



They might be called misfits, rebels or rule-breakers by some. We think of them as the thinkers and the doers. They are the unique folks who keep our world moving forward. They start movements, enact visions and propel us to do more... and to be more. They are the ones who break things that need to be broken and then build something better.

They are the breakers. These are their stories. And this is Breaker Society.

Host Shane Haggerty interviews someone working for students to have a conversation about what it takes to challenge the status quo, overcome challenges that stand in the way of progress, and what lessons we can all take to break through and build a better way.

Available To Listen at [Purposeland.us/Breaker-Society](https://Purposeland.us/Breaker-Society) & On These Platforms (and more):



Shane Haggerty, APR, has worked in the education space for 20 years as a teacher, school administrator, marketing and public relations officer and now owner of Purposeland. He is a former president of the Ohio School Public Relations Association and a former vice president of the National School Public Relations Association (NSPRA) Executive Board.

### Top Five Downloaded Episodes

1. Carla Pereira, APR (Peel District School Board, Canada) Season 1, Episode 4
2. Beth Probst (At The Core, LLC) Season 1, Episode 1
3. Peel District School Board, Season 3, Episode 1
4. Season 1 Finale with Shane Haggerty & Lee Wirick, Season 1, Episode 13
5. Tim Klein (Project Wayfinder), Season 2, Episode 7

### Top 10 States for Downloads

1. Ohio (16%)
2. California (13%)
3. Texas (7%)
4. Illinois (5%)
5. Arizona (5%)
6. Minnesota (4%)
7. New York (3%)
8. Oregon (3%)
9. Michigan (3%)
10. Virginia (3%)

Contact [shane@purposeland.us](mailto:shane@purposeland.us) to discuss sponsorship opportunities



# 120

The average number of downloads per episode since 2018

Dr. Susan Enfield, Superintendent of Highline Public Schools  
Season One, Episode 11



# 2.5K

The total number of downloads (and climbing) since the podcast debuted. The audience is made of key educational leaders throughout the nation and Canada.

Dr. Talisa Dixon, Superintendent of Columbus City Schools  
Season Two, Episode One



# 44

The number of states in which Breaker Society has been downloaded. The podcast also has a following in Canada & D.C.

Julie Thannum, Assistant Superintendent of Carroll ISD  
Season Two, Episode Five

The leader in school communication



# Sponsorship Rates for Season Three

## Per Episode

15-second pre-roll ad: \$35/episode

60-second mid-roll ad: \$65/episode

15 and 30-second ad combined: \$85/episode

## Special Content Opportunity

Have a three-minute interview produced to be part of the show. These special mini-episodes will be featured at the end of each episode and can be customized for your brand.

3-minute sponsored content feature: \$125/episode

## Full Package/Multiple Episodes

Purchase 15 and 30-second ads in the final four episodes of season three: \$275 total

Purchase a 3-minute sponsored content feature in the final four episodes of season three: \$400 total

Purchase 15-second, 30-second and the 3-minute sponsored content feature in the final four episodes of season three: \$675 total

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**100**  
Downloads of season three's debut episode. The fastest to reach that since the podcast's debut.

The Peel District School Board Communications Team  
Season Three, Episode One



**28**  
The number of episodes that will be produced by the end of season three.

Andrea Gribble, Owner of #SocialSchool4Edu  
Season One, Episode Seven



**300**  
Combined downloads of these two episodes.

Carla Pereira of Peel District School Board and Heidi Vega of the Arizona School Boards Association, both featured guests during season one.