



## Sponsoring an America Adapts Podcast Episode

*Do you have a climate change adaptation story to tell?* Consider sponsoring America Adapts to highlight it! Not only are you sharing your climate story with a large network of climate and adaptation professionals but use a podcast episode as part of your organization's long term communication strategy. What is in your communication toolkit? If you're relying on webinars and white papers...well, you're missing out. Communicate with your org's members, board and funders through a podcast story!

### Why America Adapts?

The biggest—and one of the only—podcasts focusing on adaptation, “AA” ranks among the top 10% of all podcasts online. According to [Podcast.co](https://podcast.co), those receiving more than 2,900 downloads (the true measure of viewer involvement and engagement) in the 30 days after posting is the benchmark for this achievement.

Though less important than downloads, social media response also contributes to its success. AA just produced an episode with the NRDC (National Resources Defense Council). They reported that the links AA produced through social media sharing delivered nearly 400,000 impressions, creating brand awareness for the podcast that fuels interest and therefore encourages downloads.

Sponsors are attracted to AA not solely because of these impressive numbers, but because they are receiving access to targeted listeners. [Organizations and companies](#) sponsor AA because they know the podcast reaches those they want to tap...government officials they wish to influence regarding policy. Other AA constituencies include top leadership in the Executive Branch, senior leadership throughout various federal agencies, a plethora of city and state government officials, and countless NGS (National Government Services) executives and staff members. Additionally, a large contingency of academic leaders, decision makers, professors, and related professionals download AA as well. These are the listeners with you would be sharing your story...the most influential people in the adaptation space. And consider, podcasts have long shelf-lives, extending your story years after it's published.

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### Model Partnership for One Episode

America Adapts Media will produce and publish one 60-90 minute podcast to tell your adaptation story. The host of America Adapts, [Doug Parsons](#), is responsible for most aspects of production. Thinking “big picture” in terms of speaker scope, sponsors, working with Doug, will identify key subject experts to be interviewed as part of the podcast production, as well, and provide them to Doug, who will conduct virtual or on-site interviews with them.

Previous episodes: <https://www.americaadapts.org/episodes/>

### **Podcast Workplan**

America Adapts will perform all aspects of podcast production; editing and organizing the interviews into an episode modeled upon the existing series. The finished product will be one podcast of 60-90 minutes. America Adapts will also perform marketing and promotion for the podcast via established America Adapts channels; website, Facebook, Apple Podcasts, Spotify, Twitter, etc., and anticipates that all project participants will do the same.

### **Project Fee**

TBD – Depending on scope of interviews and travel requirements. Please inquire with Doug Parsons.

### **Next Steps...**

Arrange a Zoom or conference call with all involved parties to talk through the various stages and implementation of the podcast production.

Contract **Doug Parsons** [here](#).

### **Copyright**

*All content belongs to America Adapts Media but World Wildlife Fund and other related participants will have permission to use on any media platform, e.g., social media, newsletters, etc. It is possible to download the mp3 file and share accordingly.*

### **Editorial**

*America Adapts Media has final editorial control over the final podcast when released through the America Adapts podcast network.*