



# Austin City Auditor's Office

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April 2026

# The Challenge

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How to reach more people with our messages



Austin residents



City Council



City departments



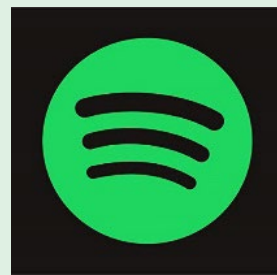
Media

# Audit ATX Podcast

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“Most people are not going to take the time to read our reports... this podcast gives people the ability to understand our City better.”



# Audit ATX Podcast

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Short and timely



Conversational



Highlight why it matters



# Why do a podcast?

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Increased reach of audit results



Educate the public and City employees about key risks



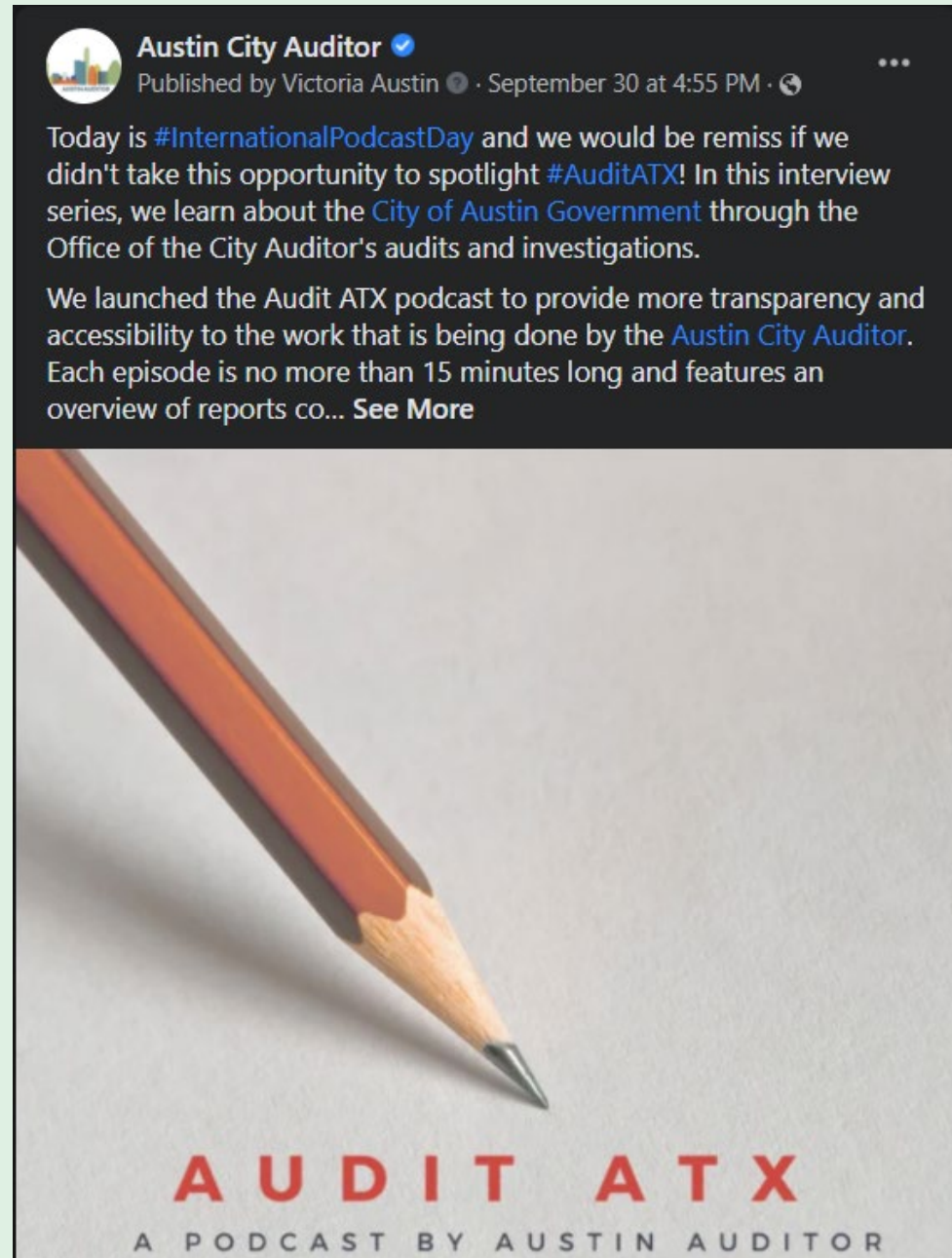
Help reaching potential new hires



More data on engagement



# Linking to social media



# How to podcast

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# It's pretty easy!

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Can use free platforms to record virtually



Use free audio editing software (easy to learn!)



Low-cost hosting platform to publish



Biggest thing is staff time



# The Outcomes

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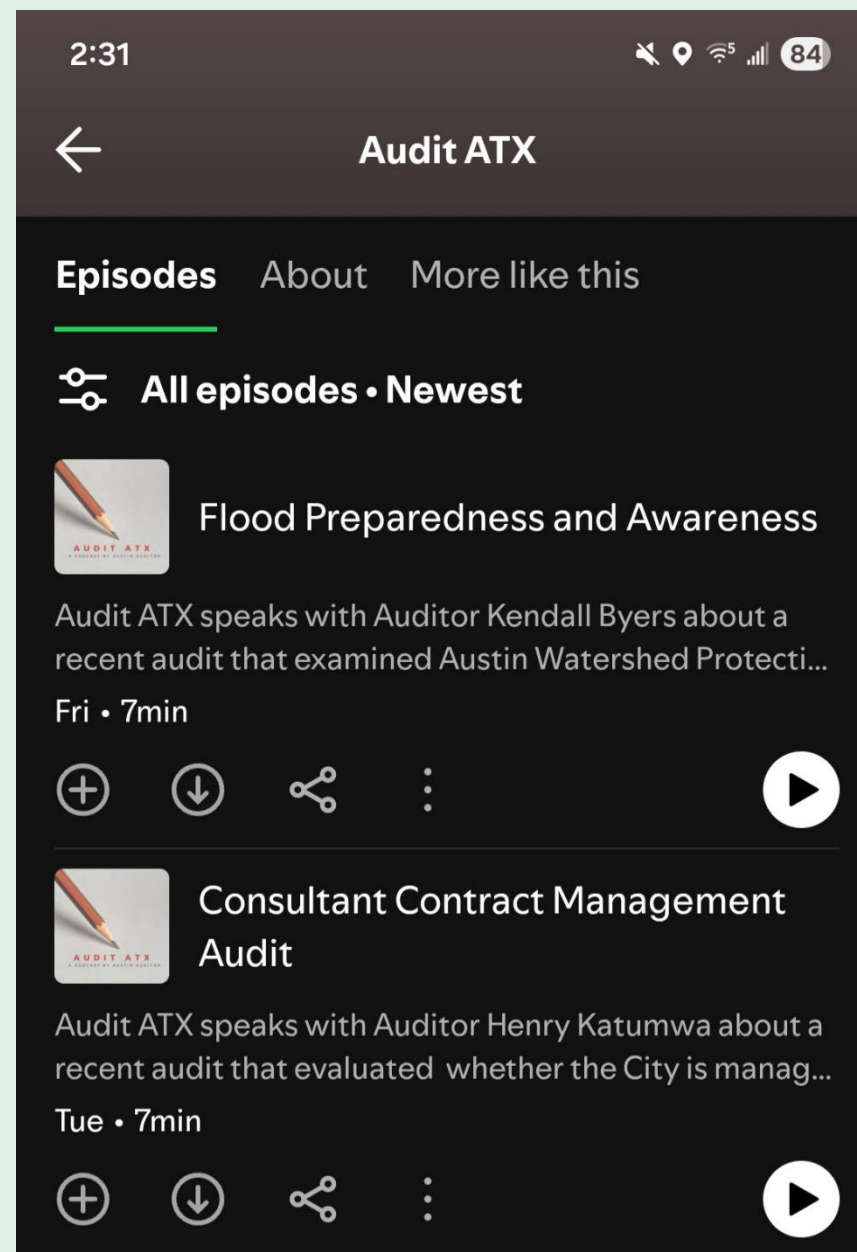
# Audit ATX Podcast

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80  
Episodes

9,268  
Downloads

116  
Average  
Downloads Per  
Episode



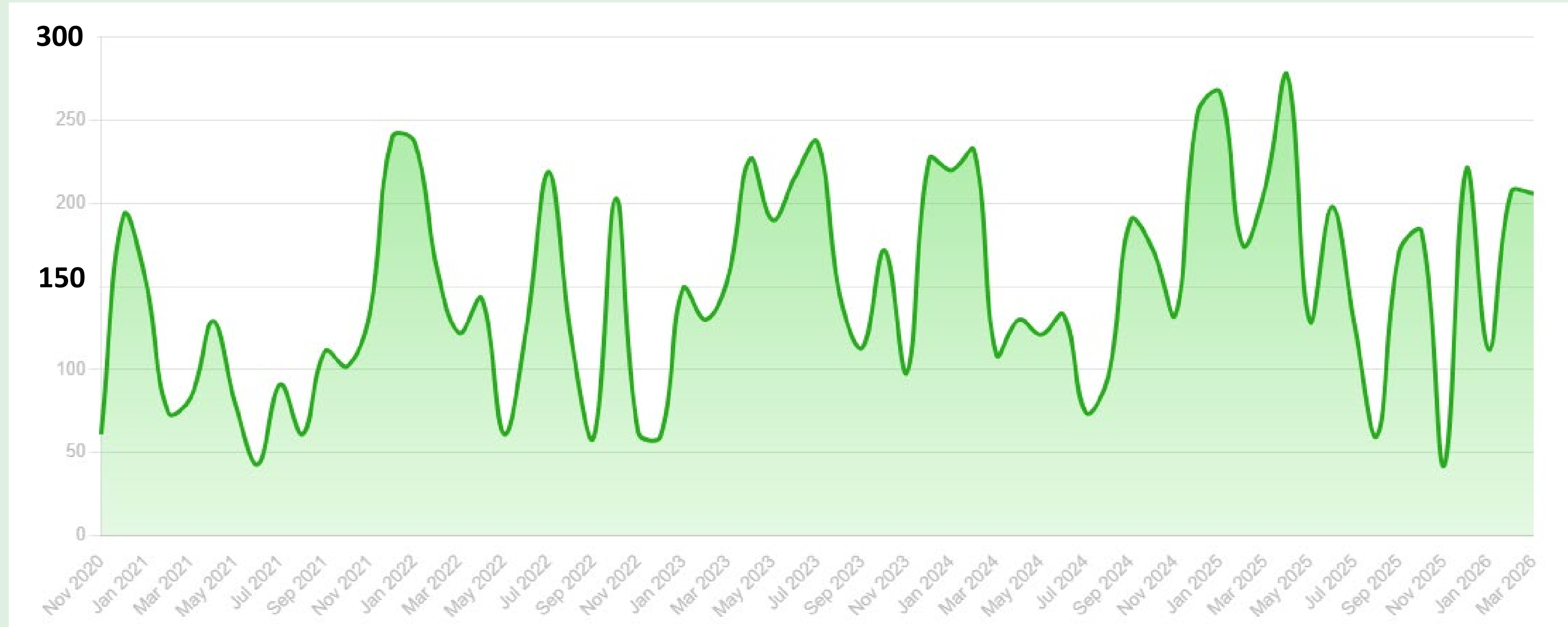
“Awesome ATX Podcast. You learn so much about how our City is run and what they’re doing to make things better! If you live in Austin, you should definitely give it a listen!”



# Audit ATX Podcast

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## Downloads over time

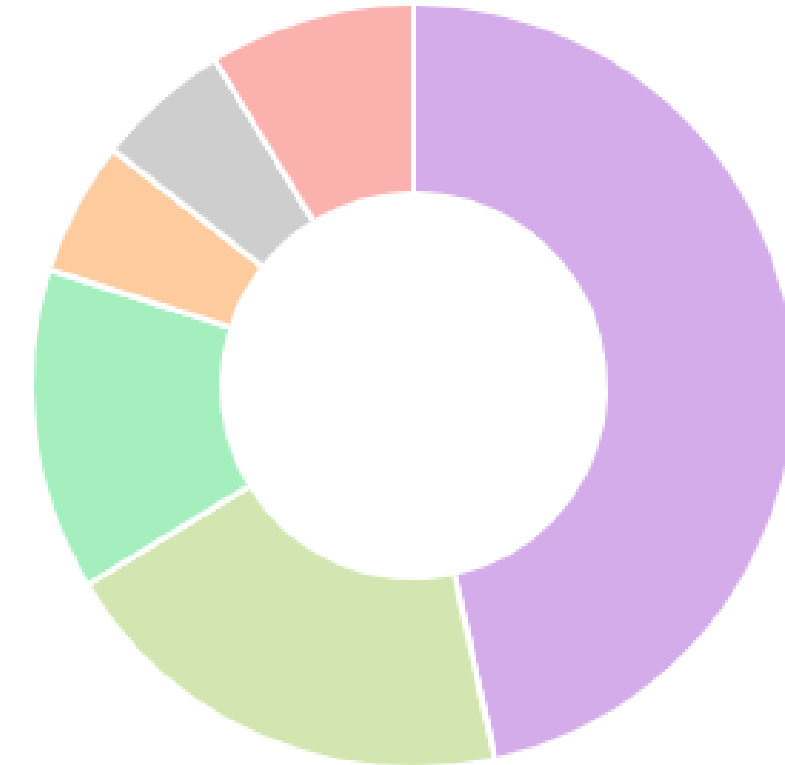


# Audit ATX Podcast

## Top Apps

### Apps

 Apple Podcasts	46%	123
 Web Browser	19%	52
 Spotify	13%	36
 Overcast	5%	15
 Unknown	5%	15



# City Auditor feedback

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“The podcast was discussed in great detail at the council orientation. Each of the new council members was absolutely excited that we had a podcast.”

“One Council Member said all of their staff listen to the podcast.”





# Thank you!

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