



## Podcast (2025-2026)

### Category Description

Submit podcast clips or excerpts (max. of three 10-minute segments) showcasing key moments that define the essence of your podcast. You can submit links to entire shows and provide timecodes for actual submission excerpts, whether presented in audio-only format or with an accompanying video version.

Judges will assess criteria such as content/writing, production quality and overall experience.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** A compelling summary of your podcast, highlighting its unique value proposition and impact, analytics, etc.

### Name of Individual Submitting Entry

Lisa Holder

### Affiliation (Municipality/Organization)

City of Sanford

### Primary Contact Email

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### Primary Contact Phone

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### Entry Title

Sanford Soundstage

**Social Media**

[https://www.youtube.com/playlist?list=PLR\\_IBB1uk8CNFUq0TEi8fkwPKoizblrbT](https://www.youtube.com/playlist?list=PLR_IBB1uk8CNFUq0TEi8fkwPKoizblrbT)  
<https://www.instagram.com/p/DQEqhe0jhdP/>

**Video Link (YouTube or Vimeo)**

[https://www.youtube.com/watch?v=Fn65aA2vhg4&list=PLR\\_IBB1uk8CNFUq0TEi8fkwPKoizblrbT&index=2](https://www.youtube.com/watch?v=Fn65aA2vhg4&list=PLR_IBB1uk8CNFUq0TEi8fkwPKoizblrbT&index=2)

**Supporting Documentation**

Press Release - City of Sanford Launches Sanford Soundstage.pdf

Final Sanford Soundstage ).png

**What are the goals and objectives of the podcast (include target audience)?**

Sanford Soundstage – Objectives

**Showcase Local Talent**

Present high-quality live performances featuring musicians with strong Sanford and regional connections, highlighting originality and diversity within the local arts community.

**Expand Community Access to the Arts**

Share performances and artist interviews across City platforms, including YouTube, Sanford Says podcast, social media, and The Clockwork Chronicle, to reach residents where they are.

**Support the Creative Economy**

Provide artists with pro-bono performance opportunities, professional video content, and high-visibility exposure that promotes career growth and Sanford's music scene.

**Enhance Employee Engagement**

Offer City employees limited access to live recordings to encourage morale, creativity, and connection to the City's cultural initiatives.

**Demonstrate Government Innovation**

Position City Hall as a hub for cultural engagement by integrating the arts into municipal communications and unveiling the Sanford Soundstage brand as a symbol of music, sound, and innovation.

**Goals:**

- Foster Arts & Culture
- Enhance Community Engagement
- Showcase Government Innovation
- Support the Local Creative Economy
- Strengthen Employee Connection through music

**Target Audience**

Sanford Soundstage engages residents, City employees, and local artists through monthly performances shared across multiple platforms, fostering cultural connection, civic pride, and stronger ties between the community and City Hall.

**Describe the supporting documentation submitted with this entry.**

Press Release announcing the launch of Sanford Soundstage and describing what this new initiative is, instagram link to reel, youtube full episode. Sanford Soundstage logo.

**What is new, innovative or creative about this podcast?**

Sanford Soundstage captures the rhythm of Sanford, honors its people, and proves that government communication can be vibrant, musical, and meaningful in support of the performing arts. The Sanford Soundstage demonstrates that local government can be a champion of culture.

**Describe how the podcast is/was successful (include your evaluation process and metrics).**

Podcast Success and Evaluation

Sanford Soundstage has been successful in engaging both the community and City employees through its monthly live performances and multi-platform distribution. Success is measured using a combination of quantitative and qualitative metrics, including:

Audience reach: Views and listens across YouTube, the Sanford Says podcast, Facebook, Instagram, and the City newsletter, The Clockwork Chronicle.

Artist participation: Number of local musicians featured and their diversity in genre and background.

Employee engagement: Attendance at live recordings and feedback on internal morale and connection to City initiatives.

Community response: Social media engagement (likes, shares, comments) and direct feedback from residents and artists.

Early results indicate strong interest: since its launch in November 2025, each episode has attracted growing online viewership, and participating artists report meaningful exposure and professional benefit. The program's zero-cost model demonstrates that even a small municipal communications office can create innovative content that strengthens cultural connections, celebrates local talent, and redefines municipal storytelling.

**Recognizing the diversity of our communication departments across the state, in the space below, discuss the factors that set your community and submission apart i.e, department size, overall budget spend, innovative and creative techniques utilized, impact on community and size of city/county as examples.**

Distinctive Factors Setting Sanford Apart

The City of Sanford serves a diverse community of over 65,000 residents just north of Orlando, with a communications office of only two staff members and a zero-cost production budget, making innovation and creativity essential to engage the public. Sanford Soundstage, launched in November 2025, demonstrates how a small municipal department can produce high-quality, multi-platform content that redefines government communication while all City services and operations continue uninterrupted.

What sets this program apart is its innovative format and creative approach: inspired by the nationally recognized NPR "Tiny Desk" concert series, the Communications Office transformed City Hall into an intimate live performance space for monthly recordings, featuring local and regional musicians of all genres. Each performance includes live music, artist interviews, and professional video production, shared across YouTube, the Sanford Says podcast, Facebook, Instagram, and the City newsletter.

The initiative has tangible community impact, providing pro-bono exposure for local artists, who may also perform during city events and in private establishments, engaging City employees, strengthening civic pride, and expanding access to the arts.

By combining creativity, cultural programming, and multi-platform distribution with no additional budget, Sanford demonstrates that even the smallest municipal communication departments can deliver programs

with wide-reaching impact, innovation, cultural enrichment, and community value.