

WHAT'SHERNAME

PUTTING THE WOMEN BACK INTO WORLD HISTORY



ABOUT WHAT'SHERNAME

In our casual and conversational podcast, we interview experts and weave vivid, thought-provoking biographies of women from world history. Entertaining and full of heart, without sacrificing academic rigor.

WHO ARE WE?

What'sHerName is hosted and produced by professors (and sisters!) Katie and Olivia. We've both traveled the world, and now live and teach on either side of the Rocky Mountains.

Dr. Katie Nelson, PhD: World Historian

Olivia Meikle, MA: Women and Gender Studies



SCHEDULE AND DOWNLOADS

- Launched January 2018
- New episodes biweekly Wednesdays
- 120 + episodes
- 2 million+ downloads
- Listeners in over 160 countries



WHAT'SHERNAME

WOMEN'S HISTORY PODCAST

SPOTIFY

TOP 1%

MOST FOLLOWED

2022



WHAT'S IT LIKE?

RadioLab meets Fried Green Tomatoes.

Each episode features the life of one woman from a distinct time and place in world history. Katie and Olivia take turns each episode, reporting to the other on an interview they recorded with an expert guest. Era-appropriate music and conversational reflection bring the story to life.



HOW DO WE CHOOSE OUR SUBJECTS?

We are lucky to be approached by a large number of publishers constantly releasing new biographies of women in every subject and time period!

It's not that women's stories aren't being told-- it's that they're not yet widely known. That's where we come in. Olivia regularly meets outstanding authors of new books for her interviews.



Katie, on the other hand, is frequently traveling and enjoys recording her interviews on site. As she discovers incredible places, she seeks out the stories of the women who lived there. Her episodes have an element of travel adventure as she takes you along for the ride!

We always aim to feature a wide variety of historical women from every place and time period.

WHAT'SHERNAME

WOMEN'S HISTORY PODCAST



Dr. Sarah Waheed

OUR GUESTS

Often, we too, have never heard of the featured woman until we meet our expert guest! Experts in every field bring their stories to us. They've included Guggenheim-winning scholars, bestselling authors, eminent historians, archaeologists, filmmakers, curators, composers... even a famed magician.

WE GET THE STORIES OUT TO THE WORLD!

"What'sHerName is essential listening for anyone who cares about history's wrongly-forgotten fascinating females. Olivia and Katie are brilliant hosts with a knack for finding the perfect subject, asking probing questions, and making women's history fun."

— **Dr. Devoney Looser, 2018 Guggenheim Fellow**

"Secretly one of the most powerful podcasts. This isn't just history, these are important stories that illustrate the battles in our current times."

— **Keith O'Brien, NYT #1 Bestselling Author**

"I am truly honored to have been a guest on What'sHerName and to be part of the crucial work Olivia and Katie are doing to highlight the stories of so many women pioneers who've been forgotten. Thanks to this vital podcast, the contributions of these heroines will forever endure."

— **Carol Bash, Award-Winning Filmmaker**



Dr. Peter Marshall



Dr. Carole Boyce-Davies

WHAT'SHERNAME

WOMEN'S HISTORY PODCAST

REVIEWS

LIFE CHANGING.

This isn't an exaggeration. I love this podcast. It has been a profound relief to know that women have done things throughout history, and contributed to public life and public good. Thank you so much."

-gb.i via Apple Podcasts, Australia

Such a well-done podcast! I love the focus on lesser-known women from history, but I also love the questions they raise and the fact that I come away from an episode reflecting on my own beliefs and biases. To me, that is what makes a podcast truly great."

-hollijo via Apple Podcasts, USA

When I learned history in the 80s, it was all about memorizing battles, generals, and dates. How I wish we'd had Katie and Olivia's stories back then!

-Les Marshall via Apple Podcasts, UK

I don't listen to podcasts. Ever. At all. Except a week ago I finally listened to What'sHerName and now I'm basically like "hi, I'm here representing whatshername, can I come in for a moment?"

- Alanna Nelson via facebook, USA

I love this episode so much that I listen to it whenever I am sad and sometimes when I feel happy and inspired too. SO MANY TIMES. Thank you for such a beautiful treasure.

- Anne Martineau via Instagram, USA



WHAT'SHERNAME

WOMEN'S HISTORY PODCAST

MEDIA COVERAGE

"This podcast does an amazing job of telling the stories of fascinating women who have made a true impact!"



THE DENVER POST

"Some podcasts require celebrity guests or trending topics to be discovered, but What'sHerName has built a following with thoughtful, personally reported stories of women who deserve more attention."

super proud of this, glad they noticed!

The Washington Post



BUSTLE



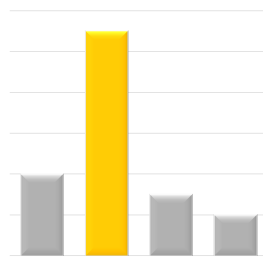
evoke



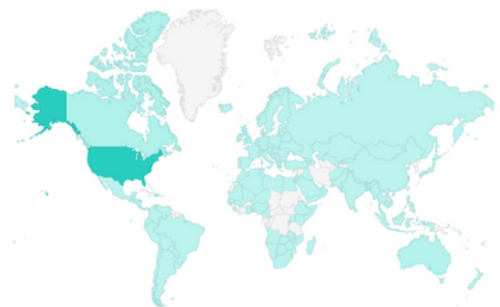
LISTENER DEMOGRAPHICS



90%
Women



52%
Ages 23-34



Global reach:
160 countries

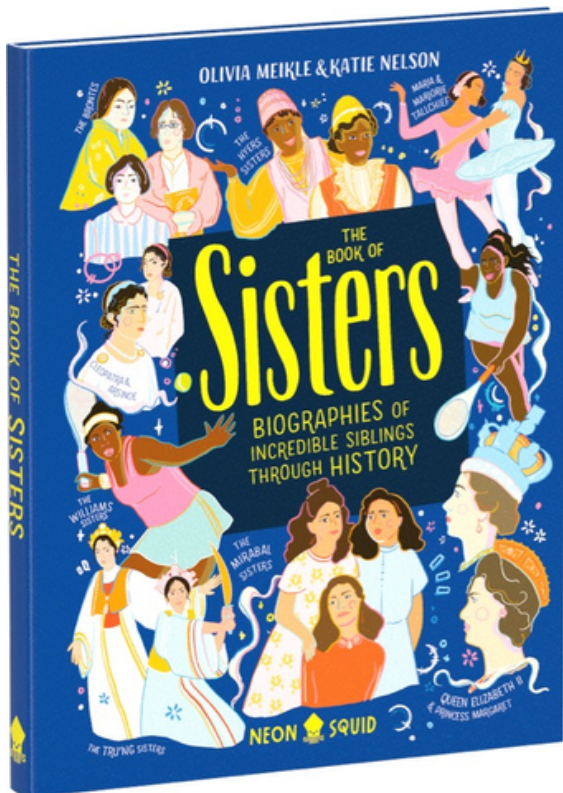
WHAT'SHERNAME

WOMEN'S HISTORY PODCAST

THE BOOK OF SISTERS

A complete history of the world - through the stories of sisters!

NEON SQUID (MACMILLAN), APRIL 2022



Meet incredible women in this nonfiction book for kids. From Queen Elizabeth II and Princess Margaret to Venus and Serena Williams - Olivia Meikle and Katie Nelson have scoured history for jaw-dropping stories of amazing siblings, including:

- Why Egyptian ruler Cleopatra went to war against her younger sister Arsinoë
- How Native American sisters Maria and Marjorie Tallchief became America's first star ballerinas
- What made samurai sisters Nakano Takeko and Nakano Koko take on an entire army

Through the stories of the sisters, you'll take a whirlwind tour of women's history, from the courts of Imperial China to the French Revolution. And you'll discover that sisterhood has always been a powerful force in the history of our world.

at major retailers like



**BARNES
& NOBLE**



W
Waterstones

BOOK TALKS/SIGNINGS

Katie Nelson: Ogden, UT

Olivia Meikle: Lafayette, CO

Email: whatshernamepodcast@gmail.com

Website: www.whatshernamepodcast.com



@Whatshernamepodcast



@Whatshernamepc



@Whatshernamepodcast

WHAT'SHERNAME

WOMEN'S HISTORY PODCAST

MORE ABOUT US

KATIE NELSON

Armed with a PhD in History from the University of Warwick, Katie taught a huge variety of courses at Weber State University for a decade (still teaches one on the meaning of life!). She also champions historic preservation for a nonprofit in Ogden, Utah. After teaching study abroad for a decade, now she and her husband love curating women's history travel adventures for listeners every year!

OLIVIA MEIKLE

Olivia teaches Women's & Gender Studies at Naropa University in Boulder, Colorado. She is also the creator of 'Around the World in 80 Diapers,' a website empowering parents to travel internationally with their kids. She has an MA in English Literature and Women's & Gender Studies from the University of Colorado Boulder.

Together we have two husbands, five kids, one schnauzer, and approximately one zillion books.

we're red-headed sisters, but we're opposites in many ways!



MORE STATS

Monthly Downloads - 55k+

Total Downloads - 2M+

Website Views - 350k+

SOCIAL MEDIA REACH



4K+



6K+



1K+

WHAT'SHERNAME

global audience entirely by word of mouth



SPONSORING A SEASON

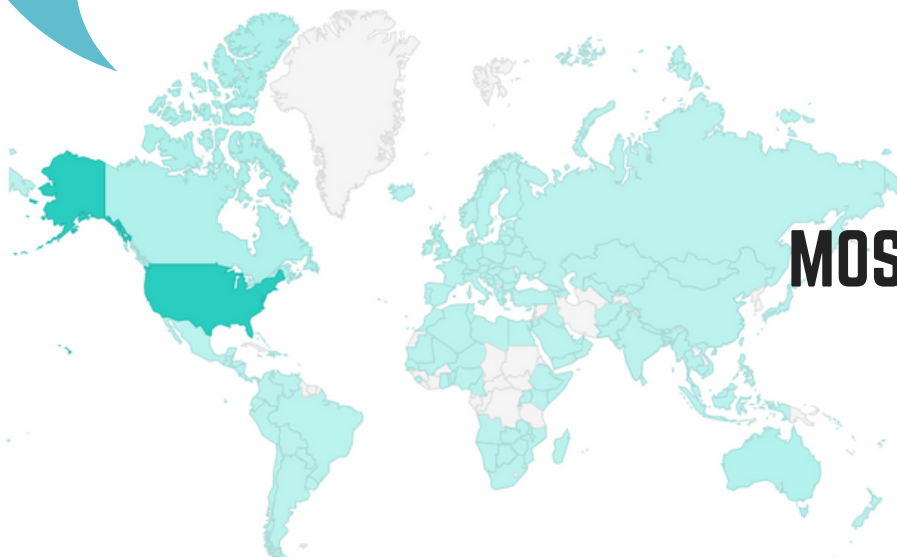
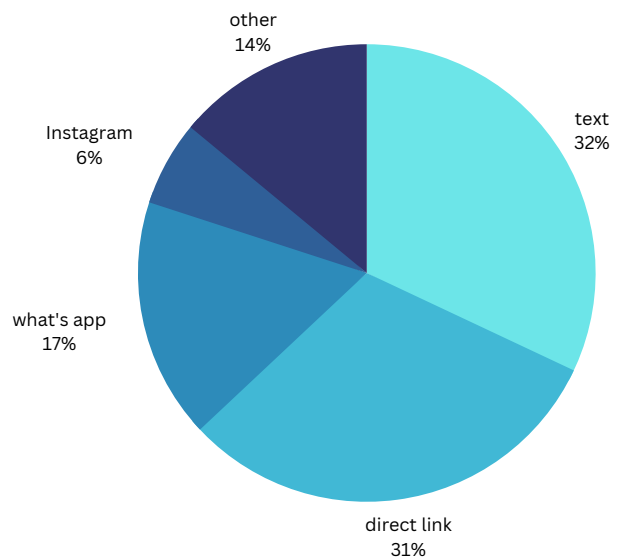
Our mission is to spread these stories far and wide: to get these woman back into our collective historical narratives.

Our listeners are equally passionate, engaged learners from across the globe. If you too have a women-centered mission, sponsor a season of What'sHerName so we can help you get the word out!

TOP 1% MOST SHARED GLOBALLY SPOTIFY 2022

TOP 10 COUNTRIES BY LISTENS

USA	GERMANY
UNITED KINGDOM	NETHERLANDS
CANADA	NEW ZEALAND
AUSTRALIA	SOUTH AFRICA
IRELAND	FRANCE



TOP .5% MOST DOWNLOADED PODCAST SITE TRACKER

WHAT'SHERNAME

global audience entirely by word of mouth

RATES

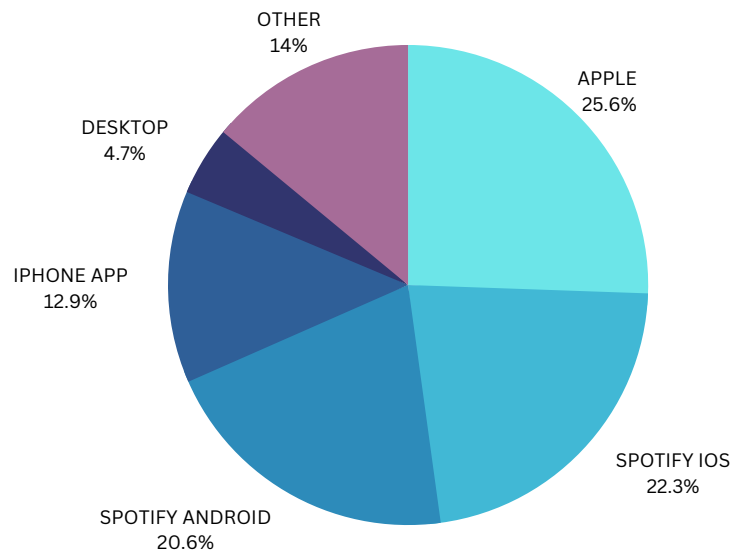
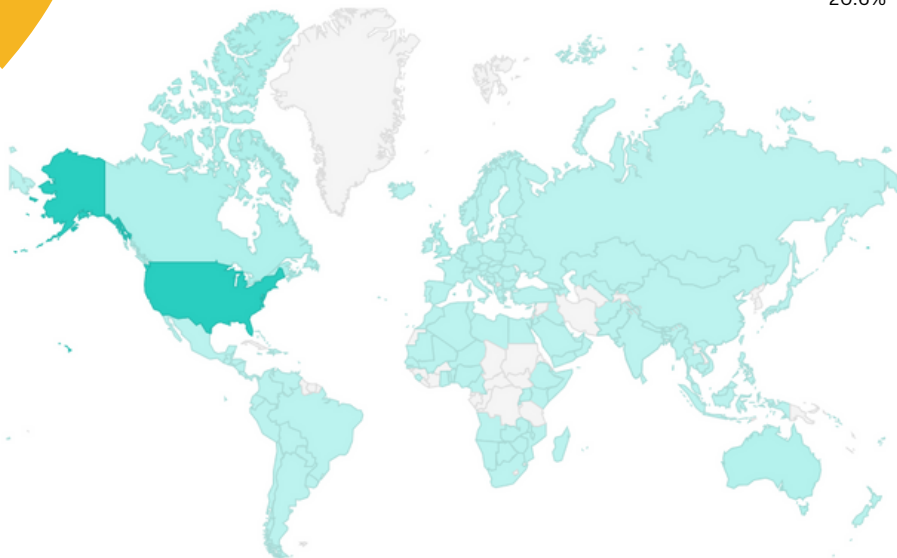
PERMANENT SPONSORSHIP: \$500/episode
\$3500/season

PRE ROLL 10 seconds: \$13/1000 downloads
MID ROLL 30 seconds: \$18/1000 downloads
MID ROLL 60 seconds: \$25/1000 downloads
POST ROLL 30 seconds: \$10/1000 downloads



FREQUENTLY CHARTING IN SURPRISING PLACES AROUND THE WORLD

ANGOLA
HONDURAS
GAMBIA
YEMEN
PERU
AZERBAIJAN
MONGOLIA
ESTONIA
MAURITIUS
ICELAND



**55 K +
LISTENS /MONTH**

**2 MILLION +
UNIQUE LISTENS**