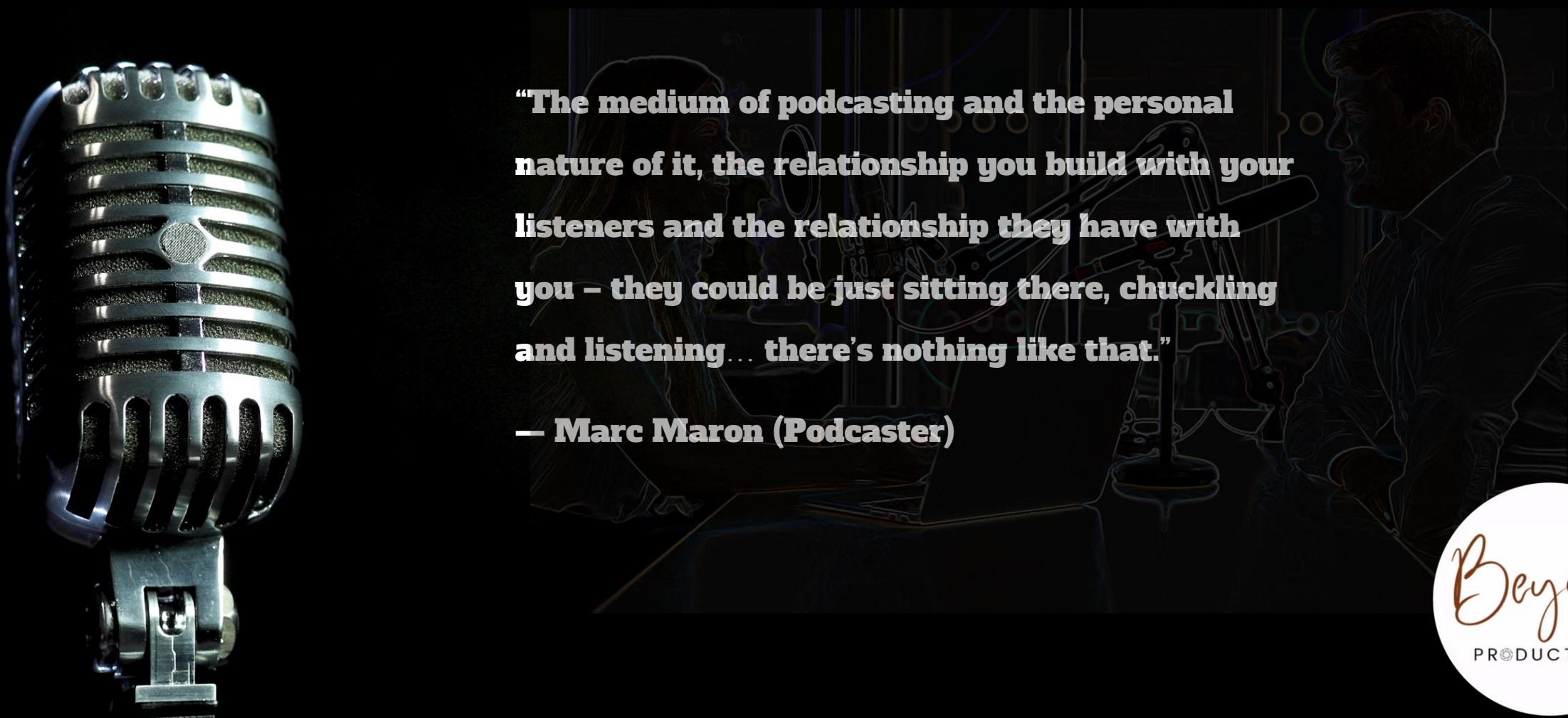


# THE POWER OF PODCASTING

UNLEASHING YOUR VOICE IN THE DIGITAL ERA



**“The medium of podcasting and the personal nature of it, the relationship you build with your listeners and the relationship they have with you – they could be just sitting there, chuckling and listening... there’s nothing like that.”**

**— Marc Maron (Podcaster)**



# The PodFathers . . .

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- Adam Curry (former MTV VJ) and Dave Winer (software developer) are the inventors of podcasts
- They wanted to find a way to download online radio broadcasts on iPods in the early 2000's
- Term "podcast" comes from two words: iPod and broadcast



# WHAT IS A PODCAST?

## AUDIO...VIDEO...OR BOTH?

1. Audio Podcast: a series of audio episodes, that focus on specific topics or themes
2. Video Podcast: simply a podcast with a video element

## Who can create a podcast?

- Anyone can create and host a podcast



# HOW MUCH?

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- How much does podcasting cost?
- Recording/Filming
- Editing
- Publishing





SERVICES	PRICE
Recording 1 Hour	<b>\$119</b>
Editing 1 Episode <ul style="list-style-type: none"><li>• Enhancing &amp; editing audio</li><li>• Intro/Outro mixing</li><li>• Adding Sound Effects/Music</li></ul>	<b>\$49</b>
Publishing 1 Episode	<b>\$50</b>
1 Jingle	<b>\$50</b>

## LETS WORK TOGETHER

*We would love to put a project proposal together for you. Email us to get started!*

[INFO@BEYONDREACHPRODUCTIONS.COM](mailto:INFO@BEYONDREACHPRODUCTIONS.COM)



# WHERE TO LISTEN OR WATCH?

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- Listening on your smartphone is the most convenient and the most common

## Platforms:

- Apple (released in 2005)
- YouTube
- Audible
- Spotify

\*Listenership continues to grow, with a 9% climb over the past 3 years





# SHOULD YOU HAVE A PRIVATE OR PUBLIC PODCAST?

- “Private Podcasts” or Internal Podcasts offer access to a special feed for a specific group of people
  - Great way to share information with employees, members of a specific group of people, or subscribers with a paid plan (e.g., employee training course)
- “Public Podcast is accessible to anyone, with no restrictions and is available on various platforms



# WHY PODCAST?

- 1) Story Telling Engages Customers Better
- 2) Mobile Friendly
  - a) The car is the #1 place to listen to a podcast
- 3) Cost Effective
- 4) Show's a Brand's Personality
- 5) Enhance Your Visibility (Frequency)
- 6) Creates a Relationship with Customers





# WHAT MAKES A GOOD PODCAST?

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1. One Unique idea or concept
2. Well-Planned Out Episodes (audience)
3. Interact with your audience (e.g., active social media presence)
4. Good Storytelling
5. Value (educate, inform, entertain)
6. Regular Publishing Schedules





## CONT'D . . .

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7. Appropriate & Relevant Guests

8. Engaging & Interesting Host

9. High-Quality Production

10. Effective Podcast SEO

11. Call-To-Actions (e.g., following on social media, signing up to the newsletter)

12. A Good Podcast Description



# HOW TO START A MUSEUM PODCAST ?

1. Decide what your podcast is going to be about?

- e.g., A public podcast promoting new exhibits, permanent collections, and special events.

2. Who is the podcast for?

3. Name your Podcast (something trendy)



# CONT'D

4. Decide on how long your podcast will be (20mins-1.5 hours)

5. Choose a Podcast Format (solo show, co-hosted show, interview show, roundtable, documentary, Docu-Drama)

6. Choose Podcast Cover Art

7. Hire a Podcast Producer, use a Podcast Host Platform (edit and mix the episodes)  
OR create an **RSS Feed**



# How RSS Feeds Work

Podcaster

RSS Feed

Apps/Directories

Listeners



RSS Feed - "Really Simple Syndication" - Sharing your podcast on platforms & websites



## My Awesome Podcast

with Brian



Setting up my podcast was quick and easy!

 View on public site

 RSS Feed


 New episode

Support

# HOW TO CREATE A PODCAST RSS FEED

- **Step 1:** Create a free [RSS.com](https://www.rss.com) account
- **Step 2:** Confirm your email address and select the “New podcast” button
- **Step 3:** Add your new podcast’s details including title, description, and your RSS address feed and select “Next.”
- **Step 4:** Add your author details, categories (up to three), your podcast cover art, and select “Save and finish.”
- FINI! (done)



A photograph of two men sitting on a couch in a podcast studio. The man on the left is wearing a black jacket and a white t-shirt, and is speaking into a microphone. The man on the right is wearing a grey sweater and blue jeans, and is listening. There are microphones on stands in front of them, a small table with a glass of beer, and a framed picture on the wall in the background.

Podcasts are built for storytelling and connecting people with complex ideas. Well-crafted museum podcasts help museums build bridges between their communities and collections and illuminate complex histories.



QUESTIONS?

You're Only One Podcast Away From A Good Mood.

