Production Process SAMPLE (How We Work)

- **Pre-production Activities**
  - Podcast Planning Meeting with Client – Client Liaison
  - Gather Client Series Deliverables include:
    - Client Liaison and contact information
    - Podcast Name and Description
    - Artwork (i.e., Podcast Cover, Banner Art, etc.)
    - Theme Music (selected from 3 provided samples)
    - Podcast Introduction/Trailer copy for voiceover
    - Social Media outlets for podcast distribution
    - Website URL and developer
    - Completed Podcast Landing Page on Client website
  - Discuss Guest Recording and Information Guidelines
    - Determine Guest recording method, environment, and equipment requirements
    - Clarify requirements for Guest information and release forms
  - Develop Production Schedule
  - Develop Marketing/Promotion Plan
  - Schedule periodic Check-in Meetings (15-30 minutes each)
  - *Expected lead-time for pre-production activities is 2 weeks*

- **Pre-launch Promotion**
  - Assist Client with Prep/Approve Press Release, Blog Post, and Social Media Postings
  - Produce Series Teaser Episode
    - Determine Teaser content and format
    - Selected Client Episode Deliverables
    - *Expected lead-time is 2 weeks from recording to completed Teaser*

- **Launch Podcast with Teaser**
  - Upload Teaser Episode for distribution
  - eBlast Press Release, upload Blog Post and Social Media postings (suggested for Client)
    - Work with Production Team to schedule Guest recording session
    - Ensure Guest has access to proper recording equipment (per provided *Guest Recording Guidelines)* either in-room or a central location (e.g., the Marketing Dept). *Recording equipment procurement and set-up are the responsibility of the Client.*
    - Process *Guest Release Forms* (due *prior to* Episode recording session)
    - Edits and final approvals of Episode recording (one round of edits is included)
    - Post Podcast RSS Feed to Podcast Landing Page
  - *Expected lead-time is 2 weeks from recording to completed Episode*

- **Production Process SAMPLE (How We Work)--Continued**

- **Distribute Episodes**
    - o Upload/Schedule each Episode for distribution (as completed)
    - o eBlast Press Release, upload Blog Post and Social Media postings (suggested for Client)

- **Distribute Analytics < Ongoing**

General Notes:
- Voiceovers: The production process assumes the use of as voiceover talent for the podcast series intro and other show elements requiring voiceover. The Client has the option to use another voiceover talent to be recommended and managed by the client. Costs for additional or alternate voiceover talent fall outside of Productions deliverables for the project, are in addition to the proposed project cost, and the responsibility of the Client.
- Once the Teaser Episode is distributed to podcast hosting service:
    - o Client receives RSS Feed for posting podcast player to their website.
    - o Future podcasts will be distributed automatically to their website via RSS Feed.
    - o Client can decide how podcast player is embedded on their website (i.e., by individual episodes or by their own podcast channel).
- Podcast is submitted to a variety of popular podcast platforms as indicated in the deliverables.
- Client will be notified when Podcast is approved on podcast platforms.
    - o Future Episodes will be distributed automatically to podcast platforms (Apple, Google, iHeartRadio, Spotify, etc.) via RSS feed.
    - o Future Episodes will be distributed automatically to Social Media platforms.
- Each Episode will have a unique URL.
- Podcast promotion is ongoing post-Teaser.

For more information contact us at: wecare@wholecarenetwork.com