



Los Alamos National Laboratory

How Los Alamos National Laboratory Used govDelivery to Promote its Podcast



8K+

subscribers receive each issue via email

1K+

podcast downloads as of April 2021

94%

email delivery, 11% open rate and 5% click-through rate

300

new subscribers since podcast promotion

OVERVIEW

Los Alamos National Laboratory (LANL) is a federally funded research and development center in Los Alamos, NM. National Security Science, LANL's magazine was designed to showcase the lab's security work. Whitney Spivey and Brenda Fleming—members of the magazine team and co-creators of the podcast—used govDelivery to distribute the newsletter and promote the podcast.

SITUATION

The pandemic sparked the establishment of a podcast to complement the National Security Science magazine. Each episode was formed to connect with key external stakeholders more personally. The podcast features innovative stories that detail the way science and engineering keep our country safe.

SOLUTION

Because LANL already used govDelivery to distribute the e-newsletter, Spivey and Fleming decided it would be a great to promote the podcast as well. Using more of an audio book format, each newsletter includes a link to a podcast episode.

RESULTS

The e-newsletter and podcast are beautiful examples of how the National Security Science magazine team pivoted during a crisis to remain engaged with their audience in an effective and impactful way.

MUST HAVE SOLUTION

govDelivery

“ I’m not a very tech savvy person and I’ve found govDelivery to be really straightforward and easy to use. It’s not intimidating at all, which is awesome. If I want to make a last-minute change or add subscribers, it’s easy.”

- Whitney Spivey, editor, National Security Science