Tem-plate.pdf>

**Figure 1.3**



**Figure 1.4**

*Express yourself creatively*



**Table 1.1**

	Strengths	Weaknesses	Opportunities	Threats
<b>Product/ Service</b>	This podcast will help teens explore who they are. My podcast is also interactive so after listening they can do something.	There are many podcasts in the world and most of them are encouraging. My name isn't patent yet so legally I don't own the name.	I can get sponsors who are willing to support me. I can help different companies with the money I want to give back.	Someone can make a similar podcast with a different name. Someone can take my name. My competition uses my hard work and makes it their own.
<b>Marketing</b>	Already have an instagram page with over 60 followers. I will be growing my social media presence by the end of the semester. I will get the word out through flyers and social media.	I work and go to school full time. Most of my marketing would have to be on social media.	I can get many people of different talents from my followers and promote them. My followers who I support and different teens can spread word of mouth. My families involved with this can get this into different families.	I just don't get no recognition and no one watches anything I put out.
<b>Staff</b>	No staff I work by myself I am my own boss.	No staff I work by myself I have no help with set up, editing, or filming.	I can hire really good people and build a network.	These people I do hire can go and betray me.
<b>Finance</b>	There will be no money put in because I have everything.	I need money to promote and do other things to support my business.	I could get a lot of money to promote myself and other small businesses.	I never get a sponsor. I am too lazy to get any help.
<b>Operations</b>	My operation strength is I have a schedule of when I want to show and when I want it on all platforms.	I haven't delta with any operations besides scheduling yet.	I could develop operations that can help with the smoothness of the podcast.	I don't develop any operations and just give up.

<b>Competition</b>	The only competition I have is community centers and they aren't open.	The competition can get the same idea I have and develop it better.	I can pair up with my competition and use their idea and develop it into my thing and do it better.	I lose all my following to my competition because they don't like what I do.
<b>Market</b>	The market is very big and most people are wanting podcasts right now.	There are many podcasts and those followers are accustomed to what they listen to.	I can expand the market to create a podcast according to what I want the market to be	I fail at expanding the market and my podcast goes nowhere.

**Table 1.2**

Age	Year Born	Gender	Question 1:	Question 2:	Question 3:	Question 4:
54	1966	F	Yes	Yes	Themselves	Yes
60	1960	M	Yes	Yes	Themselves	Yes
23	1997	F	No	No	Shyness	Yes
29	1991	M	No	No	Nothing	Yes
25	1995	F	Yes	Yes	Nothing	Yes
47	1973	F	Yes	No	Themselves	Yes
18	2002	F	No	No	Myself	Yes
21	1999	M	Yes	Yes	Nothing	Yes
13	2007	F	No	Yes	Nothing	No
43	1977	F	No	No	Themselves	Yes
29	1991	F	No	Yes	Themselves	Yes
39	1981	F	Yes	Yes	Shyness	Yes
36	1984	M	Yes	Yes	Nothing	Yes
19	2001	F	Yes	No	Myself	No
28	1992	M	No	Yes	Themselves	Yes
55	1965	F	No	Yes	shyness	Yes
20	2000	F	No	Yes	shyness	Yes
18	2002	F	Yes	No	Myself	No
22	1998	F	Yes	No	Themselves	Yes
21	1999	M	No	Yes	Myself	Yes

