

" UNLEASHING THE POTENTIAL OF PODCASTING FOR WOMEN'S EMPOWERMENT"

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As I lie in bed, my mind racing with the question: would I have enough time to complete all my goals for the year? It was almost the end of the year.



What are the odds that I will be successful in accomplishing all my life goals? As a woman, will my voice be heard? Still follow my heart despite the world's sexism and misogyny. My mind was racing with all these ideas, so I grabbed my phone and flipped it on, the screen so bright it hurt my eyes.

My fingers were itching to tap on the app when I finally located it, and I turned up the screen brightness as I frantically searched for it. Photosharing app Instagram. My hope was that by watching these reels I would feel better and be able to forget about my problems for a while. However, as I scrolled through Instagram, I came across a reel in which two women sat across from each other and spat out healing words—words that I desperately needed to hear. The women spoke with such passion and encouragement, and the video left me feeling hopeful and confident. Feeling better, I went to sleep that night. Given the profound impact of that single

video, I can't help but wonder how these so-called podcasts are uplifting women across the globe. After all, if they can lift the spirits of a depressed young woman like me, then there must be countless women in need of their support.

Affirmations, direction, and words of encouragement are commonplace in human interactions. No one, including women, is immune to the power of positive reinforcement to propel them forward in their pursuits. Podcasts today, made possible by a plethora of online platforms, serve a wide variety of functions, from entertainment to education, and they also give a voice to women, boost their self-esteem, and bring them together in a community to discuss the challenges we all confront.

The results of a poll of 1,500 American women were reported in a podcast in 2022. Around one-third of American women have listened to a podcast in the past 30 days. Among female podcast listeners, those in the 18–34 age bracket is more likely to be working, have higher incomes, higher levels of education, and have children. When asked why they listened to podcasts, 75% of people indicated they were entertained, found emotional motivation, encouragement, and inspiration, and that it propelled everyday activities.

From starting their own business to advancing in their current positions, women empowerment podcasts include powerful women from a wide range of fields who share their stories to encourage and inspire other women. If you're a woman going through tough times, listening to these podcasts can be an inspiration. You'll hear from successful women who have been there and done that, as well as from other women who can relate and tell you that you're not alone.

These podcasts help women all over the world realize that they are strong and capable individuals, that femininity is powerful and authentic, that they can live meaningful lives by discovering who they truly are, that they can succeed professionally despite the prevalence of men in their fields, and that they can take charge of their own financial well-being and emotional and physical health. Running my own podcast is something I've been seriously considering. One where I, along with other women who are speaking up for one another, will have a platform.