

NOTRE CAST THE PODCAST WITHOUT A STUDIO NOTRE CAST is Colegio Notre Dame Ipanemas mobile podcast, designed to enhance school communication in a dynamic and engaging way. Without a fixed studio, we bring lights, microphones, and cameras wherever the conversation needs to happen, ensuring authenticity and a closer connection with our school community. The podcast aims to showcase the schools unique qualities and address relevant topics through interviews with coordinators, teachers, students, and families. It started with a conversation with the pedagogical coordinator and has since expanded to diverse dialogues, including a discussion with a former student who is now a parent and interviews with 1st-grade students. Our target audience includes students' families, teachers, the pedagogical team, and the broader school community. NOTRE CAST goes beyond informing it engages, giving different voices a platform to strengthen school communication. Whenever we identify a topic that needs better explanation or visibility, the podcast serves as a creative tool to address it. To maximize its reach, NOTRE CAST is distributed across multiple platforms, including YouTube, Instagram, LinkedIn, and Facebook, and is also sent via the school's mailing system, ensuring it reaches different audiences effectively. Produced and hosted by the school's Public Relations Officer, Jose Alessandro Oliveira, the podcast has already strengthened connections between the school and families, reinforced the school's identity, and provided an innovative way to highlight experiences and stories within Notre Dame Ipanema. For production, we use an iPhone 15, an iPhone 12, a Blue microphone, two Hollyland microphones, and four LED lights to ensure high-quality audio and video. Editing is done directly on a smartphone using CapCut, allowing for efficient and professional post-production.