



## Guidelines for RSNA Podcasts

RSNA is pleased to work with your company on a *Radiology* or *RadioGraphics* podcast episode.

### General Guidelines

1. Available podcast sponsorships include Industry Focus Interviews, Single Episode Sponsor, and Podcast Supporter. Sponsors may select *Radiology* or *RadioGraphics* podcast.
2. *Radiology* podcast episodes are posted weekly on Tuesdays, and *RadioGraphics* podcast episodes are posted bi-weekly on Tuesdays. Episode dates are first come, first served, and availability will be confirmed upon request.
3. RSNA podcasts are posted on the [Radiology](#) and [RadioGraphics](#) podcast landing pages, and are available on Apple Podcasts, YouTube, Amazon music, Spotify, TuneIn, and Deezer.
4. Sponsors will receive 1-month and 3-month download metrics as part of RSNA's monthly summary reporting sent from [sponsors@rsna.org](mailto:sponsors@rsna.org).
5. RSNA podcast recordings may not be repurposed by the sponsor.
6. All matters and questions not covered in the guidelines are subject to the discretion of RSNA. These RSNA guidelines may be amended at any time and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these guidelines, written notice will be given by RSNA to such parties.
7. The company shall protect, indemnify, hold harmless and defend RSNA, its officers, directors, agents and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorneys' fees and costs of litigation; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of RSNA, its officers, directors, agents or employees.

### Industry Focus Interview

1. Industry Focus Interviews must be educational and address issues in medical imaging.
2. Industry Focus Interviews should not be used to advertise a sponsor's products or services. Specific products should not be named but may be described as part of the educational conversation.
3. The Sponsor identifies the format and topic of the interview. Once approved, RSNA will work with you to plan, produce, and promote the podcast episode.
4. The Sponsor may identify up to two expert speakers (physicians, clinical directors, etc.) to join a recorded discussion as thought leaders. The Sponsor is responsible for communicating all pertinent details to the speakers.

5. The Sponsor, speakers, and podcast host will participate in a planning call to discuss the questions and flow of conversation during the recorded interview. The Sponsor will submit an outline of interview questions to the host following the planning call.
6. Podcast speakers are required to sign a release form, which will be provided following the planning call.
7. Content discussed in interviews must comply with data privacy protection best practices, including protecting personally identifiable information.
8. Industry Focus Interview sponsors also have the option to include their message in a 30-second pre-roll audio promotion. If an audio promotion is not submitted, the podcast host will include a statement of sponsor recognition at the start of the recording.
9. Recording calls are scheduled by RSNA's podcast production team using Zencastr, an online podcast recording service.
10. It is recommended that speakers join the recording call in a quiet location using a laptop or desktop computer with a web cam, microphone, and headphones. System requirements and additional best practice suggestions will be shared with the calendar invitation.
11. If joining the recording call, the Sponsor should plan to stay on for the entire duration.
12. Most podcast episodes are between 15 and 30 minutes. However, recording calls are scheduled for one hour in duration and the production team will keep recording as long as the conversation continues.
13. The Sponsor and speakers will have the opportunity to review the recording and submit edits prior to RSNA finalizing the audio files. The final audio file, podcast title and description, and social media copy will be submitted to the sponsor for approval.

### **Single Episode Sponsor and Podcast Supporter**

1. A Single Episode Sponsor includes their message with a 30-second pre-roll and 15-second mid-roll promotion.
2. A Podcast Supporter provides financial support for an RSNA journal podcast and receives recognition in an RSNA promotion.
3. Content may feature the Sponsor's products and services or participation at an RSNA meeting or event.
4. Content that competes with RSNA offerings, including meetings, educational events, or webinars not done in collaboration with RSNA, is not permitted.



## Promotion

1. Scripts and/or pre-recorded mp4 files of the 30-second pre-roll (Industry Focus Interviews and Single Episode Sponsors) and 15-second mid roll audio promotions (Single Episode Sponsors) are due to RSNA one month prior to the episode date. Sponsors that have selected *Radiology* may choose to submit a script for the host to read or a pre-recorded file. Sponsors that have selected *RadioGraphics* should submit a pre-recorded file.
2. Scripts read by the podcast host are recorded and shared with the sponsor for approval.
3. Sponsors will be recognized by name in the title and description of the podcast.
4. RSNA will recognize the sponsor using their promotional company name listed in RSNA's Exhibitor Resource Center, if applicable, or the Sponsor may submit their company name for recognition.
5. Industry Focus Interview sponsors will be recognized by name in the social media post announcing that the episode is available. RSNA will tag the sponsor if the requested social media handle is provided.
6. RSNA will post the episode on the journal's podcast landing page and announce that the episode is available on RSNA social media and in RSNA communications. Subscribers who have turned on notifications will receive a notification that a new episode is available.
7. The Sponsor may promote the direct link to the podcast episode in their own promotions.
8. Podcasts remain in the RSNA library indefinitely.

## Timeline

### Industry Focus Interview

#### Three months out

- Description and speaker names are due to RSNA for review by the podcast host.
- Date and time availability for the planning call and recording call are due to RSNA.

#### Two months out

- Sponsor and speakers participate in a planning call with the podcast host.
- Interview outline due to RSNA after the planning call for review by the podcast host.

#### One month out

- Sponsor provides 30-second pre-roll audio promotion as a script or mp4 file (optional).
- Speakers participate in a 1-hour recording call with podcast host.
- Speakers sign and return the release form.
- Sponsor and speakers review and submit edits to the recording file.



*The RSNA annual meeting, RSNA holidays, and additional time required by the sponsor for review and approval may necessitate scheduling the recording call at an earlier date.*

#### One week out

- Sponsor reviews and approves the final episode details.

#### Day of podcast episode

- Episode is posted and announced on social media.
- RSNA sends the podcast episode link to the Sponsor.

#### Podcast reporting

- 1-month and 3-month metrics are sent in a report from [sponsors@rsna.org](mailto:sponsors@rsna.org).

#### Single Episode Sponsor

##### Two months

- Sponsor submits the topic and date to RSNA for review and approval.
- RSNA sends a timeline to the Sponsor.

##### One month out

- Sponsor submits script or pre-recorded mp4 file.
- Sponsor reviews and approves the recording file.
- Sponsor signs the PDF form for final approval of audio file and recognition.

##### Day of podcast episode

- Episode is posted and announced on social media.
- RSNA sends the Sponsor an email with the link to the podcast episode.

##### Podcast reporting

- 1-month and 3-month metrics are sent in a report from [sponsors@rsna.org](mailto:sponsors@rsna.org).

#### Podcast Supporter

##### One month out

- Sponsor and RSNA coordinate to select the episode that is to be sponsored.
- RSNA sends a timeline to the Sponsor.
- Sponsor provides recognition deliverables.
- Sponsor signs the PDF form for final approval of audio file and recognition.

##### Day of podcast episode

- Episode is posted and announced on social media.
- RSNA sends the Sponsor an email with the link to the podcast episode.

##### Podcast reporting

- 1-month and 3-month metrics are sent in a report from [sponsors@rsna.org](mailto:sponsors@rsna.org).