

Libsyn Celebrates Women’s History Month with its #ClaimPodParity Movement to Uplift Diverse Creators

PITTSBURGH, March 10, 2022 – Today, [Liberated Syndication Inc.](https://libsyn.com) (“Libsyn”), the leading ‘Podcasting As A Service’ platform, announced the launch of a social movement kicking off during Women’s History Month that shines a spotlight on the powerful female voices within the podcast industry. The grassroots effort begins with a three-pronged activation, dubbed [#ClaimPodParity](https://libsyn.com/#ClaimPodParity), which aims to uplift, educate, and nurture diverse audio creators.

Podcasting is experiencing explosive growth and engagement, and its overall audience is more diverse than ever, according to [The Infinite Dial 2021®](https://www.edisonresearch.com/research/the-infinite-dial-2021/) from Edison Research and Triton Digital. Approximately eighty million Americans – 28% of the U.S. 12+ population – are now weekly podcast listeners. Forty-six percent of the monthly podcast listening audience in the U.S. is female. Moreover, some of [the most influential voices in podcasting](https://www.entrepreneur.com/magazine/2021/01/the-most-influential-voices-in-podcasting/) today are women. But an [AT&T study](https://www.att.com/press/2021/01/2021-att-study-podcasters/) showed they only represent 27 percent of total podcast creators.

“Libsyn is not only democratizing podcasting with a one-stop shop for creators of all of all sizes to grow, monetize and stay independent, but we’re also working to foster a more inclusive ecosystem,” said Elsie Escobar, Community Manager at Libsyn, co-host and producer of [The Feed: The Official Libsyn Podcast](https://libsyn.com/the-feed/), and co-founder and co-host of [She Podcasts](https://libsyn.com/she-podcasts/). “While great strides have been made across the podcast industry in recent years to bring more visibility and opportunity to diverse creators, there is still more work to be done to achieve gender parity. That’s why through #ClaimPodParity, we’re amplifying female voices to drive industry change and further inspire a future generation of fierce creators.”

Among the key elements of the three-pronged activation:

Female Podcasters’ Call to Action: #ClaimPodParity

Libsyn has convened a community of women podcasting professionals who are making an impact in the space to uplift and advocate other inspirational female creators. Via their social media channels, which collectively reach hundreds of thousands of followers, the pros will accelerate the conversation around gender equality using the following hashtag: #ClaimPodParity. The social media marketing initiative, which will run throughout the month of March, includes the following creators:

CREATOR	PODCAST
Bethany Hawkins	Chatting Over Chowder
Arielle Nissenblatt	Feedback with EarBuds
Lauren Passell	Podcast the Newsletter and Podcast Marketing Magic
Kimberly Sumpter	Sistahs Connect
Lauren Wrighton	The Podcast Manager Show
Brenda Hernández Jaimes	Ellas
Traci DeForge	Journey to There
Jen Edds	Beauty and the Gi
Laura Joyce Davis	Shelter in Place
Andrea Klunder	Podcast Envy and The Creative Impostor
Laila Noort	The Office Memo
Darlene Gonzalez	The Inspired Guide
Tangia Estrada	That’s What She Did Podcast
Maribel Quezada Smith	DIFERENTE
Lena Gothberg	Shipping Podcast
Helen King	The C Word Radio
Jessica Kupferman	She Podcasts

CREATOR	PODCAST
Karin Hoegh	Solopreneurcast
Twila Dang	Small Change
Carrie Caulfield Arick	Just Podcasting, Fairy Podmother, and Podcast Editors Mastermind
Nikita Burks-Hale	Headphones and Crayons
Jeni Wren Stottrup	Gritty Birds
Juleyka Lantigua	LWC Studios
Laura Joyce Davis	Shelter in Place
Esprea Devora	Women in Tech Podcast
Naomi Mellor	Smashing The Ceiling
Sarah Rhea Werner	Girl In Space and Write Now with Sarah Werner
Pam Covarrubias	Cafe con Pam
Rita Bautista	Latina Podcasters Network/Latino Pods
Jackie MacDougall	The Grown-Ass Woman’s Guide
JJ Ramberg	Goodpods
Latrice Samson Richards	Stories All Around Us

Amplifying Female Voices in Audio

Female podcasting experts have become essential in not only educating the next generation of podcasters, but also spurring innovation and sparking creativity within the podcast industry. In partnership with Libsyn, top podcast player apps, podcast communities, and a podcast database will highlight a series of podcasts about podcasting led by women. The list of content will be prominently featured on the following partners' homepages and feeds: Castro, Goodpods, Overcast, Podfest Multimedia Expo, Podchaser, Podcast Business Journal, and She Podcasts. The expert-driven content will showcase female-first views, deep insights, and actionable advice to support creators' podcasting journey – from improving audio quality, creating valuable content for your listeners to marketing and monetizing your podcast.

She Podcasts' "The State of Podcasting"

Libsyn is also joining forces with She Podcasts, an educational community, podcast, and live-event series (She Podcasts LIVE) created for women and non-binary audio creators, to host an all-female panel discussion on "The State of Podcasting." Podcasts are becoming one of the most popular entertainment mediums across the globe. The discussion will explore the current state of podcasting for key verticals, including enhancing podcast discovery, shaping a thriving podcast career to fit your life, and examining new ways of measuring podcast success and impact. The panel, which will take place on Thursday, March 17 at 4 p.m. ET, will also share tips for growing your audience, standing out from the crowd, delivering a high-quality audio production, and empowering and engaging your listeners. Moderated by Elsie Escobar, the panelists include:

- Twila Dang, Co-host, Small Change and Founder & CEO, Matriarch Digital Media
- Jessica Kupferman, Co-founder & CEO, She Podcasts
- Juleyka Lantigua, Founder & CEO of Award-Winning LWC Digital Media Studios
- Kristen Meinzer, Award-Winning Podcaster & Author
- JJ Ramberg, Co-founder of Goodpods
- Christina Moore, Founder of Don't Skip Media

To register for the live-streamed She Podcasts' "The State of Podcasting" event, please RSVP [here](#).

About Liberated Syndication

Founded in 2004, Liberated Syndication Inc. ("Libsyn") is the leading 'Podcasting As A Service' platform that empowers creators to host, distribute, monetize, amplify, and measure their audio content. In 2020, the Company delivered over 6 billion downloads and hosted over 5.8 million podcast episode files from more than 75,000 podcasts around the world. Libsyn's dynamic, open ecosystem is designed to meet the needs of the full spectrum of podcast creators and foster the effortless creation, development, monetization, and growth of their podcasts. Brands powered by the Company include podcast creation platform, [Libsyn Studio](#); podcast membership platform, Libsyn's [Glow](#); web hosting platform, [Pair Networks](#); and Libsyn's [AdvertiseCast](#), the industry's premier podcast advertising marketplace that connects advertisers with podcasters. Visit [libsyn.com](#) or [investor.libsyn.com](#) for more company information.

#

Media Contacts: Ray Yeung + Nancy Zakhary | ray@relev8.co + nancy@relev8.co
