

E-MODULE 3

Virtual visits and temporary
digital exhibitions



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Lesson 2 – Grain 12

Creating immersive podcasts for mediation: strategies for designing engaging podcasts.



How to create a 'home made' podcast ?

5 steps to success

If you want to make your institution's content accessible in ways other than on-site visits, and thus broaden your audience, creating **your own podcast** could be a good solution.

And contrary to what you might think, it's not that complicated... We'll explain!



1 Define your editorial line

Your goal is to create audio content that is **accessible** and **engaging**, and that adds value to the listener's listening experience.

> The first step is therefore to **define the editorial line**, the angle of approach of your podcast. Think about choosing a **common theme**, according to your target audience: general knowledge, news, focus on personalities, ecology, etc.

2 Structure the format

After determining the content, structure the form! You have to think about listening strategy and put yourself in the shoes of the listener. Several choices arise:

- **Number** of episodes
- The **length** of your episodes: keep in mind that the average listening time is **26 minutes**, but it all depends on your editorial line
- The **frequency** of publication: daily, weekly, monthly...

This will also depend on the length of your episodes and your editorial line, but one watchword: **regularity**!

3 Take care of the sound design

To illustrate your point or simply to stimulate the listener's attention, don't neglect the impact of good **sound design**: sound effects, sound bites, leitmotifs, musical backgrounds will set the **tone** and **identity** of your podcast.

Little tip: to reduce your costs, think about royalty-free music! Epidemic Sound or Pond 5 are some examples of platforms.



POND5

4 Use the right tools

To produce your podcast, you will have to go through two steps: **recording** and **editing**.

For the recording phase, you can book a studio if you have the budget. But the most affordable option remains to invest in a **microphone** – the entry level being around €50.

To edit the podcast, that is to say to carry out the editing and the mixing, turn to **free and easy-to-use software** to start with: Audacity or GarageBand for Mac are some good examples.





Diversify your distribution channels

Finally, once your podcast is edited, mixed and polished, all you have to do is to distribute it so that it reaches the ears of your listeners! It's time to choose your distribution channels.

One recommendation: think about **multiplatforms** – such as Acast or Ausha – which will reach a **wider** and more **diverse** audience than a local website.

