

2023 InterPod Impact Report



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Introduction

We are in our 2nd year of InterPod, The Global Voices of Pride Podcast, Powered by InterPride, and have made incredible progress as a credible resource to bring our global LGBTQIA+ community together but as a Webby-nominated podcast for our public service and outreach. This year, we not only produced over 15 original episodes but also launched “The Elephant Series” in response to the experiences that came out of the 2022 World Conference in Guadalajara. Folks felt it was dire and necessary to have a platform for authentic conversations around racism. In response to the request, the series was produced as part of the Racism & Oppression Awareness Program (ROAP) and Richard Brethour-Bell serves as host. We were able to tape the episodes at Sydney WorldPride, where the conversations included Black and Indigenous speakers from around the world.

This year, the podcast also served as the central engine in bringing in some new members to the InterPride family from Asia, which we will detail in this report. InterPod catalyzed conversations centered around democracy, LGBTQIA+ rights, Gender Equity, racism, xenophobia, and other issues. This advantage generated interest in bringing InterPride’s impact and resources to regions where the organization has an opportunity to expand. For example, Bangkok Pride has become a serious new member to try to bring InterPride activities to the area while promoting new members and the chance to bring WorldPride to the region.

Finally, the biggest impact and highlight for 2023 and InterPod this year has been increased membership voices to the platform. We made an effort to engage our membership so that they felt they had a voice year-round and not just during the World Conference. We’ve produced episodes from members of Oxford Pride, Bangkok Pride, SF Pride (produced a series on what’s going on in the USA and anti-lgbtqia+ bills- all programs during their inaugural Human Rights Summit), Jersey Pride, Uganda, EPOA, Hong Kong, Mexico, Argentina, Canada, and more.

Webby Award Nomination

The Webby Awards is the leading international award honoring excellence on the Internet.

Established in 1996 during the Web’s infancy, The Webbys is presented by the International Academy of Digital Arts and Sciences ([IADAS](#))—a 3000+ member judging body. The Academy comprises Executive Members—leading Internet experts, business figures, luminaries, visionaries, and creative celebrities—and Associate Members who are former Webby Winners, Nominees, and other Internet professionals.

“The Internet’s highest honor.” — The New York Times

1. 2023 Webby Award Nominee for Best Podcast: Public Service and Activism
2. Came in 2nd place out of 5 top nominees with large social media followings.
3. Received thousands of votes.

Membership Outreach & Interest

1. Through interviews we've conducted with specific individuals, we've created a big buzz in Asia through our episode featuring Pride organizers in Southeast Asia, such as Bangkok.
2. The podcast was the catalyst for a meeting we had with over 30 delegates in the region who learned about InterPride and had an interest in joining as new members
3. InterPride received millions of impressions in news cycles, Asian media, social media, and more because of InterPod's presence at Bangkok Pride.
4. There's interest in creating an Asia Summit/ Conference with InterPod/InterPride as a major partner.
5. Political leaders in Asia aware of InterPod/InterPride's efforts for LGBTQIA+ rights

Relevant Links to Share

[Bangkok Pride 2023 – The next step is to legalise marriage equality](#). Published June 9, 2023. Thai PBS World.

[Bangkok Pride parade aims to boost Thailand's 2028 WorldPride bid](#). Published May 22, 2023. Thaiger.

['Time of new hope': Optimism is high for Bangkok Pride after Thai elections](#). Published June 3, 2023.

Membership Engagement

The production of InterPod has allowed more member voices to be heard this year. We launched "The Elephant in the Room Series" under the ROAP program with the host VP Richard Brethour-Bell. We also produced a short series touching on the anti-LGBTQIA+ bills being proposed and passed in the USA with member SF Pride who produced their inaugural Human Rights Summit to address the issues. In addition, we continued to cover central Europe in war-torn regions such as Ukraine and had a deep discussion with Uganda, which led to some financial support once the anti-LGBTQIA+ bill passed in the country. These are examples of the over 15+ episodes produced. The reach of these episodes is far more impactful than the outreach or # of listeners, as we have been told we've saved some lives. Some other episodes we've done this year that affected the lives of many: Trans in Pakistan, Update on Afghanistan and LGBTQIA+, life after marriage equality

in Taiwan, first out Trans political leader in Venezuela, and more.

Results

Our total outreach numbers and listenership are in the thousands, if not millions if we count the earned media we've received since producing InterPod. Here are the most impactful results stemming from InterPod:

1. Membership increase.
2. Being considered for a major grant from a large corporate funder.
3. Saving lives and finding resources for our members and members at large.

Limited Data Tracking Sources

Data privacy restrictions can prevent us from obtaining the most accurate data and analytics in certain countries. We are distributed on 21 different platforms as of October 3, 2023. To provide a solid baseline of our listenership, since we use the Buzzsprout podcast player embed feature per episode on our website, the current traffic to this page most accurately reflects our reach.

- From November 2022 to October 3, 2023, the number of users who visited our podcast landing page totaled 26,853.
- The event count, also known as clicks on an embedded podcast player on the website, totaled 98,632.

Conclusion

It has been a pleasure to produce InterPod. I did not realize the impact until I was writing this report. There is still much work to do, so I would be most grateful to continue the work. Thank you for your support of InterPod.

Photos



