



PRODUCTION & DISTRIBUTION

Kaleidacoustics will produce a **podcast series** centred on your research, or topic of choice. We take care of the whole process: conceptualisation, planning, recording, editing, mixing, finalising the episodes.

The production will be a **professionally sound-designed** narrative podcast, and a limited series (6-10 episodes).

The production process is divided into three phases:

- PRE-PRODUCTION
- PRODUCTION
- POST-PRODUCTION

You will be involved in Pre-production and Production, less so in Post-Production (see details below).

The whole process can take a variable amount of time, but you should reckon at least one month per episode.

The total **cost** can vary, too, depending on variables such as: need (or not) of professional actors, studio recording time, sound design, use of especially composed music, costs for copyrighted material.

A podcast series of ten 30-minute episodes can cost from 20.000 up to 70.000 €.

The final amount will include **trailer** and **distribution services** (see below).

PRODUCTION STAGES

PRE-PRODUCTION

FIRST STEPS

- assessing if podcast is the right medium for your scicomm needs
- identifying/better defining the target audience
- finding the right format (interview podcast, audio documentary, audioguide, docu-fiction...)
- defining the identity of the podcast and your role in it (host, expert, author, co-producer...)

PLANNING

- determining episode number and length
- planning the structure of the series (overarching story, subject of each episode)
- drafting the production calendar
- defining external resources and how to obtain them (ex. archival/copyrighted material)

PREPARATION

- drafting the script of each episode
- preparing the list of questions for the interviews

PRODUCTION

RECORDING

- studio voices (host/narrator)
- interviews on location/online
- additional location/field recording

EXTRA AUDIO

- retrieving/searching for additional audio material if needed

MUSIC

- composition and production of bespoke musics, if requested

POST-PRODUCTION

CONTENT EDITING

- finalising the script of each episode

AUDIO EDITING

- "building up" the audio file of each episode

SOUND DESIGN

- adding music, soundscapes, sound effects, voice treatment, etc.

FINALISATION

- mixing
- loudness optimisation

DISTRIBUTION SERVICES



Kaleidacoustics will find the most appropriate **platform** for hosting and distributing your podcast. We will take care of uploading the episodes and making them available on the **main podcast apps** (and/or the apps of your choice).

From the very beginning, we will define the best **social media strategy** to reach out to your audience and grow it, and we will help you to implement it. If you are not much of a social media person, we can do it for you.

If you want to have a dedicated **website** for the podcast, the web design will be outsourced. This cost is not included in the production&distribution package.

Likewise, if you want tailor made **cover arts and graphics**, we can have them created by professional illustrators/photographers, and they will be paid for separately.