



# PODCAST ON THE ROADS

*2025 Chapter Grant  
Application, Progress Report,  
& Final Report Highlights*



# ACTIVITY PURPOSE

**We have 2 series of podcast:**

1. Your Honor the Legal Counsel, by our Ex President Keren Yachin Doron, interviewing legal counsels regarding their career.
2. ACC on the Roads, by our member Merav Leshem, interviewing law firm partners about an important legal issue.

Our two podcast series are widely listened to, lawyers and Legal Counsels listen to them while doing sport, traveling and on the roads.. Listening leads to wide publicity of the brand, among those who do not know the organization and strengthens the relationship with those who already know the organization.

The podcasts are in the on-line library on our website [accisrael.co.il](http://accisrael.co.il) and thus are available for repeated playbacks. Evergreen.

**Also available on Spotify and Apple store.**

We have 2.3 new episodes every month and thanks previous grant we were able to support it. Our first series, Your Honor the Legal Counsel has a sponsor, a legal marketing company - Lawflex. We are asking to support the series: ACC on the Roads.

## GOALS ACHIEVED

- The podcasts are hosted in an online library on our website, making them available for repeated listening—evergreen content.
- We promote each new episode on social media, WhatsApp, and email, and law firms also share them with their audiences, amplifying the reach and resonance of every episode. The expected outcome is increased outreach and growth in membership.
- We have hundreds of downloads for each episode.



# BUDGET

## *Application*

### Requested Funds: \$6,000

- This year we are planning to launch not less than 15 episodes and we hope to launch 20 and more.
- We pay the studio by the hour - recording + editing.
- Average cost is \$466/ episode.
- We believe that part of the episodes will be sponsored.
- If we record 15 episodes cost before sponsorship should be ~\$7,000.
- We need ACC Global to support this great project.

## *Progress Report*

- As the grant was half of what we planned, we reduced our episodes but are still launching a few episodes per month.
- We have a flyer and a banner for each episode to promote it.
- In 2025, we published 9 episodes in Hebrew and one in English.
- The average studio sees per episode is IL 900. We have a monthly fee for uploading the app of \$14.
- We had one-time opening recording fees.

## *Final Report*

### Approved Funds: \$5,000

- ACC IL covers only the recording studio fees, travel, and parking expenses for our volunteers.
- The cost is calculated per studio hour, including recording and editing, and we aim for a budget of approximately 700 - 1000 shekels per episode.
- We will continue recording episodes as long as our budget allows, while simultaneously securing sponsorships.
- The first three episodes of the "Talking Compliance" series received partial support from the legal services company, Lawflex. At present, our budget enables the production of approximately 20-25 episodes across all podcast series.
- Looking ahead to 2025, we aim to produce around 30-35 episodes in total.
- The grant we received covers the cost of approximately 20 episodes, while the remaining episodes will be funded through sponsorships and contributions from our chapter.
- In sum, all grant funds allocated for the podcast will be directed exclusively toward recording expenses.
- The total amount designated for this purpose is approximately 17,500 shekels.



# PROMOTIONAL MATERIALS



Transactional Insurance 101 – The Fundamentals Every M&A Lawyer and In-house Counsel Should Know

ACC on the Road Podcast



wtw | Willis

