****Video Podcast PROPOSAL****

Thank you for your interest in ISI’s live video podcasts for LinkedIn and YouTube. The intent of the live podcasts is to inform viewers about the importance of sustainability, resiliency, and the Envision framework.

ISI schedules two video podcasts per month: one for the ‘Sustain or Explain’ advocacy campaign and one for ISI members or verified projects.

The podcasts are done live on LinkedIn and streamed simultaneously on YouTube. One week prior to the live event, guests have the option of scheduling a rehearsal with ISI’s Marketing and Communications department. After submitting this form to the Marketing and Communications department, someone will reach out to you via email to outline the next steps.

Please provide answers to the following questions and submit the finalized form to [Marketing and Communications](mailto:lee@sustainableinfrastructure.org).

# Submitter Information

**Name:**

**Affiliation:**

**Linkedin Account & Hashtag:   
Twitter Account & Hashtag:  
YouTube Account:**

**Phone:**

**Email:**

**Please note your preferred podcast timeframe: (month, date); we will do our best to take your preference into account when scheduling.**

# Video Podcast Content

**Video Podcast Title:**

**Video Podcast Description:**

*Provide one paragraph describing this video podcast to prospective social media viewers. Define the main goal, describe the most important components of what you would like to discuss, and explain any significant features or highlights.*

**Why is this video podcast important and what is in it for the viewer (give examples of any skills, tools, or solutions the podcast will provide)?**

**How was Envision or sustainability be used or incorporated into the video podcast topic?**

What takeaways do you hope the viewer will gain from this video podcast?

*As a result of this podcast, the viewers will be able to*:

1.

2.

3.

3 Discussion Outline / Agenda / Talking Points

The video podcasts will be 15 minutes to 60 minutes in length, depending on the topic and content to be discussed. The video podcast should have no more than two interview guests; although, three guests is acceptable with advance authorization.

**Example:**

1. The interviewer / host will handle the Introductions (1 -2 minutes)
2. Topic Discussion around the problem or need
3. Discussion surrounding the solution and viewer questions throughout
4. Conclusion (5 minutes) —Call to Action if necessary
5. Cross Promotion
6. The interviewer / host will hand the closing of the discussion

# 4 Interview Guests

Please list the persons to be interviewed:

1. Name:

Affiliation & Title:   
Personal Twitter Account for tagging:   
Personal LinkedIn Account for gagging:

Email:  
Headshot and short Bio

1. Name:

Affiliation & Title:  
Personal Twitter Account for Tagging:

Personal LinkedIn Account for tagging:

Email:  
Headshot and Short Bio

***5. Misc. Information***

**Are you following ISI’s e-newsletter? Please contact the** [**Marketing and Communications department**](mailto:lee@sustainableinfrastructure.org) **and they will sign you up. ISI often promotes the video podcasts in our**

**e-newsletters.**

* **High quality images:** If you have high quality images, banners, or graphics that you would like to use in the promotion of the video podcast, please send with this document or contact ISI’s Marketing and Communications department to discuss logistics and parameters.
* **Videos:** You can send promotional videos via [Wetransfer.com](https://www.wetransfer.com/) to [lee@sustainableinfrastructure.org](mailto:lee@sustainableinfrastructure.org) If you provide the text in advance, ISI’s Marketing and Communications department will create simple banners for the podcast. To use images, graphics or videos, you must be the owner or have approval. ISI will not be held responsible for images that did not receive approval in advance.
* **Further Instructions:** If your podcast idea is considered, someone from the Marketing and Communications department will reach out to you via email to set up a preliminary meeting or rehearsal and podcast.
* **Former Podcasts:** To view examples podcast examples, please watch the following for reference:
* AIT Bridges & Infrastructure Ventures on Composite Bridge Technology <https://youtu.be/TNrJ0uNNSF8>
* ISI’s Education Director on Becoming an ENV SP: <https://www.linkedin.com/feed/update/urn:li:activity:6683761281264103425>