****Video Podcast PROPOSAL****

Thank you for your interest in ISI’s “Sustain it or Explain it” (SOE) LinkedIn live video podcasts. The intent of the live podcasts is to inform viewers / followers about the importance of sustainability, resiliency, equity, and the Envision framework. We also focus on innovative technologies to combat climate change and bring about sustainability in infrastructure.

The podcasts are done live on LinkedIn. One week prior to the event, guests have the option of scheduling a rehearsal with ISI’s Marketing and Communications department. However, it is not necessary. After submitting this form to the Marketing and Communications department, someone will reach out to you via email to outline next steps for scheduling a podcast.

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

# Submitter or Company Information

**Individual’s Name:  
Company / Affiliation:**

**Company’s Linkedin Account & Hashtag:   
Company’s Twitter Account & Hashtag:  
Company’s YouTube Account:**

**Company website address:**

**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: (Something short and catchy is preferred. If you do not have one, ISI  
will create one for you.)**

**Video Podcast Description:**

*Provide one paragraph describing this video podcast to prospective social media followers, or define the main goal and purpose. 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. Leave this blank if you’ve already outlined this information above.**

**How will Envision or sustainability be used or incorporated into the video podcast topic? If you are unsure, please leave blank.**

**What takeaways do you hope LinkedIn followers will gain from this video podcast?**

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

1.

2.

3.

3. Discussion Outline / Agenda / Talking Points

The live 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.**

**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
4. Viewer questions usually at the end, sometimes during the event
5. Calls to action at the end
6. Cross Promotion from ISI
7. The interviewer / host will handle ending the event

# Interview Guests

**Please list the persons to be interviewed:**

1. Name:

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

Email:  
Headshot and short Bio for ISI promotion (if possible)

1. Second Guest’s Name:

Affiliation & Title:  
Personal Twitter Account for Tagging:

Personal LinkedIn Account for tagging:

Email:  
Headshot and Short Bio for promotion (if possible)