

# Cultivating Place



a co-production of North State Public Radio



# About

Gardens are more than collections of plants; they are intersectional spaces and agents for positive change in our world. Cultivating Place: Conversations on Natural History and the Human Impulse to Garden is a weekly public radio program and podcast exploring what we mean when we garden. Through thoughtful conversations with growers, gardeners, naturalists, scientists, artists and thinkers, Cultivating Place illustrates the many ways in which gardens are integral to our natural and cultural literacy. These conversations celebrate how these interconnections support the places we cultivate, how they nourish our bodies, feed our spirits and change the world for the better.





# Host

Jennifer Jewell is the creator, writer and host of Cultivating Place. She holds gardening as among our highest cultural literacies and human impulses along with food, faith, family, art, language and music. Jewell is the author of the book “The Earth in Her Hands: 75 Extraordinary Women Working in the World of Plants” (Timber Press, 2020). Her writing has also been featured in publications such as Gardens Illustrated, House & Garden, and Pacific Horticulture. Jewell served on the board of the Pacific Horticulture Society from 2011-2018. She is a long-time member of other national and regional gardening organizations, including the California Native Plant Society, American Horticultural Society, Garden Communicators International and American Public Gardens Association. She holds her undergraduate degree in World Literature from Harvard University.





# Format

- Weekly episodes
- 59 minutes in length
- Formatted to NPR clock
- Five-minute news breakaway
- Two local break availabilities
- Segmented for automation

[Available on Public Radio Exchange](#)







# What Listeners Are Saying



Cultivating Place is the On  
Being for Gardeners”

*Listener, Sunday Cummins*

I loved the conversation,  
and even better, loved  
learning about a show that  
is now my favorite podcast!  
It is an exquisite show with  
guests that set my head on  
fire.”

*Thomas Rainer, renowned  
landscape architect,  
teacher and author.*

In a time where mindful-  
ness is gaining traction,  
Cultivating Place seems  
very ‘of the moment’ but  
there is plenty to take away  
from this intriguing podcast  
and it’s definitely worth a  
listen.”

*Gardens Illustrated*

Each interview takes you  
to a wonderful place with  
fascinating people over a  
vast range of topics. I’m  
addicted.”

*iTunes review*

Even if you are not a  
gardener (I am not) the  
topics and guests are fas-  
cinating and are about  
so much more than plant  
life. Plus, Jennifer’s voice  
is the voice you wish you  
had in your head: in-  
telligent, yet warm and  
smooth.”

*iTunes review*

# *Example Episodes*

## *On Gardening & Citizenship*

Dr. Robin Wall Kimmerer discusses her books, worldview and why she refers to citizenship in terms of indigenous communities and their plant teachings. Her perspectives on gardening, responsibility and accountability are challenging and expansive.

## *Daring To Be Wild —“We Are The Ark”*

Irish landscape designer Mary Reynolds uses her gold medal-winning garden as highlighted in the movie Dare to Be Wild to share her evolving relationship with nature and our place in it as humans. We Are The Ark is a worldwide movement she is advocating for in which our gardens return to wild places that nurture and protect biodiversity.



## *Truth, Beauty, Chaos And Plants —The Planthunter*

Every season is full of truth, beauty and chaos. Author Georgina Reid examines our constant relationship with plants. Her Australian-based perspective brings an interesting take on beauty in gardening culture and its extension beyond the backyard.

## *Monarchs And Milkweed; Our Gardens As Habitats Series*

North America's monarch butterflies have dramatic population declines. Dr. Agrawal shares recent research and gives insights into the lifecycle and habitats necessary to monarchs and the gardening techniques that can help.





# *Compelling Programming*

## *Your Audience Will Want To Listen*

### **Because they are gardeners...**

In fact, 45 percent of NPR listeners have a garden and the same amount have participated in gardening in the past year.

### **Because they care about the environment...**

Seventy-two percent of NPR listeners believe that being in tune with nature is important and 80 percent believe that preserving the environment is important.

### **Because they are curious...**

Nintey-three percent of NPR listeners consider continued learning to be “very important” and 73 percent consider themselves intellectuals.

### **Because other NPR listeners love the program...**

Cultivating Place receives 3,000 monthly follow-up listens for every episode aired and consistently ranks as a top performing program at North State Public Radio.