

PODCAST MAGAZINE®

BEYOND THE MICROPHONE

MARK ASQUITH

REBEL WITH
A CAUSE

**ANDY JULIA &
RAY SCIPIONE**

ARE UNCENSORED
& UNAPOLOGETIC

YOUNG AND PROFITING'S

HALA TAHA

PODCASTING'S PALESTINIAN
PRINCESS SHARES HER TRUTH

STEVE KRAMER

100% GRADE-A
**CERTIFIED
MAMA'S BOY**

DR. ROBERT PUFF

SEEKS THE ANSWERS
TO HAPPINESS

LAUREN LOGRASSO

GUIDES YOU TO
UNLEASH YOUR
INNER CREATIVE

“

*Create something of your own
that you have control over and
give it your all. Things will work
out if you commit to trying.*

”



INTERVIEW



KIDS & FAMILY

LET THEM BE HEARD

At Your Level:
A Podcast By Kids For Kids





We're used to finding podcasts featuring adults telling stories for kids, but this show is totally different.

The *At Your Level* podcast is hosted by 10-year-old Ari Kelly who invites other children to join him as they talk about cool stuff that interests kids. The best part—kids can record themselves on the website for other kids to hear. Genius! Wow, this may easily be one of the coolest concepts for a kid-friendly podcast I've ever seen.

When parents turn to *At Your Level*, they don't have to worry about finding audio content that's appropriate and fun for children. With engaging segments like "biZaRrE ASMR," "Bad Dad," "Riddle Me This," and "Nerd Out," this show is the ticket to keeping kids entertained.

Of course, we can't help but wonder how it all got started, right? Ari is happy to explain:

"I was making fettuccini alfredo and decided to record the weird sound the noodles were making as they were cooking. I sent it to my friends in a group chat and then showed my mom their funny guesses about what the sound was. We thought it would be a good idea for a podcast."

This was the genesis of the "biZaRrE ASMR" segment, where kids guess a mystery sound. Mum Tal then brainstormed with her inventive son, and they came up with other light-hearted yet thought-provoking segments.

Tal recalls, *"The idea was floating in the*

"We want to give [kids] a platform. It's a chance for them to speak and have a voice."

air before that because Ari is a very social kid. He enjoys acting and being with other kids, so the concept of interviewing kids appealed to him."

Initially, Ari had planned to invite some friends over to his house to record the first episode of the podcast. But before he had the opportunity to huddle with his guests around a microphone, the pandemic started. Ari switched gears immediately, changing the topic of the first episode to the Coronavirus and chatting with his guests via Zoom.

In other words, this fifth grader from Massachusetts refused to let quarantine get in the way of interacting with his friends. And since he was already used to listening to podcasts, he recognized the value of this medium as a tool for staying connected with his peers.

He also realized that there was another gem he could share... one that is



← **ENCOURAGING CREATIVITY**

(left) Ari with his mother Tal who helped launch his podcast

(right) Ari on saxophone with his friend Ben on trombone working hard on content for *At Your Level*

frequently experienced at his breakfast table. “My dad tells way too many bad jokes,” Ari declares. It became clear that these jokes would make entertaining material for a segment. It turns out, he was right. They are so ridiculous, you can’t help but laugh.

For Ari and his mum, there’s inspiration everywhere, including in other families. Ari’s brother, Ben, is a musician, and his mentor, James Markey, plays bass trombone in the Boston Symphony Orchestra. James and his four musically gifted kids have been guests on the show, and James’ bad viola jokes were a hysterical hit.

Ari does a fantastic job making his guests feel like part of the show, too. For example, the idea of a “pandemic birthday” was born right around the time of Ari’s birthday. On one episode, listeners became guests and shared their fun

ideas for celebrating a birthday during a pandemic.

Always keen to collaborate, Ari and his mother recently reached out to a culinary school for kids, because as Ari says, “Who the heck doesn’t like food?” In the latest episode, young cooks revealed to their lively host their favorite ingredient to use, the strangest thing they’ve ever eaten, and why they love to cook.

Ari acknowledges that he and his friends have tons of fun with the podcast (if your child is a fan of riddles, the show offers those, too!), but it’s also time-consuming.

No one knows that better than his mother. Inviting guests to record themselves on the podcast’s website often makes it challenging to turn the audio into a high-quality sound. Tal says, “We work hard to get the sound quality right,” and I can tell you, it shows.

An Art Director by profession, Tal has found that her creative skills transfer well to this medium. “It’s a very similar process, except that in my job, we use



design instead of audio. Even Audition is a very visual app and is similar to the other Adobe products.”

Tal finds the hard work particularly rewarding when kids reach out to them.

“The beauty of audio editing is that when you have someone who is shy, you can clean up her sound and make her heard. There was a really shy girl who submitted a joke, and I was excited to receive it. When I let her dad know about it, he was so surprised—he didn’t think she would participate in such a thing. She had broken out of her shyness and recorded it all on her own.”

Tal finds it refreshing to listen to kids, too. *“They just say what they feel and think.”*

She adds, *“The most important thing for us is to make kids feel welcome, like it is their show as much as Ari’s, because we want to give them a platform. It’s a chance for them to speak and have a voice. This podcast provides a space where kids*

can adapt, make new friends, and find connections in new ways.”

Topic ideas, recordings, and guests are always welcome on this podcast.

Although it’s only been 10 months since the launch of *At Your Level* right at the beginning of the pandemic, it’s already getting rave reviews. Ari’s response when he first saw them?

“That’s crazy!”

Ari has some advice for those thinking of trying their hand at a kids’ podcast:

“Try not to make the episodes too long, unless they are extremely entertaining ... because kids have a short attention span.”

His mom adds, *“I encourage everyone to be creative. If there is something you’re passionate about, and it sparks your creativity, explore it.”*

Mother and son agree that young podcasters should just *“Go for it!”*

Take a listen to *At Your Level*, and you’ll experience firsthand how easy it is for parents and kids alike to get hooked. Best of all, everyone is invited to join in the fun! 🎧



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Men On Purpose Podcast 🎧