

Perfume(D)ecay Podcast Constitution

Non-negotiable Stances in Scripture

1. The Bible, God's word, is treated as wholly authoritative, infallible, and inerrant; not ornamental, even when we wrestle with it.
2. The Gospel is the good news of Jesus Christ, God's wisdom, centered on the cross and resurrection; the message is Christ died for our sins and was raised.
3. The gospel is Christological, biblical, theological and salvific, historical, apostolic, and intensely personal; those who receive and believe are saved.
4. Salvation is found in Jesus alone; there is no other name by which we must be saved.
5. The Holy Spirit applies salvation to believers, regenerates, unites with Christ, and empowers living and service; He is the down payment of the promised inheritance.
6. The Kingdom of God is present and advancing, calling believers to live as salt and light, doing good to all, and reflecting God's sovereign rule in the world.
7. The church exists as God's new covenant people, unified in local assemblies under Christ as Head, with a gospel-centred life and mission.
8. Baptism and the Lord's Supper are ordained means of grace and public vows of submission to Christ, connected with entrance into the covenant community and ongoing covenant renewal.
9. The Restoration of All Things includes the personal, glorious, bodily return of Jesus; the resurrection of both the just and the unjust; final judgment; and the consummation of God's kingdom.
10. Marriage is a divinely ordained, heterogenous covenant between one man and one woman, reflecting God's design for lifelong faithfulness, with male/female distinct roles in creation order and family life.
11. Gender and sexuality are created by God with inherent design, affirming male and female as distinct, and sexual activity is rightly ordered within the covenantal framework of marriage between a man and a woman; any other expressions outside this design are viewed as contrary to God's intention.
12. Sexual integrity is invited and commanded: believers are called to pursue purity, self-control, and holiness in all sexual conduct, avoiding sexual practices that contravene biblical teaching.

Purpose & Core Promise

1. In one sentence, what is this podcast about?
 - a. A deep honest dissection of the word of God and the effect it has in our lives as well as the world as whole.
2. What tension, question, or discomfort does the show willingly sit with?
 - a. The truth that God has baked into creation can't always be fully known or easily handled.
3. What should a first-time listener feel after one episode?

- a. Compelled to be honest with themselves, others and especially God. Full of wonder, curiosity, and hope. How edification and entertainment intertwine.
4. What should a long-term listener slowly realize over time?
 - a. What the Christian walk looks like in reality. They should realize the truth of God and His character is all encompassing for every believer in every situation of their lives. How lunatics can be Christians too. That the edification of God's word is so often entertaining and that the study of His word doesn't have to be boring.

Target Audience

This show is for people who:

1. Believe, but are tired
2. Doubt, but are curious
3. Love God, but don't trust religious performance
4. Can laugh without flinching when truth gets sharp

Host Identity & Dynamics

1. Who is Hugh Manity as a persona? (Not biography—function.)

Hugh is a former disgraced youth intern. He was encouraged to find a more fitting congregation for the gifts that God gave him (aka, he roasted the kids wayyyy too much; they cried a lot; parents were mad).

2. What does Hugh Manity represent or embody?

Humanity as the fruity failures we all are.

3. How do the hosts differ in perspective or role?

Mickael is dumb, Daniel is dumber, and Steven is blind.

Steven is laid back, well informed on random topics but mostly about aquatics and nature. He's able to cut through the haze kicked up by the other two hosts to really get to the base topic and takeaway. Steven is the needed support.

Mickael tends to guide the topics. He's the planner. His perspective is largely shaped by his innate ability to understand people and the way they think about the world around them. Mickael is "smart".

Daniel is the executor. Tends to lead the conversation into the deeper and more extreme points of view. He's able to come up with the most random connections on the spot.

4. What dynamics should always be present between hosts?

Fun, laughter, comradery, openness, vulnerability, chemistry, explosion of kittens.

Format & Structural Rules

1. Ideal episode length (minimum / maximum).
 - a. Minimum: 1 hour 30 minutes
 - b. Maximum: 4 hours
2. Fixed segments (if any)
 - a. Intro
 - b. Life check-in
 - c. Hugh Manity
 - d. Content warning
 - e. Perfumed
 - i. Study of God's word
 - f. Decay
 - g. News and/or notes
 - h. Outro
3. Flexible or improvised sections.
 - a. Hugh Manity
 - b. Life check-in
 - c. Content warning
 - d. News and/or notes
4. Topics or behaviors that are explicitly off-limits.
 - a. Shitting on each others ideas in a serious way (not a bit)
 - b. Vulgarity
 - i. Limit cuss words (or bleep them out)
5. How much preparation vs spontaneity is expected?
 - a. This is ten percent preparation (fr)
 - b. Twenty percent knowledge gained
 - c. Fifteen percent concentrated power of Dr. Pepper's flame
 - d. Five percent puns in the mix
 - e. Fifty percent truth in the bits
 - f. And a hundred percent reason we remember His name
 - g. ...
Okay okay... 10% prep and the rest off the cuff.

Roles & Responsibilities

1. Podcast prayer warrior
 - a. Steven
2. Editing episodes
 - a. Daniel
3. Creating clips
 - a. Daniel
4. Timestamping key moments for clips
 - a. Steven
5. Timestamping cuss words for bleeping

- a. Steven
- 6. Who is responsible for final episode approval?
 - a. 2/3rds vote or whoever edits it.
- 7. Who handles publishing?
 - a. Daniel
- 8. Who handles scheduling?
 - a. Mickael
- 9. Who manages social media posting?
 - a. Mickael
 - b. Hugh
 - c. Daniel and Steven as backup
- 10. Who moderates community spaces?
 - a. Mickael
 - b. Hugh
 - c. Daniel and Steven as backup
- 11. Checking/responding to emails
 - a. Mickael takes questions
 - b. Daniel takes ideas
 - c. Steven checks to keep up with the fan sentiments
- 12. What happens if a task is missed/fumbled?
 - a. Depends on the task
 - i. High priority
 - 1. Fix ASAP
 - 2. Apologies as needed
 - ii. Low priority
 - 1. Apologies, reschedule

Audience Relationship & Feedback

- 1. How can listeners submit questions or ideas?
 - a. They are encouraged to submit these on the website
 - b. If they do this on a social media platty, Daddy Hugh will softly roast them and forward the q or dea to daddy's makers via email (perfum.d.ecay@gmail.com).
- 2. Will audience feedback be addressed on-air?
 - a. Only on half breed episodes
- 3. What kind of advice will influence future episodes?
 - a. Good advice
 - b. Majority voice if it makes sense for the constitution of the show. The show constitution can be amended if needed.
- 4. What feedback will be acknowledged but not acted on?
 - a. Religious/spiritual corrections/comments/rage bait/Karens

Content Reuse & Distribution

1. What content is extracted from each episode?
 - a. WOW moments
 - b. Mind blowing bits
 - c. Compelling explanations
 - d. Awesome observations
 - e. Hilarious moments
2. Who writes excerpts?
 - a. Mickael and Hugh
3. Who creates clips?
 - a. Daniel
4. Where is long-form audio content published?
 - a. Apple podcasts
 - b. Spotify
5. Where is long-form video content published?
 - a. YouTube
 - b. Twitch
 - c. Twitter
 - d. Facebook
 - e. Website
6. Where is short-form video content published?
 - a. YouTube Shorts
 - b. Twitter
 - c. Facebook
 - d. Instagram
 - e. TikTok
 - f. Spotify
7. Where is long-form written content published?
 - a. Website
 - b. Substack
 - c. Medium
 - d. Email list
8. Where is bonus content published?
 - a. All to Patreon
 - b. Some to low performing socials
 - c. Email list
9. What cadence is realistic for reused content?
 - a. Every year and only if it's relevant and high performing

Brand, Visuals & Merch

1. What emotions should the brand visuals evoke?
 - a. Chuckles

- b. Nostalgia
 - c. Boomer
 - d. 80's
 - e. Green
 - f. Masculine
 - g. Cringe as an inside joke
2. What visual themes are consistent across platforms?
- a. Logo
 - i. Religious, dark, light, dead flowers, graveyard, Black roses, Pink, Green, perfume, sweet, decay, sour, disgusting, rustic nature combined with steam punk, 80's retro - nature as rustic cyberpunk
 - b. Bible
 - i. Beauty, Finesse, Detail, Solid, unbreakable, gold, precious stones
3. What merch ideas align with the show's philosophy?
- a. Bible bookmarks
 - b. Grandmas knitted toe socks
 - c. Shirts, not tees, button ups or high quality patterned shirts
 - i. Quilt shirt
 - ii. Jesus just wants to throw ragers in his fathers house, so just believe
 - iii. Lots of uppers a lots of downers and everything else
 - iv. Oh... you're good huh? [back of shirt] Shut up. No one is good.
 - v. Definition of Tetelestai (τετέλεσται)
 - vi. "You're such a" brand name
 - 1. With pills on the shirts with different designs
 - 2. Flag designs
 - 3. T-shirts come in pill containers
 - 4. Limited editions
 - d. Sweaters from gmas sweat shop
 - e. Sweats
 - f. Socks
 - g. Hats
 - h. Notebooks
 - i. Bible covers
 - j. Pens
 - k. Temporary tats
 - l. Stickahs
 - m. Phone cases
 - n. Colognes and perfumes, "A scent to die for"
 - o. Lyric/poem book that plays the song when flipping to the page like one of those birthday cards
4. Is merch symbolic, practical, or both?
- a. Yes (Both)

Legal, Ownership & Boundaries

1. Who owns the podcast brand?
 - a. Grandma but she doesn't know as she is too busy and sweaty in that sweat shop. She is blind, lame, and has dementia (JK)
 - b. Yo momma (JK)
 - c. Daniel (40%), Mickael (30%), Steven (30%). (no JK)
2. How is revenue (if any) split?
 - a. 70% to costs and leftovers donated
 - b. 30% to hosts by thirds
 - i. If part time. If host(s) become full time, this will be re-negotiated with a realistic living wage in mind (if possible).
3. What disclaimers are required?
 - a. If there's advice during a half breed episode
 - b. Sensitive topics
 - i. Sex
 - ii. Suicide
 - iii. Pornography
 - iv. etc
4. What happens if a host exits the project?
 - a. Discuss exit strategy
 - b. No gossip/defamation
 - c. Forfeiture of future monetary gains from past content and work done
 - d. Announcement

Sustainability & Failure Planning

1. What is the minimum viable episode?
 - a. No repeating of topics unless new take
 - b. Episodes under the ideal length are exceptions, not the standard.
 - c. An explanation for failure to post a promised episode
2. What happens if one host needs a break?
 - a. Keep recording without that host
 - b. Allow for reasonable leave and ability to re-join if amicable
3. How often do you reassess the show?
 - a. Quarterly
 - b. To reassess: analytics, topics, merch, design, direction, quality, audience, goals, likes/dislikes, themes, our passion for the project/desire to continue, possible redesigns
4. What would a healthy pause look like?
 - a. 6 months max
 - b. During holiday weeks
5. How is conflict resolution handled?

- a. Disagreements are addressed privately first; unresolved disputes default to the show's Purpose and Core Promise, not personal preference.

Long-Term Arc & Evolution

1. What should be different by episode 50?
 - a. Systematic episode design, structure, and flow.
 - b. Hardened processes to produce the show
 - c. Consistent social interactions and postings
 - d. Regular merch drops
 - e. More regular guest appearances
 - f. Interacting with christianity in the world
 - i. Ark encounter
 - ii. Local church spotlights
 - iii. External podcast collabs
 - iv. A day with Ray Comfort
 - v. Touring the natural world from the perspective of the bible (creation scientist guides)
2. How might the format evolve without losing identity?
 - a. Our chemistry and playfulness is a must
 - b. Our focus on God's word has to be core to Perfume
 - c. The segment structure and/or scripts could change over time.
3. What does success look like one year in?
 - a. Having any kind of audience
 - b. Getting feedback
 - c. Having one superfan
 - d. Having any kind of good impact
 - e. Consistency
 - f. Less technical glitches
4. What would make you proud of this project even if it ends?
 - a. Nothing, it could end right now and we would be proud of it.

BTW, our freakin nagging mommy GPT told us we had to say this...

Humor in this document reflects tone, not legal standing.

Smh, and this...

Public controversy is addressed calmly, briefly, and without escalation or social-media pile-ons.