

EVENT DESCRIPTION SHEET

Deliverable D15 EDS – JCQ Podcast

PROJECT	
Participant:	1 - Stichting Joods Historisch Museum (JCQ)
PIC number:	940744995
Project name and acronym:	Looted Art and Judaica Project – LAJP

EVENT DESCRIPTION			
Event number:	WP13 - D15		
Event name:	Podcast Event		
Type:	symposium		
In situ/online:	in-situ		
Location:	The Netherlands, Amsterdam		
Date(s):	November 28, 2024		
Website(s) (if any):			
Participants			
Female:	64		
Male:	23		
Non-binary:	0		
From country 1 The Netherlands:	86		
From country 2 Belgium:	1		
Total number of participants:	87	From total number of countries:	2
Description			
<i>Provide a short description of the event and its activities.</i>			
<p>The podcast “The Lost Heppner Collection” (NL: <i>De Verdwenen Collectie Heppner</i>) is a search for historical justice and focuses on the testimony of survivor Max Amichai Heppner (1933) and the art collection of his family. Max Amichai Heppner’s family is one of the 8 case studies of the project and part of the exhibition (WP2) and the publication (WP3). This four-part podcast series connects to the overall objectives of the project, in particular creating awareness for restitution as a means of historical justice by focusing on how the pain and injustice caused by these crimes resonates throughout the generations up until today. Through the podcast, JCQ reaches out to segments of the wider public that are not regular museumgoers. Furthermore, the podcast provides documentation that will be continuously available to audiences and thus contributes to the project’s sustainability at large. Up until December 9, the podcast episodes of <i>De Verdwenen Collectie Heppner</i> had 18,559 downloads in total.</p>			

With the podcast “The Lost Heppner Collection” as a starting point, JCQ organized a symposium dedicated to best practices and methodology in museum podcasts for museums, in particular those museums working with sensitive historical topics and in relation to war and war crimes, eye-witness testimonies, intergenerational trauma. The event targeted museum and podcast professionals from the Netherlands and Belgium. The programme consisted of plenary sessions (lectures, round table discussion and best practice presentations) and two workshop rounds. The event was primarily Dutch spoken and included an English spoken talk and workshops by an international expert. It took place on 28 November 2024 at the National Holocaust Museum in Amsterdam.

PROGRAMME

9:15 registration at National Holocaust Museum

10:00 welcome & introduction
by Emile Schrijver, General Director JCQ

10:05 Plenary Session I: *Identifying and Utilizing the Native Traits of Podcasting*
by Martin Spinelli, Professor of Podcasting and Creative Media at University of Sussex (UK)

10:35 Plenary Session II: *The Applications of Podcasts in Museums*
keynote by Arnoud Odding (NL), museologist and podcaster
round table with Heleen Dijkhuizen, Project Lead Exhibitions at Museum Kranenburgh in Bergen (NL), Kiki Stoffels, Head of Public at JCQ, Terry van Druten, Chief Curator at Teylers Museum in Haarlem (NL), and Marvin Jacobs, Creative Director audio agency Airborne (NL), moderated by Arnoud Odding

12:00 Lunch Break

13:00 Workshops round 1

14:00 Workshops round 2

Participants had the opportunity to join two of the following workshop sessions:

- Podcasting With a DIY Mentality, by Casper Stalenhoef (NL), podcaster
- How to Create an Engaging Storytelling Podcast, by Marvin Jacobs
- You Have a Podcast... Now What? by Cora Bos, Zuiver Media (NL)
How ill my target audience find out that we have a podcast?
- Developing a Podcast: Intent and Audience (in English), by Martin Spinelli (UK)

15:00 Coffee Break

15:30 Plenary Session III: *Best Practices*

- *The Lost Heppner Collection* by Nienke Fonk & Marieke van Iterson, JCQ
- Podcasts at the Rijksmuseum by Sanne de Jong & Wienke 't Hoen, RMA
- *The Missing SS Officer* by Jordy Hubers & Micha Bruinvels, Nationaal Monument Kamp Amersfoort

17:00 End of the programme

In his welcome speech, JCQ director Emile Schrijver introduced the LAJP podcast *De Verdwenen Collectie Heppner* as the starting point for this symposium. What are the challenges and opportunities for museums when producing podcasts? What are the sensitivities when working with stories from and survivors of the Holocaust? By using JCQ's experience as a starting point for a wider conversation on the meaning and potential of podcasts for the museum sector, allowed JCQ to cast a wider net in serving the museum sector at large and for sharing its specific expertise built up via the *De Verdwenen Collectie Heppner*.

The first plenary sessions focused more generally on the phenomenon of podcasts and the potential for the museum sector and included representation of the specific perspective of JCQ. The round table concluded that podcasts are more than just a marketing tool. Podcasts are mediums through which museums can disseminate relevant knowledge and share engaging stories and testimonies. They are part of a broader communication strategy through which museums can build sustainable relations with audiences.

In his workshop on creating an engaging and storytelling podcast, Marvin Jacobs took *De Verdwenen Collectie Heppner* as case study for analyzing the production process of a storytelling podcast. Jacobs elaborated on his and podcaster Marieke de Veer's experiences in building an engaging narrative in a podcast from the testimony of a Holocaust survivor and his search for historical justice. How to build a

narrative when stories or memories are fragmented? What sensitivities play a role and how can you navigate them? This workshop was offered in two consecutive rounds and was attended by 49 participants in total.

In the afternoon plenary session on best practices in museum podcasts, Marieke van Iterson, campaign leader at JCQ, and Nienke Fonk, social media manager at JCQ, presented *De Verdwenen Collectie Heppner*. They also shared with the audience how Max Amichai Heppner's testimony of the Holocaust and the story of his family's search for its lost looted art collection was integrated into the communication campaign of the project at large. This resulted in coverage by 6- and 8-o'clock news bulletins on national television, an interview with Heppner in Dutch newspaper *Parool* and in a large article on Heppner's family's story in *The New York Times*. The sensitivities of museum podcasts in relation to WW2 stories were further explored in the best practice presentation by National Memorial Kamp Amersfoort.

The Podcast Symposium was attended by 87 participants, of which 64 female and 23 male participants. 65% works in the museum sector of which 33% at WW2-related museums and memorial sites and 66% at other museums & heritage sites (e.g. arts, antiquities, cultural-historical, ICOM NL). 30% of the participants are active in the podcast eco-system (production houses, creators, freelancers, etc.) and 5% in other sectors (education, theatre, unspecified).