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THE ZCASH FOUNDATION

# Zcast, el podcast de Zcash en Español

Primary Contact:	Roosevelt Gordones (gordonesroo in the Zcash community forum)
Amount requested:	\$5,000 USD (up front)
Why is an upfront payment required?	The money from this grant will be used to purchase the necessary equipment for the podcast, namely: laptops, microphones with extendable arms and camera.
Grant Description:	<p>Zcast, the Zcash podcast in Spanish, is an initiative that seeks to continue collaborating with the divulgation, education and adoption of Zcash throughout the American continent and places in the world where there are Spanish-speaking people.</p> <p>Spanish is the third most spoken language on the Internet, behind Chinese and English, so it is of vital importance, in order to continue conquering the continent's borders, that the contents about Zcash are disseminated in this language. According to data from the Cervantes Institute, there are currently 62 million native Spanish speakers in the United States (approximately 20% of the population), and 12 million bilingual Spanish speakers. In the rest of the continent there are approximately 440 million native speakers.</p> <p>With this podcast we want to be the bridge, in our Spanish language, of everything that happens in the Zcash ecosystem. Yes, it's great everything that happens with Zec Hub, in the community forum, and in the different Zcash digital media, but with this podcast we will manage to concentrate in one place news, CCP and ZF announcements, community events, tips, analysis, besides having guests, from Zcash or the crypto ecosystem, that can bring updated and constant information to the audience.</p>

	<p>The podcast will have a biweekly frequency, that is, there will be 2 episodes per month. It will have a duration of no more than 1 hour, and we want to make a first season of 6 months. After this period of time we will evaluate metrics, receptivity and comments, with a view to a 2nd season.</p> <p>We will host Zcast on YouTube and Spotify, 2 platforms of great penetration and consumption in the Spanish-speaking community, being YouTube the 2nd most visited website on the Internet, and the 2nd social network with more users in the world; and Spotify being the world's number 1 platform for podcast listening (Data from the Digital 2023 Global Overview report, by WeAreSocial).</p> <p>Zcast will be hosted by 2 moderators, who will comment on the topics covered. It will have several sections, clearly identified: ecosystem announcements, news, curiosities and phrases, and we want to have a different guest in each episode, with whom we can share first-hand their impressions about what is being done in Zcash. In case we have guests who do not speak Spanish, we will have an interpreter that will allow us to transmit live what the guest says.</p> <p>As professionals and specialists in the areas of marketing, blogging and podcasting, we are convinced that the most powerful format of the moment for the consumption and dissemination of any project or initiative with online presence is video, which is why Zcast will be in both formats: video (YouTube) and audio (Spotify).</p> <p>The main focus of Zcast is to inform and educate, in an entertaining, fresh and non-technical way about Zcash. What we want is to make accessible to everyone, experts or beginners, the Zcash technology and everything that happens in our ecosystem.</p>
<p>Team:</p>	<p>Roosevelt Gordones, host of Zcast, computer scientist by profession, 13 years of experience as a blogger and podcaster (his website, <a href="http://socialmediasincensura.com">socialmediasincensura.com</a>), is a web designer (he collaborated in the design of the Zcash en Español website) and a specialist in the area of social media marketing. Enthusiast of free software and blockchain technology, he has 2 years of experience in the crypto ecosystem, and has 1 year as a moderator and volunteer collaborator within the Zcash en Español community.</p> <p>Aura Brito, co-host of Zcast, is an accountant and fiscal and tax manager, 10 years of experience as a blogger and podcaster, she is a speaker and has specialized in community building, as well as training and advising SMEs, brands and entrepreneurs. Aura worked on the design of the Zcash en Español website, and is also</p>

	<p>an active member of the Zcash community; she writes for the blog, on Free2z and also on her own website (<a href="http://aurabrito.com">aurabrito.com</a>).</p>
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As active members of the Zcash en Español community we both know very well the dynamics of content consumption in our locality. While it is true that written content (blog type) is useful and quite accepted, the content that the community itself says it wants to consume more is the podcast.