



## Audio Production Agreement – Ayanna Albertson

**Ayanna Albertson**

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### **Overview:**

Audio production agreement between Discover Durham and Ayanna Albertson (Producer).

### **Objective:**

Produce an audio voiceover to be used in commercial video and audio ads for Discover Durham's forthcoming campaign.

### **Output:**

A voiceover recording of the script with 2-3 run-throughs of each line of dialogue to give Discover Durham options to incorporate into the campaign.

Final recording should be delivered as a high quality MP3 or WAV audio file.

Audio should be recorded with a microphone or similar device to reduce noise and post-processing needed by Discover Durham.

### **Process:**

Discover Durham to provide Producer a script and specifications of deliverables. Any major suggestions, questions, or clarifications should be made by the Producer before starting the assignment. Producer will provide an initial draft to Discover Durham by a mutually agreed upon deadline. Discover Durham will review and return the draft to the Producer with any feedback or suggested edits. Edits should be made by Producer within two business days. Discover Durham makes the final editorial call.

If an assignment goes beyond the mutually agreed upon deadlines, Discover Durham can void the agreement.

Once complete, Discover Durham has the first right to publish and promote the content across its channels (social media networks, email, website, etc.) tagging or attributing the Producer appropriately at their sole discretion. Producer agrees to tag Discover Durham on social media in any posts that includes the content so Discover Durham is aware of the Producer's individual promotion of the content.

### **Payment Terms & Schedule:**

Discover Durham will make payments to the Producer based on satisfactory completion of assignment (**\$300**). Payment will be made within 30 days of receiving an invoice unless otherwise indicated.

If agreed-upon assignments and deliverables are not completed, payment will be suspended until the matter is resolved.

Expenses related to assignments are the responsibility of the Producer unless otherwise agreed upon in writing in advance.

### **Ownership & Credits:**

Producer grants Discover Durham full, exclusive rights to use content produced within this agreement. Once the content is completed/published, Discover Durham can use the content an unlimited number of times in its original format, redistribute to partners and media for their use, and edit as needed.

### **Terms & Cancellation:**

This is a standing agreement that can be terminated at any time by either party. If either party decides to end the agreement, final payment will be made based on the work completed or in progress at that time. Cancellation does not transfer ownership of the assignment; Discover Durham will still own what has been produced to that point.

### **Content Considerations:**

#### **1. Audience**

- a) Visitor audience is the primary focus – presently targeting those who live outside Durham County and live within a drive market radius.
- b) Visiting friends and relatives of residents are a secondary audience – as well as residents and commuters who spend time in Durham and want to be involved and be in the know.

#### **2. Editorial Considerations**

- a) The Producer should follow Discover Durham's brand voice and tone. Brand standards, script and guidelines to be provided to the Producer in advance.
- b) We aim to reflect the diversity of Durham's product and people, covering various communities, Durham locations across Durham County, and other diverse interests.
- c) Final editorial decisions to be made by Discover Durham staff.

#### **3. Editorial Process**

- a) Script will be drafted by Discover Durham, but open to proactive pitches.
- b) Communication with the Producer will be made via email.

#### **4. Procurement policy**

- a) Discover Durham, as a Local Tourism Development Authority, follows the purchasing requirements of the NC Local Government Commission and guidelines provided at start up by the County of Durham
- b) A written quotation has been received and evaluated by the procuring department to ensure the contracted prices and conditions offered remain competitive

**Confidentiality agreement:** Any proprietary information shared with the Producer are to be kept confidential. Proprietary information includes the terms of this agreement and Discover Durham's processes.

DocuSigned by:

*Ayanna Albertson*

Producer Signature

04/06/2022

Date

Ayanna Albertson

Producer Representative Name Printed

DocuSigned by:

*Susan Amey*

Discover Durham Representative

3/30/2022

Date

Susan Amey, Discover Durham President & CEO

Discover Durham Representative Name Printed