



Welcome to The Red Mare Project!

We are so honored to have you on the show to share your horse's story. This podcast is very special in that we are building a community of comradery and support for those in the diagnostic trenches. Your story has the potential to help so many, and we are so grateful for your vulnerability in sharing your journey.

What to expect?

- A virtual meeting link will be emailed to you at the pre-arranged start time for recording.
- While we only record the audio, the meeting format is also visual so we can see each other while chatting.
- We welcome you and give a brief rundown of (our lack thereof) rules and regulations. Remember, we can edit anything you don't want in there.
- We will ask you to provide a brief background on your life in horses, where you are (generally) on the planet, and just a little background of YOU.
- Then, how you and your horse got connected.
- Then, story time.
- To spare you the pain of explaining the heavy science behind your horse's diagnosis, we typically record an overview of the diagnosis, diagnostic process, systemic implications, management/treatment, etc. *beforehand*. This way, you can focus on your horse and not have to explain the WHY. Naturally a lot of these questions also come up in conversation again as we go through the story, but we try to give a solid "vocabulary lesson" before guests come on to spare them of that chore and to give more context to listeners.
- There is no time limit. We like to create a space where the story and conversation can unfold organically. The devil is in the details, so things that may seem little may be the smoking gun for another horse. Of course, though, we don't want to ramble. Remember you are telling a story to listeners, so we want it to be as linear as possible. Detailed, but concise is the goal.

Podcast Etiquette

- While this is a story telling experience, please remember that this is also a conversation. We may ask questions as you go, so please maintain space for questions or asides (within reason). We will raise our hand too if we don't want to interrupt and can hold our question until you get to a natural pause point.



- Listenability is very important to us. When multiple people are talking it can be taxing to listeners. While this is an organic conversation, we try our absolute best to not talk over each other. When multiple people are talking it can be very difficult for listeners to understand/follow. Sometimes this is unavoidable, but we make every effort to only have one active mic at a time.

#### How to prepare?

- Ensure you have a solid internet connection.
- We recommend guests create an outline/timeline of events. Include the small things when you were first suspicious of things going on, what those symptoms/presentations were, things you tried, things you/your vet suspected, your vet's protocol, tell us the story. Having a solid outline can really help to keep us rolling with the story and to make sure all details are shared.
  - o We would appreciate it if you sent us your outline prior, as well.
  - o Don't forget to include a cute picture of your horse for the episode thumbnail and for our social media!
- If you are comfortable sharing, please email us your horse's vet reports, radiographs, imaging, diet, where/how they live, etc. It can be helpful for us to reference while recording.

#### Equipment

- Earbuds or a microphone is great. If using your built-in computer microphone, please ensure you are CLOSE to the computer and not in an echoey room (i.e., tile). Too much distance or reverberation can create poor audio. It may sound silly, but it can be very taxing on listeners when the audio is poor. If you'd like to be outside when recording, that's typically fine (unless next to a busy road or something noisy with lots of people). We have a fantastic editing platform where little background noises can be easily erased. It struggles a bit more if recording in an echoey area; small, carpeted rooms or even a closet is best (lots of fabric to absorb echo!)
- Desktop or laptop for the call. If you are operating from a tablet or smart phone device, please let us know ahead of time. Our editing and recording software works exclusively with desktops/laptops. Accommodations can be made to work on phones or tablets with advanced warning. Please note, laptop or desktop recording is much preferred and appreciated.

Again, we are so thrilled to have you on the show, and for granting your horse the opportunity to share their story to help another.

Thank you for your dedication to the horse. ♡