**BACKGROUND**

- Podcasts can be used as a tool to inform audiences about sustainability issues and augment environmental organizations' communication efforts.
- Podcasts have numerous advantages including that they are relatively easy and inexpensive to produce and distribute, and they have the benefits of being asynchronous.

**RESEARCH QUESTION**

What are the best practices for cultivating an audience for a sustainability focused podcast?

**INTERNSHIP**

- Internship at the UW Bothell Sustainability Office.
- Developed a podcast mini-series focused on sustainable living for the Common Caws for Sustainability podcast.

**METHODS**

- **Online survey** distributed to the audience of the Common Caws for Sustainability podcast.
  The survey evaluated prior familiarity with podcasts, engagement with the podcast, and its impact on sustainable choices and sustainability awareness.
- **Literature review** on podcasts, behavior theory, and environmental communication.

**RESULTS**

Survey results:

- **60%** frequently listen to podcasts (10+ times per month).
- Most comments implied prior interest in sustainability.

The target audience for a sustainability focused podcast is a narrow and specific group who are interested in sustainability and are active podcast listeners.

**LIMITATIONS TO GROWING A PODCAST AUDIENCE**

- **Topical barrier**
- **Technology barrier**

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