

## Becoming A Podcast Guest

[Health Thought Leadership One-to-One](#) is a moderated blog, with podcasts, that brings thought leadership into the limelight. As editor, **Doris Gilman** cross-fertilizes issues, insights, lessons learned, and best practices that come from inside—and outside—the health industry, which includes providers, payers, information, services, and manufacturers.

### Format

A featured post is published monthly, accompanied by a 20-30 minute podcast interview with an invited thought leader. The blog accepts appropriate comments from readers. Podcast guests are invited to post and add their comments to the blog.

### History

The blog launched in September 2009. From its start through December 2010, the Web server hosting the blog recorded 4600 podcast downloads.

### Podcast Editorial Guidelines for Guests

A preliminary interview is conducted by phone to determine your topic. An outline for the podcast interview is prepared and sent to you in advance of the recording.

**Topics should not be time-sensitive.** The blog has created a compendium of thought leadership that serves as a Internet-searchable archive for a select audience of visitors.

Topics that focus on management themes, such as talent development and business strategy, marketing, consultative selling, communications, innovating new products or services are especially appropriate.

Each podcast introduces the guest's background. Interview Q&A follows. The guest may be asked as to what thought leadership means to him/her professionally, to their organization, and how they achieve and sustain thought leader status.

### Podcast Guest Distribution

A Web address (URL) that permanently links (a.k.a., permalink) to the page with your post and podcast will be emailed to you.

### Building viewers and listeners to your post, podcast, and the blog—

1. Send the editor your email list with at least 10 contacts from your business' or personal network who will benefit from listening to your podcast. Please send the list **before** your podcast is recorded.
2. Post a link to the podcast from your organization's Website, blog, or personal page. You may also suggest links on a membership organization/association site(s).

### If you represent a PR firm or Communications Department in a Company, please—

1. Issue a press release to your or your client's media list announcing availability of your client's podcast with its permalink.
2. Distribution through BusinessWire and/or PR Newswire will be effective and appreciated.

Other Promotional Ideas

1. Copy and distribute the podcast **in its entirety** on CD/DVD.
2. Announce your podcast on the Health Thought Leadership One-to-One blog through your opt-in email list or mailing list.

Podcast Ownership Rights

Be Seen. Be Heard. Inc., retains ownership rights to the podcast, transcript, any and all derivative works that Be Seen. Be Heard. Inc. may create in the future. Website visitors are also permitted to link to Health Thought Leadership One-to-One and to redistribute podcasts in their entirety on a noncommercial basis.

Search Engine Optimization (SEO)

The blog and podcasts are optimized for Internet search engines and directories, distributed by RSS Feeds, posted to iTunes and other podcast directories on the Internet.

Promotion

BSBH announces availability of new posts and podcasts to its own opt-in e-lists and through subscriber RSS feeds. Some posts are accompanied by a press release announcing a podcast or podcast series.

Share the Wealth of Ideas

We will email your list an HTML announcement that links to a form to sign up for a complimentary subscription to Health Thought Leadership One-to-One.

Message from Doris Gilman, Be Seen. Be Heard.  
Communications for Health Thought Leaders  
New York NY 10011 USA

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**Health Thought Leadership One-to-One**

February 2010 Post and Podcast  
with Maya Rockeymoore, PhD, CEO, Global Policy Solutions  
Washington, DC

**Making the Connection Between Thought Leadership and Policy**

Complimentary [Opt-In](#) Blog and Monthly Podcasts  
That Demonstrate Thought Leadership in Healthcare and the Life Sciences

**Dr. Maya Rockeymoore** shares her insights on how ideas, information, and strategy—the thought leadership of advocates and early adopters is contributing to an important public health initiative to prevent obesity and the related chronic diseases it causes, such as diabetes and heart disease.

Learn more about the **Healthy Communities Initiative**, a national program with the Robert Wood Johnson Foundation. Dr. Rockeymoore outlines her role in developing the long-term strategy, as well as the tactical positions of other thought leaders.

**Sample HTML Email Announcement for Your Post and Podcast Sent to Your List of 10+ Contacts**

**Editorial Calendar**

An editorial calendar has been established. While we maintain a backlog of podcasts for future use, we make no guarantees that your podcast will be posted and adheres to a set schedule date for publication.

**Please sign below** that you have read **Becoming a Podcast Guest** and submit to [thought@seen-heard.com](mailto:thought@seen-heard.com), along with your bio and brief description of your topic for consideration.

Authorized Signature

Company/Organization

Date