



The Smithsonian Associates

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## **Smithsonian Associates Announces Partnership with The Not Old Better Podcast**

*New Partnership to Offer Insights, Interviews and Details About 2016-17 SA Courses...*

**Washington, DC, October 2016** - The Smithsonian Associates is pleased to announce their partnership with The Not Old Better Show podcast, the leading multidimensional podcast for the 55+ age community. The partnership includes joint efforts in podcast interviews, news, and “behind the scenes” details in both audio and video formats. While development and production will remain the responsibility of The Not Old Better Show, distribution, promotion and marketing will be shared.

Smithsonian Associates and The Not Old Better Show plan to collaborate on podcasts in the areas of guest interviews with authors, artists and others, special functions, and lectures, offering details, background and new ideas for the Smithsonian Associates largest ever course offerings.

*The Art of Living Series for Smithsonian Associates*, which The Not Old Better Show will produce and oversee, will feature smart, timely programs that integrate Smithsonian courses and content and are hosted by Paul Vogelzang, but will often feature Smithsonian Associates staff contributors. As a matter of fact, for the early September launch, Smithsonian Associates Program Manager, Rebecca Roberts, was interviewed and discussed the wide ranging courses, special programs, details and offered a “behind the scenes” glimpse about the energy, focus and passion staff bring to their roles. Those segments are all currently available on iTunes, YouTube, Facebook, and many other web and social sites for ease of consumption. All programs are formatted for smart phones, tablets, and The Not Old Better Show offers a highly customizable app, especially prepared for the 55+ age audience, that shows can be listened to and viewed.

The partnership combines the resources and promotional reach of the two organizations, which include the large Not Old Better podcast audience, but will focus on Northern Virginia,



## Smithsonian Associates Announces Partnership with The Not Old Better Podcast (Continued)

Maryland and DC neighborhoods, where the majority of Smithsonian Associates course are held, and where most audience is derived.

“We’ve had a lot of “oh, wow,” moments for our audience at The Not Old Better Show,” said host Paul Vogelzang. “None bigger than this. An exclusive podcast partnership with Smithsonian Associates is a very big deal for our audience of 55+ age, as well as their families, grandchildren and friends! Their interest in history, their curiosity, and the life-long learning of our audience combined with the credibility and magnitude of Smithsonian Associates in not only their museums and facilities, but their expertise and everything and anything they are involved with, is quite an opportunity.”

“Smithsonian Associates programs allow you to meet your favorite author, learn a fascinating topic in history, take studio arts classes, see celebrities and performers in intimate venues, attend exclusive family events at Smithsonian museums or go into the museums after-hours,” said Lauren Lyons, Smithsonian Associates’ Public Affairs Specialist. “We are delighted for this partnership to be able to bring the Smithsonian’s world to life for The Not Old Better Show audience.”

Private support is critical to the Smithsonian’s mission, and the use of podcasting, which connects directly to an important audience adds new, cost effective tools to outreach and promotion.

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### ABOUT SMITHSONIAN ASSOCIATES

Smithsonian Associates—the largest museum-based education program in the world—produces vibrant educational and cultural programming inspired by the Smithsonian’s research, collections and exhibitions. Each year more than 750 individual programs are presented to spark creativity and excite learning in people of all ages in the Washington, D.C., area and across the country. Smithsonian Associates brings the Smithsonian to life through seminars, performances, lectures, studio arts classes and local and regional study tours, as well as many engaging programs for children, including performances and summer day camps.

### 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 Gary Krantz, CEO, KMG, Krantz Media Group “***The Not Old - Better Show** is a phenomenon that has just really started. **Paul Vogelzang** has literally tapped in to the 74.9 million Baby Boomer market. Each podcast has been downloaded and heard by hundreds of thousands (sometimes millions!) of loyal listeners, remarked **Gary Krantz, Founder & CEO, Krantz Media Group/KMG Networks. Paul’s unfettered access to the biggest and relevant names in movies, music, popular culture, as well as never before content from entities such as The Smithsonian Institution is unmatched. KMG is very excited to partner with Paul to widen distribution, including terrestrial radio,**” says Krantz.*