

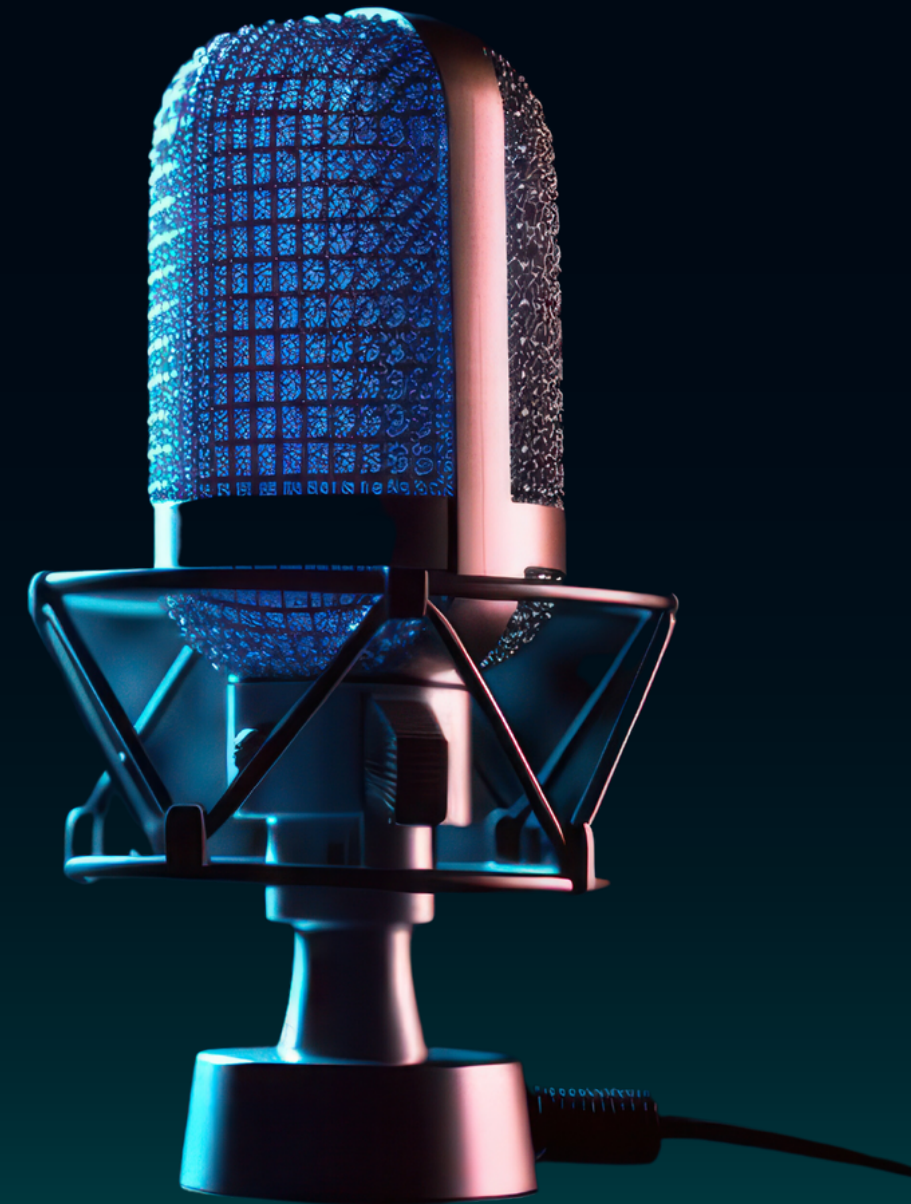


DOING WHAT WORKS
PODCAST



Doing What Works Podcast

Information Tool for the Blue Economy





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Introducing Doing

● What Works: A Podcast Focused on Career Pathways

- Potential Guests: Experts in Various Industries
- Potential Podcast Platforms
- Building a Community Around Doing What Works

● Introduction

Doing What Works is a podcast that explores various career pathways and offers insights from experts in different industries. Our goal is to help listeners discover their own career paths by sharing stories of success and offering practical advice.

Each episode will feature a guest who has achieved success in their respective field. We'll dive deep into their experiences, learning about the challenges they faced and how they overcame them. From the Blue Economy to Climate Pathways, we'll cover a wide range of topics, giving listeners a broad understanding of what's possible.



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● Podcast Host

Ashanti Blaize-Hopkins is an Emmy award-winning journalist, with decades of experience hosting news, entertainment and educational content across a multitude of media and digital platforms.

Blaize-Hopkins is also a professor of journalism at Santa Monica College and the incoming president of the Society of Professional Journalists' national board of directors.



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● Potential Guests: Experts in the Blue Economy

Each potential guest for Doing What Works brings a unique perspective and valuable insights into their respective industries.

Our aim is to showcase individuals who have excelled in their careers and can offer inspiration and guidance to our listeners. By featuring a diverse range of guests, we hope to provide a well-rounded view of what it takes to succeed in different industries.



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Potential Guests



Sen. Alex Padilla

U.S. Senate



Terry Tamminen

Pres./CEO,
AltaSea



Sonya Christian, PhD

CCC Chancellor



Karen Bass

Los Angeles
Mayor



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Potential Guests



Tracy Quinn

CEO
Heal the Bay



**Sen. Steve
Padilla**

CA 18th District (D)



Dr. Arati Prabhakar

Director
OSTP



Brenda Mallory

Chair
Council on Environmental
Quality



● Episode Outline ●



1

Episode 1 – Setting Sail: An Introduction to the Blue Economy

- Explore the definition and scope of the Blue Economy
- Discuss the key sectors and industries within the Blue Economy
- Highlight the importance of sustainable practices and conservation efforts
- Feature interviews with experts and pioneers in the field

2

Episode 2 – Beneath the Surface: Unveiling Ocean Resources

- Examine the untapped potential of marine resources
- Spotlight innovative technologies for resource extraction
- Investigate the role of deep-sea mining and its environmental impact
- Discuss the challenges and opportunities for sustainable resource management

3

Episode 3 – Charting a Sustainable Course: Blue Tourism and Leisure

- Explore the growing trend of marine tourism and recreation
- Showcase sustainable practices in coastal and marine tourism
- Discuss the economic and environmental benefits of marine ecotourism
- Feature interviews with entrepreneurs and organizations in the field



● Episode Outline ●



4

Episode 4 – Navigating the Waves: Blue Energy and Renewable Tech

- Delve into the world of renewable energy from the ocean
- Highlight emerging technologies such as wave, tidal, and offshore wind energy
- Discuss the potential of blue energy to meet future energy demands
- Feature conversations with experts and companies leading the way

5

Episode 5 – Protecting Our Oceans: Conservation and Restoration

- Explore the critical need for ocean conservation and restoration
- Discuss the impact of climate change and pollution on marine ecosystems
- Highlight successful conservation initiatives and projects
- Feature interviews with marine scientists and conservationists

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Episode 6 – The Future on the Horizon: Innovations and Challenges

- Discuss the future trends and developments in the Blue Economy
- Explore the potential of biotechnology, aquaculture, and marine bioprospecting
- Address the regulatory and governance challenges in the sector
- Feature conversations with visionaries and thought leaders shaping the future



Spotify



Apple Podcasts



Google Podcasts



Audible

● Platforms to Share Doing What Works

We want to make sure that Doing What Works is accessible to as many people as possible. That's why we will be sharing the podcast on a variety of platforms, including Spotify, Apple Podcasts, Google Podcasts and more.

In addition to these platforms, we'll also be sharing episodes on social media channels such as Twitter, LinkedIn, Facebook and Instagram. This will allow us to reach a wider audience and engage with listeners in real-time.



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● Building a Community Around Doing What Works

We want to create a community around Doing What Works, where listeners can connect with each other and share their own experiences. One way we'll do this is by engaging listeners on social media platforms such as Twitter and LinkedIn. We'll encourage listeners to share their thoughts and ask questions about each episode and interact with each other.

Another strategy is to organize live events, such as panel discussions, TEDTalks and networking events where listeners can meet in person and learn from experts in various industries.



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Thank You For Supporting

We are happy to answer any questions you may have about the Doing What Works podcast.