



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

Maryemma Bachelder

Affiliation (Municipality/Organization)

City of St. Cloud

Primary Contact Email

maryemma.bachelder@stcloudfl.gov

Primary Contact Phone

(407) 957-7303

Entry Title

Cloud Cast

Social Media

<https://www.youtube.com/@CityofStCloudFL/podcasts>

Video Link (YouTube or Vimeo)**Supporting Documentation**

FMCA Podcast metrics.docx

Cloud Cast 2025 metrics.jpeg

Cloud Cast 2024 metrics.jpeg

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

Our podcast was started in late 2024 as a way to provide information to a different audience than those on our social media pages. We have a large number of residents who commute 45+ minutes to and from work, so the audio podcast is a great way to reach them in their vehicles.

Describe the supporting documentation submitted with this entry.

We have attached a list of 3 of our top-performing podcasts from 2025, along with each episode's performance. We have marked on each a suggested 10-minute segment for judges to listen to in order to get a feel for the vie of our program. We also have attached performance metrics charts for our first year and for 2025 to demonstrate the growth we've seen in downloads, indicative of the growing impact of this communications channel.

What is new, innovative or creative about this podcast?

What sets Cloud Cast apart are:

1. It is done completely in-house and cost only about \$1,000 to launch
2. We are not afraid to tackle controversial topics
3. We frequently invite in guests from partner agencies (such as the Property Appraisers Office and MetroPlan Orlando transportation planning organization) to discuss topics that matter to our residents.

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

Our podcasts have been very successful, as evidenced by the number of downloads they get on various podcast platforms and our YouTube channel. We cover a variety of topics, and often invite our community partners to join us in studio to talk about hot topics, such and growth and traffic congestion. We do not shy away from controversial topics, and we also use the podcast to promote fun city events. One of the hottest controversies in the city in 2025 was the implementation of parking fees at our lakefront boat ramps. Our podcast on the topic was the 2nd-highest rated podcast of the year. As you'll see from our metrics, we routinely get well over 100 listens to our podcast, and our less-popular ones get around 50 on average. That's big growth from when we started and got just 25 downloads on the highest-rated podcasts. We have invited the Property Appraisers office in to chat about TRIM notices, invited the MetroPlan Orlando team in to chat about regional transportation planning and initiatives to reduce congestion, and chatted with our own team about diverse topics such as new technology in public safety, and behind-the-scenes peeks at city events such as our popular Halloween Trail of Terror.

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.

The podcast was started on the suggestion of our longtime Media Service Engineer, Jay, who is an audio wizard. He was passionate about starting a city podcast and the value it would bring to our residents. For an investment of around \$1,000 in equipment, we produce the podcast in-house using our

Communications staff as hosts.