

Florida Specifier Podcast AD KIT

Florida
Specifier
Podcast



About Us:

The Florida Specifier Podcast is an issue, policy, and technology-based program produced by the Editorial Board of the Florida Specifier. A recurring podcast that is focused on news and information related to Florida's natural resources with the people who dedicate their personal and professional lives to the lifeblood of our state. Hosted by Brett Cyphers and Ryan Matthews, as well as intermittent special guests, the podcast will highlight and examine the most pressing environmental issues that face our state, both emerging and historical. We will hear from the regulators, legislators, professionals, and passionate champions of Florida's environment in each episode.

Episode Information:

- Each season has ten (10) episodes.
- Guests may include at least one podcast sponsor.
- Guests may also include lawmakers and other policymakers, agency or water management district staff or governing board members, or Non-Governmental Organization staff or governing body members.

Sponsor Levels:

	Description	Price
Level One	Sole sponsorship of the full season of the Florida Specifier Podcast	\$35,000
Level Two	Shared sponsorship of the full season of the Florida Specifier Podcast	\$20,000
Level Three	Sole sponsorship per episode of the Florida Specifier Podcast	\$3,750
Level Four	Shared Sponsorship per episode of the Florida Specifier Podcast	\$2,500

Sponsor Benefits:

- Participation of a subject matter expert representative of the sponsor in at least one episode of the podcast during the season for Levels One, Two, and Three;
- For Levels One, Two, and Three, the sponsor may choose the topic for their episode participation;
- Direct delivery of individual podcast episode(s) to the Florida Specifier's extensive email list of nearly 15,000 environmental professionals and policymakers;
- Prominent placement and marketing of the podcast and its episodes on the Florida Specifier website, which includes a subscriber base of over 5,000 individuals and groups;
- An acknowledgment at the opening of each episode;
- A thank you statement at the end of each episode;
- Ad copy to be read by the host either 1/3, 1/2, or 2/3 through the body of each episode, except during an episode in which the sponsor's representative is participating; and
- Placement of sponsor logo and link to the website on the Florida Specifier podcast webpage, social media posts, and individual episode pages.

Possible Topics:

- Wildlife Corridor/Rural and Family Lands/Florida Forever: Where are we and where are we going?
- Piney Point: What's the Latest; What's the Future?
- Water Quality Credits: How does it work and who needs them?
- Basin Management Action Plans: What are they, how do they work, and how are we doing?
- HB 1379: What's in it and what does it mean for the future of water quality in Florida?
- Statewide Stormwater Rule Development Update: What happened during the 2023 Session and what's ahead?
- Consumptive Use Permitting: What are they, and how do I get one when resources are strained?
- Septic Tanks: Where are we, and what's the latest technology to help solve the problem?
- Potable Reuse: What is it, and is it the future of consumptive use in a growing state?
- Hurricane Preparedness: What are state and local governments doing to prepare for coming storms?
- Storm Recovery: So, your community has been hit by a storm; now what?
- ERP and 404 permits: What are they, and how do I know if I need them?
- What's coming up in the Legislative Session: What's new and what's coming back?
- Coastal Resilience: What can we do, or must we just pack up and abandon our coastlines?
- The Future of Agriculture in Florida: Will it survive and how?
- Well Construction: So, you need a well; what comes next?
- Wetland Mitigation: How does it work and what do I need to know?
- Florida State Parks: How did we get so good at them, and what is needed to keep them at their best?
- The Sacket Decision: What does it mean for the 404 program and development in Florida?
- PFAS/PFOA: What is it, why is it everywhere, and what can we do about it?

Contact Details:

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