



Media Kit 2022

# MOVERS & SHAPERS

a dance podcast



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# BEHIND THE SCENES

Since June 2015, The Moving Architects has delivered the readily downloadable interview-style podcast **Movers & Shapers: A Dance Podcast**. Hosted by Artistic Director of The Moving Architects Erin Carlisle Norton, the podcast features biographical interviews with those who “shape” the dance field, including choreographers, dancers, arts administrators, dance writers, creative collaborators, and dance educators. The podcast is a project of the NJ/NYC-based dance company The Moving Architects, a dance organization known for powerful female-centric performances, collaborative projects, dance podcasts, and accessible movement education.



Photo courtesy of Jessica Chen



# ABOUT ERIN

Host Erin Carlisle Norton brings to the podcast over two decades of professional experience in the dance field as a dancer, choreographer, arts administrator, dance scholar, and dance educator. As Artistic Director of The Moving Architects, she has taught and led creative performance projects internationally, nationally, and regionally, active in both the NJ and NYC dance communities. With this background, Erin guides podcast guests through interviews with a refreshing blend of authenticity, enthusiasm, and insight, creating space for podcast guests to openly share their personal stories and experiences with listeners.



Photo by Whitney Browne

# WHY PROMOTE THROUGH A PODCAST?

## PODCASTS ARE POPULAR!

- 51% of Americans over 12 have listened to podcasts (144 Million podcast listeners!)
- 74% of podcast users listen to podcasts to learn something new
- 54% of podcast consumers say they think about buying an advertised product

## HOW OFTEN ARE PEOPLE LISTENING TO PODCASTS?

6 hours and 37 minutes average podcast listening time per week

## MOVERS & SHAPERS REACH:

- Movers & Shapers 1,000+ downloads per month
- Downloads in 42 states in January - April 2022, 52 states in podcast history
- Downloads in 44 countries in January - April 2022, 103 countries in podcast history



# FEATURED ARTISTS

Movers & Shapers' rich history of 130+ interviews features a wide-range of “shapers” in the dance field. From **dance legends** such as Douglas Dunn (Judson Church) and Moses Pendleton (Momix); to current **cutting-edge innovators** such as Rosie Herrera (choreographer) and Melanie George (dramaturg); to **niche artists** like Preeti Vasudevan (classical Indian dance) and Naomi Goldberg Haas (Dances For A Variable Population); to **changemaker administrators** like Duke Dang (Guggenheim) and Alejandra Duque Cifuentes (Dance/NYC); **dance educators** Deborah Damast (NYU Steinhardt), and Zvi Gotheimer (Artistic Director/Educator); and **dance writers** Jennifer Stahl (Editor-in-Chief Dance Magazine) and Wendy Perron (dance writer), the podcast features well-known and lesser-known individuals each making deep impacts in their communities with fascinating stories to share.

Photos courtesy of Douglas Dunn, Melanie George, Alejandra Duque Cifuentes, Rosie Herrera, Zvi Gotheimer, and Deborah Damast



# QUOTES FROM OUR GUESTS

**"It's a universal artform,  
and that's what people  
should remember."**

Vangelina, MSP 92

**"Once you're a dancer,  
you're a dancer.  
It doesn't leave you"**

Robin Staff, MSP 104

**"If you don't push the envelope  
you're not going to  
get what you want."**

Denise Saunders Thompson, MSP 106

**"The simplest gesture could reveal  
volumes about who you were and  
what you wanted to say."**

Janet Eilber, MSP 69





# PARTNERSHIPS

Movers & Shapers has partnered with such entities as JAM Management, Gibney, Pentacle, Rutgers University Mason Gross School of the Arts, and Women in Dance Leadership Conference, with funding support including New Jersey Council in the Humanities, The Ohio State University Dance Preservation Grant, and Essex County Local Arts Grant.



Photo courtesy of Trainer Dance

# MARKETING FOR A LIFETIME

Because of the podcasts' biographical format, Movers & Shapers: A Dance Podcast offers a unique marketing experience like no other. We began streaming in June 2015 and have continued to air new episodes semimonthly.

What's wonderful about advertising and partnerships through our podcast is that your episode becomes an archive that will continue to live on and be accessible to listeners at any time. We still receive downloads from our very first podcast today meaning the potential to grow your audience has no end date. Marketing through our podcast will allow you the opportunity to contact a very niche audience that other forms of advertising might not allow.





# SPONSORSHIP MENU

## INTERVIEW PARTNERSHIP

Erin Carlisle Norton expertly leads the podcast guest through an autobiographical series of questions that promise intriguing dialogue while discussing first introductions to dance, personal life, struggles, successes, and dreams. All interviews are recorded virtually through a podcast interview platform and edited for flow with links to content available on the podcast "Show Notes" pages on The Moving Architects website.

### **Partnership rates also include:**

- One (1) mid-podcast on-air advertising spot
- Partner advertising on "Show Notes" page on podcast episodes
- Partner advertising through podcast social media and newsletter outlets
- Partner advertising with introduction of the guest artist at start of podcast
- Digital copy of interview for partner archives

## INTERVIEW RATES

**1 interview: \$300**

**2 interviews: \$600**

**3 interviews (\$275/each): \$825**

**4 interviews (\$250/each): \$1000**

## ON-AIR ADVERTISING RATES

**30-second spots read on-air by  
host Erin Carlisle Norton:**

- **Opening of podcast episode:  
\$60/per episode**
- **Mid-Episode: \$75/per episode**
- **Closing of podcast episode:  
\$45/per episode**





# SEAL THE DEAL

For further inquiries and questions  
please feel free to contact us at:  
**podcast@themovingarchitects.org**



**WEBSITE** // [themovingarchitects.org/podcast](http://themovingarchitects.org/podcast)



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Photo courtesy of Peggy Baker

THE  
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