What is the “My Legacy” podcast? It is a public conversation about the work people hope to leave behind, bringing together civil rights leader Martin Luther King III and social entrepreneurs Craig and Marc Kielburger. In partnership with iHeartMedia, the podcast uses personal stories to explore legacy, purpose-driven movements and the less visible work behind public change.

The central idea is straightforward: legacy is not only what people are remembered for. It is also what they choose to do, whom they work alongside and what they help make possible for others. That gives the show a broad subject—meaning in a life—while its guests and hosts offer a route into specific questions about service, leadership and organizing.

For listeners looking up “my legacy podcast,” the appeal is the meeting of distinct experiences: King’s family history and civil rights work, alongside the Kielburger brothers’ experience building youth-oriented social initiatives. The iHeartMedia partnership gives those conversations a podcast distribution framework; the show’s social channels—Facebook, Instagram, TikTok and Twitter/X—offer additional places to follow its public storytelling.

Who is involved?

Martin Luther King III

Martin Luther King III is a civil rights leader and the eldest son of Martin Luther King Jr. His name carries an extraordinary public history, but his participation in a conversation about legacy also raises a more personal question: how does someone inherit a famous name while defining a life and a body of work in their own time?

That question matters beyond the King family. Many people understand legacy through family, community or a cause they have taken up. In a podcast conversation, those themes can be discussed in a personal voice rather than treated only as abstract ideas. The strongest version of that discussion makes room for both inheritance and choice: what earlier generations established, and what a person is responsible for doing now.

Craig and Marc Kielburger

Craig and Marc Kielburger are social entrepreneurs and co-founders of Free The Children, an organization associated with youth participation and social change. Their work provides a different vantage point from King’s: how movements are organized, how people are invited to participate and how a public mission is translated into ongoing work.

Free The Children is part of the brothers’ history, not a shortcut for explaining every project they have been involved with. The names Legacy+ and Legacy College also appear in the broader context of their work. Rather than treating those names as interchangeable, listeners should look to the project’s own descriptions for the specific role each one plays. The relevant connection here is the larger interest in legacy, leadership and how people put purpose into practice.

Why make a podcast about legacy?

“Legacy” can sound like a subject reserved for anniversaries, biographies or the end of a career. A podcast can make it more immediate. Instead of asking only what a person will be remembered for, hosts can ask

what decisions and relationships are shaping that outcome now.

That shift gives *My Legacy* room to consider several linked questions:

- **Meaning:** What makes a life or a body of work feel consequential to the person doing it?
- **Responsibility:** What obligations come with a public platform, a family history or leadership role?
- **Movement-building:** How do people turn shared values into coordinated action?
- **Continuity:** What can the next generation carry forward, and what should it rethink?
- **Recognition:** How much of meaningful work is visible, and how much happens outside public attention?

These questions help keep “legacy” from becoming a synonym for reputation. A name can be widely known without telling the full story of the work behind it. Likewise, a project can matter to a community even if it never becomes a headline. The conversation is most useful when it connects a stated purpose to concrete choices, relationships and work.

Purpose-driven movements, beyond the slogan

Purpose-driven movements often begin with a clear appeal: people are asked to care about a problem and take part in changing it. But a compelling message is only one part of movement-building. Organizing also requires people, time, planning, communication and follow-through. A podcast conversation about social change can bring those elements into view, especially when it asks not only why a cause matters but how people work on it.

That distinction is important for audiences who want more than an inspiring story. “Impact” can be an empty word if it does not name what changed. A meaningful account of a movement should explain who was involved, what they did and what outcome can be described. Where a podcast does not provide a specific measure or result, listeners should not assume one. The value may instead be in hearing how participants think about leadership, motivation and the practical demands of sustained work.

The Kielburger brothers’ connection to Free The Children makes youth participation a natural point of interest. It also invites questions that apply to any organization: How are young people included in decision-making? What does participation look like beyond a campaign or event? How does an organization stay accountable to the people it says it serves? Those are useful questions for a listener to carry from an episode into the real world.

The behind-the-scenes work behind public change

Public storytelling tends to focus on visible moments: a speech, a campaign, a gathering or a notable achievement. The work that sustains a cause is usually less dramatic. It can involve coordinating people, building trust, communicating with communities and making decisions about where effort belongs. These activities rarely fit into a single uplifting quote, but they are essential to understanding how a mission operates.

That is one reason “legacy conversations” can be more revealing than a simple career retrospective. A thoughtful interview can ask how an idea moved from intention to action, what obstacles appeared along the way and what responsibilities remained after the public moment passed. It can also acknowledge that not every effort produces a neat, measurable result. Clarity about what is known—and what is not—is part of responsible storytelling.

For listeners, the behind-the-scenes angle offers a practical test for any big claim: What work is being described? Who did it? What changed? If a conversation leaves those questions open, it may still offer reflection, but it should not be mistaken for a documented account of outcomes.

Why the iHeartMedia partnership matters

The iHeartMedia partnership connects the podcast to a major media distribution network. In practical terms, that gives *My Legacy* a route to reach podcast audiences through an established media company. Distribution matters because a conversation can only find listeners if people can locate and access it.

Partnerships also shape how a show is presented and promoted. They can help a project reach beyond the hosts' immediate networks, while social platforms can make short clips, announcements and discussion more visible. That does not, by itself, establish the editorial approach or the results of the podcast. Those are matters for the show's episodes and descriptions to demonstrate.



For a listener deciding whether to tune in, the most useful questions are simple: Who is speaking? What is the episode about? Does the conversation offer a specific account, a personal reflection or both? And does it distinguish a hope or goal from an outcome that has already happened?

Podcasting as public storytelling

Audio has a particular strength: it lets listeners spend time with a person's voice and reasoning. A podcast can allow room for pauses, context and follow-up questions that are harder to fit into a brief social post. When the subject is legacy, that space can help a guest explain how personal history relates to public work without reducing the conversation to a slogan.

But podcasting is still a form of editing and storytelling. streetsoftoronto.com Hosts choose questions, episodes select what to include, and promotional clips condense longer exchanges. The format is not automatically more complete or more reliable than other media. Listeners benefit from paying attention to the difference between a guest's personal account, a host's interpretation and a verifiable statement about an organization or result.

The social platforms listed for the podcast—Facebook, Instagram, TikTok and Twitter/X—can extend the conversation by sharing episode information and excerpts. Each platform works differently: some users may prefer a full-length episode, while others first encounter a short clip or announcement. A clip can introduce a strong idea, but it cannot stand in for the full context of a discussion.



How to follow the “My Legacy” conversation

Readers interested in the podcast can use the following checklist when looking for episodes and updates:

1. **Search for “My Legacy” and the hosts’ names.** This helps distinguish the show from other podcasts with similar titles.
2. **Check the episode description.** Confirm who is featured and what the conversation covers before relying on a clip or headline.
3. **Look for the iHeartMedia connection.** Use the show’s official listing or linked channels to verify current listening information.
4. **Follow the stated social platforms.** Facebook, Instagram, TikTok and Twitter/X may carry announcements or excerpts; check the account identity before sharing material.
5. **Separate aspiration from evidence.** A discussion of purpose is not, on its own, proof of an organization’s outcomes.

Because podcast schedules, platform links and episode availability can change, listeners should consult the show’s current official listings for the latest details rather than relying on an old post or a reposted clip.

What makes these legacy conversations worth hearing?

The combination of Martin Luther King III and Craig and Marc Kielburger brings different histories into the same broad subject. King’s public identity is closely tied to the civil rights movement and to the inheritance of a nationally significant family history. The Kielburger brothers bring experience connected to social entrepreneurship and Free The Children. The interest lies not in suggesting those experiences are identical, but in hearing how each perspective approaches purpose, responsibility and the work required to keep a mission alive.

That is the promise of *My Legacy*: not a definitive answer to what legacy means, but a place to hear people describe how they understand it. The phrase “my legacy podcast” captures the personal side of that premise; “legacy conversations” captures the exchange between people with different routes into public work. The iHeartMedia partnership supplies a distribution path, while the social platforms give audiences more ways to encounter the show.

Ultimately, the most valuable question is not simply, “What do you want to be remembered for?” It is: **What are you doing now, with other people, that gives that answer substance?** That question makes legacy less about a polished final story and more about the choices, relationships and behind-the-scenes work taking place in the present.