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Podcast

for the future



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Video Guide: how to build a Podcast

Stage 1

Planning the podcast: determining the theme and total number of episodes, creating the visual identity

- Setting up a group work dynamic with the students: research activity on news, films, associations, and people related to the chosen themes
- Why is it important to make a Podcast on the chosen topics?
- Creation of the podcast persona: who are we communicating with? Aesthetic and content approach: interviews, debates, coverage of an event?
- **Creation of a Podcast guide/script**
- Definition of the number of episodes for each theme
- Analysis of the resources needed:
 - Technical staff
 - Locations
 - Persons to be interviewed: people from the local community, students, teachers.
- Creation of the visual identity (logo...)

Stage 2

Recording

- The process involves verifying and gathering all the necessary resources (technical and human) to be used in the production of the Podcast episodes
- **Recording the episodes:**
 - Remember to go to a quiet place and set up the scenario
 - Record in WAV format

Stage 3

Editing and post-production

- Episode Editing and Post-production

Audio editing and post-production software - Audacity:

The audio editing software will allow to cut out unwanted parts, remove errors, adjust volumes, add background music, or sound effects, and ensure that the audio is clean and clear.

- Produce an introduction and closing to the podcast, which usually include a brief theme song, program introduction and contact information
- Applying audio processing such as equalization, compression and noise reduction to improve the overall sound quality
- Adjusting the volume levels of the different elements of the Podcast, such as the presenter's voice, soundtrack, and sound effects, so that everything is balanced and audible
- Listening to the edited episodes to ensure there are no errors, technical issues or unwanted parts left over
- Finishing editing: exporting the final audio file in a format suitable for distribution, such as MP3 or WAV. Adjusting the quality settings to ensure a good bit rate for the desired file size and publishing platform

Stage 4

Publishing and its digital platforms

- Publishing of the completed episodes to podcast platforms such as SoundCloud, Apple Podcasts, Spotify, Google Podcasts, and many others. Each platform has its requirements for submission

Stage 5

Dissemination

- Sharing the episodes on social media, email lists, or any other platform or community where the podcast is present to reach more listeners and increase reach