



**THE NOT OLD - BETTER SHOW LAUNCHES EDITORIAL PARTNERSHIP  
WITH PBS' NEXTAVENUE.ORG**

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WASHINGTON, DC - The Not Old Better Show has launched a new editorial partnership with the PBS website [Next Avenue](http://Next Avenue), public media's first and only national journalism service for America's booming 50+ population.



The weekly feature will spotlight both original columns by The Not Old Better Show host Paul Vogelzang as well as **Ask the Expert National Institutes of Health, Smithsonian Associations, and Na-**

**tional Institute on Aging** fitness interviews, among many others.

Listen to The Not Old Better Show debut program -- "[The Effects of Exercise on the Brain](#)" -- exploring the molecular benefits of exercise [here](#) on how we think, behave and age.

Listen, watch, read any of the **Ask the Expert Interviews** from The Not Old Better Show's **Paul Vogelzang, MBA** -- "[Fitness Friday Series](#)" -- discussing health, exercise, nutrition, brain health, and aging [here](#).

For more insights from **The Not Old Better Show** experts, check out archived [Soundcloud](#), [Youtube](#), [Mixcloud](#), [content.ly](#), [medium.com](#) [LinkedIN](#), audio, video and print columns by Paul Vogelzang, MBA, click on the hyperlinks.

## About The Not Old Better Show:



Paul Vogelzang, and The Not Old - Better Show team, have seen their popularity explode almost overnight, culminating with the programming and access to top entertainment, political and cultural icons. Vogelzang's revealing commentary has wowed critics and audiences alike. According to Dan Goodman, CEO, Believe Entertainment, "Digital distribution of content such as *The Not Old - Better Show* represents a massive opportunity to reach the 55+ age community in new and compelling ways." Believe Entertainment is Vogelzang's former studio partner on *MommyCast* and an industry leading studio producing premium content with A-list talent such as LeBron James, and the legendary DJ and producer Tiësto among others. "Our experience at has proven digital distribution as an effective primary channel for engaging any active demographic today," says Goodman. The Not Old Better Show is the leading broadcaster of on-

air, online, and mobile podcasts featuring specific themed programming and content, information, education and analysis for the 50+ age community. It is designed to help all 50+ age community members and their families stay abreast of trends, research, expert commentary, culture, literature, health and relationships, among others. More than 1.5 million people are listening to The Not Old Better Show and their *Fitness Friday*, *Technology Power Hour*, *Grooming Over 50*, and *Music Today* programs. The Not Old Better Show affiliates include EPK.TV, 20th Century Fox Studios, Warner Bros., Amazon Studios, and many, many others all of whom share exclusive content with the program and its audience.

## Career Highlights for Paul Vogelzang:

*Paul Vogelzang has spent nearly 20 years working with world class companies to build **Content Marketing** programs. Paul's use of content marketing has created branded experiences through the development, delivery, and management of hugely successful online and social media initiatives. Paul is able to extract and deliver valuable insights from the ongoing digital consumer conversation using valuable metrics for decision making. Paul is a certified Google Analytics Qualified professional, YouTube Creator Academy, and is a certified member, HubSpot Academy.*

*After leading first digital efforts for the Department of the Treasury, Tenet Health Care, Omnicom, Porter Novelli, Procter & Gamble, Warner Bros., and Disney, Paul founded and served as COO of KDCP Interactive in 2004 - the first company to offer branded entertainment to the "Mom" and family audience. KDCP produced, designed, developed, launched and managed the online communities of MommyCast and MommyCast Latina, for sponsor companies including State Farm, CIBA Pharmaceutical, Microsoft, America Online, A&E Networks, Disney, Focus Features, Ford Motor Co., Hallmark, iVillage, Kraft, Martha Stewart Living, MetLife, MTV, NFL, Showtime Networks, and VH1 among others. Paul served the Church of Jesus Christ of Latter-day Saints, as North America, Director, Public Affairs, and was responsible for media outreach, digital support and education from 2010 to 2012.*

*Started in March, 2005, MommyCast has been featured in the Hollywood Reporter, Washingtonian Magazine, BusinessWeek, Variety magazines and the USA Today. Paige and Gretchen of MommyCast have also been interviewed by CBS News, CNN, NBC, the BBC, Brandweek and the Wall Street Journal. MommyCast holds the distinction of being one of the first independent podcasts to land a major corporate sponsorship, which came via Dixie Paper Co. MommyCast was the first podcast to do an enhanced podcast review of a movie, March of the Penguins, released by Warner Independent Pictures.*

## CONTACT

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