

Frederick Factor - Episode 0 Transcript

Sandy Dubay: Welcome, welcome to Episode 0 of the Frederick Factor. This has been, oh my gosh, a brainchild probably almost two years in the making! It started out as a website, and we were going to tell stories through videos of business leaders and just community leaders in and around Frederick County, Maryland. And it all started with the idea of trying to figure out: *what is that Frederick Factor? What is that thing that makes Frederick unique and different and special?* And I can confidently say that after hearing the people we've spoken with on this podcast, the videos that we've done, and the conversations that we've had, it's all different, but there are definitely some common themes.

At the beginning of 2021, we decided to have this podcast and entitle it the *Frederick Factor*. Through that activity and work that we had been doing for the last couple of years (centered around diversity, equity, and inclusion), we thought: *what better way to tell some of those diverse and inclusive stories of the humans that make up this community than to do it in this way?* So the overarching theme of the Frederick Factor will be to tell the stories of various people, backgrounds, races, orientations, and experiences and hear what makes Frederick unique and special to them.

I am Sandy Dubay, and I am the owner of Platinum PR located in downtown Frederick, Maryland. And we are the sponsor of season one of the Frederick Factor and the host of Season One of the Frederick Factor and the production and marketing team behind the Frederick Factor for future seasons - but we'll get into that in a little bit. But we wanted -- Platinum PR and our team -- we wanted to be part of this conversation of creating a diverse, equitable, and inclusive community here in Frederick. We wanted to hear the stories. We wanted to give voice to those that maybe had not had that opportunity to share, or just to even bring greater awareness to some stories that you may have already heard, but to hear it through a slightly different lens. We are presenting this first season of the podcast, and yes, I, Sandy Dubay, will be your host of the first season.

We will have 12 episodes, where we have interviewed a variety of different people of different backgrounds who will all be sharing their story of *why Frederick, why Frederick County, what makes up their Frederick factor?* These are business owners and business leaders. Some of them are family-owned businesses. Some of them are entrepreneurs looking to make their mark. Some of them have just started out. Some of them have had a full career in a particular industry that we talked about. There's a lot of variety, and I've absolutely loved and have been privileged to hear every single one of these stories.

I'm super passionate about the Frederick Factor and kind of “*What is Frederick?*” but I'm even more passionate about giving voice to those that haven't had an outlet. I have always enjoyed (in our work with Platinum PR) telling and sharing the stories of communities and places. Our goal with Platinum PR is to tell the stories of unique destinations and communities and help them to reimagine what they could be, and help them to get there through different communication tools. Podcasting is brand new; this is my first podcast series in a brand new podcast studio right here in downtown Frederick. So I thought that we could use these tools and resources to help tell the story in a different way.

I have a team. I'm super fortunate; I could not do this alone. Not only do I have an amazing Podcast Producer -- so shout out to Lawson Cade for helping to be the very “behind the scenes” portion of the production here -- but also to just the team that I get to work with here at Platinum PR, and you'll hear them throughout the season. You'll hear members of the team with different little sound bites, little commercials things. They're also going to be the magic behind the social media presence and experience. We all have very different skills, passions, and interests, and together we are all co-creating this Frederick Factor. I will be hosting, as I said, the first season.

One of the things that I wanted to do was to figure out how this Frederick Factor podcast could live beyond. And so I'm just going to tease you for a little bit to say that you will get to hear the people that I interview, you'll get to hear my voice for the first 12 episodes, then I will be passing the baton, so to speak, to Season Two co-hosts, I'm going to let you wonder who Season Two co-host will be. Maybe we'll do a guessing game or something like that! But we have tapped our Season Two co-host from the set of interviewees. So you can't be the co-host unless you've been interviewed on the Frederick Factor; that's the one rule we have. It's pretty simple. But that will help us, for this to live on and for people to see, hear, and experience this diverse community through a lens other than my own.

As part of the Frederick Factor, we do have a website: frederickfactor.com. We are also on Instagram and Facebook. And then, obviously, you'll be able to hear this on any of the different podcast platforms that you subscribe to. I encourage you to subscribe to the season, so you get alerts when they come out! You can expect this first series to happen in the fall of 2021. And then Season Two with our new (still secret!) co-host will happen in early 2022.

If you have story ideas or things that you would like to share, not just on social media, send us an email through the website, see us at an event, anything along those lines.

This first season, I'm super excited to be talking to the founders of a local distillery that has a very unique spirit. I've also got some amazing professionals who will share advice, share their paths to success, give nods to some of the community organizations they are passionate about, and say “thank you” to some of those individuals that have helped them along their way. The

idea of giving and sharing your knowledge and expertise to a colleague, to the next generation of young professionals in any capacity, is something that's obviously been really important to all of us as well.

With that, I am going to leave you and say: *thank you, stay tuned*. Stay tuned for our first official episode, which will be launching in one week after Episode 0 hits the air. So depending upon, you know, when you are listening in, we hope that you enjoy and experience all that these stories have to offer. So with that, until next time!

