



MEDIA KIT · SEP 24 2026

A PLATFORM FOR PEOPLE BUILDING SOMETHING OF THEIR OWN



Not Your Day Job is a long-form interview podcast hosted by JoeShon Monroe. Every episode is an honest conversation with someone who turned what they love into what they do — and everything it took to get there. No pitch, no highlight reel.

THE NUMBERS

23

EPISODES

8.6K

INSTAGRAM VIEWS
· LAST 30 DAYS

4.2K

RECENT YOUTUBE
VIEWS

59 MIN

AVG. EPISODE
LENGTH

AS OF

SEP 24 2026

CORE AUDIENCE

18–34

POPULAR CITIES

DURHAM · RALEIGH · CHARLOTTE · ATLANTA · NEW YORK

WHO LISTENS

Creators, musicians, DJs, photographers, athletes and founders, mostly 18–34, concentrated in North Carolina's Triangle with a national listenership. They come for the story behind the work.

YOUR HOST

JoeShon Monroe started Not Your Day Job to have the conversations he wanted to hear: long, honest talks with people who turned what they love into what they do.

WHAT YOU GET AS A GUEST

A REAL CONVERSATION

60–90 minutes, unhurried. We talk about process, setbacks and the work.

CLIPS BUILT FOR YOU

Several vertical clips cut from your episode and posted to Instagram and YouTube Shorts.

FULL VIDEO AND AUDIO

Filmed in studio and released on YouTube, Spotify, Apple Podcasts and every major platform.

A PERMANENT HOME

Your own episode page on notyourdayjob.com with your links, so the conversation keeps working long after release.

HOW IT WORKS

- 1 We reach out with an invitation and find a date that works for you.
- 2 A short pre-call or email to make sure we cover what matters to you.
- 3 Recording in studio in Durham, NC — about two hours door to door.
- 4 Episode releases, and promotion runs across all channels.

PAST GUESTS INCLUDE

Kum3ra · Kovu Kareem · Professor X · Porcelain Mills · PFK Tru · Sanjay Monroe · Elora Dash · TJ Keasal · Shame Gang · Dàmólá Akintunde · ARES · BreYonna Beats · Finian St. Omer II · MKB · CJ Monet · Liana Lewis · Kama · Simi · Welcome2DParty · Shereen Kassam · Wild Wattz · Jonathan Vargas · Ana D

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