

MHI cast Sponsorship Opportunities

What to expect during the production of the podcast

- The podcast will be recorded and conducted online through a web-based platform optimized for audio quality. This platform has the ability to record multiple speakers simultaneously if necessary.
 - Each device is recorded separately, which means background noise is less of a concern when someone else is talking.
 - The overall quality of a recording *does* still rely on the microphone being used, i.e. a professional microphone will have the clearest sound quality.
- Prior to your recording session, you will be provided a question set to help you prepare. If you have any requested changes to the question set, you can let us know in advance.
 - This is also the opportunity to adjust the questions to better suit the topic of choice or your expertise.
 - There are occasionally follow up questions based on answers stated during the recording. If you cannot or would prefer not to answer, let us know and we can move along.
- Following the recording, we will take the best sound bites of the interview to incorporate into the podcast. This allows you to start and stop and rephrase your responses as needed during the recording.
- MHI cast utilizes a host voice in the final product that is different from the individual who will interview you for the podcast.
- Prior to the release, you will have an opportunity to review the podcast and provide feedback. Typically we allow 3-5 business days for your feedback, if you need additional time please let the production team know at the beginning of this process
- As much as possible we try to stick to the deadlines outlined at the beginning of each project, but if there is a situation that arises that requires the deadline to be moved (i.e. legal approvals), this can be discussed with the production team at any point during the project.
- [CLICK HERE](#) for an example of a podcast
- Please note that if a marketing agency will be managing communications, a rep from the sponsor company is required to be copied on all communications

Timeline Requirements

Note these are the minimum requirements to meet the standard production timeline - where needed we can adjust to allow more time for interview scheduling or approvals, including any legal approvals required. Ideally this is planned in advance for more accurate scheduling of a release date.

Minimum requirements - Sponsorship and Speaking Opportunity - Existing Release

- Timeline is based on a release date defined by the MHI cast content calendar
- 4-5 weeks in advance of release: Interviewer reaches out to schedule podcast interview
- 3 weeks in advance of release: Interview recorded
- 1-2 weeks in advance of release: Podcast draft provided to sponsor for final approval
- 3-5 business days provided for approval of the podcast

Minimum requirements - Full Podcast Sponsorship & Speaking Opportunity - New Release

- 8 weeks of notice is required to add a new podcast to the MHI cast content calendar
- 4-5 weeks in advance of release: Interviewer reaches out to schedule podcast interview
- 3 weeks in advance of release: Interview recorded
- 1-2 weeks in advance of release: Podcast draft provided to sponsor for final approval
- 3-5 business days provided for approval of the podcast