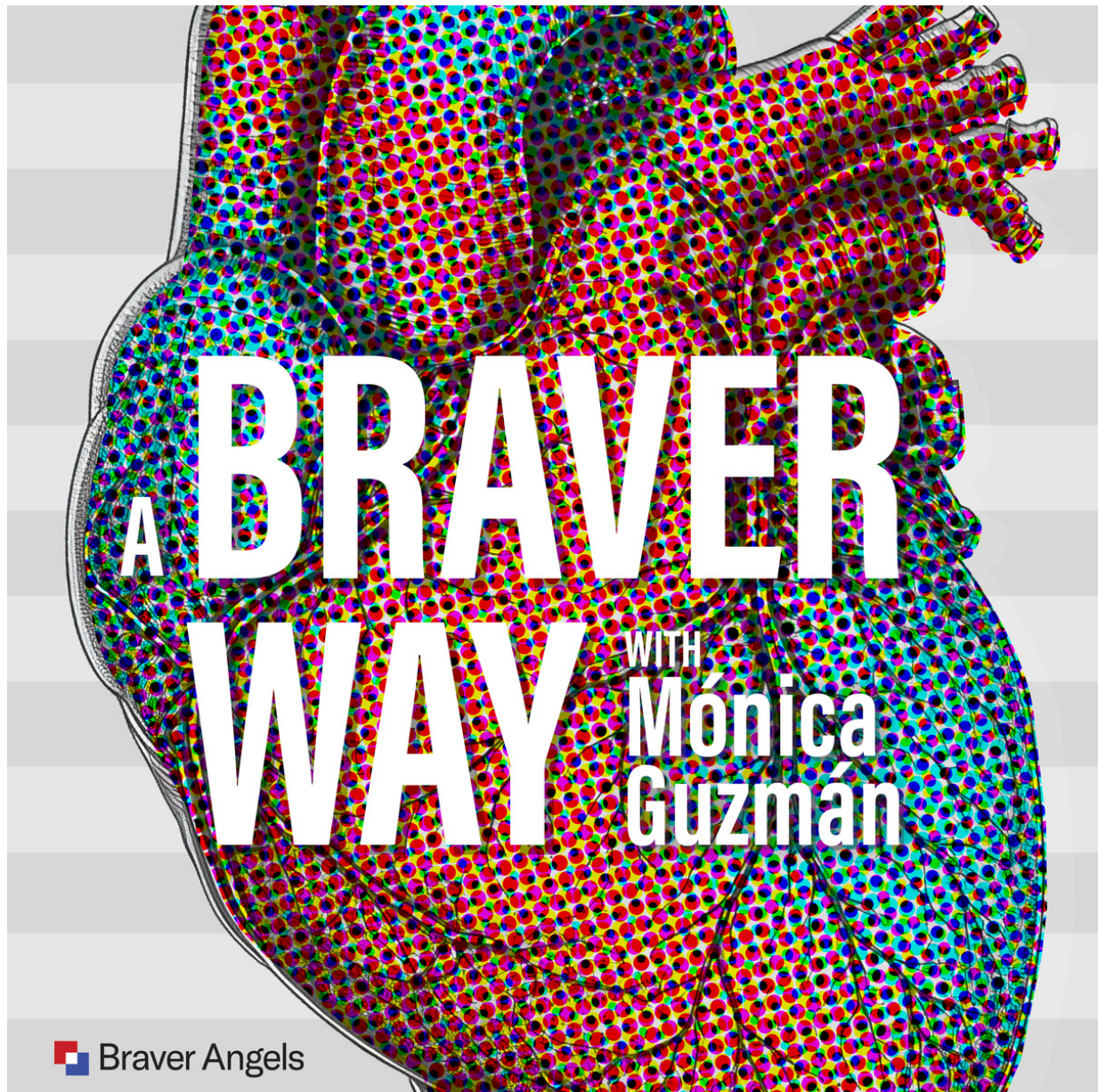


# MEDIA KIT



@abraverway  
[braverangels.org/abraverway](https://braverangels.org/abraverway)  
[abraverway@braverangels.org](mailto:abraverway@braverangels.org)

# A Braver Way

A podcast about how you — yes YOU — can disagree about politics without losing heart.



click play to watch the trailer

**We called it “A Braver Way”  
because this whole thing takes courage.**

The root of the word “courage” is “cor,” the Latin word for heart. Is there a braver way to be honest, passionate, humble, and even angry about politics with each other? Definitely. And that’s what we’re here to talk about.

In each episode, you’ll hear host Mónica Guzmán in conversation with guests from across the political spectrum — guests who have demonstrated courage in bridging big divides themselves — to unearth tools, insights, and messy real life stories that can guide people over the divides in their everyday life.

Many episodes also feature a segment where Mónica is joined in conversation with our regular contributor April Lawson, the creator behind Braver Angels Debates and a political “Red” to Moni’s “Blue.” They share personal reactions and stories sparked by each episode and model real life conversation across the divide.

And finally, in each episode we feature a story of a person who might be just like our listeners, told in their own words, who has made some meaningful change in their own life as a result of bridging the political divide.

# Meet Our Host

## MÓNICA GUZMÁN

Your guide across the divide

---

When the country could no longer see straight across the political divide, Mónica set out to find what was blinding us and discovered the most eye-opening tool we're not using: our own built-in curiosity. Through her work at Braver Angels, in her bestselling book, and now in this podcast, Mónica is on a mission to help people who disagree get curious *about each other with each other.*



Mónica Guzmán is Senior Fellow for Public Practice at Braver Angels; author of "I Never Thought of it That Way: How to Have Fearlessly Curious Conversations in Dangerously Divided Times"; host of A Braver Way podcast; founder and CEO of [Reclaim Curiosity](#); cofounder of [The Evergrey](#); and advisor for [Starts With Us](#) and the [Generations Over Dinner](#) project. She was a 2019 fellow at the Henry M. Jackson Foundation, a 2016 fellow at the Nieman Foundation for Journalism at Harvard University, and the inaugural 2023 McGurn Fellow at the University of Florida with the UF College of Journalism and Communications. She was named one of the 50 most influential women in Seattle, served twice as a juror for the Pulitzer Prizes, and plays a barbarian named Shadrack in her besties' Dungeons & Dragons campaign. A Mexican immigrant, Latina, and dual US/Mexico citizen, she lives in Seattle with her husband and two kids and is the proud liberal daughter of conservative parents.



# Meet Our Team



**David Albright**  
Senior Producer & Editor

David Albright is a multimedia journalist and media producer based in Seattle, WA. His work has been featured by Reuters, The New York Times, AFP, Seattle Channel, PBS, The National Science Foundation and others. He works closely with Mónica to guide editorial and production of A Braver Way.



**Jessica Jones**  
Producer

Jessica Jones guides project, strategy, partnership and development for “A Braver Way”. She works with Mónica as head of business development at Reclaim Curiosity and lives in Seattle with her husband and two children.



**April Lawson**  
Contributor

April Lawson designed Braver Angels Debates and served as Managing Director of Braver Angels’ Debate and Public Discourse Program. She is a Red to Monica’s Blue, and Moni’s long time friend and colleague in Bridge Building. She regularly joins Monica for candid conversation about their insights and reactions to the featured stories on “A Braver Way”.



**Gangstagrass**  
Artist in Residence

The theme music that you hear in the intro each episode — and in some other spots — is by the fantastic #1 Billboard bluegrass-charting hip-hop band Gangstagrass. You can see them live as they tour around the United States and the world. Learn more at [Gangstagrass.com](http://Gangstagrass.com).

Katelin Annes  
Cover Art & Graphics

Ben Caron & Don Goldberg  
Show Notes

Mike Casentini  
Publishing Support

# Braver Angels

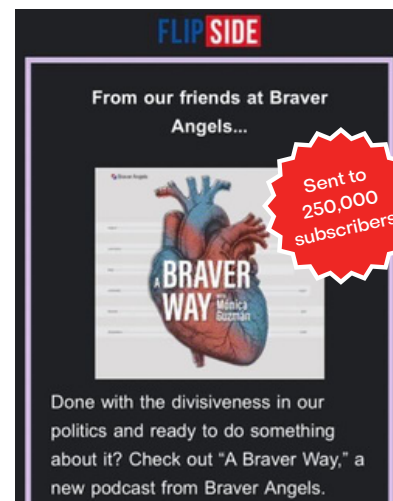
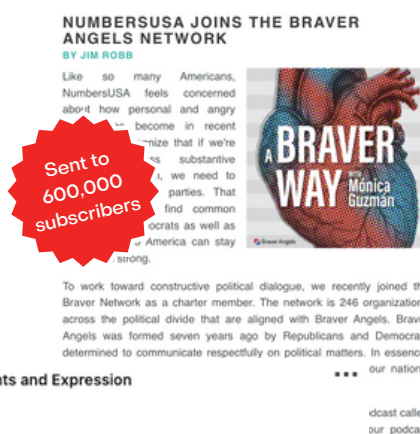
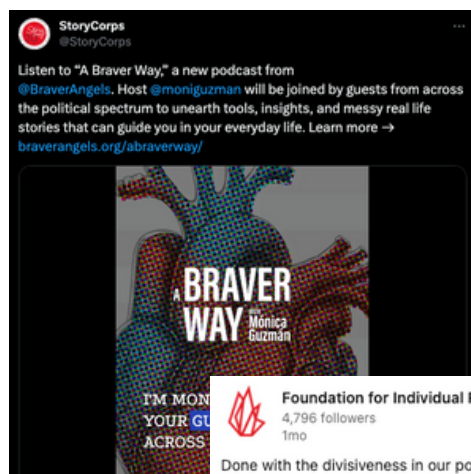
A *Braver Way* is presented by Braver Angels, the nation's largest cross-partisan organization working to unite the Left and the Right to promote healthy conversation. Braver Angels boasts over 54,000 subscribers, 33,500 event and workshop participants, 12,200 members, and 100 local “alliances” in cities and towns all across the country. Their work results in an ongoing stream of local Braver Angels coverage from all over the country, in addition to the regular national coverage Braver Angels receives from outlets like Fox News, The New York Times, The Wall Street Journal, CBS, Good Morning America, The Blaze, USA Today, and more.

## Braver Network Supporting Partners

Our 14 supporting partners are spreading word of the podcast as they elevate the case for stronger civics nationwide.

Our supporting partners represent an audience of nearly **8.5 million followers** on Facebook alone.

**\*We promote our supporting partners with host-read spots in our episodes, and they spread the word about A Braver Way through their newsletters and across their social media channels.\***



# Our audience

We have had **over 34,154 downloads** across all podcast content to date since our launch on Oct. 24, 2023.

Additionally, our content is performing well on social media platforms. The 22 video clips we've made to tease our stories and interviews average 5,613 views each on Instagram; the podcast trailer earned nearly 50,000 views on X (formerly Twitter); and we have drawn many influencers in the political bridging space and beyond to engage with our nascent social accounts.

While we have only produced one season so far, our audience is growing and **they are highly engaged**. We are reaching top influencers who are spreading the word, and our impact is outsized.

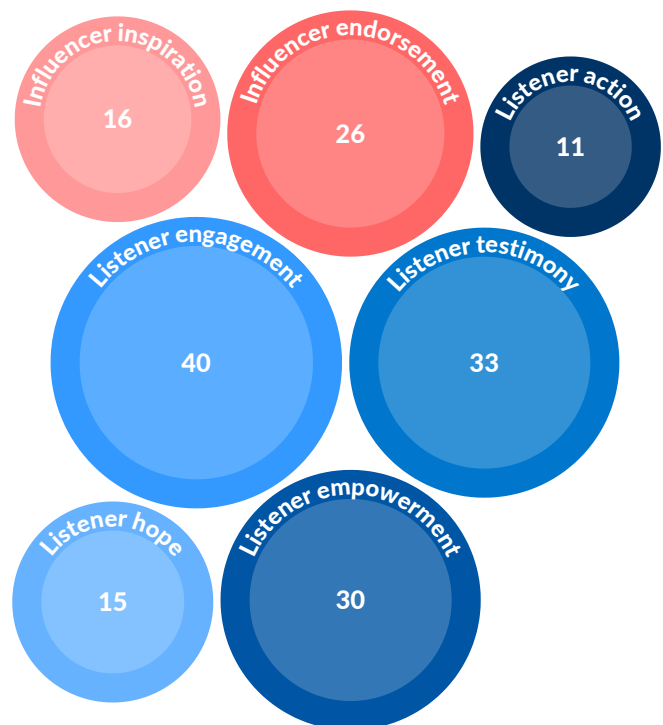
We've drawn high caliber guests, including New York Times columnist David Brooks; the Republican Gov. of Utah, Spencer Cox; and the leading and best-selling scholar on Abraham Lincoln, Ron C. White. We've drawn strong recommendations and endorsements from our notable supporting partners and beyond.

But the most meaningful impact we've tracked comes from what our podcast inspires in our listeners.

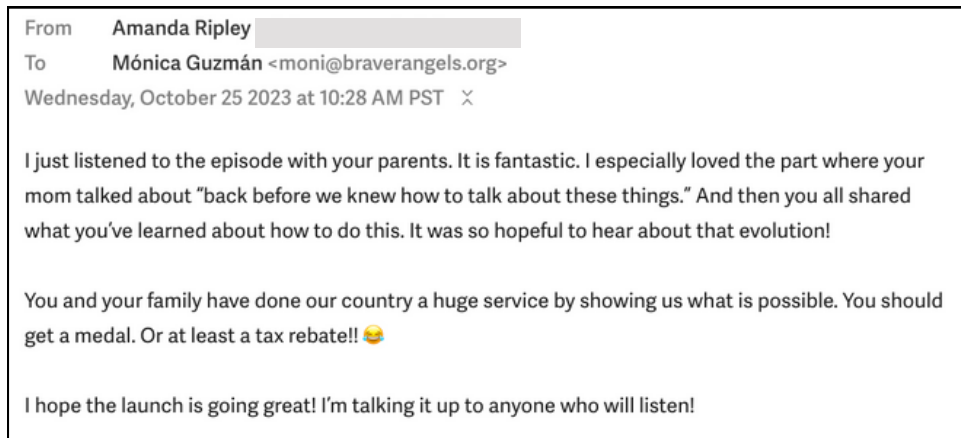
**We know we are succeeding in our mission to equip people with the tools they need to brave the divide in their everyday lives.**

We've built an Impact Tracker to collect and categorize evidence of real impact that we receive from listeners' emails, social posts, etc. To date we've collected **\*172\*** specific instances of impact!

- **Listener action:** Someone took a specific action toward bridging divides in their life
- **Listener empowerment:** Someone feels empowered/inspired to take an action toward bridging divides in their life
- **Listener testimony:** Someone shares their struggles/triumphs across the divide with us
- **Listener engagement:** Someone feels newly engaged in/curious about bridging divides.
- **Listener hope:** Someone feels new hope for themselves or others around bridging divides
- **Influencer endorsement:** Someone with a strong reach is sharing/recommending the podcast
- **Influencer inspiration:** Someone with a strong reach feels encouraged/inspired by our work



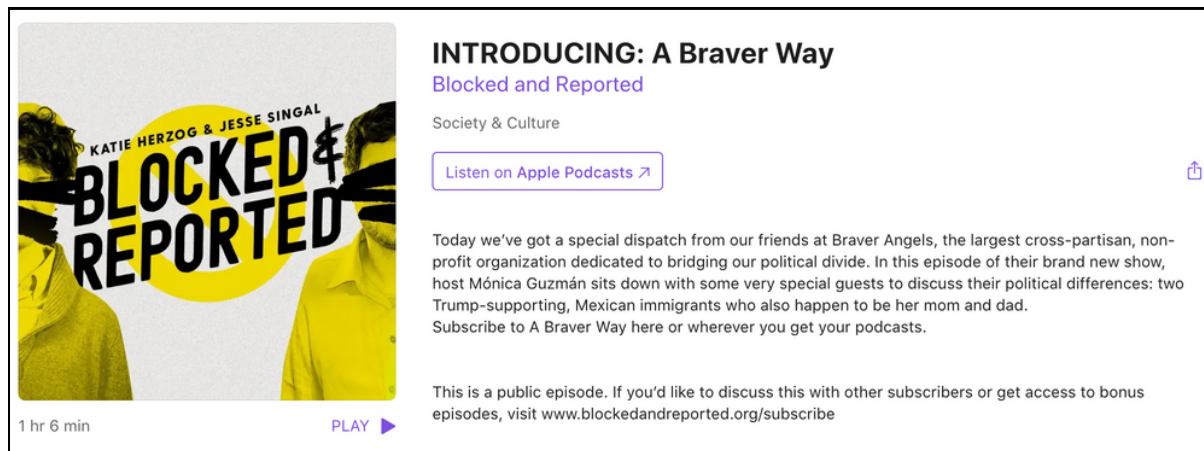
## Notable examples in these categories tell us we are onto something...



### Influencer inspiration:

The best-selling author Amanda Ripley, who wrote *High Conflict*, wrote in to say she loved our third episode and is recommending the whole podcast widely.

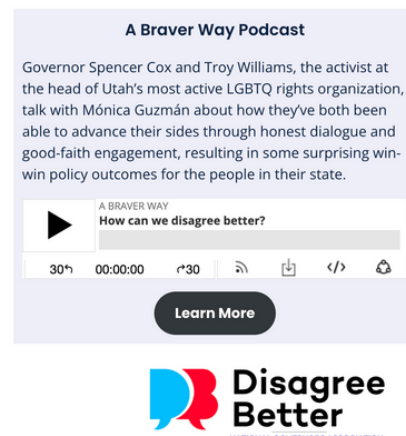
**Influencer endorsement:** The popular Blocked and Reported podcast dug our concept so much they dropped our entire third episode right onto their feed, exposing us to a new audience of over 38,000.



## About The Initiative

Disagree Better is an effort to show that as Americans, we can work through our differences to find solutions to the most difficult problems facing our states and our nation. This effort includes a series of public-facing efforts, assisted by NGA and chosen from a toolkit of interventions that are customizable for each state/governor. These strategies include:

- Hosting a service project within your communities, potentially with your state Legislature and their spouses from both sides of the aisle.
- Recording an ad with a neighboring governor from a different party, a legislator from the opposing party, or a campaign opponent. NGA Chair Utah Gov. Cox, a Republican, and NGA Vice Chair Colorado Gov. Jared Polis, a Democrat, [explain more in this video](#).
- Recording a brief civic education ad, explaining that our nation's founding and the Constitution were designed for people from different backgrounds and with different views.
- Writing an op-ed with someone from the other party on a topic of common ground.
- Hosting a [debate](#) at a college or university that models healthy conflict to future generations, including in partnership with organizations like Braver Angels and Bridge USA.

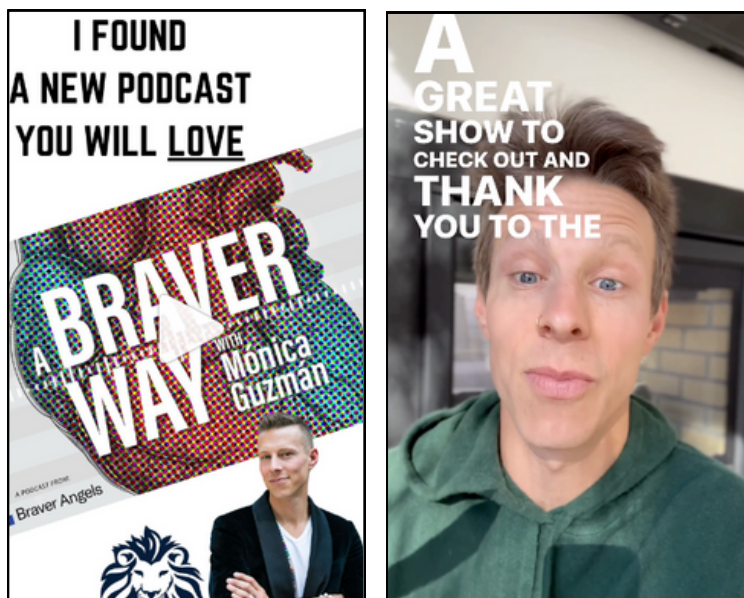


### Influencer endorsement:

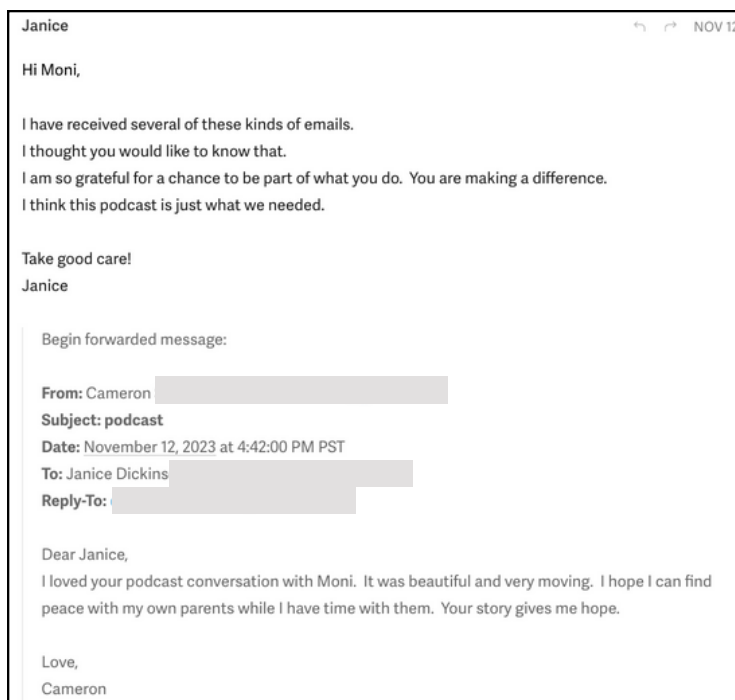
The National Governors Association embedded our episode featuring Gov. Spencer Cox, a Republican, and leading LGBTQ activist Troy Williams, a progressive, on the About page of its Disagree Better initiative.



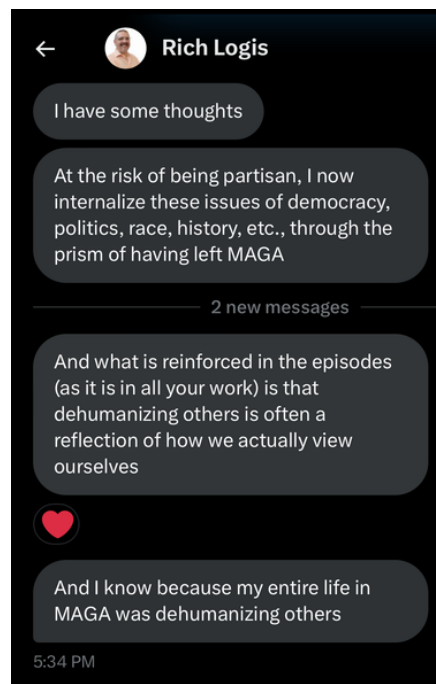
**Influencer endorsement:** A coach for political leaders recommended our whole podcast to elected officials.



**Listener empowerment:** A woman who's been struggling to have a relationship with her parents was inspired by Janice, who relates in our third episode of how she repaired a similar political rift with her father just before he died.



**Listener testimony:** A man shared reflections on his leaving the extreme end of a political side with us in response to the episodes (he will be a "community voice" segment in an upcoming episode!).



**Listener empowerment:** A woman felt more equipped for tough conversations with her politically divided family over Thanksgiving after listening to Episode 5 on the way.



**Note:** We do not count the many times our now 14 wonderful supporting partners endorse the podcast in our impact tracker, since their sharing is part of the terms of the partnership. But these shares (outlined on page 5) have been impactful!



## Select listener testimonials:

“ This podcast is the thing that we’ve been missing because it is normalizing leaning in to those conversations and being really brave. This is exactly what our country needs. ”

-Lucy Hancock

“ I’m Mackenzie. I’m 16 years old from Pennsylvania. A lot of the media that I consume is telling me how to think a certain way or what my opinion should be on this issue. But “A Braver Way” is different because it’s just equipping me for thoughtful conversations, and it’s presenting different points of views that maybe I haven’t thought of before. ”

Mackenzie is the daughter of a Pennsylvania state representative. She wrote a speech about crossing divides after listening to our first episodes.



“ I ran for office in 2023, hoping to have brave conversations and bring people together. But I wasn’t trained enough, I wasn’t ready. Now I’m on a mission to learn. I love the “A Braver Way” podcast because it’s inspiring me and many other people to whom I’ve recommended this podcast. ”

- Rose Gundersen

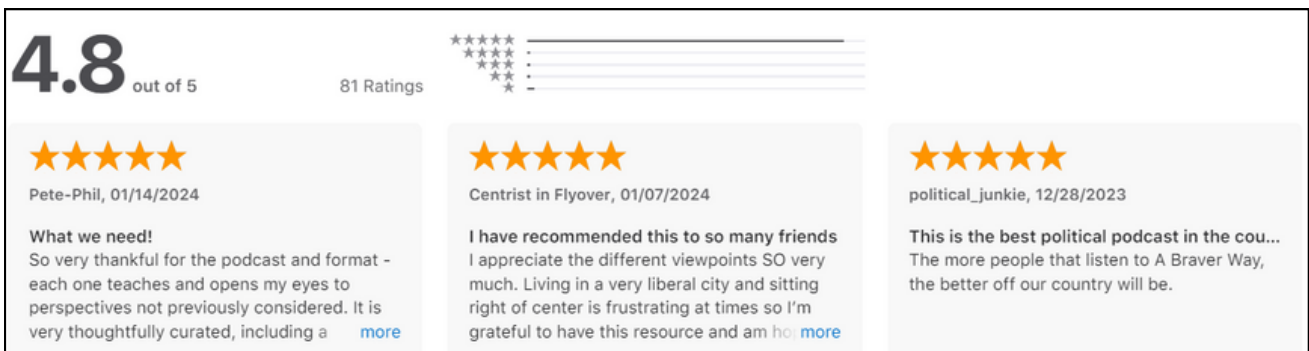
“ My challenge is to respond in that same type of manner so that the other person feels respected. And it’s an area where I could use some more practice. ”

- James Cappleman

“ I’m Carl. I live in Brooklyn, New York and I’m a Democrat. Thinking about the tools the podcast has given me, two words pop up: curiosity and humility. Curiosity about how other people can see the world so differently than I do and the humility to wonder whether they might know something I don’t. ”

“ I’m Sue Lani Madsen. My political leaning is conservative. I live in the reddest county in a blue state. I particularly like at the end of a session where Mónica and April have a conversation about what they just heard and how they relate to it because it invites the listener to also reflect on what they just heard and how it informs their own point of view of the world. ”

Our reviews have been overwhelmingly positive.



# A Braver Way at a glance

**Title:** A Braver Way

**Tagline:** A podcast about how you — yes YOU — can disagree about politics without losing heart.

**Description:** Done with the divisiveness in our politics and ready to do something about it? Host Mónica Guzmán is joined by guests from across the political spectrum to unearth tools, insights, and messy real life stories that can guide you over the divide in your everyday life. So whether you're Red, Blue, or something entirely different, "A Braver Way" will help you hear and be heard by people who confound you.

**Where to find us:** Find us wherever you get your podcasts, or connect with us at any of the places below:

- Website - [braverangels.org/abraverway](https://braverangels.org/abraverway)
- Instagram - [instagram.com/abraverway](https://www.instagram.com/abraverway)
- X/ twitter - [twitter.com/abraverway](https://twitter.com/abraverway)
- TikTok - [tiktok.com/@abraverway](https://www.tiktok.com/@abraverway)
- Youtube - [youtube.com/@ABraverWay](https://www.youtube.com/@ABraverWay)

**Contact us:** [abraverway@braverangels.org](mailto:abraverway@braverangels.org)

## Credits:

- Host: Mónica Guzmán
- Senior Producer & Editor: David Albright
- Producer: Jessica Jones
- Contributor: April Lawson
- Artist in Residence: [Gangstagrass](#)
- Cover Art & Graphics: Katelin Annes
- Publishing Support: Mike Casentini
- Show Notes: Ben Caron and Don Goldberg
- A production of [Braver Angels](#).
- Financial Supporters: [M.J. Murdock Charitable Trust](#) and [Reclaim Curiosity](#).
- Sponsors: [USAFacts](#)

**Show notes** including episode description, credits, relevant links, topics and select quotes, and a full transcript are available on our [episode pages](#)

## Season 2 coming soon!

At the end of our first season, we added our first paid sponsor - USA Facts - which unlocked our second season which is currently in production. We are looking to produce an additional 20 episodes of A Braver Way in 2024, Season 2 will launch in the spring and run through the summer of 2024.

Notable guests we've confirmed so far for season 2 include author and podcast host [David McRaney](#) and writer, activist and comedian [Baratunde Thurston](#).