

## **There is no I in Geology Podcast Network**

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Podcasting has become a major venue for disseminating scientific information [1], providing a platform with a unique opportunity to communicate to a large, broad audience in a personable and engaging way. The geoscience podcast community has been steadily growing for the past five years. However, there is strong evidence that a number of Earth scientists face numerous hurdles to enter the world of podcasting, including technical and financial barriers as well as continuing motivation and peer support.

The Geology Podcast Network (GPN) is a science outreach initiative that aims to be a platform available to geoscientists who want to start a podcast, thus removing many of those initial barriers. Utilizing the existing TravelingGeologist social media platform to host the GPN, the network was able to immediately reach a large audience for the three shows launched in the past year: Geological Expeditions of Yore, Backyard Geology and Gneiss Chats. In addition to immediate visibility, the use of a well-established and structured outreach platform, TravelingGeologist, allowed the shows to have a fast turn-around from conceptualization to release. Furthermore, they were able to benefit from high quality resources such as graphic design, professional sound equipment and sound engineering.

The Network is currently comprised of 15 geoscientists at different stages of their career, who are working collaboratively to contribute diverse perspectives to the shows. Having a large, culturally diverse group of geoscientists at various career stages not only amounts to an improved quality in the research and script phases of the podcasts, but also in the presentation through a broad group of relatable hosts. Furthermore, the collaborative approach generated positive results in pursuing funding opportunities, creation of cover art, marketing strategies, and others. The current success of the GPN is attributed to this collaborative effort and inclusive environment both between individuals and within corporate structured science outreach initiatives. Podcasts are a free to access medium and the GPN aims to provide an equally free platform for aspiring geoscience communicators and educators to reach a broad audience across all socio-economic groups and nationalities.

[1] Newman et al. (2020), The Reuters Institute digital news report, 112p.