



Media Literacy

04th- 06th May 2022 - Barcelinhos, Barcelos, Portugal

PODCAST

WHAT IS A PODCAST AND WHAT IS IT FOR?

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POD (Personal On Demand)
CAST, broadcast, the digital audio file made available on the Internet, usually in series, in which new episodes can be received by subscribers automatically.

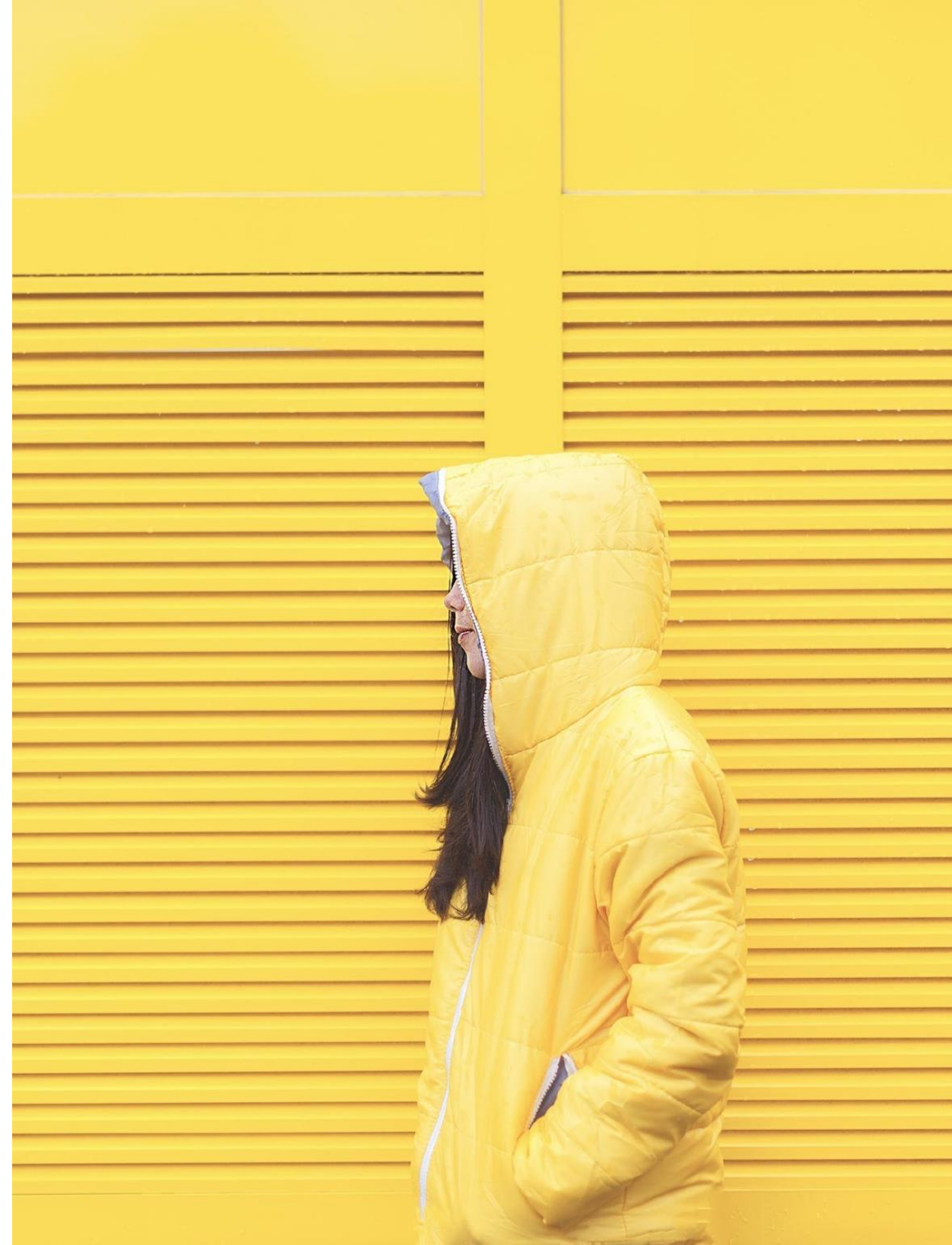
A Podcast is a series of episodes of spoken digital audio files that a user can download to a personal device for easier listening.



PLATAFORMS

There are several platforms that allow us to 'upload' and host our podcast, the main ones being: SoundCloud, Spreaker, Google Podcast...

There are free and paid sites depending on the services they offer us. We must keep in mind that Spotify or iTunes work as streaming platforms, on them we can share our podcast, but not physically host it.



How to create a podcast...

Step by step

1 Pre-production

It starts with an idea and the search for topics to be discussed in the podcast. Next, the script must be written. Search for songs, melodies and sound effects to brighten up your podcast.

2. Production

Finalize the script and record all the elements that will be included in the final recording.

3. Recording/editing

Makes the final editing of all the content of the podcast.

Once this process is finished, do a final check to make sure your podcast matches the script.

4. Publication and dissemination

In this last step, the audio is published on a platform for download and reproduction. Share the podcast via social/web networks.



PRE-PRODUCTION

Choose the concept for your Podcast

- Choose the topics to be discussed in each episode or podcast.
- Write the script in which you will include your ideas, the topics to be discussed and the organization of these topics.
- Look for the best background music, tunes and sound effects to include in the audio content.



PRE-PRODUCTION



Name

Create a memorable title for your podcast. Include the keywords so that it easily researched online.
coloque sua personalidade ou o tom de voz da sua empresa.



Format

It is extremely important to choose the appropriate format to transmit your message. Your podcast can be a monologue, a conversation, an interview, a roleplay, among other formats.



Duration

The length of your podcast depends on your content.
Focus on the quality of your podcast and be direct.

PRODUCTION

RECORDING AND EDITING SOFTWARE

Audacity - free software for recording and sound edition.

<https://www.audacityteam.org/>

Anchor

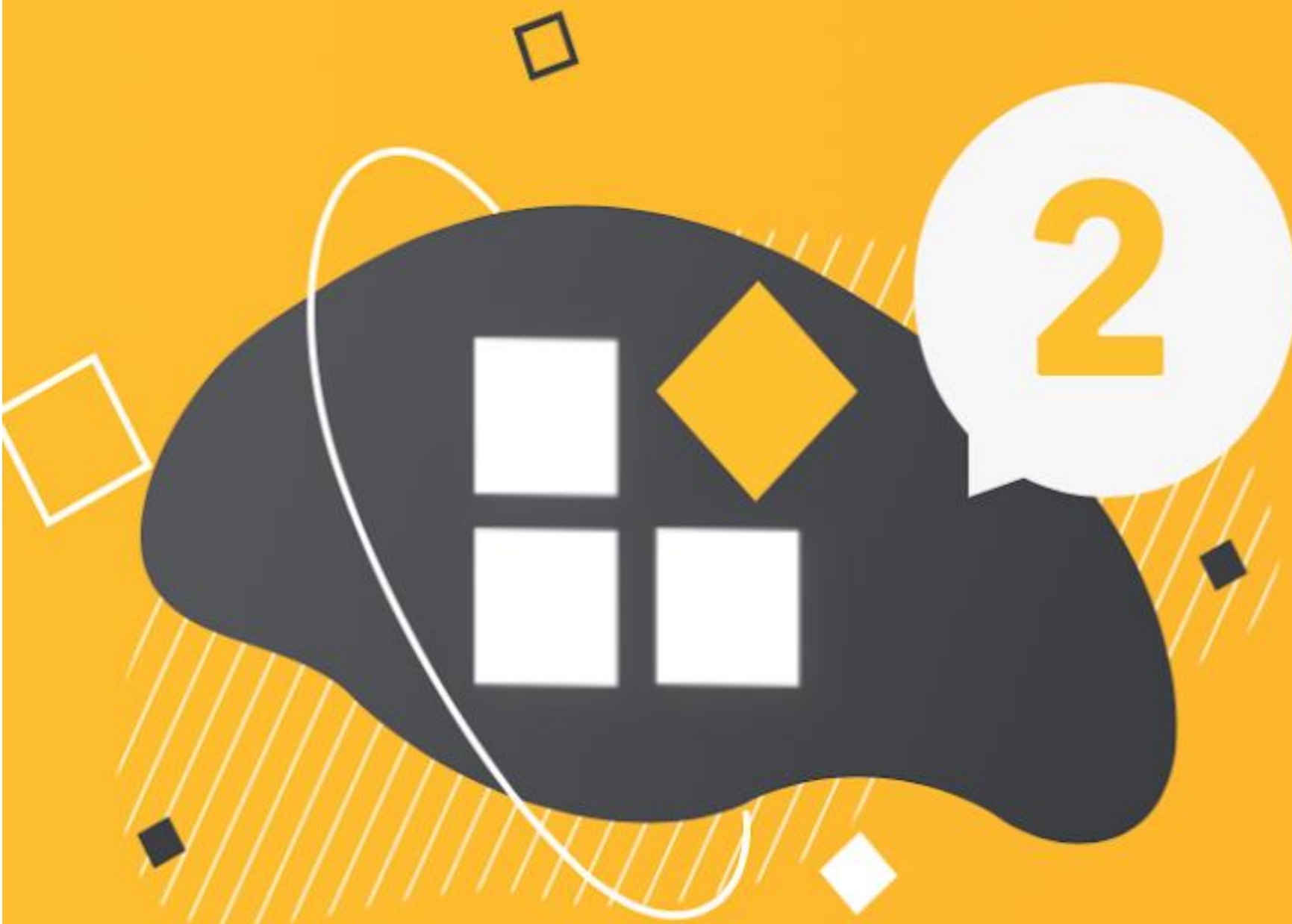
On this platform you can record, edit, publish and monitor the reach of your podcast.

<https://anchor.fm/features>

Spreaker

Like Anchor, it is a complete platform used for creating, hosting and publishing podcasts.

<https://www.spreaker.com/>



PUBLISHING

PLATAFORMAS DE PUBLICAÇÃO



10 Sites for hosting Podcasts:

<https://pt.wix.com/blog/2018/12/melhores-sites-hospedagem-podcasts/>

Soundcloud

The most popular host platform.

<https://soundcloud.com/discover>

Anchor

On this platform you can record, edit, publish and monitor the reach of your podcast.

<https://anchor.fm/features>

Spreaker

It is a complete platform for creating, managing and publishing podcasts.

<https://www.spreaker.com/>

PUBLISHING

WHAT IS A PODCAST AGREGADOR?

Podcast aggregators are applications and/or websites that store and stream audio files. They allow the user to access, listen and download the podcast, whether on a computer or smartphone.

Most of these aggregators require the use of another website or application capable of hosting the podcast in the first place. Without hosting your audio on its own platform, it is not possible to share it on the podcast aggregator and also on social networks.

Hosting applications/sites, such as Soundcloud, Spreaker, Libsyn, Buzzsprout, Anchor, among others, host the audio, and from there, you can access the channel's RSS Feed to share it on the aggregator. The audio hosting is done by uploading the file, which must already be on the computer or smartphone.

