

# Questions to Ask Before Launching Your Podcast

ALUMNI  
FM



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Great news, your team is thinking about starting a podcast! Everyone is excited with a rush of ideas for guests and stories that would sound phenomenal. You're ready to get started, but you're also cautious about making sure your podcast is sustainable and becomes a staple for sharing community stories. Before you launch, answering these essential questions below will make the difference between having a few listeners vs. having engaged fans that will talk about your podcast.

**Take time to ask yourself and your team these questions:**



### Team Setup and Roles

- Who will be host/s and what is the show's tone?
- How will podcast planning affect our current workflow?
- What roles do we need to involve and do we have the right skill set?
- Do we need to engage teams from other offices?
- Who will be the key decision makers?



### Audience and Content

- What is the goal of this podcast?
- How do we define success for this podcast (something that is measurable and time-bound)? What about our institution makes us unique to speak on this topic? What is the perspective we add?
- How can we represent our community through our guests?
- Do the topics and themes align with our culture and our communications strategy?
- How will we promote our podcast?



### Equipment and Resources

- Do we have the equipment/software to record a high-quality podcast?
- Will our podcast interviews be in-person or remote?
- Do we have enough bandwidth to cover all production stages from planning to post-production to marketing and distribution?
- What level of production intensity are we aiming for (e.g. host-interview vs. narrative)?
- What is our budget for the podcast?

Many podcasts stop before publishing four episodes because teams do not spend enough time intentionally thinking about their podcast goals, setting expectations for production, and defining their success criteria. Going through each of these questions one by one will help you build a lasting podcast that your audience will love.

If you need some help thinking through these questions we'd love to brainstorm with you and share some of our experience!