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For my EMPLACE contribution, I am creating a podcast designed to communicate the purpose and importance of our project in a way that is accessible to a wide audience. When I think about who I want my podcast to reach, I do not imagine a narrow or purely academic group. While students on campus are an important audience, I want the message to be understandable and meaningful to anyone who may encounter it. A podcast has the ability to travel beyond the classroom, which means I have a responsibility to make the content clear, inclusive, and engaging.

Students are a significant audience because they are often still forming their habits, perspectives, and awareness about larger issues. Many are learning how to think critically and make independent decisions. Through the podcast, I want to help them understand not only what the workshop is about, but why it matters and how it connects to their own experiences. Because podcasts rely on voice rather than visuals, I must be especially intentional about tone, pacing, and clarity. If I use complex terms or research-based language, I need to slow down and explain those ideas in a way that does not feel overwhelming.

At the same time, I recognize that other stakeholders may listen. Professors, campus leaders, and even community members could hear the podcast. Their perspectives shape how I approach the structure and depth of my content. I need to clearly explain the reasoning behind the workshop, the ideas that support it, and the thought process behind our planning. In audio form, organization becomes even more important because listeners cannot reread a sentence if they miss something. This pushes me to carefully structure my points so they build logically and are easy to follow.

Most importantly, I think about the individuals who are directly impacted by the issue our workshop addresses. They are not just part of the audience—they are the reason the conversation exists. That awareness influences my word choice and the level of care I bring to the discussion. My goal is not simply to promote an event, but to contribute to understanding and encourage meaningful reflection.