Media Kit

www.alwaysalesson.com

Objective

Gain sponsorship to cover the costs of producing educational content for educators around the globe

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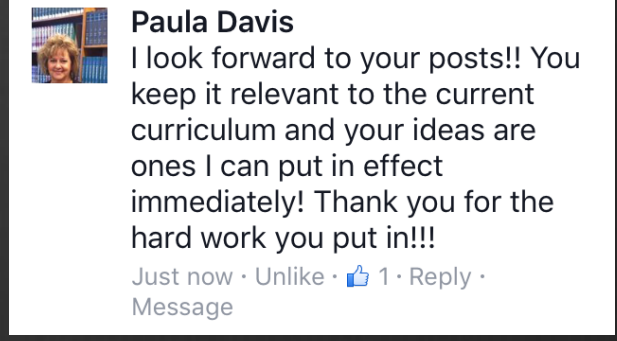
About the Author

Gretchen E. Bridgers

- **Elementary Educator of a Decade**
  - Urban and suburban schools, including Title-One
  - Master's Degree in Curriculum and Supervision
  - National Board Certification- Early Childhood Generalist
- **New Teacher Mentor**
  - Teachers in years 1-3
  - Developed Mentor/Mentee program
- **Cooperating Teacher**
  - Education Majors at Local Colleges
- **New Teacher Coach**
  - The New Teacher Project - TNTP
    - Elementary through High School, including EC and ESL
  - Educational Consultant

Social Media Reach

Social Media Site	Followers
Facebook	5,807
Twitter	1,726
LinkedIn	500+
Google+	367

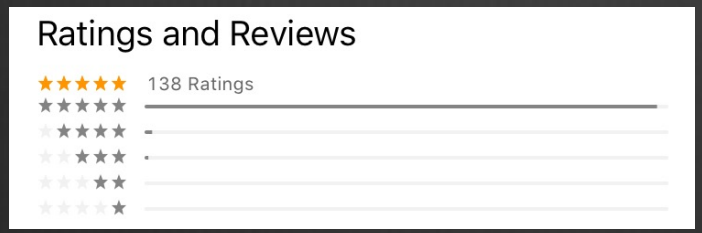


Always A Lesson

Empowering Educators Podcast

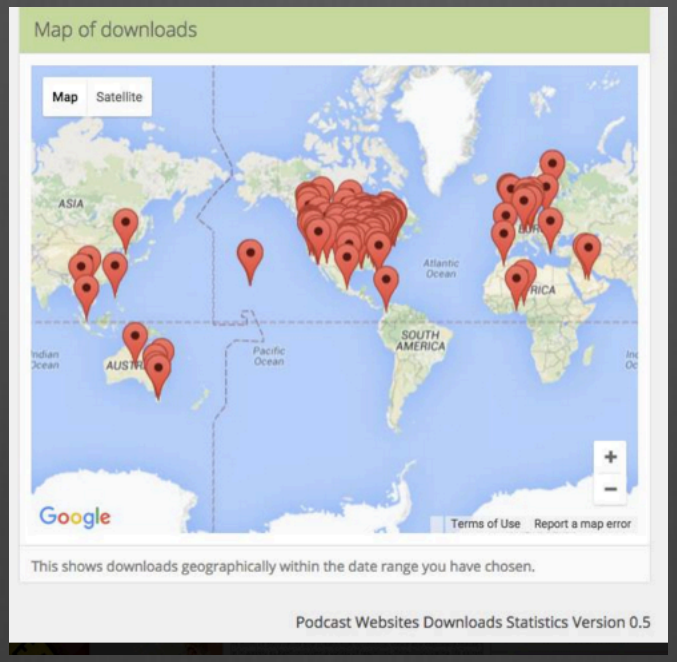
Launched June 14, 2015

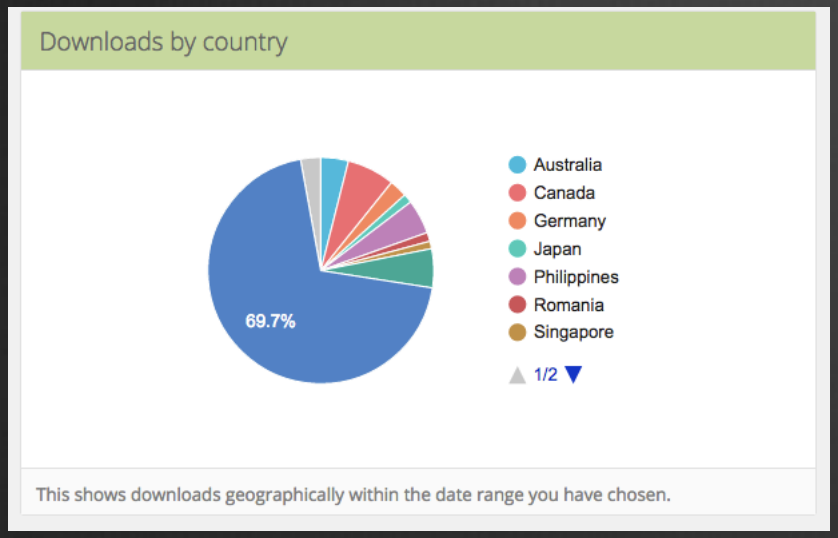
- **Mission Statement**
  - To empower educators to reach their potential by providing quality and relevant content to ensure success in the educational realm
- **Show Description**
  - This is a weekly Monday podcast for educators of all experience levels, including newbies, those in transition, and classroom leaders. Listeners will gain inspiration, encouragement and tips on classroom best practices.

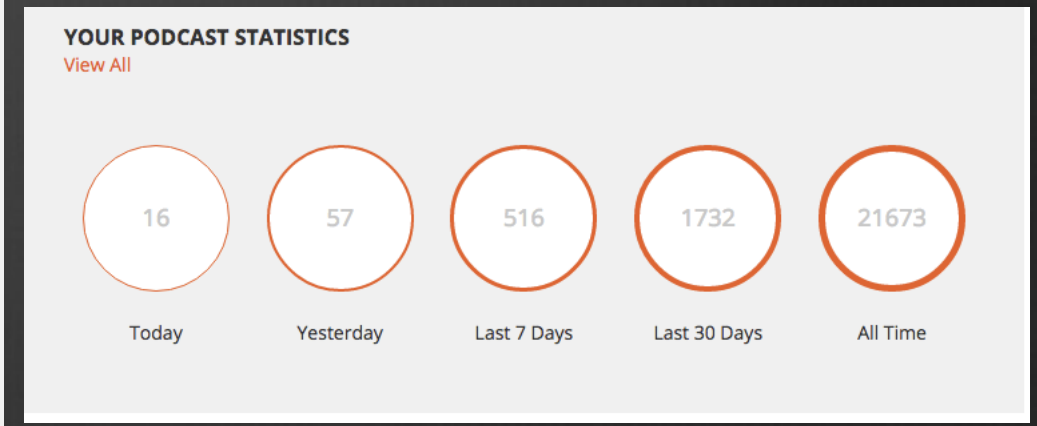


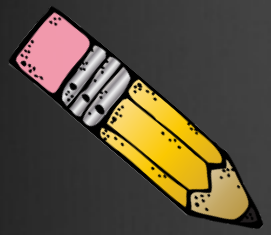
See what the fans are saying…

Podcast Audience









Podcast Reviews

13. Rockstar!
★★★★★ MelissaEmler - Jul 17, 2015
Nice work! I'll be listening and sharing this podcast every Monday. Your insight is outstanding and your confidence is infectious. Your blog and Facebook content are equally as helpful. You have found your lane.

14. A Fantastic Resource for Ed...
★★★★★ OrganizeMindfully - Jul 18, 20...
Educators are not usually given the resources they need to gain new information and can easily burn out based on that alone but Always A Lesson is a great resource you can turn towards. Gretchen gives information, and maybe even more important, there's a sense of community... that you are not alone as you listen...and that offers inspiration. Great work!

17. LOVE IT!!!!!
★★★★★ Hector Avellaneda - Jul 19, 20...
In an age where Education is more important than ever and where Educators all across the country are just not getting the recognition, and in many cases support, that they need, this show is imperative to boost our educators moral! I love Gretchen's enthusiasm and I can tell she is absolutely in love with what she does! What an incredible time we live in where shows like these can have a huge impact on students all over the country, indirectly through their teachers. You are doing amazing work here, Gretchen! Don;t lose that passion! Our country's future is depending on this show. No, pressure! :)

21. Extra Bonus Time
★★★★★ JV Crum III - Jul 24, 2015
Gretchen is your teacher. Having grown up in a household with a school teacher mom, I know how much time she spent focused on creating great plans and then delivering. This podcast is the modern answer to continual education on the fly for teachers. Great work.

22. No Captain Obvious Here
★★★★★ SeeinADHD.com - Jul 25, 2015
When i hear Gretchen's lessons my first thought is always, "Isn't this obvious?" And, there's the rub. There is common sense involved but always mixed in with her insights...and they are the magic ingredient. I highly recommend this podcast to all who teach and inspire...not just little ones, but all students in life.

25. From a 12-Year Teacher
★★★★★ JohnandLynette - Jul 31, 2015
As a 12-year high school English teacher, I can attest to the benefits of learning from what does not go well. I am such a firm believer in life being a process, that when something doesn't workout the first time, it just wasn't meant to. That there is a lesson to be learned from every obstacle. Great sound quality, passion, and ideas here.

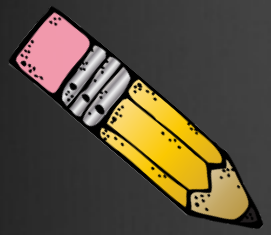
26. Awesome start to the day!
★★★★★ Karl Pilz - Aug 7, 2015
Gretchen, you have an awesome podcast! When you are in the teaching profession, there are a lot of things that can get you down. Your podcast is better than coffee! Great mindsets! Thanks for the great show, and keep it up!

34. A well organized resource fo...
★★★★★ Dancecapades - Aug 15, 2015
As a former consultant in education, I like how this podcast provides help on a variety of fronts to our dedicated and busy educators. Every teacher spends time in different challenges or experiences at different times, depending on the dynamics of the classroom situations they are confronted with and this show will meet you where you are. Great host and direct access to the content that helps. No fluff or time wasting here. Nice work!!

39. A perfect way to start a Mon...
★★★★★ Jbower1282 - Aug 28, 2015
Gretchen's weekly Monday podcast is an amazing way for any educator to start their week! Lots of ideas, lots of motivation, and lots of fun, Gretchen makes being an educator sound absolutely amazing.

45. Awesome stuff!
★★★★★ Consciously Speaking Podcast...
Gretchen lays it down in a way that is actionable and informative without being preachy. I love this show!

47. A quick, must-listen for edu...
★★★★☆ James | Off the Beatin' Path -...
Gretchen has a terrific vision for her podcast. I love the really pointed interaction with her audience. Although I'm one of many listeners, I feel as if she is talking to me personally.



Podcast Reviews

cont...

50. Super Educator!
★★★★★ Fatherof10yrold - Oct 10, 2015
Gretchen is a true teacher at heart, wow she really wants to make the world a better place, through helping educators and by inspiring them to keep their focus on the kids and engaging them.

51. A must listen for educators!
★★★★★ BeachPB - Oct 16, 2015
This podcast is a must listen for educators! Whether you are new or have been doing it for years, this show will inspire you! Keep up the awesome episodes!

60. Motivating!
★★★★★ kimtodduh - Nov 20, 2015
As an ESL/EFL teacher for most of the last decade, it's almost a given that I fluctuate between love it, hate it, love to hate it, and hate to love it constantly! It's so helpful and comforting to hear these podcasts that put the magnifying glass on the reality of being in education. Gretchen is so easy to relate to and I feel like we're sitting around the kitchen table chatting as I listen. Thanks so much, Gretchen!

64. Awesome and Energetic
★★★★★ Danny Johnson -Flipping Junki...
I'm not an educator, but i think it's great listening to her empowering them to really enjoy their job. Too many people overlook the hard work that it takes to be an educator and I think it's great that there's a show to help inspire them.

67. Empowering and Encouraging
★★★★★ Elsie Day - Nov 27, 2015
Having taught for 12 years, I know how important it is for teachers to have empowerment, encouragement, and inspiration. This podcast delivers the goods and gives teachers the energy and inspiration they need!

68. Very inspiring
★★★★★ Oriya+ - Nov 27, 2015
This podcast can help teachers further their skills as well as parents on how to make an impact on their children's life.

74. Finally a Teaching Podcast t...
★★★★★ AwesomeMontana - Dec 5, 20...
I've been an avid podcaster for almost 3 years (and when I say avid I mean I listen to hundreds of hours of podcasts - living in Montana I get to spend a lot of time in my car) I've searched for podcasts on teaching for a long time and Gretchen has done a great job of helping teachers navigate the challenging world of education in todays society. When teacher burnout is at a high Always a lesson will help quality teachers succeed and feel empowered instead of disenchanted!

77. So Inspiring!
★★★★★ The Medicare Nation - Dec 18,...
An absolute must podcast for ALL Educators!
The content is nothing short of inspiring and motivational!
Teachers will find tips and content to use from each episode.
Well Done Gretchen!

80. AWESOME focus!
★★★★★ Jeff Agostinelli - Dec 25, 2015
Gretchen is a very entertaining host, love her humor. I'm a father and this podcast get's me super excited that teachers and parents have this valuable resource. Great Podcast!

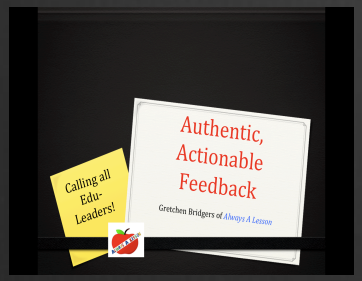
81. Quick Hit of Awesome
★★★★★ Baldeagle90 - Jan 1, 2016
Each podcast episode provides a short burst of empowering advice to help you through the school year. Gretchen brings some great experience and passion to each show.

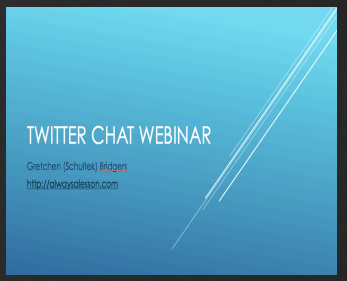
83. Great Show
★★★★★ Denny Krahe - Jan 2, 2016
As a former teacher, I can't thank you enough for empowering all of the educators out there! I felt so alone so many times when I was in the classroom, and a resource like this would have been invaluable to me! Keep it up!

85. Always a Lesson
★★★★★ Catonjr - Jan 15, 2016
What a great resource. I was an educator in my early career and despite college , practice teaching and even a substitute teaching job, I really felt alone and unsure. This podcast can help newer teachers develop confidence and more seasoned teachers get creative ideas. You will definitely want to listen if you want refreshing and inspirational ideas

Speaking Engagements

- **Regional Conference**
  - NCAEE Region 6: "Teachers, Pass the Torch!" (Student Ownership)
- **District In-Service via Parent University**
  - Ready, Set, Read
  - Common Core
  - Preparing for the E.O.G. test
- **Campus In-Service**
  - Common Core Aligned Current Event Projects
  - Crucial Conversations
  - Reading 3D
  - Teacher Websites- Word Press
- **Webinars**





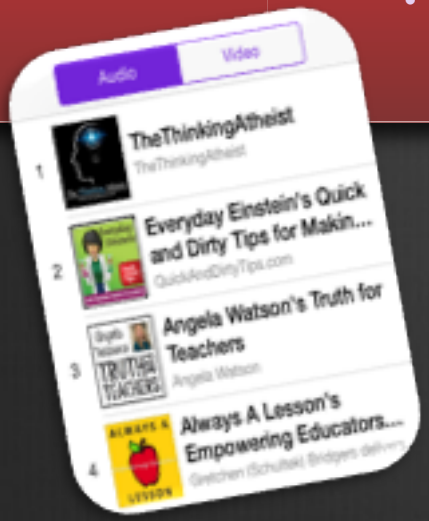
Written Contributions

- **District**
  - Blogger: Teaching and Learning in CMS
  - Twitter Co-moderator: #cmsk12chat
- **Educational Material Creator**
  - Teachers Pay Teachers
- **Published Author**
  - Elementary EDUC 101: What They Didn't Teach You in College

Sponsorship Pricing

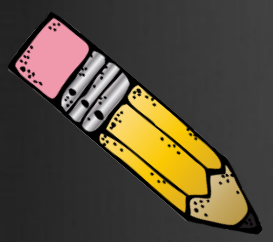
Become a part of an empowering movement for the professional learning of educators around the globe!

Package	Sponsor Perks
Bronze	• $50 quarterly • Preferred Links included in show notes
Silver	• $100 quarterly • 20 second advertisement (end-roll) • Preferred links included in show notes
Gold	• $300 quarterly • 30 second advertisement (pre-roll) • 1 FB post + 2 tweets per week • Clammr exposure



* Quarters- Jan-Mar, Apr-June, July-Sept, Oct-Dec

#4 podcast the K-12 education category



Connect

- Website
  - www.alwaysalesson.com
- Teachers Pay Teachers Store:
  - https://www.teacherspayteachers.com/Store/Always-A-Lesson
- Empowering Educators Podcast
  - https://itunes.apple.com/us/podcast/always-lessons-empowering/id1006433135?mt=2
- Social Media
  - Facebook: Always A Lesson
  - Twitter: @gschultek
  - Instagram: Always.A.Lesson
  - Linked-In: Gretchen Schultek Bridgers
  - Google+ Gretchen Schultek Bridgers