



Impact Studios Rate Card

For UTS Researchers





Overview

These rates are an approximate guide only – each podcast is different and the budget is tailored accordingly.

If your current budget does not meet your podcasting aspirations, do not despair. The team at Impact is happy to advise you about potential funding opportunities and alternative pathways to production that may fit your budget.

All podcasts production budgets cover:

1. Pre-production research, planning and scheduling
2. Production costs: recording equipment, studio hire, producer time for recording, plus any travel
3. Guest costs: where required (there could be travel, often there are honorariums)
4. Post-production costs: includes editing, listening and feedback sessions, final scripting, sound design, plus music licensing or original composition).
5. Publishing costs: this includes hosting fees, fees for a designer to produce a podcast tile, producer time for writing show notes.
6. Publicity: our budgets will cover minimal publicity costs, including some producer time devoted to crafting social media posts and socials content, as well as sending out media releases. We expect our podcast partners and their faculties/research units to take care of much of the publicity effort.

This table is based on episodes of approximately half an hour in duration.

| Show format | Talks | Talks + story | Narrative | Audio documentary |
|--------------------------------------|---|---|---|---|
| Recording requirements | In-studio | Studio interviews + field recordings | Interviews with lots of field recording | Mostly field recording, following a story as it unfolds |
| Music | Minimal music | Minimal music | Complex use of production music | Optional bespoke composition |
| Sound design | Minimal sound design | Moderate sound design | Complex sound design | Complex sound design |
| Production time | Minimum 2-month production period for 4-6 eps | Minimal 4-month production period for 4-6 eps | Minimal 6-month production period for 4-6 eps | Minimal 8-month production period for 4-6 eps |
| Approx cost per episode up to 30mins | \$3,000 + | \$8,000+ | \$15,000+ | \$20-\$50 k |

NOTE: These estimates of production time and cost are approximate. In our experience, working with busy academics can push timelines out substantially.

Podcast Production Styles

1. Talks-based podcast with light sound design:

A podcast where a host and one or two guests meet in the studio or online to record a conversation. The producer helps develop the idea, supports the selection of guests and pre-interviews as well as scheduling the recordings. The producer records and edits the conversation to produce an engaging discussion. An introduction is written and recorded. Theme music is added. A sound engineer mixes the edit for top audio quality and listener experience.

From first draft to final draft and mix, the production team (producer, supervising producer and executive producer) engage in listening and feedback sessions. The client/researcher is involved in the feedback process.

There are many examples of this kind of podcast. [Care to Share](#) by Impact Studios is one, UTS4Climate is another, more complex example.

Impact Studios hosts the podcast on its platform and arranges for a tile to be designed.

Cost per episode is approximately \$3,000.



2. Talk-based podcast with some narrative elements and sound design:

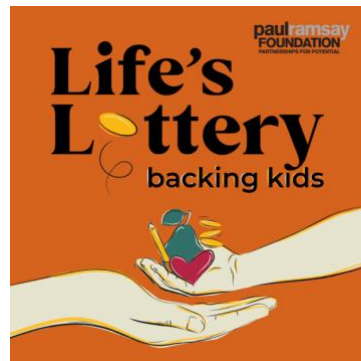
A podcast where there are hosted conversations, as above, but where some narrative storytelling (ie action-based “scenes” built from additional recording on location and/or archive) is dropped in. The podcast typically includes multiple interviews edited together rather than a simple, edited two- or three-way conversation.

This requires more sophisticated scripting and editing, plus some field recordings on location and/or the gathering and licensing of archive. This means much more work in terms of guest selection, scheduling, recording and editing. The role of the sound engineer is larger and takes more time – there will be more music, more different sounds on tape to construct those narrative elements.

The feedback process from first draft to final draft is more involved the more complex the project is. Again, Impact Studios hosts the podcast and arranges for tile design.

Examples of this style include [Life's Lottery](#) and [The New Social Contract](#) by Impact Studios.

Cost per episode is approximately \$8,000.



3. Narrative storytelling podcast:

This podcast is different from the above in the sense that the producer typically conducts all of the interviews, which help form the backbone of an audio project that includes characters, scenes and story. This style of podcast involves lots of creative work on the producer's part as well as extensive field reporting and/or archive.

There will often be a team of producers on a podcast like this, and constructing the story is a more complex and lengthy process of scripting and editing. The work of the sound engineer is also highly creative and central to the narrative podcast's appeal. Complex use of sound and music to create rich, immersive soundscapes.

Again, the process of listening and feeding back on drafts is more involved and there are usually more drafts made before the podcast is just right.

An example of this style of podcast is Impact Studios' long-running history podcast, [History Lab](#). Others include The History Listen on ABC's Radio National or Radio Lab by WNYC.

Cost per episode is \$15,000 as a minimum.



4. Audio documentary podcast:

This style of podcast is a long-form documentary in audio. Often, it follows a story that is unfolding in the world and that story "tells itself" in an observational style. This kind of storytelling requires intensive editorial oversight by the executive producer and supervising producer, and is usually made by a team of producers. The producers show up to observe and record the process that unfolds, and records interviews with the key players and other experts. Later the producer edits the tape so the narrative, rich in real sound, emerges. Character, scene and story are central to this kind of podcast.

Again, sound design is very important to the construction of scenes, the building of narrative tension and the expression of emotion in the story. There can be extensive use of archive, particularly for history stories.

Once more, there are extensive and rigorous listening sessions with feedback. There are often several drafts made during the process.

An example of this style of podcast is [Sink or Swim](#) by Impact Studios and Mother Country Radicals by Crooked Media.

Cost per episode varies greatly, depending on things like travel, the use of archive, and many other factors, but can be anywhere from \$20,000 to \$50,000 and up.

