



ROADSIGNS

a Transport Topics podcast

Transport Topics

**See the change before
it happens. Follow the
RoadSigns.**

The history

Born in 2018, RoadSigns started in an empty office. Now, it's grown into a full-fledged studio featuring comprehensive topics and accomplished guests.

Aptly named **RoadSigns** because road signs offer one a look ahead while moving. They serve as the first indicator of something changing or something new. Beyond that, they signal the chance to pivot or change course – and find new direction.

The concept is simple: This podcast seeks to help people in a fast-moving industry recognize the signs around them and chart new courses.

Our audio journey caters to those seeking the next big thing.



Dive deep

A deep dive into what's the latest and greatest from the trucking technology world.

Hear the *whole* story

Follow our transportation journalist on a singular pursuit for the most solid answers to a critical question.

Stay up to date

When it comes to the trucking world, and everything changing all the time, RoadSigns makes sure you are always up to date.

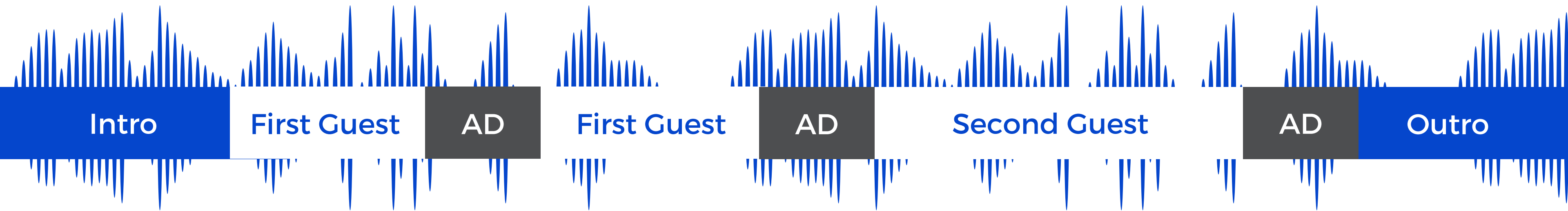
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The format

Each episode contains an introduction that poses a question, two separate guest interviews and, finally, a brief conclusion that attempts to answer the original question.

We bring in two guests to give their side of the story, and their individual answers to the question. Listeners then have the opportunity to hear the whole story.

Follow the journey from question to answer in a new episode of RoadSigns every other Thursday at 6 a.m. Eastern Time.



The host



Seth Clevenger

Seth Clevenger is managing editor of features at Transport Topics. He plans, writes and edits news features for Transport Topics' weekly newspaper, supplemental publications and TTNews.com. He also creates video and audio content for Transport Topics' webcasts, podcasts and radio programming. Clevenger, who joined TT in 2011, covers the latest industry news with a special focus on transportation technology, including automated vehicles and driver-assist systems, the latest developments in trucking equipment, transportation management software, telematics and mobile communications, data analytics, routing and navigation software, onboard video and more. Clevenger, currently residing in Alexandria, Va., is a native of northwest Ohio. He is a 2005 graduate of Miami University in Oxford, Ohio.

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The host



Michael Freeze

Michael Freeze is the features editor at Transport Topics. He is a veteran of trade news publishing, and has worked in various industries including logistics, snow management, automotive aftermarket and agriculture. As a reporter and editor, Freeze has interviewed many business executives and covered a plethora of labor and government topics. He enjoys spending time with his family and having deep conversations about music, sports and options trading. Freeze is a native of northeast Ohio. He is a graduate of the University of Akron in Akron, Ohio.

Breakout series: Workforce Development

Hosted by Mike Freeze



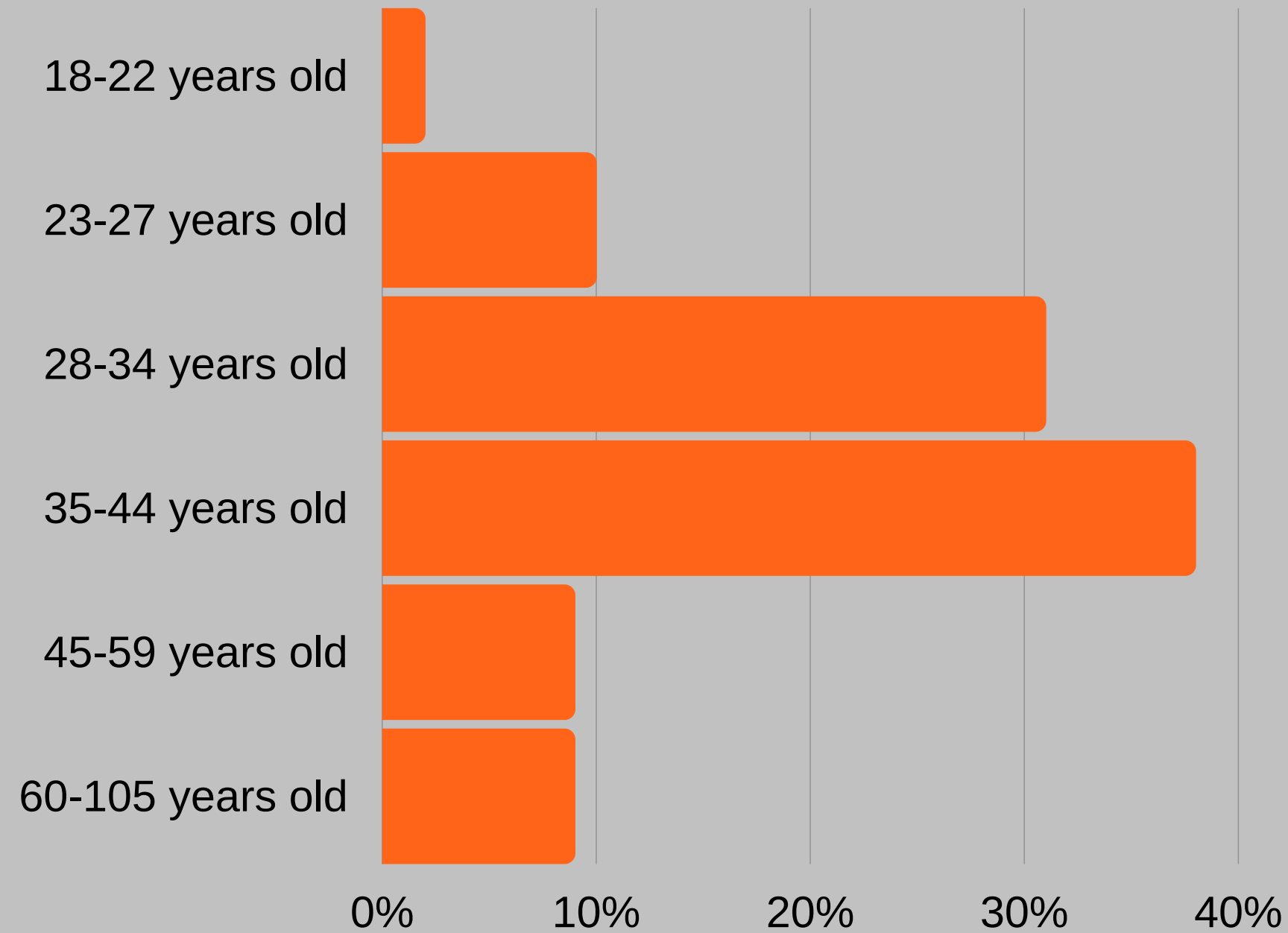
Hunt for Drivers

In this special series, we find out what it takes to train a Class 8 technician and how fleets are recruiting and retaining talent. We take this conversation to Baker College, where we talk with Ken Boyer, Dean of Auto Diesel Institute.

Hunt for Diversity

Freeze covers the expansion of driver recruiting among minorities, recent immigrants, and veterans. He explains the theory as well as what fleets are doing to implement it, and their success when doing so.

The audience



**Source: Spotify Analytics



The RoadSigns audience is 85% males, 14% females, and 1% non specified.

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ROADSIGNS PRESS KIT

36,489

Total RoadSigns podcast listens

996

Average episode listens

64%

Average consumption per episode

**AT
A
GLANCE**

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The community



Through our social media accounts, we are able to connect to a loyal, niche audience that is highly interested in all things trucking tech.

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The referral (**Transport Topics**) community



@TransportTopics

39.2k FOLLOWERS



@Transport Topics

55k FOLLOWERS



Transport Topics

14k FOLLOWERS

RoadSigns is Transport Topics' main news podcast. With shares from TT, RoadSigns is able to speak to its community as well. Transport Topics has been building its community for over 85 years.

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Past guests

Alex Rodrigues: CEO and Co-founder, Embark

Chuck Price: Chief Product Officer, TuSimple

Julie Ferber: Executive Director of the Electrified Power business segment, Cummins

Norm Ellis: President, North America EROAD

Cetin Mericli: CEO and Co-founder, Locomation

Pasts guests

Tom McLeod: Founder and CEO, McLeod Software

Mark Botticelli: Chief Technology Officer, Trimble Transportation

Lily Shen: President & CEO, Transfix

Scott Newhouse: Chief Engineer, Peterbilt Motors Company

Hayden Cardiff: Founder and CEO, Idelic

The autonomous experts

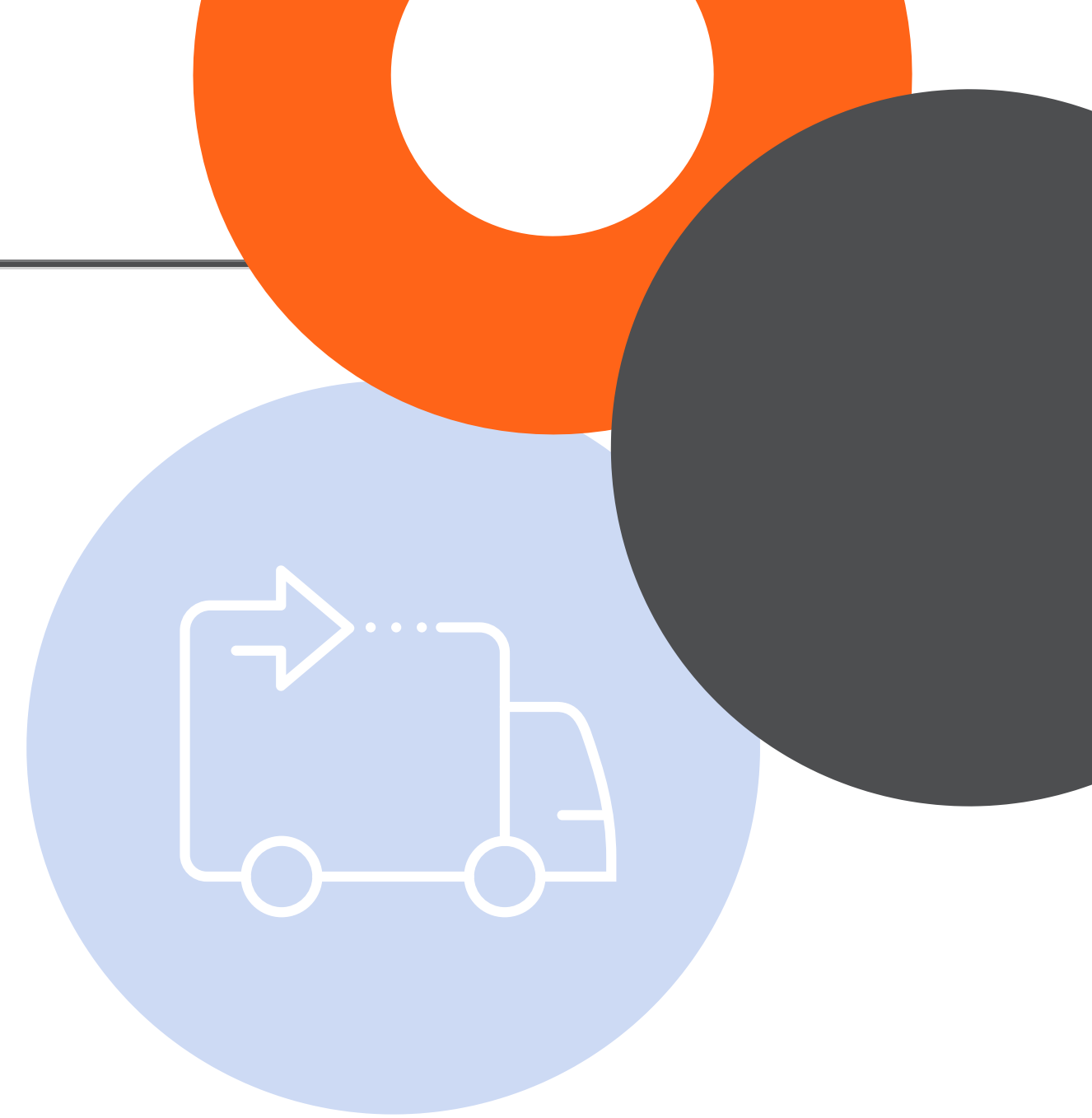
Alex Rodrigues: CEO and Co-founder, Embark

Chuck Price: Chief Product Officer, TuSimple

Cetin Mericli: CEO and Co-founder, Locomotion

Ognen Stojanovski: COO and Co-founder, Pronto.ai

Fred Andersky: Director, Customer Solutions and Marketing, Bendix



The electric experts

Mike Roeth: Lead Trucking Efficiency Expert, NACFE and RMI

Scott Newhouse: Chief Engineer, Peterbilt Motors Company

Julie Ferber: Executive Director of the Electrified Power business segment, Cummins

Chris Nordh: Senior Director of Advanced Vehicle Technology and Energy Products for the Fleet Management Solutions business segment, Ryder System, Inc.

The regulatory and government experts

Eugene Mulero: Government Reporter, Transport Topics

Kellie Mejdrich: Financial Services Reporter, Politico

Keith Brandis: Vice President, Product Planning, Volvo Trucks North America

Mike Tunnel: Director of Energy & Environmental Affairs, American Trucking Associations

Guest appearances

How will the future of electric commercial trucks affect the makeup of the actual truck? Seth Clevenger visited the Behind the Wheels podcast to discuss how electric manufacturers are trying to make this futuristic technology, old school.

Tune in to Seth's first guest appearance here:
[ttn.ws/behindthewheels.](https://ttn.ws/behindthewheels)



The kudos



Top 5 podcasts to pave the way for you to learn from home, by Roadbotics, a civil engineering company out of Pittsburgh, Pa.



ASBPE Regional Award 2019 Online Podcast: RoadSigns' "Autonomous: Who's Behind the Wheel of Tomorrow?" -- our very first episode.

Join the **exploration** of
the latest trends and
technologies.

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Your next steps

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To book Seth or Mike

Looking for a trucking technology expert for your next episode? Book host Seth Clevenger or Mike Freeze now by contacting us at share@ttnews.com

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