



Museums Up Podcast: a podcast series within ReInHerit Horizon 2020 Coordination and Support Action

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Type of best practice

General Cultural Heritage Management

Keywords

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Museums Up is a smart tool that gives anyone the opportunity to explore directly and informally issues related to museum and cultural heritage management through professionals.

Organisation in charge of best practice

Arte Sostenible and ReInHerit Consortium

Location

Barcelona

Dates

November 2022 - November 2023

Description

Museums Up is a smart tool that gives anyone the opportunity to explore directly and informally issues related to museum and cultural heritage management through professionals. It consists of a 25-episode podcast, tailored to the current interests of professionals in the museum sector, sustainable tourism through interviews with leading professionals in the sector. Available in different podcast platforms in English language. Each of the chapters is promoted in each of the project's channels promoting visibility and audience participation in digital media. It highlights the transversality of topics covered in each of the 25 postcasts, for example: Museums and New Accessibility, Museums and their social role as relevant institutions in people's lives or (Co) Curating Traveling exhibitions.





Links

[Access to the resource from the project's official website: //reinherit-hub.eu/podcasts](https://reinherit-hub.eu/podcasts)
<https://rss.com/podcasts/museumsup-reinherit/>

Resources needed

Guests: A list of professionals in the field of cultural heritage and museums who are willing to be interviewed. These could include curators, historians, archaeologists, conservators, and other experts. **Recording Equipment:** High-quality microphones and headphones, a soundproof room or area for recording, and a computer with audio editing software. **Script:** While the interviews will likely be somewhat unscripted, it's a good idea to have a list of questions or topics to cover in each episode. **Editing:** After recording, each episode will need to be edited for clarity, length, and quality. **Distribution:** A platform to host and distribute the podcast, such as Spotify, Apple Podcasts, or Google Podcasts. **Consistency:** to release episodes on a regular schedule. **Feedback Mechanism.**

Challenges encountered

Dissemination and promotion in different channels to optimize outreach. Management of availability and agenda of interviewees, language availability in other languages such as Spanish.

Evidence of success

Over 2.200 unique downloads reaching listeners from locations in the five continents, mainly western Europe and the USA. 25 Institutions (including small organizations) and relevant participants from different fields from CH management.

Potential for transfer

Easy adaptability to different needs, sectors and interests of communication and collaboration. This initiative can be adapted to different audiences, being possible to develop content formulas focused on visitors or other audiences.

Further Information

The contents for the podcast are produced monthly and are freely accessible to the public.

