



Yosemite National Park

# THE P<sup>🌲</sup>ARKS PODCAST

CELEBRATING THE BEAUTY AND BENEFITS OF PARKS FOR ALL



**NOT ALL WHO  
WANDER ARE  
LOST**

- J.R.R. Tolkien

# THE P<sup>🌲</sup>RKS PODCAST

The Parks Podcast encourages  
people to wander,

We prepare explorers for the journey - in  
the parks and in their well-being. We  
**advocate & educate**  
to build confidence and comfort with their  
experiences.



# ADVOCATE

## The Parks

- The Parks are accessible to everyone. City, Regional, State and National Parks set aside land to preserve, conserve, educate and recreate. Most people don't take advantage of the space and many don't know how to use it. We advocate for the parks, allowing listeners to connect to the park through their stories and history.

## Physical, Mental Health & Well-being

- In a time where mental health, burnout, and loss of identity are at an all-time high, spending time in nature is a prescription for self-care and healing. We weave in information, best practices and guidance as listeners start their own journey. When people begin to care for themselves, they can in turn care for others. As they begin to appreciate their natural surroundings, they will then care more for the environment.

# EDUCATE

## Why parks are created

- Each park episode kicks off with stories about why a park was created. We find stories that allow listeners to learn and connect with the park that is more than the activity they do in the park. After listening to an episode they can visit and already have knowledge and appreciation for its gifts.

## Building connection with the environment

- Whether you are a history buff, conservationist, or never been in a park, learning about the story and gaining appreciation for the park will ultimately build the connection and transform how park-goers treat the environment.
- Educating listeners on the conservation efforts and the importance of taking care of our parks will translate to how they take care of other outdoor spaces.

# EDUCATE

## Beyond the Trails

- Periodically we will host conversations about a topic vs a park. These episodes cover topics that will also educate listeners on their park adventures. It may be about the mental health benefits of the parks, a product, or an author who has written on the topic. They are designed to give park-adjacent information to help listeners overcome any challenges that may currently be preventing visits.

## How to visit a park

- We enable adventurers to embrace their fears and uncertainty (of parks, the outdoors, and trying something new)) with segments on how to spend time in the park. From how to arrive to what to do when you are in a park, we get listeners excited about how they can spend their time in a new and different space.

## What do I need for my park adventures

- Walking into an outdoor store or watching avid park-goers can be very intimidating for a newbie. We help people understand what is needed, what is a nice to have, and how to use it.

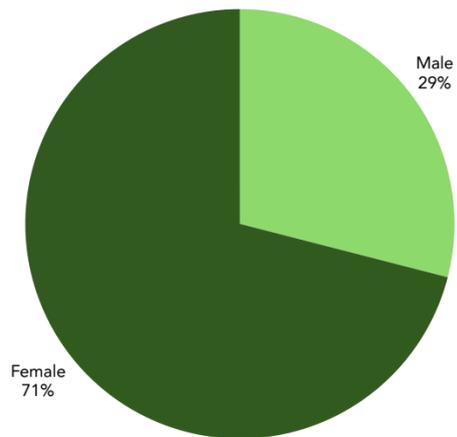
# BY THE NUMBERS - TOTAL REACH

## Total Reach includes

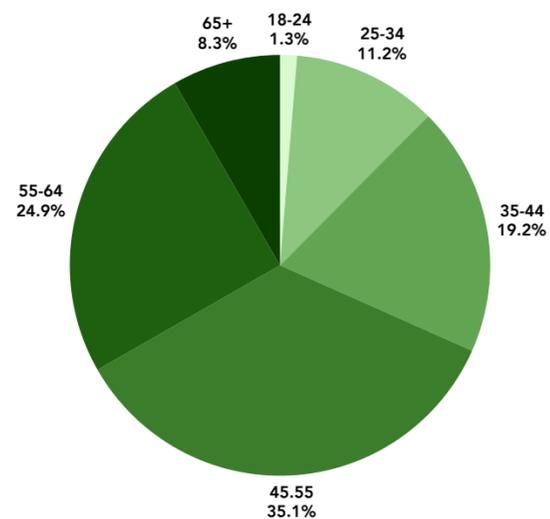
- TheParksPodcast.com
- Social Media
- Podcast streams
- Podcast impressions

**183,750**  
**Last 3 Months**

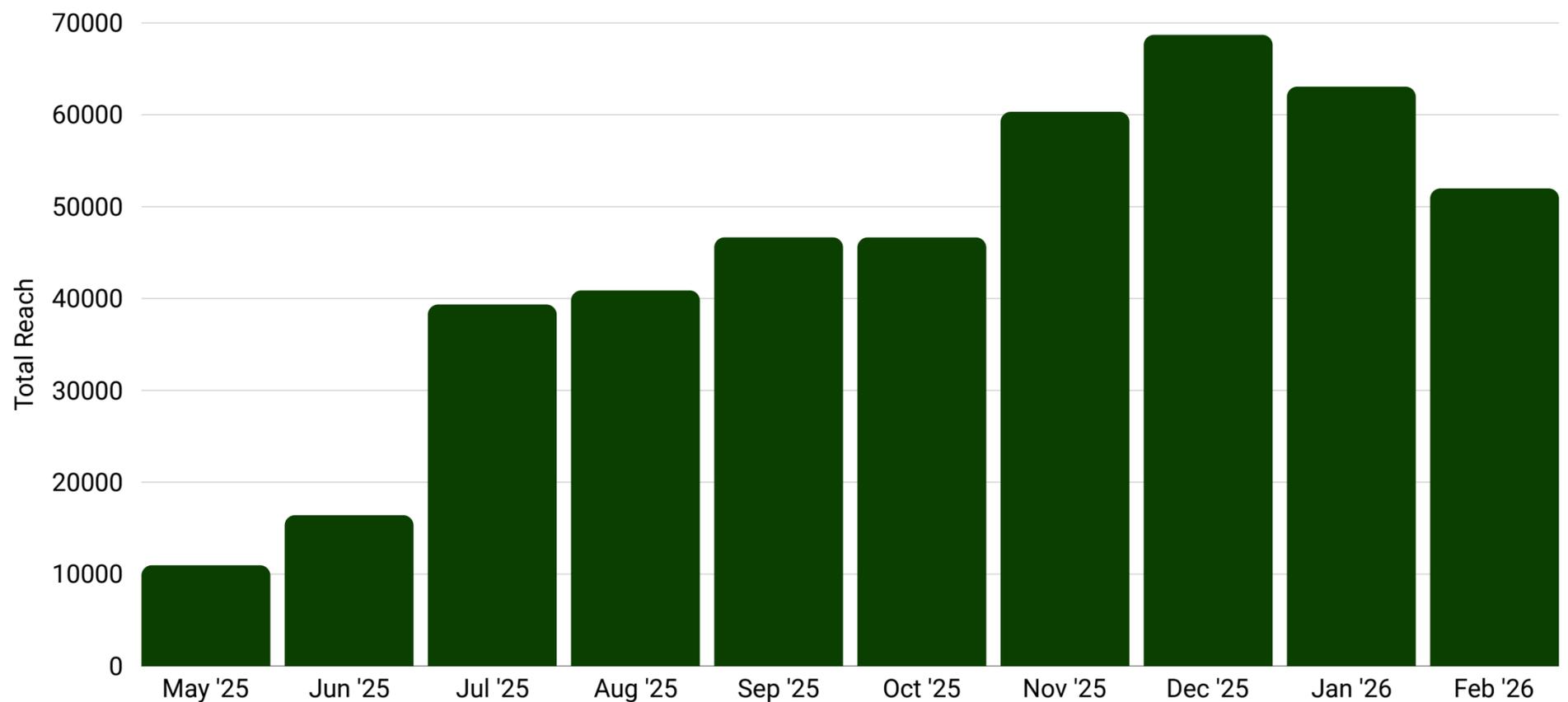
Audience breakdown by gender



Audience breakdown by age



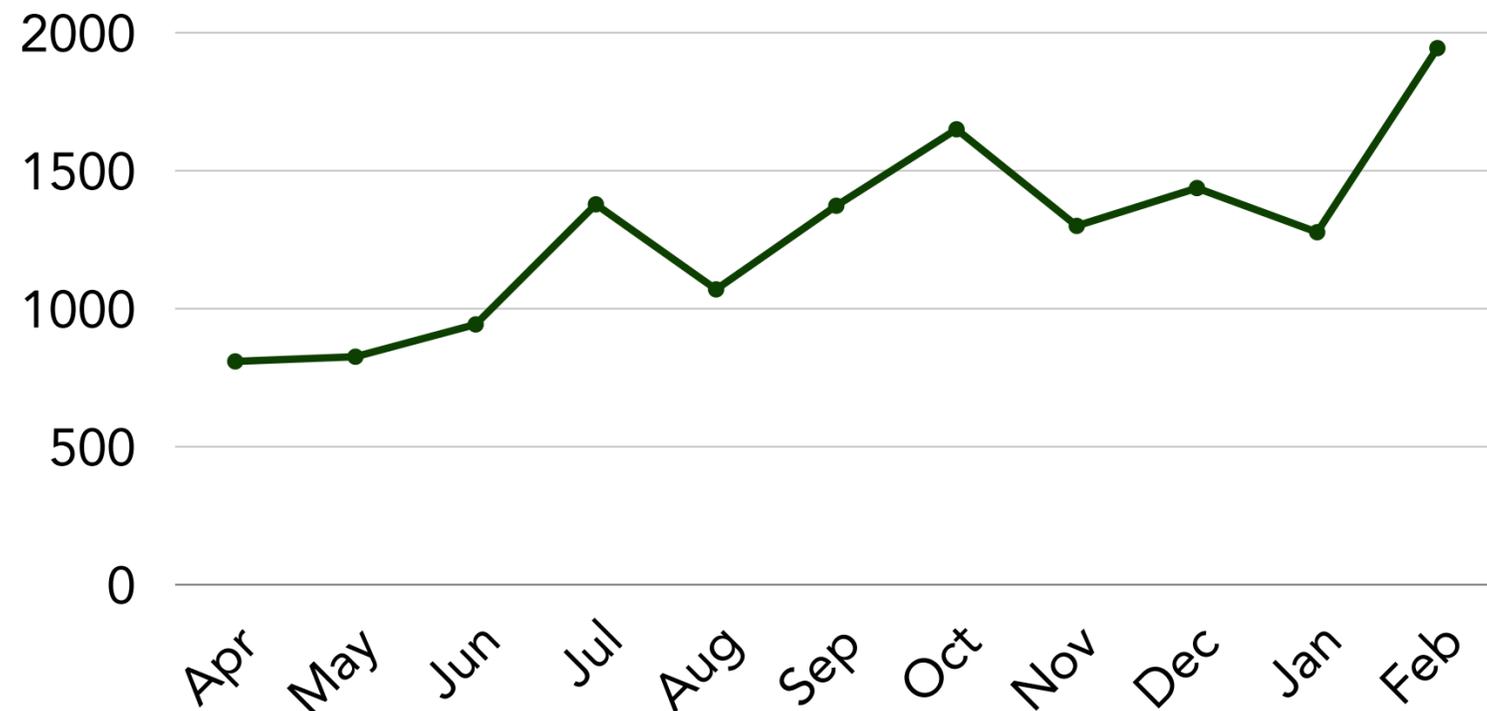
Total Reach per Month



# BY THE NUMBERS - EPISODES

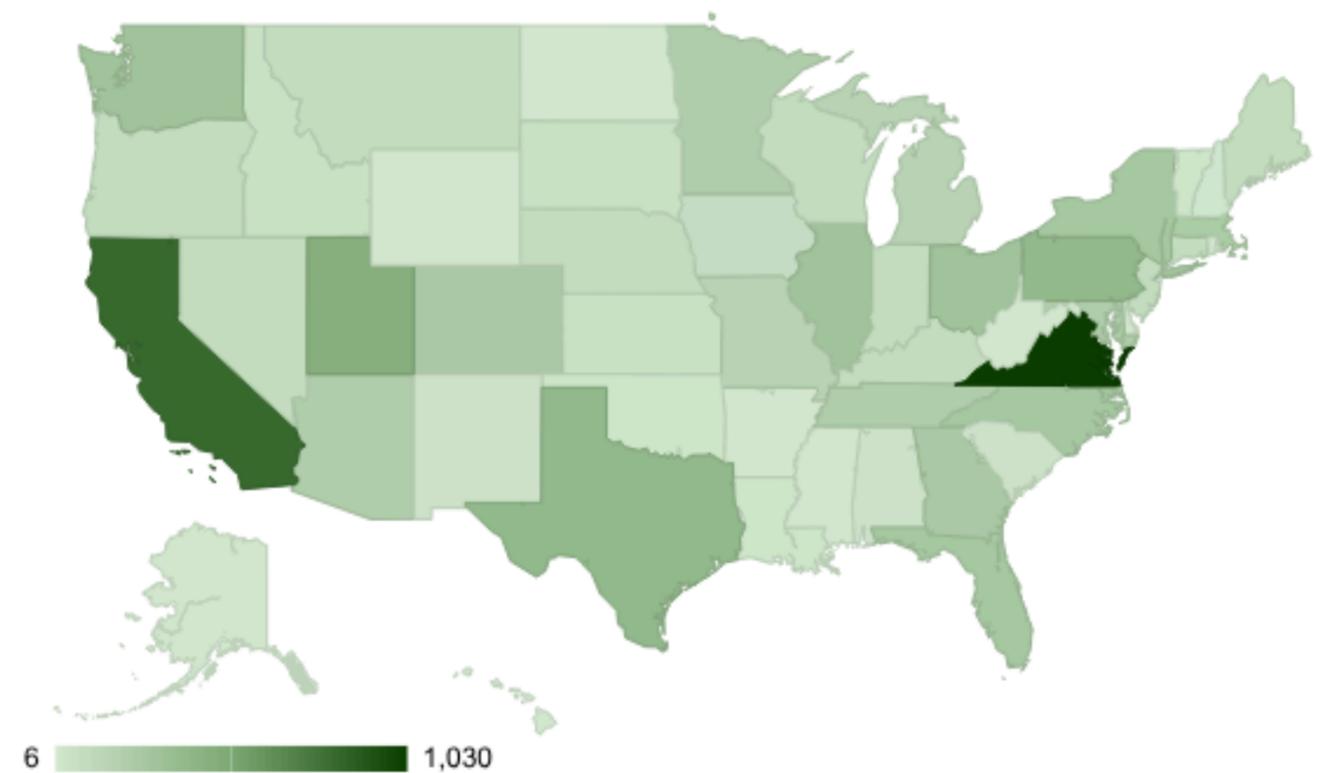
**60 Episodes**  
**17,898 downloads**  
as of Jan 31, 2026

## Total Streams per Month



\* Total stream tracking started with the implementation of a new hosting platform in April 2025

## US Reach



# A LOOK AHEAD

After 2 years of podcast episodes, we are looking to expand our content offerings in 2025/2026. We have the opportunity to build more engagement opportunities to **advocate, educate, and prepare.**

# A LOOK AHEAD

## OUR HISTORY

In 2026 we are launching a new series called "Our Story". This series will focus on telling stories of the people, places, and events that led to the creation of our parks. It will help to preserve our history and serve as a tool for people to get curious and learn. "Our Story" will live as podcast episodes. We will also work to make the content available to teachers and organizations who want, and need, more resources and support in order to keep our history alive.



# A LOOK AHEAD

## **The Parks Podcast: Kids Edition**

We want to create episodes where kids and families can listen together. We are working to create 20 minute episodes where a 4th grader will join me to co-host the episode. In these episodes, the child/children will learn about the park and prepare questions for the ranger.

This series aims to promote education and recreation. We will also align with the 4th grade "Every Kid Outdoors" initiative hosted by the National Park Service.



# A LOOK AHEAD



## Hitting the Road

After my year-long camping trip in 2021, I know I wasn't done. I bought a conversion van and in April 2025 I'll hit the road again. We will spend the next year traveling around the US, visiting parks and telling their stories.

The time on the road will allow a more focused approach to experiencing more parks, and building relationships with parks around the country. I'll also be able to capture more content to help visually tell the story on the website and social channels.

# LOOK AHEAD IN 2025

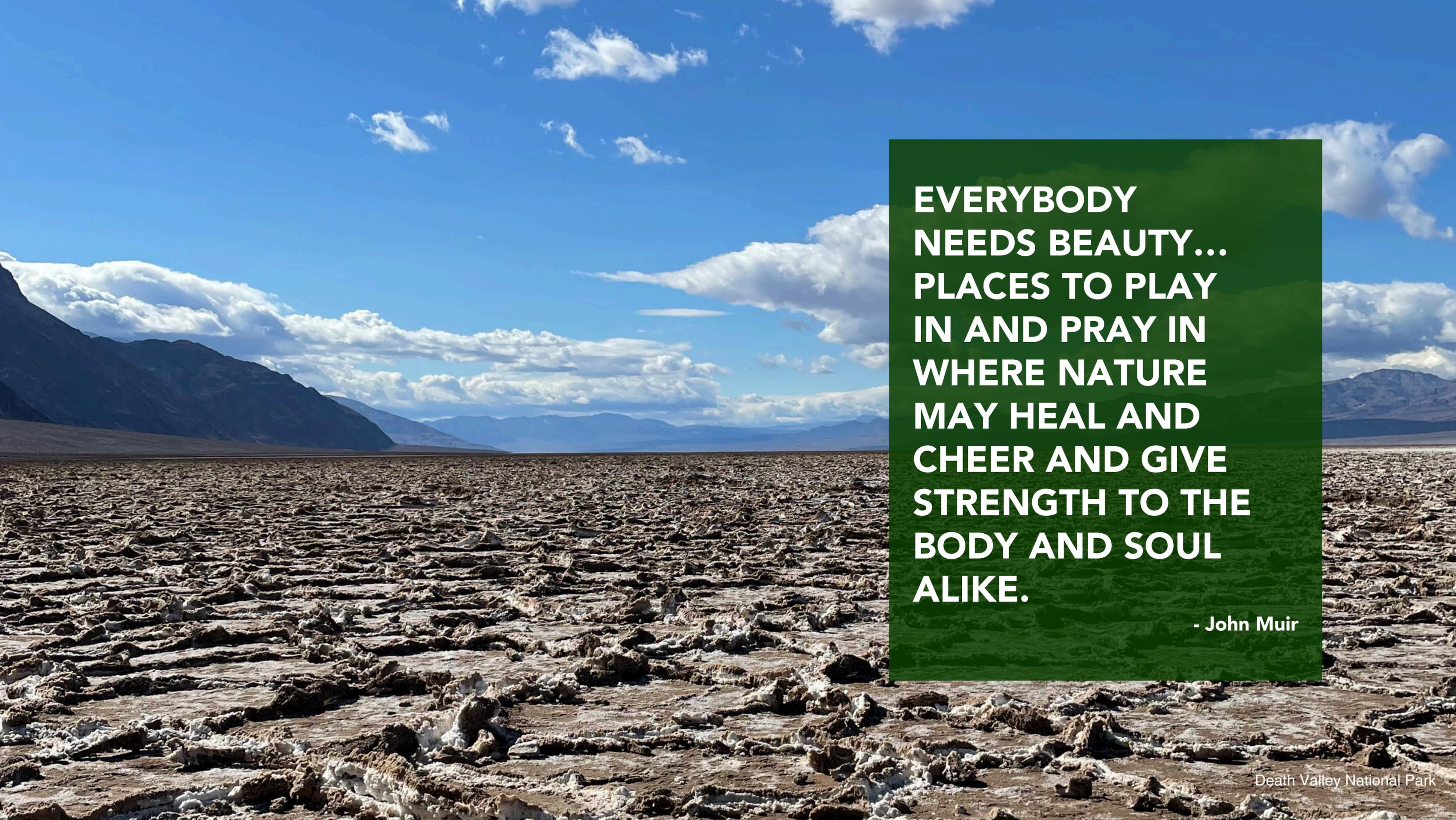


## **Tutorials**

I look to create video and blog content to help listeners better understand everything from what to look for in footwear to how to use a portable stove. I'd also like to incorporate some tutorial episodes on some common park activities like kayaking and building a camp fire.

## **Reviews of parks, trails, campgrounds, products**

It's intimidating to start a new hobby. Reviews and guides of parks, trails, campgrounds, and products will help as I share stories and thoughts about my experiences, as well as advice as they plan their own adventures.



**EVERYBODY  
NEEDS BEAUTY...  
PLACES TO PLAY  
IN AND PRAY IN  
WHERE NATURE  
MAY HEAL AND  
CHEER AND GIVE  
STRENGTH TO THE  
BODY AND SOUL  
ALIKE.**

**- John Muir**

# ABOUT ME

## MISSY RENTZ

When I was in college, while others were considering study abroad programs, I dreamed of traveling around the United States. That dream continued to bubble to the surface for 30 years. During Covid-19 I ordered a new atlas and spent quarantine developing my game plan...envisioning which routes would lead me to enjoying each treasured park.

In January 2021 I hit the road. The only plan in place was to avoid bad weather. And with that, I was off. During the trip I...

- Drove 46,070 miles
- Hiked 320 miles
- Visited 39 states
- Explored 46 National Parks, Monuments, Historic Sites, etc
- Spent time in state and regional parks in most states

As the year came to an end, I realized I wasn't finished. I had more to see, more to explore, and stories to tell.





# ABOUT ME

## MY CAREER

I have spent my career working on brand development, marketing, and promotions. I was dedicated to creating unique and memorable experiences for customers & fans.



**ROCINATION**



*The Washington Post*





**WE ABUSE LAND  
BECAUSE WE  
REGARD IT AS A  
COMMODITY  
BELONGING TO US.  
WHEN WE SEE LAND  
AS A COMMUNITY  
TO WHICH WE  
BELONG, WE MAY  
BEGIN TO USE IT  
WITH LOVE AND  
RESPECT**

**- Aldo Leopold**

# JOURNEY

**Join us as we celebrate the parks,  
teach listeners how to explore,  
pause a moment to notice our surroundings,  
breathe deeply, and  
find our joy.**

**Missy Rentz**

**[missy@catchyourselfsmiling.com](mailto:missy@catchyourselfsmiling.com)**

**202-505-1273**





**SEE YOU  
IN THE  
PARKS**