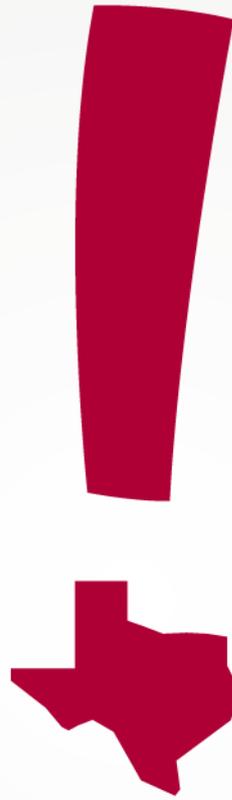


# Podcasting 101 for Museums and Historic Sites

Welcome!

Please type your name, organization, and  
where you are located in the chat box.

The webinar will begin at 10:00 a.m. C.T.



**TEXAS HISTORICAL COMMISSION**

*real places telling real stories*



# THC Museum Services

- **The Museum Services Program provides support, resources, and training to museums in Texas.**
  - *Consultations*
  - *Webinars and workshops*
  - *Resources*



# THC Museum Services

[www.thc.texas.gov/museum-services](http://www.thc.texas.gov/museum-services)

- On our webpage:
  - *Webinars*
  - *Workshops*
  - *Grants and Fundraising*
  - *Helpful Resources*
  - *Connect and Learn*



# THC Museum Services

- **Laura Casey**  
*Museum Services Program Coordinator*  
[laura.casey@thc.texas.gov](mailto:laura.casey@thc.texas.gov)  
512-463-6427
- **Emily Hermans**  
*Museum Services Program Specialist*  
[emily.hermans@thc.texas.gov](mailto:emily.hermans@thc.texas.gov)  
512-463-5921



# Upcoming Free Webinars

- **Digital Strategy on a Budget**
  - *Tuesday, May 14, 10:00 a.m.*
- **Creating a Community of Museum Colleagues**
  - *Wednesday, June 5, 2:00 p.m.*
- **Incorporating AR/VR Technology Within Your Museum**
  - *Tuesday, July 30, 11:00 a.m.*
- **Insurance Basics for Historical Collections**
  - *Thursday, August 22, 10:00 a.m.*



# Podcasting 101 for Museums & Historic Sites

Hannah Hethmon @hannah\_rfh

[info@hhethmon.com](mailto:info@hhethmon.com)

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# About Hannah

@hannah\_rfh

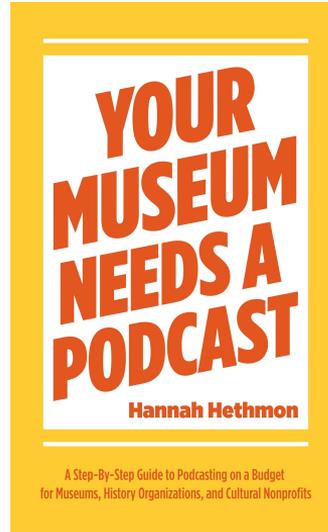
Independent Consultant specializing  
in all things podcasting for cultural  
nonprofits

Award-winning podcaster, Author

MA in Viking & Medieval Studies

Fulbright, Iceland, 2018

*Museums in Strange Places*





# A Brief History of Podcasting

1993: Carl Malamud launches *Internet Talk Radio* and distributes each weekly episode as “audio files that computer users fetched one by one.” Key features include the ability to pause and restart audio files at any time.

2003-4: RSS (Really Simple Syndication) used to deliver audio files, removing the need for listeners to manually check websites for new content.

2004: Journalist Ben Hammersly suggests the term “podcasting” for this new technology of automatic on-demand audio delivery, replacing the term “**audioblogging**”



2005: Apple adds podcasts to iTunes, launching with a directory of 3,000 podcasts (“one of the largest in the world”).

2006: *This American Life* begins sharing their weekly episodes on a free feed.

2012: Apple launches dedicated podcasting app for iPhone

2014: *Serial* propels podcasting into the mainstream and births a wave of new true crime shows.

2015: Spotify ads podcasts to its offerings.



2016: Google launches a native podcasting app for Android phones.

2018: Podcast fans can listen on Amazon Alexa (and other smart speakers) and their iWatch.

2019: Spotify buys Gimlet and Anchor and Pandora makes podcasting a priority, launching a new era of mainstream awareness and accessibility for podcasts.

2019: Listeners can choose from 600,000 podcasts and 28 million episodes.

## What is a Podcast\*:

**\*Real Definition: Serialized audio show delivered through an RSS feed and designed to be location and platform agnostic.**

**\*vs. Wikipedia definition.**

**\*P.S. A “podcast” is a show, “podcasts” refers to multiple shows, and “episodes” are individual installments of a podcast.**

---

@hannah\_rfh

# The State of Podcasting in America

THE INFINITE DIAL 2019

Estimated:  
**17 Million**  
more persons in the U.S. are  
aware of podcasting than in 2018

Estimated:  
**20 Million**  
more persons in the U.S. have ever  
listened to a podcast than in 2018

Estimated:  
**17 Million**  
more monthly podcast listeners  
in the U.S. than in 2018

Estimated:  
**14 Million**  
more weekly podcast listeners  
in the U.S. than in 2018

70% of Americans are familiar with podcasting.

Over half of all Americans have listened to a podcast.

90 million Americans listen to podcasts monthly.

62 million Americans (22%) listen weekly.



#InfiniteDial

THE INFINITE DIAL © 2019 EDISON RESEARCH AND TRITON DIGITAL



# The State of Podcasting in America

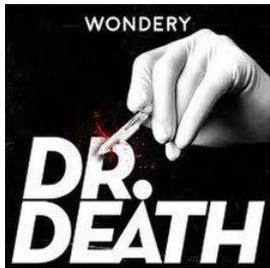
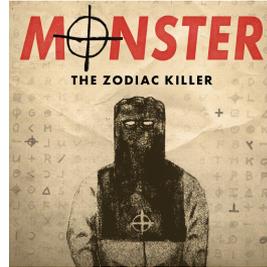
Weekly podcast listeners average about 7 shows per week.

Podcast listening is growing among all ages, but there was a 10% jump in 12-24 year olds from 2018 to 2019.

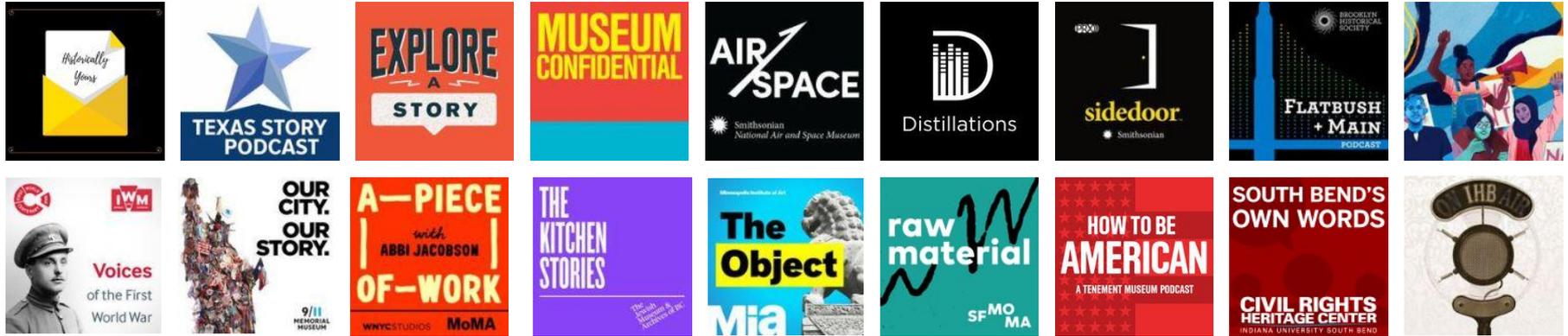
Among monthly podcast listeners, 80% finish most or all of the episodes they start.

Podcast listeners are described by research results as “loyal” and “educated.”

# What Does America Listen To?



## Which Museums & History Organizations are Podcasting?

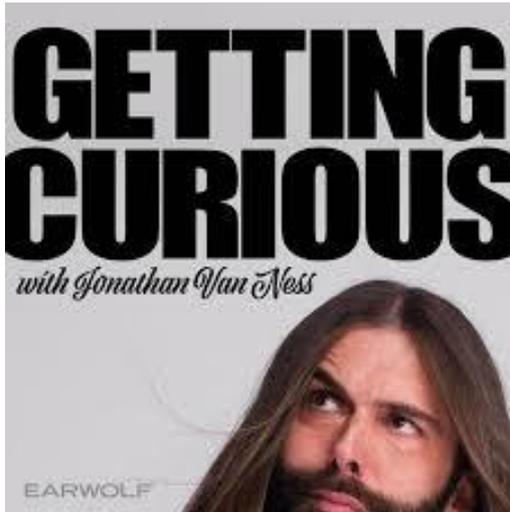




## Podcasts by Cultural Nonprofits Directory

[hhethmon.com/directory/](https://hhethmon.com/directory/)

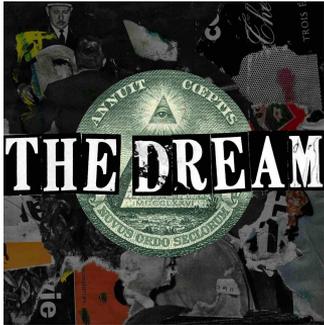
## Podcast Types: Interview & Talk Show



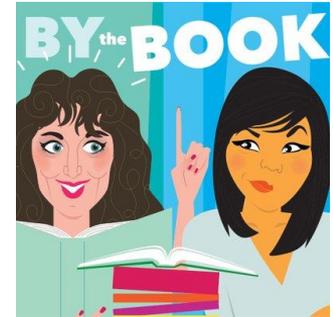
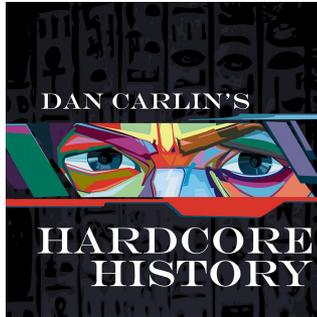
# Podcast Types: The Public Radio Model



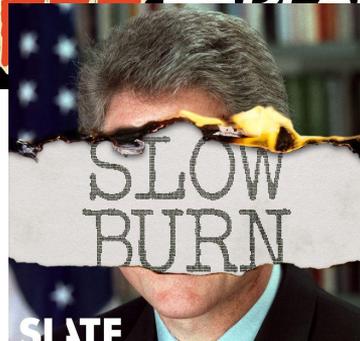
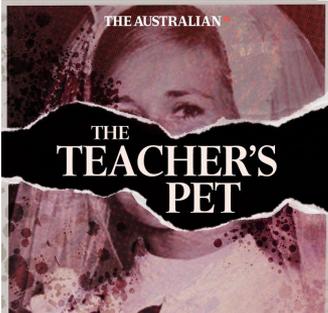
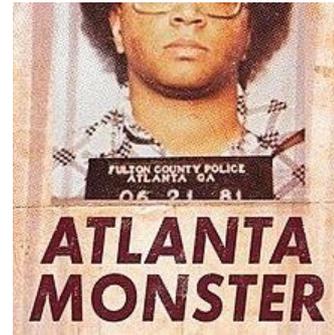
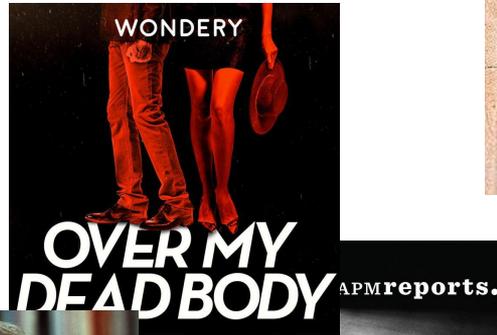
## Podcast Types: Series-Long Investigations/Deep Dives



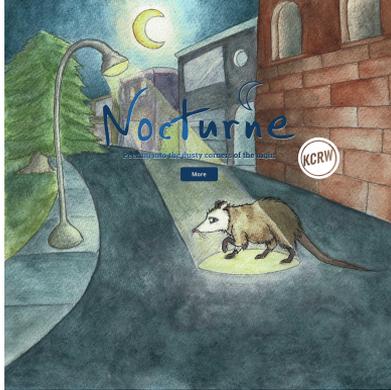
# Podcast Types: Mostly or Completely Scripted



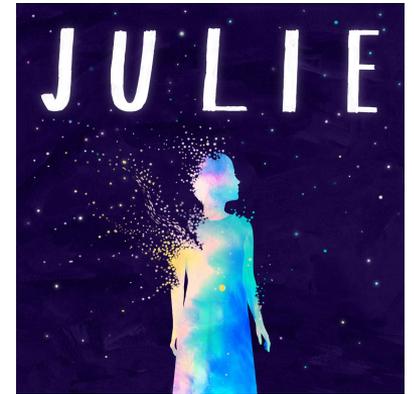
# Podcast Types: True Crime



# Podcast Types: Personal Journeys



MILLENNIAL



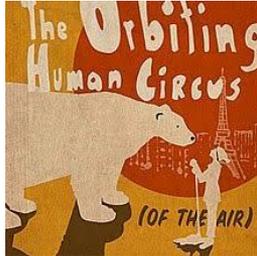
## Podcast Types: Narrative Journalism/Radio



**THIS  
AMERICAN  
LIFE**



# Podcast Types: Audio Drama



# Why Podcasting: Long Form Content Wanted



# Why Podcasting: The Intimacy of Audio

“Podcasts fill in the gaps in your days with intimacy. Of all the media available at the moment, podcasting is the most like a relationship.”

-Noelle Acheson



# Why Podcasting?

---

## For Audiences:

Accessible

Intimate

Engaging

## For Museum:

No Gatekeepers

Builds Audiences

Extends the Physical Site

# Why Podcasting: The Intimacy of Audio

“Podcasts fill in the gaps in your days with intimacy. Of all the media available at the moment, podcasting is the most like a relationship.”

-Noelle Acheson



# 1. Pick a (Good) Show Concept

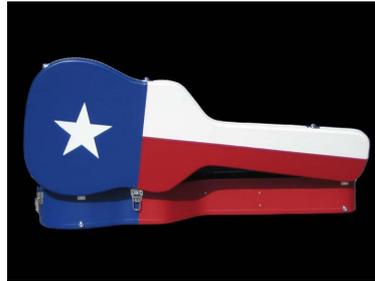


\* This example was developed by Ian Esler, host and producer of *Museum Archipelago* - @museum\_go

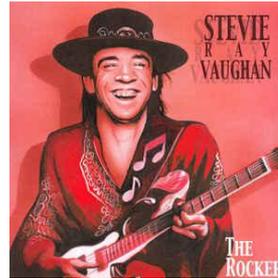
## Pick a (Good) Show Concept



Texas History



Texas music history



Stevie Ray Vaughan



One woman's personal journey to understand SRV

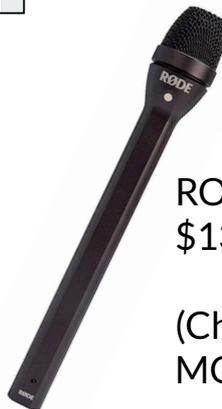
## Equipment (Be a Tech Minimalist!)



Zoom H4n Pro \$180



ATR2100  
(\$90)



RODE Reporter  
\$130

(Cheap version:  
MOVO HM-M2)



Recording  
Headphones

## Extra Equipment for a Bigger Budget



AT2020 (\$100)



Sound Shield &  
Shock Mount  
\$50-\$100



# Interview for the Story You Want

**Tell me about X.**

**Why does X matter?**

**What should people know about X?**

**Tell me the story of X.**

**What's a common misconception about X?**

**Where are we?**

**Tell me what we are looking at.**

**What's the takeaway here?**

AUPHONIC:

# An Easy Hack to Avoid Manual Sound Engineering

(It's also really cheap)

Choose File | No file chosen

Artist  Album  Track

▶ **Extended Metadata** [?] *Subtitle, Summary, Genre, Year, Publisher, License, URL, Tags, ...*

▶ **Chapter Marks** [?] *for all audio formats and exported to SoundCloud, YouTube*

▼ **Output Files** [?]

	Format *	Bitrate *	Filename Suffix	Ending	Mono	Split Chapters	
1.	WAV 16-bit PCM	optimal (stereo ~t	<input type="text"/>	wav	<input type="checkbox"/>	<input type="checkbox"/>	✕

Output Filename: original-basename.wav

**Add Output File**

Output File Basename (no extension)

▼ **Speech Recognition** [?]

▶ **Publishing / External Services** [?] *Dropbox, (S)FTP, YouTube, SoundCloud, Libsyn, Archive.org, ...*

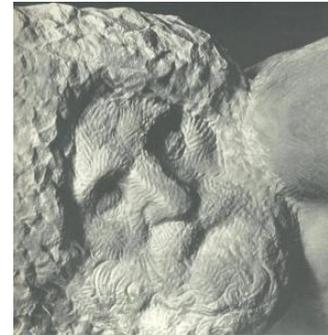
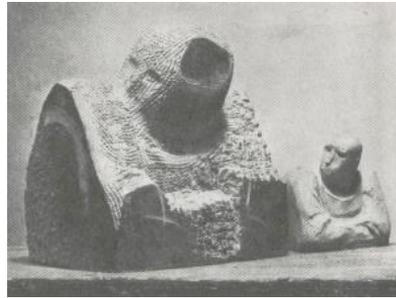
▼ **Audio Algorithms** [?] Advanced Parameters

<b>Adaptive Leveler</b> <input checked="" type="checkbox"/>	<b>Loudness Normalization</b> <input checked="" type="checkbox"/>	<b>Loudness Target</b> -16 LUFS (Podcasts and Mobile)
<b>Filtering</b> <input checked="" type="checkbox"/>	<b>Noise and Hum Reduction</b> <input checked="" type="checkbox"/>	<b>Reduction Amount</b> Auto

Save

Start Production

# Edit, Edit, Edit

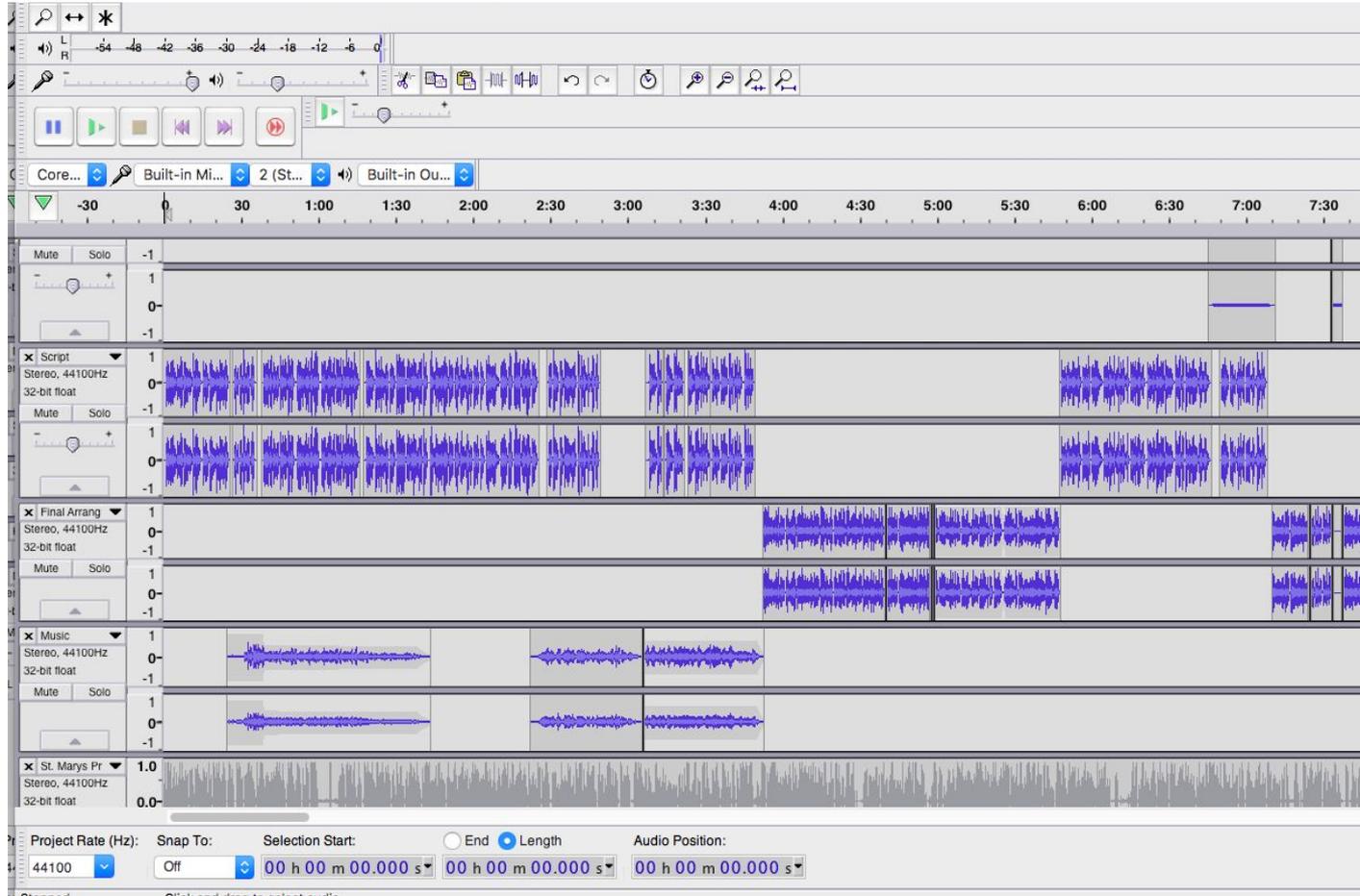


Photos by Louis  
Slobodkin via  
100swallows.wor  
dpress.com

# Audacity: Free, Open-Source Editing Software

You can also use:

- Garage Band
- Feritte (on IOS)
- Adobe Audition
- Whatever else you are used to working with!



# Raw Audio



From *Museums in Strange Places* Season 1, Episode 22: The Shark Farm

All right, so why don't you just go ahead and introduce yourself and tell me why you're here. You, personally, why you are here and what you do here?

Well, my name is Kristján Hildibrandsson = and this is here is a family museum. My father founded this museum, and yeah, now I'm here.

Okay. So, why is there a shark museum here in Bjarnarhöfn?

Well, there is no short answer. My grandfather was a shark hunter, and well, generations for 400 years back probably with gaps though, and when my grandfather stopped hunting sharks, back then he used to live in Vestaförðjur the peninsula north from here, in an area where there are a lot of sharks, but once he stopped he moved here to this farm which was much better farmland and the bay here is so shallow there are no sharks for many kilometers, but after he moved here people kept asking him if he had some shark meat so he would just buy one and one every once in a while, prepare for himself and for others, and it just kind of grew into all this. We never planned for this. It just sort of happened.

It just sort of happened.

# Edited Audio



Well, my name is Kristján Hildibrandsson, and this is here is a family museum. My father founded this museum.

My grandfather was a shark hunter, and well, generations, well 400 years back. When my grandfather stopped hunting sharks, back then he used to live in Vestaförðjur the peninsula north from here where there are a lot of sharks, but once he stopped he moved here to this farm which was much better farmland. But the bay here is so shallow, there are no sharks for many kilometers, and after he moved here people kept asking him if he had some shark meat so he would just buy one and one every once in a while, prepare for himself and for others, and it just kind of grew into all this. We never planned for this. It just sort of happened.

From *Museums in Strange Places* Season 1, Episode 22: The Shark Farm

# Write and Record a Script



[Street sounds..]

*I'm standing outside the Lloyd Street Synagogue in the Historic Jonestown neighborhood Baltimore. Here at 11 Lloyd Street is the third oldest synagogue building in the US, the first to ever be built in Maryland. Over the course of its life, it served the spiritual needs of German Jews, Lithuanian Catholics, and Orthodox Russian Jews from Eastern Europe.*

-----

The Jewish community came to Baltimore in the 1700s.

*This is Marvin Pinkert, Director of the Jewish Museum of Maryland.*

However, they didn't have a permanent home. There were many reasons for this, one of which was that the constitution of the state of Maryland...

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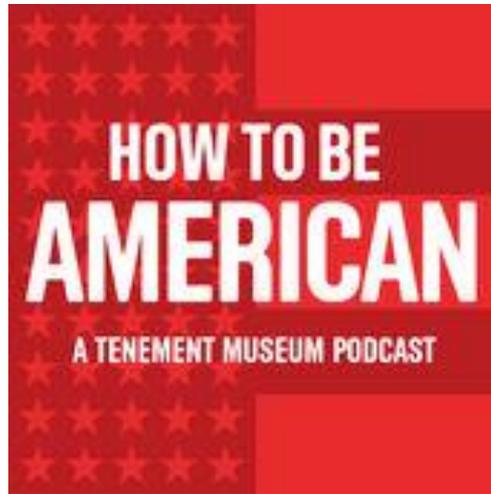
(From *Museums in Strange Places* Season 2, Episode 8....coming this week).

## Build a Compelling Brand



- ❑ Cover Art = Story
- ❑ “Now that’s something I HAVE to hear.”
- ❑ Homepage & Shownotes

## Build a Compelling Brand



- ❑ Cover Art = Story
- ❑ “Now that’s something I HAVE to hear.”
- ❑ Homepage & Shownotes



## Host It Online



Choose a hosting service designed *\*specifically\** for podcasting.

Libsyn is my favorite! Feel free to use it without doing any more research.

## Launching Your \*Amazing\* Show

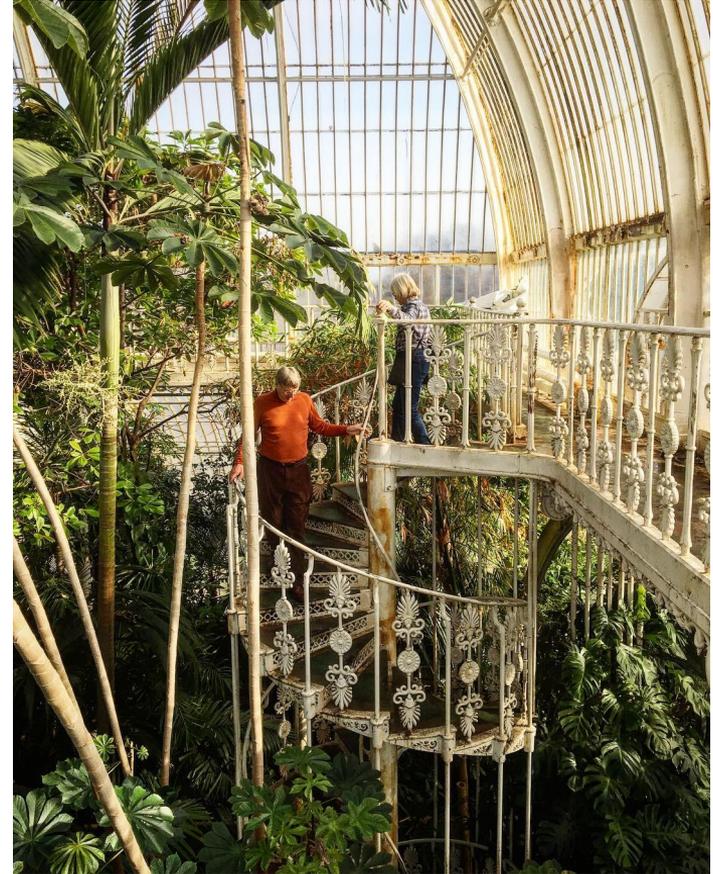


- ❑ Treat your launch like a movie premier not a blog post
- ❑ Build a launch/buzz team
- ❑ Make it an event

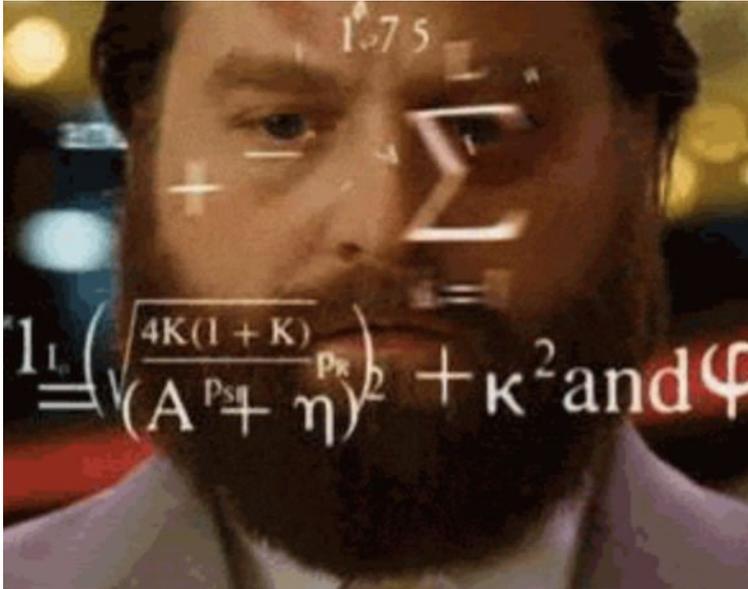
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## Find Your Audience (and Stick With Them)

- ❑ Build community Around Your Podcast
- ❑ Superfans > Casual Listeners
- ❑ Plant for one season or grow over time



## Evaluate and Grow



**Benchmark: Downloads after 30 days**

150 = top 50%

1,200 = top 20%

3,300 = top 10%

8,100 = top 5%

19,000 = top 2%

32,000 = top 1%.



# When to Hire an Editor or Producer

## Definitions:

**An editor** will typically just cut and organize the episode according to your instructions, though some may be more involved. Price rises accordingly.

**A producer** is typically more hands on, helping with story development, planning, editing, and so on. They can also produce the show from start to finish if you don't want to do anything yourself.

**Podcasting costs time or money.**

Hire an editor or producer when you have more money than time.

Hire an editor or producer to ensure your podcast has a professional sound quality.

Hire a producer when you want to tell more complicated/nuanced stories.



# How to Choose an Editor/ Producer

1. Listen to what they have already edited/produced. Do you like it?
2. Ideally, find someone who understands your organization, mission. Someone who has done the kind of shows you want yours to be.

---

# Low-Tech ≠ Low Quality

Let me tell you a story about a recent project I did....



**Above all, tell stories.**



# Questions?

**Hannah Hethmon**

@hannah\_rfh

info@hhethmon.com

hhethmon.com

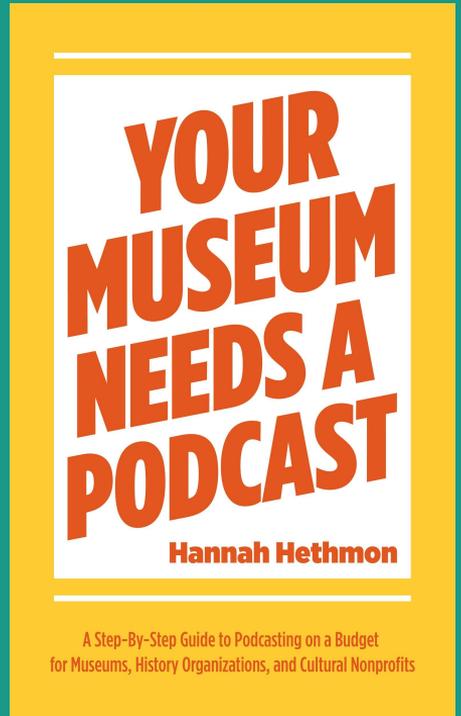
Get a free template & worksheet bundle  
+ MP3s of the audiobook:

[hhethmon.com/BookBonus](http://hhethmon.com/BookBonus)

Email me to set a time for a free 30-minute  
consultation about podcasting at your  
organization



Listen wherever you  
usually get your podcast  
fix!



A Step-By-Step Guide to Podcasting on a Budget  
for Museums, History Organizations, and Cultural Nonprofits

Available on Amazon:  
Paperback (\$13.99)  
E-book (\$6.99)  
Audible Audiobook