



Preserving History Through Podcasting

Welcome!

The webinar will begin at 10:00 a.m. CT.

While you wait:

1. Download PDF of the webinar slides and handout under the “Handouts” tab of your control bar.
2. Confirm that your speakers are turned on and your audio is working by doing a sound check in the “Audio” tab of the control bar. Having problems? Exit and restart the webinar or switch to “phone call” for a phone number and access code to hear the audio through your telephone.

Viewpoints shared and information developed and distributed by other organizations and presenters do not necessarily reflect the views of the Texas Historical Commission and its staff.

The Museum Services Program provides support, resources, and training to museums in Texas.

- Consultations
- Webinars and workshops
- Resources

www.thc.texas.gov/museum-services

On our webpage:

- Webinars
- Workshops
- Grants and Fundraising
- Helpful Resources
- Connect and Learn

Laura Casey

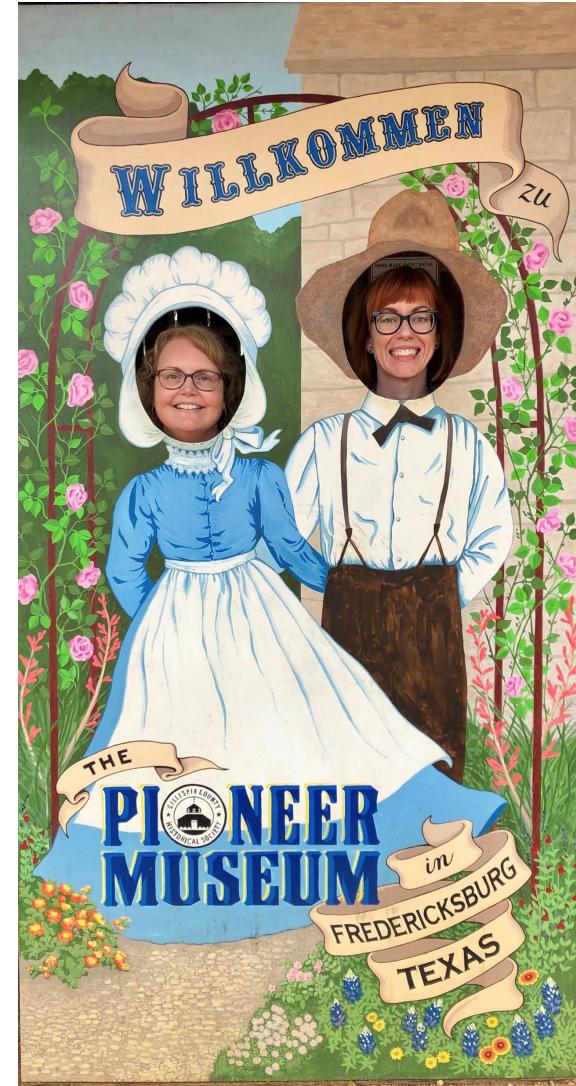
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Upcoming Free Museum Services Webinar

www.thc.texas.gov/museumwebinars

Tackling Nostalgia:

The Creation of “Sit Down to Take a Stand”

- Tuesday, August 2, 10:00 a.m. CT

Upcoming Free Webinars from Other Orgs

www.thc.texas.gov/museumconnections

- *Ethical Collecting and Deaccessioning*, June 24, 11:00 a.m. CT, MANY
- *Writing Grants for Audio Preservation and Reformatting*, June 28, 11:30 a.m. CT, NEDCC
- *Museums for All*, June 28, 1:00 p.m. CT, IMLS
- *Summer Federal Advocacy Update*, June 28, 2:00 p.m. CT, PLF
- *Understanding Soft Risk in Volunteer Engagement*, July 12, 1:00 p.m. CT, VolunteerMatch
- *Public Historians and the Climate Crisis*, July 21, 9:00 a.m. CT, ICSC
- *Build a World of Play in Museums: Neuroscience of Playful Learning*, July 21, 2:00 p.m. CT, History Co:Lab

Pamela Morales de Hendricks





Preserving History Through Podcasting

Sharing Community Stories

Pamela Morales de Hendricks
Communications Officer since 2015



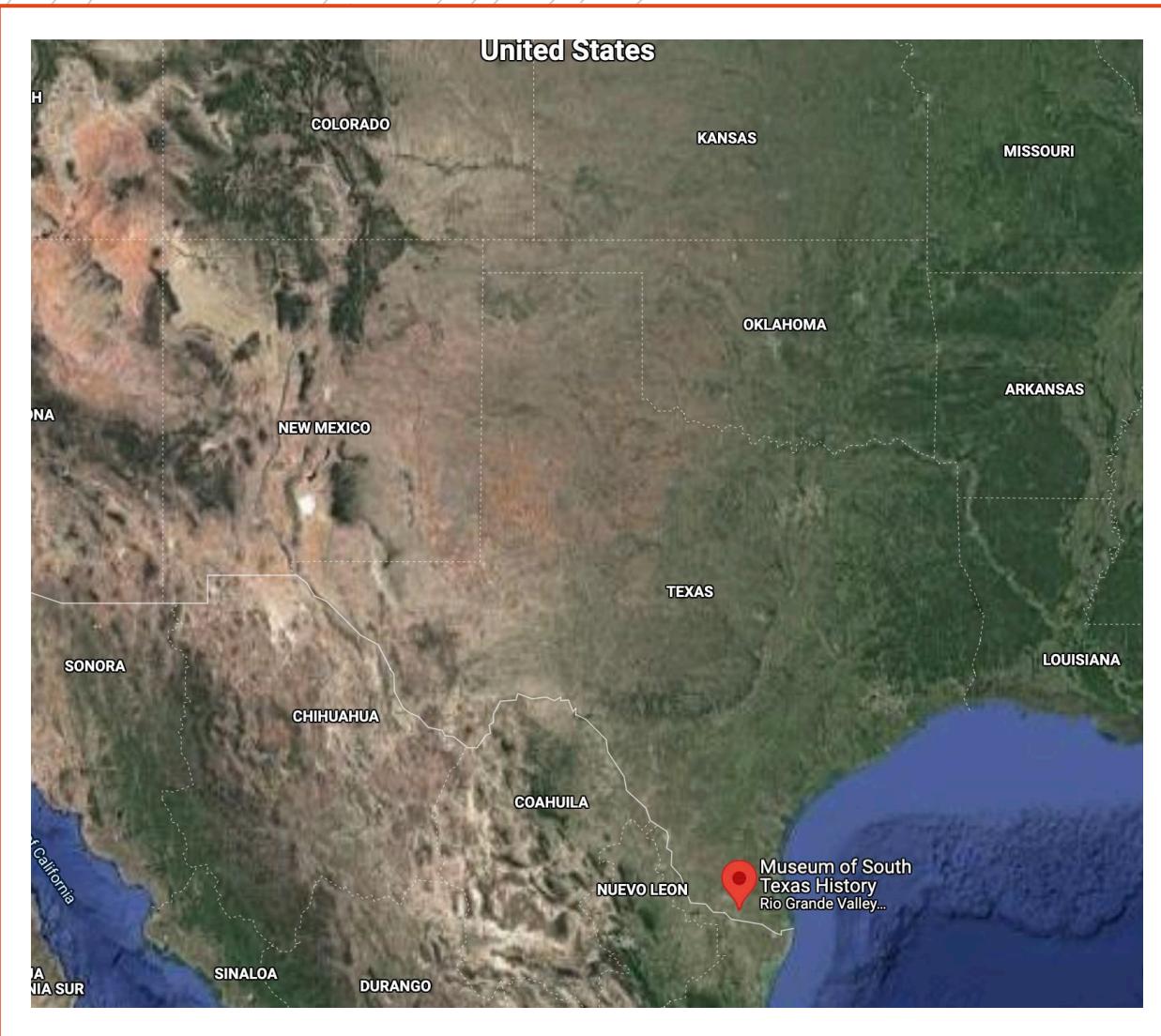
**Museum of South Texas History
Edinburg, Texas**



Bachelor of Arts in Mass Communications with a concentration in broadcast journalism

University of Texas-Pan American (now the University of Texas Rio Grande Valley)

Background in video/audio production and photography



Where is MOSTHistory located?

- **~20 minutes from the U.S.-Mexico border**
- **~75 minutes from South Padre Island**
- **~5 minutes from McAllen**
- **90% Hispanic population**



- Museum of South Texas History opened its doors in 1970
- Mission is to *preserve and present the borderland heritage of South Texas and northeastern Mexico for all generations*
- Rio Grande Valley is a four-county area (Starr, Hidalgo, Willacy and Cameron)

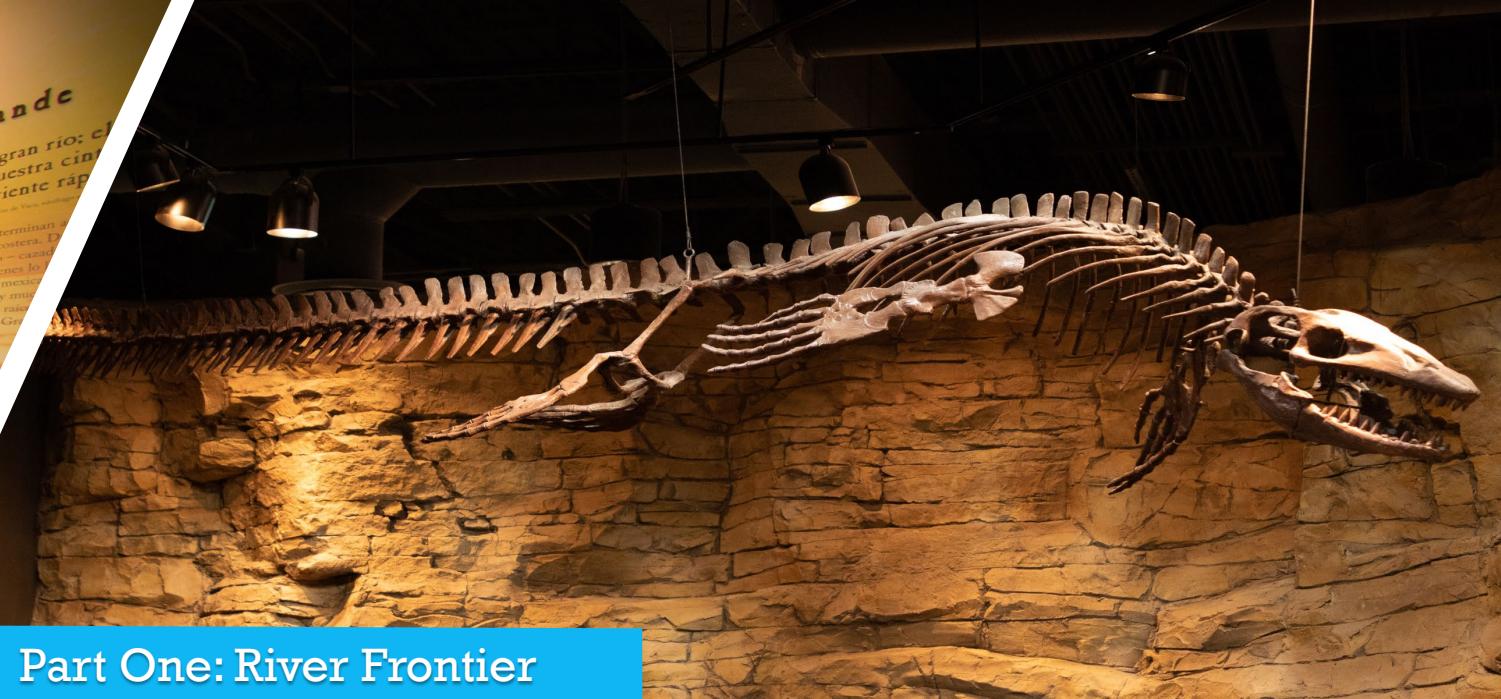


Rio Grande Legacy Exhibition

Part One: River Frontier



Part Two: River Highway

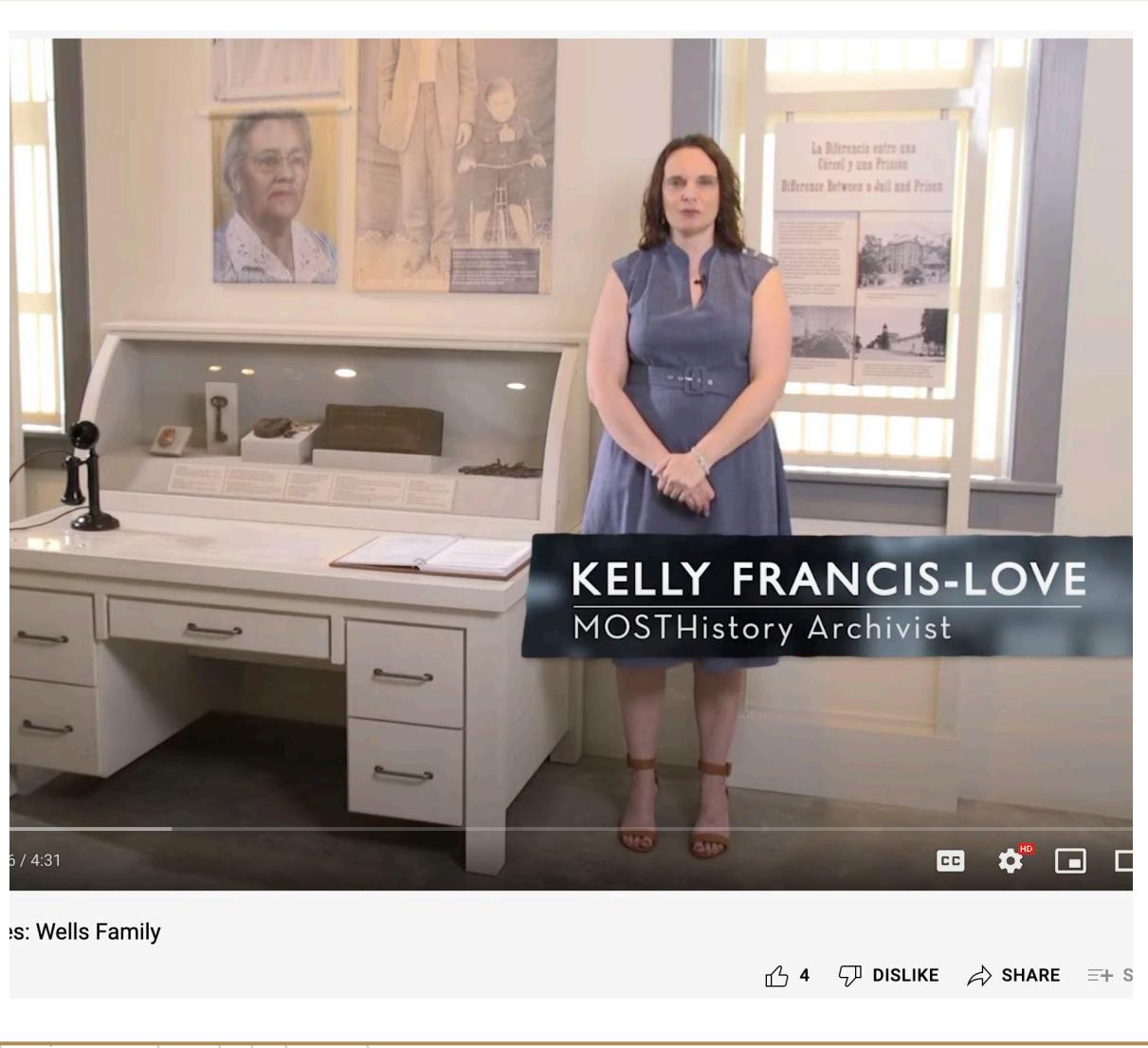


Part Three: River Crossroads

LA CÁRCEL DE 1910 THE 1910 JAIL



The 1910 Jail: An Arresting Artifact and Its Story



MOSTHistory ONLINE

2015

Facebook

Twitter

YouTube

2022

Facebook

Twitter

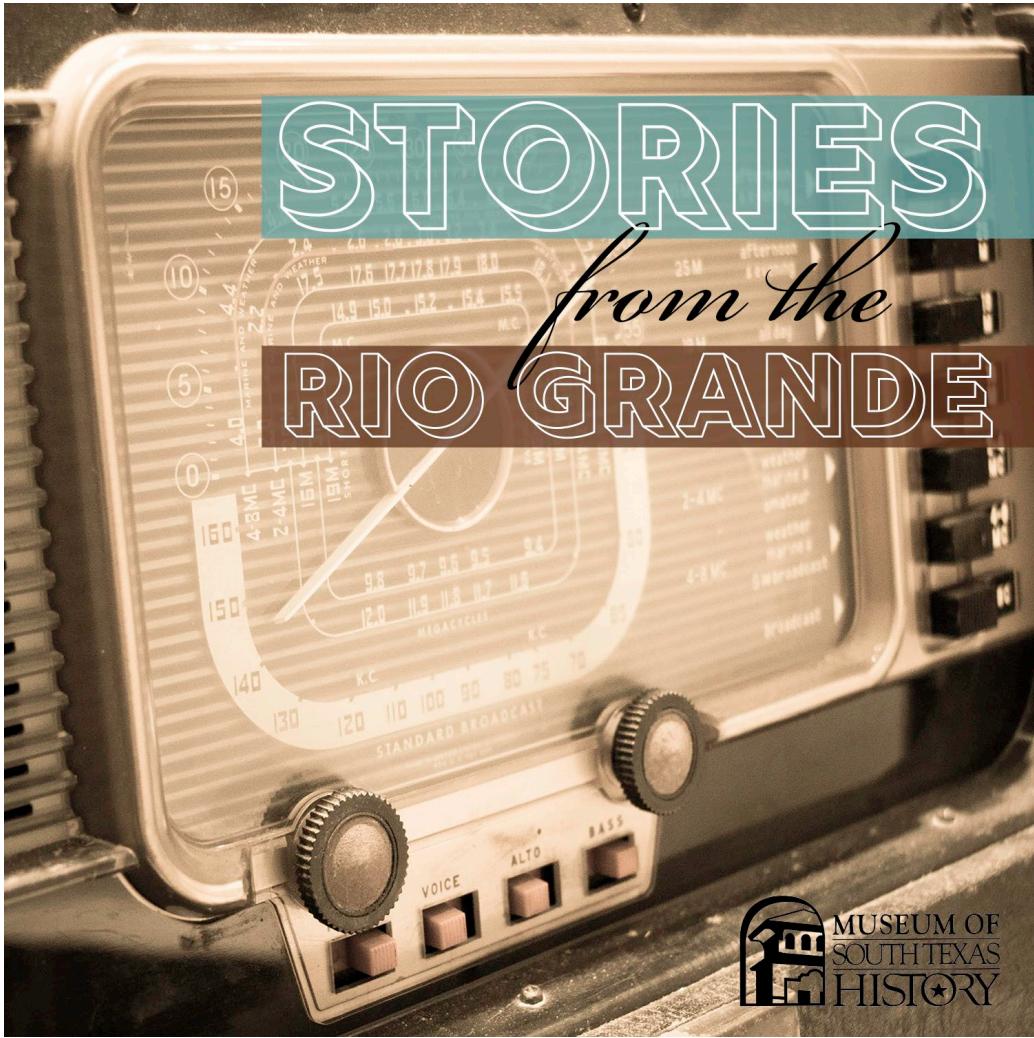
YouTube

Instagram

Anchor

MOSTHISTORY COLLECTION SERIES (VIDEO) LAUNCHED IN 2016

- Mainly showcase artifacts and collections not on exhibit
- 4 to 6 minutes
- Each video contained a provenance, scans of documents, photos (digitized) and/or broll of artifacts



Why a podcast at MOSTHistory?

➤ Primary reasons:

- Eager museum volunteers
 - Add interviews to museum's institutional archives for future research (oral history program not available)

➤ Developed reasons:

- Complement permanent exhibit or programming
 - Provides opportunities for community collaboration

How it started and continued

April/May 2018

- Brainstormed with museum volunteer & Curator of Collections & Registrar

June/July 2018

- Museum volunteer wrote scripts & reviewed by Curator of Collections & Registrar
- Recorded and edited first episode
- Scheduled for publication in August

August 2018

- Launched first episode
- Repeat until fifth and final episode of season one

December 2018

- Bought new equipment

January 2019

- Recorded first episode with equipment

Podcast Content

- The Lost Empires (Season 1) guests: **Neil Cassady and Jimmy Henderson**
 - These perspectives complement the packing shed galleries, where it highlights the history of the industry but not the stories of the people who worked there.
- Season 2 guests: **Lita Leo and Ramírez Brothers** from Hidalgo County, **Ruben Villarreal** from Starr County, and **Reba Cardenas McNair and Eddie Lucio III** from Cameron County
 - No direct connection to museum exhibits but families were integral part in developing the region.
- Leo: Father was known as “Mr. Democrat” and well-known in the westside of Hidalgo County
- Ramirez Brothers: Father was first Hispanic mayor of Edinburg, Texas, in the 1960s
- Villarreal: Father re-incorporated Rio Grande City, Texas, in the early 1990s
- Cardenas McNair: Father was a city councilman for Brownsville but the real story was her mother who was on the Texas Southmost College board
- Lucio III: Father is Eddie Lucio Jr., a longtime Texas senator



Podcast Content

- Golden Memories (season 3) guests: Museum staff members **Francisco Guajardo, Barbara Stokes, Judy McClelland, Lisa Adam** and others as part of tribute to **Sandra Luna**
 - Complement 50th anniversary celebration in 2020-2021, which featured an in-person exhibit, digital exhibit and month-long activities during April 2021.



Podcast Content

- African American Perspectives in South Texas (season 4) guests: TAMUK professor **Alberto Rodriguez** & Village in the Valley members: **Theresa Gatling, Marsha Terry, Mamie Anodjo, Matthew Pollock, Sabrina Walker-Hernandez & Alphonzo Gatling**
 - African American and Black history not present in exhibits or collections.



Steps taken to produce podcast

- Research the roles and responsibilities
- Choose a format
- Find the best equipment and platform
- Create timeline on calling prospects,
scheduling interviews and editing episodes

What are the podcast roles?

- **Producer** - Individual who ensures the podcast's vision and is the project manager.
- **Assignments manager** - Individual who schedules guests.
- **Show host** - Voice of the podcast.
- **Writer/editor** - Individual (or individuals) who write show scripts or notes and/or transcribes audio.
- **Voice over specialist** - Individual (or individuals) who voice ads, intros and outros.
- **Graphic designer** - Individual (or individuals) who maintains image of the podcast.
- **Audio engineer** - Individual (or individuals) who edits interviews and/or full-length episodes with music and/or other audio effects.
- **Social media manager** – Individual (or individuals) who markets/advertisers the podcast online.

Recording & Editing a Podcast Episode

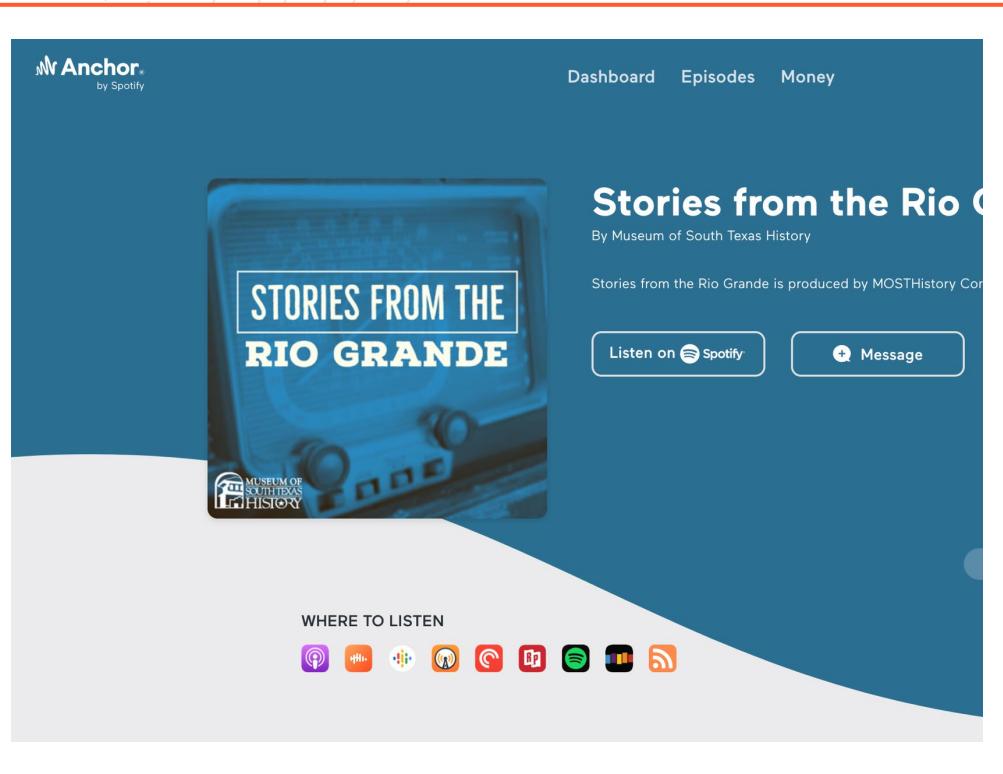
PODCAST FORMAT

- **Tagline:** Museum's mission
- **Host introduction:** Episode overview
- **Segments:** Edited interview with musical transitions to give pause to the listener
- **Outro:** Episode wrap up
- **End Credits:** List of people who worked on episode

Finding the Right Platform for “Stories From the Rio Grande”

- Which platform would best fit the skills and budget?
- Top contenders were Soundcloud and Anchor because both are free and user-friendly.
- Chose Anchor for its features such as free copyright music library, editing features and cross posting on other platforms (Apple, Spotify, etc.).

ANCHOR PLATFORM: PROS & CONS



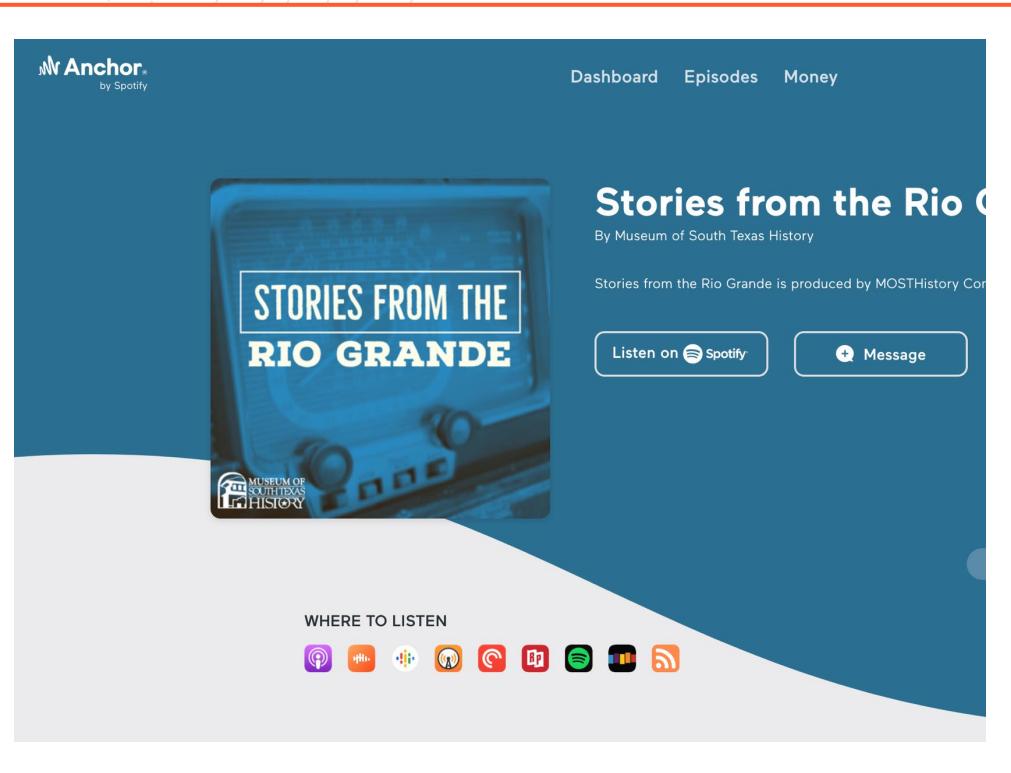
PROS

- Record phone calls
- Readily available recordings in library
- Easily “edit” episodes (insert musical transitions, etc.)

CONS

- Need data or Wi-Fi
- Can’t easily organize recording files
- Can’t cut interviews into segments using app or browser

ANCHOR PLATFORM: PROS & CONS



PROS

- Free sound and music library
- Browser and app sync
- Publish to Anchor, Apple Podcasts, Google Podcasts, Amazon Music

CONS

- App and browser don't have same library
- Some features on app aren't available on the browser and vice versa

Podcasting Equipment

Season One (2018)

- Olympus recorder – FREE (bought in 2009 for college projects)
- Wired lavalier - \$10 (Cowboy Studio)
- MicroSD card – FREE (came with recorder)
- Adobe CC - \$9.99 per month (TechSoup) // \$359.88 per year (regular subscription)
- Total: \$110+

Podcasting Equipment

Season Two to Four (2019—present)

- 2 Samson podcasting mics (XLR and USB cables) - \$69.99 each
- 2 portable soundproof boxes - \$35.75
- Tascam audio recorder (XLR and 3.5mm audio input) - \$199
- Tascam adapter - ~\$30
- 3.5mm audio cords - \$7.79
- Adobe CC - \$359.88 per year // \$104.97 per month (3 subscriptions)
- Total: ~\$1,017+

PROS

- Record phone calls without Wi-Fi or cellular data
- Better audio quality
- Edit interviews
- Portable, if applicable

CONS

- No sound/music library readily available
- Editing can be time consuming



Recording equipment advantages

Learning to navigate audio equipment

- Season 1 Episode 1 with Neil Cassady (2018)
 - Olympus recorder and wired lavalier
- Season 1 Episode 5 with Jimmy Henderson (2019)
 - New equipment but failed to balance post edit
- Season 2 Episode 1 with Lita Leo (2019)
 - Again, new equipment but failed to balance post edit
- Season 3 Episode 2 with Barbara Stokes (2020)
 - Recorded phone call using Anchor app
- Season 4 Episode 5 with Sabrina Walker-Hernandez & Al Gatling (2021)
 - Recorded with new equipment using only one microphone for two people

Recording & Editing a Podcast Episode

PRODUCTION PROCESS

- Choose topic and create a list of possible guests
- Make calls to schedule interviews
- Record and edit interviews
- Write script(s) for intros and outros; record
- Upload recorded and edited files to platform
- Publish or schedule to publish
- Share on social media

Stories from the Rio Grande Data



5,613 PLAYS (DOWNLOADED
OR STREAMED)



91 AVERAGE LISTENERS PER
EPISODE

Stories from the Rio Grande Data

Top Three Episodes

- The Lost Empires (Pilot) – 896 plays
- Stories from the Rio Grande: Eddie Lucio III – 535 plays
- The Lost Empires Ep. 2 – 394 plays

Top Three Platforms

- Apple Podcasts – 56% of listeners
- Spotify – 12% of listeners
- Anchor – 8% of listeners

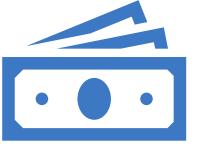
Spotify audience

- 45-59 ages (top listeners)



Where to Find “Stories From the Rio Grande”

- Anchor: **anchor.fm/mosthistory**
- Apple Podcasts
- Spotify
- Google Podcasts
- www.mosthistory.org/stories-from-the-rio-grande-podcast (embedded audio and transcripts)



Be REALISTIC

What is your budget? Does your organization have the funds to make big purchases (one time or recurring)?

Do you have the resources to produce the podcast?

What are your plans for publication?



Do RESEARCH

Learn about your guests beforehand. It helps to establish a relationship—also important to begin a partnership with your organization.

Compare platforms, equipment and roles to fit your needs and wants.

Notes, Tips & Suggestions

Notes, Tips & Suggestions: Afterthoughts

- Social media campaigns
 - Headshots of guests
 - Graphics for Facebook, Twitter, Instagram, etc.
 - Soundbites/sound clips
- Transcripts for accessibility
- Webpage for embedding

Lessons Learned

- Choose topics relevant to organization.
- Speak with director about possible storytelling issues.
 - One guest mentioned a family who may have had an issue with ties to racist behavior. Omitted name but not story.
 - A guest voiced an opinion that may have been interpreted as politically charged. Was not omitted.
- Have back up guests in case someone is not available.
- Test equipment before recording!
- Apply to local, state or national grants
 - National Endowment for the Humanities media projects
 - Humanities Texas media projects
 - Paid freelancer with Betty S. Kelso Foundation grant

Podcast Trend: Video Podcasts



What is a video podcast?

- Live stream or record the podcast episode
- Strip audio and publish to podcast platform

Pros/Cons

- Pro: No postproduction, accessibility
- Con: Long format interview, extra work to set up

Notes

- Know your audience
- Suggestion for MOSTHistory: Publish Museum Pláticas audio

Questions?



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