



How to protect your podcast or webinar

podcast episode 53 tip sheet

In this episode, I share 2 key ways to protect your podcast or webinar. First, if you're hosting a podcast or webinar and you love bringing on Guest Experts, you want to have something in writing to spell out the "rules of the game" for your interview. Second, you can protect your work through Copyright registration so you have recourse if someone comes along and copies or swipes your content.

1. If you have guests on your podcast or webinar, you'll want to use a Guest Expert Consent Form.

What is a Guest Expert Consent Form?

Your Guest Expert Consent Form is a release and consent that your Guest Expert signs. It is a written consent or release that you can refer to it later and enforce legally if you need to.

Everything is written in one place and the language speaks for itself - so you both you and the Guest Expert can relax. I like to call it a "compassionate container" to hold and support your relationship before, during, and after the Interview.

What should be included in your Guest Expert Consent Form?

You'll want to cover areas like:

- Interview length and the date and time of recording.
- Title and topic of the interview.
- Slides and/or handouts that will be provided – like a podcast episode Tip Sheet (like I do) or presentation slides used in webinars.
- Marketing and promotion – Is the Guest Expert required or encouraged to promote the interview? Do they need to send out solo e-newsletters, give social media shout outs or do newsletter mentions?

- When do you need the Guest Expert's bio and headshot?
- Is the Guest Expert permitted to share their contact info for listeners to learn more about them? Can they provide a free gift?
- What are the responsibilities of the interview host? Will you be sending out the recording links and back-end info?
- What happens if either one of you need to reschedule the interview?
- Who owns the content of the interview? Does the podcast or webinar host own the actual audio or video recording but the Guest Expert retains rights to the actual content of what was said?
- Is there a Media Release built into the Guest Expert Consent Form?
- And so on...

And if the interview is a PAID interview, you'll want to be sure you spell out how much your Guest Expert will be paid for the interview, when payment will be made, whether you need them to send you an invoice and how you'll send the receipt to your Guest Expert.

You can feel more CONFIDENT and SECURE when your Guest Expert has signed your Guest Expert Consent Form – and both of you are free to then just relax and focus on the interview itself.



**Learn more about a
DIY Guest Expert Consent Form at
lisafraley.com/diYGuestExpertConsentForm**

2. Copyright your podcast or webinar with the US Copyright Office.

Having Copyright rights gives you power. When you file an Application with the US Copyright Office you are given the exclusive rights as an author to your creative original work by the US government.

To get clear about basic info about Copyrights and Copyright registrations, pause and listen to Episode 29 called "Copyright 101 & When to Use the Little C". Listen in to learn easy info about what copyright rights are, when to claim them, and what steps to take if someone takes or copies your work.

Is it better to file episodes or webinars individually or as a collection?

It's often preferable to file them as a collection b/c you can file multiple recordings all under one Copyright Application.

Depending on what all you are copyrighting together, you might file it as a "compilation or collective work", "group registration", "unpublished collection" or "unit of publication" – all of which are cheaper and less-time consuming than filing each episode or webinar individually. However, for whatever reason, if you want to protect just one video or audio recording for your podcast or webinar, or a few select episodes, you can file them individually instead.

What happens if I record additional episodes or podcasts after filing for a registered Copyright?

Subsequent episodes can be filed as what's called a "derivative work" of the original work. A Copyright in a derivative work includes any additional, changed, or new material that is included for the first time. You don't get to extend the length of time for the original copyright by filing a copyright for a derivative work, but you do get to Copyright the new episodes that you record after filing for the original copyright. Isn't that cool?

There's a lot to know about Copyrights – and any kind of intellectual property law – so talk with a lawyer with experience in filing Copyrights for clients. I've worked on several successful Copyright Applications for clients who have wanted to protect their videos, program guides, and more – and, of course, I filed my own successful Copyright application for my book "Easy Legal Steps...That Are Also Good for Your Soul."

ENERGETICALLY, I align Guest Expert Consent Forms with your **sacral chakra**. Your interview involves creativity, boundaries, relationships and trust with your Guest Expert – all of which are affiliated with the 2nd chakra, the sacral chakra. So, when you put a Guest Expert Consent Form in place to protect your creative content through your podcast, webinar, tele-summit or interview, you draw clear boundaries to promote a better relationship between you.

And, registering your Copyright is aligned with the **throat chakra**. As you spread your message and communicate your interviews far and wide through a podcast or webinar, you're expanding your energy in a way that's aligned with your 5th chakra. And, of course, you're clearly stating to the world that you proudly own your work and message by filing a registered Copyright with the US government.



**Protect your podcast or webinar. Use a Guest Expert Consent Form for interviews.
Register your podcast or webinar with the US Copyright Office.**

Do you still have questions about having guest experts, protecting your interview or filing a registered Copyright with the US Copyright Office? Feel free to reach out to me at clientlove@lisafraley.com. We're always happy to help you!

Here's to getting legally enlightened!

With Legal Love™,

Lisa

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It is not legal advice and it does not create an attorney-client relationship.**

For my full disclaimer, please visit lisafraley.com/disclaimer.



Lisa Fraley, JD, CHHC, AADP, is an acclaimed attorney, Legal Coach®, speaker and #1 Best Selling Author of "Easy Legal Steps...That are Also Good for Your Soul." With her unique blend of coaching, legal expertise, and spirituality, Lisa has supported thousands of heart-centered entrepreneurs and small business owners to protect themselves, their businesses and their brands through DIY legal templates, online legal courses and one-on-one services.

From sharing international stages with thought leaders like Kris Carr and Gabrielle Bernstein to being featured on hundreds of podcasts, webinars, radio shows and bonus calls, Lisa has made it her mission to help every single small business owner understand that the law can be accessible, empowering, loving, and even spiritual. When she's not saving the world (with Legal Love) one contract at a time, she's posting free legal tips and connecting with her tribe at lisafraley.com.