



Compliance For Guest Interviews

Pre-Approval of Guests Through Compliance

We have done a variety of guest expert podcasts with clients and they have been accepted and approved by compliance. Some guest episodes should secure pre-approval from Compliance to approve the content and identify the addition of a disclaimer that may need to be added to the end of the podcast to cover the interests of those involved.

Prior to Recording:

Follow up with Compliance to request "pre-approval" of a podcast guest and provide them with the following information:

- Guest name and company
- An outline of what you intend to have the guest discuss (bullet form)
- Provide the Compliance team with a list of topics/questions you would like to discuss
- Indicate that you will add any disclosures/disclaimers compliance recommends prior to releasing

After Recording:

After the recording is complete and you have received your podcast (and/or social media package)

- I would also follow up with the guest to confirm if they have any compliance constraints and if they will also need to have the episode reviewed by compliance, if so, we would want to allow enough time for both compliance departments to review and approve.

Securing pre-approve the guest/topic/content, prior to booking the podcast recording, helps ensure that there are no compliance blocks post-recording and helps ensure a smooth approval process when the episode is ready to be released.

Contact your Account Manager if you have any questions, or need us to join a call with your compliance team to discuss.