

ROCKET SOCIAL IMPACT'S

PURPOSE PODCAST ROUND-UP

Over the past 18 months, as individuals have spent more time at home and continue to evolve their media consumption habits, we have seen a dramatic increase in podcast listening. In fact, a Brandtastic study reveals that more than 155 million people consumed a podcast at least once a week in 2020.

Podcast marketing has quickly become a unique, leading tactic to drive brand awareness. Nonprofits or CSR teams seeking to communicate their purpose-driven efforts, take note. Whether that be for a new social impact campaign, commitment, initiative or product, podcast marketing is a highly-relevant and differentiating way to reach target audiences to promote your efforts and engage consumers.

Read on for Rocket's 2021 Podcast Playlist. As you consider your investments and communication tactics in the year ahead, consider collaboration with a podcast or two that has strong audience alignment with your social issue area.



HAPPY LISTENING!



SOCIAL IMPACT





THE SOCIAL IMPACT SHOW

Benevity

The Social Impact Show is where CSR professionals can get the latest strategies and tactics to develop their goodness and CSR programs. You'll learn from industry experts to help take your programs to the next level, no matter if you are just starting or a seasoned professional looking to scale even more.



HOW TO CITIZEN

Baratunde Thurston, Writer, Comedian, and Activist

Listen to the How to Citizen Podcast where Baratunde Thurston reimagines the word "citizen" as a verb and reminds us how to wield our collective power. Learn new perspectives and practices from people working to improve society for the many. Join host, Baratunde, on a journey beyond politics that will leave us all more hopeful, connected, and moved to act.



IMPACT HUSTLERS

Maiko Schaffrath, Founder, Impact Hustlers

Impact Hustlers features entrepreneurs and changemakers solving the world's biggest problems and creating massive social impact. Hosted by Maiko Schaffrath, this podcast shares the stories of those who connect impact with profit and build businesses and solutions that solve global challenges including climate change and poverty. Learn how entrepreneurship can be the solution to the world's biggest environmental and social problems.



DISRUPTORS FOR GOOD

Grant Trahan, Founder, Causeartist

Presented by Causeartist, Disruptors for GOOD explores social entrepreneurs around the globe who have dedicated their lives to ethical fashion, impact investing, sustainable travel, and business that leaves a positive footprint. Grant Trahan conducts one-on-one interviews with some of the most creative and impactful startups and brands around the world.



CAUSE TALK RADIO

Ali Murphy, "Director, Events & Program Development, Engage for Good

Stay up to date on all things corporate social impact and purpose-focused marketing, including trends, tactics, and need-to-know news with Engage for Good, a platform that helps companies and causes succeed by engaging consumers and employees for business and social impact. Each week they interview top industry experts on their initiatives that successfully fuse commerce and cause. Tune in to an episode and spend 25 minutes scaling up your social good efforts!

UN CLIMATE
CHANGE
CONFERENCE
UK 2021

IN PARTNERSHIP WITH ITALY



United Nations
Climate Change



ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG)

ESG now.



MSCI 

ESG NOW

Mike Disabato, Senior Associate, MSCI

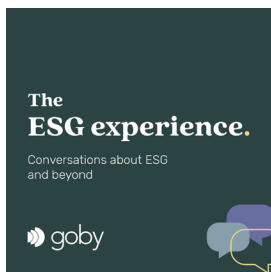
Environmental, social, and governance (ESG) news and investment research is brought to you weekly covering major market trends and new research insights. With topics ranging from climate impact on investment portfolios, corporate actions, trending investment topics, and emerging ESG issues, host Mike Disabato of MSCI ESG Research walks through the latest news and research that is top of mind for MSCI ESG Research clients and partners.

ISS ESG  FOREWORD
PODCAST SERIES

ISS ESG FOREWORD

ISS ESG Team, Hosts

Foreword, ISS ESG's podcast series, is designed with one goal in mind: to deliver a precise and succinct view and forecast on all things ESG across the globe. Each episode features experts with deep and long-standing expertise in covering issues of importance to those within the ESG industry. Foreword is also directed at those seeking to stay abreast of the latest global trends and developments in the area of responsible investment, sustainability, impact investing, CSR reporting, ESG disclosures, and more.



THE ESG EXPERIENCE

Ryan Nelson, Chief Executive Officer at Goby
Helee Lev, Chief Revenue Officer at Goby

Conversations around ESG and beyond, brought to you by Goby, engage experts in the ESG field, such as Alisa Mall, Managing Director at Foresite Capital and Summer Haltli, Senior Vice President of Strategic Management & Sustainability at FCP. Tune in to hear leaders discuss ESG initiatives and the impact this work has on other pressing issues in our world today.



ESG INSIDER

Lindsey Hall Head of ESG Thought Leadership at S&P Global
Esther Whieldon, Senior Writer at S&P Global's ESG Thought Leadership Team

ESG Insider is a podcast from S&P Global that takes you inside the environmental, social & governance issues shaping the business world today. In each episode, co-hosts Lindsey Hall and Esther Whieldon interview ESG experts, leveraging S&P Global data to shine a light on the sustainability opportunities and risks that business leaders and investors need to know about.



ESG INVESTING AND SUSTAINABLE FINANCE PODCAST

Keesa Schreane, Author and Speaker

Explore bi-monthly episodes that feature the key industry leaders sharing insights about sustainable business, responsible finance, and the green economy. Available in audio, text, and video formats.



SHORE



ADD
PASSION
AND STIR

ADD PASSION AND STIR

Billy Shore, Founder and Chairman, Share Our Strength

Add Passion and Stir: Big Chefs, Big Ideas is the weekly Share Our Strength podcast about people who are changing the world. Each week, Billy Shore has a conversation with a guest from the culinary world and an industry thought leader creating a thought-provoking discussion. For example, in one episode Food Tank Co-founder and President Danielle Nierenberg joins Shore to discuss the connections between food, nutrition, the environment, and democracy. As much as food has become a source of pleasure and celebration, it's amazing how food is central to our health, environment, educational achievement, sustainability, and overall quality of life.



FOOD DIGNITY

Clancy Harrison, Founder of the Food Dignity® Movement

Food Dignity draws attention to unseen food insecurity and food access. Sharing stories of hunger in America acts as a conduit to challenge deeply entrenched assumptions surrounding hunger and raise awareness for U.S. citizens' rights to healthy food.



HACKING HUNGER

Jessamyn Sarmiento, VP of Marketing and Communications at World Food Program USA

Hacking Hunger reveals the hidden, human stories of individuals around the world who are suffering from hunger, and opinions from experts who are working to solve it. Episodes explore the future of technological innovation to cure global food insecurity, opportunities to build an anti-poverty movement, and the link between hunger and war.



FOOD + JUSTICE

Brenda Sanders, Food Justice Activist

Food & Justice features conversations with activists, thought leaders, and experts who are exploring solutions to food, environmental, and social justice challenges. Episodes tackle topics including food access, dietary racism, and health disparities through a socially conscious lens.



THE LEADING VOICES IN FOOD

Duke World Food Policy Center

The Leading Voices in Food includes the voices of scientists, farmers, policymakers, and world leaders who are focused on implementing effective food policy and improving our global food system. Episodes feature conversations surrounding food insecurity, agriculture, equity, food safety, food defense, and policy.

RACIAL JUSTICE



CODE SWITCH NPR

It's the fearless conversations about race that you've been waiting for. Hosted by journalists of color, the podcast tackles the subject of race with empathy and humor. The podcast explores how race affects every part of society — from politics and pop culture to history, food, and everything in between.



JUSTICE IN AMERICA

Josie Duffy Rice, President of The Appeal
Guest Hosts: Darnell Moore, Donovan X. Ramsey,
Derecka Purnell, and Zak Cheney Rice

This is a podcast for everyone interested in criminal justice reform— from those new to the system to experts who want to know more. Each episode covers a new criminal justice issue. Guests explain how it works and examine its impact on people, with a focus on low-income individuals and communities of color. Hosts interview activists, practitioners, experts, journalists, and organizers to create a holistic understanding of the system. By the end of the episode, you'll walk away with a better understanding of what drives mass incarceration and what can fix it.



INTERSECTIONALITY MATTERS!

Kimberlé Crenshaw, Professor at the
UCLA School of Law and Columbia Law School

Intersectionality Matters! questions assumptions about race through the lens of injustice, politics, and the media. Through first-hand stories and data, episodes analytically peel away long-held narratives about race in the United States.



SPEAKING OF RACISM

Tina Strawn, Anti-racism Educator, Advocate, Activist,
and "Jen Kinney, Writer, Podcaster, Activist

Speaking of Racism hosts frank discussions on racism in the U.S. spanning education inequity, gender discrimination, and more.



POD FOR THE CAUSE

Vanessa N. Gonzalez, Executive Vice President of Field
and Member Services at The Leadership Conference

From the courts to immigration, we're seeing unprecedented attacks on the values that are critical to our livelihood and safety. Pod for the Cause aims to inform individuals wanting to effect change and engage in deep discussion surrounding race and inequality. Topics include immigration, public safety, and crime.

EDUCATION

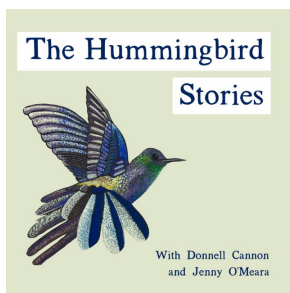


Making Global Learning Universal

MAKING GLOBAL LEARNING UNIVERSAL

Stephanie Doscher, Director of FIU's Office of Collaborative Online International Learning

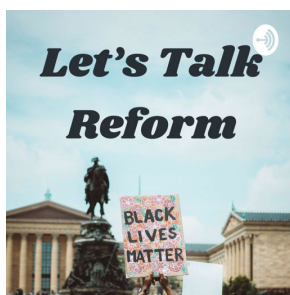
The Making Global Learning Universal Podcast presents a collection of discussions focused on the importance of collaboration and complex problem-solving in higher education—on campus, online, and abroad.



THE HUMMINGBIRD STORIES

Donnell Cannon, Social Justice Advocate, Educator
Jenny O'Meara, Education Advocate

Children deserve great childhoods. This is a story of those who believe the same. Two principals – Donnell Cannon and Jenny O'Meara interview school designers, community organizers, learning engineers, and education activists to learn what we should be thinking about when it comes to reimagining the future and the steps we can take today to create better schools, better childhoods, and better people tomorrow.



LET'S TALK REFORM

Social Justice Advocacy for Incarcerated Persons (SJAIP)

Let's Talk Reform includes takes from scientists, educators, and advocates working to amplify discussion surrounding social and mental health needs in the school-to-prison pipeline.



THE CULT OF PEDAGOGY PODCAST

Jennifer Gonzalez, Education Writer at Cult of Pedagogy

Jennifer Gonzalez interviews educators, students, and parents about the psychological and social dynamics of school, revealing new insights into our modern education system. This podcast also takes a look at relevant topics including teaching strategies, education reform, and ed-tech.



#EDCHAT RADIO

Tom Whitby, Author, Blogger, Speaker, Founder of EdChat
Nancy Blair, Principal and Educator

From the dissemination of inaccurate history through textbooks to the role of social media in education, this podcast uncovers pressing topics that challenge our society to explore the impact and evolution of practices in our education system.

ENVIRONMENT



COSTING THE EARTH

BBC Radio

This podcast begs listeners to question their beliefs on the Earth and our environmental impact. Through field exploration and scientific insights, viewers are taken on a journey to understand nature's response to human activity.



LIVING PLANET

Deutsche Welle, Germany's International Broadcaster

Living Planet explores humans' environmental impact on Earth and topics including activism, pollution, and natural resource access that impact millions around the world.



THINK: SUSTAINABILITY

Julia Carr - Catzel, Radio Journalist

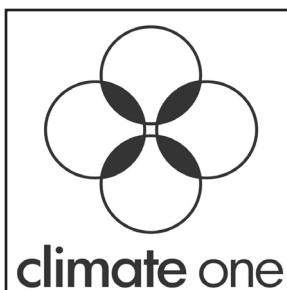
Julia Carr-Catzel, who won 2SER's 'Excellence in Magazine Presenting' in 2018, hosts Think: Sustainability, a podcast about practical actions for a better planet. From waste to wealth, and grids to growth, the show digs into the impact of consumption across all areas of life – it tracks the movements, discoveries, and technologies making way for a sustainable future.



GREEN DREAMER

Kamea Chayne, Author and Sustainability Champion

Green Dreamer features grounding conversations with thought leaders paving the way towards ecological regeneration, intersectional sustainability, and true abundance and wellness for all. The diverse range of guests include actor-entrepreneur Adrian Grenier of Lonely Whale Foundation, Kate Williams of 1% For the Planet, and hip hop artist Xiuhtezcatl Martinez of Earth Guardians. Explore how to enrich your life with meaning, intention, and wellness to support the regeneration of healthy communities and biodiverse ecosystems. This podcast will show you how to elevate your positive impacts through your unique voice, creativity, and passion projects.



CLIMATE ONE

Greg Dalton, Founder of Climate One

As we continue to live amid a climate crisis, having candid and scientifically informed conversations is critical for upward momentum. Climate One hosts riveting conversations with advocates, policymakers, and leaders that bring all aspects of the climate challenge to life - empowering others to explore their role in a larger system.

MENTAL HEALTH





THE HAPPINESS LAB

Dr. Laurie Santos, Cognitive Scientist and Professor of Psychology at Yale University

This podcast asks viewers to reconsider what it means to live a fulfilling life and shows us why we might be wrong about the intrinsic power of money, a stellar job, and expensive vacations. Yale professor Dr. Laurie Santos studies the science of happiness and aims to take us to the root of joy by conveying how our actions are often incongruent with what truly makes our lives better.



RADIO HEADSPACE

Andy Puddicombe, Co-founder of Headspace

Radio Headspace challenges listeners to step away from their internal dialogue to cultivate mindfulness in their daily life. This podcast helps listeners foster self-compassion and connection to the shared human condition, ultimately leading us to ponder how we can live a life that most closely exhibits our potential.



10 PERCENT HAPPIER

Dan Harris, Author of 10% Happier

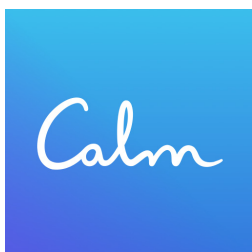
This podcast aims to incorporate happiness and gratitude into our everyday life by having candid conversations with individuals in the limelight to hear their tips for managing mental and emotional well-being in a rapidly evolving world. The interviews touch on varying aspects of mental health including body positivity, compassion, perfectionism, and stress & recovery.



HELP ME BE ME

Sarah May B., Author, Podcaster, All-around Happy Person

Help Me Be Me supplies listeners with an abundant supply of practical steps to overcome the emotional quandaries we face throughout life. Each episode is composed of three parts, the what, the why, and the how, that together outline the actions we can take to evaluate and work through our inner-state. By presenting a process-oriented framework and practical toolkit, Sarah May B. transforms self-help from a nebulous concept to a tangible system that can be utilized once we take the time to understand ourselves.



THE CALM APP

Alex Tew & Michael Acton Smith, Co-founders and CEOs of Calm

Although not a traditional podcast, this app features meditations, sleep aids, and stretching music designed to help you focus and sleep. The app helps establish a fluid and personalized relaxation routine that anyone can integrate throughout their daily life to cultivate enhanced peace and awareness.

GENDER EQUALITY



9 TO 5ISH / THE SKIMM

Carly Zakin, Co-Founder and CEO

Danielle Weisberg, Co-Founder and CEO

For women by women, this podcast provides perspectives and advice on the working world that will help listeners expand their career options and potential. Carly Zakin and Danielle Weisberg host get the inside scoop from women executives, entrepreneurs, and CEOs to hear how they've navigated some of the most challenging work-life problems.



THE GUILTY FEMINIST

Deborah Frances-White, Comedian, Author and Screenwriter

Deborah Frances-White and her guests are on a mission to redefine feminism in our modern era and empower women across the globe through deep discussions, honest reflections, and a bit of comedy. Each week they discuss topics "all 21 first century feminists agree on" while confessing their insecurities, hypocrisies and fears that underlie their lofty principles.



UNLADYLIKE

Cristen Conger, Content Creator, Podcaster
Caroline Ervin, Atlanta-based Writer and Editor

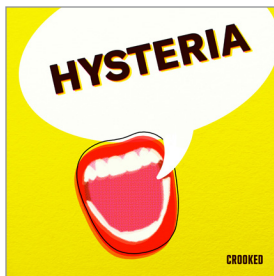
This is a podcast about what it means, and what happens, when women go against society's status quo. Cristen and Caroline take a deep-dive into modern feminism's prominent and unspoken questions through their research, passionate discussions, and a holistic intersectional lens.



STUFF MOM NEVER TOLD YOU

Anney Reese, Writer, Actor, Travel Enthusiast
Samantha McVey, Feminist and Social Justice Trailblazer

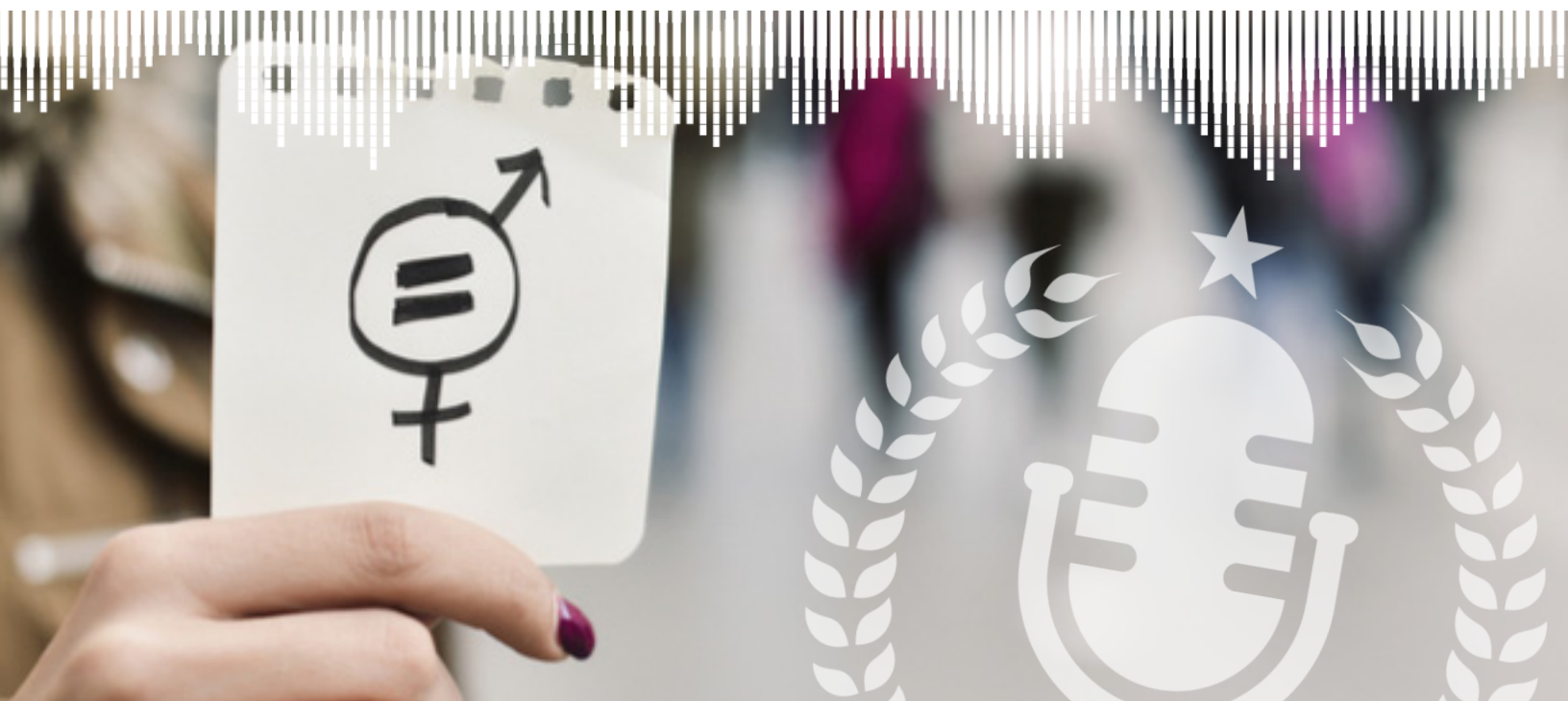
Join hosts Anney and Samantha in Stuff Mom Never Told You, as they explore what it means to be a woman in modern society and how it impacts everyday life.



HYSTERIA

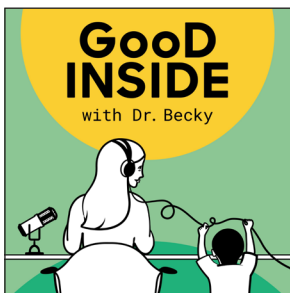
Alyssa Mastromonaco, American Spokeswoman,
Former Government Official
Erin Ryan, American Writer, Political Opinion Columnist

Political commentator and comedy writer Erin Ryan and former White House Deputy Chief of Staff Alyssa Mastromonaco join forces to discuss topics at the intersection of political news, cultural stories, human rights, and trends that can profoundly impact women's lives.





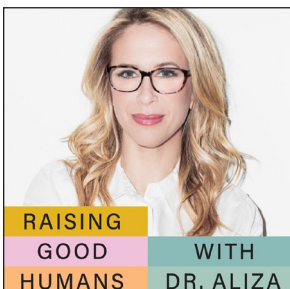
YOUTH AND FAMILY



GOOD INSIDE

Dr. Becky Kennedy, Clinical Psychologist

Join clinical psychologist and mom of three Dr. Becky Kennedy, as she addresses tough questions to help audiences feel more comfortable with the challenges of parenthood. Dr. Kennedy shares a valuable tool kit to teach parents how to re-center and deepen familial connections and empower their children to develop the skills that will carry them throughout life.



RAISING GOOD HUMANS

**Aliza Pressman, Developmental Psychologist,
Parent Educator, Co-founder of Mount Sinai Parenting Center**

In her eye-opening parenting podcast, Dr. Aliza Pressman brings a multifaceted perspective of what it means to raise children with intention. Each episode, Dr. Pressman is joined by fellow experts and parents to uncover what it really means to raise good humans.



PARENTING FOR THE FUTURE

Petal Modeste, Associate Dean of Professional Advancement, Graduate Degree Programs and Executive Education at Columbia Law School

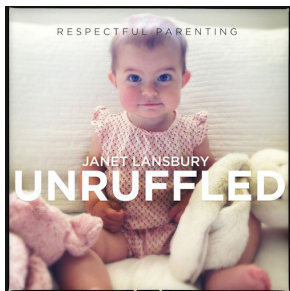
Parenting for the Future gives parents a glimpse into how events, trends, and cultural shifts will impact the society their child grows in and strategies to empower children to find their unique voice to leave an enduring footprint on our world.



MOTHERHOOD IN BLACK + WHITE

Kaanji Irby, Educator, Author and Anti-Racism Advocate
Tara Campbell, Gen X Mom and Podcaster

The podcast's co-hosts, one black and one white, come from very different backgrounds, but bond over their experiences in male-dominated fields, devotion to 90's hip hop, and shared identity of "boy moms". Join their chats spanning the intricacies of parenting, pop culture, and the tribulations and triumphs of motherhood grounded in compassion and humor.



RESPECTFUL PARENTING: UNRUFFLED

Janet Lansbury, Author, Educator, Podcaster

In each episode Janet addresses a viewer's parenting concern through the lens of her compassionate philosophy, shedding light on the gripes of thousands as they learn that tricks and tactics aren't always essential to create the best atmosphere for a child.

GOT QUESTIONS? DROP US A LINE.

Julia Broudy, Account Manager,
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Jillian Doane, Research Associate,
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