

SilviCast

Sponsorship
Opportunities



About SilviCast

- A monthly podcast devoted to silviculture: the science, practice, and art of forestry
- Target audience: Foresters, land managers, and other natural resource professionals
- Explores current topics in forest management and highlights innovative practices and research
- Goal is to help foresters translate current research into reality



About SilviCast

- Launched in 2020, 40+ episodes & entering 6th season
- Available via:
 - ❖ Apple podcasts
 - ❖ Spotify
 - ❖ Amazon mUsic
 - ❖ Podcast Index
 - ❖ YouTube
 - ❖ Podcast Addict
 - ❖ Podchaser
 - ❖ Pocket Casts
 - ❖ Deezer
 - ❖ Listen Notes

<p>SEASON 5 EPISODE 10 WHY DOES MY PAINT GUN HATE ME?! OCT. 1, 2024</p> <p>The paint gun is a basic tool of the forestry trade. But what happens when we're two forties into the woods and our paint gun goes down? Join us on this episode of SilviCast as we talk with Ethan Tapper with Bear Island Forestry, John Freeman with Panama Forestry Equipment, and Ryan Holm with Nelson Paint as they give us tips to keep our paint guns flowing freely!</p> <p>LISTEN NOW</p>	<p>SEASON 5 EPISODE 9 FOREST FARMING: PLANTING THE SEED SEPT. 1, 2024</p> <p>Most of us enjoying a little on-the-job foraging - some blackberries here, some morels there. But how often do we think about intentionally managing non-timber forest products? Join us as we discuss the integration of forest farming and silviculture with Eric Burkhardt, Teaching Professor in the Department of Ecosystem Science and Management at Penn State University.</p> <p>LISTEN NOW</p>	<p>SEASON 5 EPISODE 8 DEER, OH DEER! AUG. 1, 2024</p> <p>If you are a forest practitioner in the eastern forests of North America (and maybe elsewhere), at one time or another you likely have been frustrated by white-tailed deer. How do deer impact our forests and what does the latest science hold for mitigating browse impacts through silviculture? Join us as we speak with Alex Royo, U.S. Forest Service research ecologist, and Amanda McDraw, Wisconsin DNR research scientist.</p> <p>LISTEN NOW</p>	<p>SEASON 5 EPISODE 7 TSUGA SCIENCE JULY 1, 2024</p> <p>It's an all-too-familiar scenario to foresters. A pest is introduced into another part of the range and slowly works its way to a forest near you. On this episode we discuss hemlock woolly adelgid (HWA) and silvicultural approaches to hemlock resiliency with Bud Mayfield at the U.S. Forest Service Southern Research Station and Robert Jetton at North Carolina State University.</p> <p>LISTEN NOW</p>
<p>SEASON 5 EPISODE 6 GREEN, RED, DEAD JUNE 1, 2024</p> <p>In this episode of SilviCast we will explore an example in Iowa of changing environmental conditions and the cumulative effects on white oak (<i>Quercus alba</i>), and one forester's quest to find answers. Join our conversation with Iowa DNR Forester Joe Herring, as we try to solve the mystery of the dying white oak trees.</p> <p>LISTEN NOW</p>	<p>SEASON 5 EPISODE 5 AN OLD-NEW IDEA: CLUSTER PLANTING MAY 1, 2024</p> <p>In this episode of SilviCast we explore the practice of cluster planting, a reforestation method that involves the planting of trees or seeds in tightly-spaced, small functional groups, with Dr. Sonmish Saha of the Institute of Technology Assessment and Systems Analysis in Karlsruhe, Germany.</p> <p>LISTEN NOW</p>	<p>SEASON 5 EPISODE 4 PUTTING THE B IN BDQ APRIL 1, 2024</p> <p>The Cutting Methods Study is a long-term investigation of cutting systems in second-growth northern hardwood stands on the Argonne Experimental Forest in northern Wisconsin. Join us on this episode of SilviCast as we explore the surprising results with Christel Kern, Research Forester with the U.S. Forest Service's Northern Research Station.</p> <p>LISTEN NOW</p>	<p>SEASON 5 EPISODE 3 ASH: A LINGERING HOPE MARCH 1, 2024</p> <p>How can we manage EAB impacted stands and what can we do to help maintain ash trees as a component of our forests? On this episode of SilviCast we talk with two of North America's leading researchers working on EAB genetics and ecology, Dr. Kathleen Knight and Dr. Jennifer Koth of the U.S. Forest Service, Northern Research Station.</p> <p>LISTEN NOW</p>



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Continuing Education (CEUs) and Certified Forester (CFE) credits available for listening



SilviCast Hosts

- Greg Edge and Brad Hutnik, forest ecologists and silviculturists at the Wisconsin Department of Natural Resources
- Produced by the Wisconsin Forestry Center, part of the College of Natural Resources at UW-Stevens Point



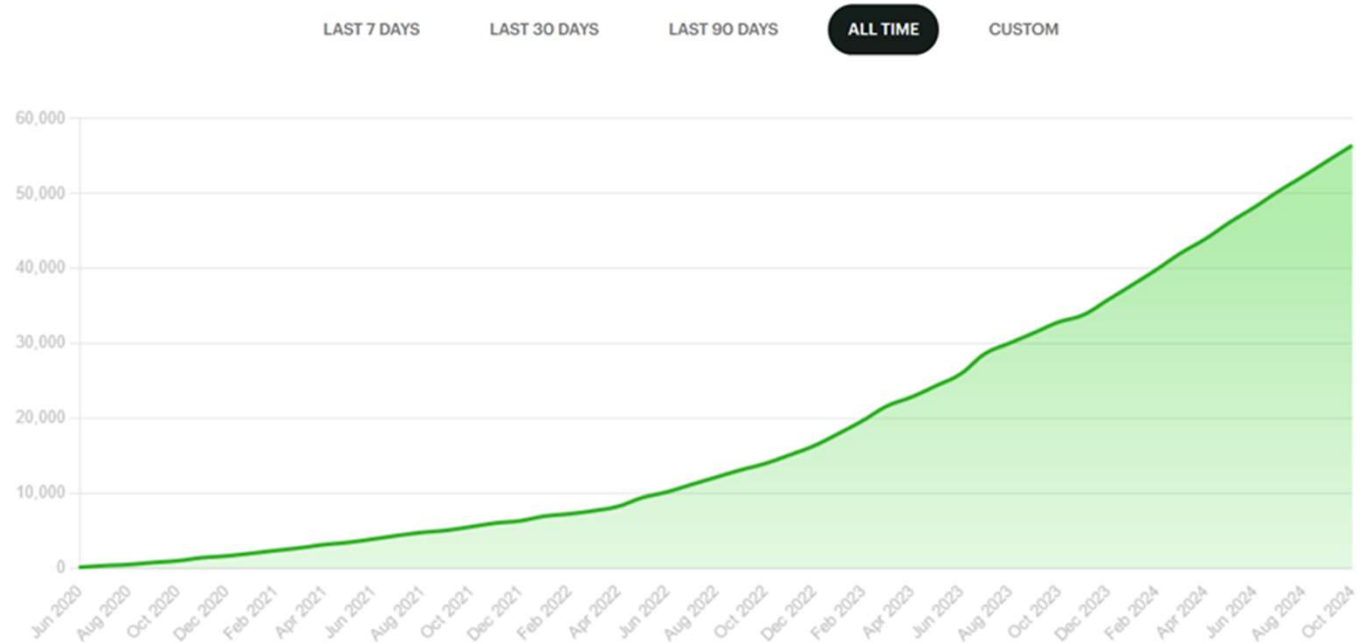
Wisconsin Forestry Center
College of Natural Resources
University of Wisconsin - Stevens Point



SilviCast Audience

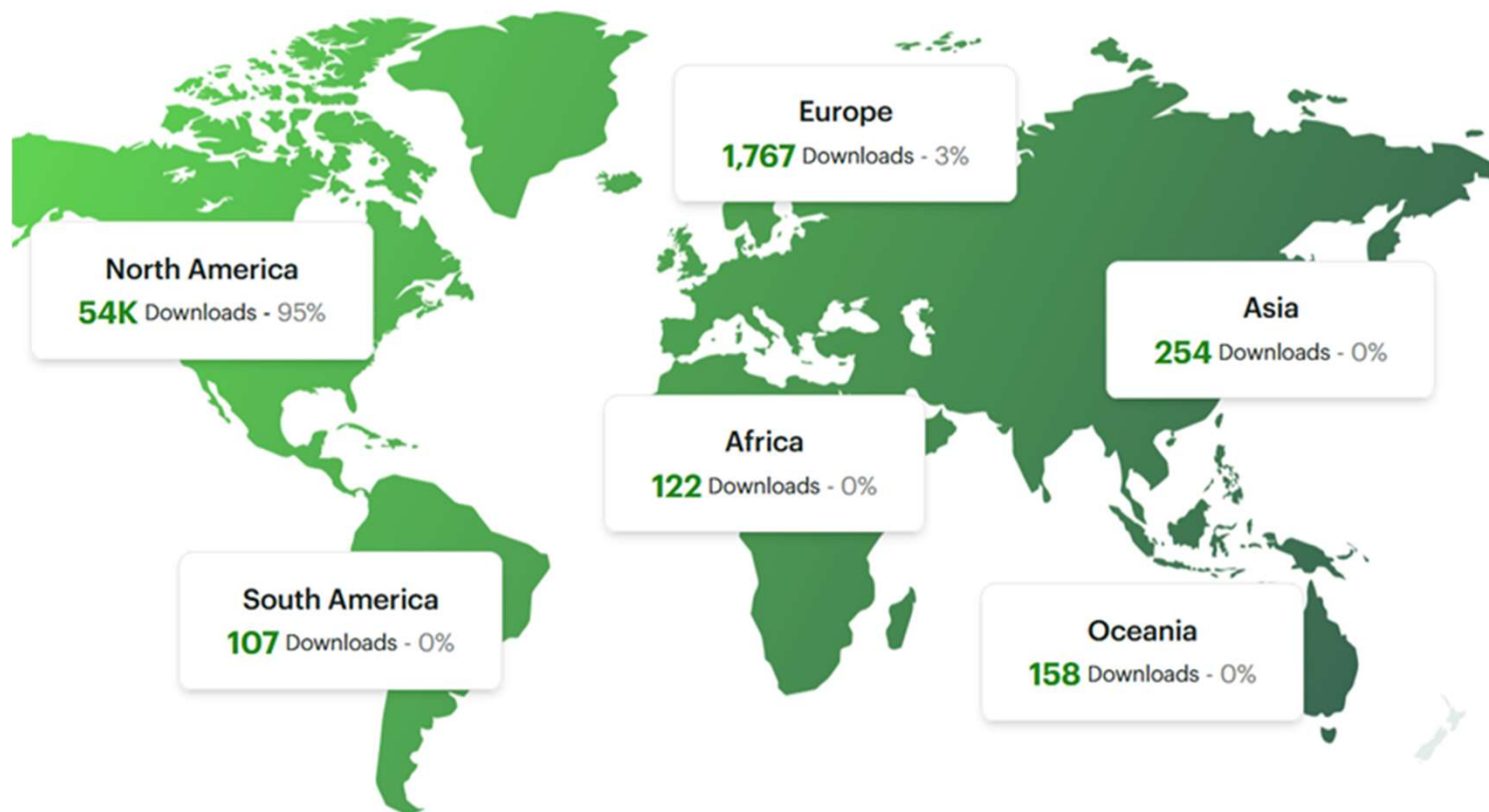
- 56,000+ downloads since launch
- Consistent upward trend in listenership
- 1,100+ downloads every month

56,415 downloads since published.



SilviCast Audience

- Listeners around the globe
- Top locations:
 - Wisconsin
 - Illinois
 - Minnesota
 - Colorado
 - Ontario
 - New York



Most Popular SilviCast Episodes

S/E	TITLE	DATE		DOWNLOADS
S3 E10	S.3 Ep.10: Ecological Silviculture - A Natural Model	Jan 04, 2023	almost 2 years old	2,008
S5 E1	S.5 Ep.1: Putting the Old in Old-Growth	Jan 02, 2024	9 months old	1,698
S1 E1	S.1 Ep.1: One Plot to Rule Them All	Jun 12, 2020	over 4 years old	1,615
S4 E5	S.4 Ep.5: The Seedling and the Flame	Jun 01, 2023	over 1 year old	1,509
S4 E1	S.4 Ep.1: The King's Pine	Feb 06, 2023	over 1 year old	1,487
S5 E3	S.5 Ep.3: Ash: A Lingering Hope	Mar 01, 2024	7 months old	1,423
S4 E2	S.4 Ep.2: Climate Castaways	Mar 02, 2023	over 1 year old	1,393
S3 E5	S.3 Ep.5: Carbon, WHAT?!!	Jun 24, 2022	over 2 years old	1,373
S4 E11	S.4 Ep.11: The Art of Silviculture	Dec 12, 2023	10 months old	1,349



Why Sponsor SilviCast?

- Direct access to thousands of SilviCast listeners
- Targeted marketing to foresters and silviculturists across the U.S.
- Customizable marketing options for audio and visual
- On-demand listening for a more engaged audience



SilviCast: The Silviculture Podcast

Reach more foresters with SilviCast

Advertising on SilviCast puts you in the truck cab, office, or smartphone of thousands of foresters, researchers, and students who tune in to listen.



Targeted audience



On-demand listening



Audio and visual marketing

Listener feedback...

"You are doing a great job with the podcast. I listened to this month's episode on a 22-mile bike ride on the Green Bay Escarpment...Keep up the good work."

"Really enjoy listening to the podcast. I think you two are doing an excellent job! It would be even better if you could produce more content."

- Listener from Michigan

"Just wanted to drop you a note saying how much I am enjoying the podcast. It is one of the most useful professional development and learning tools I have encountered in my career. After getting foundations from school, papers, and texts, I find that you need the informal, free-flowing conversations with experts to really make gains in your knowledge and professional practice. This is exactly what you provide. Keep up the good work!"

- Listener from Ontario, Canada

"Love your SilviCast series! You guys are informative and fun to listen to! Keep 'em coming!"

- Listener from Wisconsin

"My job is insanely busy, so these podcasts have been great! I can learn while traveling to meetings!"

- Listener from Minnesota

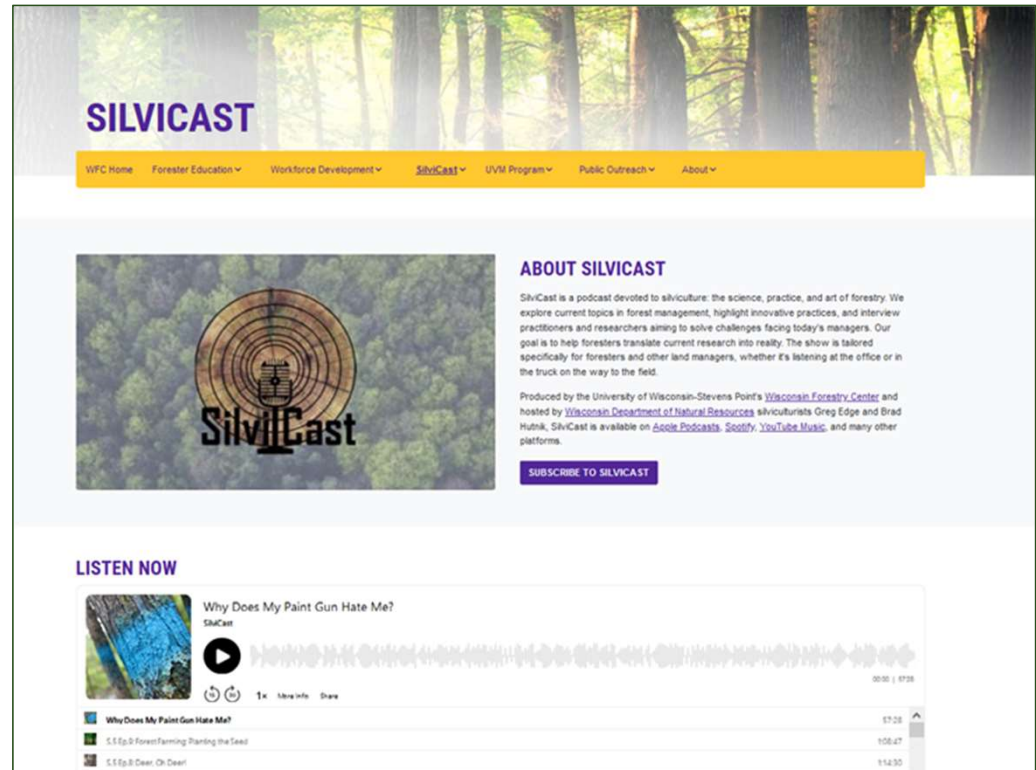
"I am a new listener, and I am delighted to find this podcast...I just heard your ecological silviculture episode, and it really made me think about applying those concepts to the hardwood forests down here. I just wanted to let you guys know that I appreciated the episode!"

- Listener from Tennessee



SilviCast Sponsorship Benefits

- On-air recognition
- Logo and link included on season and episode webpages
- Logo and link included in CEU portal
- Shout-out in monthly WFC e-newsletter sent to 1,500+ subscribers
- Shout-out on WFC social media (Facebook, Instagram, LinkedIn)



SilviCast Sponsorship Levels

[Full sponsorship details](#)

SilviCast Season 6 Sponsor Opportunities				
BENEFIT	SEASON SPONSORSHIP			SINGLE EPISODE SPONSOR
	Diamond	Platinum	Gold	Silver
Number of Sponsorships Available	1	5	unlimited	1 per episode
Number of episodes	10-12	10-12	10-12	1
Logo linked to website on season 6 landing and episode webpages	Top of page	Bottom of Page	Bottom of page	Top of page
Logo linked to website on CEU website (Canvas)	Top of page	Bottom of Page	Bottom of page	Top of page
Social media shout-outs	Monthly	Monthly	Twice	Once
Customized audio advertisement within each season 6 episode	1	N/A	N/A	N/A
Episode shout-out	2 per episode	2 per episode	1 per episode	2
Sponsor shout-out in WFC monthly newsletter (>2,500 subscribers)	✓	✓	N/A	N/A
Right of First Refusal for Season 7	✓	N/A	N/A	N/A
Sponsorship Amount	\$5,000	\$2,500	\$1,000	\$250



SilviCast

Thank you!

For more and past episodes,
visit the [SilviCast homepage](#)

