

SHIFTING OUR SCHOOLS PODCAST



# SPONSORSHIP INFORMATION

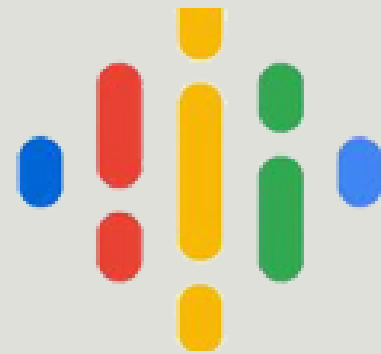
SHIFTING SCHOOLS 2021



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# ABOUT THE SHOW

## Supporting Educators through the Technological Shift



Interested in the full story?  
Listen to Episode 31: I'm Back!!!

Founded in 2008 Shifting Our Schools has gone through many changes over the years. At the time Jeff Utecht and David Carpenter, both educators, started the podcast from Shanghai, China and Hong Kong producing a bi-weekly podcast interviewing educators from around the world and hearing their stories with using technology and the shift in education do to having technology in the hands of students.

In 2018, now based in Seattle, Washington, Jeff Utecht started up the podcast again. Same focus of supporting educators through the technological shift. However, technology has changed. In 2008 they were talking the first iPhone and the iPad hadn't been released.

Today the focus is supporting educators and educational leaders in truly leverage educational technology in a way that improves learning for students.





jsaff71, 04/08/2019

**So much love for this podcast!**

I listen to many educational podcasts and this one is at the top of my list. Anyone involved in education should be listening regularly.



IJentechteacher, 10/24/2018

**Spot on!**

As a newly hired TOSA Tech Integrationist at a 5/6 intermediate school in MN, SOS is just what I've needed. The affirmation these podcasts provide and support of your [more](#)

# OUR AUDIENCE

## Preparing Students for Their Future, Not Our Past

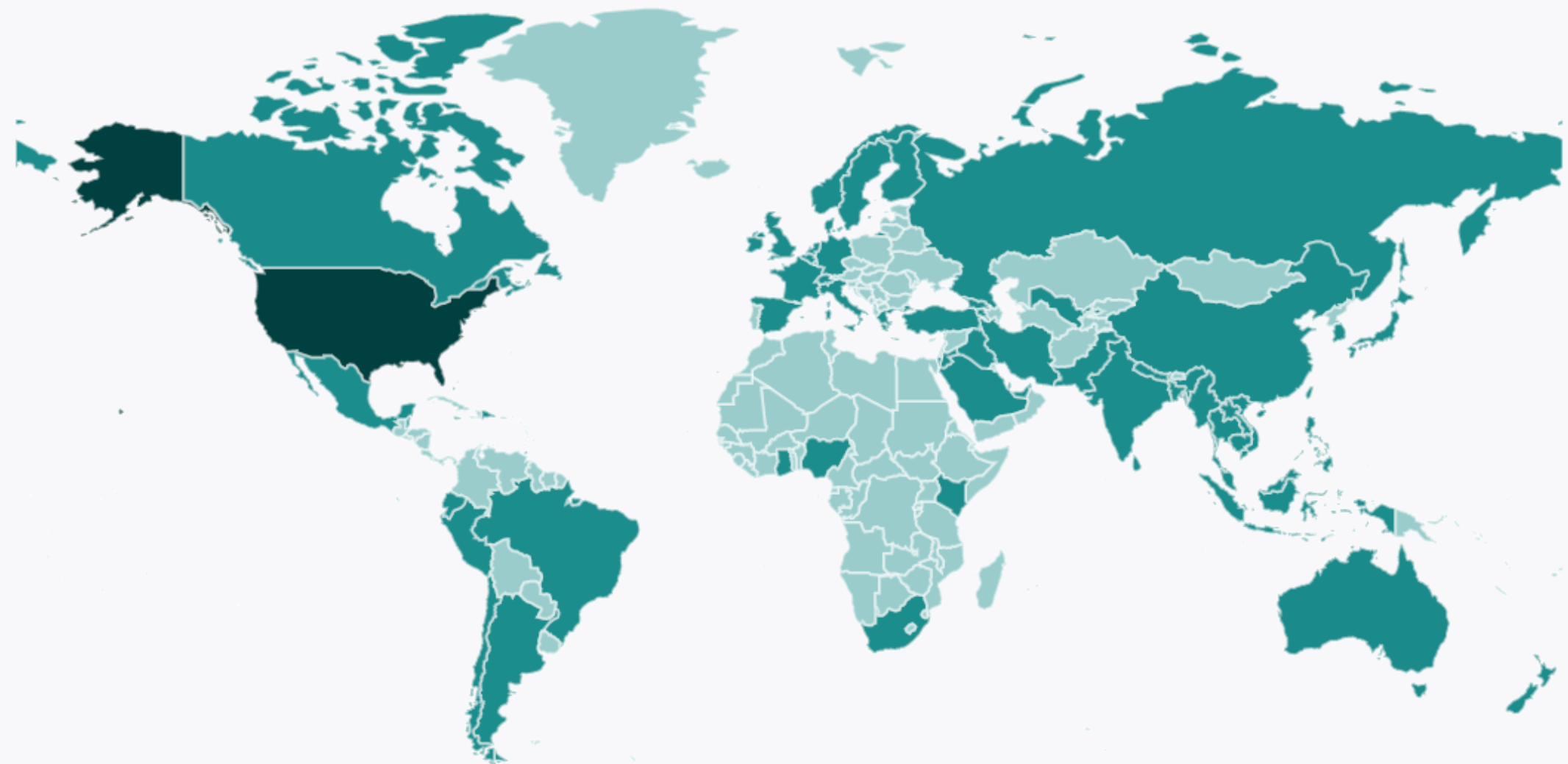
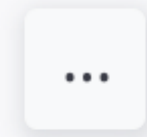
The majority of our audience comprises of the following:

- K-12 Classroom educators
- Instructional Coaches
- Building Principals
- Heads of Schools
- Superintendents
- Parents

# OUR REACH

## TOP 10 COUNTRIES

### JAN 2021 - MARCH 2021



COUNTRY NAME	DOWNLOADS
United States	12,078
Australia	468
Canada	416
United Kingdom	277
China	161
Singapore	149
Luxembourg	80
India	71
United Arab Emirates	70
Saudi Arabia	60

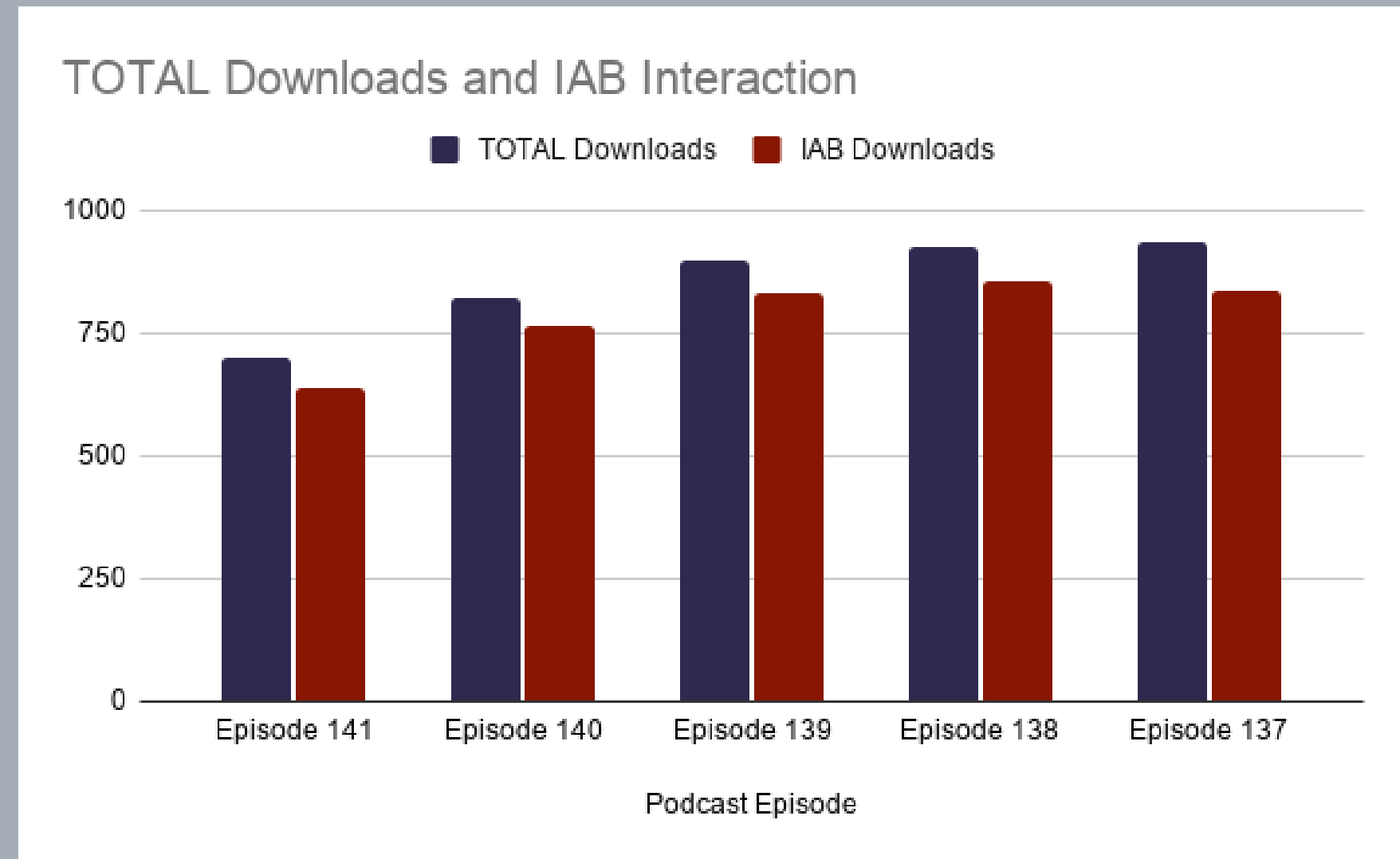
# OUR LISTENERS

## Our subscribers listen!

Subscribers and downloads are one metric to think about. However, we believe that doesn't give us the real information we want. Are people actually listening?

Shifting Our Schools is hosted on Liberated Syndication (Libsyn) the leader in podcast hosting and member of the Interactive Advertising Bureau (IAB). Libsyn, using the [IABs Podcast Measurement Guidelines](#), allows us to understand the engagement we get with our listeners. In other words, are listeners actually listening? The data shows the difference between episodes that have been downloaded to a device vs episodes that were actually clicked on and engaged with using the IAB measurement guidelines.

## 90 Day Total for 5 episodes



## Shifting Our Schools averages 92% Interaction rate with listeners

# Sponsorship Overview

An embedded Pre-episode sponsorship shoutout  
with script approved by sponsor

Podcast linked to Shifting Schools Newsletter  
with over 7,000 subscribers

Icon and link to sponsor on podcast page of  
Shifting Schools Website

Ability to link to special offers or free upgrades of  
subscriptions in podcast show notes

Tool used with educators during in-person  
Professional Development trainings

# SPONSORSHIP PARTNERSHIP

**Our Focus is on supporting  
educators and students**

We are very particular about the sponsors we  
except on our podcast. We have loyal  
listeners who we have fostered a trusting  
relationship with and we understand that  
our promotion of any educational  
technology tool coming from us carries  
weight with educators and decision makers  
within schools. We are only willing to accept  
sponsorship from tools that we use ourselves  
in our professional development with  
educators globally and that we truly feel  
support student learning.

# SPONSORSHIP EXAMPLE



## MOTE

A Google Chrome Extension that allows you to embed audio recordings directing into a GDoc, GSlides and GMail

## FREQUENCY

Mote is mentioned every 3rd episode of the podcast.

## OFFER AND LINK

Mote offers our listeners a free upgrade to their unlimited tier for 3 months via a unique URL:

<https://www.justmote.me/shiftingschools> this allows mote to track engagement and upgrades as well as change their offer using the same URL that they control.



# **SPONSORSHIP PRICING**

**Straight Forward and Easy**

## **CPM**

**\$20/1000 IAB Interactions**

**or**

**2cents per IAB interaction**

New to podcast sponsorship? That's OK, it's a new and growing form of content delivery and we're here to support you.

Podcast sponsorships are calculated on the industry standard CPM or "Cost Per Thousand Impressions".

We invoice sponsors on the 3 month total of an episode. For example episode 138 from Oct. 29, 2020 has 857 IAB Interaction over 90 days. If you were a sponsor of this episode you would be billed after the 90 days for \$17.14.

$$857 \times .02 = \$17.14$$

Our sponsorship contract run on a 3 episode bases and will be a sponsor of an episode once per month.

# THE TEAM



JEFF UTECHT

Founder & Podcaster  
[jeffutecht.com](http://jeffutecht.com)



TRICIA FRIEDMAN

Script writing & Promotion  
[allyed.org](http://allyed.org)



CHRISSY HELLYER

Website

# CONTACT US

## ADDRESS

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## WEBSITE

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# Shifting Schools

## Words to Consider

EDUCATION IS NOT THE PREPARATION  
FOR LIFE; IT'S LIFE ITSELF.

JOHN DEWEY