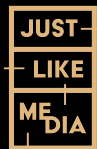




ASIAN PODCAST
SUMMIT + AWARDS
2020

PRESENTING SPONSORS



Mission Statement

Our mission is to **amplify** Asian voices in podcasting, **build** a global community, and **honor** those who have laid the foundation for Asian representation in podcasting.

Asian Podcast Summit + Awards 2020

The **2020 Asian Podcast Summit & Awards** marks the *first annual event* created to amplify Asian representation within podcasting and celebrate Asian podcasters across the world. Our inaugural event will be held virtually on December 27, 2020.

The theme for this year's event is **AMPLIFY**.

We aim to **celebrate** those who amplify the voices of the global Asian community through the podcast medium, because our stories matter. By creating a platform to recognize and honor the members of the Asian podcasting community, we hope to **empower** and **encourage** more to join in telling our important stories.

Asian Podcast Summit



Opening Keynote
Jerry Won
Founder - Asian Podcast
Network



State of Asian American
Storytelling 2020 Research
Presentation



Global Panel
The Power of Podcasting to
Elevate Asian Stories

Asian Podcast Awards

The Asian Podcast Awards will award winners across the following categories, voted on by their peer members of the Asian Podcast Network:

Podcast of the year

Newcomer Podcast of the Year

Best Host/s

Best Podcast Episode

Best Mission Driven Podcast

Best Social Media Presence

Best Business Podcast

Best Interview Style Podcast

Best Narrative Podcast

Best News / Culture Podcast

Best Comedy podcast

Best Career Podcast

Best Health and Wellness Podcast

Best Fiction / Scripted Podcast

To be eligible for any award, the nominated podcast must have published at least one episode on or before October 1, 2020 with at least **10 episodes** published in total by the submission date. Podcasts may be nominated for up to three categories (all podcasts will be considered for podcast of the year)

Award Nomination & Selection Process

The award nomination process is detailed below:

- **Nomination** - Podcasters nominate themselves for one or more award categories based on the given criteria. The open nomination period will be from November 25 through December 6, 2020.
- **Finalist Selection** - A selection committee will then narrow down the submissions for each category to the top 3 nominees announced on or about December 10th.
- **Finalist Voting** - Members of Asian Podcast Network will vote for the winners of each category in a closed voting process between The open voting period will run from December 10 through December 23.

Partnerships

Partners of the Asian Podcast Summit & Awards will have their brand's story told via:

- **In-Event Branding** - Partners' logo will be displayed throughout the virtual event through backgrounds and a host-read spot (30 seconds)
- **Pre-Event Branding** - Partner's logo will be displayed on all event marketing, including website, social media, and shared links
- **Asian Podcast Network Newsletter** - We will send a sponsored message to the 500+ members of APN who have opted in to receive valuable information.
- **Leverage in Event Marketing** - Partners will be featured across additional marketing channels mentioned in next slide.

Marketing & Promotion

Marketing and promotion for the Asian Podcast Summit & Awards will be done via:

- **Asian Podcast Network** - A 500+ strong membership organization dedicated to the amplification of Asian podcasters through Facebook and e-mail newsletter.
- **Just Like Media Brands +** - The combined reach of various Just Like Media brands as well as the persona network of founder Jerry Won, whose network within the Asian American community is wide.
- **APN Member Shows & Personal Accounts** - Nominees, finalists, and other members of the Asian Podcast Network will be encouraged to share out about the Summit & Awards leading up to the event.
- **Key Partnerships** - We have relationships with large Asian and podcast focused Facebook groups that will help grow our organic reach to a wider audience.

The Team

The Asian Podcast Summit & Awards is created by Jerry Won, founder of the Asian Podcast Network, Just Like Media, and The Podcast Firm.

Just Like Media is a podcast first media company dedicated to sharing unique Asian American stories. Our shows include Dear Asian Americans, The Janchi Show, MBAsians, Korean American Parenting, and the Asian CRE Network.

The Podcast Firm is a podcast production and consulting practice. Our services include end-to-end podcast production, podcasting marketing and strategy consulting, and podcast launch courses and coaching.

For sponsorship inquiries, please contact hello@justlikemedia.com



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