

GUIDE

How to create podcasts and use them in cultural education

Podcasts, or online audio programs, are an excellent tool for non-governmental organizations, libraries, and museums. Why? Because they offer the opportunity to reach a wide audience without significant promotional expenses. Listeners can tune in to podcasts anytime and anywhere, often making them a daily companion. This interactive form of communication creates opportunities for building relationships and dialogue with audiences. It's also a new medium that can serve as an educational tool, fostering cultural, social, and environmental awareness, and encouraging creative use of smartphones.



Figure 1: <https://pixabay.com/pl/photos/podcast-mikrofon-ekwipunek-audio-3696504/>

Inclusiveness

Podcasts have the potential to reach people from underserved groups, even if they are scattered across the country (such as the blind, people with physical (e.g., visual) disabilities, migrants, and people in a refugee crisis). This tool gives a voice to those who are often silenced. It's a platform where everyone can express their opinions, share their experiences, and speak out on important social, political, as well as art and culture-related topics.

Building relations with the audience

Podcasts also facilitate relationship building and networking. Through guests who may be experts in a particular field, non-governmental organizations, libraries, and museums can establish contacts and engage in interesting collaborations with other institutions and leaders who share similar goals and passions. This also presents an opportunity for more in-depth engagement with the guests of our institution, increasing recognition, and diversifying activities related to fundraising.

The human face of an institution

Podcasts are also an excellent way to show the human face of a non-governmental organization, build the personal brand of its leaders, and showcase the people behind the organization. This enables increased engagement and support for the mission of the organization, facilitates recruitment, and enhances networking opportunities.

All of this means that launching a podcast can be a critical moment for your organization. Below, we'll show you step by step how to utilize this dynamic medium and join the community of podcasters to make positive changes in the world. Make your voice heard and harness the potential of podcasts in working for society, art, culture, and local history!

For whom, and what are podcasts for?

- **For those who often repeat themselves in meetings with audiences:** They prefer to record their message once and well.
- **For educators and cultural animators:** Who want to share their knowledge and expand their cultural institution's offerings through podcasts and online audio courses.
- **For librarians:** Who wish to conduct cool training on how to start a podcast, attracting people to their library.
- **For NGO employees (especially in culture and education) and representatives of the GLAM Sector (Galleries, Libraries, Archives, Museums):** Podcasts offer a platform to reach a wider audience.
- **For individuals wishing to express themselves and showcase their work to the world:** It's a medium for personal expression and professional exposure.

- **For organizations aiming to convey their mission:** To gain credibility, increase recognition and authority, and recruit new volunteers.
- **For anyone focused on building a personal brand and establishing themselves as an expert:** To receive public speaking invitations, participate in conferences, and contribute to publications related to their podcast's theme.
- **For those working with previously overlooked individuals or beneficiaries scattered across the country:** People with physical, (e.g., visual) disabilities, migrants, people in a refugee crisis.
- **For districts, cities, and regions looking to promote tourism:** To showcase their uniqueness, culture, and local history.
- **For organizations raising funds for their activities:** Podcasts serve as an effective promotional tool.

The best podcast format for the GLAM sector:

- solo (e.g., lecture or book review),
- interviews or conversations with experts, interesting people, class participants,
- journalistic format like in radio (e.g., reportage),
- audio drama / narrative / quiz show,
- ask an expert,
- course podcast — an online course in podcast form.

What questions should you ask yourself when you start making a podcast in your organization?

1. Do you want to host it yourself, or will it be a podcast run by your charges, where you only show how to do it?
2. Why do you want to make a podcast?
3. What is your idea for the podcast? What will it be about?
4. Are there already podcasts on this topic (Polish and foreign)?
5. What do you need to learn, and what do you already have and know?
6. What resources do you already have that you can use (community, knowledge, access to experts who can be guests, a pleasant voice, a microphone, a quiet room at work)?
7. What obstacles do you see — what is stopping you now? Why hasn't your podcast started yet?
8. What do you listen to yourself and why?

Before you upload your first episode to Spotify

Checklist and tools

- Before you upload your first podcast episode to Spotify – let's make a list of what you'll need and compile a toolkit.
- What do you need to start recording a podcast, and what do you already have? What will you learn, and what do you already know?

Prepare a strategy

- Choose the format.
- Define your target audience.
- Set a goal – why are you making the podcast.
- Plan the order and frequency of episode releases.
- Structure – intro, outro, introduction. Length of the episode.
- Determine how much time you can dedicate to it.
- Decide whether to record with a phone or purchase a microphone.

Complete the profile:

- podcast name,
- description and BIO — what the podcast will be about,
- download the app: [Spotify for Podcasters](#), sign up and complete the profile,
- practice recording in that application.

Plan the graphic style and jingles

- Choose colours and fonts (with Polish characters) for the cover.
- Think about what you want to show on the cover of the entire podcast, and create it based on a template in [Canva](#).
- Select a jingle and interludes from the Spotify for Podcasters library.
- Record an intro and outro with the name of the podcast.

Prepare the first episode

- Decide a recording location, charge your phone, prepare your notes, and connect the microphone if you are using one.
- Record a trailer – what it will be about – and upload it to Spotify.
- Record and review the material for the 1st episode – check if the quality is okay, if it has educational value, provides solutions, inspires, entertains, and motivates.

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