

For host-read:

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Do you know someone who has never listened to a podcast? It might sound bananas to you and me, but those people are out there. If we want the podcast industry to grow, we need to turn those non-podcast listeners into podcast listeners.

We think that if they just heard one podcast. One really, really good podcast that shows them how great podcasts can be to listen to, they might convert. Then listen to another. And another.

Tink Media thinks so too, and in April they are launching Adopt-a-Listener. They're asking you to find someone who says "podcasts aren't my thing," and give them a thoughtful recommendation. Something that will get them hooked. Go to tinkmedia.co/adopt to sign up, find resources, and learn how you can get involved. [This podcast] is a proud supporter of Adopt-a-Listener. See the other participating shows at Tinkmedia.co/adopt.

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