

Chick2Chick podcast: Armchair therapy with a business twist

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From left, Flora Posteraro and Carrie Perry.

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Leaning on 16 years of friendship and an interest in an ever-growing element of the digital-age lifestyle, two Mechanicsburg women are using a podcast to elevate women's voices and issues, while providing local businesses a marketing tool.

Chick2Chick is a video and audio podcast created by broadcasting veterans Flora Posteraro and Carrie Perry. Published weekly, the podcast covers a variety of topics from parenting and equal pay to the opioid epidemic and stress management, mixing in interviews with local businesses.

The podcast can help businesses get their message out on a digital platform, Posteraro said. It's on three websites – [chick2chick.com](#), [PennWatch.org](#) and [cbs21.com](#) – and social media platforms.

Posteraro is the senior multimedia specialist for [PennWatch.org](#), a website that focuses on Pennsylvania news, for which she manages web content. She also produces videos for businesses and organizations through [PennWatch Visuals](#). Perry is the president and founder of the nonprofit organization [Sam's Spoons Foundation](#), which offers education and support to youth and families affected by Lyme disease.

Their interest in podcasting grew as the audio platform's popularity grew.

According to data collected by the Pew Research Center, 51% of Americans ages 12 and older listened to a podcast in 2019, with 22% listening to a podcast in the week before they were surveyed.

Initially, Posteraro launched the PA Polichicks podcast a couple years ago – “poli” meaning multiple, not political. When her co-host at the time moved on to another opportunity, she approached Perry about joining the show and helping her revamp it.

“(Posteraro) and I have always had opportunities along the way to talk like girlfriends do, to vent, and share ups and downs of life,” Perry said. “It was a very natural progression for us to sit down as friends and talk. Very organically we would come up with topics and oftentimes they were driven by our own personal experiences and families.”

Thus, Chick2Chick was hatched, as the very punny Posteraro likes to say. But it doesn't stop at armchair therapy between two girlfriends. They also search for current events and buzzworthy topics that create opportunities for guests on the show.

Their episodes are a “drive time” length, usually under 15 minutes.

To monetize the podcast, they offer businesses a couple ways to increase their visibility. On-location recordings of the podcast, Facebook Live Q&A sessions with business owners, sponsorships, and verbal or visual recognition are a few of the ways Chick2Chick collaborates with the business community.

“Today's consumer has changed,” Posteraro said. “They don't want to feel like they're being sold something. That's not what we do.”

For instance, in one episode, they interviewed a massage therapist at [SPAtacular Escapes](#) in Mechanicsburg about de-stressing and detoxing. Chick2Chick recorded two episodes at [Interiors Home](#) in Camp Hill, during which they discussed furniture trends and broke down everything a person needs to know about mattress and pillow lifespan and how they impact the sleep cycle.

“We never talked about, ‘Well, if you come here, you can buy this type of mattress,’” Posteraro said. “It's all about educating the public.”

The duo keeps a running list of 100 topics to brainstorm for future episodes, allowing what's happening in their own lives to inform their subjects. Recently, Posteraro's son away at college decided on a whim to get a dog.

“(Perry) was there,” Posteraro said. “I was freaking out. Her house is like Noah's ark with all the animals running around there.”

Posteraro's stress over the situation spurred the episode “The Doggone Facts About Pets,” covering the homework an aspiring pet owner needs to complete before taking the leap to pet parenthood.

“We are really in tune to how we relate our podcast to the public, so it's a PR situation,” Perry said. “We market because we have a product a business can buy into.”