Blogging and podcasting are consistently advertised as a means for archaeologists to reach audiences, spread the word about their research, and connect with communities. These things are true and we are responding by creating more digital content, but most of us are not doing it effectively. We are talking into a large, crowded room where there are already a lot of conversations going on. Most of us stop talking when we realize nobody is listening. How can we cut through this noise? How can we keep the ball rolling for more than a single field season? Why should we even try?

The gossip is right. Archaeologists should use blogging and podcasting to reach audiences, disseminate results, and connect with publics. All we have to do is use these platforms properly. In this talk, U.C. Berkeley assistant professor Bill White will share some blogging and podcasting best practices that archaeologists can use to connect with audiences, spread the word about their work, and address larger issues in our field. He will also address the elephant in the room: Why should we even try?