

## Libsyn's AdvertiseCast Reups Exclusive Ad Partnership with The Newsworthy, the Daily News Podcast hosted by Award-winning Journalist Erica Mandy

**PITTSBURGH, May 10, 2023** – [Liberated Syndication Inc.](#) (“Libsyn”), the leading all-in-one podcasting platform for creators and advertisers, today announced an exclusive advertising deal between Libsyn's [AdvertiseCast](#), the industry's premier podcast advertising marketplace that connects advertisers with podcasters, and [The NewsWorthy®](#), a daily news podcast that offers a “fast, fair, and fun” look at the top stories hosted by Award-winning journalist **Erica Mandy**. The NewsWorthy – a longtime Libsyn and AdvertiseCast user – will leverage AdvertiseCast's full-service advertising platform, including its [Automatic Ads solution](#) to augment their host-read program with programmatic ad revenue.

As a CBS reporter in Los Angeles, Erica had a thriving broadcast journalism career ahead of her in the second-largest news market in the country. In 2017, she assessed the news media landscape and determined that there was an opportunity and a strong desire for delivering fair, balanced, and accurate news reports. The veteran journalist recognized both the audiences' and her own fatigue with talking heads, alarmist headlines, and monotone voices. So, Erica decided to take a career risk by quitting her TV job and making the jump to podcasting with the launch of The NewsWorthy.

The NewsWorthy is packed with politics, technology, business, and entertainment news from a variety of sources – brought together in one convenient place with a fun, concise twist. The 10-minute short-form daily podcast combines Erica's love for objective news coverage with her energetic, personable delivery style. With millions of downloads, The NewsWorthy helps its listeners take in the most important and interesting stories of the day – all in an unbiased, even-handed, and impartial manner. The podcast has been featured as a 'Best News App' by *Fast Company*, dubbed 'Best Podcast' by *Harper's Bazaar*, and listed on *Podcast Magazine's* Hot 50 podcast charts.

“Our renewed partnership creates a clear opportunity for brands and advertisers to align with The NewsWorthy's ‘fast, fair, and fun’ take on the day's top stories and reach a growing set of engaged listeners seeking trustworthy news sources,” said Trevr Smithlin, Head of Publisher Relations at Libsyn's AdvertiseCast and Chief Innovation Officer at Libsyn.

“With Libsyn as our longstanding hosting partner and AdvertiseCast as our valued advertising platform, I've been able to grow The NewsWorthy into a sustainable business and provide credible value to our news-loving listeners on a daily basis,” said Erica Mandy, Creator, Producer, and Host, The NewsWorthy.

Libsyn's AdvertiseCast empowers brands to effectively target and reach a fast growing and coveted podcast audience and helps creators to monetize their audio and video content. The marketplace combines an industry-leading ad buying and management platform with full-service capabilities that makes it easy for podcast advertisers to initiate and manage highly targeted and measurable campaigns, while providing maximum return for creators.

For more information or to advertise on The NewsWorthy podcast, please reach out to [sales@advertisecast.com](mailto:sales@advertisecast.com).

### About Liberated Syndication

Founded in 2004, Liberated Syndication Inc. (“Libsyn”) is the leading all-in-one podcasting platform for creators and advertisers to host, distribute, monetize, amplify, and measure their audio content. In 2022, the Company hosted over 75,000 shows and delivered over 8 billion downloads to listeners globally. Libsyn's [AdvertiseCast](#) marketplace combines an industry-leading ad buying and management platform with full-service capabilities that make it easy for podcast advertisers to initiate and manage highly targeted and measurable campaigns on over 3,000 shows. Based in Munich, Germany, Libsyn's [Julep Media](#) platform is the leading podcasting hosting platform and advertising marketplace in Europe. Libsyn also powers podcast membership platform, [Glow](#), and web hosting platform, [Pair Networks](#). Visit [libsyn.com](http://libsyn.com) or [investor.libsyn.com](http://investor.libsyn.com) for more Company information.

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