



Podcast vs. Video

1. Pick VIDEO* when...

- Learners must **see** images/figures/slide builds, workflows, WSI, specimen photos, or UI demos.
- You can add **short, purposeful visuals** that meaningfully improve understanding (don't record a face-only monologue).

2. Pick PODCAST* when...

- The message is **conceptual or conversational** (leadership, practice pearls, interviews) and **doesn't require visuals**.
- Your goal is **reach and convenience** (audio-only is easier for members to consume on commutes or while multitasking).

3. For all formats

- Ensure content is **evergreen** for ≥ 3 years (or ≥ 1 month if hot-topic).
- Keep items **≤ 30 minutes** (split longer content into parts/chapters).
- Follow CAP **production/recording tips** (16:9 slides; clean audio; simple, branded visuals).

* Format dependent on CAP approval

