



PODCAST

What to expect and everything you need
for a fun, kick-ass interview.

Carastudios@gmail.com • 715.252.7788 • PassionatePainterPodcast.com

Join me on the podcast!

You've been chosen you for an interview on the [Passionate Painter Podcast](#) because you are amazing.

My name is Caroline Italia Carlson. I'm a fine artist and the owner of a digital agency that provides web and print design, podcasting services and instruction, audio and video editing, and copywriting. I'm also the creator and host of the [Pasionate Painter Podcast](#).

My listeners include artists, gallerists, and art business professionals.* Important note: the focus of the podcast is for ALL kinds of fine artists—not just painters (*I am actually "the passionate painter"*). And YOU have got magic that I just know will light them up with hope, knowledge, and inspiration.

Please check out some episodes of the [Passionate Painter Podcast](#) to get a feel for the show. Hopefully, you'll come away thinking it's anything but stuffy. One thing I try to include in every interview is laughter and joy. My goal is to make tuning in feel like curling up at your favorite café with your best friend.

I love doing, teaching, and talking about fine art and art history. I also love technology, my Subaru, and animals. I'm big into animal rescue. You can find out about my story, training, and background at carolineitalia.com/about.

The information that follows is intended to ease any concerns you may have about how to get ready for your podcast interview and what to expect.

Remember that this is supposed to be **FUN**, so please try to have as much as possible during the interview. And don't hesitate to let me know if you have any questions along the way. You can email me at Carastudios@gmail.com, or call or text me at 715-252-7788.

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How is the interview scheduled?

Interviews are generally recorded on Thursdays and Fridays, but you are welcome to request a specific date and time. I will accommodate you if at all possible.

If you ask me to send you some time slots, I can usually give you a choice of two or three dates and three time slots to choose from (10 a.m., 1 p.m., or 4 p.m. Eastern). Scheduling is a collaboration, so we can narrow it down and pick a time that works for both of us.

What if I need to reschedule?

Life happens. If you need to reschedule, please send me an email at Carastudios@gmail.com, and we can change the date and/or time of the Zoom call. You are also welcome to call or text me at 715-252-7788.

Do I need to have a Zoom account for the interview?

No, you can attend the Zoom interview as a participant. Just make sure Caroline has the email you would like your invitation sent to for the call. If you would like to check out the Zoom platform, you can do so at <https://zoom.us/>

Do I need to download Zoom for the interview?

Yes, the connection will be more stable if you are conducting your end of the call using the Zoom application rather than through the website.

How long will the interview be

I ask guests to block out an hour and fifteen minutes if at all possible. I am looking for 40 to 60 minutes of quality audio, but sometimes the conversation is so good we may use up the entire 75 minutes.

If the interview should hit the one-hour+ mark, I will break it in half and roll you out with a double episode! Giving you twice the exposure for one interview sounds like a win-win to me, so I won't cut you off to make the strict 40 minutes unless you have to run.

The other reason I ask for the block of time is just in case there are any technical glitches. *Not that THAT ever happens!*

Will I receive payment for the interview?

All interviews are unpaid. They will however be promoted to my growing audience and sent out to my email list and via social media.

You are welcome to promote the episode to your own audience and on social media, and I will provide you with images you can share to do so. I will also send you the iTunes iFrame code upon request so that you can embed the episode on your own website. When you fill out the interview information form, I ask you for your contact information (website & social media handles, plus address if you have a physical sales space). This information will get published with your interview so that interested collectors, gallerists, or artists looking for instruction and guidance can find you.

Will I get to see the questions before the interview?

Absolutely. I try to make sure that you receive your questions at least 72 hours prior to the interview to review and, if you wish, to edit. This is *your* interview—feel free to delete, add, and re-order the questions. Please note, there are times when my schedule is crazy and the questions don't get sent until the evening before the interview, but this is rare. You are always welcome to check in via email, phone, or text, if you are wondering if your questions are running late.



Do I need to return the interview questions you send me?

YES! Whether you are fine with them as-is or you make changes to them, please email the final questions back to me with your "Okay" at least 24 hours prior to the interview so that I can prepare on my end.

Do I need any equipment for the interview?

YES! I ask that you wear **earbuds and a microphone on the cord (or separate headphones and a microphone).**

This is essential, because if you don't have earbuds or headphones, when I ask you questions, I will hear my own voice on your end of the line coming out of the computer speakers, and this will get recorded on the interview as what is called "feedback." This often has a delay and creates messy audio that can be difficult to fix.

What do I need to do to set up my microphone and camera for the interview?

You may need you to switch the settings to it to be used properly. You will want to go to your computer's sound settings, and check that both your input and output devices are set to your earphones/earbuds, and that your output device is set to your microphone or earbud mic. You may find it listed generically as "external microphone".

It's best to test this out before the interview to check that everything is working. You can do this by going to the preferences setting in the Zoom app.

If you would like to do a test call with me before the interview, just let me know.

What if there's a technical problem during the interview?

Oh that NEVER happens, LOL... OK it is actually rare, but does sometimes happen. The most common glitch is loss of audio on one end or another.

If you suddenly can't hear me, or hear me say I can't hear you (or any other issue), please hang on the line with me while I troubleshoot on my end.

Please also keep the chat window open, as I will type to you so that you will know if I've got to hang up and try calling back. When glitches occur, I prefer if at all possible to work through them if you have the time, rather than to reschedule.

What if I mess up when I am speaking?

No problem. Interviews are recorded and edited before being posted. If you stumble on your words, please do pause and repeat the entire sentence so that I can just cut out the stumble as if it never happened. Please think of this more as a conversation between friends, as that's what I consider you to be.

Will this be a video interview or just audio?

Unless we arrange it specifically, all interviews will be video and audio. I will then edit both files to upload an audio-only podcast episode as well as a video for YouTube.



Will you introduce me before the interview?

Yes, but since the interview is recorded, I don't do the introduction during the interview, to keep it feeling like a casual conversation. I will need your bio to record offline and add in during production.

What information do you need from me and when?

I will be gathering your bio, website and/or social media links if you like, your photo, and if you're an artist, up to three photos of your work.

Please upload your images in high resolution (up to 2 MB each).

All of the information I will need from you to produce your episode, including your bio can be submitted at this link:

<https://www.carolineitalia.com/interviewinfo/>

Please submit the information **at least 72 hours before your interview** so that I can prepare and let you know if I have any questions.

What's the best format to upload my bio in?

You can upload your bio as a word doc or PDF on the form at <https://www.carolineitalia.com/interviewinfo/>.

How is the interview concluded?

When the interview is drawing to a close, I will wrap up by giving you the last word, giving our listeners some parting advice, whether it's business advice, general career advice, or advice on technique and practice.

But don't hang up the second you answer that question! The interview will be done, and we'll be able to take a minute or two to wrap up our conversation without the pressure of being "on-air."

Here's a quick summary of steps to take:

- 1) [Submit your interview information using this link](#) at least 72 hours before your interview (including your bio, photo of you and your work, and important links)
- 2) You will receive your interview questions 12 to 72 hours before your interview via email. Please review and return your interview questions with approval as is, or edit as you like and return [via email](#) ASAP before your interview.

That's all I can think of. I can't wait to speak with you! If you have any questions, please don't hesitate to contact me via email, call, or text:

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