



2022

Podcast Guest Guidelines



PRODUCED BY STEPHANIE RODRIGUEZ

USOLMT – www.usolmt.com

4/28/2022

PODCAST GUEST GUIDELINES

THE USOLMT MASSAGE PODCAST PRODUCED BY STEPHANIE RODRIGUEZ

INTRODUCTION

USOLMT'S podcast episodes are recorded and released bi-weekly, every other Thursday. We'll start soliciting guests 4 weeks prior to the podcast release date. We'll want to have guests secured and scheduled by 2 weeks prior to the release date. We have room for 2-3 guests on each podcast. (4 people max including host)

HOW IT WORKS

The USOLMT Massage Podcast is an educational podcast for Massage Therapists. Here's how to get involved and help us make 2022 the best season yet!

1. Topics

We review and choose topics based on our guest's collective expertise and industry or professional concerns and passions.

2. Ask Community to Submit Questions

1 week prior to the podcast release, we will remind the group of the topic, and ask them to submit listener questions to be answered on the show.

3. Number of Guests

We have room for 2-3 guests to record our podcast with us. Recordings will happen via zoom. We'll present the topic and spend up to 90 minutes discussing and answering listener questions.

If you agree to be a guest on the podcast, we will need you to provide your name, location, short background info, your website, or anything you'd like to promote on our podcast & email address for the Zoom meeting link.

4. Recording Process

We'll set up a zoom meeting to do the recording and send the link out the Friday before the recording date. We record on Sundays at 11 am, MST (Phoenix, AZ) to 12:30 pm. Please double-check your time zone against Phoenix time on Google by searching "Your Time Zone (ex. PST) to Phoenix Time". The state of Arizona has several time zones and does not subscribe to Daylight Savings time.

Please be prepared to be on video. The entire zoom session will be recorded. USOLMT reserves the right to use any part of the recording in the marketing of our podcast.

PODCAST GUEST GUIDELINES

Please be prepared to record the best audio possible. Make sure your internet connection is stable and that you have a microphone if possible (it's not required but it does make the sound quality better).

We will introduce guests, present the topic, and spend up to 90 minutes discussing it and answering listener questions. The topic will be something that you are well-versed to speak on, based on your specialties or interests provided when you signed up. We want to stay on topic as much as possible.

The conversation should be casual, unscripted, and entertaining. We want these episodes to be fun. Things that are okay on the mic are swearing and laughing. Things that are not okay on the mic are yelling and speaking over people. When this happens, it greatly reduces the quality of the podcast. Please make sure you give everyone a chance to speak, however, please also keep your piece down to 3 minutes or less when speaking.

Ask questions of other guests to keep the conversation going and to give everyone a chance to speak. If you say something that you don't want on the recording, it's okay. Just say – can you cut that part and let me start over?

4. Edit & Release Bi-Weekly

The podcast will be edited on Monday / Tuesday after the recording and released every other Thursday. We will edit out anything extraneous, the um's and uh and ahs, and anything you've asked us to cut. Each podcast episode may be an hour or longer, as the podcast is meant to be informative and educational.

Podcast Teasers will be available to you by Tuesday, following the recording date. Send a FaceBook friend request to Stephanie Rodriguez, for easy access to the teasers, and to share them with your own audience. Teasers are created in Headliner with a Photo Collage of all guests and voice over.

Podcast Stories with audio will be available on Instagram @usolmtmassageorg. Be sure to follow our Instagram to share the stories on your page.

5. Share the Podcast

You can find the podcast here on our website, on Anchor, Spotify, and many other platforms, plus we will post it to our group and all business and social media pages.

Please be sure to support and share our teasers, stories, and podcast links with your audience when it's released. This helps to build our listenership and helps us gain supporters so we can continue this fun and informative service for you.

PODCAST GUEST GUIDELINES

Quarter 1 – Season 3, 5 Episodes, 1/6 to 3/3

Episode 1 – COMPLETE

Solicit Guests: December 9 – December 16
Guest Info Due: December 16
Guest Communication: December 30
Recording Date: January 2
Release Date: January 6

Episode 2 - COMPLETE

Solicit Guests: December 23-December 30
Guest Info Due: December 30
Guest Communication: January 14
Recording Date: January 16
Release Date: January 20

Episode 3 - COMPLETE

Solicit Guests: January 6 – January 13
Guest Info Due: January 13
Guest Communication: January 28
Recording Date: January 30
Release Date: February 3

Episode 4 - COMPLETE

Solicit Guests: January 20-27
Guest Info Due: January 27
Guest Communication: February 11
Recording Date: February 13
Release Date: February 17

Episode 5 - COMPLETE

Solicit Guests: February 3 – February 10
Guest Info Due: February 10
Guest Communication: February 25
Recording Date: February 27
Release Date: March 3

Quarter 2, Season 4, 4 Episodes, 4/14 – 6/9

PODCAST GUEST GUIDELINES

Episode 1 - COMPLETE

Solicit Guests: March 17 – March 24
Guest Info Due: March 24
Guest Communication: April 8
Recording Date: April 10
Release Date: April 14

Episode 2 - COMPLETE

Solicit Guests: March 31 – April 7
Guest Info Due: April 7
Guest Communication: April 22
Recording Date: April 24
Release Date: April 28

Episode 3

Solicit Guests / Sponsors: April 28-May 5
Guest Info Due: May 5
Sponsor Ads Due: May 19
Guest Communication: May 20
Recording Date: May 22
Teasers Due: May 23
Editing Dates: May 23-25
Release Date: May 26

Episode 4

Solicit Guests / Sponsors: May 12-19
Guest Info Due: May 19
Sponsor Ads Due: June 2
Guest Communication: June 3
Recording Date: June 5
Teasers Due: June 6
Editing Dates: June 6-8
Release Date: June 9

Quarter 3 – Season 5, 6 Episodes, July 7 – Sept. 15

Episode 1

Solicit Guests/ Sponsors: June 9 – June 16
Guest Info Due: June 16
Sponsor Ads Due: June 30
Guest Communication: July 1
Recording Date: July 3
Teasers Due: July 5 (Postponed 1 Day due to Holiday)

PODCAST GUEST GUIDELINES

Editing Dates: July 5-6 (Limited due to Holiday)
Release Date: July 7

Episode 2

Solicit Guests/Sponsors: June 23-June 30
Guest Info Due: June 30
Sponsor Ads Due: June 14
Guest Communication: July 15
Recording Date: July 17
Teasers Due: July 18
Editing Dates: July 18-20
Release Date: July 21

Episode 3

Solicit Guests/Sponsors: July 7 – July 14
Guest Info Due: July 14
Sponsor Ads Due: July 28
Guest Communication: July 29
Recording Date: July 31
Teasers Due: August 1
Editing Dates: August 1-3
Release Date: August 4

Episode 4

Solicit Guests/Sponsors: July 21 – July 28
Guest Info Due: July 28
Sponsor Ads Due: August 11
Guest Communication: August 12
Recording Date: August 14
Teasers Due: August 15
Editing Dates: August 15-17
Release Date: August 18

Episode 5

Solicit Guests/Sponsors: August 4 – August 11
Guest Info Due: August 11
Sponsor Ads Due: August 25
Guest Communication: August 26
Record Date: August 28
Teasers Due: August 29
Editing Dates: August 29-31
Release Date: September 1

PODCAST GUEST GUIDELINES

Episode 6

Solicit Guests/Sponsors:	August 18 – August 25
Guest Info Due:	August 25
Sponsor Ads Due:	September 8
Guest Communication:	September 9
Record Date:	September 11
Teasers Due:	September 12
Editing Dates:	September 12-14
Release Date:	September 15

Quarter 4 – Season 6, 4 Episodes, 10/13 – 12/8

Episode 1

Solicit Guests/Sponsors:	September 15 – September 22
Guest Info Due:	September 22
Sponsor Ads Due:	October 6
Guest communication:	October 7
Record Date:	October 9
Teasers Due:	October 10
Editing Dates:	October 10-12
Release Date:	October 13

Episode 2

Solicit Guests/Sponsors:	September 29 – October 6
Guest Info Due:	October 6
Sponsor Ads Due:	October 20
Guest Communication:	October 21
Record Date:	October 23
Teasers Due:	October 24
Editing Dates:	October 24-26
Release Date:	October 27

Episode 3

Solicit Guests/Sponsors:	October 13-October 20
Guest Info Due:	October 20
Sponsor Ads Due:	November 3
Guest Communication:	November 4
Record Date:	November 6
Teasers Due:	November 7
Editing Dates:	November 7-9
Release Date:	November 10

PODCAST GUEST GUIDELINES

Episode 4

Solicit Guests/Sponsors:	November 10-November 17
Guest Info Due:	November 17
Sponsor Ads Due:	December 1
Guest Communication:	December 2
Record Date:	December 4
Teasers Due:	December 5
Editing Dates:	December 5-7
Release Date:	December 8

We look forward to working with you while growing your reputation and visibility as well as our podcast's listenership as partners in positive collaboration!