

The **Working  
Woman**  
Radio Show  
with  
**Deanna Cauthen**



**Podcast  
Sponsorship  
Information**

[www.theworkingwomanradiopodcast.com](http://www.theworkingwomanradiopodcast.com)

*Ultimate* Christian Podcast Network

*The Working Woman Radio Show* is one of a family of podcasts that are featured on The Ultimate Christian Podcast Network. Furthermore, The Ultimate Christian Podcast Network, is a subsidiary of Media Angels Publishing, and a sister company to the Ultimate Homeschool Podcast Network, which was founded in 2013 and has millions of listeners and downloads.

In the seven months since *The Working Woman Radio Show* podcast started, it has gained thousands of listeners, and downloads. Below are a few comments from some of the show's listeners.

*“This show gives practical tips and indispensable help for working women. In a world where every woman finds herself juggling parenting, work, her marriage, and her own needs, Deanna helps bring peace to the frazzled soul.”* --**Heidi Wright**

*“It's very informative and inspiring for young women in the community who wants to make a difference in the lives of others...”* --**Dennis Yarbrough**

*“This is much needed information. A must have especially for any new mommy.”* --**TC Tucker**

*“Hi Deanna! I'm enjoying this interview you did with Congressional candidate Jannquell Peters. Very informative and encouraging to me as an influencer of young Black women! Thank you!”* --**LaTanya Chapman**

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**Podcast  
Facts**

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# Podcast Demographics for the United States

(from PodcastHosting.com and last updated April 18, 2020)

- 75% of the US population is familiar with the term “podcasting”
- 50% of all US homes are podcast fans
- 55% (155 million) of the US population has listened to a podcast
- 37% (104 million) listen to podcasts at least every month
- 24% (68 million) listen to podcasts weekly
- 16 million people in the US are “avid podcast fans”
- 51% of podcast listeners are male, 49% female
- Age of listeners:
  - 12-34: 48%
  - 35-54: 32%
  - 55+: 20%
- 63% of podcast listeners are white
- 41% of monthly podcast listeners have household income over \$75K (vs 29% for US population)
- 25% of US podcast listeners have a 4-year college degree (vs 19% of US population)
- 51% employed full-time (vs 44% of US population)

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**Advertising  
Packages**

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## **Bronze Level Sponsorship**

\$50 per episode

- Audio-only pre-recorded ads provided by sponsor
- Business ad on WWRS social media platforms

## **Silver Level Sponsorship**

\$75.00 per episode

- Audio-only live reads at beginning and end of show
- Banner ad which includes company website placed on WWRS website
  - Business ad on WWRS social media platforms

## **Gold Level Sponsorship**

\$100.00 per episode

- Audio-only live reads at beginning and end of show
  - Banner ads on show's website
  - Business ad on WWRS social media platforms
- Product review of sponsors products or contest/giveaway of products provided by sponsor

**\*(All packages require a 6-episode minimum)**

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Sample  
Website  
Banner  
and Social  
Media  
Ads

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*Picture Above: Sample banner ad*

*Picture Below: Banner ad on website page*







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SAMPLE

SAMPLE



**Teaching School Online**

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[DEANNA CAUTHEN LEAVE A COMMENT](#)

**Episode 33—Teaching School Online**  
 Teaching school online has become the new normal for teachers because of the COVID-19 crisis. Although it has its advantages, like with anything, it also comes with its challenges.

Allison Forte-Paul, a veteran teacher at Decatur High School in Decatur, Georgia, shares about the what a day of virtual school looks like with her students.

Allison talks about how converting to online instruction was not only a challenge for students and parents, but that it presented difficulties for teachers, as well. Ms. Forte-Paul candidly shares how she, and other teachers, miss the face-to-face human interaction with her students, and how some students are missing their classmates.

She discusses how her school provided computers for students who did not have them. She also shared how she has used her technical skills to help other teachers troubleshoot problems with technology.

In conclusion, she offers some words of advice to parents and teachers for improving the online learning experience.





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ABOUT

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Posts



The Working Woman Radio Show

Just now

The Working Woman Radio Show is pleased to announce Math Plus Educational Services as our sponsor.

Math Plus Educational Services is owned and operated by Angela Paul, who graduated from Georgia Tech with a Chemical Engineering degree, and who has tutored and taught math and science for over 35 years.

Math Plus Educational Services provides a full range of services including tutoring, standardized testing, and math and science classes for high school students. For more information, visit

www.mathpluseducation.com.



MATHPLUSEDUCATION.COM

Math Plus Educational Services

Where helping students learn is a passion.

Picture on left: Sample Facebook ad

Picture below: Ad on Facebook page

The Working Woman Radio Show

Deanna Home Create

Page Inbox COVID-19 Manage Jobs Notifications 52 Insights More Edit Page Info Settings Help

The Working Woman Radio Show with Deanna Cauthen

The Working Woman Radio Show @dcauthen

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ABOUT THE WORKING WOMAN RADIO SHOW

What is The Working Woman Radio Show All About?

The Working Woman Radio Show is a podcast where we have real conversations about the unique issues w...

See More

Page Tips See All

Easily Manage Your Page From Anywhere Get the Pages Manager app to post and respond to Page visitors on the go.

See All Page Tips

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Math Plus Educational Services provides a full range of services including tutoring, standardized testing, and math and science classes for high school students. For more information, visit www.mathpluseducation.com.

MATHPLUSEDUCATION.COM

Math Plus Educational Services

Where helping students learn is a passion.

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**More About  
Deanna  
Cauthen**

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Deanna Johnson Cauthen is the co-owner and Marketing Director of *ReVamped Furnishings*, an antique furniture restoration company. She and her husband, Andrew, consider themselves Renaissance people. Although they are both highly skilled communications professionals, they also have a passion for bringing new life back to old furniture. They love restoring family heirlooms, and re-imagining and creating new pieces.

For the past 12 years, Deanna has also worked as a contributing writer for the *Atlanta Journal-Constitution* and the *Decatur Dispatch* and *Tucker Times* news magazines, publications of *Hometown News Inc.* She has also worked for the *Stone Mountain-Lithonia Patch*, a news service of AOL.com. As a writer, she has written numerous articles for local and national publications including *Leadership Journal*, a magazine published by *Christianity Today*.

Additionally, Deanna is an event marketing specialist who has owned and operated *TPS Public Relations* and provided marketing services for small business owners. She has partnered with churches, local government, private businesses and other organizations in the metro-Atlanta community to create and deliver a variety of community events, including the *You're Hired!- A Resume and Job Assistance Event*, the *Atlanta Starving Artist Art Show and Auction* and *Celebrating the Change: A National Menopause Awareness Month Forum*.

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# Marketing Testimonials

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“As the director of an educational, non-profit organization, I have experienced the difficulties in finding competent staff members who share the vision...

Deanna Cauthen has been one of our most valued workers. She joined with us in 1999 and from the start was an integral part in the success of our program. Deanna can take a concept and bring it to full potential without constant input. She created the information brochure that we have used to promote the program and produced the newsletters that has been the best our organization has ever had.

Deanna also laid the groundwork for our graduation ceremony and the programs that we use to this day. As she has been an asset to our program, I am sure that she will benefit others on any endeavor that she collaborates with. I recommend her services without hesitation or reservation.”

—Angela Paul, Former Director, NE Independent Prep Academy

“Deanna is obviously gifted in the area of marketing and communications. For the past several years she has designed and published fliers and newsletters for our organization. Her fliers are imaginative and eye catching. Her newsletters are well laid out, attractive and a great promotional tool for our group. She brings a high level of professionalism to whatever she produces.”

*--Michelle Shaw, Coordinator, DeKalb Christian Home Educators*



“As Deanna Cauthen’s pastor, I am thankful for the work she has done to create a multi-faceted approach to keeping the congregation and the community apprised of regular and special events. Through Facebook, printed bulletins, flyers, and bulletin boards, she has made sure that if you don’t know what’s going on it’s because you don’t want to. “--

**--David Balzer, Former Senior Pastor, Grace Church in Stone Mountain**





“Deanna Cauthen has done a wonderful job preparing the programs for my piano recitals. She was professional and...each program was completed days before the piano recitals. There were never any worries on my part. I came away satisfied each time.

—**Tanee Beasley, Owner of Tanee Beasley Piano Studios**

“...Thank you for the outstanding job that you all did for the 40th-anniversary event! Your planning and hard work paid off in BIG dividends! From the program ... to the printed materials ... to the decorations ... and, of course, the food ... everything was superb! It could not have been better, ...! Thank you, Deanna, for a job well done!”

—**Ed Sellers, Anniversary Committee Chairman,  
Grace Presbyterian Church**



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Contact  
Us

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If you would like more information about becoming a sponsor of *The Working Woman Radio Show* or if you would like to request a sponsorship agreement form, email Deanna Cauthen at [dzstories@yahoo.com](mailto:dzstories@yahoo.com) or give us a call at 404-510-4634, and we will be happy to help you.

To view all the episodes of *The Working Woman Radio Show*, go to [www.theworkingwomanradiopodcast.com](http://www.theworkingwomanradiopodcast.com).

You may also visit *The Working Woman Radio Show* Facebook page by going to [www.facebook.com/dcauthen](http://www.facebook.com/dcauthen).