



Podcast Guest Guidelines

The guidelines are designed to ensure that our guests' work and image will be surrounded by the highest quality content:

- Our goal is to provide our guest, prior to the interview, with questions that will serve as a guide for the conversation. However, these questions cannot, and will not, serve as the only questions used during our podcast conversation.
- The tone that best suits our listeners is conversational, neither overly informal nor excessively academic.
- Though VisionKeepers™ desires to shine a light on your/your organization's work, conversations should focus on informing readers more than selling, persuading, or advocating for a particular political viewpoint or product. The goal is to be informational and educational.
- All conversations should further the knowledge and understanding of listeners, which means that information should be new, relevant, specific, and accurate.
- All content becomes the property of VisionKeepers™ in perpetuity. Guests are encouraged to republish the material on their own sites or bios with proper attribution and a link to VisionKeepers™.
- Guests of the VisionKeepers™ Podcast are encouraged to share their interviews on their social media networks.

We welcome accompanying visuals as well as links to your website, articles written on the topic at-hand, and relevant videos, as long as permission for usage has been granted.