

Participating in the podcast project of retired national team ski athletes who have transformed into self-media bloggers has enabled me to have a profound understanding and reflection on the self-media field.

During the exchanges with the guests, I learned that their motivations for transforming into self-media bloggers were diverse. The career of a ski athlete is short, and they need a new direction after retirement. The professional knowledge and competition experience accumulated by the guests in the national team inspired them to share with more skiing enthusiasts, promote skiing culture, and at the same time start a new career journey, completing the transformation from athletes to content creators and disseminators. Moreover, the self-media industry has great potential, which can continue personal influence and obtain income from commercial cooperation.

The self-media profession is multifaceted. On the one hand, it can give play to one's expertise and establish connections with the audience with a low threshold. Relying on the halo of skiing and high-quality content, the guests have gained a firm foothold in the self-media field, won fans and commercial cooperation, and expanded their self-worth. On the other hand, the fast pace and high-intensity competition in the self-media bring challenges. Uncertainty of traffic, creative pressure, and the complexity of public opinion have made many people cautious about it.

When producing the podcast, although we obtained the guests' transformation motivations and operation experiences, our analysis of the market saturation and sustainability of the self-media industry was insufficient. Topics such as the impact of emerging social platforms and maintaining long-term competitiveness were not explored deeply enough.

Personally, I think that the self-media provides opportunities for those with talent and enthusiasm to break through the limitations of traditional occupations and build personal brands. Looking back on the project, the tacit cooperation of the team is important. Communicating with the guests has taught me how to dig out stories and experiences, capture key information, and guide topics. In future podcast production or related projects, it is necessary to optimize topic selection planning, strengthen research on industry trends, and produce content with more depth, breadth, and value, so as to provide listeners with comprehensive and practical knowledge and insights and help more people have an in-depth understanding of the self-media profession.