

INTRODUCING

 **Planted**  
WITH SARA PAYAN



MEDIA KIT

# SUMMARY

## PLANTED WITH SARA PAYAN

Sara Payan, educator, policy advocate and author, engages policymakers, media professionals, industry leaders and more about their relationship with cannabis in the era of legalization. "Planted" is an ongoing conversation encompassing the vast world of cannabis, focusing on education and policy. Featured guests include former RNC Chair Michael Steele, renowned musician David Crosby, Emmy award-winning actor Peter Coyote and Congresswoman Barbara Lee. New episodes are released twice a month. You can find us wherever you listen to your favorite podcasts (Pandora, Spotify, Apple, Audible, Stitcher and Tuneln), as well as at our home on Radio Misfits Network.

### TOP EPISODES

- Michael Steele  
12k downloads | 30k total listens
- Ed Rosenthal  
10k downloads | 24k total listens
- Dominique Crenn  
9k downloads | 18k total listens

### AUDIENCE

- 48% Female | 60% at 24-44 yrs
- 52% Male | 80% at 24-44 yrs
- 76% of listeners based in the US, 12% in Canada
- Interests in entrepreneurship and personal growth

### PODCAST STATISTICS



8K

LISTENS PER  
PODCAST



52K

TOTAL  
DOWNLOADS



5.0

RATING  
APPLE PODCASTS

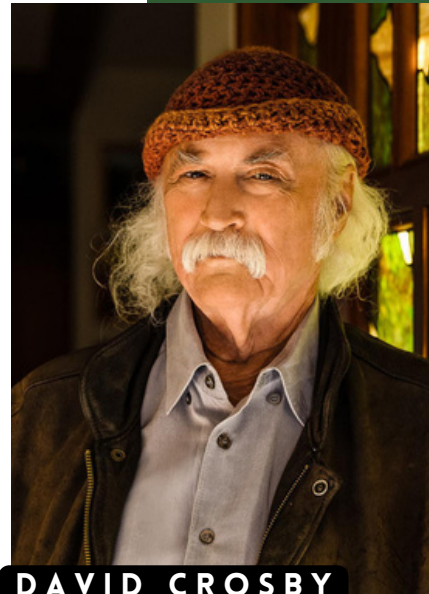


10K

SUBSCRIBERS



MICHAEL STEELE



DAVID CROSBY



CONGRESSWOMAN  
JASMINE CROCKETT



[PODCASTS.APPLE.COM/PLANTED-  
WITH-SARA-PAYAN-ON-RADIO-  
MISFITS](https://podcasts.apple.com/planted-with-sara-payan-on-radio-misfits)



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#CONVERSATIONISNORMALIZATION

# ABOUT US

Cannabis encompasses culture, politics, business and health. In this new era of legalization, conversation is normalization, ending stigma, influencing policy and helping to create a more equitable industry. "Planted with Sara Payan" informs, educates and engages audiences through its platform, highlighting a diverse and impactful roster of guests.



**PETER COYOTE**



**LITTLE STEVEN VAN ZANDT**

We love deep dives with industry leaders, policy giants and influential luminaries shaping our culture. Drawing our listeners into the conversations, turning them on to new concepts and products and piquing their curiosity is what fuels the creative process of Planted. As policy works, cultivating voter engagement is also an important goal, as is approaching cannabis through a bipartisan lens.

In this new era of normalization, it's important to have frank conversations about the impact of cannabis and the latest information about policy, business, pop culture and science. Educating the public and highlighting the real stories behind the movement and industry are essential to provoke critical thought and impactful change.

**[LISTEN TO US ON: PODCASTS.APPLE.COM/US/PODCAST/PLANTED-WITH-SARA-PAYAN-ON-RADIO-MISFITS/ID1468165377](https://podcasts.apple.com/us/podcast/planted-with-sara-payan-on-radio-misfits/id1468165377)**



ED ROSENTHAL



MARIE MONTMARQUET



MARA GORDON

# EDUCATION IS THE FOCUS ON PLANTED

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*What you can*  
**EXPECT**

Education is all-encompassing on Planted. It includes policy, culture, the nuts and bolts of the biz (cultivation, survival in the industry, marketing, medicinal use, etc.) Whether Sara is talking to an industry giant, policymaker or cultural icon, we strive to engage and inform through conversation. The content in each episode always has educational elements and valuable takeaways for our listeners.

# YOUR HOST



*Sara Payan*

**HOST OF PLANTED**

SARA PAYAN IS AN AWARD-WINNING EDUCATOR, POLICY ADVOCATE AND WRITER. A TEN-YEAR INDUSTRY VETERAN AND FORMER CIVIL RIGHTS PROFESSIONAL, SHE BELIEVES THAT EDUCATING CONSUMERS AND POLICYMAKERS MAKES FOR SAFE ACCESS AND SOUND POLICY.

SHE SITS ON THE CALIFORNIA CANNABIS ADVISORY COMMITTEE, THE SAN FRANCISCO CANNABIS OVERSIGHT COMMITTEE AND WAS CO-CHAIR OF THE SAN FRANCISCO STATE CANNABIS LEGALIZATION TASKFORCE.

# WHY PODCAST SPONSORSHIP?

## HARNESS A POWERFUL PLATFORM

Target your ideal listeners by partnering with Planted and sponsoring a series of episodes. Harness the lucrative power of podcasting without much effort. In the cannabis industry, the lack of adequate and compliant advertising options makes podcasts a valuable tool for marketing your business. Your audience is waiting!

## NICHE & CAPTIVE AUDIENCE

Find an audience interested in your offering through sponsorship. Our audience ranges from the canna-curious to the seasoned expert. Our dedicated listeners enthusiastically anticipate our specialized content and love to tell us about it! Our platform makes for incredibly targeted demographics that you would be hard-pressed to find elsewhere from a marketing perspective.

## LOYAL AUDIENCE BASE

Podcasters cultivate relationships with their audiences. Listeners are incredibly loyal and tend to patronize companies and brands that sponsor their favorite shows. Per SEMrush, 20% of people are more likely to consider supporting a brand if it's advertised on their favorite podcast. 60% of listeners said they searched for a product after hearing about it on a podcast.

## PODCAST ADS ARE EVERGREEN

There is no expiration date with podcast advertising. When new listeners find a podcast, those listeners will often go back and listen to all previous episodes, so even though the episodes might be old, those ads will still regularly reach new ears. Now that's an investment that keeps giving!

**LETS WORK TOGETHER**

# Featured GUESTS



## CONGRESSWOMAN BARBARA LEE

Sara talks about the state of federal cannabis policy with Representative Barbara Lee, co-chair of the Congressional Cannabis Caucus. [LISTEN IN HERE](#)



## WAVY GRAVY

Activist, counterculture icon and co-founder of the SEVA Foundation, Wavy Gravy has dedicated his life to laughter and service. Also affectionately known as “Saint Misbehavin”, Wavy reflects on cannabis and his rich stories of political action and doing good. [LISTEN IN HERE](#)




## CONGRESSMAN EARL BLUMENAUER

Sara visits with Representative Earl Blumenauer, co-chair of the Congressional Cannabis Caucus about his legacy of cannabis decriminalization and his vision for federal cannabis policy. [LISTEN IN HERE](#)

# LISTEN TO A SOUNDBITE OF OUR EPISODES

Click play and join the conversation!

## Planted – Ellen Holland, Editor in Chief of High Times Magazine

 Planted with Sara Payan on Radio Misfits

May 31 • 1 hr



Sara talks with Ellen Holland, Editor in Chief of High Times Magazine and author of “Weed- A Connoisseur’s Guide to Cannabis”. They discuss Ellen’s new book, cannabis cultivars and her exciting new leadership role at High Times. [EP52]... [see more](#)

## Planted – Ed Rosenthal

 Planted with Sara Payan on Radio Misfits

Sep 30 • 58 min



Sara visits with the Guru of Ganja, Ed Rosenthal. They discuss his new book “Cannabis Grower’s Handbook,” cultivation, and his latest project, the “Prisoners of Weed Pack,” a pack of two books with free cannabis seeds benefiting the Last Prisoner Project [EP60]

Sep 30 • 58 min

**LISTEN NOW!**



# Partnership PACKAGES

WE HAVE A RANGE OF PACKAGES TO BEST SUIT YOUR NEEDS

## PACKAGE 1

**15 – 30  
second 'live  
read'**

- Minimum Commitment: 12 Episodes (3 mos.)

**CONTACT US FOR  
PRICING**

## PACKAGE 2

**60-second  
mid-roll 'live  
read'**

- Minimum Commitment: 12 Episodes (3 mos.)

**CONTACT US FOR  
PRICING**

## PACKAGE 3

**Naming  
Rights**

- No other ads during the opening of each episode
- "Your brand and tagline Presents" at the beginning of each episode
- Sara will discuss your brand or product for at least 30 seconds during each show from a first-hand perspective.
- If desired, the discussion can be replaced w/ a 30-second live read of any specific company materials.
- Minimum Commitment: 12 Episodes (3 mos.)

**CONTACT US FOR  
PRICING**



# Partnership PACKAGE

Plus!

## **ANNUAL SPONSORSHIP DISCOUNT**

Partnerships are priceless. Committing to a year (49 episodes) of any sponsorship package will get you our gratitude and a 10% discount off of the total cost.

## HEAR WHAT OUR LISTENERS ARE SAYING



### FANTASTIC SERIES!

"SARA IS A GREAT CONVERSATIONALIST AND INTERVIEWER. I WAS SURPRISED TO SEE SUCH A VARIETY OF TOPICS. DIG INTO THE ARCHIVES!"

#### REVIEW FROM SASHAPAVE

APPLE PODCASTS | 8/23/23



"PODCASTING - OR "POTCASTING" IN CANNABIS - IS HOT. THERE ARE HUNDREDS. OUR FAVORITES INCLUDE DR. GREENTHUMB, GROW BUD YOURSELF, GREAT MOMENTS IN WEED HISTORY, MARIJUANA TODAY, PLANTED WITH SARA PAYAN, PSYCHOACTIVE AND THE YOUNG JURKS."

#### REVIEW FROM STEVE BLOOM

CELEBSTONER | 1/5/23



### WONDERFUL EPISODE WITH PETER COYOTE

"I JUST FINISHED LISTENING TO THE LATEST EPISODE WITH A WONDERFUL CONVERSATION BETWEEN SARA AND PETER COYOTE. IT IS VERY INSPIRATIONAL TO HEAR THAT HE IS LIVING HEALTHY AND HAPPY AS A ZEN PRIEST IN LOVE... ALTHOUGH PODCASTS ARE DELIVERED THROUGH SOUND AND SPEECH, YOU CAN PERCEIVE COYOTE BURNING BRIGHTLY THROUGH HIS WORDS OF COMPASSION AND INSIGHT... HIS BOOK "SLEEPING WHERE I FALL" IS A GREAT ACCOMPANIMENT TO EMMETT GROGAN'S "RINGOLEVIO" ON THE HISTORY OF THE DIGGERS AND PROVIDES A BALANCE TO THE MYTHS OF THAT MIND-BLOWING PERIOD OF TIME... I HAVE APPRECIATED ALL THAT I HAVE HEARD AND LEARNED ON THE PLANTED PODCASTS, AND THIS EPISODE WAS SPECIAL AS COYOTE HAS BEEN KIND OF A HERO TO ME FOR MANY YEARS...NOT A LEADER TO FOLLOW BLINDLY, BUT TO PAY ATTENTION WITH EYES, AND HEART, WIDE OPEN... THANK YOU SARA PAYAN AND PETER COYOTE FOR ALL YOU DO! MAY YOU HAVE HAPPINESS AND THE CAUSE OF HAPPINESS..."

#### REVIEW FROM KINDBUDDHA

APPLE PODCASTS | 12/17/22

### GET IN TOUCH!

[SARA@SARAPAYAN.COM](mailto:SARA@SARAPAYAN.COM)



[PODCASTS.APPLE.COM/PLANTED-WITH-SARA-PAYAN-ON-RADIO-MISFITS](https://podcasts.apple.com/planted-with-sara-payan-on-radio-misfits)



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