

Can and Should Small Museums Be Technological Leaders?

*American Association of Museums
2008 Annual Meeting*

Your Host and Debate Moderator

Holly Witchey, Director, New Media
Initiatives at the Cleveland Museum
of Art



Yes! I Have Done It.

- Heather Marie Wells
 - Shiloh Museum of Ozark History



www.shilohmuseum.org

Yes! I Have Done It.

- George Laughead
 - Ford County Historical Society, et al

www.vlib.us

www.kansasheritage.org



No! I'm too busy and like
to copy other museums' lead.

- Heather McClenahan
 - Los Alamos Historical Society



www.losalamoshistory.org

A Consultant Who Sees All Sides

- Jim Spadaccini
 - Ideum



www.ideum.com

Advantages to Technology Leadership

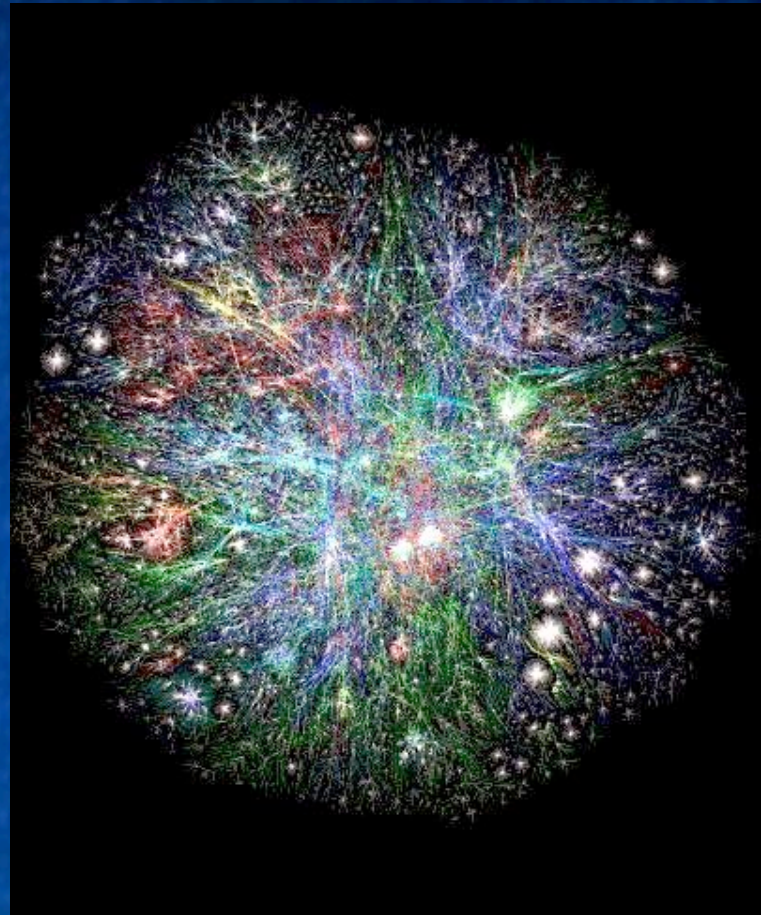
- Less red tape (fewer hassles with IT Departments, multiple curators or department heads)
- Small projects that may reach fewer people but have a bigger impact
- Easier for smaller museums to take advantage of free options and software
- Advantages of being a “first mover”

Advantages of Following

- Lack of resources (staff time and money).
- Find out what works and what doesn't *before* putting time and effort into a project
- Ability to get help from those who have already done it
- There's no need to reinvent the wheel!

Is Technology a Key Component to Help Us Meet Our Mission?

- Here, we all agree
- Make your website more than an online brochure
- Bring in new audiences with new technologies



Podcasting

- It's great! Just do it.
 - You don't have to invent any of it
 - Cheap players
 - Cheap software
 - Great way to reach new audiences
- Bonus point for making podcasts
 - Use it on local public radio, etc., in addition to having it on web
 - Use it in museum, providing MP-3 players for visitors

Shiloh Museum Podcast on iTunes

Shiloh Museum of Ozark History



Shiloh Museum of Ozark History
Category: History
Language: English

Free [SUBSCRIBE](#)

[WEBSITE](#)[REPORT A CONCERN](#)[TELL A FRIEND](#)

LISTENERS ALSO SUBSCRIBED TO
Mr. Fuhrer's World History Class
The Thistle: History and Stories from Edi...
Nokomis History
LEARN's Natural History Podcast
History Rocks

PODCAST DESCRIPTION

The Shiloh Museum of Ozark History Podcast offers supplements to our exhibits, grounds, programs, events, and much more!

CUSTOMER REVIEWS

Be the first to write a review

	Name	Time	Artist	Release Date	Description	Price
1	Request for Feedback		Shiloh Museum of Oz...	9/6/2007	Episode 15 is available for download. (2:40 ...	Free GET EPISODE
2	The History of the Peace Movement i...		Shiloh Museum of Oz...	8/22/2007	Episode 14 is available for download. (54:00...	Free GET EPISODE
3	A Sport and A Business		Shiloh Museum of Oz...	8/1/2007	Episode 13 is available for download. (62:00...	Free GET EPISODE
4	Traditional Plants, Medicinal Uses		Shiloh Museum of Oz...	6/25/2007	Episode 12 is available for download. (51:00...	Free GET EPISODE
5	Rodeo Memories		Shiloh Museum of Oz...	5/26/2007	Episode 11 is available for download. (55:01...	Free GET EPISODE
6	The Peaceful Desegregation of Faye...		Shiloh Museum of Oz...	4/2/2007	Episode 10 is available for download. (55:06...	Free GET EPISODE
7	Put Your Relatives in Their Place		Shiloh Museum of Oz...	5/14/2007	Episode 9 is available for download. (34.3M...	Free GET EPISODE
8	Odd Fellows in the Ozarks: A Beginn...		Shiloh Museum of Oz...	5/14/2007	Episode 8 is available for download. (29.2M...	Free GET EPISODE

Drawbacks/Issues with Podcasting

- What are you going to use for your audio?
- Takes time and resources, whether staff or volunteer
- Takes a lot of server space!
- Some of your audience – even your most loyal members – won't have a clue what you're talking about

Blogging

- Way to reach audiences that might otherwise never find your museum
- Free publicity
- Free blog space and software all over the web
- Use material from blog in newsletter or other mailings to members. Use newsletter material on blog. Write it once, use it many times

Shiloh Museum Blog



Shiloh Museum of Ozark History

hmwells@

Posting

Settings

Template

View Blog

Create

Edit Posts

Moderate Comments



Scheduled outage at 11PM PDT. [Learn more.](#)

Title: Request for Feedback

Edit Html

Compose

Font



Episode 15 is available for [download](#).
(2:40 minutes, 1.40MB, MP3)

The museum staff would like to thank you for your support of the museum's podcasting efforts as another way that you can enjoy the museum. After more than a year of podcasting, we would really like to know what you think about this new service we are providing.

To let us know your opinions, please send an email with the subject line Podcast Feedback to hmwells@springdaleark.org. Again thank you for supporting the Shiloh Museum and we hope to see you at the museum some time soon.

Post Options

Labels for this post:

e.g. scooters, vacation, fall

Shortcuts: press Ctrl with: B = Bold, I = Italic, P = Publish, D = Draft [more](#)

PUBLISH POST

SAVE AS DRAFT

Drawbacks/Issues with Blogging

- Takes time and resources, whether staff or volunteer
- Board member/decision maker fear of loss of control over content
- Some of your audience – even your most loyal members – won't have a clue what you're talking about

Social Networking

- Join with international museums of fame on MySpace for free.
- Use volunteer(s) for MySpace work, which is relatively easy.
- Start with quality links to other museum MySpace pages
- Facebook does not allow organizations -- by the way -- and will remove them
- Also use linkin.com for your personal resume -- great for finding person's name (not institution) and gets your name found well and fast. Not time intensive, unlike MySpace.

Morse Museum Page on Facebook

facebook

Search

Applications edit

Photos

Groups

Events

Marketplace

Video


Super Wall

more

Profile edit Friends ▾ Inbox (23) ▾

home account privacy logout


Morse Museum and Cultural Centre Browse more Places





Share +


Fans


6 of 61 fans See All


Heather Dunn

Robyn Waldenberger

Clare Sugrue

Bryce Coates

Robin White Owen

Joanne Eckl

Location: McKenzie Street
Morse, SK, S0H 3C0

Phone: 306-629-3230

Mon - Fri: 9:00 am - 12:00 pm
1:00 am - 5:00 pm

Information

Website: <http://morsemuseum.ning.com/>

Parking: Parking Lot


Notes

Displaying 2 notes See All

The Town of Morse also has a new website.
For more information about the wonderful town we are a part of visit www.morsesask.com
Continue Reading... | comments | 9:14pm Feb 24

Morse Museum has a new Website...
<http://morsemuseum.ning.com/> | 7:05pm Jan 29

Simply RSS add

 **Morse Museum News and Events**


Morse Museum News

Yesterday

The SaskTel Centennial Exhibit Coming to Morse Museum - May 13 to June 2

Photos

1 album See All

 **Inside the Museum!**
Updated January 27

No one has added fan photos.
Add Photos.

Events

1 event See All

Rock-A-Thon
Morse Museum
Morse, SK
Saturday, March 15 at 1:00am

My Flickr

Flickr pictures by Morse Museum

Welcome to Facebook Chat
Start instant conversations with all of your friends.
Check the Online Friends menu to see who is online now.
A green dot means your friend is available to chat.
Don't want to chat? Make yourself unavailable.

Drawbacks/Issues with SN

- Takes time and resources, whether staff or volunteer
- Inappropriate advertising on some sites
- Some of your audience – even your most loyal members – won't have a clue what you're talking about

Virtual Tours & Second Life

- How many people will drive six hours to your small museum? With a virtual tour -- no need to invent! With QuickTime it can be done with small budget.
- Allows public access if museum is not open year around.
- Allows for creativity that may not be possible in reality.

Jim's avatar Mij Foil in SL




Drawbacks/Issues with VR



- Takes time and resources, whether staff or volunteer
- Some of your audience – even your most loyal members – won't have a clue what you're talking about
- SecondLife is still a technology issue for many. It takes fast computer, etc. More projects this year from larger museums should teach us more.

Photo and Video Sharing

- Flickr.com for photographs
 - Yahoo.com owns it and indexes flickr pages very fast. It should be used in addition to museums having their photographs up on their own site.
 - Good way to promote new exhibitions, with a few (10 or so) photos.
 - It's free
- Use YouTube.com for videos
 - Every museum should put up one of their own, for if you don't, some visitor will anyway!
 - It's free


A flickr Photo Sharing Site





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The Don Harrington Discovery Center's photostream
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Amusement Park Science

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Bubbles!

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NanoDays

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You Tube (Museum Search)


Broadcast Yourself™

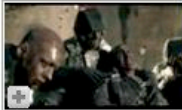
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"museum" video results 1 - 20 of about 74,200

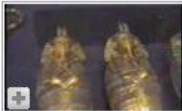
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Halo 3 Commercial: "Museum"
why, when a true hero arrives, the world will honor him....Arms Race Part 3 Ammo **Museum** Teaser halo halo3 master chief chief's face (more)


Added: 7 months ago
From: [TomstaUK](#)
Views: 125,445
★★★★★
01:13
More in [Entertainment](#)

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Cairo Museum
of a visit to Cairo **museum** back in the days when cameras were allowed inside, albeit for a considerable fee....Cairo **museum** vacation holiday Egypt Tutankhamun

Added: 1 year ago
From: [OdbodII](#)
Views: 37,119
★★★★★
05:49
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creationist museum
big waste of money...Jesus god fake religion murder


Added: 2 years ago
From: [depro9](#)
Views: 219,177
★★★★★
07:43
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Muse Muscle Museum
Muse's music video...muse muscle **museum** matt bellamy

Added: 1 year ago
From: [perajoe](#)
Views: 152,484
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03:59
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Muse - Muscle Museum (Hullabaloo)
Muse performing Muscle **Museum** off of Hullabaloo

Added: 2 years ago
From: [SinsterSasha](#)
Views: 206,613

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Concluding Thoughts

- Look at your museum assets and use them with the technology that's available
- Use your staff and volunteer resources
- Don't get too caught up in the technology. Keep any project in line with the mission of your museum!
- HAVE FUN! Let the joy of the experience of your museum come across in whatever work you do.