PROMOTIONAL EMAIL TEMPLATE*: GUEST

Hi Anjali,

We are very excited to let you know that our OCW Podcast, Chalk Radio, is officially live across the web. Thank you again for being featured as one of our very first guests on the show. I know our audience is going to enjoy your episode!

You can find your episode on Apple Podcasts, and wherever you get your favorite shows. It's also available on our podcast landing page at http://www.chalk-radio@simplecast.com. Here's a direct link. You can also find it on YouTube.

We'd be honored if you would share the episode with your colleagues and social media followers, but there's absolutely no pressure to do so 😊   We've put together a social media image if that might be helpful to have on hand.

Please let me know if you have any questions about the episode or the show. I am always happy to help.

Warmly,
Sarah and the OCW Team

Attachment: social media image

PROMOTIONAL EMAIL TEMPLATE: COMMUNICATIONS HEAD

Hello Matt,

I'm pleased to let you know that MIT OpenCourseWare just launched *Chalk Radio*, a podcast about inspired teaching at MIT. Each episode takes listeners behind-the-scenes of one of the most interesting courses happening on campus. We meet the professor who makes the course possible and delve into the passions that fuel their cutting-edge research and innovative teaching.

Our newest episode features Sloan's Dr. Anjali Sastry. We'd be honored if you'd share the episode with your campus and social media audiences.

I've created a social media image and an mp4 clip of the episode if those might be helpful. We also have a blog post and video trailer about *Chalk Radio* if those would be useful as references.

Thank you for your consideration!

Best,
Sarah and the OCW team

Attachments: social media image; mp4 audio clip

*The original source for these templates is Kevan Lee's "We Didn't Know How to Promote a Podcast. So Here's All We Learned." Lee is the VP of Marketing at Buffer.
https://buffer.com/library/promote-a-podcast/