

BUILDING BELLINGHAM

media kit



BUILDING BELLINGHAM

Building Bellingham is a community podcast exploring the stories behind Bellingham's iconic businesses. We bring you honest conversations with local entrepreneurs and business owners, talking about challenges, failures, and the effort it takes to build - and grow - a successful business.

WHERE TO LISTEN:



[Spotify: Building Bellingham](#)



[Apple Podcasts: Building Bellingham](#)

FIND US ONLINE:



www.livebellinghamnow.com/building_bellingham



[Building Bellingham Podcast](#)



[@building.bellingham](#)



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THE CREW



LEO COHEN | HOST

Leo Cohen is the driving force behind this show and what it has become over the years. He sometimes says that he began the podcast because "I selfishly just wanted to learn" from the experiences of business leaders in our Whatcom County community. Leo is a gifted communicator and welcomes our guests to tell their story in a supportive, relaxed environment. As host, Leo is the face and voice of the show, and he's also involved in all the other aspects that the rest of the crew handles.



TIFFANY HOLDEN | PRODUCER

Tiffany Holden brings the show together each and every month. From planning branding and marketing changes to sitting down with Leo to map a season's worth of guests, to coordinating the recording sessions and making sure everything goes out on schedule. As editor, she also creates the podcast platform audio cuts of the final episodes.



COOPER HANSLEY | VIDEOGRAPHER

Cooper Hansley is the show's videographer. From shooting B-roll at the business of the month, to running the camera during the recording session, to editing the final full-length YouTube video, he is in charge of all things video.



TAYLOR BEAL | COMMUNITY SUPPORT

Taylor Beal supports the show's community presence, from supporting social media content creation to producing collaborative business-to-business projects.

SHOW TIMELINE

Like any creative project, the Building Bellingham Podcast has changed and grown over time. Here's a quick summary of what's happened during our first 3 seasons.

SEASON 1 | July 2019-February 2020

July 2019 | the first episode drops, featuring Jesse Nelson of Overflow Taps.

Season 1 was produced with a professional producer & sound engineer at Binary Studios on the Mount Baker Hwy, and ended abruptly after 8 episodes due to Covid.

Pivot | March-July 2020

Leo livestreams 45 conversations with more than 50 business owners during the first few months of Covid uncertainty.

SEASON 2 | Sept 2020-May 2021

The Livestream Season. We get a new theme song, Tiffany becomes producer & editor, and the show is now created 100% in-house, with episodes streamed live to Facebook before being edited for the podcast platforms.

Off season | Summer 2021

July 2020 | Leo and Tiffany launch The Local Business News Update, a monthly roundup of local small business news.

The team rebrands the show in the current green and gray, streamlines the logo, builds a webpage, moves to a new studio, and sets up stronger systems for the new season.

SEASON 3 | Sept 2021-April 2022

In-person recording sessions return - to our brand-new private studio!

OUR GUESTS

Season 1

Jesse Nelson | Overflow Taps
Heather Simpson | She Leads Me
Dylan Langei | Umpqua Bank
Ziad Youssef | mytrafficman.net & Legal Care Center
Anne-Marie Faiola | Bramble Berry
Ray Deck III | Skookum Kids
Wes Herman | Woods Coffee
Ben Kinney | Brivity, BKCO, Place Inc.

Season 2

Bob Pritchett | Faithlife
Erin Baker | Erin Baker's Wholesome Baked Goods
Jack Lamb | Aslan Brewing Co.
BreAnne & Eric Green | Greenhouse
Brendan Pape | Brist Mfg.
Gretchen Leggitt | Gretchen Leggitt Art
BJ Flood & Ryan Flood | Menace Brewing & The Local Public House
Frank Muljat & Troy Muljat | Muljat Group Realtors

Season 3

Ty McClellan | Hardware Sales
Kelsey Kurtis
Jonathan Cicotti | Stora Cucina & Bar Cicotti
Leo Cohen & Tiffany Holden | Behind the Building Bellingham Podcast (Episode 20)
Bob Kramer | Kramer Knives
Brianna Widen | Widnor Farms
Tony Mocerì
Ariana Lee-Newman & Paul Newman | K'ul Chocolate

OTHER FEATURES

PIVOT

When Covid hit, our real estate team went home. After a few days of checking in on the team, clients, and vendors, and sorting out what real estate would look like for the foreseeable future, Leo decided to focus on what he could control. He began to host daily (at first) livestreams from his second bedroom, talking with dozens of local business owners about how they were pivoting in these extraordinary times.

The Pivot series ran from late March to early July, with 45 episodes featuring well over 50 local business owners.



[watch on YouTube](#)

STARTUP SPOTLIGHT

Every so often we highlight brand new businesses on our social media - either a photo post after a visit from our crew, or a full video interview.

THE LOCAL BUSINESS NEWS UPDATE

Starting July 2021, Leo and Tiffany share a monthly video roundup of local small business news: openings, closings, new branches or locations, and business anniversaries.



[watch on YouTube](#)