

**Please answer some questions about your Podcast. Please submit with your podcast.**

What is your idea?

What do you want to accomplish?

What makes this distinctive from other similar podcasts?

**Here are some questions about your target audience.**

Who would want or need this podcast?

What unique value or perspective can your podcast add to listeners' lives?

Are you trying to reach an existing audience or a new one?

After listening, what will they talk about? Who will they share the episode with? Why?

**What is the Format of the Podcast?**

**The Solo Show:** Also known as the monologue. You don't on anyone else to record your episodes, and you're building a reputation as the authority on your subject. The podcast is also exclusively yours, so you can make calls on sponsorship and monetization.

**The Co-Hosted Show:** Presenting alongside a friend or colleague. Challenges: Not only do you need to set aside time to record, but that time must also be suitable for your co-host. There's also the question of ownership.

**The Interview Show:** Doing an interview show gives you the opportunity to have a chat with someone you admire. Bonus: Your guests will have their own audiences who may listen to the interview. You can grow an audience this way. Interviewing is a skill that you will may need to develop to gain potential guests. You also need to rely on technology (like Skype).

**The Roundtable:** One regular host and a number of guests, talking through one specific topic.

**The Documentary:** A narrator walks you through a range of interviews, conversations and on-location clips to discuss topics.

**The DocuDrama:** A mix between drama and documentary which offers learning and info, but in an entertaining way.

Other formats? Reading of classical literature? Doing original plays? Showcasing original royalty-free music and their musicians? Other cultural projects?

**If you need help with these questions, complete the NPR Blueprint for assistance.**