

IT'S PERSONAL PODCAST

Whop Clipping Campaign Brief

Presented by Tykoon Clips

VIDEO WALK THROUGH :

<https://www.loom.com/share/93f3baa157bb4c7e87598970bcbef4fa>

ABOUT THE PODCAST

It's Personal is the podcast hosted by Christopher Adamson, co founder of Adamson Ahdoot, an award winning Los Angeles personal injury law firm with over 100 years of combined legal experience.

Every episode pulls back the curtain on America's legal system through raw, candid conversations with trial attorneys, advocates, and the people directly impacted by the law. From Hollywood courtroom drama to criminal justice, college sports business, addiction, human trafficking, and the corporate giants trying to limit your rights, this show goes where most legal podcasts won't.

We're looking for clippers who can take long form interviews and turn them into scroll stopping short form content. Strong hooks, bold captions, clean edits. If you can make people stop scrolling, we want you in this campaign.

ABOUT ADAMSON AHDOOT

Adamson Ahdoot is an award winning personal injury law firm based in Los Angeles with over 100 years of combined legal experience. As a full service law firm, Adamson Ahdoot handles cases from pre litigation through trial, including car accidents, premises liability, traumatic brain injuries, dog bites, and wrongful death.

Each personal injury lawyer at Adamson Ahdoot is well versed in the nuances of California law and knows how to obtain the maximum compensation clients deserve.

QUICK REFERENCE

Podcast	It's Personal
Host	Christopher Adamson, co founder of Adamson Ahdoot
Format	Long form interview podcast, video and audio
Genre	Legal, true crime, business, sports, culture, social commentary
Audience	Adults 18 to 54 interested in law, justice, sports business, and Hollywood
Campaign Type	Clipping (UGC short form repurposing of podcast episodes)

CAMPAIGN SETTINGS

Setting	Value
Total Budget	\$5,000
CPM (per 1,000 views)	\$1.50
Max Payout per Clipper	\$500
Minimum Views to Qualify	5,000
Approval	Manual review
Payout Cycle	Weekly via Whop

⚠️ RELEASE EMBARGOES (IMPORTANT)

The campaign officially kicks off August 6, 2026, but episodes drop weekly starting September 2, 2026. This is critical:

- You can start editing and submitting clips as soon as the campaign opens on August 6
- Approved clips are HELD in a launch stockpile until the corresponding episode drops
- Clips will only be approved to go live once the actual episode is publicly released
- Posting an approved clip before its embargo lifts will forfeit the payout
- Coordinate your posting with your episode's release date for maximum algorithmic impact

Release schedule:

Release Date	Episode	Clips Approved to Go Live
Sept 2, 2026	Every 8 Minutes, Someone Reports a Sexual Assault on Uber (Season 2 Premiere)	On or after Sept 2
Sept 9, 2026	It's a Lie That Food is a Choice Andrea Freeman	On or after Sept 9
Sept 30, 2026	Black Artists Were Never Fully Compensated KJ Greene	On or after Sept 30
Oct 18, 2026	If You Bought a Shirt This Week, You Might Be Connected to Human Trafficking Stephanie Richard	On or after Oct 18

Rule of thumb: if the episode isn't live yet, your clip stays in the stockpile. The day the episode drops, we approve your clip for launch and you post within a 24 hour window.

EPISODE BREAKDOWNS

Full descriptions for each of the 4 episodes in this campaign. Use these to understand the angle, identify the strongest moments, and craft hooks that match the tone.

EPISODE 1 — Every 8 Minutes, Someone Reports a Sexual Assault on Uber

Release Date: September 2, 2026 (Season 2 Premiere)

Subtitle: *What to Know About Uber's Mass Action Lawsuit*

Every eight minutes, someone reports a sexual assault on Uber in the United States. In the Season 2 premiere, Chris and Lauren break down the massive multi district litigation building against Uber, over 2,700 plaintiffs, a company that internally logged more than 400,000 reports of sexual assault or misconduct between 2017 and 2022 while publicly disclosing only 12,000, and a driver with two prior misconduct complaints who was still on the app when he attacked a passenger during what should have been a 22 minute ride.

But just as the legal pressure mounts, Uber pivots, filing a California ballot initiative that would cap how personal injury settlements are distributed, making it economically unviable for plaintiffs attorneys to take these cases in the first place. Chris and Lauren argue this isn't an isolated move: it's the same corporate tort reform playbook used by tobacco, auto, and pharmaceutical companies for decades, dressed up in new language and aimed at closing the courthouse doors before anyone can walk through them.

- Youtube Link: <https://www.youtube.com/watch?v=grD77jDVA1s>
 - Full Episode: <https://f.io/D9GK9Spl>
 - **Here are 10 timestamps from the video that highlight key moments, including the discussion on the "Every 8 Minutes" campaign, legal strategies, and the eventual political settlement regarding Uber:**
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- 1. (0:01:10): The introduction of the "Every 8 Minutes" campaign regarding sexual assaults on *Uber*.
 - 2. (0:04:30): Explanation of the ballot initiative proposed by *Uber* affecting personal injury settlements.
 - 3. (0:08:00): Discussion on the difference between class action lawsuits and *Multi-District Litigation (MDL)*.
 - 4. (0:13:30): Analysis of internal reporting concealment and corporate "hands-off" marketplace policies.
 - 5. (0:15:08): Deep dive into the legal distinctions between independent contractors and employees
 - 6. (0:18:18): Comparison to historical corporate negligence cases like the *Ford Pinto*.
 - 7. (0:32:40): Discussion on the corporate "tort reform" playbook and shifting public blame to attorneys.
 - 8. (0:36:45): Reflection on corporate accountability, shareholder interests, and societal values.
 - 9. (0:45:50): Update on the 2026 federal bellwether trial in *Phoenix* regarding *Uber* liability.
 - 10. (0:46:50): Conclusion on the political resolution involving *SB 623* and the withdrawal of ballot measures.

EPISODE 2 — It's a Lie That Food is a Choice

Release Date: September 9, 2026

- Youtube Link: <https://www.youtube.com/watch?v=oeho6X1Y6KQ>

Clippable moments:

- **~08:30 – 10:45 | Expiration Dates & Label Fraud** Expiration dates are arbitrary legal shields, while labels like "organic" or "dolphin-safe" are often empty marketing tricks.
- **~13:40 – 15:10 | "Food Choice is a Lie"** Systemic food policies create an **"eat this or eat nothing"** reality, busting the myth of personal dietary choice.
- **~16:00 – 19:15 | The Origins of Fry Bread** Indigenous fry bread originated as a survival hack created from government rations of infested flour and lard.
- **~24:30 – 28:15 | Food Policy & The 13th Amendment** Discriminatory rationing mirrors slaveholder tactics, making modern federal food policies unconstitutional **badges of slavery**.
- **~31:45 – 34:00 | "Big Milk" & School Mandates** Despite **90%+ lactose intolerance** in Black, Asian, and Indigenous populations, federal mandates force dairy onto minority students.
- **~34:10 – 36:30 | The Kansas Cave of Government Cheese** The government hoarded massive dairy surpluses in a Kansas subterranean cave before dumping blocks of cheese onto low-income neighborhoods.
- **~42:15 – 45:00 | Why Fast Food is Artificially Cheap** Heavy federal subsidies for corn syrup, soy oil, and wheat keep junk food cheap while keeping actual produce expensive.
- **~45:00 – 48:00 | Targeted Ads in Food Deserts** Fast food chains exploit food deserts using targeted cultural ads and EBT acceptance to capture low-income communities.
- **~51:30 – 57:30 | Sharecropping & The Prison Labor Loophole** Post-Civil War Black Codes exploited the 13th Amendment loophole to force freed Black workers back into starvation debt traps.
- **~54:40 – 56:30 | Weaponizing Black Agricultural Success** Racist watermelon tropes were constructed to discredit and financially destroy successful emancipated Black farmers.

EPISODE 3 — Life Doesn't End When You Become Seated | Adaptive Athlete Tara Shetterly on Life After Paralysis

- Youtube Link: <https://www.youtube.com/watch?v=ur4GOIH9XUo&t=114s>

Clippable moments:

1. The Accidental 6 Million View Viral Video

- Timestamp: 06:30 – 08:30
- Clip Content: Tara explains how she initially resisted her physical therapist's advice to post on YouTube because she thought no one would care. On the 1-year anniversary of her accident, she posted a nostalgic TikTok trend with pre-accident footage. It unexpectedly blew up to 6M views and gained her 5,000 followers overnight.

2. Inappropriate Questions: Disabled People vs. PTSD Veterans

- Timestamp: 10:15 – 12:45
- Clip Content: Tara compares asking a wheelchair user *"what happened to you?"* to asking a military veteran with PTSD *"what trauma caused your condition?"* She breaks down how society normalizes prying into visible disabilities and shares how she pleasantly avoids or educates strangers.

3. Hollywood's Toxic Stereotype: *Me Before You* vs. Reality

- Timestamp: 15:45 – 18:00
- Clip Content: Tara critiques movies like *Me Before You*, pointing out how media perpetuates the idea that disabled people would rather die than adapt to life in a wheelchair. She shares her realization that disabled people are far from helpless.

4. *The Good Doctor's* Controversial "Miracle Cure"

- Timestamp: 18:00 – 20:30
- Clip Content: Tara praises *The Good Doctor* for showing realistic hurdles (like Tesla charging station curb cuts for a surgeon in a wheelchair), only for ABC to "magically cure" the character two episodes later. She even reveals she wrote a formal letter begging ABC not to cure her.

5. The 25 MPH Crash That Changed Everything at 16

- Timestamp: 21:15 – 25:00
- Clip Content: Tara retells the day of her crash: leaving a heart monitor appointment with her dad, missing a red light in a 25mph historic zone, getting hit on the passenger side, and the truck flipping over. She notes how her seatbelt wasn't on yet because she was on her phone getting ready to put it on.

6. Waking Up Alone in a Flipped Truck & Torn Aorta

- Timestamp: 25:00 – 27:30
- Clip Content: Tara shares waking up immediately after impact with zero lapse in consciousness, realizing it wasn't a dream, and surviving a thoracic aortic transection (torn aorta near the heart) right outside a Level 1 Trauma Hospital.

7. The \$500,000 Insurance Nightmare

- Timestamp: 28:00 – 31:30
- Clip Content: Recounts her hospital stay during October 2020 (COVID restrictions). Insurance tried to exploit a third-party fault loophole to refuse payment for her \$500,000+ care and denied her specialized neuro-rehab, forcing her into an elderly general rehab ward.

8. The \$20,000 Hand Cycle & Extreme Costs of Adaptive Sports

- Timestamp: 33:00 – 36:00
- Clip Content: Breaks down the extreme costs of Durable Medical Equipment (DME)—wheelchairs starting at \$5,000 and her custom hand-cycling sports bike costing \$20,000. Explains why GoFundMe and non-profit grants are essential since insurance considers sports gear "leisure."

9. Hospital Mistreatment & Learning Self-Advocacy

- Timestamp: 37:00 – 40:30
- Clip Content: A vulnerable story about being 16 in the ICU during COVID with no family present. Her IV disconnected and pain medication pooled in the bed all day while a nurse belittled her for crying. That moment forced her to take full control of her own medical advocacy before turning 18.

10. "Getting Paralyzed Wasn't Even the Worst Day of My Life"

- Timestamp: 44:00 – 47:30
- Clip Content: Tara shares her mindset shift: separating the healing of a car accident from a spinal cord injury. She reveals that getting paralyzed was actually only the *second* worst day of her life, which helped her move forward without bitterness or resentment toward her wheelchair.

EPISODE 4 — "Kings Can Never Represent the People" | Pulitzer-Prize Winner Ed Larson

- Youtube Link: https://www.youtube.com/watch?v=NRKRq_Co3ao

1. The Real Story Behind the Pulitzer Prize (01:15 – 02:45)

Theme / Hook: What winning a Pulitzer Prize is actually like vs. the Oscars.

Why it works for social: A lighthearted, humorous behind-the-scenes look at academic fame that opens the interview with great rapport.

2. The Biggest Historical Flaw in Hamilton (05:10 – 07:30)

Theme / Hook: Alexander Hamilton was not an abolitionist.

Why it works for social: A provocative pop-culture reality check that challenges popular musical theater lore with hard historical facts.

3. Humanizing the Founders vs. Worshiping "Marble Statues" (09:40 – 11:15)

Theme / Hook: Why Lin-Manuel Miranda and historians must find the humanity in historical figures.

Why it works for social: A deep, insightful clip on historical storytelling and why placing leaders on flawless pedestals destroys our ability to learn from them.

4. The Constitution is Not the Ten Commandments (11:20 – 13:10)

Theme / Hook: The Constitution was a flawed human experiment, not divine scripture.

Why it works for social: A bold legal and civic take that directly addresses modern debates over constitutional interpretation.

5. "A Republic, Madam, If You Can Keep It" & Jefferson's 20-Year Revolution (13:15 – 14:45)

Theme / Hook: How the Founders expected the US government to continuously evolve.

Why it works for social: Features two of the most iconic historical quotes in American history explained in context.

6. How Political Parties Broke the Founders' Vision (15:00 – 17:15)

Theme / Hook: The Founders never anticipated national political parties.

Why it works for social: Explains modern political gridlock through the lens of constitutional design flaws.

7. The Slavery Compromise & The Electoral College Origin (19:30 – 22:15)

Theme / Hook: The true, dark reason the Electoral College was created.

Why it works for social: An eye-opening historical breakdown explaining how Southern states preserved power without letting enslaved people vote.

8. George Washington's Obsession with Cato & Roman Virtue (24:15 – 26:30)

Theme / Hook: Why George Washington had a play performed for starving troops at Valley Forge.

Why it works for social: An incredible story about Washington's self-image, modeled after Cincinnatus and Roman republican virtue.

9. Why "Kings Can Never Represent the People" (28:00 – 30:20)

Theme / Hook: The core thesis of 1776 and Lockean philosophy.

Why it works for social: Strong, passionate soundbite ideal for short-form video hooks .

10. The 3 Trigger Events That Turned Colonists Against King George (31:00 – 34:15)

Theme / Hook: How American colonists went from loyal British subjects to total revolutionaries in 60 days (January–February 1776).

Why it works for social: A fast-paced historical breakdown explaining the psychological shift of 1776.

EPISODE 4 — Black Artists Were Never Fully Compensated

Release Date: September 30, 2026

Subtitle: *Copyright Expert KJ Greene on Reparations in the Music Industry*

Professor Kevin J. Green, Yale Law grad, Marine Corps veteran, and the first legal scholar to systematically examine how intellectual property law has failed Black artists, joins the show to answer a question the music industry doesn't want answered: why do the people who created American music so rarely own it? From his days delivering Chuck D's settlement check to his current work as an expert witness in active copyright cases, he traces how the music industry's roots in institutional racism shaped a legal system that was neutral on its face but devastating in practice.

He breaks down his "seven deadly sins" of copyright law, from fixation requirements that punished oral cultures, to registration barriers, to the labyrinthine termination process that lets artists theoretically reclaim their work but makes it nearly impossible in practice, and explains why George Clinton should be a billionaire and isn't. He also makes the case for reparations in the music industry specifically, arguing the old Black music catalog is still being monetized today, the artists who created it were never

fairly paid the first time, and an apology plus economic accountability would actually make the industry more money. He closes with his characteristic refusal to despair: things can be fixed if we have the will to do them.

EPISODE 5 — If You Bought a Shirt This Week, You Might Be Connected to Human Trafficking

Release Date: October 18, 2026

Subtitle: *Human Trafficking Expert Stephanie Richard on America's Hidden Supply Chain*

From the coffee you drank this morning to the phone in your pocket and the cotton in your clothes, the global economy is inextricably linked to forced labor. But human trafficking isn't just an "overseas problem", it is happening in our own backyards, in our Christmas tree farms, our domestic labor, and our local service industries.

In this episode, we sit down with Stephanie Richard, a leading human rights attorney and restorative justice advocate, to dismantle the myths surrounding human trafficking. Stephanie shares her journey from a high stakes corporate law firm to the front lines of survivor advocacy, challenging the traditional "carceral" approach to justice. We discuss why the criminal system often fails the very people it's meant to protect and how "Made in the USA" doesn't always mean made without exploitation. This is a deep dive into the "Comply Chain," the ethics of consumerism, and the shift toward a justice system that prioritizes survivor healing over just filling prison cells.

PLATFORMS

DO	DON'T
Post to TikTok, Instagram Reels, and YouTube Shorts	No memes or comedy mockery
Use vertical 9:16 format	No AI voiceovers or deepfake audio
Add bold on screen captions	No CapCut or TikTok watermarks
Open with a strong 3 second hook	No political or partisan framing
Mention It's Personal Podcast	No misleading clickbait hooks
Keep clips between 30 and 90 seconds	No reposts of clips already approved
Use clean, original edits	No raw auto generated subtitles
	No third party logos
	No post should be taken down before 30 days

CLIPPER REQUIREMENTS

Account Standards

- Minimum 3,000 followers on the posting account
- Account must be at least 60 days old
- Real, organic following only. No bot or purchased followers
- Account in good standing. No recent copyright strikes or community guideline violations

- Niche relevance preferred (legal, true crime, business, sports, Hollywood, motivation, news commentary)

Video Standards

- Length: 30 to 90 seconds (sweet spot is 45 to 60 seconds)
- Post must stay up for 30 days
- Format: 9:16 vertical only
- Resolution: 1080p minimum
- On screen captions required, manually styled
- B roll video/photos allowed and highly encouraged
- Zooms and zoom outs allowed
- Slight effects allowed
- Text on screen allowed, ONLY related to the podcast
- Strong hook within the first 3 seconds
- Clean audio with no music drowning out dialogue
- Music allowed
- Original edit only. No reposts of clips already submitted
- 0.30% Engagement rate is required (1000 views = minimum 3 likes)
- High-quality posts only — no blurry or low-effort content
- English content only
- Post must stay live for 30 days minimum
- Likes must be visible — hidden likes = automatic rejection
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Caption Standards

- Tag @adamsonahdoot in the caption
- Mention It's Personal Podcast in caption or on screen text
- Include 3 to 5 relevant hashtags
- No spam tagging unrelated accounts

POSTING RULES

- Name submission based on the episode being edited
- Maximum 3 submissions per clipper per day
- Each clip must be unique. The same clip across multiple accounts will be rejected
- Clip must remain live for at least 30 days after posting
- Deleting an approved clip forfeits the payout
- Submissions must come from the account where the clip is posted
- Please allow 24 to 72 hours for approval
- Please take note of all episode embargoes (live dates)

BONUS OPPORTUNITY

Clippers consistently delivering 100,000+ views per clip will be invited to a private retainer pool for future Adamson Ahdoot campaigns. Show out on this first run and you get long term work.

LINKS AND TAGS

Podcast Handle: @itspersonalpodcasts

Secondary Handle: @adamsonahdoot

Suggested Hashtags: #itspersonalpodcast #adamsonahdoot #lawtok #legaltips #personalinjury #truecrime #podcastclips

IMPORTANT: Your account must be at least 60 days old, have 3,000+ followers, and show authentic/organic engagement. Accounts flagged for high bot activity may be rejected even if the submitted video meets all content requirements.

Questions? Reach out to the campaign manager inside Whop.