

# latitude°

## Hello and welcome to the Latitude Podcast Studio

**Latitude Podcast Studio** is on the 9th floor of the Latitude Aparthotel in Sea Point, Cape Town. Our studio offers do-it-yourself **Solo Sessions** to podcast creators from all over the world.

Whether you're a seasoned professional looking for a polished recording space or a newcomer eager to explore the world of podcasting, our studio is the perfect place for you.

We also have a restaurant, great coffee, high-speed WiFi and the best views in Cape Town (that's a pinky promise).

Comprehensive done-for-you podcast packages including video, social media, post-production and podcast management are available on a project basis.

With nearly two decades of experience in live broadcasting, Sean is the driving force behind the Latitude Podcast Studio. As a podcast coach, consultant and digital strategist, Sean has a passion for storytelling.

Sean offers podcast workshops and is available for coaching and consultations by appointment throughout the year.

### Keep creating. Sean Loots

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Instagram: [@latitude\\_podcaststudio](https://www.instagram.com/latitude_podcaststudio)

*For free podcast tips, updates and workshop invitations, sign up at [www.seanloots.com](http://www.seanloots.com)*



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## Solo Sessions

### What is a Latitude Podcast Solo Session?

Do-it-yourself **Solo Sessions** are perfect for podcasters who enjoy recording and editing their content without the assistance of a studio technician. Record up to three voices in an elegant studio on the 9th floor. Simply choose a time-based session from the options below.

### What is standard with a Latitude Podcast Solo Sessions?

- A once-off studio walk through and tutorial on how to record great audio using the studio equipment.
- 3 x Shure SM7B microphones
- 3 x Roland RH5 Headphones
- Use of our Rodecaster Pro 2
- Access to high speed WiFi
- Complimentary undercover off-street parking

### What do Latitude Podcast Solo Sessions not include?

- A SanDisk micro SD card for capturing content
- A studio technician
- Editing of content
- Video cameras

#### 1-hour Solo Session = R 800 - 00

Enjoy studio access for one hour on a **single** day.

#### 2 hour Solo Session = R 1 500 - 00

Enjoy studio access for one hour on **two** different days or for **two hours** on a single day.

#### 3 hour Solo Session = R 2 250 - 00

Enjoy studio access for one hour on **three** different days or for **three hours** on a single day.

#### 4 hour Solo Session = R 2 400 - 00

Enjoy studio access for **four hours** on a single day, **two hours** on two different days, or for **one hour** on 4 different days.

### Latitude Podcast Studio optional extras:

- A studio technician at R450-00 per studio hour
- Audio editing at R500-00 per 30 minute episode
- Videography and editing. Price on request
- Assistance with remote recording at R450-00 per studio hour



## Workshops

### Sign up for a Podcast Workshop with Sean Loots.

From group learning to individual sessions, Sean's podcast workshops are designed to equip you with the information you need to get your podcast heard. Contact us to express interest or join the mailing list for free podcast tips, workshop updates and invitations on [www.seanloots.com](http://www.seanloots.com)

#### Podcast Starter Workshop = R1 950 - 00 pp

Join this interactive 2-hour workshop that will help you grasp the fundamentals of podcasting. Ideal for new and aspiring podcasters.

- Understand the difference between hosting and distribution;
- Name your podcast for reach and resonance;
- Write an intro that gets listened to;
- Learn how to use recording equipment;
- Microphone technique.;
- PLUS: a 1-hour **Solo Session** to record your first episode at Latitude Podcast Studio.

These workshops run on Saturday mornings.  
Limited to a maximum of 10 participants.



#### Podcast Concept Development Workshop = R2 250 - 00

Work 1:1 with Sean to develop your idea and learn how to plan, produce and package a podcast that resonates with your ideal listener. Ideal for new and experienced podcasters.

In this 2-hour session, Sean will help you to:

- Set your podcast purpose and goals;
- Choose the right format for you;
- Find your "Golden Thread";
- Establish your ideal tone, frequency and branding;
- Structure your podcast episode/s;
- Assess which tools and equipment you need;
- PLUS: a 1-hour **Solo Session** to record an episode at Latitude Podcast Studio.

Lay the foundations and equip you with the knowledge to plan, produce and package your new or existing podcast. This workshop is available by appointment.