

Business RadioX: Raising the Voices of the Business Community



By Kristen Eleveld

In the best of times and in the worst of times, one thing is true for all business owners: they need an outlet to let their voice be heard. While each business addresses this need in its own way, there are several Gwinnett businesses that have taken advantage of one of the best resources in town to get their message to the community. It might not be what you think it is – unless, of course you were thinking of Business RadioX.

For the last eight years, the Gwinnett location of Business RadioX has made it their mission to give local businesses a platform for their voice and thoughts, along with the opportunity to let the community know why their business makes a difference for Gwinnett. While the word “radio” is in the company name, it is more accurate to think of this business as a podcast producer and content creator for business leaders, available

for anyone to listen to at his or her convenience.

“The internet is changing the landscape of broadcasting,” said Mike Sammond, who owns the Gwinnett studio and comes from a long career in the broadcasting industry. “Most people are listening in their cars, or while exercising, or even at work.”

It is true that this form of broadcasting, while newer to many, is certainly effective, because it is literally always accessible. Whether you are listening through iTunes or pulling up a podcast on your Spotify app, there are dozens of ways for people to hear what these community leaders have to say.

Mike and his team, including Director of Marketing/Business Development Amanda Pearch, have eschewed the traditional sales methods of cold calls and knocking on doors for a much more refreshing approach to finding businesses who want to create a podcast.

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Relentless is Parkview High's Pursuit *Continued from page 17*

setter/outside hitter. "The seniors this year are all standouts," Gast added. Seniors include Meg Youngblood playing libero, Sarah Ramsey as setter, Tai Ragland as middle hitter, Audrey Noyseng as defensive specialist, and CC Halsey as the outside hitter. Godfree has high expectations about the season.

The Cross-Country team is poised to do very well this year, especially under the continued leadership of coaches Mike Demarest and Richard King. The girls had the best time trials in years, and the boys' team was also excellent. Gast predicts the cross-country team has excellent potential to place in the top at state. Demarest and King are excited about four specific runners: Emma Geaney, Abi Debebe, Jaimie Chen, and Haley Primm. Combined, they logged over 1,500 miles in summer training. The team has a few great candidates who have had solid opening performances, including, Abby Hall, Gracie Geaney, Zhari Maxineau and Catalina Giang. According to Demarest, Andrew Todd made a monster jump from last season after running more than 600 miles this summer. Caden Hall is battling back after a minor injury, and Antonio Valenti, who transferred from California, has stepped right in and is looking strong. Rounding out Parkview's top seven male runners is Martin Robles, Jack Holcomb, and Xavier Turner. Demarest said, "We also have a good-looking freshman team, namely Gabe Mares." The team had its first race of the season on August 22 where the Varsity Girls took 3rd and Varsity Boys took 6th. The JV squads took 3rd and 4th for girls, and 3rd and 5th in boys.

Last year, Jessica Sinclair took the position as head coach for the Panthers. Gast expects her success will continue this season. The team reached the Elite Eight of the state playoffs and won the region championship. A lot of talent graduated last year, but this year will be especially exciting. "We have some great upperclassman this year," said Gast, "as well as two talented freshman that will be playing varsity, Braelyn Queen and Olivia Kotowski."

The Corky Kell Classic is set to kick off the 2020 high school football season with the largest and most wide-ranging lineup in the event's twenty-nine-year history. The game was relocated and moved back, but will span across four days for the first time. It will have nine separate venues showcasing a total of nine games, all on television. Parkview will then host its first game against Mountain View.

This season looks to be exciting and prosperous for Parkview. The Panthers are currently ranked fourth in the state and running back, Cody Brown, who has scored 53 touchdowns, is projected to garner the majority of the offensive touches to start the 2020 season. Brown was

named the 7-A Player of the Year by the *Atlanta Journal-Constitution*, and is the highest-rated senior running back in Georgia and the No. 7 player at the position nationally, according to 247Sports. He torched Harrison Bailey's Marietta squad for 197 rushing yards and two touchdowns in Parkview's final game of the 2019 season. "Cody is a special player who will be really fun to watch this season," Gast said. "The best thing about this year's team is that we have so many weapons, on both sides of the ball, that it will be hard for opposing teams to key on any one area. It will be a balanced attack!"

More information at parkviewhighathletics.com/

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"We believe in service-led leadership," Mike said. "If we serve others, we know things will come together for us."

This attitude has created a solid rapport between Business RadioX and the business community, and word has quickly traveled that leveraging the services that Business RadioX offers can mean big things for your business. While the podcast is certainly the main event, so to speak, the team at Business RadioX offers even more services to help each client make the most of his or her opportunity to reach the community.

"Think of us as an extension of your marketing team," said Amanda, who has been in the sales and marketing industry for over a decade. "We will promote your podcast on your social media platforms as well as our own."

With over 40 million live listens, downloads, and on-demand plays across the Business RadioX network, it is easy to see what makes this partnership so beneficial for the companies that utilize its services. If you think a podcast is the right step for your company, but you're not wild about the idea of being the host, Business RadioX will even host your podcast for you to help you get your message out.

"We are here to amplify voices every day," Amanda said.

If you are ready to dive into the world of podcasts, Mike and Amanda and the rest of their team stand ready to help you. You can email Amanda at amanda@businessradiox.com to find out what steps you need to take next to make this idea a reality for your business and have your voice amplified to the community.

"We are pro-business," Mike said, "and we want to share the good work your business is doing."

More information at businessradiox.com/gwinnett-studio

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