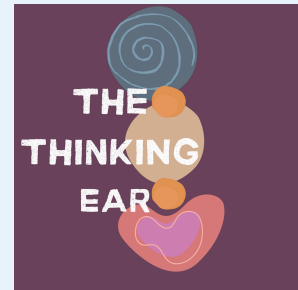


# Annual Report 2024

# FRESHED



# In this Issue

<b>01</b>	Creator's message	1
<b>02</b>	Who we are	2
<b>03</b>	2024 activities & highlights	3
<b>04</b>	Our budget	13
<b>05</b>	Our future plans	14

# Creator's Message

This past year presented FreshEd with a fair share of ups and downs. The podcasting industry faced a downturn in 2024, largely due to changes in Apple's podcasting app in late 2023. Like many others, FreshEd experienced a sharp drop in listenership, from 200,000 listens in 2023 to 100,000 this year. Although shocking to see such a decline, we believe this new number more accurately reflects our engaged audience.



Financially, FreshEd faced significant challenges. We spent \$60,000 while raising only \$20,000, leading us to launch a membership campaign to secure additional funding. We are also exploring new revenue streams, including advertising and strategic partnerships, to ensure our long-term sustainability. Until we receive new funding, we're going to slow down the production of FreshEd, prioritizing the costs to keep our website operational and the production of our flagship content, *FreshEd with Will Brehm*.

Despite these obstacles, 2024 was a productive year. We released 35 episodes of *FreshEd with Will Brehm*, featuring 41 guests, four episodes of *Flux*, and produced 12 episodes of *Eduquê* with 13 guests. We also launched *The Thinking Ear* with its first episode and published 11 curated reading lists. By our estimates, FreshEd content reached over 26,000 unique individuals—a 9,000-person increase from last year. That's very good news!

These numbers highlight FreshEd's continued impact in global education discussions, even as the podcasting landscape shifts. While challenges remain, we are proud of our work in producing high-quality, thought-provoking content and growing our audience. As we move forward, we remain committed to innovation, accessibility, and fostering meaningful conversations on education worldwide.

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 2024, 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.

# 2024 Activities & Highlights

In 2024, 52 episodes were aired across four shows, *FreshEd with Will Brehm*, *Flux*, *Eduquê*, and *The Thinking Ear*, all of which reached a global audience. This included 35 episodes of *FreshEd with Will Brehm*, 12 episodes of *Eduquê*, 4 episodes of *Flux* and 1 episode of *The Thinking Ear*. In addition, we published 11 recommended lists. All of our 2024 episodes featured transcripts and reading lists, making our website a valuable learning portal. This year, we had a total of 27,374 unique viewers visit our website and the top countries of origin included: USA, UK, Australia, Canada, China, Japan, India, Brazil, Germany, and Netherlands.

A few key highlights for 2024 was the introduction of new programs, specifically *The Thinking Ear* and our membership program. In addition, over 50 universities linked directly to FreshEd's website as a testament to it's influence in academic research and training.

The following sections provide summaries and highlights of each of the shows as well as other activities and features.



# 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 university courses around the world. This year, 35 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.).



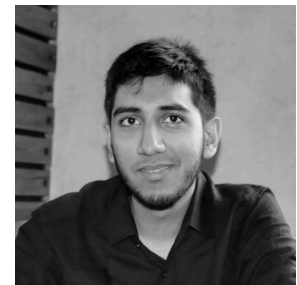
*FreshEd with Will Brehm* disrupts the common practice of placing research outputs behind paywalls. Through freely available interviews, the podcast circulates ideas that would otherwise be inaccessible to many. In particular, those listeners living in the Global South who attend universities that cannot 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



Flux aired its third season in 2024. Season 3 featured graduate students transforming their research into narrative podcasts. Episodes explore topics such as Mauritius's colonial history, Hmong students' experiences, the significance of sound in academia, and the Karen ethnic minority in Thailand, blending personal narratives with academic insights. A recap of each episode is provided below:

**Ijaaz Jackaria's** episode, entitled *In the realm of the in between: An ode to ethnography in Mauritius*, tells a story about Mauritius, exploring its colonial history. He develops a Southern epistemology by integrating cosmology, philosophy, and Islamic theology. The episode features diverse voices, including Carl Sagan's reflections on the cosmos.



**Suwandee "Beaw" Thatsanaprai's** podcast, *I am Karen*, highlights the Karen ethnic minority in Thailand. She examines the structural effects of colonization and the emotional impact of racism, reflecting on the connections between language and identity through personal experiences and community voices.

**Peter Browning** presents *Listening to the Soundosphere: An Academic Manifesto*, emphasizing the significance of sound in creating immersive experiences. He discusses the emotional and embodied aspects of ethnographic research, as well as the political and social implications of podcasting.



**Chundou Her** examines the experiences of Hmong students at the University of Wisconsin-Madison, a predominantly white institution in their episode *MagicalGirl Academy: Confronting Racism through Collective Healing*. Through an imaginative narrative, Her addresses racism, sexism, and micro aggressions, proposing a parallel universe as a space for collective healing.

# Aula Divergente

Since its inception in 2022, Aula Divergente has produced 34 episodes in a mini-series format. The series exposed relevant educational issues, provided diverse perspectives on contemporary educational issues in Latin America and the Caribbean, and served as a meeting place for diverse voices from academia, politics, and civil society. The latest mini-series, which concluded at the end of 2023 was titled, Educación Migrante, delved into the experiences and challenges of migrant education. The series marked the end of a significant chapter for us and the feedback we received from the audience and interviewees was invaluable in shaping the direction of the new season.



In 2024, the Aula Divergente team -- Daniela Hernandez, Carlos Navia, Nicole Tapia, and under the executive direction of Will Brehm -- continued to develop its third season while reimagining the direction of the podcast. Some significant changes proposed were to shift toward shorter episodes, aim at reaching a wider audience, and facilitate engagement through social media platforms. Our vision for this new season also includes creating a network of experts and a community focused on Latin America, to foster a deeper connection for listeners in the region. To kick off this new direction, we recorded and produced an innovative pilot episode with Latin American researcher Jaime Balladares, who specializes in games and play. This concise 6-minute episode yielded a more engaging and insightful conversation, setting the tone for future episodes.

One of the major challenges we faced in 2024 was securing funding and establishing partnerships to ensure the sustainability of the podcast. We have explored alliances with university radio stations and other podcasts, but unfortunately, we lacked the financial infrastructure to bring these proposals to life. Despite this, our social media channels have remained active, reaching between 500 to 1,000 listeners per post, which has shown us that there is a potential for growth.

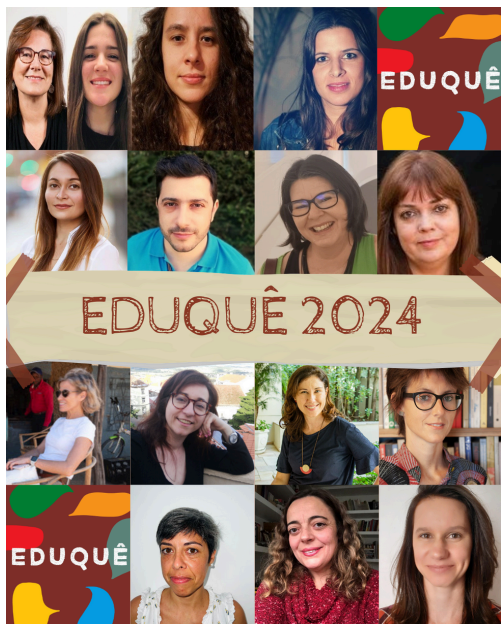
Moving forward, we are committed to continue building a Latin American community. We remain confident in the value of our work and are determined to overcome the challenges that lie ahead.





# Eduquê

Eduquê is a monthly podcast in Portuguese hosted by Rui da Silva and Cláudia Moreira. The show is edited by José Leite Neto with help from Susanne Wehrs. The goal of Eduquê is to showcase new Portuguese-language research on education, broadly defined.



In 2024, Eduquê aired its fourth season, which focused on migration. This season featured 12 episodes exploring various aspects of migration, including the right to education for international migrant students and the unique challenges faced by refugee populations in different countries.

Throughout the season, hosts Rui da Silva and Cláudia Moreira were joined by a diverse group of guests, including educators, activists, and researchers from Brazil, Portugal, and Italy.

# Thinking Ear

The Thinking Ear is an audio periodical focused on education broadly defined. It is aired on FreshEd's platform, ensuring episodes reach listeners across the globe. Episodes are independently-created by researchers who want to push the boundaries of academic publishing through the medium of podcasting.

The first episode of the show was launched in 2024. Jordan Corson, an Assistant Professor of Education at the Stockton University, kicked it off with an episode titled, *Schools Infinitum or the Jorge Luis Borges School of Inclusion*.

Jordan's episode tells a short story about a particular understanding of the idea of universal education, composed in the style of writer Jorge Luis Borges. Jordan shares his experience producing and airing his episode below:



*“Typically, even when I thought of my scholarship as collaborative and experimental, it still culminated in me writing at a computer and leafing through a stack of books. Working with the folks at FreshEd challenged me to think sonically and create something much more public than traditional scholarly work.”*

- Jordan Corson

If you're interested in developing your own podcast episode about your research, please get in touch. *The Thinking Ear* is open for submissions. We offer support to develop your idea into a podcast before airing it on the FreshEd platform.

# 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 2024, our guests wrote about their ideas related to education and then addressed these ideas through relevant FreshEd episodes. They picked an educational topic of their choice and wrote an op-ed style blog addressing their topic through their recommended FreshEd shows. We developed 11 Recommended Lists, which were all written by our special guests, including academics and researchers from various institutions.

In 2025, we aim to continue publishing monthly Lists and invite guests from diverse backgrounds to share their favourite episodes.



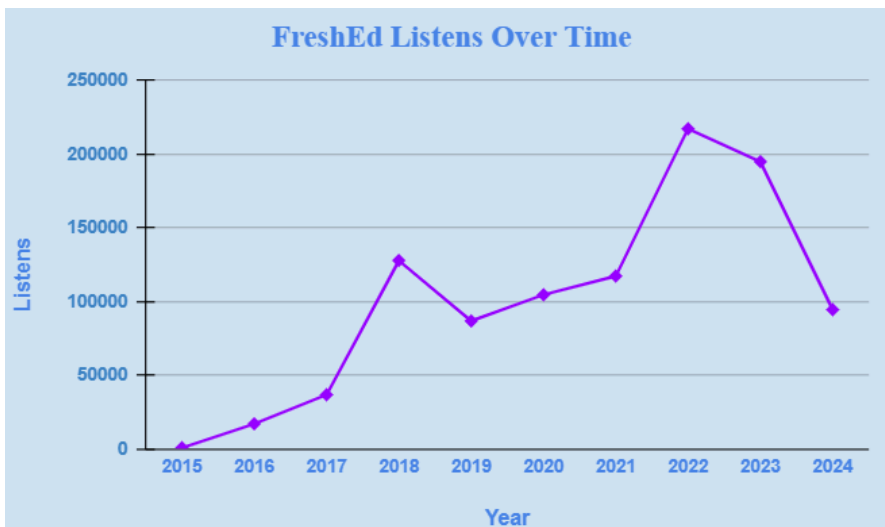
# Audience Insights

In 2024, we recorded 94,673 listens for all our programs across Soundcloud, Spotify, and YouTube. This represents a decrease of about 51 percent from 2023. We also had 27,374 visitors on our website. Our 2024 audience were from 171 countries. The top countries where our listens were based included: USA, UK, Australia, Canada, China, Japan, India, Brazil, Germany, and the Netherlands.

Listeners by Global Reach (*the darker shade of blue represents a larger audience*):



Listenership Trend Over Time:



# Top 5 Episodes of 2024



**Elena Aydarova**  
**Science of Reading Unpacked**

**1**



**Patricia Bromley**  
**Global Determinants of Education Reform**

**2**



**Gita Steiner-Khamsi**  
**Global Education Policy & the Temporal  
Dimension**

**3**



**Steven Lewis & Rebecca Spratt**  
**Policy Mobilities & Assemblage Theory**

**4**



**Clive Hamilton & Myra Hamilton**  
**Elite Private Schools and the Privileged Few**

**5**

# FreshEd Membership

In 2024, we launched our FreshEd Membership program. The goal of the three-tiered FreshEd membership program is to build a learning community for our listeners and to also raise funds to support our free, accessible, and independent multilingual programs. Our membership tiers offer a wide range of donation options and benefits that appeal to our diverse community of listeners. Below are the membership tiers:

ExtraFresh \$10 per month	SuperFresh \$15 per month	UltraFresh \$25 per month
<b>Join</b> 11 Members	<b>Join</b> 7 Members	<b>Join</b> 3 Members
If you regularly listen to FreshEd, then show your support with a monthly donation. You'll get access to exclusive material, such as curated study guides.	Upgrade your monthly donation to FreshEd! If you benefit from our content, use it in your classroom, or believe in our mission, then take this opportunity to join a community of professionals and researchers just like you. You'll receive a members-only newsletter with announcements of news and happenings in the field of education, early access and discounts to live events, calls for collaboration, and access to our quarterly general meetings and special interest groups.	Make the most of FreshEd's community! In addition to the members-only broadcasts and special interest groups, we will recognize your contributions to the field in our newsletter and social media channels. Dive even deeper into the field with access to Q&A events with special guests, and join in on our book club.
<ul style="list-style-type: none"><li>✓ 10% off FreshEd Merchandise</li><li>✓ Downloadable "FreshEd Notes" Study Guides</li><li>✓ Podcast shout-out</li></ul>	<ul style="list-style-type: none"><li>✓ All previous benefits</li><li>✓ 20% off FreshEd Merchandise</li><li>✓ Members-only newsletter</li><li>✓ Access to quarterly general meetings</li><li>✓ Membership in FreshEd special interest groups</li></ul>	<ul style="list-style-type: none"><li>✓ All previous benefits</li><li>✓ 50% off FreshEd Merchandise</li><li>✓ Free Tote Bag</li><li>✓ Access to Q&amp;A events</li><li>✓ Membership to the FreshEd Book Club</li><li>✓ Share your publications and news over FreshEd Channels</li></ul>

- *ExtraFresh: \$10/month*
- *SuperFresh: \$15/month*
- *UltraFresh: \$25/month*

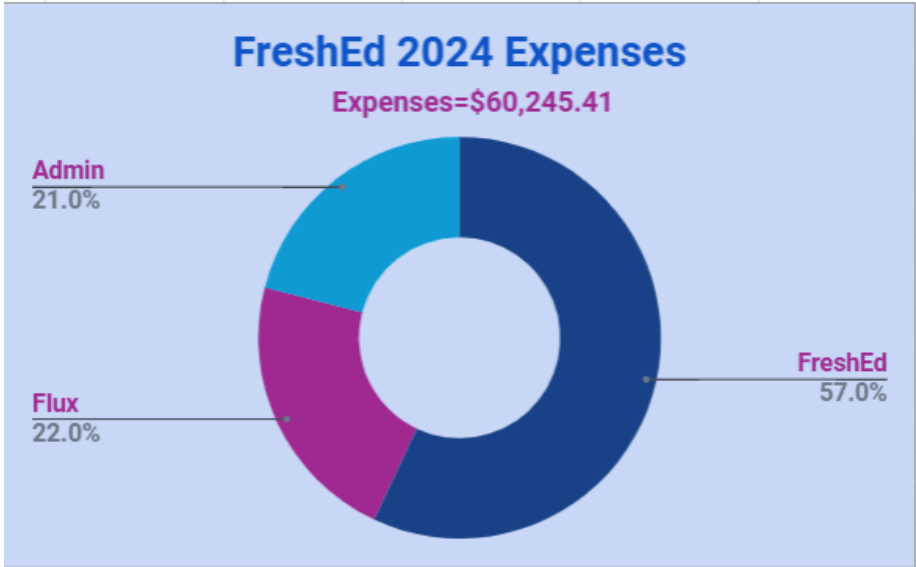
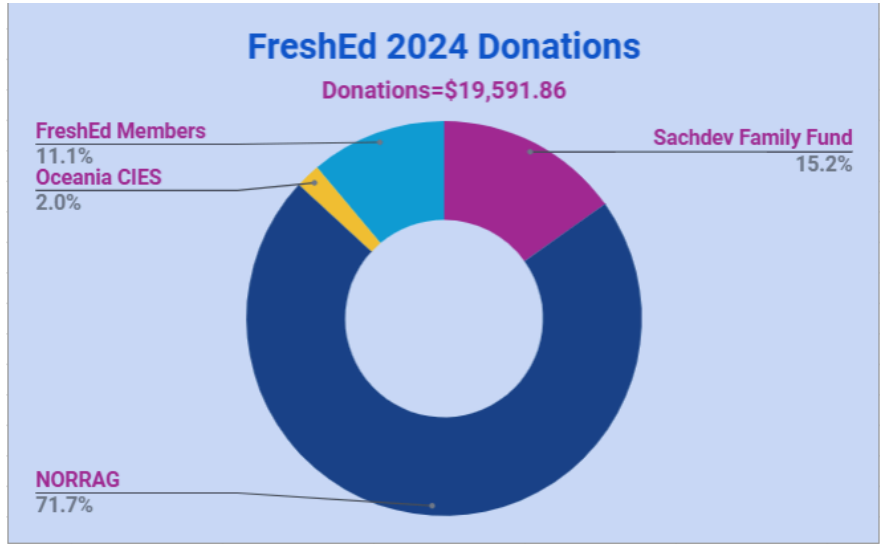
Some benefits of joining our membership program include a FreshEd tote bag; discounts on FreshEd merchandise; exclusive access to FreshEd membership newsletters, Q&A events, and book club; free publicity for member publications, among many others.

We encourage listeners to sign up for any of our membership tiers to donate and also join a growing community of students, academics, and practitioners who are interested in the multifaceted field of education. Visit our [donate page](#) on Ko-fi for more details about the membership tiers and benefits.

# Our Budget

In 2024 we raised a total of \$19,591.86. Our biggest institutional donors were NORRAG (71%) and The Sachdev Family Fund (15%). The General Fund is comprised of contributions from individual donors. We spent a total of \$60,245.41 between FreshEd (57%), Flux (22%), and admin costs (21%). The chart below highlights a detailed breakdown of our donations and expenditures:

## Donations



## Expenditures

# Our Future Plans

As we enter 2025 and approach our 10th anniversary, FreshEd's top priority is ensuring financial sustainability. To achieve this, we will focus on growing our membership community, engaging directly with potential supporters, and expanding our funding base. A key initiative will be our presence at the CIES annual conference in Chicago, where we will have a stand to introduce more people to our work and encourage membership sign-ups.

We will also seek new partnerships that could lead to additional funding opportunities or the development of new podcast series. Additionally, we will explore the viability of advertising as a potential revenue stream, working with advertisers who align with FreshEd's values.

Until we reach a more stable financial position, we will be making strategic adjustments to our production schedule. In 2025, we will pause Flux, transcript production, and resource lists to prioritize our core podcast, FreshEd with Will Brehm. While these cuts are difficult, they are necessary to focus our efforts on sustaining FreshEd's core mission.

Our commitment to keeping FreshEd's content publicly available remains strong, but maintaining free access requires financial resources, including website hosting and production costs. As we work toward long-term sustainability, we will continue to explore ways to keep FreshEd accessible while ensuring its financial health.

By adapting to the evolving landscape, we believe 2025 will be a pivotal year in securing FreshEd's future and expanding its impact.



## Contact

48 Bi-State Plaza #538  
Old Tappan, NJ 07675 7003  
info@freshedpodcast.com  
+18627810192