

### Key Themes

Creating a podcast is an accessible and intimate way to engage and build your audience at your cultural institution.

**Podcast** – Serialized audio show designed to be downloaded and listened to anywhere regardless of platform (ex. iTunes or Spotify).

Hannah Hethmon gives ten concrete tips to create your own podcast including how to develop your concept, picking equipment, and building your brand.

### Examples

In Hannah Hethmon's *Museums in Strange Places* podcast, she visits unique museums around the world.

*Museum Archipelago* explores institutional problems and unique solutions in the museum profession.

*A Texas History Podcast* by The Bullock Texas State History Museum explores unique Texas history stories.

### Resources

For more information check out Hannah Hethmon's [website](#), [book](#), and [podcast directory](#).

[Libsyn](#) is a cheap and easy way to store and publish podcast audio to various platforms including Apple, Google, and Spotify.

[Audacity](#) is a free and easy to use audio editing software.

### Helpful Tips

Low-tech does not mean low-quality. A successful podcast can be produced using affordable equipment. Hannah Hethmon wrote an [article](#) on this topic at the onset of the COVID-19 pandemic.

One of the most important parts of a successful podcast is telling a good story that will engage the audience.

Picking a good show concept is crucial. You need to pick something specific, niche, and compelling to audiences.

There is no right or wrong length for a podcast. Twenty to forty minutes is a common podcast length, but if the topic and story are engaging, podcasts can be up to two hours.