# FRESHED

EDUQUÊ

THE THINKING EAR

F R E S H E D
with will brehm

AULA DIVER GENTE

FLUX

# In this Issue

# Creator's Message

2023 was another incredible year for FreshEd.

We produced 34 episodes of <u>FreshEd with Will Brehm</u>, featuring 40 guests (see p. 3). We featured 14 guests on 12 episodes of <u>Eduquê</u> (see p. 8), and produced 11 episodes of the second mini-series of <u>Aula Divergente</u> (see p. 7). We also published 12 <u>recommended lists</u> (see p. 9). By our estimates, we reached over 17,000 unique individuals with our content.

Some of the most exciting news this year came when Flux Fellow <u>Yanan Yu</u> was named a finalist in the category of best new artist in the <u>Third Coast International Audio Festival</u> (see p. 5).
This festival is considered the Oscars of podcasting, so we are really honored that she received this recognition. Her episode <u>"Am I able?"</u> is worth a listen (or two!). Speaking of Flux, in 2023, we selected <u>four new fellows</u> who are hard at work on their episodes, which will air sometime in 2024.

The end of 2023 marks the end of two long-standing partnerships. After three years, <u>Anabella (Bella) Afra Boateng</u>, our Fundraising and Communications Manager, has decided to step away from FreshEd to prioritise her PhD. It has been an absolute pleasure working with Bella and we wish her all the success in her next endeavours. Second, after three seasons of Eduquê, the Brazilian Campaign for the Right to Education and FreshEd have decided to part ways. We would like to thank the Campaign for a fruitful partnership!
Rest assured: Eduquê will continue to exist into the future, but in a slightly new form.

2024 will bring new partnerships and podcasts. We can't make any public announcements yet, but we'll be sure to share the news as soon as possible.

For now, thank you for listening to FreshEd's varied and multi-lingual content. If you have the means to do so, we would very much appreciate a <u>donation.</u> Although you listen to FreshEd for free, creating content has a cost. Our goal is to ensure all our content is open access and advertisement free. Please help us achieve this goal in 2024 by making a <u>donation</u>.

Yours in podcasting,
Will

# Who We Are

FreshEd, Inc. is a US 501(c)(3) organization that provides free educational content and resources online and disseminates educational and scientific research and ideas to the public. FreshEd is more than a series of podcasts. It is an organization working with others to connect podcasting and education around the world.

FreshEd produces podcasts that take ideas in educational research, which may initially seem impenetrable, and seeks to make them more accessible, unraveling their complexity through conversations with expert academics in the field.

In 2023, we were supported by NORRAG and The Sachdev Family Fund. We also received donations from our dedicated listeners. We are currently looking for new funders to enable FreshEd to keep growing.

We are a team of podcast-crazy individuals who live across the globe and work on FreshEd part-time. We are guided by a dedicated board.

# Why FreshEd Matters

FreshEd is an organization that actively works to mobilize and disseminate diverse knowledges worldwide; it has initiatives that alter the exploitative power relations commonly found in academia; and it offers all content free of charge and never uses user data for profit.

# 2023 Activities & Highlights

In 2023, 69 episodes were aired across four shows, *FreshEd with Will Brehm*, *Flux, Eduquê* and *Aula Divergente*, all of which reached a global audience. This included 34 episodes of *FreshEd with Will Brehm*, 12 episodes of *Eduquê*, 11 episodes of the second mini-series *Aula Divergente*. In addition, we published 12 recommended lists.

Some episode highlights for 2023 include the FreshEd questionnaires and our conversation with ChatGPT. All of our 2023 episodes featured transcripts and reading lists, making our website a valuable learning portal.

It is worth mentioning the reading lists in more detail. Under the 'Resource' tab , listeners can find curated lists of readings, videos, and other resources about the topic(s) that the host and guests discuss in each episode. With the FreshEd 'Resource' tab, listeners can follow the conversations without having to pause to take notes or Google search a book, article, or resource that guests mention. Use the resources tab to find relevant and useful literature on episode topics and or read related publications by the guests.

Have insightful resources about our episodes? We would also love to share those with our guests and listeners.

# FreshEd with Will Brehm

The flagship content of FreshEd is called *FreshEd with Will Brehm*, which is an interview-style podcast that showcases cutting-edge research in the field of education, broadly defined. It is used in 100s of university courses around the world. The podcast receives over 15,000 listens per month from listeners in over 180 countries. This year, 36 episodes were aired. The listenership can be broken into three main groups: students, professors, (including teachers and researchers), and development practitioners (such as, people working for NGOs, the World Bank or the U.N.).

*FreshEd with Will Brehm* disrupts the common practice of placing research outputs behind paywalls. Through freely available interviews, the podcast circulates ideas that would otherwise be inaccessible to many. In particular, those listeners living in the Global South who attend universities that cannot afford the prohibitive costs of journal subscriptions. Through informal conversations, episodes also make complex ideas easily understood. For this reason, many students studying around the world use FreshEd to complement their reading lists. Many professors (at Berkeley, Edinburgh, Harvard, Hawaii, Hong Kong, Humboldt, Sydney, UPenn, and many others) recognize this too, assigning episodes on their syllabi.

# Flux



2023 was an exciting year for our Flux Fellows.

Yanan Yu, one of our 2021-2022 Flux Fellows, was named a finalist in the category of best new artist in the Third Coast International Audio Festival.

In her episode which is titled "Am I Able?", Yanan, raises important questions about how ability should be defined.

One of the judges in the competition wrote about Yanan's episode:

*This was a powerful introduction to a world I knew nothing about. It was challenging, disruptive and urgent. Your opening was immediately inviting. The people you spoke to had agency and nothing felt extractive when making this documentary. Your world-building, and writing elicited a very somatic, physical experience which is something I really cherish when an audio piece can do that. Recognition and empathy were two forces present in me when listening. You are a storyteller!...*

*I really hope you continue exploring storytelling in audio and challenging assumptions and stereotypes. Returning power and dignity to the people. Your voice is needed!*

The 2023-2024 Flux Fellows have been working hard on their episodes. The Fellows are: Ijaaz Jackaria, Suwandee Thatsanaprai, Peter Browning, and Choundou Her.
We look forward to sharing their episodes with you later this year.

# Flux Fellows 2023-2024

**YIjaaz Jackaria** is a Mauritian student pursuing an MSc in Comparative Education and International Development at the University of Edinburgh. He holds a BA in Philosophy at the University of Chicago with minors in Physics and Near Eastern Languages and Civilisations. His broad intellectual horizon encompasses cosmology, metaphysics, Islamic studies and sociocultural anthropology. His research interests within the field of comparative international education centre on southern epistemologies, epistemicide, postcolonialism and religious education which he explores through ethnographies and autoethnographies.

**Suwandee Thatsanaprai**, known as Beaw, is a Thai-Karen education development practitioner working in Thailand and Myanmar to improve access to education for marginalized and ethnic minority students. She recently completed an MSc in Education (Policy and International Development) at the University of Bristol where her thesis explored how Thai state-based education brings about forms of everyday exclusion which are built upon nationalist constructions of power. She hopes to soon pursue a PhD to continue her research into these themes.

**Peter Browning** is completing his ESRC-funded PhD in Sociolinguistics at the Institute of Education, UCL's Faculty of Education and Society. He is motivated by an interest in understanding the complex relationships between language, culture, and society; his research interests span the fields of language eduction, multilingualism, language policy, placemaking, migration, exile, and memory. As a researcher working towards social change, he sees his role as that of a storyteller. As such, he is moved to explore the limits and possibilities of narrative within and beyond academia.

**Chundou Her** (any pronouns) is a PhD student in the department of Curriculum & Instruction at the University of Wisconsin-Madison. Their study looks at how HMoob (Hmong) and other racial/ethnic minorities in America use 'fan fiction' for identity exploration and spiritual healing. This includes elements of participatory action research, critical (multimodal) ethnography, and social justice. Chundou's parents are HMoob refugees who escaped Laos during The Secret War. They are passionate about marrying art and scholarship and want to encourage HMoob folks and other racial/ethnic minorities to tell their stories in ways that honor their sacredness and integrity.

# Aula Divergente

*Aula Divergente* is a biweekly podcast in Spanish hosted by Daniela Hernández and Carlos Navia. It follows a mini-series format and exposes relevant educational issues in Latin America and the Caribbean, serving as a meeting place for diverse voices from academia, politics, and civil society. In April 2023 we launched the second, 11-episode mini-series, called "Educación Migrante", where we analyzed education and public educational policies around Latin American migration, with an emphasis on Venezuela.
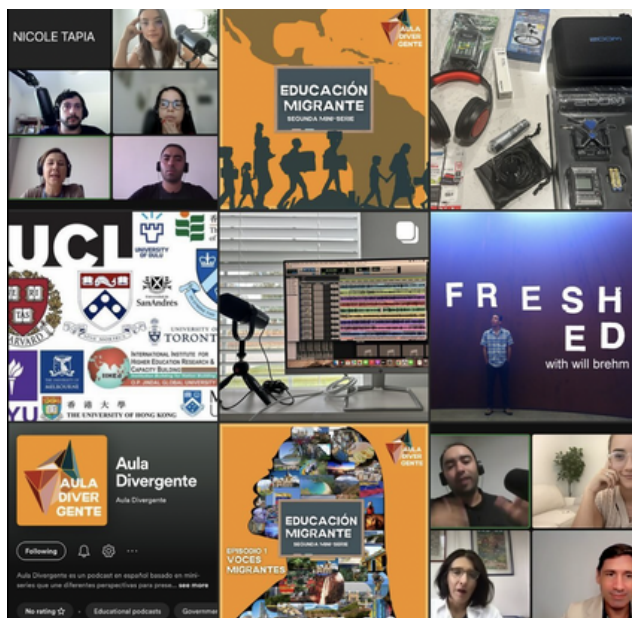
Educación Migrante offers a unique, creative, and profound look at topics, becoming a relevant source for the construction of a collective memory process around Latin American migration.. The episodes use the experiences and testimonies of Venezuelan migrants as starting points for discussion with more than 25 experts from academia, politics and social activism from all over Iberoamerica.

Since the inception of Aula Divergente, we've placed significant emphasis on utilizing social media platforms. In 2023, we deliberately enhanced our engagement on Instagram, Twitter, and LinkedIn. One notable strategy involved creating reels featuring video clips of our guests sharing impactful quotes with captioned text. Notably, a reel featuring Showny Azar and Samuel Diaz from our 10th episode garnered considerable attention, reaching nearly 2000 plays. Our strategic use of social media to actively engage our guests while tapping into their respective communities has significantly broadened our reach, expanded our audience base, and facilitated the sharing of our insightful content.
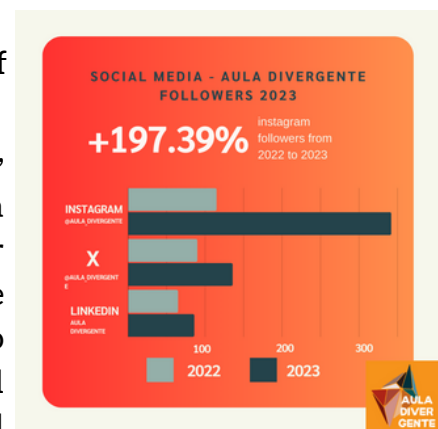
# Eduquê

*Eduquê* is a monthly podcast in Portuguese hosted by Rui da Silva and Andressa Pellanda. The goal of *Eduquê* is to showcase new Portuguese-language research on education, broadly defined.
The episodes are transcribed and translated into English. It was produced in partnership with the Brazilian Campaign for the Right to Education.

Eduquê, in 2023, was executive produced by Rui da Silva, Renan Simão, and Will Brehm, with José Leite Neto and Susanne Wehrs serving as producers.

In its third season in 2023, Eduquê aired 12 episodes exploring various themes. These included the intricate dynamics of privatization and coloniality in Guinea-Bissau educational aid landscape, curricular reforms in Mozambique, the influence of Finnish experts on education policies, Education for global citizenship in higher education in Portugal, community schools in Brazil, new philanthropy and policy networks in global education governance and in the education sector in Brazil, school militarization, higher education, affirmative, and quota policies and the use of podcasting as a pedagogical tool in higher education.

Throughout the season, Eduquê featured a diverse array of guests, including educators and researchers from Brazil, Mozambique, and Portugal. Notably, Rui da Silva hosted all episodes solo during this season.

The Eduquê Podcast has seen steady growth in its listenership over the past few years. In 2023, we had a total of 1701 listeners.

2023 also marked the end of the FreshEd partnership with the Brazilian Campaign for the Right to Education.

# Recommended List

The Recommended List feature is a hand-picked collection by special guests to help our audience sift through our ever-growing archive. FreshEd team member Fatih Aktas edits this feature, and each month invites guests to share their favourite three to five episodes. The goal of the Recommended List is to connect dissimilar episodes under a common theme, open the space for guests to engage with the FreshEd content, and develop their own opinions through a critical blog post. Doing so allows listeners of FreshEd to listen across episodes and critically explore topics from multiple perspectives.

In 2023, we revisited the structure of the Recommended List because we aimed to turn it into a critical, op-ed-style blog. In the initial structure, as part of the contribution, guests chose three-five of their favourite episodes and wrote a short commentary about why they chose these shows.

In the new format, we want guests to write about their ideas related to education and then address these ideas through relevant FreshEd episodes. For our new recommended lists, guests pick an educational topic of their choice and write an op-ed style blog addressing their topic through their recommended FreshEd shows. In 2023, the 12 Recommended Lists were written by our special guests, including academics and researchers from various institutions.

In 2024, we aim to continue publishing monthly Lists and invite guests from diverse backgrounds to share their favourite episodes.
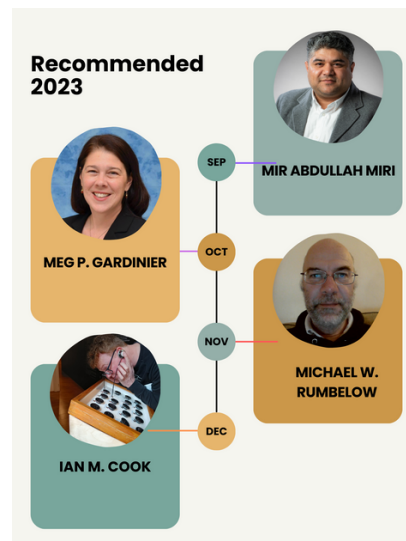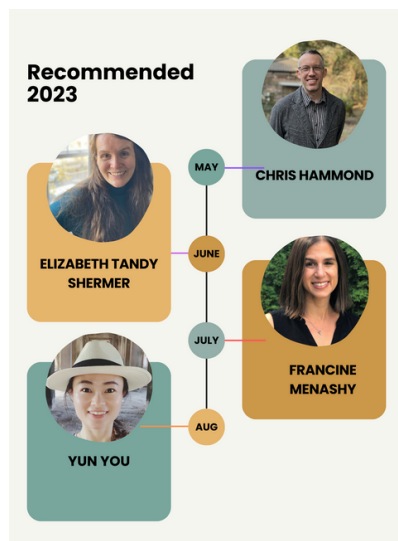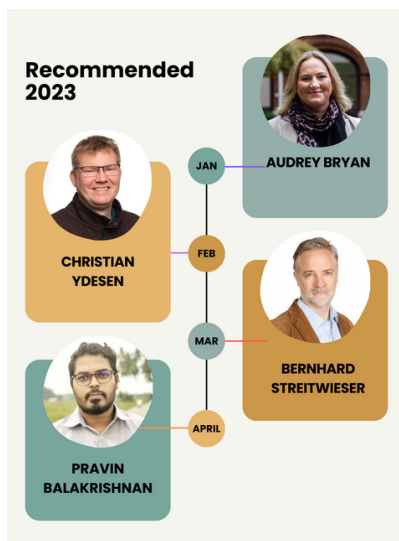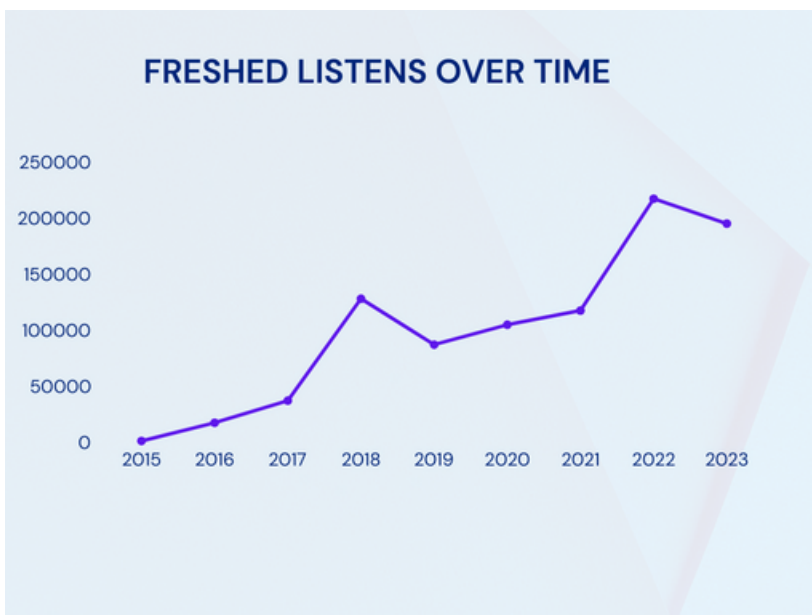
# Audience Insights

In 2023, we recorded 195,049 listens, a slight decrease year-on-year of about 10 percent. The top countries where our listens were based included: the USA, UK, Australia, Canada, Vietnam, Netherlands, Germany, and Japan.

Listeners by Global Reach (the darker shade of blue represents a larger audience):
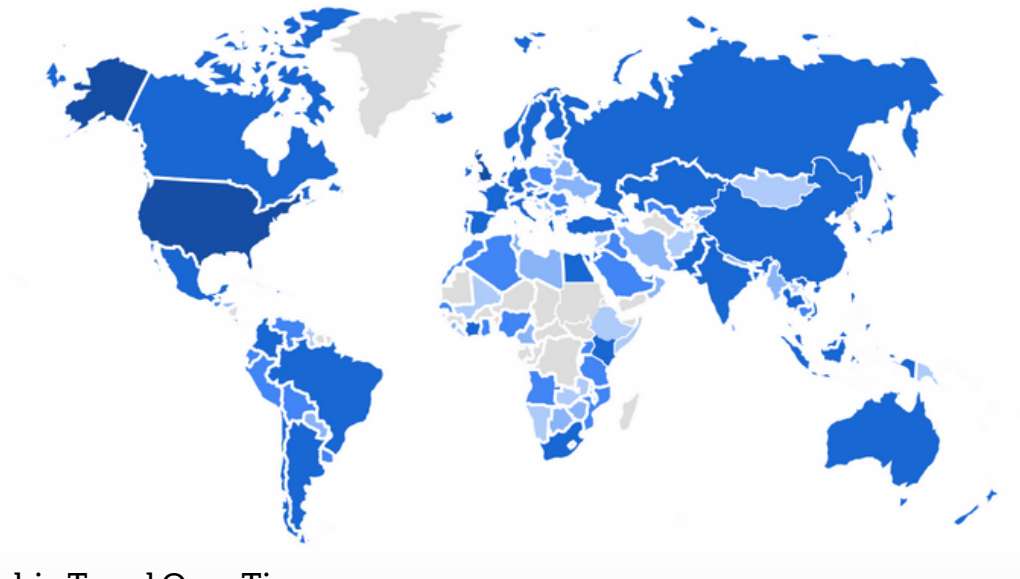
Listenership Trend Over Time:

# Top 5 Episodes of 2023

Francine Menashy & Zeena Zakharia
**White Ignorance in Global Education**

**1**

Natasha Warikoo
**Affirmative Action in the USA**

**2**

Janelle Scott & Monisha Bajaj
**Racialization and Educational Inequality**

**3**

Michelle Schweisfurth
**Unpacking the Learning Crisis**
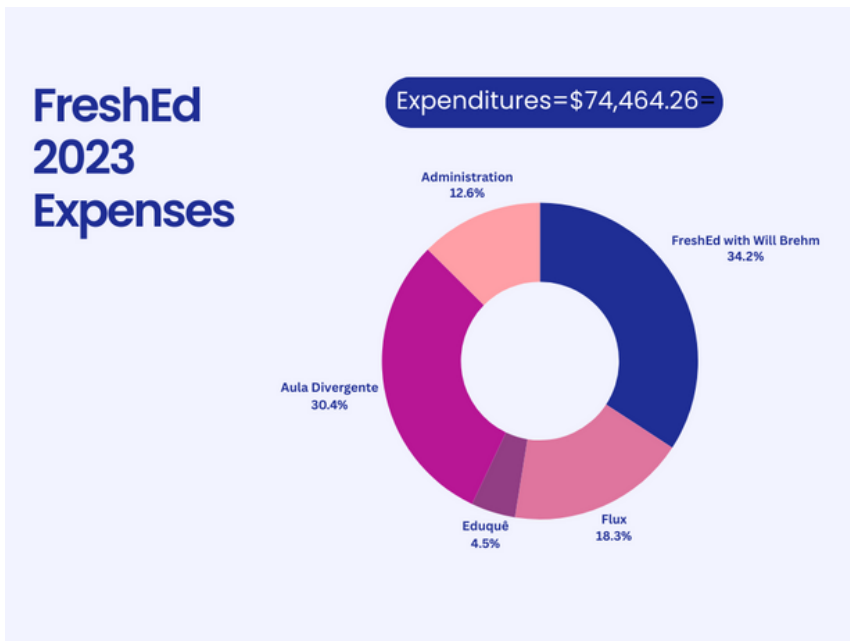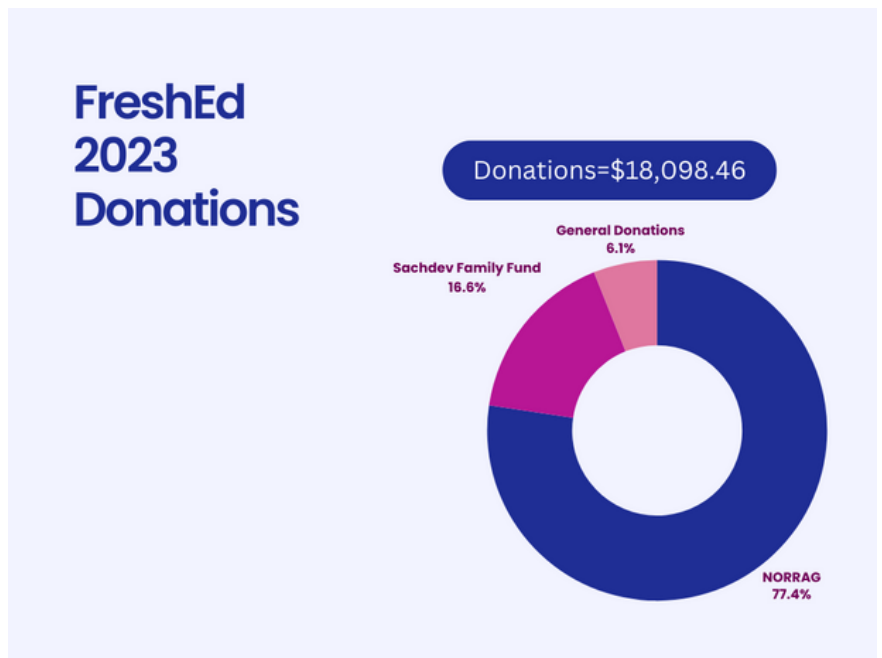
**4**

Derron Wallace
**The Culture Trap**

**5**

# Our Budget

In 2023, we raised a total of $18,098.46. Our biggest institutional donors were NORRAG and The Sachdev Family Fund. The General Fund is comprised of contributions from individual donors. We spent a total of $74,464.26.

The chart below highlights a detailed breakdown of our donations and expenditure:

**Donations**

FreshEd
2023
Donations

Donations=$18,098.46

General Donations
6.1%

Sachdev Family Fund
16.6%

NORRAG
77.4%

FreshEd
2023
Expenses

Expenditures=$74,464.26=

Administration
12.6%

FreshEd with Will Brehm
34.2%

Aula Divergente
30.4%

Flux
18.3%

Eduquê
4.5%

**Expenditures**

# Our Future Plans

Moving ahead, FreshEd has big plans for 2024. We have hired a new communications manager, <u>Sabrina Materie</u>, who will explore ways to launch a FreshEd newsletter. We have also partnered with <u>Claudia Moreira</u> who will now co-host Eduqê with <u>Rui da Silva</u>. We are also planning in-person listening parties to bring the FreshEd community together.

Our biggest challenge will be funding in the future. In 2024, we are making a concerted effort to find new institutional partners and donors. This involves submitting grant applications as well as developing partnerships. We are open to partnering with like-minded organisations that will ensure FreshEd continues to meet its mission .



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