



3 October 2022



Tēnā koe 

Thank you for your Official Information Act request to the Department of Conservation, received on 04 September 2022 in which you asked for:

- *How much money has been spent in developing the DOC Sounds of Science Podcast.*
- *How much money has been spent advertising the DOC Sounds of Science Podcast.*

The DOC Sounds of Science podcast was developed to deepen people's understanding of conservation through behind-the-scenes stories and knowledge they could only get from the Department of Conservation. It is created entirely in-house. The podcast is a key piece of content for DOC to engage with New Zealanders about conservation and DOC's work.

The podcast has been in production since 2019. Since then, 19 episodes have been produced and there have been a total of 60,000 listener downloads.

The advertising spend for the podcast series is targeted to grow listenership and meet conservation engagement and advocacy objectives.

Your questions and our responses are listed below:

1. How much money has been spent in developing the DOC Sounds of Science Podcast

The total lifetime production cost of all 19 episodes is \$3,265.65. This includes the subscription to the podcast hosting platform, transcripts to meet accessibility requirements, recording equipment, and recording space rental.

2. How much money has been spent advertising the DOC Sounds of Science Podcast.



The total lifetime advertising cost for the DOC Sounds of Science podcast from 2019 to date is \$10,300. This was put towards boosting posts on DOC's social media channels and a one-off investment to advertise on NZME's iHeart Radio to reach new listeners.

Please note that this letter (with your personal details removed) may be published on the Department's website.

If you wish to discuss this with the Department, please feel free to contact me at vconnor@doc.govt.nz.

Nāku noa, nā



Vicki Connor
Director Customer Engagement
Department of Conservation
Te Papa Atawhai