Is Podcasting Right for You?

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Tourism Currents
#RealPlaces20
What is a podcast?
A series of audio shows that you can subscribe to, about a topic you like.
So what?
LOTS of people listen to podcasts
Why Podcasts Matter

51% of Americans 12 or older have listened to a podcast (32% listen at least monthly.)

Those who listen weekly follow an average of 7 podcasts.

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Why Podcasts Matter

78% listen to more than half the shows they download.

Per episode, 52% listen to the whole thing, 41% to most of it.
NUMBER ONE reason people like podcasts?

Because “you can do other things while listening.”
Of the 5 most popular podcast topics, history is Number 4 (tied with sports.)
Florida Frontiers Radio Podcast

Florida Frontiers Radio Program #370

Jan. 17, 2020

00:29:00

ABOUT THIS EPISODE

SEGMENTS | 31st Annual Zora! Festival | Late 19th Century Guidebooks | Cheryl Wall, Zora Neale Hurston Scholar
Episode 62: What is indigenous archaeology? How do Plains Cree perspectives and knowledge inform the archaeology at Wanuskiewin Heritage Park?

Michael  October 21, 2019  Comments Off
Stephanie Jones, Founder & CEO of the Cultural Heritage Alliance for Tourism, joins the Destination Marketing Podcast to talk cultural heritage tourism. Topics discussed include tapping into cultural heritage tourism, understanding if your destination has a market for cultural heritage tourism, and the benefits of such tourism.
Things to Consider

• Does a podcast support your organization’s overall strategy?
• Does it support your marketing goals?
  • *Is YOUR market/audience there?*
• Do you have the time & resources to do it well?
More Things to Consider

• How does a podcast fit into your content planning process?
  • *Do you even HAVE a content planning process?*

• How will people find your podcast?

• How will you measure whether it is successful?

• Do you have the commitment to stick with it for at least a year?
Audio Version of Something You Do Already

Here is the audio version of this blog post:

Download link for the audio version on Podbean (mp3)

We’re seeing CVBs and DMOs looking at their blog with fresh eyes and new appreciation.

They are getting tired of dealing with one change after another on Facebook and other social media platforms.

These smart destination marketers are not giving up on social media, but they know that the ONLY things they can completely control are their own website, blog, and email lists.
#WeeklyColumn | It’s In Queens! (Dec. 26 to Jan. 1)

An absolutely fantastic year in Queens ends on a high note with workshops for vacationing youngsters, comedy, music, a double Dutch competition, some Kwanzaa fun, and an outdoor adventure.

**Dec. 26 House, Dec. 28:** From noon to 4 pm, these family-friendly events feature farm crafts, tours of the 18th-century Advance Farmhouse, hot cocoa, mulled cider, and the chance to meet sheep, goats, steers, alpacas, and more. Queens County Farm Museum, 73-60 Little Neck Pkwy., Glen Oaks.

**Dec. 26 Winter Vacation Workshops, Dec. 28:** From noon to 2 pm, each day has a new theme: Thank You Cards; Paper 3 D Snowman; Winter Landscape; and New Year’s Eve Paper Plate. Queens Museum, NYC Building. Flushing Meadows Corona Park.

**Dec. 27, Keiko’s Café, 7 pm:** Hostess Cinnamon Brown and saxophonist Cleve Guyton present musicians, vocalists, and other entertainers for impromptu performances with a house band. Keiko Studios, 212-12 Jamaica Ave., Queens Village.
Consider a Podcast Mini-Series

OREGON'S HAUNTED SPOTS

Jen Anderson, Author
September 28, 2016 (Updated October 25, 2019)

Like many historic hotels, the Geiser Grand Hotel in downtown Baker City has seen many lifetimes. First built as a hotel for rich miners in the 1880s, it was a place for high rollers to party. Luxury abounded through Prohibition, until it fell into disrepair in the late 1960s. A full restoration in the 1990s brought it back to life — quite literally; guests have since reported eerie sounds, apparitions and feelings of paranormal activity — which many believe to be the lost souls of former dancers, chefs, flappers and other late characters of the property. Some have reported trouble getting into their rooms; some say the ghostly presence has given them pains in the head and body. Is it haunted? That’s for you to find out.
Consider a Music Playlist

High Water Everywhere, Part. 1
Charley Patton • Electrically Recorded: High Water Everywhere

Nelson Street Blues
Willie Love • Greenville Smokin'

I Ain't Drunk
Lonnie the Cat • Rhythm & Booze: Vintage Drinking Songs, Vol. 2

Dixie Flyer Blues
Bessie Smith • The Complete Recordings, Vol. 2

Pea Vine Blues
Charley Patton • Charley Patton Vol. 1 (1929)

Traveling Riverside Blues
Robert Johnson • The Complete Recordings

No Ridin' Blues
Charley Booker • Delta Blues

Wind Howlin' Blues
David "Honeyboy" Edwards • Delta Bluesman

Burr Clover Farm Blues - Plantation Recording
Muddy Waters • The Complete Plantation Recordings (Reissue)
Podcasting Resources

• Blogs – Podcast Insights, The Podcast Host, Buzzsprout Blog
• Podcasts – The Audacity to Podcast, She Podcasts, The School of Podcasting
• Find podcasts – Listen Notes search engine
• Simple hosting – Podbean or SoundCloud
• Simple gear list – your phone, a mic like the Røde NT-USB, VideoMic Me, or SmartLav+, and Audacity
• Podcast Movement conf., Dallas, August 5-8, 2020
• Follow @epodcaster on Twitter (TexasPodCon)
Photo Credits

• Podcast microphone (courtesy M. Johnson on Flickr CC)
• Female podcast host (courtesy auttiemma on Pixabay)
• Group of podcast guests (courtesy Montclair Film on Flickr Creative Commons)
• Apple Airpods (courtesy Florian Schmucker on Pixabay)
Thank You!

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Online & in-person training in social media for tourism