

# THE EARLY CHILDHOOD JOURNEYS PODCAST

SUPPORTING THE JOURNEY OF EARLY CHILDHOOD EDUCATORS



## ABOUT THE PODCAST

Based out of Arizona, the Early Childhood Journeys podcast is the only local podcast show where Early Childhood teachers, educators and other advocates of young children are being highlighted to share their journey in the profession while also discussing early education topics through candid stories about their practice.

Hosted by Marissa Calderón, the podcast and Marissa's work was also recently highlighted at the 2018 First Things First Early Childhood Summit Conference, as a recipient of the Champion for Young Children for the Southeast Maricopa Region.

## WHAT'S A PODCAST?

- A podcast is best compared to on-demand radio accessible via the intranet, from a website or podcast listening App such as iTunes/Apple Podcasts or Google Play.
- Our podcast is FREE to listen from any podcasting App!

## WHO LISTENS TO PODCASTS?

- 44% of the US population listens to podcasts, they listen to podcasts more than they go to church or to the movies.
- 56% are Men, 44% are Women.
- Podcast listeners are loyal, affluent and educated.

## WHEN DO THEY LISTEN?

- 49% at home, 22% in their vehicle, 11% at work, followed by riding public transportation, working out, walking around, and other.
- Podcast listeners tend to listen using their smartphone, followed by their computer, tablet or other device.

## WHY LISTEN?

To help support the Early Childhood Educator and Advocate in your community! Share the podcast to your contacts to further highlight and bring awareness of the field beyond our Early Education sector.

Learn more at:

[earlychildhoodjourneys.com/podcast](http://earlychildhoodjourneys.com/podcast)



FIRST THINGS FIRST

\*Podcast stats based off 2018 Edison Research Infinite Dial