
RAISE YOUR VOICE!

The future is Audio

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As passionate translators and communicators, we may spend every single day in relentless research to keep on learning and improving our languages. A super useful way to boost your language learning and an excellent way to improve your vocabulary and your knowledge on specific topics is through listening to podcasts.

What is a podcast? What is the meaning of this new social media tool?

A radio program distributed exclusively over the Internet and listened to on people's iPods is an example of a podcast. (iPOD broadCAST) An audio broadcast for playback on the computer or mobile device.

There is no one Spanish dictionary explaining its meaning in full. This is an Anglicism derived from podcasting as a radio program in digital format and downloadable from the Internet. You can play it on a computer, mobile, or Tablet. There are no set times or restrictions. You can press stop, pause and write a word, phrase or idea that you learned, or continue listening to the show later, another day or when you have the time.

In general, a podcast have basically **five (5) elements that make it a good podcast:**

1. **Focus** on a central idea. You have to choose the mission and vision of your channel.
2. Play to an audience. **A niche.** You have to concentrate on this target audience. This is not for everyone, it is for a specific audience, a particular group of like-minded people. If it is for everybody, it is for nobody.

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3. **Regular schedules.** Ideally, you have to stick to a schedule, either weekly or monthly, biweekly, as you wish or as you deem possible to accomplish.

4. **Show structure.** How are you going to organize your episodes? An introduction always first, then a set ending, with some phrase or food for thought? I enjoyed more the podcasts that have something to do with legacy, that you learn and can apply a new idea or product to improve your daily life.

5. **Authenticity.** You are unique. There is only one person who will deliver a message and talk about a topic in your own way. SHOW it to the world. Do not think all is done. Do not try to imitate others. Do not copy what others are doing. BE YOURSELF. Being authentic is the only way to thrive and be known in your community.

Podcasts are everywhere. However, they are not as abundant as Instagram, Twitter or other social media channels. There are many topics to choose from to prepare your own show. In recent years the quality has risen dramatically, as the podcasting space has grown up, in particular during the Pandemic. However, many people still can't quite figure out how to listen to podcasts. So, today I will briefly introduce the topic and the ways to listen to it.

Comedy, education, and news were the most popular podcast genres.

So, what Exactly Is a Podcast?

A podcast is, according to the dictionary, "a digital audio file made available on the internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically."

While podcasts can be produced as videos, this type of content tends to fall within the realm of what's offered on YouTube and other video streaming services. So, today our focus is almost exclusively on audio-based podcasts.

A podcast is an audio-based program that's made available to its audience on an ongoing and consistent basis via individual episodes. **A podcast typically focuses on a specific subject matter and caters to a clearly defined (niche) audience.** A podcast typically consists of separate episodes of approximate the same duration."

Podcast content is typically "**packaged**" in a way that's easy to consume. Most podcast episodes are published on a set schedule, which might be daily, two or three times per week, weekly, or monthly. Each podcast episode then tends to be between five and 30 minutes in length (although some are longer), so a listener doesn't need to make a huge time commitment to enjoy their favorite content.

You may wonder, **what is the difference between Podcasts and Audiobooks?**

While a podcast and an audiobook both offer audio content that can be experienced almost anywhere using the same type of digital equipment, an audiobook tends to offer long-form programming that could take 5, 10, 20 or more

hours to fully listen to, because you have the whole book. While an individual podcast episode can typically be consumed (listened to) in 30 minutes or less.

24/7 On-Demand Access

Another extremely appealing aspect of podcasts is that they are **available 24/7** on an on-demand basis. Once a new episode of a podcast is published online, it can be experienced when and where the listener wants to enjoy it.

When a listener knows they'll have continuous internet access, any podcast episode can be streamed from the internet to their device (such as their smartphone, smart speaker, or computer) and listened to on-demand. In this case, the digital file that comprises each podcast episode is not stored on the device or equipment being used to hear it.

However, if someone is preparing for a long flight or trip, when a continuous internet connection may not be available, you have to download the episodes on your mobile device or tablet and then listen to it while there is no connection down the road. I used to plan in advance long trips by car to the south of our country with many shows already downloaded.

There are so many good ones! I love the ones by **Brene Brown**, Oprah Winfrey, and Feel Better live more by **Dr. Rangan Chatterjee**, Work Life by **Adam Grant**, Ted Talks Daily, Smart Habits for Translators, among many others.

According to Statista (www.statista.com/topics/3170/podcasting), by 2022 the podcast audience within the United States alone will grow to 132 million.

Back in 2006, only 22 percent of the adult population in the United States was aware of podcasting.

By 2021, this figure had risen to 78 percent. **Podcasting is an increasingly popular pastime in the U.S. and there were an estimated 120 million podcast listeners in the country in 2021.** Forecasts suggest that the number of podcast listeners will surpass 160 million in 2023 after increases of around 20 million each year.

Podcast awareness is on the rise. **There are diverse topics.** You just have to write in the search icon the topic you would like to know more about, for example: English, history, translation, language, comedy, crime, wellness, self-help, whatever you are interested in.

There are different basic formats to use. There are mainly three very usual and successful **typologies that we can use to map podcasts: 1. Conversations, 2. Narratives, 3. Fictions.**

Your field of interest is key to following different authors and shows. You have to choose the one that is best for your interests: **The One-to-one interview; Solo Commentary; Panel; Nonfiction narrative story-telling; Fictional story-telling; Hybrid; Repurposed Content.**

I loved the ones that are panels or interviews as you can always learn more from more people deeply ingrained in the topic. Some have **a mix of these options**.

In October 2020, it was found that the most popular podcast genre in the United States was comedy, with 22 percent of respondents to a survey stating that they were very interested in podcasts designed to make them laugh. News podcasts and those based on true crime were also popular choices, as well as sport and health.

Stats About Podcasts

According to Apple, as of late 2019, there were more than 750,000 active podcasts available via the internet and more than 20 million individual podcast episodes. This included content published in more than 100 languages. PodcastHosting.org reports that as of February 2021, there are over 1,750,000 podcasts in existence and upwards of 43 million podcast episodes.

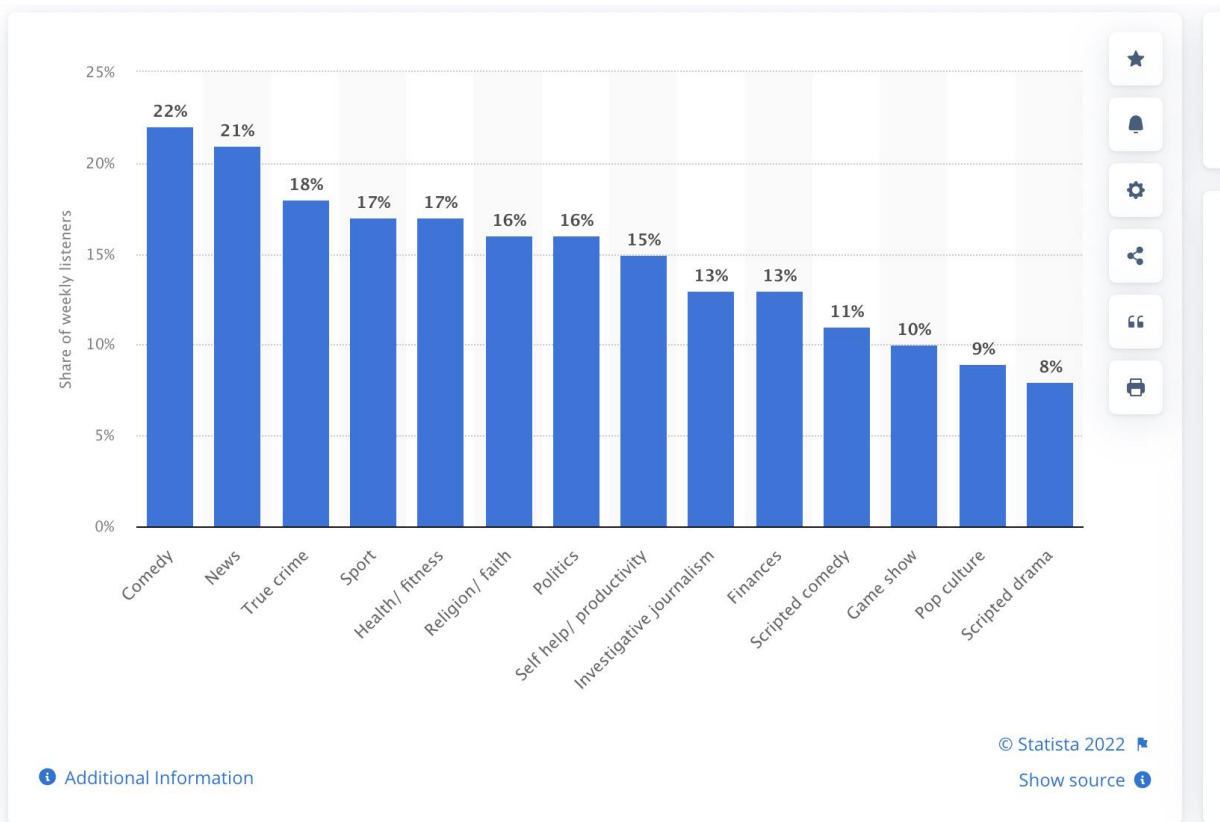
Spotify, which is primarily a music streaming service that also offers podcasts, reports that more than 53 percent of its users between the ages of 12 and 24 have become regular podcast listeners.

As of early 2020, Spotify boasted having more than 232 million active users (including 109 million paid subscribers). **Approximately 72 percent of Spotify's users are millennials.**

PodcastHosting.org reported that as of February 2021, 75 percent of the U.S. population is familiar with the term "podcasting," and upwards of 50 percent of all U.S. homes are podcast fans, with **more than 155 million people actively listening to podcasts on a regular basis.**

In recent years, podcasts have gone mainstream. In other words, they are no longer something that just caters to technology-oriented geeks with expensive and specialized equipment. **Podcasts are currently accessible to more people than ever before.**

Research shows that as of early 2020, more than 70 percent of the U.S. population is already familiar with the concept of podcasting, and at least half of all Americans have listened to a podcast. In fact, 22 percent of the U.S. population listens to podcasts on a weekly basis—and that number is growing rapidly. Thus, **there is probably an audience out there waiting to hear your podcast!**



Fact

Currently more than **54 percent of podcast listeners access and enjoy podcast broadcasts via their internet-connected smartphones**. This is mainly because Apple (for the iPhone and iPad) and Google (for Android-based mobile devices) have made it very easy to find, access, and download (or stream) podcasts using a specialized mobile app that now comes preinstalled on most mobile devices.

Numerous third-party apps also allow smartphone users to access and enjoy their favorite podcasts for free.

Do you have something to say? Do you have an intended audience in mind that you'd like to share that something with?

Well, the internet provides you—and virtually everyone else—with a public and potentially vast global forum that allows you to create and distribute your original content in a variety of easily accessible formats.

Back in February 2005, YouTube launched and quickly became the world's largest collection of free, on-demand video content. Now accessible from smartphones, tablets, internet-connected computers, and smart television sets, YouTube allows virtually anyone to create and publish video-based content and potentially attract an audience that could grow larger than the viewership of a typical network television show.

Before starting, **please take into consideration these items:**

- Generate topic ideas. Specific issues to be treated.

- Reach out to interviewees. People who are ahead, authors, celebrities, experts.
- Research and write podcast outline/script. Questions to be asked, a guide.
- Schedule interview/recording session. Pre-record each episode, so you can edit later.
- Record sponsored content. If you have sponsors this is great to have them included there.
- Record the episode. Is this going to be only audio or audio and video? – You choose.
- Edit episode and prep for publication. This takes a lot of time and dedication.
- Write a description and show notes. Prepare the notes, blogs, media advertising of each episode.

Every day I receive an email from *PODNEWS*, you can subscribe for free, with all the events and trends in this industry.

In fact, on Saturday July 23, the 2022 British Podcast Awards powered by Audible took place in London's Kennington Park. There were winners in Comedy, Family Podcast, fiction, documentary, entertainment, crime, wellbeing, interview podcast, best live podcast, among others.



Watch Live from 3pm



The image is a promotional banner for the British Podcast Awards. It features a red background. On the left, there is a white microphone icon with the text 'BRITISH PODCAST AWARDS' and 'Powered by audible' on it. To the right of the microphone, the text 'Watch Live from 3pm' is written in white. At the bottom, there are five white boxes containing the logos of the sponsors: Audible, Acast (For The Fans), BBC Sounds, Campaign, and Podfollow.

As a translator, deeply involved in the written world throughout my whole life, I believe that audio is the **future of marketing**. And with a podcast you can build your own show, find your audience, and grow your unique brand.

Are you ready to leverage the power of sound?

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