

## PAAZA podcast/video Project



During the discussion sessions at the PAAZA 2022 conference, it was highlighted that PAAZA should evolve to keep up with the needs of zoos and aquariums and provide more benefits to its members. Another point of interest was the current negative connotation of the word 'zoo'. The consensus was to own this denomination, and as such, it is imperative to showcase all the conservation work zoos and aquariums accomplish on a daily basis.

Following these thoughts, below is a PAAZA podcast proposal. The aim of this podcast is plural :

1. Give zoos and aquarium the opportunity to showcase the conservation work they do, one species at a time,
2. Reclaim social media space from animal activists by publishing correct information and facts about conservation in zoos and aquariums,
3. Associate the word 'zoo' to conservation initiatives,
4. Provide PAAZA members with an extra opportunity for advertisement to the general public and outreach.

### Material needed by facility

- Microphone
- Camera (GoPro) / cellphone to take a few pics

### Proposal

To use this podcast as a way to showcase PAAZA facilities and offer educational opportunities to listeners. The interviewer would set up an appointment with one facility, with the curator/responsible person for a specific animal. It would be best to plan from 1h to 1h 1/2 of interview, for an end result of around 20-30min of podcast.

This podcast/video can be made available on the PAAZA app, on Youtube or on specific podcast platforms. It can also be uploaded onto a website (such as PAAZA web itself)

Other possibility : can be done via Skype (or any other visio platform) Great idea for remote areas

### How to

1 - Before the interview, make sure to understand the life history of the species, and more specifically the specimen that will be presented. For the listeners to connect with this animal, they need to know its story, how it came to captivity, why do we breed with it, etc. This is also critical to support the role of zoos and aquariums in conservation.

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- 2 - Once the animal has been chosen, the interview questions need to be prepared in advance and sent to the person interviewed. It will be easier for him/her on the recording day and will make for shorter interview times.
- 3 - Prepare a short introduction, presenting the zoo/aquarium visited and the person interviewed. The introduction can be recorded at a later stage.
- 4 - On the interview day, recording must be done in a quiet location, away from other human speech. Animal sounds can be heard in the background, as long as they are not too loud. It will enhance the experience for the listeners.
- 5 - Before starting the interview, always do a test take. Open Audacity, start a short recording and set up the microphone at the right threshold. Make sure the camera is running.
- 6 - Ask questions following the previous list, one after the other, and don't hesitate to repeat if the sound is not good. Any repeated sequence can be removed during mounting.
- 7 - Once the interview is finished, always ask the person if he/she is happy with her/his performance. Let him/her add something if needed. It is important to ensure that he/she is satisfied before leaving the facility. New takes will be difficult to include in the podcast at a later stage.
- 8 - Mounting should be kept simple. A quick jingle at the beginning, maybe a little music at the end (copyright free), and no more. Remove the blanks, remove the unanswered questions or the awkward times, and make sure the podcast/video is easy to understand. It should not be longer than 30min in total. Images can be included during the talk as information support.
- 9 - Convert the video/podcast to the format needed for the chosen uploading platform and load it with a picture of your choice. This will serve as a cover for the podcast content.
- 10 - Share the episode on social media platforms, PAAZA websites and via email (PAAZA/WAZA news).

Would you like to showcase your amazing work and reinforce the great work done by Zoos and Aquaria?  
Please contact: [sophie@zoosafrika.com](mailto:sophie@zoosafrika.com) for more information