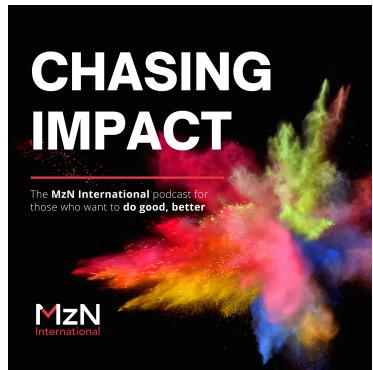


## Podcast FAQs and Recording Guidelines



Hello and thank you for agreeing to participate in our podcast, Chasing Impact!

We are excited to have you with us and grateful for your willingness to share your ideas and experiences with our listeners. In this document, we have compiled some FAQs about MzN, our podcast and recording best practices. **It is crucial that our recording guidelines are followed otherwise the sound quality will suffer and we will not be able to publish your episode.**

Should you have any questions or concerns, please do not hesitate to contact the comms team at [getinvolved@mzninternational.com](mailto:getinvolved@mzninternational.com).

### 1. What is this podcast about?

The MzN International podcast *Chasing Impact* is dedicated to all leaders out there who are busy building a better world. In our podcast, we aim to interview thought leaders (like you!) in the nonprofit and corporate sectors, bringing your collective ideas and experiences into the world to inspire others to do good, better. You can listen to our trailer and our previous episodes [here](#).

Our topics of interest include:

- **The future of NGOs**
- **NGO best practices**
- **Net-zero, purpose-driven business:** We are particularly interested in climate change and the impact it has on those affected by it, and what organisations, leaders and businesses are doing to become more sustainable.
- **NGO/ corporate-sector partnerships to battle climate change:** We also aim to connect the private and NGO sectors, highlighting the impact the former has on the latter and the mutually beneficial synergy that can occur when they collaborate.
- **... and other topics related to NGO support and sustainable business.**

### 2. What conversational style are you looking for?

In our podcast, you will have a **candid, thought-provoking** conversation with MzN Managing Director Chris Meyer zu Natrup or one of our consultants. Though you will agree on some talking points in your pre-podcast meeting, the conversation is meant to sound **natural** and contain (if possible) **real-life examples** and a **pragmatic call to action**. We want to refrain from using too much “academic”, scripted talk as much as possible to create a more pleasant and **emotionally compelling** experience for our listeners. **Storytelling** is key here - please include your own personal experiences as much as possible.

### 3. What is the recording process like?

After agreeing to be on our podcast, we will contact you to make an appointment for a **1-hour pre-podcast meeting** with Chris or a consultant, in which you will discuss your talking points and answer any questions you may have. A **sound check** might be done during this meeting, otherwise it can be scheduled for directly before the recording session.

We will then schedule a **1-hour recording session**. We use the podcast recording program [Zencastr](#) which is simple and straightforward to use. Chris or the consultant will log into Zencastr shortly before your session and will send a link invite to your email address, which you simply need to accept. You will be notified once the recording is starting. Please note that our **episodes should be around 30 minutes** in length.

Note: Zencastr enables **video recording (but no slide sharing!)**. We generally record your video together with the audio and upload the video onto our [YouTube channel](#). If you do not wish for your video to be recorded, please let us know.

Once the recording is complete, we will send the files to our editor, who will then create the final episode, which we will share with you.

### 4. Where will my episode be published? And when?

Our podcast is available on [Spotify](#), [Apple](#), [Google](#) and [Stitcher](#). We also publish the episodes on [our website](#) together with an episode description, such as [this interview with Dr. Duncan Green](#). We also share the posts on social media (LinkedIn, Facebook, Twitter) and in our newsletter. **Please send us a bio and a photo of you and/or your organization which we can use in the description for promotional purposes.**

Given our publishing schedule, there might be a significant **gap between the recording and publishing dates**, but we will inform you of the publishing date well in advance. We would appreciate if you shared the interview within your (social media) networks and tag us in the post or share the link to the podcast description.

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**Recording best practices** (here is a [short video](#) that sums up many of the points well)

1. **Use an external mic** (the sound quality of the mic on your laptop or phone is usually insufficient) and familiarize yourself with the best practices for that particular mic (distance and angle from mouth, gain and input/output levels, etc.)
2. Make sure you have a **strong internet connection**
3. **Record in a quiet room** and be aware of any outside noises (airplanes, dogs, traffic, air conditioning, etc.)

4. **Avoid recording in a room with too many hard, dense, shiny surfaces** as they reflect sound whereas carpet and fabric help absorb it
5. **Do not touch the mic or the surface the mic is standing on** (desk, etc.) while recording
6. We recommend **using headphones** so that you can hear yourself and your environment while recording (but be aware that the headphone and recording volume levels are different)
7. **Do a sound check!!** We will contact you before the recording date to do a sound check, or please send us a sample, so we can advise you as to what needs to be adjusted before recording.

Please note that we do not have professional recording experience, but we aim to continually improve our recording and interview processes.