

RH-ISAC Podcast Guest Guidelines

Basics

- [The Retail & Hospitality ISAC Podcast](#) is public so any information shared should be TLP:CLEAR.
- The interview is not live. It is recorded ahead of the episode release date.
- Only audio is recorded, so there is no need to consider lighting or wardrobe.
- Interviews are between 10-15 minutes long. A half-hour meeting is blocked for the recording, in case we need time to rerecord anything.
- Luke Vander Linden, VP of membership and marketing at the RH-ISAC, is the podcast host and interviewer.

Recording

The interview will be recorded via [Riverside](#). You will receive a calendar invite containing a guest link to join the call.

Here are some tips for a successful recording:

- Sit in a quiet location where there will be little background noise or interruptions. Avoid sitting near windows or in large rooms that have an echo.
- **Wear headphones** to ensure there is no echo of fellow speakers and you can hear the interviewer well. Make sure that there is a microphone with your headphones or that your computer microphone will adequately record your voice.
- Podcasts are an audio-only medium, so you can choose to have your camera on or off; the most important element is the sound quality. Closets make great recording studios.
- The interview is not live, so don't be afraid to restart if needed. You don't have to worry about the recording being perfect. The [N2K Cyber](#) team handles the post-production portion of the RH-ISAC Podcast.
- Silence all computer and phone notifications to avoid unexpected sounds.

Interview Questions

- Associate Members determine the questions that will be asked so you can prepare ahead of time. Please provide 6-8 questions that the host will ask your speaker. These questions should be provided at least week in advance of the

recording date. Please send them to your marketing contact at RH-ISAC, or to pr@rhisac.org.

- Keep in mind we want the podcast to be conversational, so do not script your entire response; just develop some key talking points.

Subject Matter

- RH-ISAC's podcast is publicly available through all major platforms. Since the podcast is publicly available, any content shared in podcast interviews should be considered TLP:CLEAR. If necessary, please consult relevant stakeholders within your organization, such as legal or corporate communications departments, before your interview to ensure you can participate.
- If you accidentally say something that you would rather not have shared broadly, please indicate that and we can remove that content before publication.
- The content of the podcast should be educational in nature, as opposed to being a sales pitch for a specific product or service.