



The PR Maven® Podcast Format

Below is general format for The PR Maven® Podcast. We ask that guests plan for the appointment to take one hour. The actual interview typically takes 30-40 minutes.

Once you are in the studio or on the phone (using the Ringr app) Nancy will chat with you and answer any questions you have about the interview. We will test your microphone levels and do a final microphone check before the interview starts.

Intro (2 minutes) – Nancy reads your bio provided in your registration form

Questions (15-20 minutes) – Nancy asks you her questions

Commercial break (2 minutes) – This is a chance to talk about how the interview is going and any follow-up questions or discussion points for the rest of the interview

Follow-up questions (2 minutes) – Nancy will ask any follow-up questions or discussion points from the commercial break

Your questions (8-10 minutes) – Nancy asks you your questions and how guests can get in touch with you

End (2 minutes) – Nancy wraps up the episode

The recording will stop and Nancy will chat with you and answer any questions you have about the interview and share an estimate on when the interview will air so you can prepare to post it on your website, social media and other communication channels.