



**ASSOCIATION OF
INDEPENDENTS
IN RADIO**

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AIR Opens Applications for New Voices AMPLIFY 2026, Supported by Apple Podcasts

The spring 2026 cohort supports independent podcasters with practical training in marketing, branding, and audience growth.

NEW YORK, NY, January 14, 2025—The Association of Independents in Radio (AIR) today announced that applications are open for the 2026 cohort of [New Voices AMPLIFY](#), its marketing and audience development program for independent podcasters. The 2026 program is supported by Apple Podcasts, strengthening AIR’s ability to deliver focused, high-quality training for creators working outside major networks and studios.

Now entering its third year, New Voices AMPLIFY is designed for independent podcasters who already have a show and are ready to move beyond production to build clearer strategies for reaching and growing their audiences. The program centers on practical instruction, cohort-based learning, and peer connection, with an emphasis on real-world application.

Throughout the spring, AIR will host a series of virtual [AMPLIFY](#) webinars open to all AIR members. In addition, sixteen creators will be selected for the 2026 cohort to receive deeper mentorship from industry professionals and a stipend to support full participation in the program.

“Building an audience is one of the hardest parts of making a podcast, especially for independent creators,” said Keisha Salmon, Executive Director of AIR. “New Voices AMPLIFY is designed to make that work clearer and less isolating. With support from Apple Podcasts, we can continue delivering this program while keeping it independent and creator-led.”

Who Should Apply?

New Voices AMPLIFY is open to independent podcasters who:

- Have an existing, launched podcast with a library of episodes
- Produce their work independently, without support from a major network or production company
- Are ready to focus on marketing, branding, and audience development
- Value peer learning, professional mentorship, and community accountability
- Can commit to full participation in all scheduled program sessions

AIR seeks a cohort that reflects a wide range of backgrounds, experiences, geographies, and perspectives to strengthen the independent audio ecosystem overall.

Program Timeline

- Applications Open: January 14, 2026
- Information Session: January 21, 2026, at 3:00 PM ET
- Applications Close: February 2, 2026, at 11:59 PM ET
- Program Dates: Tuesdays and Thursdays, May 6 through June 26, 2026, 4:00–6:00 PM ET
- Final Presentations: June 30 and July 1, 2026

More information and the application are available at airmedia.org.

Media Contact

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About the Association of Independents in Radio (AIR)

The Association of Independents in Radio (AIR) is the national network for independent audio creators and journalists. Since 1988, AIR has trained, mentored, and advocated for thousands of producers, editors, engineers, documentarians, and media entrepreneurs working across public, community, and independent media. AIR builds systems that strengthen creative independence, advance equity, and ensure that independent voices continue to shape the future of audio. Learn more at airmedia.org.