

Mayah Morrison, Victoria Hunter, Anna Culver

Guest: Jackson Bell, **Podcast Host of Talking Movies with My Mom**

### **Introduction Questions:**

#### **Vic:**

- Can you introduce yourself and tell us a little about your work in the podcasting space?
- How did you get started in podcasting, and what has your journey been like so far?
- What do you love most about using podcasting as a communication tool?

### **Podcast Strategy & Content Development:**

- What key factors do you consider when developing a podcast strategy or concept?
- Can you walk us through your favorite podcast episode or series you've worked on and what made it so special?
- What makes a good podcast in your opinion?

### **Engagement & Storytelling:**

- What are the best ways to connect with and engage an audience through podcasting?
- How do you craft compelling narratives or conversations that keep listeners coming back?
- In your experience, what makes a guest interview truly memorable?

### **Crisis Communication and Reputation Management: (maybe)**

- How can podcasting be used as a tool for crisis communication and reputation management?
- Can you share an example of a time when a podcast was used to navigate a tough or sensitive topic?

- How do you balance being transparent while also managing the public perception of a brand or individual through podcasting?
- What's the best approach to building strong relationships with podcast guests and industry professionals?
- How do you pitch a podcast or an episode to potential guests, sponsors, or media outlets?
- In your experience, what makes a podcast stand out in a crowded media landscape?

### **Social Media and Digital Promotion:**

- What role does social media play in growing and promoting a podcast today and how do you decide which platforms are the best for podcast promotion and audience interaction?
- What advice do you have for handling negative feedback or controversy surrounding a podcast episode?

### **Closing Questions:**

- What advice would you give to someone just starting out in podcasting?
- How do you see the future of podcasting evolving with technology and media trends?

### **Conclusion:**

- Thank you for your insights today! Where can our listeners find more information or resources on the topics we've discussed today?
- Thank you for taking the time to join us on the podcast today!

