

Podcasting: Shoe of the Month Podcast Series at The Bata Shoe Museum

The Bata Shoe Museum began podcasting in October 2008. The impetus came from Elizabeth O'Grady, a contract Marketing/PR Coordinator in 2008, who felt that we should be making best use of emerging technologies to stay current. She felt that the Bata Shoe Museum's collection worked well with the concept and encouraged curatorial staff to select artefacts that were currently not on display to highlight in the podcasts. Since then we have had a monthly "Shoe Story" to highlight interesting items in our collection. In our second year, we did a special series to correspond with our Renaissance exhibition "On a Pedestal" in order to provide extra information and background for some of the exceptional artefacts. Currently, our monthly instalments of "Shoe Stories" are written and recorded by Assistant Curator and Exhibition Manager Sarah Beam-Borg. Today we will provide an overview of the "who/what/when/where/ why/how" of the Bata Shoe Museum's podcasting series from a curatorial and marketing perspective.

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Shoe of the Month Podcast



The Bata Shoe Museum's podcast series brings you the inside scoop on one fantastic shoe every month



Sometimes it is easy to forget that the stories behind the artefacts on display in a museum are more than just what you read on the label. They were made by someone, owned by someone, came from somewhere. Beginning in October 2010, our monthly podcast series will focus on examining some of the fascinating stories that lie behind the shoes in our collection. Who did they belong to? What do they say about the owner? How did they come to be part of the collection? These are just a few of the questions that Assistant Curator and Exhibition Manager Sarah Beam-Borg will be looking at in the newest podcast series "Shoe Stories".

Curatorial Perspective

Who: Sarah Beam-Borg, Assistant Curator and Exhibition Manager

What: Artefacts from the Bata Shoe Museum's collection, chosen one at a time to examine up close.

When: Launch monthly with our newsletter.

Where: In-house, with available technology for photography and audio recording.

Why: To expose some of The Bata Shoe Museum's less often displayed materials and/or pieces that have wonderful stories that are not clear at first glance.

How:

- Choose an artifact
- Research
- Choose supporting photographs
- Write the script
- Record the mp3 file

Marketing Perspective

Who: Nicole Cahill, Marketing, Public Relations and Social Media Coordinator

What: A key marketing tool which can draw more interest to artefacts in our collection which are not currently on view in the museum and which can be used to drive traffic to our website and social media.

When: Posted on our website on a monthly basis, to coincide with our eNews bulletin; then posted on social media at various times throughout the month.

Why:

- Allows people outside the Museum to access the collection in a way that is portable, visual and auditory.
- Working on building and promoting a subscription based podcast series through RSS which will allow interested listeners to be automatically informed when a new podcast is posted.
- Allows us to focus and provide information on specific exhibitions, with a focus on increasing education to a higher degree than can be provided on labels. In this way the podcasts are useful to those who have seen an exhibition as well as those who have not.

How: Set up by a professional IT person, but using technology which can easily be taught to the staff who are not as comfortable with technology- Sarah recording in-house, then Nicole posting it on the Bata Shoe Museum's website and social media.

