



# PODCAST PROJECT

Podcasting information for Wessex Museum Partnership.

## ABSTRACT

This is a compilation of a series of reports done about museum podcasting, best practice, hardware, software and my personal thoughts about what should be done for Wessex Museum Partnership.

Cathleen Piña

Intern from Bath Spa University

## **Table of Contents**

- Brief
  - o Pages: 3
- What's going on currently in Museum Podcasting?
  - o Pages: 4 - 10
- Best Practice in Museum Podcasting
  - o Pages: 11 - 15
- List of Hardware
  - o Pages: 16 - 19
- List of Software
  - o Pages: 20 - 23
- My personal suggestions
  - o Pages: 24 - 27
- Sample Podcast Script
  - o Pages: 28 - 29
- Sample Interview Script
  - o Pages: 30 - 31
- Sources
  - o Pages: 32 – 33
- End Notes
  - o Pages: 34 - 36

## **Brief**

At the end of this placement I will give you a series of six (hopefully seven documents) of all my work. I could either give them to you as I go (I will list the estimated time in which I will finish each step) or I could give them to you at the end of August.

The Assignments:

- I will create a report on what other heritage organizations are doing in podcasting. This will include a list of popular podcasts, why they are successful, and what they focus on. This will be done by the 12th of July.
- For the assignment of the best practice guidelines for producing podcasts will be in the format of a report. It will be finished by the 26th of July.
- The list of hardware and software and their prices will be done by the 9th of August and will be done in two separate documents.
- The suggestions for what Wessex Museums should do with their podcast will be in the format of a report. I will give different layouts for what I believe what you guys should do and the potential response for each style. This will be done by the 23rd of August.
- Lastly, I hope to give a sample podcast script for what I believe the best kind of podcast for this heritage organization. If I finish the rest of the assignments on time this will be finished by the 30th of August.

If you want all the documents at once I suggest a good date for that to be the 31st of August.

## What's going on currently in Museum Podcasting?

### **Introduction**

Podcasting is a medium that is relatively new to the general public. It is “a flexible and under used resource.”<sup>1</sup> Podcasts allow people to listen to new information while they do other things (such as driving and chores). There are many different styles of podcasting. I will restrict myself to the ones that are relevant to museum podcasting. The first style is having the podcast being mainly through an interview format, examples of this can be seen in the ‘Museum Archipelago’ podcast.<sup>2</sup> The next style is a scripted format, this can be done solo and this can be seen in the podcast ‘Lore’.<sup>3</sup> Lore is a podcast that has a single host that tells stories to the audience in 30-minute episodes.<sup>4</sup> The Narrative format of podcasting is usually when a podcast has audio from multiple sources which weaves a story for the listeners, an example of this is the podcast ‘Museums in Strange Places’.<sup>5</sup> These are the main styles of podcasting that can be applicable for museum podcasting. These podcasts also give a great introduction for world of museum podcasting and what is already out there.

### **Methodology**

I went through a variety of medias to research podcasting. I first began this research report by trying to find out what are the best museum podcasts. This was difficult to figure out because there is no museum podcast genre. It took a bit of wandering through my Spotify app to find a series of podcasts that were relevant to museums. I picked out 14 podcasts to listen too, mainly to find out what I liked and didn't like about them. I tried to find more UK based podcasts so that I could look at what local organizations are doing but there are some American ones that do a good job at producing podcasts about their museums that differs from the UK examples. After finding podcasts to research, I needed to find out how they are successful. I checked Spotify (which wasn't very helpful), iTunes(which is now outdated), and then a website that shows reviews and ratings of podcasts and I was able to view Apple Podcast ratings (which was very helpful). Looking at ratings showed that there is very little interaction between listeners and these platforms. While many of these podcasts have won awards in various genres, they have very little reviews. Reviews and comments on many platforms allow the parent organization to see interaction between the listener and the podcaster. The more interaction, the more the parent organization sees that there is an active audience. Many podcasts encourage their listeners to rate & review at the end of their episodes for this very purpose. One of things I have noticed about listening to museum podcasts is that they rarely publicize their podcasts. They rarely encourage their listeners to rate & review, find them on social media, encourage them to join their loyalty program (such as patreon), and other similar self – publicizing methods. These are done by other podcasts for a reason and I found this to be an unusual trend. I also read the book *Your Museum Needs a Podcast* by Hannah Hethmon. I found her recommended in multiple articles and listened to her podcast. I found her informative and she runs her own podcast consulting service and with her background in heritage it could be useful asset in the future.

### **Findings**

Podcasting is an artform. There are many different styles to how a person produces their content. In reference to the previous methods of producing a museum podcast there are some more specific examples that need to be mentioned. For example, the ‘Museums n'Tha't’ podcast has their hosts “[Megan] Jones and [Sara]Merritt use an informal interview style that focuses on one member of staff

each episode, inquiring about the weirdest and most wonderful aspects of their job, and even their favorite takeaway food.”<sup>6</sup> It is good to double check that your podcast format and idea is unique. There are thousands of podcasts and if the podcast is going to be successful to new audiences, it needs to be unique. Once these things are figured out, the next hurdle is actually producing the podcast. One of the main factors that go into whether someone should begin their own podcast is how much they are willing to pay. The creator of the Wonder House podcast told the Museum Association in 2020 that it cost her roughly £1,000 to produce her first season.<sup>7</sup> This price will of course vary from project to project, but from looking at other sources I could tell that this estimate is on the high end (but does not include employees salary because they are done as a hobby and rarely is employed to do so). It should also be noted that while anyone can do a podcast not everyone will have the time. According to the creator of ‘Museums in Strange Places’ podcast “Hethmon estimates that a single episode can take 10-20 hours to edit, which varies depending on complexity and length.”<sup>8</sup> For this reason many podcasts conduct different release patterns. Some release episodes once a week, twice a month, once a month, or by season. Each method has its own benefits and its compatibility with its creator organization will vary from what they desire.

**Podcasts: Here are the podcasts I researched. I will give a brief description of the podcast, the podcast format, episode length, release schedule, and rating & review statistics on Apple Podcast and iTunes.**

- The British Museum Podcast by the British Museum.
  - o The organization, The British Museum, tells stories about events, pieces, and exhibits of the museum.
  - o They began release episodes in 2016.
  - o Roughly 45-60 minutes.
  - o They don’t release episodes in a consistent way. They roughly release episodes once a month now that they are releasing consistently. They took large gaps between episodes from 2016 to 2019.
  - o Apple Podcast: #57 in the History genre of the UK. #95 in the History genre in Australia. Has a 4.4-star rating from 152 reviews. <sup>9</sup>
  - o iTunes: > 4 stars out of 5 stars. 65 reviews. <sup>10</sup>
  
- The Museum of Lost Objects by BBC Radio 4.
  - o This podcast focuses on a particular object, building, or collection that no longer exist. For one reason or another the pieces have been destroyed. They intend to document their past existence, and their importance in this collection episodes.
  - o This podcast was established in 2016.
  - o Each episode is under 20 minutes.
  - o They appear to do seasons. They release chunks of episodes in a monthly format. But there is no clear pattern they are trying to maintain. They skipped the entirety of 2018.
  - o Apple Podcast: Has a 4.6-star rating from 52 reviews. <sup>11</sup>

- o iTunes: 5 stars out of 5 stars. 24 reviews.<sup>12</sup>
- SpyCast by the International Spy Museum.
  - o This podcast discusses spy related topics. It is based from the American Spy Museum in Washington D.C.
  - o This podcast was established in 2009.
  - o Went from roughly 30 minutes to roughly 60 minutes.
  - o Went from monthly episodes to bi-monthly to weekly episodes. But they were very consistent in their changes.
  - o Apple Podcast: #77 in the History genre in both the US and Canada. Has a 4.4-star rating from 992 reviews.<sup>13</sup>
  - o iTunes: >4 stars out of 5 stars. 745 reviews.<sup>14</sup>
- Museum Archipelago by Ian Elsner.
  - o This podcast takes a broad view at museum topics.
  - o This podcast was established in 2015.
  - o Each episode is under 15 minutes.
  - o Updated sporadically.
  - o Apple Podcast: Has a 4.9-star rating from 92 reviews.<sup>15</sup>
  - o iTunes: 5 stars out of 5 stars. 92 reviews.<sup>16</sup>
- Voices of the Royal Pavilion & Museums by the Royal Pavilion & Museums.
  - o This podcast is about the Royal Pavilion in Brighton. The host interviews various staff members about what they do.
  - o This podcast was established in 2020.
  - o Each episode ranges from 30 to 60 minutes.
  - o Updated sporadically.
  - o Apple Podcast: Has a 5-star rating from 8 reviews.<sup>17</sup>
  - o iTunes: No information about this podcast on this platform.
- Museum Confidential by Jeff Martin of the Philbrook Museum of Art.
  - o This podcast discusses broad topics about museums, art and culture.
  - o This podcast is established in 2017.
  - o Each episode ranges from 30 to 45 minutes.

- o Episodes are released bi-monthly.
- o Apple Podcast: #64 in Visual Arts genre in the US. #86 in the Visual Arts genre in Denmark. #98 in the Visual Arts genre in Australia. Has a 4.8-star rating from 43 reviews.<sup>18</sup>
- o iTunes: 5 stars out of 5 stars. 43 reviews.<sup>19</sup>
- Museums in Strange Places by Hannah Hethman.
  - o This podcast is about a different museum each episode. The host would interview staff members and travel to museums in Iceland, Europe, and North America.
  - o This podcast was established in 2017.
  - o Each episode ranges from 15 to 30 minutes.
  - o The episodes are released inconsistently but never more than once a week.
  - o Apple Podcast: #50 in Visual Arts genre in the UK. Has a 5-star rating from 13 reviews.<sup>20</sup>
  - o iTunes: 5 stars out of 5 stars. 24 reviews.<sup>21</sup>
- Cultura Conscious by Paula Santos.
  - o This podcast is about discussing how culture, conservation, and heritage can lead to greater equality in society. This means that the host interviews people of color in the heritage industry on how to decolonize the museum, how to make the museum a more welcoming experience, and how to make the whole experience better.
  - o This podcast was established 2017.
  - o Each episode hovers around 60 minutes.
  - o The episodes are released inconsistently, but never more than once a month.
  - o Apple Podcast: Has a 5-star rating from 37 reviews.<sup>22</sup>
  - o iTunes: 5 stars out of 5 stars. 37 reviews.<sup>23</sup>
- Museopunks by the Progressive Museum.
  - o This podcast is about topics relevant to museums and to working in the heritage industry. The interesting thing about this podcast is that on the Spotify app it is listed under the technology genre.
  - o This podcast was established in 2016.
  - o Each episode hovers around 30 to 75 minutes. Very inconsistent, and depends entirely on the topic they are discussing.
  - o The episodes are released on an inconsistent schedule.
  - o Apple Podcast: Has a 4.8-star rating from 29 reviews.<sup>24</sup>

- o iTunes: 5 stars out of 5 stars. 21 reviews.<sup>25</sup>
- The Wonder House by Sushma Jansari
  - o This podcast is about decolonizing the museum. The collective museum industry has been attempting to re-assess their collections in the hope of becoming a more accepting community. The host interviews people in the museum industry who are tackling this issue and who are doing it in a variety of ways.
  - o This podcast was established in 2019.
  - o Each episode is roughly from 45 to 60 minutes.
  - o The episodes are released inconsistently.
  - o Apple Podcast: #50 in the Visual Arts genre in the UK. Has a 5-star rating from 13 reviews.<sup>26</sup>
  - o iTunes: No information about this podcast on this platform.
- Airspace by the National Air and Space Museum.
  - o This podcast is about the American National Air and Space Museum. The host discusses topics that are relevant to Air and Space. They don't specifically focus on the museum but the ideas discussed within their podcast.
  - o This podcast was established in 2018.
  - o Each episode ranges from 15 to 30 minutes.
  - o The episodes are released on a bi-monthly schedule.
  - o Apple Podcast: Has a 4.7-star rating from 120 reviews.<sup>27</sup>
  - o iTunes: >4 stars out of 5 stars. 121 reviews.<sup>28</sup>
- National Leprechaun Museum by the National Leprechaun Museum.
  - o This podcast is about the Irish National Leprechaun Museum. They talk about stories surrounding their museum.
  - o This podcast was established in 2017.
  - o The episodes range from 45 to 60 minutes.
  - o The episodes are released inconsistently.
  - o Apple Podcast: No information about this podcast on this platform.
  - o iTunes: 5 stars out of 5 stars. 7 reviews.<sup>29</sup>
- Meet Me at the Museum by the Art Fund.

- o This podcast takes random semi-famous people (actors, comedians, other podcasters) and has them record a visit to a museum with their chosen guest. They get to me with an employee of the museum and discuss the exhibit.
- o This podcast was established in 2018.
- o Each episode ranges from 30 to 45 minutes.
- o The episodes are released inconsistently.
- o Apple Podcast: #5 in the Visual Arts genre in the UK. #46 in the Arts genre in the UK. #99 in the Visual Arts genre in Australia. Has a 4.2-star genre from 157 reviews.<sup>30</sup>
- o iTunes: 5 stars out of 5 stars. 9 reviews.<sup>31</sup>
- Side Door by the Smithsonian Institution.
  - o This podcast is about the Smithsonian Institution, and has many topics they can discuss due to the wide variety of museums in their organization.
  - o This podcast was established in 2016.
  - o The episodes range from 20 to 30 minutes.
  - o Apple Podcast: Has a 4.6-star rating from 1,393 reviews.<sup>32</sup>
  - o iTunes: 4 stars out of 5 stars. 1,259 reviews.<sup>33</sup>
- Cornwall Museums Partnership
  - O This podcast is about the Cornwall Museum Partnership. This podcast is a very new production and there is very little content out there. It is very similar to what the Wessex Museum Partnership is capable of.
  - O This podcast was established in 2020.
  - O The episodes hover around 25-30 minutes.
  - O Apple Podcast: No information about this podcast on this platform.
  - O iTunes: No information about this podcast on this platform.

## Success

How is success measured in the world of podcasting? It all depends on what the podcast was made for. Some want to make a profit, and so the more sponsors they get, the more successful they feel. In a U.S. there was a survey conducted to find out how useful advertisements in podcasts were. "A survey of 300,000 podcast listeners found that 63 percent of the respondents had purchased what the host had been promoting."<sup>34</sup> For others it is the population they reach through their podcast. So, the more people the reach the more successful they feel. These two desires are not mutually exclusive, and often overlap. Though when someone listens to a podcast over time they can understand where the hosts' priorities are. On many digital mediums, creators would ask their subscribes to 'Like, Rate & Review' and this doesn't transfer well to podcasting. Ratings and reviews aren't as simple as they

appear. Many podcasts are on multiple different genres and could be higher on one or another. Museum podcasting falls under multiple genres and can be difficult to judge success. These genres include History, Culture, Visual Arts, Society and Travel. Reviews are not done at a consistent rate and is usually done when a listener feels disgruntled. Listeners rarely feel motivated to review a podcast they had a pleasant experience with. Some podcasts ask their listeners to rate and review, but most don't. Most listeners don't rate and review unless they have a reason, and if not prompted, the random review from a listener would be negative. It should also be noted that podcasting is an art form. It's beauty and success vary from person to person.

## **Conclusion**

There are many reasons for Wessex Museums to start their own podcast. Hannah Hethmon wrote in her book, *Your Museum Needs a Podcast*, says "I believe podcasting can be a powerful tool for museums, history organizations, and cultural nonprofits to reach their audiences and communicate in ways that are creative, intimate, and meaningful. In fact, these institutions already have the skills and information needed to make great podcasts."<sup>35</sup> Wessex Museums have a unique opportunity to share their knowledge about their museums to a larger audience. By researching other podcasts that are about a similar subject it can be seen that that there is a niche to fill. I believe that Wessex Museums has a good chance at becoming popular with a younger audience.

## **Best Practice in Museum Podcasting**

### **Introduction**

Museum Podcasts have a wide variety of topics they can discuss. They fall under many different genres. When looking for what could be described as Best Practice there will be some cross-over between mainstream podcasts and museum podcasts. I will be covering topics such as podcast production, interactions of the Host, the format of the content of the podcast, type of software, the type of equipment, Audience Interaction, and advertisements. These will cover some of the most common aspects of a podcast. I will be getting a majority of this information from the book *Your Museum Needs a Podcast* by Hannah Hethmon. In this book it describes her own experiences as the host of *Museums in Strange Places* and creates her own version of a Best Practice report using a lot of her personal knowledge. I highly recommend that anyone who is interested in this information should read this book.

### **Museum Podcasts**

- Production
  - o Script<sup>36</sup>
    - Written before hand and allows hosts to familiarized themselves with the content.
  - o Record
    - Recording doesn't have to happen every week. It can be done in batches to help the justification of hiring a temporary person or reassigning someone temporarily to conduct the podcast and then go back to their original position.<sup>37</sup>
    - The only downside for this is that it removes to option to discuss current events.
  - o Edit
    - Editing is the longest aspect of producing podcasts. Each episode will take roughly 10-20 hours of editing, depending on episode length and complexity.<sup>38</sup>
- Host (s)
  - o Single host should have a script.<sup>39</sup>
  - o Multiple hosts could go either way. The great thing about having multiple hosts is that the conversation can occur with each host and the audience and listen in.
  - o Interviews
    - Pros: Gives an intimate access to the voices behind the expertise.<sup>40</sup>
    - Cons: Takes a lot of practice to master. Needs preparation and an outline to be done correctly. It must also be done in a timely matter. It also requires a lot of editing.<sup>41</sup>

- Content
  - o Scripts
    - Pros: Give complete control over the content. Requires less editing if done correctly.<sup>42</sup>
    - Cons: Requires a lot of research and the host(s) must be able to carry the show off of the script alone.<sup>43</sup>
  - o Free flowing conversation with an outline.
    - Pros: Allows the knowledge of the hosts to be utilized without the restrictions of a script.
    - Cons: Can allow for mistakes. Will take longer to edit due to the number of pauses that will occur due to the hosts trying to think of what to say next.
  - o Format
    - Should clear, concise, and consistent.<sup>44</sup>
  - o Time
    - The most popular time frame for podcasts is roughly 20-30 minutes.<sup>45</sup>
- Software
  - o Audacity.
    - Free Editing Software.<sup>46</sup>
  - o Auphonic.
    - An Audio web service that removes background noise and refines the sound quality of the recording. Can be used for free for 2 hours a month.<sup>47</sup>
  - o Garageband.
    - Free Editing Software.<sup>48</sup>
    - Only for Apple products.
  - o Podcast Hosting Service
    - Libsyn<sup>49</sup>
      - This service costs between \$7-\$15 a month. It hosts the mp3 for each episode and convert it to a RSS feed that will be pushed out to podcasting services such as Apple Podcasts and Spotify.<sup>50</sup>
      - They upload your podcast to multiple Podcast Platforms.<sup>51</sup>
- Equipment

- o Microphones
  - Audio Technica ATR2100.
    - Good for interviews and narration.<sup>52</sup>
  - Audio Technica AT2020.<sup>53</sup>
    - Good for narration.<sup>54</sup>
- o Headphones
  - Audio-Technica M20x Headphones<sup>55</sup>
- Audience Interaction
  - o Rating & Reviews
    - This is important for creators to get feedback from listeners and shows the platform that the Rating & Review is on that there is an active audience.
  - o Social Media
    - Twitter
      - Should be used for Podcast Episode launch content (this includes pictures), answering questions from listeners, and to post things that the podcast supports. For Wessex Museums this would mean that they would post about events and other museum related content.
    - Instagram
      - Since this is a picture based social media there will need to be a lot of photos to post. This could be of the hosts, episode content, and relevant Wessex Museums news.
    - Facebook
      - This social media will be used as a combination of both Twitter and Instagram.
      - Creating a Facebook Group allows listeners of the podcast to communicate with one another. It creates a community that can discuss like-minded things. The hosts can be the administrators of the group and by doing this they can create questions that must be answered to get in the group. This could be about the age group, why they want to join the group, and if they would want to recommend it to others. It can be a built-in survey. The administrators can also dictate the type of conversations, and can delete posts that would violate the rules they set in place. Having this control can allow for the community to feel comfortable talking to one another.

- o Acknowledge the interaction. If there is a particular listener that mentioned something in a Facebook group, on Twitter, or on Instagram that is nice or meaningful it should be mentioned on the podcast. Listeners love that they could have an actual impact on the lives of the hosts. Even if the podcast episodes are batch produced it would be good to mention a couple listeners each episode.
- Advertisements
  - o On the podcast.
    - Paid advertisements would be nice, but not needed. If they are to be done, they should be done in the middle of the episode. If done at the beginning it is annoying and if done at the end they are ignored.
    - Other podcast recommendations could be a great way to get new listeners. A lot of podcast would exchange podcast trailers to play at some point during the episode (like and advertisement should be done at the middle).
  - o Wessex Museum
    - Physical Locations can help create a community with the listeners like nothing else. Since it would be a large point to encourage listeners to visit the Wessex Museums, it would be wise to create events that occur at the Wessex Museums. Events or Listener Meet-Ups are a great way for the hosts to create a bond with their audience.
    - The Wessex Museums Website should create a folder completely devoted to the podcast. It will encourage those who are interested in the podcast to look at what Wessex Museums has to offer and vice versa.
      - Make sure to alert members of Wessex Museums of the launch of the podcast and when each podcast episode is released.<sup>56</sup>
      - This will be where show notes should be posted. Show notes will have all the sources that went into the research for the episode. Since this will be an academic podcast, have a clear and easy way to find the show notes.
  - o Local Community
    - Universities are a great way to get a young audience interested in Wessex Museums. A dialogue should be created with staff members, societies, and students who are in the fields of Archaeology, Anthropology, History, and Heritage Management/Museum Studies. Interviews could be conducted by staff members and students. Events could be made that include the podcast, Wessex Museums, and the students. This dialogue must be continuously maintained, this is because there is such a high turnover with students and their busy lives.

## Conclusion

In conclusion, to give a best practice in Museum podcasting I obtained a great deal of information from Hannah Hethmon's *Your Museum Needs a Podcast*. I highly recommend that anyone who will be working on the podcast for Wessex Museums should read this book. In my report of my Suggestions I will be giving a further description on these topics from my personal experience. In that report I will be giving my recommendations on topics not discussed in this report.

## **Hardware**

### **Microphones**

- Audio Technica AT2020<sup>57</sup>
  - o Price: Roughly £79
  - o Description: A condenser Microphone.
  - o Positives: Compared to other microphones the price is relatively low. This microphone is well made and has a simple design. The sound quality is pretty good.
  - o Negatives: Will definitely need to go through some editing software due to amount of background noise pick-up.
- Blue Microphones Yeti USB<sup>58</sup>
  - o Price: Roughly £65
  - o Description: A USB Microphone.
  - o Positives: The price of this microphone compared to others is relatively cheap. But it is still a great microphone.
  - o Negatives: This microphone can sometimes seem over complicated by beginners. It also needs to be used in an upright form not horizontally. It will definitely need a quiet space to record in.
- Samson SA C01<sup>59</sup>
  - o Price: Roughly £79
  - o Description: A condenser Microphone.
  - o Positives: A well-made microphone that has a simple design. The price is relatively inexpensive.
  - o Negatives: Will need a quiet space to record, the background noise can be picked up easily.

### **Pop-Filter**

- Stedman Corporation Proscreen XL<sup>60</sup>
  - o Price: Roughly £62.40
  - o Description: A 6" metal screen that diffuses the air around the microphone to soften the host's voice on a podcast.
  - o Positive: This is a pro level pop filter. It has a sturdy design.
  - o Negative: The price.
- Blue The Pop<sup>61</sup>

- o Price: Roughly £109
- o Description: A curved metal screen that diffuses the air around the microphone to soften the host's voice on a podcast.
- o Positive: A durable design and works well.
- o Negative: It's a bit heavy. Also, the price.
- Neewer Professional Microphone Pop-Filter Shield
  - o Price: Roughly £9
  - o Description: A 6" fabric screen that diffuses the air around the microphone to soften the host's voice on a podcast.
  - o Positive: The price. Easy to use. A good pop-filter.
  - o Negative: Not a durable frame. Might not work as long as other pop-filters.

## Headphones

- Sennheiser HD 650 Open Back Headphones<sup>62</sup> <sup>63</sup>
  - o Price: Roughly \$369.993
  - o Description: Studio Headphones that are lightweight and come with a cable of 118 inches.
  - o Positives: Great headphones. Comfortable. Translate well on multiple platforms. This price is appropriate for the level of quality.
  - o Negatives: Is not the most durable.
- Sennheiser HD280 Pro<sup>64</sup>
  - o Price: Roughly £72
  - o Description: Headphones great for studio work and has a 3-meter cord.
  - o Positives: Great first pair of professional headphones.
  - o Negatives: Not super high quality.
- Sony MDR-7506<sup>65</sup>
  - o Price: Roughly £82
  - o Description: Headphones great for studio work and for remote podcasting and has a 3-meter cord.
  - o Positives: Light weight and great for remote podcasting. Durable.
  - o Negatives: Can't do complex things.

- Beyerdynamic DT770 Pro 80<sup>66</sup>
  - o Price: Roughly £129
  - o Description: Studio grade headphones with a 4-meter cord.
  - o Positives: For the quality offered, the price is actually pretty good. Great balance between quality and comfort.
  - o Negatives: The price.

### **Handheld Recorder**

- Zoom H1n<sup>67</sup>
  - o Price: Roughly £79
  - o Description: A handheld digital recorder that can be used for podcasting as well as interviews.
  - o Positive: Great value for the price. Can record mp3's and can hold up to 32 GB memory cards.
  - o Negative: Does not have an XLR inputs.
- Zoom H4N Pro<sup>68 69</sup>
  - o Price: Roughly £200
  - o Description: A handheld digital recorder that can be used for podcasting as well as interviews. Comes with 2 microphones.
  - o Positives: Comes with two professional microphones. Has XLR inputs. Can be used as a USB interface for both Mac and PC.
  - o Negatives: The price. Might be a bit too complex for a beginner.
- Zoom H5<sup>70</sup>
  - o Price: Roughly £220
  - o Description: A handheld digital recorder that can be used for podcasting as well as interviews.
  - o Positives: Has interchangeable mic heads. Can have an XLR input.
  - o Negatives: The price.
- Zoom H6<sup>71 72</sup>
  - o Price: Roughly £230
  - o Description: A handheld digital recorder that can be used for podcasting as well as interviews.

- o Positives: Can have an XLR input. Can hold a 128 GB memory card. Has interchangeable mic heads.
- o Negatives: The price.

### Packages

- MAONO Podcaster Kit<sup>73</sup>
  - o Price: Roughly £50
  - o Description: Includes a microphone, a pop-filter, and microphone mount. It is connected through a USB.
  - o Positives: The price. It's good that it includes the accessories for the microphone.
  - o Negatives: Will have to do all of the sound quality work on the computer. Extremely basic. Only usable for one person.
- Audio-Tech AT2020PK Mic Pack<sup>74</sup>
  - o Price: Roughly £125
  - o Description: This pack includes a Microphone, Headphones, and a microphone boom arm.
  - o Positive: Can be connected through a XLR cord. For the quality of equipment, the price is reasonable.
  - o Negatives: Simplistic. Can only record one person. Will need more equipment due to the XLR cable.
- Focusrite Scarlett 2i2<sup>75</sup>
  - o Price: Roughly £220
  - o Description: A podcasting kit that includes a set of Headphones, a Microphone, a USB audio Interface, and a microphone clamp.
  - o Positives: Includes all the tech you will need. Can potentially record two people if they obtain another microphone. The USB audio interface is included. For the quality of product, the price is reasonable.
  - o Negatives: Need another set of Headphones potentially.

## **Software**

### **Editing**

- Audacity
  - o Price: Free
  - o Description: Open-source and free software used for editing.<sup>76</sup>
  - o Positives: The price. Compared to other similar programs, the design is simplistic and great for new users. Lots of instructions to be found.
  - o Negatives: New users will still have issues adapting to this format.
- Auphonic<sup>77</sup>
  - o Price: \$0 - \$11
  - o Description: Audio webservice that refines the sound quality of recordings.<sup>78</sup>
  - o Positives: If used sparingly it can be free. But even the lowest level of it is relatively cheap. If you don't have a sound-proof room, this service is vital.
  - o Negatives: If there is a lot of recordings to go through it can get expensive. The process itself is automatic, and you can't control the process.
- Hindenburg Journalist<sup>79</sup>
  - o Price: \$95
  - o Description: User – friendly software used for editing.<sup>80</sup> Works specifically with automating the noise levels, the overall loudness, and has a Skype call recorder available in its Pro setting.
  - o Positives: Each individual aspect of the software is incredibly helpful.
  - o Negatives: The price.

### **Remote Podcast Interview Services**

- Skype
  - o Price: Depends on the location of the call and if the interviewee has Skype.
  - o Description: An online communicating service that can utilize both audio and visual technology to communicate with people all over the world.
  - o Positives: Can contact anyone. The interviewee doesn't need to have this service. Can be used to record audio. Having a visual element can aide the conversation.
  - o Negatives: Connection can be spotty. Messages through this service can sometimes take a while to get to the recipient.
- Zoom<sup>81</sup>

- o Price: Already obtained by Wessex Museums.
- o Description: An online communicating service that can utilize both audio and visual technology to communicate with people all over the world.
- o Positives: It is free. The host can arrange for the interviewee to get the link through email.
- o Negatives: Not the best quality of audio.

### **Advertising Service**

- AdvertiseCast<sup>82</sup>
  - o Price: 30% of Ad revenues
  - o Description: A podcast advertisement service that allows advertisers to connect with relevant podcasts.
  - o Positives: Has the option to include 30/ 60 second advertisements. The podcaster can set the ad price (with recommendation of industry standards). You can deny advertisers if you do not want to work with them.
  - o Negatives: Need a minimum of 5,000 listeners. The listing must be very detailed and include information from your statistics. Depending on the advertisement there will be a quota that needs to be filled per advertisement and all payouts will take place within 90 days.
- Podcorn<sup>83</sup>
  - o Price: Unknown
  - o Description: A podcast advertisement service that allows advertisers to connect with relevant podcasts.
  - o Positives: Connections to advertisers. Can set your own prices (with help from their pricing guide). Get paid within 24 hrs. Can arrange recurring sponsors for weeks or months to simplify finding advertisers.
  - o Negatives: They do not publicly display a minimum listener requirement or how the service earns money from this partnership.

### **Hosting Service**

- Blubrry<sup>84</sup>
  - o Price: \$12 - \$20
  - o Description: This service converts your MP3 to an RSS feed and makes sure that your podcast is on every popular podcasting platform. It also gives access to statistics on downloads/listens.

- o Positives: This service has a simple interface and a responsive support team. It will allow your podcast to see its statistics easily. Gives the podcast host peace of mind that they don't have to actively upload their podcast to each platform. Great for using an outside website in conjunction with this platform.
- o Negatives: The monthly payments.
- Libsyn<sup>85</sup>
  - o Price: \$7-\$15 a month
  - o Description: This service converts your MP3 to an RSS feed and makes sure that your podcast is on every popular podcasting platform. It also gives access to statistics on downloads/listens.
  - o Positives: This service has a simple interface and a responsive support team. It will allow your podcast to see its statistics easily. Gives the podcast host peace of mind that they don't have to actively upload their podcast to each platform.
  - o Negatives: The monthly payments. You need to pay additional money to view the statistics.
- Podbean<sup>86</sup>
  - o Price: \$0- \$14
  - o Description: This service converts your MP3 to an RSS feed and makes sure that your podcast is on every popular podcasting platform. It also gives access to statistics on downloads/listens.
  - o Positives: This service has a simple interface and a responsive support team. It will allow your podcast to see its statistics easily. Gives the podcast host peace of mind that they don't have to actively upload their podcast to each platform. Has a music library that also includes various sounds to be used in the production of the podcast.
  - o Negatives: More platform involved advertisements. Each payment tier is more expensive than similar competitors.
- Buzzsprout<sup>87</sup>
  - o Price: \$0 - \$12
  - o Description: This service converts your MP3 to an RSS feed and makes sure that your podcast is on every popular podcasting platform. It also gives access to statistics on downloads/listens.
  - o Positives: This service has a simple interface and a responsive support team. It will allow your podcast to see its statistics easily. Gives the podcast host peace of mind that they don't have to actively upload their podcast to each platform. Has a built-in additional service called 'Magic Mastering' for \$6 more that help with sound quality (similar to Auphonic). Podcasts can become monetized if you pay a subscription.

- o Negatives: The monthly payments. The free option available would mean that they would insert advertisements into each podcast episode as payment.

## **My Personal Suggestions**

### **Basics:**

- Equipment
  - o Podcast Kit
    - Focusrite Scarlet 2i2
    - Reason: I believe that having the opportunity to easily incorporate another person will be important.
- Software
  - o Audacity
    - Reason: Editing.
  - o Auphonic
    - Reason: Refining sound quality.
  - o Blubrry
    - Reason: The price is worth it. This podcast will need to have access to statistics. This particular site allows for combining with another website. This can allow for the Wessex Museum website to be easily altered to accommodate the podcast information.
- Advertisements
  - o Service
    - Podcorn
    - Reason: If Wessex Museums wants to include advertisements, I believe this is the best service to choose.
  - o Self- Advertisement
  - o Reason: This could be a great opportunity for the podcast to support other Wessex Museum things. These advertisements could discuss upcoming events, product partnerships already formed through the gift stores, and potentially could arrange advertisements with business donors. Out of the two advertising options, I believe that the Self-Advertisement would follow what Wessex values more.

### **The Podcast:**

- Title
  - o Wessex Museum Partnership Podcast

- o Reason: This is the most basic Podcast name I could think of. I highly suggest that a new name should be created once the actual form of the podcast is decided upon. It should be short and easily fit into the thumbnail picture.
- Length
  - o 20-30 minutes
  - o Reason: This is the average commute time for most podcast listeners. It is short, and manageable for content as well as consumption. This amount of time per episode can make it easier to create content for, and therefore less time needs to be devoted to the podcast project.
- Frequency
  - o Seasonal
  - o Reason: This method of releasing episodes is best for making them in advance. The whole season could be pre-made.
    - Bi-Monthly
      - Reason: Having episodes being released every other week is often enough that people will still have the podcast in their minds, but enough space that the content will last for a while.
    - Weekly
      - Reason: In a perfect world releasing shows on a weekly basis would be ideal. Like in other mediums, weekly releases had a better result with listeners. This goal of having a weekly release can be a goal for the future.
    - 8 episodes per season
      - Reason: I believe that this number is completely manageable. This number can be changed, but I believe that this number should be the minimum amount of that should be released. The maximum can only be capped by the amount of effort and money you wanted to put into this project.
        - o For the Bi-Monthly schedule the max would be 24 episodes.
        - o For the Weekly schedule the max would be 52 episodes.
      - First Year:
        - o 2 months of content
          - Reason: Since there will be a batch release there will be less time for the other episodes. This will be fine for the first season, but will change for the next.

- o 4 months off of content.
    - Reason: Will use this time to create the next season.
  - o 4 months of content
    - Reason: This will be the new standard for what the rest of the seasons will look like.
- In the beginning the podcast will need to release a batch of episodes.
  - Reason: I believe that the release batch should be 4 episodes. This allows listeners to get a vibe of the show without waiting around for the next episode.
- Type of Podcast
  - o Solo-scripted
    - Reason: This podcast will need to be produced and released on a schedule. It needs to be done with minimal outside help. Shows that focus on interviews have to revolve around when they can get the interviews. Having a script will allow the content to be focused more on the topic at hand and less fluff. It will need to be well thought out to avoid it being called boring.
  - o Topical
    - Wessex Museums 100 objects
      - Reason: The topic is already there. The research and pictures of the topic are already available to Wessex. This topic also guarantees 100 episodes and if the podcast wants to end, they could build that into the schedule/design.
    - Objects (History)
      - This is just about the items in the Wessex Museum Partnership. More historical.
      - Reason: This would be basically the same as the 100 objects idea, but with an open ending.
    - Objects (Stories)
      - The podcast can be about stories surrounding the objects in the Wessex Museums Partnership. This differs than the previous ideas in that it doesn't include the entire history of the object.
      - Reason: This would be similar to the Objects idea in that it would have an open ending. This idea differs in that since it's focused on just a story centered around an object, and therefore the object (with enough time in between) can be used multiple times in the podcast.

- o Occasional discussion episodes with guest interview
  - Have at least a couple interviews per season so that listeners know to expect that every season.
  - Reason: This idea should be applied to all the previously mentioned ideas. It will allow for more ideas to flow to the audience. Topics such as decolonizing the museum space, LGBTQ+ History, and other ideas that make take years to incorporate into the exhibit can be discussed in this setting.

**Tips:**

- Consistency
  - o Reason: Audiences love consistency. The schedule for the podcast must be set in stone before the release of the podcast. Since this podcast will have the appearance of being attached to the Wessex Museum Partnership, people will expect more.
- Clarity
  - o Reason: When the podcast is released a schedule of that season's releases should be. And if something goes wrong, there was something wrong with the audio, couldn't release an episode that particular day, or something else. Be upfront with the audience. Sometimes things happen and listeners can be a lot more understanding when they know the reason why something happened. It can also show that behind the script that there is an actual person freaking out over the issue not just a mindless machine.
- Thumbnail Picture
  - o Either make a contest for some local art designs. Give them the specifications (1400 x 1400 pixels and needs to be understandable at 150 x 150 pixels). There are a lot of online artists that could potentially want to enter.
    - Reason: Great way to create hype for the podcast. Free work. Can be done every season as apart of the marketing scheme.
  - o Hire an artist to create the logo. Prices will vary a lot.
    - Reason: You need a thumbnail picture. You'll have full control over what you want to get out of the process.

## **Sample Podcast Script**

### Regular Episode Outline (20-30 Minutes)

- Intro (1-3 minutes): The hook of the story. Draw the audience into the episode.
  - o 1
  - o 2
  - o 3
- Theme song (15-30 seconds)
- Introduce Topic (1 minute)
  - o 1
- Potential Advertisement break (Under 1 minute)
  - o "Ad" music introduces the ad
  - o Ad
  - o "Ad music concludes the ad
- History (5-10 minutes): Background knowledge.
  - o 1
  - o 2
  - o 3
  - o 4
  - o 5
  - o 6
  - o 7
  - o 8
  - o 9
  - o 10
- Main story (5-10 minutes): Interesting story to dive into.
  - o 1
  - o 2
  - o 3
  - o 4

- 5
  - 6
  - 7
  - 8
  - 9
  - 10
- Present Day (Under 5 minutes): Any information that has happened in the 21st century.
  - 1
  - 2
  - 3
  - 4
  - 5
- Potential Advertisement break (Under 1 minute)
  - "Ad" music introduces the ad
  - Ad
  - "Ad music concludes the ad
- Conclusion (1-3 minutes)
  - 1
  - 2
  - 3
- Final Wrap up (1 minute)
  - Social Media reminder
  - Rate & Review Reminder
  - Potential Fan shout-out: Always try do this at the end of the episode. If you can't, keep the shout-out very short.

### Interview Episode Outline (20-30 minutes)

- Intro (1-3 minutes): The hook of the story. Draw the audience into the episode.
  - o 1
  - o 2
  - o 3
- Theme song (15-30 seconds)
- Introduce Topic (1 minute)
  - o 1
- Potential Ad break (Under 1 minute)
  - o "Ad" music introduces the ad
  - o Ad
  - o "Ad music concludes the ad
- Discussion (20-25 minutes)
  - o 1
  - o 2
  - o 3
  - o 4
  - o 5
  - o 6
  - o 7
  - o 8
  - o 9
  - o 10
  - o 11
  - o 12
  - o 13
  - o 14
  - o 15
  - o 16

- o 17
  - o 18
  - o 19
  - o 20
  - o 21
  - o 22
  - o 23
  - o 24
  - o 25
- Potential Ad break (Under 1 minute)
  - o "Ad" music introduces the ad
  - o Ad
  - o "Ad music concludes the ad
- Conclusion (1-3 minutes)
  - o 1
  - o 2
  - o 3
- Final Wrap up (1 minute)
  - o Social Media reminder
  - o Rate & Review Reminder

## Sources

Black, Holly. "Creating the Museums n'That podcast." *Museum Association* 21.04.2020.

<https://www.museumassociation.org/museum-practice/podcasts/21042020-creating-the-museums-n-that-podcast>.

Black, Holly. "Creating the Wonder House podcast." *Museum Association* 22.04.2020.

<https://www.museumassociation.org/museum-practice/podcasts/22042020-creatig-the-wonder-house-podcast>.

Black, Holly. "What makes a good museum podcast?" *Museum Association* 21.04.2020.

<https://www.museumassociation.org/museum-practice/podcasts/21042020-what-makes-a-good-museum-podcast>.

Dale, Marvin. *How to Start Your Podcast*. 2020.

Flynt, Joseph. "7 Best Podcast Starter Kits to Get Started." *3D Insider*. 07.08.2020.

<https://3dinsider.com/podcast-starter-kits/>.

Hethmon, Hannah. *Your Museum Needs a Podcast*. 2018.

Land, Chris. "Best Podcast Headphones [TOP5] – Detailed Guide & Recommendations 2020". *Improve Podcast*. 05.08.2020. <https://improvepodcast.com/best-podcast-headphones-detailed-guide-recommendations/>.

Mulhearn, Deborah. "Trendswatch : Podcasts." *Museum Association* 118/04 (2018): p.41.

Rudi. "Sennheiser HD 650 Studio Headphone Review". *Sonar Works*. 05. 08.2020.

<https://www.sonarworks.com/blog/reviews/sennheiser-hd650-review/#pros>.

White, Paul. "Audio Technica AT2020". *Sound on Sound*. 05.08.2020.

<https://www.soundonsound.com/reviews/audio-technica-at2020>.

White, Paul. "Samson C01". *Sound on Sound*. 05.08.2020.

<https://www.soundonsound.com/reviews/samson-c01>.

Winn, Ross. "Best Handheld Digital Audio Recorders (For Podcasting, Interviews & Music)". *Podcast Insights*. 07.08.2020. <https://www.podcastinsights.com/best-digital-audio-recorders/>.

Winn, Ross. "Best Podcast Recording Software (For Mac & PC)". *Podcast Insights*. 07.08.2020.

<https://www.podcastinsights.com/best-podcast-recording-software/>.

Winn, Ross. "Best Pop Filters For Recording Vocals". *Podcast Insights*. 05.08.2020.

<https://www.podcastinsights.com/best-pop-filters/>.

Winn, Ross. "Blue Yeti Microphone Review: Should You Get One?" *Podcast Insights*. 05.08.2020.

<https://www.podcastinsights.com/blue-yeti-review/>.

"Buzzsprout vs Podbean 2020 Comparison and Review." *Hoku Marketing*. 04.08.2020.

<https://hokumarketing.com/blogs/news/buzzsprout-vs-podbean-comparison-and-review>

"Episodes." *Lore Podcast*. 11.07.2020. <https://www.lorepodcast.com/episodes>.

"Find the right brand sponsorship for your podcast." *Podcorn*. 04.08.2020.

<https://podcorn.com/podcasters/>.

"How to Record a Call Using Zoom.us for Podcasting". *The Podcast Host*. 07.08.2020.

<https://www.thepodcasthost.com/recording-skills/record-a-podcast-on-zoom/>

"iTunes Podcast Genres" *iTunes* 27.06.2020. <https://podcasts.apple.com/us/genre/podcasts/id26>.

"Libsyn vs Blubrry: Where Should I Host My Podcast?" *The Podcast Host*. 04.08.2020.

<https://www.thepodcasthost.com/websites-hosting/libsyn-vs-blubrry/>.

"Monetize your Podcast." *AdvertiseCast*. 04.08.2020. <https://www.advertisecast.com/monetize-your-podcast>.

"Podcast analytics & attribution for publishers and advertisers." *Chartable* 27.06.2020.

<https://chartable.com>

"Podcaster's Review: Auphonic." *Podcast Engineers*. 07.08.2020.

<http://podcastengineers.com/blogs/podcasters-review-auphonic>.

"Pricing." *Buzzsprout*. 04.08.2020. <https://www.buzzsprout.com/pricing>

"The Step-by-Step Guide: How to Start a Podcast." *Buzzsprout*. 24.07.2020.

[https://www.buzzsprout.com/how-to-make-podcast?gclid=Cj0KCQjwjer4BRCZARIsABK4QeWrJbxBoWb5vP6D5utUmzWhltFtogbxptk\\_eNQXm8zDC0yOGYLzsAlaAgKREALW\\_wcB](https://www.buzzsprout.com/how-to-make-podcast?gclid=Cj0KCQjwjer4BRCZARIsABK4QeWrJbxBoWb5vP6D5utUmzWhltFtogbxptk_eNQXm8zDC0yOGYLzsAlaAgKREALW_wcB).

## End Notes

- 
- <sup>1</sup> Deborah Mulhearn. "Trendswatch : Podcasts." *Museum Association* 118/04 (2018): p.41.
  - <sup>2</sup> Hannah Hethmon. *Your Museum Needs a Podcast*. 2018, 12-13.
  - <sup>3</sup> *Your Museum Needs a Podcast*, 13.
  - <sup>4</sup> "Episodes." *Lore Podcast*. 11.07.2020. <https://www.lorepodcast.com/episodes>.
  - <sup>5</sup> *Your Museum Needs a Podcast*, 14.
  - <sup>6</sup> Holly Black. "Creating the Museums n'That podcast." *Museum Association* 21.04.2020.  
<https://www.museumassociation.org/museum-practice/podcasts/21042020-creating-the-museums-n-that-podcast>.
  - <sup>7</sup> Holly Black. "Creating the Wonder House podcast." *Museum Association* 22.04.2020.  
<https://www.museumassociation.org/museum-practice/podcasts/22042020-creatig-the-wonder-house-podcast>.
  - <sup>8</sup> Holly Black. "What makes a good museum podcast?" *Museum Association* 21.04.2020.  
<https://www.museumassociation.org/museum-practice/podcasts/21042020-what-makes-a-good-museum-podcast>.
  - <sup>9</sup> "Podcast analytics & attribution for publishers and advertisers." *Chartable* 27.06.2020. <https://chartable.com>
  - <sup>10</sup> "iTunes Podcast Genres" *iTunes* 27.06.2020. <https://podcastsapple.com/us/genre/podcasts/id26>.
  - <sup>11</sup> "Podcast analytics & attribution for publishers and advertisers."
  - <sup>12</sup> "iTunes Podcast Genres"
  - <sup>13</sup> "Podcast analytics & attribution for publishers and advertisers."
  - <sup>14</sup> "iTunes Podcast Genres"
  - <sup>15</sup> "Podcast analytics & attribution for publishers and advertisers."
  - <sup>16</sup> "iTunes Podcast Genres"
  - <sup>17</sup> "Podcast analytics & attribution for publishers and advertisers."
  - <sup>18</sup> Ibid.
  - <sup>19</sup> "iTunes Podcast Genres"
  - <sup>20</sup> "Podcast analytics & attribution for publishers and advertisers."
  - <sup>21</sup> "iTunes Podcast Genres"
  - <sup>22</sup> "Podcast analytics & attribution for publishers and advertisers."
  - <sup>23</sup> "iTunes Podcast Genres"
  - <sup>24</sup> "Podcast analytics & attribution for publishers and advertisers."
  - <sup>25</sup> "iTunes Podcast Genres"
  - <sup>26</sup> "Podcast analytics & attribution for publishers and advertisers."
  - <sup>27</sup> Ibid.
  - <sup>28</sup> "iTunes Podcast Genres"
  - <sup>29</sup> Ibid.
  - <sup>30</sup> "Podcast analytics & attribution for publishers and advertisers."
  - <sup>31</sup> "iTunes Podcast Genres"
  - <sup>32</sup> "Podcast analytics & attribution for publishers and advertisers."
  - <sup>33</sup> "iTunes Podcast Genres"
  - <sup>34</sup> Marvin Dale. *How to Start Your Podcast 2020*.
  - <sup>35</sup> Hethmon. *Your Museum Needs a Podcast*,1.
  - <sup>36</sup> Hethmon. *Your Museum Needs a Podcast*, 13.
  - <sup>37</sup> Hethmon. *Your Museum Needs a Podcast*, 64.
  - <sup>38</sup> Black. "What makes a good museum podcast?"
  - <sup>39</sup> Hethmon. *Your Museum Needs a Podcast*, 13.
  - <sup>40</sup> Hethmon. *Your Museum Needs a Podcast*, 12-13.
  - <sup>41</sup> Ibid.
  - <sup>42</sup> Hethmon. *Your Museum Needs a Podcast*, 13.
  - <sup>43</sup> Ibid.
  - <sup>44</sup> Black. "What makes a good museum podcast?"

- 
- <sup>45</sup> Hethmon. *Your Museum Needs a Podcast*, 54.
- <sup>46</sup> Ibid.
- <sup>47</sup> Ibid.
- <sup>48</sup> Hethmon. *Your Museum Needs a Podcast*, 45.
- <sup>49</sup> Ibid.
- <sup>50</sup> Hethmon. *Your Museum Needs a Podcast*, 78.
- <sup>51</sup> Hethmon. *Your Museum Needs a Podcast*, 79.
- <sup>52</sup> Hethmon. *Your Museum Needs a Podcast*, 30.
- <sup>53</sup> Dale. *How to Start Your Podcast*.
- <sup>54</sup> Hethmon. *Your Museum Needs a Podcast*.31.
- <sup>55</sup> "The Step-by-Step Guide: How to Start a Podcast." *Buzzsprout*. 24.07.2020. [https://www.buzzsprout.com/how-to-make-a-podcast?gclid=Cj0KCQjwjer4BRCZARIsABK4QeWrJbxBoWb5vP6 D5utUmzWhltFtogbxptk\\_eNQXm8zDC0yOGYLzsAlaAgKREALW\\_wcB](https://www.buzzsprout.com/how-to-make-a-podcast?gclid=Cj0KCQjwjer4BRCZARIsABK4QeWrJbxBoWb5vP6 D5utUmzWhltFtogbxptk_eNQXm8zDC0yOGYLzsAlaAgKREALW_wcB).
- <sup>56</sup> Hethmon. *Your Museum Needs a Podcast*. 85.
- <sup>57</sup> Paul White. "Audio Technica AT2020". *Sound on Sound*. 05.08.2020. <https://www.soundonsound.com/reviews/audio-technica-at2020>.
- <sup>58</sup> Ross Winn. "Blue Yeti Microphone Review: Should You Get One?" *Podcast Insights*. 05.08.2020. <https://www.podcastinsights.com/blue-yeti-review/>.
- <sup>59</sup> Paul White. "Samson C01". *Sound on Sound*. 05.08.2020. <https://www.soundonsound.com/reviews/samson-c01>.
- <sup>60</sup> Ross Winn. "Best Pop Filters For Recording Vocals". *Podcast Insights*. 05.08.2020. <https://www.podcastinsights.com/best-pop-filters/>.
- <sup>61</sup> Winn. "Best Pop Filters For Recording Vocals".
- <sup>62</sup> Dale. *How to Start Your Podcast*.
- <sup>63</sup> Rudi. "Sennheiser HD 650 Studio Headphone Review". *Sonar Works*. 05. 08.2020. <https://www.sonarworks.com/blog/reviews/sennheiser-hd650-review/#pros>.
- <sup>64</sup> Chris Land. "Best Podcast Headphones [TOP5] – Detailed Guide & Recommendations 2020". *Improve Podcast*. 05.08.2020. <https://improvepodcast.com/best-podcast-headphones-detailed-guide-recommendations/>.
- <sup>65</sup> Land. "Best Podcast Headphones...".
- <sup>66</sup> Ibid.
- <sup>67</sup> Ross Winn. "Best Handheld Digital Audio Recorders (For Podcasting, Interviews & Music)". *Podcast Insights*. 07.08.2020. <https://www.podcastinsights.com/best-digital-audio-recorders/>.
- <sup>68</sup> Black. "What makes a good museum podcast?".
- <sup>69</sup> Winn. "Best Handheld Digital Audio Recorders...".
- <sup>70</sup> Ibid.
- <sup>71</sup> Dale. *How to Start Your Podcast*.
- <sup>72</sup> Winn. "Best Handheld Digital Audio Recorders...".
- <sup>73</sup> Joseph Flynt. "7 Best Podcast Starter Kits to Get Started." *3D Insider*. 07.08.2020. <https://3dinsider.com/podcast-starter-kits/>.
- <sup>74</sup> Flynt. "7 Best Podcast Starter Kits...".
- <sup>75</sup> Dale. *How to Start Your Podcast*.
- <sup>76</sup> Black. "What makes a good museum podcast?".
- <sup>77</sup> "Podcaster's Review: Auphonic." *Podcast Engineers*. 07.08.2020. <http://podcastengineers.com/blogs/podcasters-review-auphonic>.
- <sup>78</sup> Dale. *How to Start Your Podcast*.
- <sup>79</sup> Winn, Ross. "Best Podcast Recording Software (For Mac & PC)". *Podcast Insights*. 07.08.2020. <https://www.podcastinsights.com/best-podcast-recording-software/>.
- <sup>80</sup> Dale. *How to Start Your Podcast*.
- <sup>81</sup> "How to Record a Call Using Zoom.us for Podcasting". *The Podcast Host*. 07.08.2020. <https://www.thepodcasthost.com/recording-skills/record-a-podcast-on-zoom/>
- <sup>82</sup> "Monetize your Podcast." *AdvertiseCast*. 04.08.2020. <https://www.advertisecast.com/monetize-your-podcast>.
- <sup>83</sup> "Find the right brand sponsorship for your podcast." *Podcorn*. 04.08.2020. <https://podcorn.com/podcasters/>.

- 
- <sup>84</sup> "Libsyn vs Blubrry: Where Should I Host My Podcast?" *The Podcast Host*. 04.08.2020.  
<https://www.thepodcasthost.com/websites-hosting/libsyn-vs-blubrry/>.
- <sup>85</sup> Hethmon. *Your Museum Needs a Podcast*. 79.
- <sup>86</sup> "Buzzsprout vs Podbean 2020 Comparison and Review." *Hoku Marketing*. 04.08.2020.  
<https://hokumarketing.com/blogs/news/buzzsprout-vs-podbean-comparison-and-review>
- <sup>87</sup> "Pricing." *Buzzsprout*. 04.08.2020. <https://www.buzzsprout.com/pricing>