

MARCH 2020 / VOL. 1 NO. 2

PODCASTMAGAZINE.COM

PODCAST MAGAZINE™

BEYOND THE MICROPHONE

**THE PODCAST
MAGAZINE
HOT 50!**

MOVE OVER ROGAN...
THERE'S A NEW #1!

**DEAN
GRAZIOSI**

FOCUSED ON THE
**COMPELLING
POSSIBILITIES** OF
THE FUTURE

**SMALL TOWN DICKS'
YEARDLEY SMITH
(AKA LISA SIMPSON)**

**BIG-TIME CRIMES IN
SMALL TOWNS**

NEXT QUESTION'S

KATIE COURIC

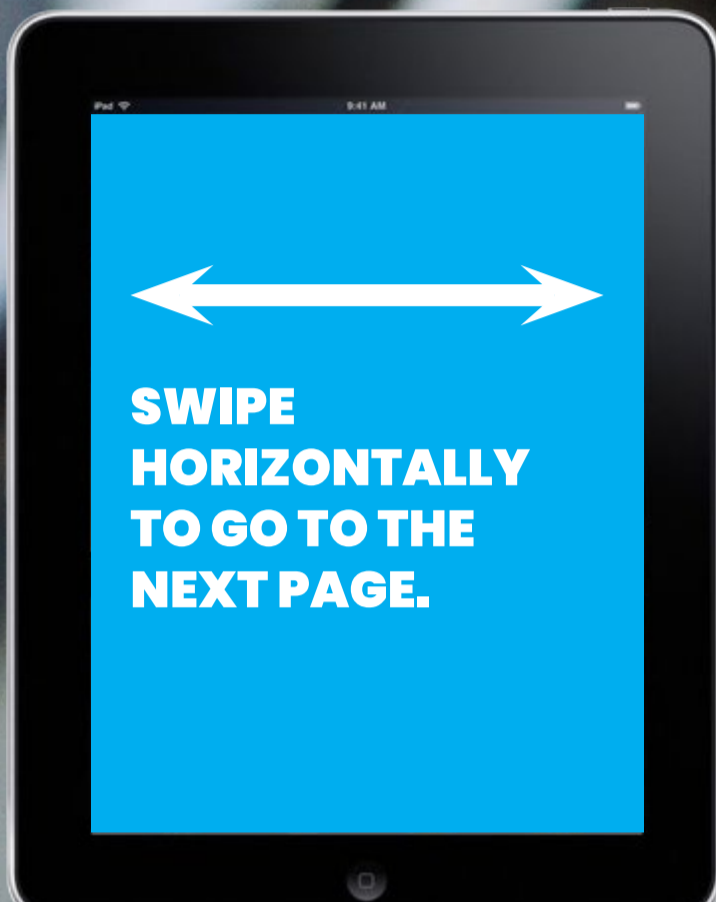
**MAKING SENSE OF A CHAOTIC,
COMPLICATED & EVER-CHANGING WORLD**





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FEATURE

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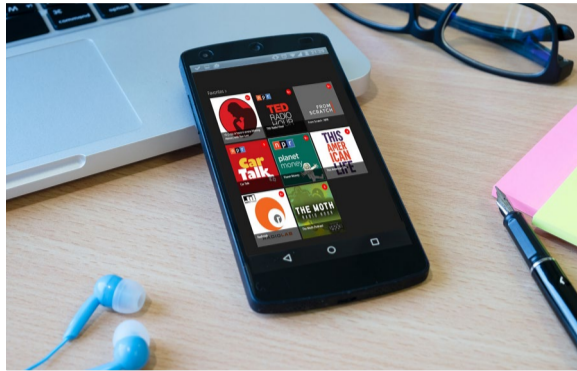
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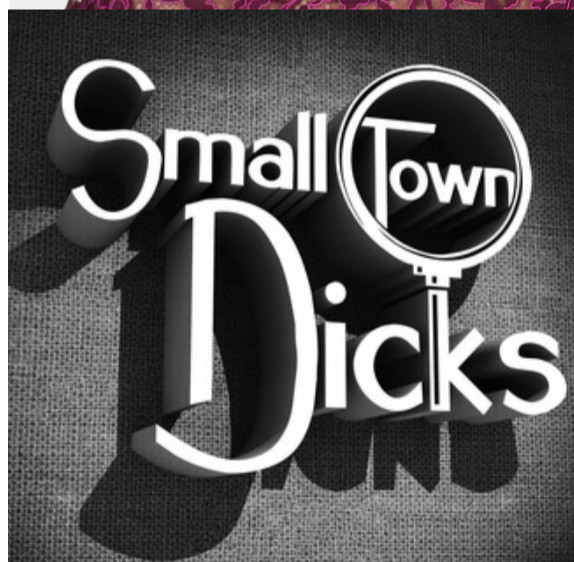
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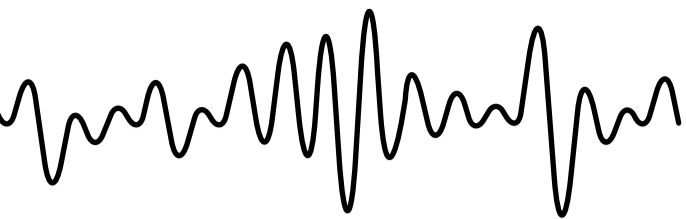
Our look at new technologies, platforms, products and tools that impact podcast culture

THE PROFESSIONAL PODCASTER

An insider look at the business of podcasting—by podcasters, for podcasters

PODCAST MAGAZINE'S HOT 50

The industry's only monthly chart highlighting the top 50 podcasts as selected by podcast FANS



FROM THE EDITOR

In a word... WOW!

When we decided to launch *Podcast Magazine* and take readers “Beyond The Microphone” to cover podcasts, podcast culture, and the podcasters fans can’t get enough of, our collective intuition was that, if we created a first-class publication, the response would be positive.

“Positive” is a massive understatement.

Podcast fans, industry professionals, and amateur and experienced podcasters alike have inundated us with overwhelming enthusiasm for the magazine. A sample of these accolades can be found in this month’s new feature, *The Conversation Corner*.

Virtually everyone we’ve asked to sit down with—from cover features Katie Couric (March) and Jordan Belfort (April), to Jillian Michaels, Adam Carolla, Dave Ramsey, and MANY

others—have graciously opened their doors for interviews. *Fox Business*, *Cheddar*, and *Forbes* (who rated us 4 out of 5) provided coverage for our launch.

We are honored and humbled by the kind words.

As with any new endeavor, of course, we have room for improvement... and not everyone was overwhelmed by our inaugural issue. Recognizing that perfection is the enemy of progress, we’ll march forward, with an eye toward hitting 5 out of 5 on *everyone’s* rating scales.

This month’s issue takes significant strides toward that goal. Our in-depth discussions with world-renowned podcasters including Katie, Dr. Aliza Pressman of *Raising Good Humans*, Dean Graziosi of *The Dean Graziosi Show*, Yeadley Smith (the voice of *Lisa Simpson*) of *Small Town Dicks*, Leo Laporte of *This Week In Tech*, Rob Cesternino of *Rob Has A Podcast*, former NFL quarterback Ryan Leaf of *BLEAV*, Heather McDonald of *Juicy Scoop* and many others give you



STEVE OLSHER, Founder/Editor-in-Chief

an unparalleled look inside the world of podcasting and the personalities who help to make this medium extraordinary.

We're also thrilled to release our second *Podcast Magazine HOT 50!*—the only monthly podcast chart voted on, and created by, *you* the fans—19 detailed *Under The Radar* podcast reviews, our team's top podcast picks of the month in *Off The Charts*, and so much more.

Earlier, I mentioned how we trusted our collective intuition and pushed forth with launching even when others said we were a bit “off our rockers” for launching a magazine about podcasts. In this month's cover feature, Katie continues the conversation about intuition and trusting your “sixth sense” when planning your next best move.

And, while we believe we're getting a lot of this right, creating the preeminent publication for covering the world of podcasts and podcast culture is a collective effort—one that includes you. We don't want to simply trust our gut when it comes to delivering a first-class product you'll be thrilled to consume cover to cover, month after month.

So... we're asking you to be part of the conversation and help us create the best magazine possible. How?

Let us know your thoughts here:
www.PodcastMagazine.com/feedback.

Vote for your three favorite podcasts here:
www.PodcastMagazine.com/Hot50.

And, reach out for the Category Directors via email to let them know your thoughts on their features and reviews, and with your ideas for future subject matter.

Intuitively, we have a solid sense of where we *should* be taking things. We'd prefer to know with certainty we're on the right track.

Listen on!



STEVE OLSHER
@ThePodcastMag

P.S. – To ‘officially’ celebrate our launch, we're hosting a HUGE *Podcast Magazine* launch party March 9 in San Diego from 7:00-10:00 pm!

The party is open to the public, but you will need a ticket. A handful of free General Admission tickets remain available as well as VIP tickets which include no-wait access, a physical copy of our inaugural issue, and more.

Details here: www.PodcastMagazine.com/party. We'd love for you to join us.



CONVERSATION CORNER

This month's featured 'Letters To The Editor'



★ **This magazine is brilliant!
Brilliant! Brilliant!**

JOSEPH GALATA

As a budding podcaster, I am searching for real success stories and direction in the world of podcasting. The entire inaugural issue was a game-changer. As someone who has a very non-traditional path I love the *Twisty Road to Success*. And so many great lessons in the "How to Get Banned." I'm a huge *Hustle and Flowchart* fan already and appreciated the how-to's of Matt and Joe on profitable podcasting.

Cautionary tales, inspirational stories and how-to's - looking forward to the next issue!

**JENNIFER GARDELLA, PHD, HOST,
HOT MESS TO GREAT SUCCESS PODCAST**

This was an amazing first issue! I'm a podcast junkie and very particular about what I add to my library. I added no less than 16 new podcasts to my rotation and can't wait to give them a listen! I love the new mix of business, mental health, and true crime podcasts that will feed my auditory obsession! Thank you!

MONICA, WEB SUBMISSION

So slick, well written and put together perfectly. I have to say I love the 'Under the Radar' pieces.

Really great to read about all these podcasts I truly would never have discovered without this magazine.

Amazing how you guys have captured exactly what was so badly needed (a magazine for true podcast fans).

Only flaw is I have to wait too long for the next issue!

**KEITH DONOVAN, PRODUCER
MENTAL FLOSS PODCAST**

HOLY SH**! This is so much better than I was expecting - I was expecting good but this is AMAZING!

**JAYME BLASIMAN, HOST,
FEMCANICS GARAGE**



First I wanted to say what a fantastic business initiative the magazine is. Bravo to the idea of trying to level the playing field for independent podcasters.

**SIMON RATCLIFFE, HOST, TURNING
THE TABLES**

CONVERSATION CORNER

This month's featured 'Letters To The Editor'

I just want to start off with saying that I love the first issue. Thank you so much for starting *Podcast Magazine*! It's absolutely great.

LOVISA OHLSON, WEB SUBMISSION

So first of all I want to say thank you for making this magazine. It's about time the podcast world got some real legit love.

But, after going through the first issue a few things came to mind and bothered me...

Completely missing a sub genre.

I ask have you ever heard of the Movies by Minutes community? It's a genre where we break down movies at certain incriminate time periods. It started with Star Wars Minute and expanded now over a hundred shows, I host one right now and have hosted two others. We even are running our fourth annual convention in Philadelphia in August. I feel this magazine would be a great place for the love we all deserve.

BLAKE REILLY, WEB SUBMISSION

I'm loving #podcastmagazine 1st issue.

@glynnwashington interview was very very entertaining to say the least. It's got to be tough on him to make 7 figures podding but also having to spend 7 figures to pod... He keeps what change is left. Amazing story!!



@REALAKATRUTHPOD



I was excited and impressed to see that *Podcast Magazine* had a director focused on fiction podcasting. However, we notice when you get fundamentals wrong, and we feel slighted when you reiterate misconceptions.

I'd like to see you succeed and become a staple of good, constructive, lively discussion when each issue comes out, not the storm I was invited to join in on. I honestly hope this helps you on your journey to understanding fiction podcasts better.

COLIN KELLY

FICTION CATEGORY DIRECTOR CORRECTION:

In the February 2020 issue, it was incorrectly stated that *Alice Isn't Dead* was one of the first fiction podcasts. It was not.

**We'd love to hear YOUR thoughts...
the good AND the bad!**

Visit www.PodcastMagazine.com/feedback



KATIE COURIC

Making Sense of a Chaotic, Complicated, and Ever- Changing World

Over the course of her career, Katie Couric has been underestimated, not taken seriously, and deemed “incapable” of completing the task at hand simply because of her gender.

Her legacy will certainly show otherwise.

Inducted into the *Television Hall of Fame* in 2004, there are few high-profile leaders, entertainers, or corporate executives she hasn't sat down with, countries she hasn't reported from, or questions she's been reluctant to ask.



Her tenacity and willingness to dismantle the status quo while unapologetically refusing to accept the superficial mark the cornerstones of her singular abilities. Few journalists are willing to face potentially excruciating embarrassment and act upon the commensurate uncalculated risks that accompany such choices in the manner Katie does ... daily.

The Latin phrase *“Audentes fortuna iuvat”* undoubtedly applies to her 40+ years in journalism:

Fortune favors the bold.

Katie is bold—and the rewards for embodying this way of being have been substantial.

The well-deserved beneficiary of many lucrative contracts over the years, perhaps her proudest career achievement is becoming the highest-paid journalist in the world (male or female) when, in January 2002, she signed the largest financial deal ever in television news—\$65M over four-and-a-half years to stay at the helm of NBC’s *Today*.

The secret to her success? Honoring the guidance of her parents... and, her intuition.

“My parents were incredibly supportive,” Katie recalls. *“They encouraged me to make mistakes and forge my own path while staying true to who I inherently am.”*

An admitted *“unabashed extrovert,”* Katie’s curiosity about people and ideas, combined with her love of words and language, make for a powerful combination. Writing came

“From an early age, I knew I didn’t want to be a poser or pretender.”

naturally to her... perhaps because Dad was a print journalist. Not surprisingly, she chose to follow in his journalistic footsteps.

“I am a huge observer of life,” Katie said. *“Journalism is a great fit for me professionally and tailor-made for someone with my personality traits and skills. I can honestly say this has never felt like work. I’m fortunate, because my career is always exciting, fun, and interesting.”*

Podcasting has opened up an entirely new paradigm for sharing her affinity for telling stories through sound and conversations. One of her unexpected (and unofficial) audio mentors? Shock-Jock DJ Howard Stern.

“Howard discovered a long time ago that audio affords an entirely different level of intimacy between the host and the guest, and ultimately, the listeners,” Katie shared. *“When people are interviewed*



Couric sits down with Kristin Chenoweth for her podcast, *Next Question*



Interviewing Greta Gerwig

on radio, they're more prone to let their hair down. They're not worried about how they look, their facial expressions, or their body language. To a large degree, it's an anonymous medium.

"This is very liberating for someone who has a story to tell or intimate details to share. Podcasts afford the same degree of anonymity as radio. We've found that many of our guests are willing to talk about delicate subjects that may be difficult for them to discuss through other channels such as video."

In a profession historically laden with can'ts, should's and don'ts, Katie's unwillingness to compromise her standards and sway from her patented, hard-hitting approach to uncovering the real story has attracted fans across multiple generations. Arguably, it is this commitment to running her own race that has empowered her to stay at the pinnacle of the industry for decades.

"I'm guided by my own North Star," Katie revealed. *"Over the course of my career, there were numerous occasions where those who supposedly knew better than me*

tried to turn me into something I wasn't. I rejected those notions time and time again.

"To thrive in this business, one must have a certain 'sixth sense.' It's imperative to know in your gut what your next best move is. And, you have to let empathy guide you when someone is talking about a deeply personal matter."

Often, Katie conducts interviews that are difficult at best, addressing issues such as rape, abuse, misconduct, and other controversial subjects. These conversations can become confrontational in nature.

"At every juncture, I convey genuine compassion," Katie shared. *"Emotional intelligence is required to properly address sensitive subject matter. I have always been wired as an extremely empathetic person. To unearth the truth, you have to make people feel safe enough to share it."*

And, confide in her they do. This is part of her genius. To befriend even those who have participated in questionable activity. To solicit the truth. To ask the questions no one else dares. To be neither judge nor jury.

It is not an act. She prides herself on being the same off camera as she is in front of it—off the microphone as she is on it.

“From an early age, I knew I didn’t want to be a poser or pretender,” Katie said. *“People can smell phonies, and I can’t stand ‘em either.”*

Her kind nature earned her the nickname ‘America’s Sweetheart,’ although she’s long moved past the moniker. *“There’s a statute of limitations on that,”* she told *Emily Heil of The Washington Post*. *“And, on ‘perky’... I think after 40, that’s really hard to claim, too.”*

While Katie has every right to claim whatever moniker she’d like, ‘The Real Deal’ is perhaps a better fit.

On her iHeartRadio Original Podcast, *Next Question with Katie Couric*, and through her diversified media company, *Katie Couric Media*, she absolutely keeps it real. Recognizing that the media landscape is changing daily, she endeavors to be at the forefront of those shifts.

“The whole premise of Katie Couric Media is to not only take on independent projects we want to give voice to, but to also work with purpose-driven brands that care about important issues, like the environment or gender-related concerns, and help them best convey their mission,” said Couric. *“CBD, violent pornography, eSports, ageism, online radicalization, anxiety, astrology, maternal mortality, how eating meat impacts the environment, etc.—we’re taking it all on and aim to be the source*



KATIE listens to



FAMILY SECRETS

Host Dani Shapiro and her guests explore astonishing family secrets and uncover the extraordinary lessons the truth can teach us.



UP FIRST

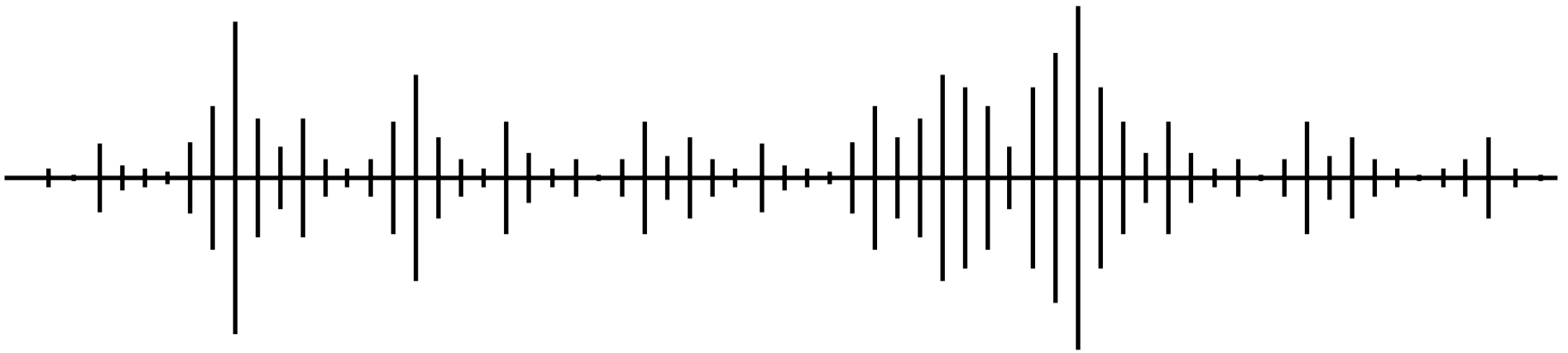
The news you need to start your day, featuring the three biggest stories with reporting and analysis from NPR News... in 10 minutes.



SIBLING REVELRY

Explores the sibling bond, family dynamics, the human mind, body, and so much more. Free-formed, wide open, relaxed conversation.

“To unearth the truth, you have to make people feel safe enough to share it.”



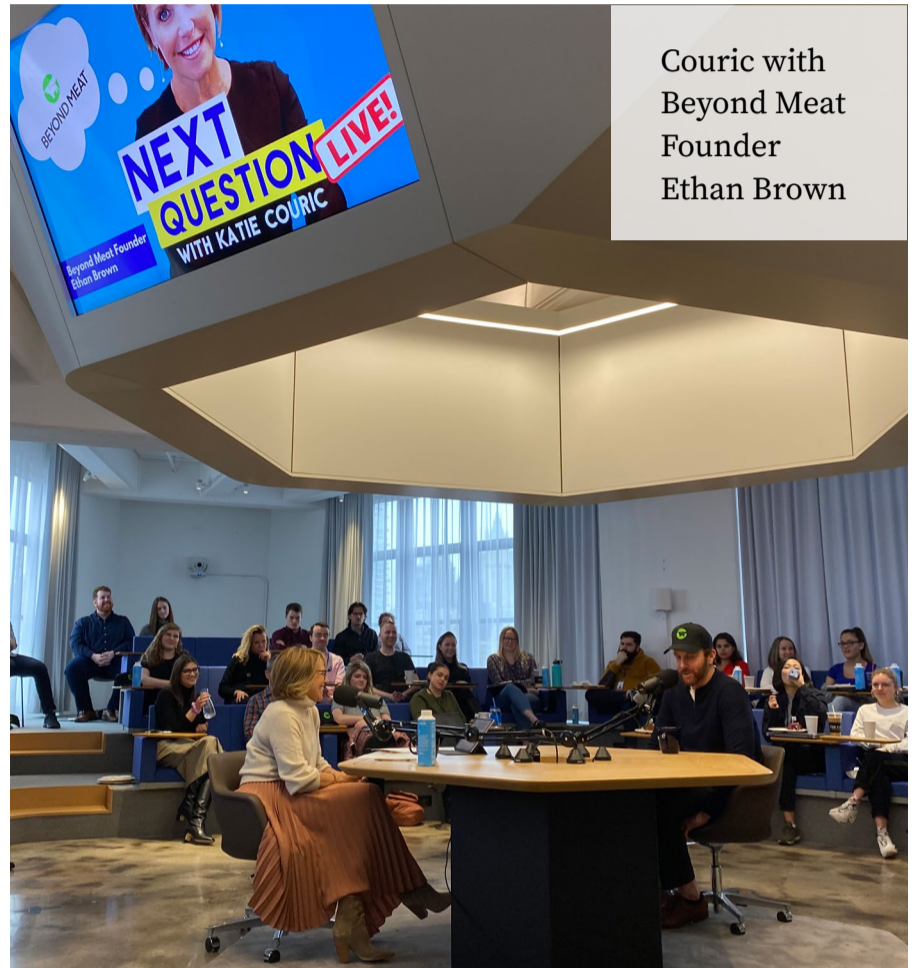
people can trust to help delineate fact from fiction.”

To help bring her vision to fruition, Katie leverages her A-list rolodex to enlist many of the world’s greatest minds. Playing the role of conduit is one she does not take lightly.

“As a journalist, I’m in a unique position to help others elevate their knowledge and provide them with access to incredible talent,” Katie shared. *“I love hearing from people about what they learned and want us to explore in the future. Our goal is to identify stories we feel are important and, hopefully, others will find interesting, too.”*

On occasion, these choices are met with less-than-stellar feedback. Katie takes the criticism in stride knowing that the democratization of media is a two-way street: producer and consumer can readily share their thoughts with a simple push of a button.

“Every artist wants to be well-received, and



Couric with Beyond Meat Founder Ethan Brown



With writer and actress Heidi Schreck





“Mass media has really been replaced by niche media.”

I consider my work in its purest form to be art,” Katie said. “When you receive praise from the people you’re creating for, that’s the best affirmation of all. Critics, whether professional or amateur, have one job... to criticize. At the end of the day, the consumer has the ultimate say in the conversation.”

One of the conversations Katie considers especially important is the one around the battle to find a cure for cancer—specifically, colon cancer. She’s played an integral role in that conversation since 1998, when her first husband, Jay, died from the disease at just 42 years old, leaving Katie to raise their daughters, then six and two, alone.

Instead of curling up into a ball or falling into a deep depression—which she would have had every right to do—Katie got on the table... for a colonoscopy. Emboldened, horrified, frightened, and genuinely concerned about the lack of awareness around this preventable disease, Katie underwent a colon screening, live on air, during *The Today Show*.

The impact was immediate. According to a 2003 report from the University of Michigan School of Medicine, in the nine months following her campaign, not only did the number of colonoscopies increase significantly overall (15.0 per month per CORI physician prior versus 18.1 per month after), but so did the number of women who underwent the procedure (43.4% prior versus 47.4% after).

Her sister’s death from pancreatic cancer several years later only strengthened her dedication to raising awareness and facing cancer head-on. She is a founding member of Stand Up To Cancer, the National Colorectal Cancer Research Alliance, and the Jay Monahan Center for Gastrointestinal Health among myriad other cancer-related initiatives.

“A lot of people would have done what I did if they had the pulpit I had,” says Couric. “I don’t feel like a hero for raising awareness. Others who have experienced unimaginable loss would have done this too.”

“We’re taking it all on and aim to be the source people can trust to help delineate fact from fiction.”

“It would have been grossly irresponsible not to share as I did on The Today Show. It helped me recover, heal, and move forward after losing Jay. I was lucky I had that platform. It is both a privilege and an obligation to use it in a productive and positive way. Cancer just makes you feel so powerless.”

While the acute pain has subsided, the fire to share stories that matter burns strong. Now approaching what some consider ‘the golden years,’ Katie has no plans of slowing down.

“We live in such exciting times. Mass media has really been replaced by niche media,” Katie said. *“Yes, there is a lot of content being produced and the paradox of choice exists. However, people will gravitate toward what they’re MOST interested in. There’s a lid for every pot.”*

And, rather than bask in the island sun, sipping on Piña Coladas, enjoying the fruits of her labor she has deservedly earned, Katie has other plans.

“Fact is, I never saw work as a means to an end,” Katie said. *“It is something I have always wanted and continue to do with enthusiasm. I honestly believe that, even in my sunset years when I’m living in an old-folks home, I’ll likely be the editor-in-chief of its newsletter. The day I stop asking questions will be the day I die.”*

Hopefully, that day is far, far away. 🗣️



Founder/Editor-in-Chief

Steve Olsher

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Beyond 8 Figures 🎧

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PROMOTING CIVIC ENGAGEMENT

A Chat with Mila Atmos of *Future Hindsight*

If Mila Atmos had followed her original plan to become an economist, she probably wouldn't have ever created *Future Hindsight*, a podcast dedicated to promoting civic engagement.

Fortunately, she realized that economics wasn't her thing early in her college career at Columbia University. *"I didn't see myself really doing that much math in my life; I really didn't want to do that much math!"* Atmos admitted with a laugh.

Instead, she became a history major. Over the course of her education, she discovered a real love of learning.



This feeling was something she hadn't experienced before, and it changed her life. *"I think it made me much more passionate about just learning, as opposed to having an end goal with the knowledge,"* she said with thoughtful consideration. Ultimately, it would also play a big role in her decision to host a podcast.

The idea of *Future Hindsight* originated as a book project in 2017. But when Atmos approached a literary agent/friend to discuss her civic engagement book concept, that friend, while encouraging, dropped some bad news quickly: Atmos's book wouldn't go to the publisher until 2019—at the earliest. Atmos's response: *"We don't have two years to wait!"*

And that's when the podcast idea came to her. She'd already been doing interviews and writing long-form articles for Quartz, Medium, and The Huffington Post, so a podcast seemed like a natural transition. Plus, as a podcast listener herself, she enjoyed interview-style podcasts because of the feeling of intimacy she experienced. She therefore deemed it essential from the start that any podcast she developed have a similar feel.

When she launched *Future Hindsight* in 2018, its direction was fueled by her disappointment in the media's coverage of the 2016 presidential election. *"I felt the media wasn't covering the issues. It was covering primarily the horse race. I thought there were many opportunities to have more insightful conversations about how we can enrich our lives and advance the American cause. Nobody was having*

MILA

listens to

HIDDEN BRAIN

The Hidden Brain podcast uses science and storytelling to reveal the unconscious patterns that drive human behavior, shape our choices and direct our relationships.

THE ASSET

The Asset explores how President Trump acts on behalf of Russia's interests, breaking down his ties to Russia and his effort to extort the Ukrainian government for personal political gain.

SLOW BURN (SEASON 1)

Slow Burn (Season 1) deep dives into one of the biggest political stories of the late 20th century: the Watergate scandal that brought down President Nixon.

"American democracy is a living, breathing mechanism whose well-being deserves to be cultivated and protected."



those conversations.” Atmos wanted to have those conversations, but she wasn’t certain she’d be able to motivate her listeners to dive into civic engagement.

Then, she realized her guests would provide the excitement and passion for it covertly. Given the depth of the conversations, she trusts listeners will pick up on what the guests project. *“The people [I interview] are already civically engaged. I call them ‘citizen changemakers,’ as they can really speak about their journey and how they understand the issues, which is normally so much deeper and multifaceted than what you would read in the newspaper or a magazine or even listen to on the radio. I think it provides a different opportunity to think about the issues beyond what one would read in traditional media outlets.”*

Atmos’s love of learning is an integral part of her podcast. Not only is it nurtured by the topics she covers (civil rights, elections, government accountability,



ethics, the environment, and public policy among others) and the deep-dive research she completes around them months in advance of the interviews, but also by the podcasting process itself.

The show, which airs weekly, is presented in “seasons” following a revelation she had during the 2018 election cycle. Initially, she would decide on a topic and then look for a guest to interview. Almost by accident, though, she discovered she could investigate subjects more deeply in seasons—like the eight episodes in a row that focused on various election issues and the voting process.

Now, she compiles interviews for her podcast a bit differently. A podcasting soothsayer, she uncovers relevant topics based not only on what her listeners will find entertaining, but also on what she thinks will spark interest in civic engagement and awareness.

Through her careful topic selection, she also seeks to answer two questions: first, what do we want our future to be? And second, what do we need to do to realize



“There are so many Americans who really are fearless for their enthusiasm for their country, and fearless in trying to find solutions to problems they perceive we have.”

that future? *“I call this [podcast] ‘Future Hindsight’ because I want to be able to look back... from a future vantage point on this time and see that I have done something to make our society stronger,”* Atmos stated. She hopes that this “looking-from-the-future-to-inform-the-present” idea inspires, and perhaps startles, listeners to adopt a heartfelt mission of civic engagement.

Her interviews with citizen changemakers illustrate her belief that *“American democracy is a living, breathing mechanism whose well-being deserves to be cultivated and protected.”* The goal is for listeners to see that they have *“the power to shape our society and fulfill our shared civic responsibility.”* In other words, listeners can effect positive change, just like her guests.

Atmos, in some respects, is still fulfilling the role she assumed in college—that of coxswain to the women’s rowing team at Columbia. In that position, she kept the pace for the rowers and provided encouragement and motivation when the going got tough.

Today, instead of talking to rowers, she’s talking to all Americans, providing that

same type of encouragement as she keeps a finger on the pulse of America’s moods and transmits motivation, passion, and a love of and commitment to participation in the democratic process.

And she’s hopeful for the future:

“There are so many Americans who really are fearless for their enthusiasm for their country, and fearless in trying to find solutions to problems they perceive we have. They care, in part, because they believe in American society. They believe in democracy. And I think they’re right.” 🎧



Government Category Director

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The Author Confidential 🎧

Got a Government Podcast suggestion?

Let us know! >



UNDER THE RADAR

Lisbeth's Independent Review Of A Government Podcast You Probably Haven't Heard Of... But Should Be Listening To



THE 35 U: LEADERS OF TODAY SERIES

The 35 U podcast seeks to recognize millennial leadership contributions and provide resources to inspire and support the next generation of leaders across the country. Eric Gooden, founder and host of *The 35 U*, was inspired to create the podcast in 2015 after participating in the Congressional Black Caucus Institute's seven-day intensive, Leadership/Political Boot Camp, in 2014.

Currently, there are only 14 episodes available. However, these bite-sized installments



(averaging between five and eight minutes each) reveal the tenacity, grit, creativity, and determination of the Millennial generation whether Gooden is interviewing a nonprofit entrepreneur or a state representative.

Gooden has a minimalist interview style, choosing, instead, to allow his guests to expand on their experiences while sharing their focus and passion. Consistent themes throughout each interview are a sense of fearlessness and giving back, and his guests' desire to represent their generation constructively.

A fun touch in the video version of the podcast is Gooden's use of two very different sets. The first is formal: two leather chairs and a wood panel backdrop. The second is a barbershop, and surprisingly enough, it provides the highest-quality video and audio. The formal set echoes, and there's a distinct low hum in the background of the audios. This inferior audio quality is the reason I've chosen the four-mic rating instead of a five. 🎧

TROUBLE FINDING THE NEEDLES IN THE MASSIVE UNKNOWN HAYSTACKS?

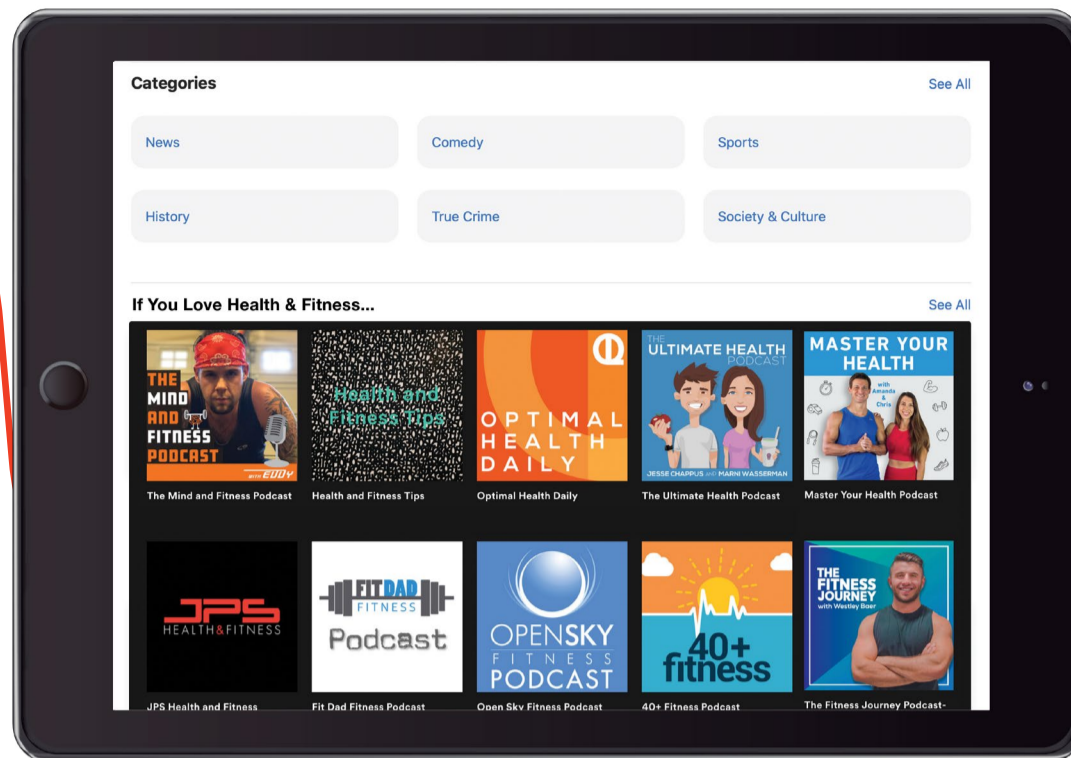
A Roadmap to Finding Your Next Health & Fitness Podcast

As the Category Director for Health and Fitness, I figured it'd be easy to find podcasts in this genre that fit my criteria for a feature story.

Boy, I was wrong! It's like finding a needle in multiple haystacks (after finding the haystacks!). I imagine you—the podcast

fan—are likely experiencing the same frustration if you too have criteria for finding a new podcast to listen to.

Wondering why it's so hard? Well, it may be (in part) due to the fact that, in the summer of 2019, Apple created a bit of chaos around categories. Many



were eliminated, some were renamed, and new ones were created. Then, they “mapped” old categories into the new “when possible.”

There are a couple problems with this. First, it was left to the podcaster to update his or her main (and/or sub) category, and some never did (which means it may not be where it’s “supposed” to be, now).

Second, Apple gives the podcaster a choice of three main/subcategories. Depending on how the old categories were mapped, they might actually now be in a different category/subcategory altogether, which again means some podcasts might be completely miscategorized.

And if that’s the case, how can you find what you’re looking for?

Here are a couple of examples from my own experience:

While searching for “health and fitness podcasts,” I found one that was *clearly* about nutrition, but it was categorized

under “Science.” Now, I *can sort of* see how it would fit there, because nutrition *is* a scientific field of study. But there *IS* a Nutrition category, and it isn’t listed there (where you’d think it would be!). Next, I found a podcast that was clearly about medicine, but instead of being listed in that category, it’s under “Business.” Now, this one blew my mind, because it’s a podcast dedicated to discussing medical issues—there is absolutely nothing “business” about it! There have been countless others I’ve found with this same issue, but you get the point.

This discovery made me realize podcast fans are likely experiencing the same issue.

That’s why I want to share my process, along with a few resources I’ve found, to help you find great podcasts with less frustration.

To start, I check out Apple’s podcast categories menu (an important discovery and consumption tool) which is designed



to help you find a relevant show in a specific category. Then, I'll pull up the "Health and Fitness" category, hit "See All" under that subcategory (Fitness, Nutrition, Medicine, Mental Health, Alternative Health, or Sexuality), and look through the 60 available podcasts in that subcategory. Now, the downside is that you still have to click on each one to see the description and length to determine if you want to listen or subscribe, and it surely doesn't list all available podcasts in each subcategory. So, this can be an incredibly time-consuming and tedious process. (Imagine trying to search nearly 100,000 health and fitness podcasts, one by one, to find the new one you want! Phew... it makes me tired just thinking about it! Not to mention how we can't rely on the labels being correct.)

So, from there, I turn to an outside source for help: www.podchaser.com.



Podchaser

The cool thing about Podchaser is that it allows you to do so much with a free account. You can search the categories, view multiple

shows at once, set up a personalized feed of your favorite podcasts, receive podcast recommendations, contribute to Podchaser ratings and reviews, curate your own custom lists of podcasts and episodes, and then share them with others. You can receive notifications of new releases, and follow your friends, favorite hosts, guests, and producers when they appear as a guest on another show. (How awesome is that???)

Another feature I love is the "Podcast Details" section, which tells you when a podcast started, the release date of the latest episode, how often it is released, number of episodes, and average length. This makes searching for that next "right" podcast for you MUCH easier!

And, each show is labeled by category, so you can truly see what genre (or genres) it falls under.

Another helpful resource I use is www.listennotes.com.

Listen Notes is a podcast search engine designed to help you find podcasts by person, place, or topic. Just type in what you're looking for, and you'll receive a bevy of shows that relate. Once you find one you might want to explore, you'll see even more options and information, like listening via Apple or their own inline player (to listen on the spot), the RSS feed, website (when available), and the podcast host's email. You can also filter, sort, create a "Listen Later" playlist, and even request "Listen Alerts" (similar to Google Alerts)

LISTEN  NOTES

to receive an email notification of new podcast releases that reflect your keyword search.

Plus, let's say you listen to a podcast episode and love it. You intend to return to subscribe, but you cannot remember the name of it. Well, type a phrase you heard (something the host or guest may have said, for example) into the search bar, and whallah! You'll find it again!

Finally, I'll turn to podsearch.com.



This is a somewhat "simpler" search engine that allows you to browse categories, discover top podcasts and newly launched shows, and listen to samples. It doesn't offer the detailed information Podchaser does, but it's a nice little tool to find additional podcasts with specific category labels.

These are just a few tools you can use to ease the frustration of finding those needles in the massive multiple haystacks that comprise the podcast space. My best advice: keep searching! And if you still can't find what you're looking for... maybe it's time for YOU to launch it! 🎧



Health & Fitness Category Director

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Kick Your Buts 🎧

...ease the frustration of finding those needles in the massive multiple haystacks that comprise the podcast space.



Got a Health & Fitness Podcast suggestion?

Let us know! >



UNDER THE RADAR

Susan's Independent Review Of A Health & Fitness Podcast You Probably Haven't Heard Of... But Should Be Listening To

FASTER WAY PODCAST



FASTER WAY PODCAST

How do you choose the best health and fitness program that is right for you when there are SO many programs, coaches, and methods out there?

Meet Amanda Tress, Founder and CEO of the *FASTER Way to Fat Loss*[®] program and host of the *FASTER Way Podcast*.

Amanda launched this podcast in late November 2019, and while there are currently only 10 episodes released, it is a huge hit with fans—garnering 125 reviews already.



4.5
MICS

Amanda's focus is a well-balanced combination of whole-food nutrition, intermittent fasting, carb cycling, and effective workouts. Calling the system a “game-changer” for herself and the 100,000+ clients she serves, it's worth checking out!

Amanda carefully chooses the best and brightest expert guests to reveal strategies and tips that empower listeners to improve their health and wellness, prevent disease, fulfill their purpose with energy, gain confidence, and truly live a happier and more fulfilling life.

The range of topics covered in the short 25-45 minute interviews is varied: whole food/plant-based diets, hormone health, strategies for exercising (including for those dealing with illness), maintaining mindset, and community involvement.

This podcast offers a wealth of information to improve your health. Whether your goal is to lose weight or increase your happiness quotient, I highly recommend you listen to this “Under the Radar” pick if you're focusing on your health in 2020. 🎧



WITHIN THE WIRES

How a Simple Relaxation Cassette Tape Became a Tool to Subvert the Government

“Welcome to the relaxation study. This 10-cassette series will guide you toward relaxation, focus, and total body awareness. Listen to these guides with authorized headphones from the institute’s security team.” — Within the Wires

Imagine tuning in to a series of relaxation tapes, in which it is slowly revealed that you (the listener) are trapped inside a medical institute... seemingly against your will.

Or, maybe you find yourself visiting a variety of museum art exhibits while the accompanying audio guides tell the story of a missing artist.

Or, perhaps you are eavesdropping on a series of dictations between a boss and his secretary that unveils a political thriller.

Or, maybe you’re listening to letters from a mother to her daughter who is running an anti-government commune.

All of these scenarios are slices from the same universe—a world that somehow both resembles ours, and doesn’t.

A world that, on the surface, seems peaceful and happy... but just underneath that gentle facade lies an undercurrent of disturbance.

Something just isn’t right.

And the more you listen, the more the pieces start to come together, forming a picture of a time and place that is actually quite unsettling (even borderline creepy).

Welcome to the world of *Within the Wires*—a fictional podcast produced by Night Vale Presents, co-creator Jeffrey Cranor, and author Janina Matthewson. *Within the Wires* is one of a dozen podcasts created by Night Vale Presents, which boast over seven-million downloads a month.

“Within the Wires is what we refer to as an ‘immersive fiction’ podcast—all the narration for the show is done in the style directed at a specific listener,” Cranor said. *“So, for example, when we (my co-writer Janina Matthewson and I) started the show in 2015, we did a whole 10-episode season that is basically a 10-cassette relaxation exercise designed around a listener looking for that type of guidance. We incorporated visuals and breathing exercises and things like that. And what we built into it was a storyline in which the person who’s listening is a prisoner in some type of medical institution, and the person creating the tapes is coating the language as such to create an escape route to help that person out of the institute.”*

“The art of creating a universe, then destroying it, then creating it again and destroying it, in this constant state of fire and rubble and reconstruction is, I think, a really fun way of telling a story.”

Cranor, who first shot to fame co-creating the ground-breaking podcast *Welcome*



Jeffrey Cranor (photo credit: Nina Subin)

to Night Vale, first got the idea to create a story around relaxation tapes from collaborating with his wife on some theater pieces.

Rather than have the dancers dance to music, they instead “danced” to the sound of Cranor’s voice walking them through visualization exercises. *“Sort of like a new age-y relaxation thing,”* Cranor explained.

“I thought it would be really fun to have more room to play with this concept,” he continued. *“Just as an audio medium. To tell the story while subverting that concept... have the listener treat it almost like a puzzle and put the pieces together him or herself.”*

This wasn’t the first time Cranor was inspired by the theater, either. Single-person storytellers like David Sedaris, Holly Hughes, and especially Spalding Gray were also big influences:

“Anyone who could stand in the center of the stage and command a level of attention and create a whole world [inspires me],” Cranor said. “Especially in the case of someone like Spalding, who could create a whole world with no visuals. A lot of times, his ‘performances’ were just him sitting at a desk with a glass of water telling the story. And they were so vivid and bright.”

The single-storyteller format is something Cranor relied heavily on when he created all his fiction podcasts. This is not only because it keeps costs down and makes it easier and faster to bring the shows to market (less moving parts and people to coordinate), but also because he didn’t want to go the way of “radio drama,” choosing instead to focus on storytelling.

“Oftentimes, a single storyteller is the easiest, most intimate, direct, and personal way by which you can connect with the listener. And having that level of connection also helps the storyline.”

This format can also help with clarity, which is really important for podcasts. *“There are no visual touchstones,”* Cranor said. *“I can’t show someone; I have to tell them. If you tune out for any second of an audio podcast and the writing doesn’t do something to bring you back into it, it becomes easy to sort of get lost. I’ve heard audio fiction podcasts where there’s so many moving parts, that’s what ends up happening.”*



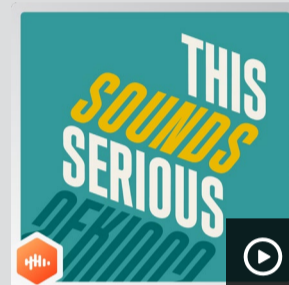
JEFFREY

listens to



THE SHADOWS

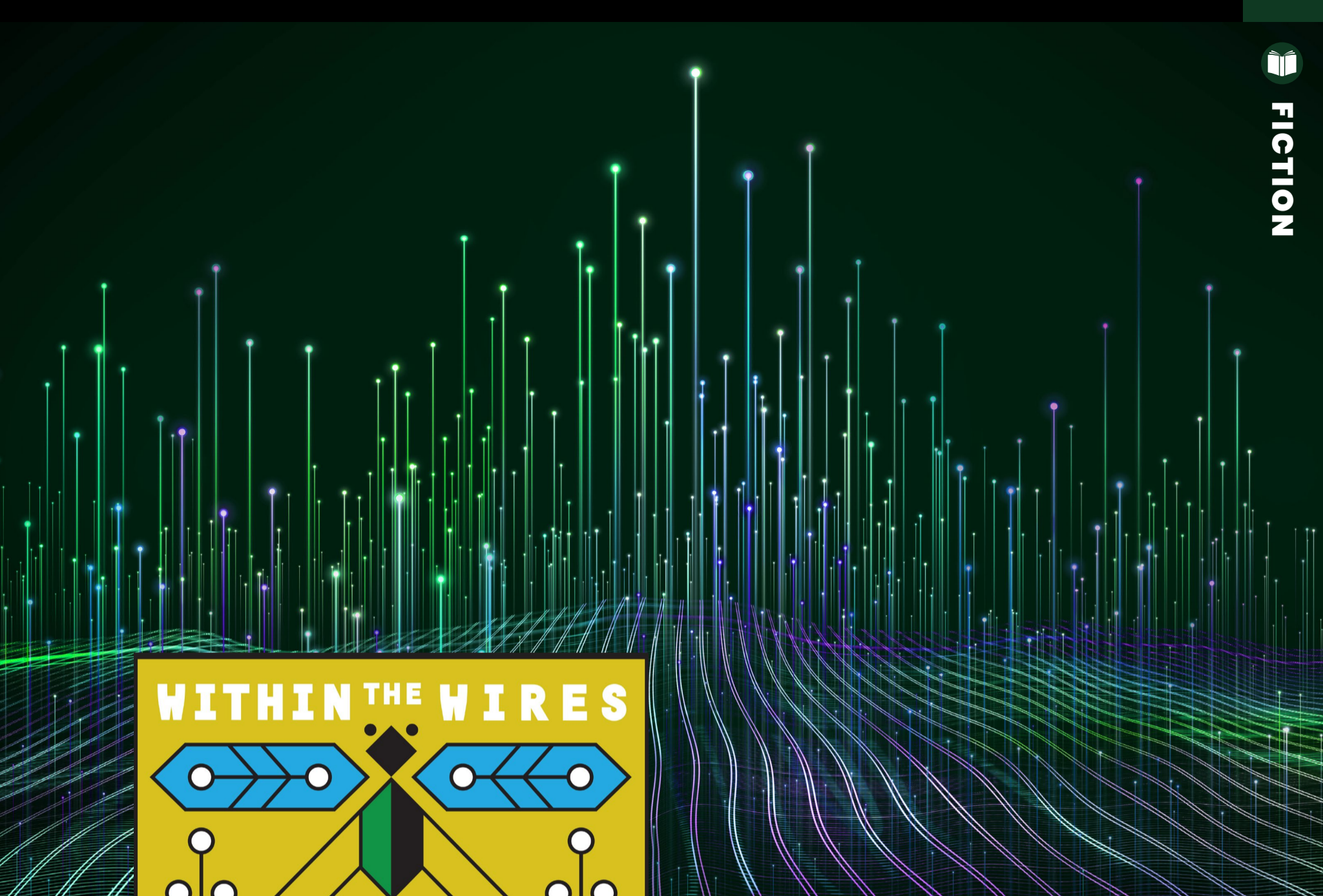
The Shadows is a story about the anatomy of a relationship: a crush, a choice, a resentment and an end.



THIS SOUNDS SERIOUS

After listening to a 9-1-1 call from the longest hostage situation in Oregon history, host Gwen Radford finds herself on the trail of America’s most missing person.

“The art of creating a universe then destroying it, then creating it again and destroying it, in this constant state of fire and rubble and reconstruction is, I think, a really fun way of telling a story.”



a brand-new podcast that’s “bigger” in scope of his other projects.

You can check out *Within the Wires* and all of Night Vale Presents’ podcasts on Apple Podcasts, Sticher, and all your favorite podcast hangouts. 📍

Even though Cranor prefers the single-storyteller format, he has fallen in love with a few higher-budget, “radio drama” types of production, including *The Shadows* and *This Sounds Serious*.

Right now, Cranor is currently working on the script for season five of *Within the Wires*, to be released in August 2020. He’s also adding more episodes of *Welcome to Night Vale* to the mix, while creating



Fiction Category Director

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The Write Inspiration podcast 🎧

Got a Fiction Podcast suggestion?

Let us know! >



UNDER THE RADAR

Michele's Independent Review Of A Fiction Podcast You Probably Haven't Heard Of... But Should Be Listening To



DARKEST NIGHT

Let me start by saying I have a love/hate relationship with the horror genre.

I love the suspense, the creepiness, and the scare factor. But I hate the gore.

And that's exactly why I find myself holding my breath as I listen to horror podcasts: will they be too gory for me, or will the stories pull me in?

Well, at least initially, *The Darkest Night* seemed to fit the bill. (At least in Season 1. Seasons 2-3 appear to get a lot gorier, based on reviews from other listeners.)



Taking place in a sinister laboratory called “Project Cyclops,” scientists pull memories from the recently deceased. Along with seeing the last horrifying (and violent) moments of the dead, there’s also a darker master plan that is slowly revealed.

Who is behind Project Cyclops? And why?

There was a lot I liked about this podcast. The story is twisted and pulls you in. The actors were talented and compelling.

What I didn’t like is the narration... of the deceased’s memories.

How can there be a narrator relating someone else’s memories? And who IS the narrator, anyway?

I’m not a fan of narration in fiction podcasts, because it tends to disrupt the whole process of engaging the listener completely.

Still, despite all of that, I found myself enjoying *The Darkest Night*. 🎧

THE HEART OF PODCASTING

Highlights from the 2nd Annual iHeartRadio Podcast Awards

The second annual [iHeartRadio Podcast Awards](#) brought the biggest names in podcasting together at the iHeartRadio Theater in Los Angeles, CA. The event honored several of today's leading podcasts and celebrated the talents of the wide variety of leaders across the podcast spectrum.

The show kicked off with renowned actor, comedian, and producer Will Ferrell of *The Ron Burgundy Podcast* reminiscing about his love for the medium, and true to his sarcastic nature, his creation of the internet and audio streaming.

Attended by *Podcast Magazine's* Founder/Editor-In-Chief Steve Olsher, the night featured appearances by an array of celebrity presenters and top podcasters including Conan O'Brien, Sebastian Maniscalco, Brooke Burke, Gavin DeGraw, Kaitlyn Bristowe, Nick Viall, Stassi Schroeder, Yeadley Smith, Aaron Mahnke, Holly Frey, Jake Brennan, Josh Clark, Chuck Bryant, and Charlamagne Tha God, among others.



← The 2020 awards were held at the **iHeart Radio Theater in LA**



↑ Talking with **Sebastian Maniscalco** of the ***The Pete & Sebastian Show***



← **Jean-Claude Van Damme** stops to chat



→ **Chuck Bryant** and **Josh Clark** discuss their podcast ***Stuff You Should Know***



↑
DJ Damage, Apryl Jones, and Jason Lee of *Hollywood Unlocked*



↑
Dr. Joy Harden Bradford of *Therapy For Black Girls*

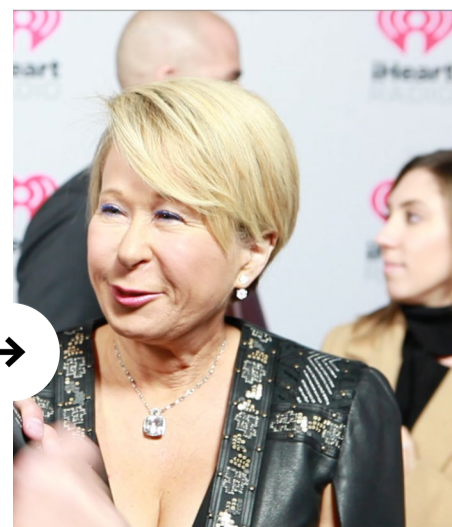


↑
Roselyn Sanchez and Eric Winter of *He Said. Ella Dijo*



↑
Donald Albright and Payne Lindsey of *Tenderfoot TV*

Yardley Smith
(the voice of *Lisa Simpson*) of ***Small Town Dicks***



Here's the full list of the night's winners

PODCAST OF THE YEAR

"The Dropout" (ABC News)



ICON AWARD - INNOVATOR AWARD (PRESENTED BY ZOOM)

"Life Kit" (NPR)

ICON AWARD - AUDIBLE AUDIO PIONEER AWARD

Donald Albright & Payne Lindsey (Tenderfoot TV)



ICON AWARD - SOCIAL IMPACT AWARD

"1619" (The New York Times)

BEST CRIME PODCAST

"Man in the Window" (L.A. Times/Wondery)



THE BREAKFAST CLUB



BEST POP CULTURE PODCAST

"The Breakfast Club" (iHeartRadio)

BEST MUSIC PODCAST

"Disgraceland" (iHeartRadio)



The Daily

BEST NEWS PODCAST

"The Daily" (The New York Times)

BEST SPORTS & RECREATION PODCAST

"30 For 30" (ESPN)



CONAN O'BRIEN NEEDS A FRIEND



BEST COMEDY PODCAST

"Conan O'Brien Needs a Friend" (Team Coco & Earwolf)

BEST POLITICAL PODCAST

"Pod Save the People" (Crooked Media)



NBC'S SONGLAND PODCAST



BEST BRANDED PODCAST

"Songland" (NBC)

BEST KIDS & FAMILY PODCAST

"Story Pirates" (Gimlet)



BEST FOOD PODCAST

"The Dave Chang Show" (The Ringer & Majordomo Media)

BEST FICTION PODCAST

"Blackout" (Endeavor Audio & QCODE)



BEST BEAUTY & FASHION PODCAST

"Forever35" (Independent)

BEST OVERALL HOST - FEMALE

Nora McInerney (American Public Media)



BEST OVERALL HOST - MALE

Aaron Mahnke (Lore)

BEST BUSINESS & FINANCE PODCAST

"How I Built This with Guy Raz" (NPR)



BEST GREEN PODCAST

"Drilled" (Critical Frequency)

BEST TRAVEL PODCAST

"Overheard at National Geographic" (National Geographic)

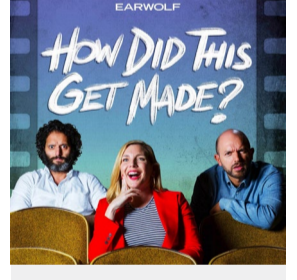
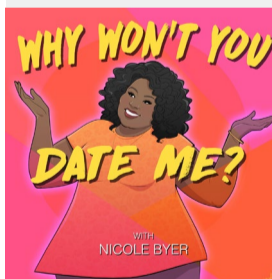


BEST SPIRITUALITY & RELIGION PODCAST

"On Being with Krista Tippett" (On Being Studios)

BEST ADVICE / INSPIRATIONAL PODCAST

"Why Won't You Date Me? With Nicole Byer" (HeadGum)



BEST TV & FILM PODCAST

"How Did This Get Made?" (Earwolf)

BEST SPANISH-LANGUAGE PODCAST

"Radio Ambulante" (NPR)



CONAN O'BRIEN NEEDS A FRIEND



BEST AD READ PODCAST

"Conan O'Brien Needs a Friend" (Team Coco & Earwolf)

BEST SCIENCE PODCAST

"Hidden Brain" (NPR)

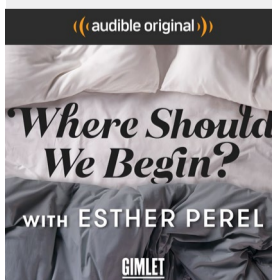


BEST TECHNOLOGY PODCAST

"Reply All" (Gimlet)

BEST WELLNESS & FITNESS PODCAST

"Where Should We Begin? with Esther Perel" (Esther Perel Global Media/Gimlet)



BEST HISTORY PODCAST

"Revisionist History" (Pushkin Industries)



CUTTING THROUGH THE

PODCAST CLUTTER

“When we remove clutter from our lives, we can discover our passions, lead the extraordinary lives we are all meant to live, and share our gifts with the world.”

Getting rid of clutter: we talk about it, dream about it, make resolutions about it, and yet it seems a nearly impossible task to complete.

Perhaps that’s because we’re focusing on the wrong thing.

What if it actually isn’t even about the piles around us? What if it’s our mindset that stands in our way?

The truth is, there’s a lot more to clutter than the “stuff” that accumulates around us. More often than not, we also experience clutter of the mind, life, finances, health, and relationships.

And the problem, according to certified life coach, author, award-winning personal life organizer, and host of *Clear Your Clutter Inside & Out* podcast Julie Coraccio, is that *“Clutter is stuck stagnant energy that prevents you from creating the life you choose, deserve, and desire.”*

Julie’s podcast, on air since 2014, has produced over 300 episodes, all of which cover some form of clutter—internal or external—in our lives. In addition, Julie has recently published a series of 10 books, workbooks, and journals to further assist her listeners in resolving their clutter issues.

Early in Julie’s working life, she was a nanny to two small children. She quickly discovered that leaving the house without a well-organized diaper bag ensured a much more difficult day. She began focusing on organization, implementing systems into her running of the household. Immediately, her job became much easier, and not long after, friends began asking her for help. Thus, her new passion—and career—was born.

In 2011, Julie followed her love of helping others by becoming certified as a life coach.

As she discovered the connection between mind, body, and clutter, Julie knew she had to get her message out there. That’s when she began hosting a television show she



Question - How do you spend your leisure time?

"I love to get away by reading and hiking."

"We have all the answers within; my job is to support you to find the wisdom you need. When you clear your clutter, you can share your gifts with the world."

named "Reawaken Your Brilliance." From that show, the podcast was born just three years later.

The topics vary, ranging from the different types of clutter (did you know gossip creates its own?), to decluttering for a better night's sleep, to preparing for end of life (there is so much to share about this last topic that Julie is contemplating starting another podcast dedicated just to it).

With so many topic choices out there, how does Julie decide on which to focus? Well, she keeps a running file of ideas as they come to her, which usually occurs in her "She Cave"... the bathtub! From there, she typically "themes out" a month at a time.

Whether Julie is doing a solocast based on a message that resonates with her listeners or interviewing an occasional "vetted" guest she knows will offer value and insight to her audience, she believes *"Content is king. But being passionate, authentic, and specialized is what makes a successful podcast."*



Clutter is anything that prevents you from creating the life you choose, deserve, and desire.



Julie, who actually had to overcome a fear of public speaking in order to teach classes and workshops on “becoming clutter free and organized to find peace and live stress free,” has a “tell-it-like-it-is” style. Her straightforward manner, authenticity, and “realness” as she shares her successes, failures, and details of her personal life are just some of the reasons she’s had more than 1.9 million downloads and a tremendously loyal following over the past six years. “It takes a lot of work to produce quality,” Julie says. In order to do so consistently (which in turn allows her to reach a wider audience and build her organizing and coaching businesses), she follows her own advice, making sure to take time off twice a year and tending to her own self-care.

Julie is a podcast fan as well as producer. Some of her favorite listens include *Car Talk*,

Modern Love by the NY Times, *On Being*, *This American Life*, and *Good Together* (coincidentally, the “Under the Radar” feature in the February *Podcast Magazine*!). Hopelessly romantic and happily married, Julie also loves the feel good of *Modern Love* by the NY Times, because it “gives me so much hope.”

“We have all the answers within,” Julie says. “My job is to support you in finding the wisdom you need. When you clear your clutter, you can share your gifts with the world.” 🎧



Leisure Category Director

Lori Lyons

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UNDER THE RADAR

Lori's Independent Review Of A Leisure Podcast You Probably Haven't Heard Of... But Should Be Listening To



COMPLETELY UNNECESSARY PODCAST

How can a podcast with a name like this NOT be entertaining and fun? Pat Contri and Ian Ferguson host this unique “all things video games” show, bouncing between topics like retro and current games, news, and the “odd and unusual”... like weird Christmas returns at game stores, the Fortnite Youtuber banned from the game for cheating, and the reporting of a sealed Super Mario Brothers game sold on the television show Pawn Stars. (Who knew?)



Many of the games they review, discuss, and debate are retro, which inspires the listener to take a lovely stroll down Memory Lane as memories of evenings spent at Arcades with pockets full of quarters come flooding back. Scrolling through the archives will bring you right back to the days of the original PlayStation, GameCube, and even further.

When you listen in, you get the sense these two have known one another for a long time. They don't always agree, and sometimes, the rabbit holes they go down are dead ends. But don't let that fool you; the show has a huge following in the traditional podcast arena and 242K followers on YouTube!

Launched in 2013, there are currently over 200 episodes recorded with new shows released every two weeks (on average).

Check it out, if you're ready to laugh, curse, and scoff at and with Pat and Ian... but mostly, just get ready to enjoy! 🎧



STARVING ARTIST NO MORE

Meet the New Musicpreneur

What image comes to mind when you think of a rising rock star? Maybe you envision someone lugging equipment from gig to gig, playing to an audience comprised of a few devout followers, hoping to be discovered. Living the life of the starving artist was worn like a badge to pledge love and devotion to the art.

And when opportunities did come about, it often meant selling your soul to the 'big machine' in exchange for promises that worked out in their favor... not so much yours.

That was then. This is now.



Now, musicians of every genre are becoming their own ‘big machine,’ calling their own shots, and opening their own doors. “Indie” artists have risen to another level... and now, musicpreneurship is the game, and podcasting is the platform to learn about it.

Why? Because there are podcasters out there who are passionate about serving musicians.

Who Are They?

They’re not necessarily musicians themselves; some are, but others are savvy music-lovers-turned-coaches who’ve niched down to teach musicians how to turn their art into a profitable business.

Here are three podcasts geared toward serving musical artists that are worth tuning in to. (Even if you’re not a musician yourself, these three cover topics like mindset, time management, and goal setting—which means any entrepreneur can learn a thing or two.)

1. *The Music-Preneur Mindset Podcast*

Suzanne Paulinski, aka “Suz” of The Rock/Star Advocate, “lays out everything you need to know to go from struggling DIY Musician to confident Music-Preneur, growing a sustainable career in music.”

This music fan was never a performer, but she studied the industry—



Living the life of the starving artist was worn like a badge to pledge love and devotion to the art.

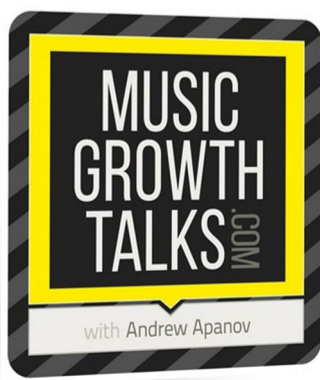


everything from contracts to starting a record label—and then began coaching musicians on topics familiar to most entrepreneurs. Episode topics range from procrastination versus processing to avoiding “Shiny Object Syndrome,” but the majority of shows spotlight working musicians, most of whom are calling their own shots in the music business. Take Leah McHenry, for example (episode 74). This mother of five built a multi-six-figure music career without having to go on tour. She successfully crowdfunded her latest album launch, created Savvy Musician Academy to coach other musicians, and sells her own line of merchandise. She even hosts another podcast, *The Savvy Musician Show*, to teach musicians how to market.

2. Music Growth Talks

Host Andrew Apanov, founder of the Dotted Music marketing agency, labels himself a “Music Growth

Engineer.” Podcast episodes feature “the world’s smartest representatives of the music business who share tactics and strategies you can use to grow your own music brand.” This well-rounded music industry expert and former editor-in-chief of Ultimate-Guitar.com turns the focus on his guests by asking succinct, probing questions, often encouraging them to tell their own story. It’s all about business growth and personal growth for musicians. This five-star review pretty much sums up the vibe of the show: “Andrew and his guests are right on target for today’s musician.” Guests include the likes of Wellness Coach for Musicians, Katie Zaccardi (episode 140), who talks about time management and stress and mental health of musicians—a popular topic in entrepreneurship in general. She also has her own show, *The Out To Be Podcast*, which focuses on “all things wellness, self-care, and mental health, and how they relate to the music industry, artists, songwriters, and industry professionals.”





Got a Music Podcast suggestion?

Let us know! >

3. *The Female Entrepreneur Musician*

Host Bree Nobel is a musician on a mission to help other women “DIY their way” to create great music and design a profitable business around it. In 2007, as a touring musician, she founded Women of Substance Radio to promote other female artists. Seeing a need in the industry, she launched *The Female Entrepreneur Musician* in 2015 to teach marketing and business strategies geared toward the women she was promoting. Still, the topics she covers are universal to anyone in the music industry. While she does talk about writing and music creation, she prefers to bring in experts who may be better suited for topics around performing. Her primary focus is on the business of music and to provide a big picture of music-related business strategies: websites, advertising, social media, money mindset, and goal setting. She says first and foremost, musicians need to know how to build an audience, so list building, fan-basing, crowdfunding, and non-traditional streams of income are popular topics on her show. Her position is clearly around working less and making more, and staying inspired by the art. Scrolling through topics, some episodes that stand out are: “How to Find the Best Virtual Assistant for Musicians” (episode 174) and “How to Make More Money from Music Without Working Harder or More Hours” (episode 191).

New Media Has Changed the Game

One of the commonalities I noticed in these podcast hosts is that, while they come from different backgrounds, they all share a passion for seeing musicians succeed. They’ve taken music beyond the art to treat it like the business it is. They are entrepreneurs who’ve chosen music as their niche, teaching entrepreneurial skills that are universal to any business.

As a result, while “Indie” artists and DIY-ers forged the path, the music-preneur has changed the game. More musicians are getting seen and heard without being at the mercy of a record label. They are taking control of their destiny and treating their art like an e-commerce business. They’re relying less on the stage, and more on today’s media as their platform of choice, whether it’s behind the mic teaching others, or tuning in to learn the latest business strategies. One thing is clear: podcasts have leveled the playing field, making it possible for musicians to learn the skills they need to succeed as artists in an e-commerce dominated world. 🎧



Music Category Director

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*Amazing Women And Men
Of Power* 🎧



UNDER THE RADAR

Raven's Independent Review Of A Music Podcast You Probably Haven't Heard Of... But Should Be Listening To



MUSES WITH CHANTY & LYNX

Being married to a man in the music industry, I was drawn to this podcast by the promise to “dish about the wives, girlfriends, and groupies—the partners and muses who inspired their rock heroes.”

And dish they do.

Cohosts Chanty and Lynx are “a couple of fun-lovin’ rocker girls from Toronto” who offer up “a little gossip and fun, plus book reviews and in-depth, heartfelt conversations with other Rock ‘N’ Roll Women—and the occasional Rock ‘N’ Roll Dude.”

In more than 100 episodes, they feature interviews with women in rock and women who love men in rock, and reviews of events and books written about rock.

Episodes include interviews with Pamela Des Barres, author of *I’m with the Band*, *Confessions of a Groupie*, and Lydia Criss, first wife of Peter Criss of KISS, and topics like the backstory of the women mentioned in Lou Reed’s *Walk On the Wildside*.

Chanty and Lynx have great chemistry, and easily connect with their guests. Their banter is casual and revealing, and I applaud them for their knowledge of all things rock and roll.

The downside is that there is just too much banter. With many of the shows, I found myself wanting them to just get to the meat of the topic. Thankfully, in many cases, it was well worth the wait.

If you’ve ever fantasized about living the “Almost Famous” story line, this is a great way to live the rock and roll lifestyle vicariously. 🎧

HEADPHONES

 **MEET** 

PODCASTERS

Considering More Than Form and Function

Skullcandy. JBL. Beats by Dre. Sony.

Headphones have become big business! There is so much more to consider than brand.

There is form. Function. And of course, features... which now go way beyond stereo and noise cancellation. Some have Alexa built in. Some connect to your phone. Some even allow you to listen underwater!


In other words, if you're really serious about your podcast listening, choosing headphones is no longer a simple process.

To start, there are four main families of

headphones to investigate: over the ear, on the ear, in the ear, and bone conducting. However, marketers tend to focus on the features of the headphones, letting consumers choose the type based on their own comfort and use preferences. There is very little information available about the relationship between types and features.


"... most podcast fans seek out active noise cancellation headphones, so they can use them at the gym or on airplanes and hear clearly," says Christian Taylor, Tech Journalist at Craylor Media. If this feature is important to you, you'll want to check out Apple Airpods, in-ear headphones, and/or Beats by Dre's over-the-ear headphones.





When I asked Tom Kelly of CleanCutAudio.com to share his thoughts on headphones, I was surprised by his answer, because I had never considered what he'd spent a great deal of time thinking about. Tom, an audio purist striving to create the absolute best podcast sound for his clients, said, *"The hardest thing for me is I don't like my electronics making decisions for me. I just want them to translate the sound accurately."*

Unfortunately, the kind of accuracy Tom referred to isn't a traditional "feature" of mass-market headphones. In fact, you have to search for "audiophile headphones" to even find information about accurate sound reproduction.



Now, most mainstream audio companies actually do their best to enhance sound. Bose, for instance, has spent decades developing speakers that provide a richer sound experience.

Ultimately, they strive to produce a different (better) sound than what was actually recorded.

But in their attempt to control outside sounds, noise-cancelling headphones change the audio accidentally. Not only does the algorithm cancel unwanted ambient noise, but it also

cuts out part of the core audio that exists in the ambient noise range. While noise cancellation is almost never included in a list of features in the best audiophile headphones, it can surely be a lifesaver on a long flight.

But perhaps the biggest drawback of noise-cancelling headphones is that most podcasts are still produced by amateurs. Blocking out every outside sound isolates the mistakes amateurs make, like having echoes, feedback, and noises related to things like paper rustling that might slip by with less "encompassing" headphones.

Christian Taylor explains, *"... but I'd argue that it's more important to hear what the podcaster is saying, clearly, than worrying about hearing mistakes as a listener. When I'm working out at the gym, I wouldn't be able to hear podcast audio clearly without decent noise-cancelling headphones. There's so much noise from the gym's music and everything happening there."*

Tom Kelly chimes in as well, saying, *"As an editor, hearing all the imperfections is a perfect environment for editing. All speakers translate sound differently and expose issues differently. For instance, the proximity of the headphones to the ear can make it hard to hear other problems, like voice volume differences."* So, if you're an editor, Tom encourages you to listen on multiple devices in different environments, in order to put together the highest-quality product.



When it comes to listening to podcasts, your choice of headphones couldn't be more personal. There are many factors to consider, including comfort, features, price, and often times, the "cool factor."

And don't forget practicality. While over-the-ear and open-backed headphones are the best sounding, it means nothing if they fall off your head when you're running on the treadmill. If you tend to do a lot of your listening while being active (exercising, jogging, doing cross-fit, or participating in lumberjack competitions), then Apple's new AirPods might serve you best with their snug fit and lack of cords.

If sound reproduction is important to you, perhaps as it is for classical music lovers, then look for audiophile headphones. You'll be able to easily narrow down your choices by price and type.

If you travel often by plane, look for over-the-ear noise-cancelling headphones to truly cancel out the roar of the plane

engines. (A word of caution, here: don't be fooled by in-ear headphones that claim to be noise cancelling, as it is just not possible to seal the ear canal with an in-ear bud.)

One more word of advice: if you're a podcaster, consider taking the headphones off, and listen to your show using a variety of equipment in different environments. In the words of Tom Kelly, "*A great room designed for recording podcasts might not be the ideal listening environment.*" So take a step back, and listen to what your fans are hearing. 🎧



Gadgets, Gizmos & Gear

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Got a Gadgets, Gizmos & Gear suggestion?

Let us know! >




GREAT PODCASTS FANS WILL NEVER HEAR

**‘Private’ Podcasts
Are Red Hot**

The numbers don't lie... few employees even open company email newsletters anymore, let alone read them. Far fewer visit their company's intranet site to view the latest video from their CEO providing an "important update." And fewer still pay attention to training webinars or gleefully attend online meetings.

In fact, a recent workplace communication survey conducted by SlickText found that nearly two-thirds (60.8%) of respondents ignore emails while at work. 5.7% indicated they completely ignore HR



emails. Just as concerning, a study by GoToWebinar found employees who attend training webinars are actively engaged in the presentation at hand less than 35% of the time.

While it's easy to gloss over what this pile of data really indicates, the bottom line is that employees are generally numb to traditional, antiquated internal communication channels. Aware of this trend, companies both large and small are now searching for more effective, relevant, and timely internal communication solutions—the kind their employees will actually use and appreciate.

The answer? Podcasts.

As people of all ages (including and especially millennials, who have proven particularly challenging to engage) continue to join the world of podcasting, they're looking to not only be entertained, but inspired and informed. They also endeavor to learn new skills. This insight has prompted myriad companies to begin using internal, private podcasts to inspire, educate, and update their employees.

In fact, the private podcast movement is upon us and accelerating at a rapid pace.

Companies across the globe are creating shows and developing content strictly for their employees.

Because employees tend to be already familiar and comfortable with the audio format, there's little to no learning curve. Furthermore, podcasts are convenient, which means employees can listen whenever it suits them—during their commute, at the gym, or even, at work.

Use cases for private podcasts continues to expand. Companies are leveraging the medium to meet a variety of internal needs, including fostering learning, teaching crucial skills, spurring innovation, driving thought diversity, highlighting internal best practices, reinforcing corporate culture, and of course, amplifying important communication and updates.

More progressive organizations are converting familiar internal communication initiatives such as “town halls,” brainstorming, and onboarding processes into podcast episodes to increase engagement.

As with any emerging movement, an increased number of service providers



...the private podcast movement is upon us and accelerating at a rapid pace.

are forming to address the growing need for private podcasts. For example, companies like Trystoryboard and ustudio have developed hosting and distribution platforms specifically for internal podcasts that provide employees a user experience that mirrors what they receive from their favorite public podcasts on platforms such as Spotify or Apple Podcasts.

However, not all companies who launch internal podcasts are experiencing immediate success. Creating engaging content around traditionally mundane topics is challenging. To address that issue, a cottage industry has developed, whereby podcast production companies and services are being formed to produce internal podcasts that are equally entertaining to the public podcasts employees are accustomed to listening to.

American Express, HARMAN, and Keurig/Dr. Pepper have realized meaningful engagement amongst ranks

by developing shows that are insightful, compelling, inspiring, educational, and yes, entertaining.

For example, as part of an ongoing employee learning and development podcast series, one corporation featured a conversation with a fighter pilot who provided employees with strategies they could use to hone their decision-making skills.

Another well-known franchise business identified and profiled “star” franchisees and featured them as guests on a private podcast where they discussed best practices and strategies for overcoming common challenges. While this show will never make it onto the **Podcast Magazine Hot 50**, for the franchisees who tune in, the value provided rivals that of today’s top business podcasts.

So don’t be surprised if, in the very near future, a friend tells you about an amazing podcast he or she listened to, and when you request details, you hear, “Sorry, I can’t. It’s private.” 🙊



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PUT A RING ON IT!

A Podcast for **Planning the
Big Day** with Joy!

Is there a wedding in your future? If there is, tune in to *Put A Ring On It* to get the behind-the-scenes scoop on all things wedding!

After spending nearly a decade in the wedding planning business in Bucks County, Pennsylvania, Danielle Pasternak (named one of the Top 26 Most Influential Wedding Planners on Facebook in the US) and Daniel Moyer (named one of the Top 100 Wedding Photographers in the World by the International Society of Professional Wedding Photographers) have some pretty amazing stories about the good, the bad, and (of course) the occasional ugly that can come with two people joining their lives together.

Five years ago, this dynamic duo teamed up to co-host the *Put A Ring On It* podcast, which has since accumulated over 150,000 listens and consistently remains on the Apple “What’s Hot” list in the Fashion & Beauty category.

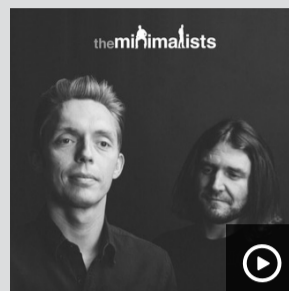
Danielle and Daniel took a quick break from their very busy schedules to share their thoughts on the power of podcasting.

Inspired to join the world of podcasting by their commitment to helping couples all around the world to arrive at their big day with more ease, creativity, and lightheartedness, Danielle said, *“I’m a big fan of sharing as much as I possibly can. I think anytime you combine giving people information along with a community to process and use that information, it does a lot of good. Ideally, it’s doing a lot of good for the world.”*

Reflecting on their decision to launch the show, Daniel added, *“I actually think we talked about it when we were throwing darts*

DANIELLE & DANIEL

listen to



THE MINIMALISTS

Joshua Fields Millburn & Ryan Nicodemus discuss living a meaningful life with less. With more than 50 million downloads and 7,000 listener reviews, The Minimalists Podcast is often the #1 Health podcast.



IMAGINED LIFE

Imagine being a world-famous person as this show takes you on an immersive journey. Clues to “your” identity are dropped along the way and in the end you find out who “you” are!



RDELLA TRAINING

Helping people of all levels train better, get stronger, and discover the best version of themselves. A no-nonsense strength & performance podcast for today’s serious fitness enthusiast, athlete and coach.

“I wanted to just make it a very positive thing to put out into the world and help people as much as we possibly can.”



“I think anytime you combine giving people information with a community to process and use that information, it does a lot of good. Ideally, it’s doing a lot of good for the world.”



that one night Michael (Danielle’s fiance’) and I were running down the hallway. We both said, ‘Hey, we have so much to share. How can we do this?’ And that’s when I think Danielle was like, ‘Let’s do this podcast idea!’ And then, in true Danielle fashion, immediately afterward there were 100 spreadsheets and documented lists of how much things were going to cost and the timeline for the next three years.”

The pair (who have a ton of fun co-hosting the show together) make a powerful team, each offering strengths in the areas the other has weaknesses: Danielle provides the



structure and Daniel the comic relief. They continually shore each other up, as well... as exemplified in their most recent season, when Daniel went on paternity leave for the birth of his twins.

After completing careful research around podcasting formats offered by others in the industry and considering their own schedules in the wedding business, the pair decided on the conversational format, interviewing guests only occasionally. However, they’re not just cranking out content non-stop. It’s important to them to be mindful and intentional about both the quality of the show and how it feeds into and fuels their respective businesses.

“Obviously, there’s a lot that goes into making a podcast,” Danielle shares. “It’s something we do to support our careers. I never wanted it to become such a burden for either of us that we regret it or have really negative feelings toward it, because I think that comes through. I wanted to just make it a very positive thing to put out into the world and help people as much as we possibly can.”



“I just want to keep focused on the questions, ‘What do people need right now? What are they struggling with? What stories can we tell and what information can we provide?’”

“There’s [been] plenty of times when it hasn’t been the smoothest ride figuring out all this stuff,” Daniel added. “The learning curve is super steep. But I think the thing that it always kept coming back to is that we just were in such a good place to share all this information. We do it for the people who listen. Every once in a while, [someone] will reach out and say, ‘Hey, this is so amazing. You guys are doing so such an amazing job. Thank you so much.’ That’s what ends up really keeping it going. Even when we’re questioning if it’s really worth it, asking ourselves if we’re sure it’s what we want to do. And then there’s that little wink or warm and fuzzy from someone. That’s what we call it when we get feedback from our people out there. Then, we know we’re on the right track, even though the back end sometimes is a little crazy as we’re figuring things out still.”

In order to monetize the show, Danielle and Daniel have tried a number of different strategies, including

sponsorships and advertising. Now, the show is primarily funded through the generous donations of their “Ringers”—the term the pair has affectionately given to their listeners who provide support for the ongoing broadcasting through a Patreon account.

There’s one thing you can be sure about *Put A Ring On It*, now in its seventh season (each season comprised of over a dozen episodes): it is absolutely the most “anti-boring,” best way to discover all the behind-the-scenes best practices and insider info for making your big day the best it can be! 🎧



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UNDER THE RADAR

Emerald's Independent Review Of An Arts Podcast You Probably Haven't Heard Of... But Should Be Listening To



THE STYLE MATTERS

Five years and fourteen seasons in, *The Style Matters* podcast has definitely demonstrated its staying power as it provides great information about—and guidance in—interior design. Featuring a mix of interviews with style pros from all over the world as well as host-only episodes, the show is intended to empower listeners to set the style for their home environment.

Earlier episodes of the show were co-hosted with Karen Grant, who was a business partner until mid-2018 when the partnership



ended and Zandra Zuraw took over both the business and the podcast. The sole host of the show since then, Zandra has a refreshingly confident, clear method of communication. Absolutely passionate about style, she invites you to imagine with her the possibilities of changing things up, releasing, and transforming interiors so your home is always a reflection of your unique style.

Produced by “The Little Yellow Couch,” the show offers its listeners the opportunity to create their own “Style Manifesto,” as well as to join Zandra on “Little Yellow Couch” retreats. In the “host-only” episodes, she provides simple, easy-to-understand instructions for listeners who want to reimagine their living space, declutter, and self-define their own home design.

As an added bonus, the show’s website includes a section dedicated to “Podcasting 101” for newbies. It not only explains podcasting, but it also offers instructions for listening, rating, and reviewing the show. 🎧



ARE YOU A WEIRDO?

Don't Be Afraid of The Dark

“Bolt your doors, lock your windows, turn off your lights, and come with me into the weird darkness... Welcome Weirdos!”

And so begins every episode of *Weird Darkness*—a podcast hosted by Darren Marlar that covers stories related to unsolved mysteries, macabre, legends, lore, true crime, conspiracies, horror, and science fiction. Fans of X-files, Star Trek, Unsolved Mysteries, and the Twilight Zone will not be disappointed!

Always an entertainer, Darren began acting and singing in junior high school (and continued through college). For many years, people commented on his speaking voice, and Darren found his niche in radio. Now, thirty years later, he continues to love his role as radio host. His resume includes narrating Audible

books, voiceovers, portraying characters on fiction podcasts, acting film credits, radio host, stand-up comedian, and podcaster. While working full-time from his home studio, Darren also creates daily episodes for *Weird Darkness*. He's also known by the CB handle and character, "Spooky Santa."

Darren has been a fan of the supernatural, science fiction, and horror genres for as long as he can remember. When he was in fifth grade, he found a book of ghost stories in the library, and one story in particular was imbedded in his psyche.

"I remember the image in my mind of the Mothman attacking a car that was bolting down the road, grabbing onto the roof, clawing, climbing it, and scaring a teenage couple to death," Darren shares.

It makes sense, then, that when Darren decided to take his love for "the scare" one step further in 2015, the first airing of *Weird Darkness* (on a YouTube channel) was about the legend of Mothman. (That video is still available on YouTube, along with a montage of drawings and images of Mothman.)

In 2016, Darren created the *Weird Darkness* podcast, and just one year later, he had grown a community following of listeners from around the globe. The show now has 700+ episodes and averages 500,000 downloads per month.



Darren goes above and beyond to engage with his community. Featuring themes on certain days of the week, he encourages interaction with his fans. For example, Wednesday's theme is "Weird@Work." Listeners can win *Weird Darkness* swag and a shoutout by sharing photos of themselves listening to the podcast at work. Thursdays are known as the "Creepy Pasta Day," during which Darren brings to life characters from fiction stories. (A fantastic example of a "Creepy Pasta" episode is the January 3 show based on S.R. Roanoke's "A Summer of Werewolves." Darren portrays no less than five characters, including a female! The story leaps to life—so much so that it's easy to forget it's fiction!) And on Fridays, Darren features episodes submitted by his listeners, re-telling their personal experiences while thoroughly enjoying "acting" them out.

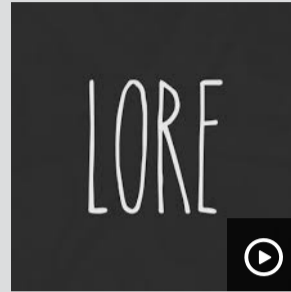
The podcast isn't only about dark stories, though. Darren openly shares with his community that he has lived with depression for most of his life, and that it wasn't until he was in his twenties that he received proper diagnosis and treatment. His experience battling this mood disorder has turned into a mission for bringing awareness to it, and for helping his listeners ease their pain and feelings of aloneness. By sharing about his depression, he is helping to remove the stigma of depression.

To further support his listeners who may be dealing with depression, Darren created a resource page called, "Hope In The Darkness." It provides contact information for the International Foundation for Research and Education on Depression (www.IFRED.org)



DARREN

listens to



LORE

Lore is an award-winning, critically-acclaimed podcast about true life scary stories. Lore exposes the darker side of history, exploring the creatures, people, and places of our wildest nightmares.



THE BYRON CHRONICLES

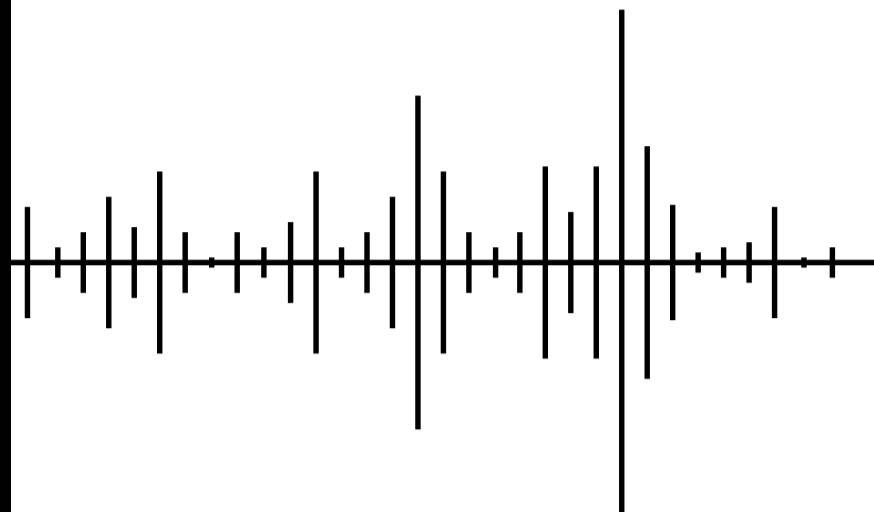
Set in Portland, this long running horror drama's characters include demons, vampires, and other creatures --where the world is nothing but an illusion.



THE HIDDEN FREQUENCIES

This an original science fiction, horror anthology of half-hour audio dramas performed by some of the top names in animation and video game voiceovers.

"I've actually created this family... I don't think the podcast would have the growth and community that really makes it special without that."



and the Suicide Prevention Lifeline (www.suicidepreventionlifeline.org).

Last year, Darren raised almost \$2,000 for IFRED via his first Overcoming the Darkness fundraising campaign. Encouraged by his results, he plans on making the fundraiser an annual event each October—the first week of which having been long designated as Mental Illness Awareness Week.

Darren, a self-proclaimed workaholic and night owl, credits his wife of 25 years, Robin, for his growing success. Attributing it to her love and emotional support, Darren says, *“She doesn’t listen to the podcast; she’s never listened to an episode! But she will drive around with Weird Darkness advertisements on her car and hand out my business cards to everyone she meets. She’s my biggest fan!”*

Creating content five days per week can be challenging. Fortunately, Darren

has a wealth of resources to work with. *“Rarely, will I actually go out and research something and put it together myself. I subscribe to a bazillion email newsletters. I do have authors that I work with specifically, and a wide variety of topics that I can mix and match to create episodes. I would love to say that I am smart enough to be able to do all the writing, but there’s no way I’m ever going to be as brilliant as some of the people that I narrate.”*

Darren truly enjoys meeting his fans, who he has lovingly named “Weirdos,” and building relationships with them. Last year, he even began attending Comic Cons and other themed events to interact with his listeners. He’s also created a Facebook group by the same name of his show, which is very interactive.

Last November, Darren began hosting a “Weirdo Watch Party,” too, in collaboration with www.Erielatnight.com. Participants log in to the website and chat live with horror hosts while poking fun and discussing the B-movie of the night. The most recent party had viewers from



“I don’t watch horror movies. I’ve never in my life read a single Stephen King novel. I love telling the stories, but I don’t necessarily like consuming them.”



97 countries and 610 cities! Fans of horror can join Horror hosts Gruesome Graves and Slash from the Haunted Hotel on Friday, March 13 for “The Giant Gila Monster.”

Darren is the proud recipient of two honors last year: being a finalist for the “Storyteller-Drama Award” and for the “People’s Choice Podcast Award,” as well as being named in the top 20 “Best Storytellers in Podcasting” by Podcast Business Journal.

“It’s a great feeling, knowing that people believe in what I’m doing and like my work enough to nominate me for an award,” Darren says. 🎧



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Embracing Courage 🎧

Got a Society & Culture Podcast suggestion?

Let us know! >



UNDER THE RADAR

Gin's Independent Review Of A Society & Culture Podcast You Probably Haven't Heard Of... But Should Be Listening To



DOG TALES

Dog Tales is an engaging new podcast (first released just four months ago) that highlights heartwarming, inspirational true stories of dogs that have both saved and changed lives with their acts of heroism and love. Each weekly episode shares the special bond between dog and companion.

Admittedly, I am always on the lookout for “feel good” news stories about dogs and their companions. I was instantly captivated when I listened to the trailer for *Dog Tales*. The first

episode is about a German Shepherd, Buddy: the first American seeing eye dog. The narrator recalls the history from both Buddy’s point of view and his companion, Morris’. Based on history from news articles and books, I was awed and inspired as I was transported to the 1920’s. The background music added to the sense of adventure, and when I closed my eyes, I was able to “watch” the story unfold in my imagination. The characters came to life, and it was easy to forget that I was immersed in a history lesson.

Each episode is thirty minutes to one hour in length. When you listen in, expect to experience the adventures of bomb-sniffing dogs, the Royal Corgis, Roosevelt’s Scottish Terrier, the Mayflower pilgrim dogs, a 9-11 rescue dog, and two Siberian Huskies that travel across Alaska to deliver medicine. (Oh, and grab some Kleenex!)

Dog Tales educates and enlightens its listeners, and I highly recommend it. 🎧



MORE THAN MEETS THE EYE

An Inside Look at One of Christianity's Most Prolific Content Creators

As a young man looking for experience, Rob Kirkpatrick traveled to Liberia with an organization broadcasting across the African continent. After three months, he was resolute on two things: first, that broadcasting messages via audio would be his life's work. Second, that he needed more training to be effective. He returned to the United States to pursue theological education intending to someday return overseas.

He had no idea he was about to kick off a three-decade career with one of the most influential and prolific Christian content companies in the world.

Kirkpatrick was working the night shift at KYMS, an early pioneer in contemporary Christian music, when he met the woman who would eventually become his wife.



At the time, the *Focus on the Family*® was a growing ministry with a daily radio broadcast hosted by its founder, Dr. James Dobson, offering advice and guidance rooted in biblical principles around parenting, the family, and marriage. Today, the program is hosted by Jim Daly, who took over as host when Dobson left Focus in 2010.

Still planning on heading back overseas at some point, Kirkpatrick wasn't sure how long he would stay with *Focus on the Family*. Meanwhile, the ministry was expanding internationally, and a position doing exactly what he wanted to do would soon fall right into his lap.

Today, Kirkpatrick serves as the Executive Director of Audio Content at Focus on the Family, supervising the audio production work of the ministry.

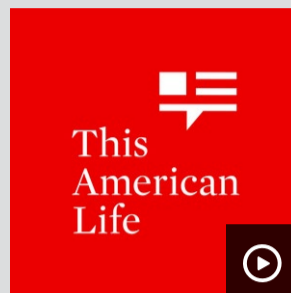
His mission? Keeping *Focus on the Family* interesting. Referring to his office filled with puzzles and thought-provoking art (including a Salvador Dali clock melting off his desk), Kirkpatrick says, "It's to keep the interest. This is the visual side, yes. But it's the same thing we need to be able to do with all our audio programming, as well."

The process of making each episode compelling takes months. Each idea moves from suggestion, through an extensive vetting process, and eventually into production. Even then, the recording undergoes extensive editing and processing to make it just right for the radio. Kirkpatrick oversees this process, keeping things moving and ensuring quality.

Why is the process so time consuming? To start, well-known podcasters often receive books from publishers who wish to secure a spot on the show. *Focus on the Family* receives over two thousand every year, requiring a significant narrowing-down process to choose guests.

ROB

listens to



THIS AMERICAN LIFE

This American Life is a weekly public radio program and podcast. Each week they choose a theme and put together different kinds of stories on that theme.



THE ART OF MANLINESS

Intelligent conversation, life-improving insights, and actionable advice without the fluff and filler.



COMEDY OF THE WEEK

Brighten your week with the latest BBC Radio 4 comedy, introduced by Darren Harriott.

“The reach only happens with the quality,” Kirkpatrick explains.

Next is the vetting process, which begins with a “crate meeting.” Physical copies of books go into a crate in Kirkpatrick’s office as they are received. The crate is then passed around the table. Everyone in the meeting has an opportunity to look over the books and decide which are interesting enough to investigate further. By the time a book reaches the end of the table, it has been seen by at least a dozen people. If no one chooses it by then, it’s out of the running for a spot on the show.

Those that are chosen are then reviewed and the author vetted. An online search is conducted to ferret out obvious issues before ever promoting an author’s work. *“We spend some time finding out who that person really is and whether they have the credibility—not just the authority, but the credibility—to talk about the topics we cover on the program,”* Kirkpatrick says.

Next, a pre-interview phone call is scheduled with the author. A purposeful step, this gives Kirkpatrick’s team the chance to see if the potential guest can tell an interesting story without losing his or her audience who is *only* engaged with their ears. Once a person is approved, an official proposal is drafted, and that guest is put in line for a recording spot in the palatial *Focus on the Family* studio.

During recording, Kirkpatrick produces the show from the control room where he cannot see the hosts and guest. Paying close attention to his own engagement level, he chimes in from the booth as necessary to ask the host to clarify a point, restate something, or re-record a segment to improve pronunciation and clarity. As he listens, he is constantly anticipating how the audience thinks and feels about the conversation.

In post-production editing, a significant amount of material from the interview lands on the metaphorical floor. Kirkpatrick notes that the best programs and podcasts often sound like free-flowing conversation. In reality, those are likely the most heavily edited... but the listener wouldn’t know it. *“The programs that are reaching a lot of people sound like they’re not edited. That’s what*



“We spend some time finding out who that person really is and whether they have the credibility—not just the authority, but the credibility—to talk about the topics we cover on the program.”

makes them work,” Kirkpatrick says.

This commitment to quality explains why *Focus on the Family* is such a powerhouse content producer. Great audio makes a lasting connection with the audience. *“The reach only happens with the quality,”* Kirkpatrick explains.

But what happens to the content after broadcast?

Another part of Kirkpatrick’s role is to find new ways to use the 40-year library of audio content. When podcasting was first introduced, he saw the value of sharing without limits, no longer beholden to radio’s structures, limited time slots, and programming gatekeepers. Instead, content could run longer, shorter, or have more explanation than the previous format allowed. Most importantly, content can be accessible forever, thus making the heavy investment in quality pay more dividends.

Focus on the Family produces sixteen different podcasts. Most are programs with ongoing releases. However, they’ve also found success with short-run podcast series. Kirkpatrick and his team have repurposed episodes from other programs around a common theme to create time-sensitive, themed series for

holidays like Christmas and Valentine’s Day. Additionally, they’ve created targeted shows focused solely on parenting or marriage topics. This allows content that previously had no outlet to find new life.

And now, *Focus on the Family* is creating additional original podcasts, like *The Official Average Boy Podcast* with Jesse Florea and Christian comedian Bob Smiley.

Creating high-value audio content with a message has been Rob Kirkpatrick’s goal since he took that first trip to Liberia as a young man. Proving the power of saying “yes” to opportunities, Kirkpatrick now helps shape the future of a significant Christian ministry with a whole new platform, and the future has never looked brighter. 🎧



Religion & Spirituality Category Director

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Halfway There Podcast 🎧

**Got a Religion &
Spirituality Podcast
suggestion?**

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UNDER THE RADAR

Eric's Independent Review Of A Religion & Spirituality Podcast
You Probably Haven't Heard Of... But Should Be Listening To



THE LIFE SCHOOL PODCAST

Think Christian faith is solely about Sunday happenings? It turns out, the faith is a lot more wholistic than that... and more friendly.

Hosted by Caesar Kalinowski and Heath Hollensbe, *The Lifeschool Podcast* focuses on integrating Christian faith into daily life by sharing “the stuff your parents, teachers, and pastors forgot to tell you.” Though Kalinowski and Hollensbe have a comfortable relationship, they never dawdle on meaningless conversation (which can be annoying in cohosted podcasts).



These cohosts are filling a niche within Evangelical Christianity seeking to connect the abstract teachings of a 2000-year-old faith with today's listeners. To do so, they discuss topics beyond “sin management,” inviting the listener into a compassionate way of being in the world. For instance, recent topics include accountability, becoming a “missional” church, and scheduling rest before work.

Publishing new episodes every Monday that clock in at around 25 minutes in length, episodes tend to feel like things are just getting started when they start to wrap up. The show is clearly a platform for sharing Kalinowski's teachings, but it doesn't feel like a bid to fix the listener with new information. Rather, the entire show is an invitation to experience authentic Christian life via superb audio quality.

If you're tired of sermon podcasts, but still want solid teaching, this show is for you. 🎧

DEAN GRAZIOSI

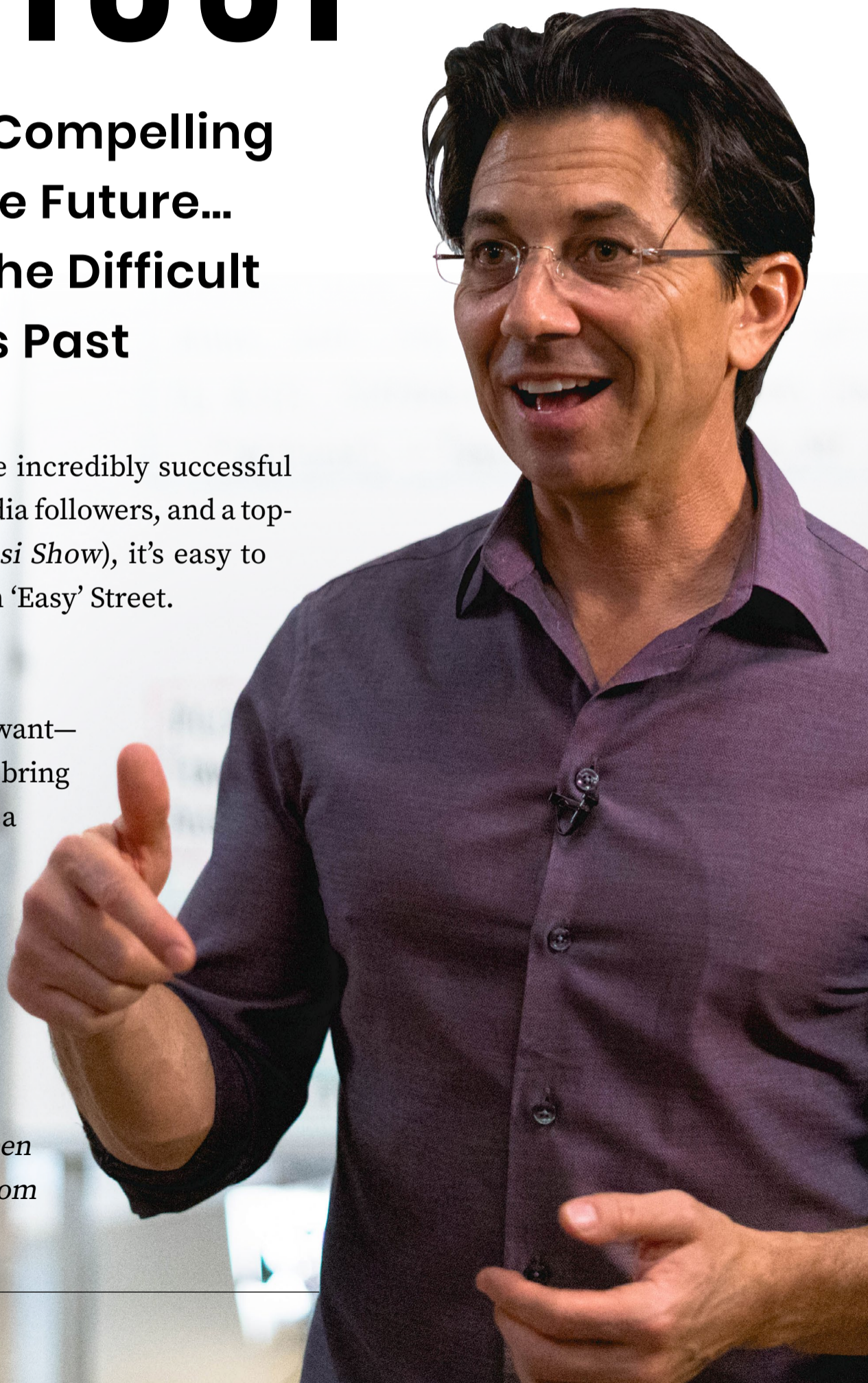
Focusing on the Compelling Possibilities of the Future... While Honoring the Difficult Challenges of His Past

With a beautiful family, multiple incredibly successful businesses, 2,600,000+ social media followers, and a top-rated podcast (*The Dean Graziosi Show*), it's easy to believe Dean Graziosi is living on 'Easy' Street.

Yet, that's not actually the case.

While it's true he is no longer for want—having worked *hard* for decades to bring his life's vision to fruition—not a day goes by that the demons of his past don't attempt to derail him. Nor do his fears about someday being forced to return to the trailer park his family was evicted from as a child subside.

"At every level of my career, I've been scared," said Dean. *"I still suffer from imposter syndrome."*



Hearing Dean’s story, these fears are understandable.

His parents split up when he was three, subsequently having nine marriages between them, all the while toiling away at low-paying, unfulfilling jobs that left them with nothing.

He struggled with reading until seventh grade. As a result, his teachers belittled him, and his classmates ruthlessly teased him. He recalls memories of running home after school, locking himself in his room, and crying.

If it wasn’t for his grandmother, there may not be the Dean that there is today.

“Grandma was definitely my biggest muse,” Dean shared. “I know this sounds corny, but every day, she told me I was beautiful, and I could do anything I wanted. She made it very clear that there are no limits to my potential, and my parents could not define who I am... unless I allowed their disempowering voices to continually drive my thoughts and actions.”

Still, Dean’s inner self-doubt is loud.

“What if everyone finds out I’m not that smart?” Dean contemplates. “Even while my companies generate significant revenue per year, the voice of doubt still continually rears its ugly head.”

Fortunately, Dean is able to squelch that voice of dissent more often than not. By staying the course, honing in on what he is naturally wired to excel at, and committing to unabashedly sharing his mission and message with as many people as possible, his contributions have positively impacted millions of lives. These day-by-day, hard-fought, intention-based victories are not, however, won by a landslide.

“If we’re keeping score, the ‘good voice’ wins the game 21-20. When things go sideways, which when you’re in business, they inevitably will, my parasympathetic (or ‘bad voice’) automatically kicks in. ‘This is going to fail. You screwed up. Why can’t you be happy? Why won’t you just retire?’”

At this juncture of his career, he recognizes that the ‘bad voice’ is a lie—an unwelcome, self-created demon—and that uncomfortable situations inevitably lead to personal growth. The experiences we encounter, whether bad or good, breed familiarity... and confidence.

Nevertheless, battling that ‘bad voice’ is an ongoing struggle. By focusing on the compelling possibilities of the future, it becomes increasingly easier for Dean to live in the presence of *what’s going to happen* and more consistently (and easily) move beyond the *perceived* insurmountable challenges.



On our long-running podcast, *Reinvention Radio*—where we share the incredible stories of people from across the globe who have dramatically reinvented their lives—we often debate the stronger determining factor of the likelihood of one’s success: nature or nurture.

I’m a staunch proponent that nature always wins. Your DNA is pre-programmed to excel or struggle in specific ways, and no matter the outside influences, in time, *everyone* reverts back to their innate conditioning.

My co-hosts, Mary Goulet and Richard Otey, share a different opinion—that people are influenced by both nature *and* nurture. Richard, a steadfast believer in epigenetics, contends we have the ability to rewire our DNA.

Dean appears to be a by-product of the latter school of thought. *“When I was a young man, my Uncle Larry insisted I attend college, and if I didn’t, I’d end up perpetually broke,”* he recalled. *“When I discussed this with Grandma, she matter-of-factly stated, ‘Don’t listen to him, he’s broke ALL of the time.’”*

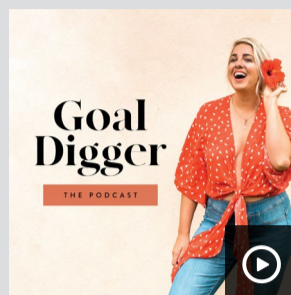
Given his bloodline, one has to wonder how Dean has been able to amass what many would consider a significant fortune... without pursuing a college degree. The answer boils down to two words—*focused perseverance*.

His vision for a better future—one that would allow him to move beyond the scars of childhood that his parents could never overcome—was borne from the directive of his grandmother, who planted the seed



DEAN

listens to



THE GOAL DIGGER PODCAST

Week after week, host Jenna Kutcher brings you the productivity tips, social media strategies, business hacks, and inspirational stories that can help YOU design your dream career.



THE ED MYLETT SHOW

Showcasing the greatest peak performers across all industries in one place, each guest shares his or her journey, knowledge, and thought leadership strategies.



RISE TOGETHER PODCAST

More than a conversation about their relationship, Rise Together is filled with tangible advice that will get you and your partner to be the best version of yourselves.

“To become more, one needs to continually upgrade who he or she wants to become.”

early on that he had the ability to redefine his family's legacy. And, that to become more, one needs to continually upgrade who he or she *wants* to become.

To nurture (and eventually reap) the benefits of harvesting this seed, Dean instinctively knew he needed to surround himself with people who had achieved *his* definition of success. This began a lifelong quest to hire the best mentors and continually engage in self-education related activities.

One of his first mentors? Tony Robbins. *"When I bought my first course from Tony, my dad said I was crazy,"* Dean recalled. *"For weeks, dad made fun of me and told me I could also buy a bridge from him, if I had money to burn."*

"Tony often teaches that 'success leaves clues.' Anything you want to achieve can

happen by following a proven path. It's much less time consuming, and you'll suffer significantly less brain damage, than trying to figure out everything by yourself."

Perhaps this is the reason Dean has achieved such a meaningful level of success. Early in his career, he willingly invested in mentors and courses. One in particular, a course that taught him how to buy real estate with little or no money down, had a profound impact on the trajectory of his business... and his life.

"In a very short period, I acquired numerous properties using these teachings and EVERYTHING shifted. Over time, I created my own strategies and instinctively knew that I wanted to teach what I learned to others," Dean revealed. *"There was no way I could keep this knowledge to myself. The pie is big enough for everyone and I*



“What if everyone finds out I’m not that smart? Even while my companies generate significant revenue per year, the voice of doubt still continually rears its ugly head.”

wanted to teach as many people as I could how to do it too.

“So, I created an infomercial and bought remnant time on TV to share my framework. Was it a risk? Of course. What isn’t? At my core, though, I am a teacher—one who genuinely wants to help people. I strongly believe that a large part of my success is attributable to my commitment to sharing everything I know.”

His teachings, and his life, continue to evolve. Recently, he was able to fulfill a lifelong dream by creating a formidable alliance with Tony Robbins, together releasing the [Knowledge Business Blueprint](#).^{*} Given their individual success with teaching and leading masterminds, it is a natural partnership.

“I am thrilled with what we’ve been able to accomplish with KBB in such a short period of time,” Dean said. “Over 22,000 students in 150 countries, representing more than 4,300 niches, have enrolled in the training to date.

“We set them up for success by first having Tony dive deep into creating the right mindset to succeed by identifying their superpower, who they’re most compelled to serve, and what they are fired up to teach. Then, I show them the precise

tactics, skills, and strategies, step-by-step, they need to create, market, and lead workshops, retreats, and masterminds.

“And, the pièce de résistance is the inclusion of our proprietary MindMint software that takes care of literally ALL of the tech—from email templates to facilitation structure to building their landing and sales pages—it’s all there, done and ready to go. We’ve invested well over \$1,000,000 to create the world’s first, and most effective, mastermind creation product, and I’m proud to say that the feedback has been nothing short of stellar.”

Yes, Dean has every right to share his success stories with a smile. He is one of the most accomplished and recognized entrepreneurs alive. Yet, he is much more than meets the eye.

While it would be easy for him to rest on his laurels and simply enjoy the fruits of his labor, he is in a constant state of motion beyond his workday.

His new bride and child are, without question, priority number one, followed closely by his charitable activities. He is actively involved in providing meals for those in need (more than 6,000,000 so far) and helping to bring more than 450 people out of slavery—human trafficking.



“I still have a TON of work to do to leave the legacy I want,” Dean said. “And, it’s only recently that I’ve learned how to achieve the results I want without losing sleep, spazzing out, or driving myself, and others, crazy... but it’s a daily battle.”

The insight for how to achieve this easier-said-than-done state of being came from someone he is honored to call a personal friend... Tony Robbins.

“Tony spent nearly a week in India on a silent meditation retreat,” Dean shared. “On his way home, he called me to say that we had to sit down together, because he just had the biggest breakthrough of his life.

“I’ll be honest. Tony is one of the most grounded human beings alive today. He has dedicated an unknown number of hours toward his pursuit of personal growth. On that call, there was something different in his tone, unlike anything I had ever heard from him before. Of course, I invited him over right away.

“When he arrived, he shared that, up until this breakthrough, he felt he had to suffer while dealing with problems or chaos. During his

meditation, he received an incredibly clear ‘download’ that problems can be solved, or difficult times overcome, in a beautiful state.”

While this lesson may seem a bit ‘woo’ to some, Dean is also deeply committed to furthering his personal growth. Tony’s message hit home on a visceral level, and he has begun applying this thinking to every aspect of his life.

Yes, there are still moments when nature trumps nurture, but they are much farther between than he can ever recall.

Perhaps this was the core teaching his grandmother had hoped to impart: life happens for you, not to you... one has the ability to reinvent his or her life in every moment of every day, and the programming received does not reflect one’s inevitable fate.

Neither nature nor nurture has to win.

We each have the ability to choose how we want our life to be.

Ultimately, every stepping-stone and obstacle Dean encountered was necessary in his journey to where he is now.

Thankfully, his grandmother honored her ‘download’ to ignite the fire that ultimately created the light required for Dean to traverse his chosen path. 📌



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Beyond 8 Figures 📌



HISTORICAL SIGNIFICANCE WITH BREVITY

Historical Events Explained in Under 3 Minutes

As a middle and high school history teacher in Romania, Scott Allsop wanted to find a way to go beyond educational standards by adding a creative flair to his lectures. He also longed to dive deeper into the aspects of history he'd been sharing with students for 15 years. To do both, Allsop created *HistoryPod*—an “on-this-day” style podcast that simmers down historically significant events into three-minute, bite-sized episodes—in 2005.

Originally, Allsop viewed the podcast

as a year-long challenge to produce one episode per day. Now, he uses his episodes to supplement his in-class lectures—and many educators around the world are following suit.

How do Allsop's students feel about the podcast? They seem to better understand concepts delivered in clear, concise increments. It not only keeps their attention, but their class engagement has also improved, thanks to the easily digestible pieces.



“It’s made my teaching better, because I’ve realized that absolutely every word counts. If it’s a word that isn’t going to add to understanding, then it’s a word that can go. It’s about being concise and succinct and direct—because I think too many distractions are problematic.”

Allsop recognizes that his podcast style requires him to skip over details some may see as crucial to the story, but he does what he can to hit the key points of each event in the time he sets for himself. While his topic choices are intentionally somewhat unpredictable, he makes it a point to have each day’s episode cover different time periods as well as be geographically diverse. *“I try and bounce around a bit to keep it varied and reasonably erratic. It’s also got to be an event that you can tell as a story that has a definitive origin and an effect.”*

He says podcasting has also made him a better historian, since he’s choosing topics based on historical significance that he then boils down to a core cause and consequence. He’s also done some academic writing about historical significance as a concept, also using the term as a guideline for his podcast topics.

“Christine Counsell is one of the best thinkers on historical significance. She’s done a lot of work around getting people to understand that something is historically significant rather than just historical. She came up with this idea that [to have historical significance], it needs to be revealing. It needs to be an event that reveals things that matter about



SCOTT

listens to



VERSUS HISTORY PODCAST

Versus History provide rigorous, stimulating & accessible ‘versus’ style debate on all aspects of History.



THE LOVE TO TEACH PODCAST

A podcast all about education - a teacher talking about teaching!



IN OUR TIME: HISTORY

Explores historical themes, events, and key individuals from Akhenaten to Xenophon.



“It’s made my teaching better, because I’ve realized that absolutely every word counts. If it’s a word that isn’t going to add to understanding, then it’s a word that can go.”



WHAT WOULD YOUR HIGH SCHOOL HISTORY TEACHER THINK?

“I actually did a live recording of the podcast a couple years ago, and my high school history teacher came along. It was both terrifying and flattering. She said, ‘I’m glad I inspired you.’ Sometimes, you get those couple people who spark something in you, and she was one of them.”



people at the time. It needs to be an event that reveals things that matter to us now. And it needs to be an event that reveals things about a context or concept that was relevant at the time and since. So, it’s got to be something big and broad and thematic. Ideally, it should have affected a lot of people, either at the time or after.”

Clearly, there are a lot of components of a historically significant event. Allsop’s mission with his podcast is to choose topics that fit the bill for his students. 🎧



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 Wander By Proxy Podcast 🎧

Got a History Podcast suggestion?

Let us know! >



UNDER THE RADAR

Leah's Independent Review Of A History Podcast You Probably Haven't Heard Of... But Should Be Listening To



FOOTNOTING HISTORY

Footnoting History cycles through multiple hosts each season (all of whom have graduate degrees in the history field and a passion for the crevices of history not commonly explored). Each host's personality comes across in the show, adding a fresh variety to each episode. Featuring widely unknown stories from the past, the people or events covered are considered "understated pieces of history."

For instance, when you think of the



Declaration of Independence, you likely think of John Hancock's signature. Right? The fact that a woman—Mary Katharine Goddard—also signed the document is hardly ever even mentioned in history class. Jane Austen fanatics might identify the name Thomas Lefroy as Austen's main romantic interest, but what they might *not* know is that she was engaged (and then un-engaged less than 24 hours later) to a man named Harris Bigg-Wither! (This was a personal shock to me.)

The length of each episode varies as much as the hosts. I like choosing the episodes I listen to based on both the topic and amount of time I have. I'm also excited for their new series, "Footnoting Disney," which will cover the cultural influences that inspired the stories of Disney trademarks like *The Hunchback of Notre Dame* and *The Little Mermaid*. Should be a good listen! 🎧



*Parenting
Insights
Focusing on
Presence and
Purpose, not
Perfectionism*

HOW TO RAISE CHILDREN

YOU LIKE WHILE KEEPING YOUR SANITY





Raising good humans is a full-time job the busy professional parent often has to fit into after-work hours. Talk about pressure!

Fortunately, Dr. Aliza Pressman, host of the *Raising Good Humans* podcast, provides a map, guide, and compass to navigate the parenting journey with more insight, knowledge, and confidence.

Dr. Aliza knows this journey well. She's in the trenches, too, raising two good humans while juggling, balancing, and walking the "tightrope" of life right alongside her listeners who are focused on working, parenting, and keeping the romance alive with their partner. Co-founding clinical director for Mount Sinai Parenting Center and assistant professor at the Icahn School of Medicine in New York City, she walks her talk and shares her expertise with parents across the globe.

"Raising good humans can feel so overwhelming, but it is so doable. It doesn't take as much intense perfectionism as we may think. I want to share the things we know to really work."

"I've done tons of research on what helps children and humans thrive, and from that, I know what's necessary for a thriving family, as well. My mission is to take the research from page to stage in easy, achievable ways, reassuring my listeners that they CAN do it."

Raising Good Humans covers many diverse topics, from how children learn to lie, to how they become perfectionists, to what and when they're thinking about sex, to their use of mobile phones, to picky eaters, to brain science.



RAISING
GOOD
HUMANS WITH
DR. ALIZA

Her experience as a mental health professional and parent allows Dr. Pressman to delve into intriguing corners of a parent's mind.



It doesn't take as much intense perfectionism as we may think to raise good humans.

Fearless in tackling the tough stuff, Dr. Aliza also covers cultural diversity as an added complication to parenting. Whether that culture is ethnic, or within the family only, diverse expectations raise spoken (and often unspoken) issues. Well, Dr. Aliza speaks up!

Featuring expert and experienced guests who capsulize vast fields of information to light the parenting path, you'll find no shortage of encouragement when you listen in.

For example, Dr. Aliza has interviewed Dr. Dan Siegel, author of *The Developing Mind*, Drew Barrymore on reducing materialism, and most recently, New York Times best-selling author, Peggy Orenstein on boys, sex, porn, and masturbation.

Nothing's off limits to fulfill her mission.

"I have curated a beautiful list of professionals who are such great voices. I've learned so much from them as they've mentored me and inspired me in my work. Some, I've mentored. They know what families need to hear."

Dr. Aliza delivers practical, down-to-earth advice, successfully translating the academic into the day to day. Research is not everyone's passion, but fortunately, developmental psychology is hers. That passion led to the development of her

podcast, in which she offers her research and insights in manageable, bite-sized, actionable tips and strategies for parents.

Plus, Dr. Aliza takes her show a step further to answer her listeners' specific questions by inviting parents and caregivers to submit them to her via Instagram. Each week, she can then follow up on the previous week's show, providing her answers to what listeners (who are tackling real-time issues) need most.

"The great thing about podcasting is you can mess with it. If there's a pressing need, and five people suddenly have the same question, I can respond to it. A planned episode can wait. If something in the news creates urgency—recent mass shootings in schools, for example—I can respond quickly with strategies to help parents talk about it with their kids. I always make it clear, however, that if a child experienced the trauma firsthand, there are much more thorough and important resources to go to than a podcast!"

Dr. Aliza's experience as a mental health professional allows her to also delve into some of the more intriguing corners of a parent's mind—those places where the things that so often keep parents awake at night lurk: fears, worries, and worst-case



Got a Kids & Family Podcast suggestion?

Let us know! >



scenarios. She and her guests—powerful parenting advocates—shed light onto those places, allaying fears with their knowledge, insight, and experience.

The reality is that we live in a digital world that makes so much information accessible, it's often overwhelming for parents. Children have the same access to that information, and really, parents have no idea what situations and ideas are presented to them every single day via the Internet. Sure, some of it will enlighten and uplift them; but some will baffle, scare, and confuse them.

Dr. Aliza has her finger on the pulse of what's relevant now, and what needs addressing in order to raise good humans.

Raising two herself, she is dedicated to making the parenting journey less overwhelming and stressful—and a lot more joyful—for herself and others!

If you are a fast-moving parent who wants to raise fabulous kids you truly enjoy spending time with, Raising Good Humans is a great go-to resource. 🎧

Raising Good Humans covers many diverse topics, from how children learn to lie to what and when they're thinking about sex.



Kids & Family Category Director

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Save Your Sanity: Help for Toxic Relationships 🎧

UNDER THE RADAR

Dr. Shaler's Independent Review Of A Kids & Family Podcast You Probably Haven't Heard Of... But Should Be Listening To



ADULT CONVERSATION PODCAST

TRIGGER WARNING! If you're up for more than a little irreverent, in-your-face straight talk about the perils of parenting (and the priceless moments, too!), check out the *Adult Conversation Podcast*.

But be prepared: it features a lot of “dark” humor related to having offspring... while shedding light on accepting the “realness.” Host Brandy Ferner says, “This is not a podcast with annoying parenting advice.” And she’s right! She and her guests break down the façade of “perfect” parenting using a balanced mix of wit, inappropriateness,

compassion, validation, and a willingness to talk about parenting SNAFUS.

Covering a broad range of topics and viewpoints, she encourages her guests to “get real and tell it like it is” in the trenches with kids and teens, 24/7.

Brandy says things out loud that others won't, and that's refreshing! She's ready and willing to speak up about the injustices of modern parenting, so much so that some of her episodes took me by surprise. I had to actually stop and figure out if she was for real, being sarcastic, or just putting a dark spin on the hidden corners of parenting. In fact, it's all of the above!

Brandy is fearless when it comes to tackling the big issues parents face, as well as delicate issues often hidden from public view.

Tough to find time for romance? Trying to contain the rage? Worried about screens, scenes, and sex? Whatever concerns you have, this often irreverent and delightfully honest host is there for you. 🎧



SMALL TOWN DICKS IS **BIG TIME**

Yearley Smith Provides an In-Depth Look into This Popular True-Crime Podcast

As a writer and interviewer, I am always excited about talking to interesting people. When they are also extremely genuine and pleasant—like Yearley Smith, co-host and co-producer of *Small Town Dicks*—it's just icing on the cake. Even though I had just met her, Yearley made me feel like we were old friends sitting down for a quick chat over a glass of wine or two. Her natural ability to make people feel so comfortable speaking with her is just one of the reasons *Small Town Dicks* continues to grow in popularity.

Many know Yearley as the voice of Lisa in *The Simpson's*, but podcast fans know her as the host



who asks intriguing questions about big-time crimes that happen in Small Town, USA. The show is anchored by identical twin detectives, Dan and Dave, who provide an in-depth law-enforcement-based perspective on their cases and those of their fellow officers.

As someone who has personally worked with police officers for nearly two decades, the unique insights from two detectives makes the show particularly intriguing. I appreciate that Dan and Dave's involvement puts law enforcement in the proper (and often positive) light. Early in our conversation, Yeardley commented on that aspect of the show. *"It wasn't one of our mandates, but it is really one of the wonderful artifacts of the podcast. When we hear from law enforcement who listen to our podcast,"* she added, *"they say, 'thank you for doing that.'"*

Yeardley expounded on the police officers who have been guests on the show. *"I feel like my job is [to discover] who the guests are, how they do what they do, and why they do it. Particularly, in a profession like that, as the person who is going to see the horrible things people are willing and able to do to each other day after day, I have to ask where those things live inside you. Where do you put them? All of the officers and detectives we have spoken to say, 'You just put them in a box. You compartmentalize.' But the truth is, the lock on that box isn't that good, because they all also say that eventually [the memories] will find a way to come out and deal with you at some point. So, they find great solace in talking to their peers about it.*



YEARDLY

listens to



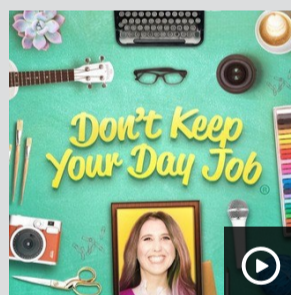
BREAK IN THE CASE

A true crime podcast written and produced by the New York City Police Department providing an extraordinary inside look at NYPD investigations and the men and women who conduct them.



HIGH AND MIGHTY

Gabus' interests are all over the place... and so is this podcast. About the kind of stupid stuff that a nerd/meathead/manchild would be into. Tangents are not only allowed, they are encouraged.



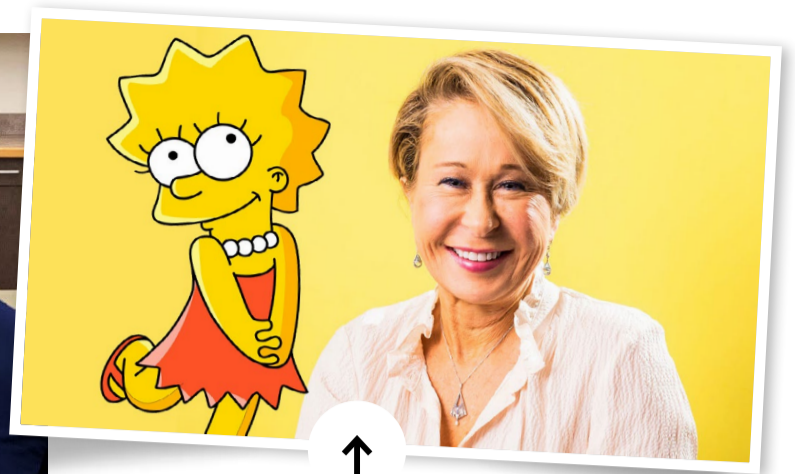
DON'T KEEP YOUR DAY JOB

Each week, host Cathy Heller has honest conversations with successful creative entrepreneurs about the hands-on, practical steps to make a living doing what lights you up, and build a life that you can't wait to wake up to every single day.

"With each episode, my empathy and admiration for those who are willing to do this job increases just a little bit more."



Yeardley Smith and twin brothers, Dan and Dave, co-host *Small Town Dicks*



Yeardley and her long-standing character, Lisa Simpson

“With each episode, my empathy and admiration for those who are willing to do this job increases just a little bit more,” Yeardley added.

It’s clear that her empathy and admiration begin with and for her co-producers—Detectives Dan and Dave. I asked how she connected with both of them. *“I was doing an event for The Simpsons, and Dan was assigned to my security as an off-duty, plain-clothes detective,”* she answered. *“He had a quiet confidence about him that was very impressive and very unusual.”* Intrigued by the way he made her feel comfortable without being overbearing, Yeardley got to know him, thereby learning about his brother, Dave, and their shared dream of retiring, living in a cabin, and playing a lot of golf. Dan and Dave were detectives at the same agency, in the same town, and even had desks across the bullpen from one another. Dan worked violent crimes, and Dave—who was recently promoted to sergeant—worked sex crimes and child abuse.

Yeardley shared that she began dating Dave shortly after they met, and with Dan living only a block away from Dave, she soon became involved in their conversations



Kenneth Bator, *Podcast Magazine* True Crime Category Director, and Yeardley Smith discuss all things *Small Town Dicks*

as *“they ‘downloaded’ their day or their week.”* As an active listener, Yeardley quickly determined their stories could easily lay the foundation of a podcast. *“That’s how it came about. Every time you sit down with Dan or Dave, they’ll tell you a story that is so offhand for them, and you’ll just be like, ‘Save it!’”* (For the podcast, that is.)

We discussed a few of the episodes in detail. One in particular, *“Friend Request”* released on April 5, 2019, reveals much of the work police officers do to build a



“Every time you sit down with Dan or Dave, they’ll tell you a story that is so offhand for them, and you’ll just be like, ‘Save it!’”

case against a criminal. It was obvious that the suspect in this particular case had no idea how deep a hole he had already dug himself before even landing in the interrogation room. *“One of the many things I’ve learned from this podcast is, when a good detective sits down and starts to ask you questions, he or she is [already] five answers ahead of you,”* commented Yeardley. It is these types of insights, along with the absorbing stories themselves, that make *Small Town Dicks* addicting.

While these stories are based in small towns, many of the accounts are big-time cases. While we can’t reveal the town where Detectives Dan and Dave work, I was interested in the population size that



constitutes a “small” town. *“Their small town is about 80,000,”* Yeardley shared, also offering that, generally speaking, they *“try to cap it at about 100,000”* in population, when choosing cases to feature.

That, of course, led me to ask about the process they undergo for choosing cases. To that point, Yeardley shared something very interesting. When it comes to the detectives they bring on as guests, *“We want to know about the cases they are most proud of,”* she stated. *“We want to know what it meant [to the detective]. Was it the first case you broke? Was it the one everybody said, ‘You’ll never break this case’? Was it [the discovery of] one piece of evidence that made you say, ‘Oh my God, this is how all the dots connect!’?”*

She also revealed that Dan and Dave choose the cases, meet every guest, and request “audio assets” like suspect interviews or 911 tapes. These assets give the podcast *“authenticity, an extra layer of texture, and a real window into the world of law*

enforcement that we civilians often don't have," Yeardeley states.

During my conversation with Yeardeley, I learned two very compelling things.

First, as a fan of the show, I got an 'insider's peek' into the new season coming out this February 28. One of the cases is a child homicide. We talked about how these types are especially difficult for producers and listeners alike. Yeardeley shared, *"The reason we kept it was [because] it leads to a really interesting, valuable, and hopeful conversation about what you should look for in terms of signs of child abuse, whether you're a neighbor, teacher, or someone who comes in contact with a kid who may be in trouble."* She also mentioned that there will be another case with fan-favorite guest, Captain Terri, as well as an update from Paul Holes on the NorCal Rapist case. *"We have some more murder. Some more burglary. We have great stuff!"* she exclaimed.

Second, and equally really "great stuff," is that Yeardeley and Dan are engaged to be married in 2021! I, as I am sure all fans of *Small Town Dicks*, wish both of them congratulations and nothing but the very best. No word yet as to whether the wedding will be held in a small town, but I'm sure it will be a special event in whatever location they chose. 🗣️



True Crime Category Director

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Cool Culture Corner 🎧

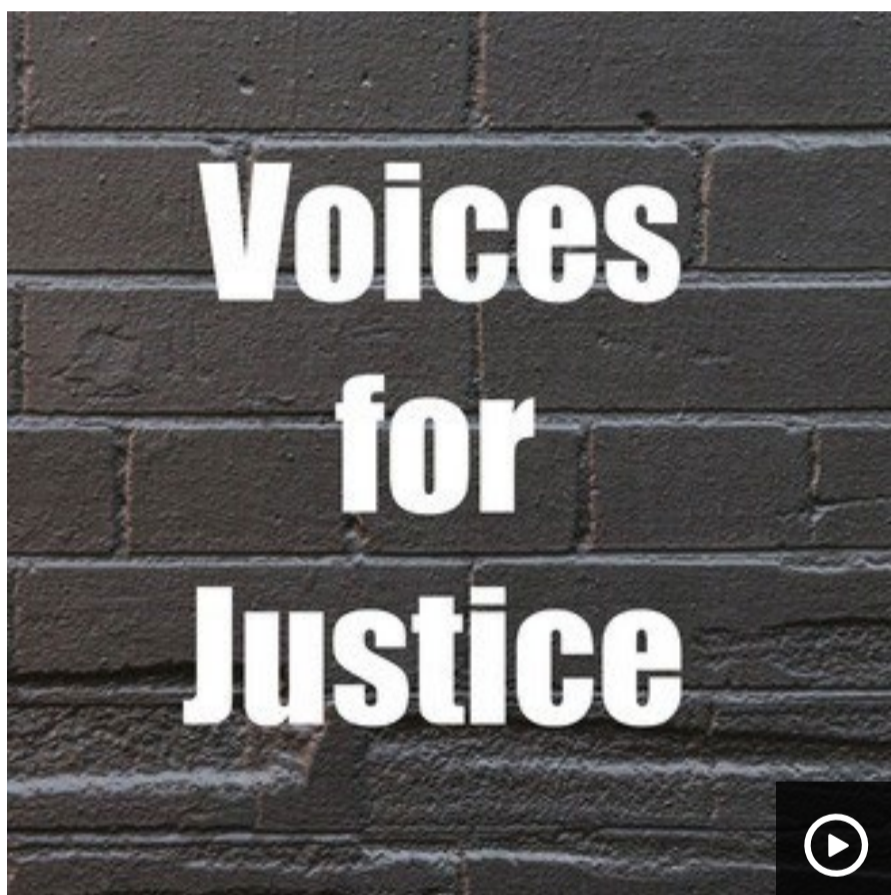
Got a True Crime Podcast suggestion?

Let us know! >



UNDER THE RADAR

Ken's Independent Review Of A True Crime Podcast You Probably Haven't Heard Of... But Should Be Listening To



VOICES FOR JUSTICE

“And now, for something completely different.”

I remember hearing this line while watching Monty Python's *Flying Circus* on PBS as a kid (with the sound turned way down, of course, since my parents didn't want me to watch it!). It was the first thought that came to my mind while listening to *Voices for Justice*.

The podcast is written, produced, and hosted by Sarah Turney—sister to Alissa Turney, who went missing from Phoenix, Arizona in 2001 when she was 17 years old.



This podcast provides an extremely intimate look into the strange circumstances leading up to Alissa's disappearance. The episodes feature Sarah's reviews of over 30 years of records from the nearly 20-year police investigation, as well as details surrounding current efforts being made to get justice for Alissa. For listeners who like to really dig into a case or story, this podcast is definitely for you.

Trigger warning: As someone who has lost a close relative to violent crime, this show goes beyond entertainment into the realm of uncomfortable. Fortunately, my family didn't have to experience the pain of not knowing the “who, what, where, and why” of the incident, but it was still difficult to listen to at times.

I can't help but admire Sarah Turney's bravery as she digs into the hard details of her sister's disappearance, wisely keeping the case alive in the public eye. 🎧



The History of Podcasting

How the Fall of a Single Domino Birthed the Broadcasting Revolution

Podcasting in 2020 is easier than ever. Armed with merely a smartphone, anyone can record, edit, and publish a listen-worthy show in a matter of minutes.

Of course, this hasn't always been the case.

There is a world of difference between podcasting as we know it now, and where it began 17 years ago.

Let's hit the back button.

Before podcasting existed, professional DJs and hosts of radio/internet shows would communicate with their audiences by recording their thoughts and uploading those recordings to their websites. People could access these sessions by downloading or streaming, but the process was cumbersome.

Lacking a notification system, listeners had no way of knowing when new episodes

were posted. So, in order for listeners to follow their favorite Internet radio program, they would have to continuously navigate the show's website, manually reading (and re-reading) the list of episodes published to see if a new show had been uploaded. Finally, if they found a new show, they'd click the link and wait for it to download. Time consuming and laborious, hosts and listeners alike longed for an easier process.

The solution was first presented in July 2003, when news anchor Christopher Lydon interviewed software engineer Dave Winer in what would become known as the very first podcast. Utilizing a studio that relied on MiniDiscs for recording, a gaggle of audio cables, and a large mixer crammed into a case, the first 'podcast' episode was successfully created (though it was not yet known by that name).

Then, inspired by an idea from MTV VJ Adam Curry (known as the "Podfather," thanks to his contributions to the early world of podcasting), Winer added functionality to RSS feeds to allow for media aggregation. Next, Curry coded a program in Apple Script, which searched Lydon's blog for audio file enclosures, automatically downloading the latest update. The audio file was added to an iTunes playlist, and boom! A convenient delivery system was born.

Shortly after, Ben Hammersley (a British internet technologist, journalist, author, and broadcaster) wrote an article for *The Guardian*, naming the product of this process a "podcast"—a portmanteau of "iPod" and "broadcast."

The Evolution of Podcasts



Audiences could access DJ/radio shows by downloading or streaming, but the process was cumbersome



MiniDiscs, audio mixers, and cable cords allowed the first "podcast" to be created



The "Podfather" Adam Curry

Ben Hammersley



RSS feed integration and the use of Apple Script was soon to be dubbed:

2005's Word of the Year -
"Podcast"



Apple added support for podcasting in iTunes two years later, and podcasting began taking hold. In fact, as its popularity grew, the New Oxford American Dictionary even chose “podcast” as its “Word of the Year.”

Early podcasting hits include *Keith and the Girl*, *The Dawn and Drew Show*, *The Ricky Gervais Show*, and *SModcast*.

Still, many remained unaware of the podcast world until 2009, when 97.1 FM in Los Angeles changed its all-talk radio format to all music. With no need for DJs or hosts, costs were cut, and soon after, other shows followed suit. Popular hosts like Tom Leykis and Adam Carolla were fired, and they scrambled to launch new versions of their shows as podcasts. The result? Downloads swelled to numbers never thought possible.

Take comedian Marc Maron, for example. After his Air America radio show was shuttered, Maron took to celebrity interviews like a duck to water with his podcast, *WTF with Marc Maron*, in 2009. By 2015, *WTF* had become so popular, Maron was granted an interview with President Barack Obama.

As more podcasts launched, the need arose to profit from the medium as production costs steadily grew. Many turned to donations from listeners and sponsors as the primary vehicle to underwrite these costs. PayPal was the initial donation platform of choice.

In 2013, Patreon—a platform that allows users to subscribe to their favorite show or content creator on a monthly basis—reinvented the fundraising process for podcasts. While flagship shows generally remained free on apps including Apple Podcasts, many ‘premium’ shows opted to shift to a paywall model—asking for, and receiving, \$5/month (or more) to access its content.

As more consumers embraced the ‘pay-to-hear’ model, an increasing number of podcasters were able to generate enough revenue to shift to podcasting as their full-time profession.

Modeling these early success stories, radio and TV shows began creating podcast versions of their programs (NPR’s *Fresh Air* and NBC’s *Dateline* for example). More popular podcasts, including *Lovett or Leave It* and *Small Town Murder*, took

As of December 2019, there are over 850,000 podcasts available on Apple Podcasts, with over 30 million episodes available as of January 2020.

their shows a step further by touring and hosting live events.

Streaming services such as Spotify and Stitcher began adding podcasts to their library, and professional podcast networks launched with exclusive celebrity-hosted shows available only to users who paid a monthly subscription fee.

While numerous podcasts have embraced the paywall model, the majority remain 100% free to access. This has led to an explosion of popularity in esoteric, genre-focused shows, especially those in the True Crime and Fiction categories. Several have even been acquired by streaming services and/or cable networks and are being turned into series (for example, *Lore* on Amazon Prime and *Dirty John* on Bravo).

Still, podcasting has not fallen trap to *everything* being about the almighty dollar or ‘selling out.’ Many new creators choose to leverage free web apps, such as Anchor, to create, host, and distribute their podcasts... without cost.

To say podcasting has “come a long way” from its meager beginnings is an understatement. As of December 2019, there are over 850,000 podcasts available on Apple Podcasts, with over 30 million

episodes available as of January 2020. Further, 80% of podcast listeners tune in to an average of seven shows per week, and 16 million people in the U.S. self-identify as “avid” podcast fans.

The question isn’t whether podcasting is a fad...

The question is, how will podcasting continue to shift, grow, evolve, and transform the future? 🗣️



Contributing Editor

Mat Bradley-Tschirgi

Sequelcast 2 & Friends 🎧

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LEO LAPORTE

Building a Community Around Podcasting

Talking with Leo Laporte, creator and host of the *TWIT (This Week in Tech)* podcast, is like riding shotgun in the Daytona 500 as you rush toward the finish line: you ask a question when you get in the car, and then sit back and enjoy the ride as he answers!

I've been a fan of Leo's for over twenty years now. From his radio shows to his current series of podcasts on his own station, TWIT.TV, I'm an avid listener.

Yes, you read that right—his *own station* of podcasts! Founded in 2005, this technology-focused station consists of 23 shows, many of which he hosts himself. Leo's goal? To create a place “geeks” (and the not-so-geeky) can call their own.



“Podcasting is really about community. And *TWIT* is all about building community with great content.”



Leo went to Yale in the 1970’s to study Chinese History, but quickly discovered his preference for radio and began working at the Yale radio station. Fast forward a few years to the early days of Silicon Valley, and this radio DJ found his passion for computing. He began writing for magazines like *Byte*, *Info World*, and *PC Week*. He even wrote software programs.

Then, he discovered there was more to radio than just spinning records and introducing commercials. The rest is history (of the non-Chinese kind!), as he went on to build his own media empire.

In 1991, Leo created and cohosted *Dvorak On Computers*—the most-listened-to high-tech talk radio show in the nation at the time. (Are you a geek like me? If you are, you likely already know his cohost of that one. If you do, send me an email at technology@podcastmagazine.com, mention the cohost’s name, and we’ll chat about tech. Bonus: You could win a prize!)

Leo didn’t limit himself to radio shows and podcasts, though. He also hosted an award-winning show on PBS called *Internet!*,

airing in 215 cities. In 1997, he won an Emmy for his work on MSNBC’s *The Site* as his alter ego, Dev Null. (Did you know he wore a green suit and had puppeteers manipulating him live for that show? Today, that feat would be accomplished with CGI, but in 1997, it was all Leo and a few helping hands.) Leo’s was the only EMMY the show ever won.

Thanks to his experience working in TV and broadcast radio, Leo already knew how hard it was for traditional media to make money. “*The costs and people involved in producing and running shows make it cost prohibitive to keep some shows running. Podcasting turns that model upside down.*”



How?

TWIT Netcast Network, with its six million+ listeners each month, is ad supported. Producing the shows on their powerhouse network costs “a couple million dollars a year,” so without ad revenue, Leo and his team of 26 would be out of business. Despite the fact that not tracking clicks (or anything related to advertising) makes it increasingly difficult to compete for ad revenue, Leo is driven by his community, and chooses to honor their privacy.

When I asked Leo why he loves podcasting over radio, his response was exactly on point with what you’ll hear from fans of his podcasts: “*The biggest difference in broadcasting and podcasting is broadcasting is kind of one to many. You’re speechifying. Podcasting is really about community. And TWIT is all about building community with great content.*”

Plus, broadcasting is more generalized. Podcasting enables Leo to dig deeper into topics his community of geeks is truly interested in. Leo loves the fact that listeners seek out his podcast because they have a connection to the subject matter versus simply flipping on the radio to hear whatever is live at the time.

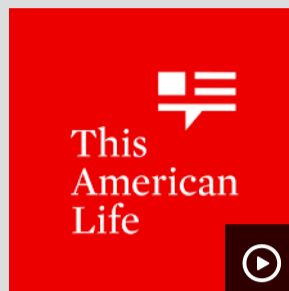
The fact is, New Media has changed the shape and face of journalism and podcasting.

Leo’s passion and genuine love of “all things technology” is obvious. This is not a man who simply reports on technology and the companies that develop the technology we use on a daily basis. He is a self-proclaimed “*true geek*” who helps his listeners fix



LEO

listens to



THIS AMERICAN LIFE

This American Life is a weekly public radio program and podcast. Each week we choose a theme and put together different kinds of stories on that theme.



THE INFINITE MONKEY CAGE

Witty, irreverent look at the world through scientists’ eyes. With Brian Cox and Robin Ince.



HERE'S THE THING WITH ALEC BALDWIN

Alec Baldwin brings listeners into the lives of artists, policy makers and performers.

“We don’t represent the industry; we represent the user.”



tech issues and learn how to better use technology. Leo is quick to point out how, *“We don’t represent the industry; we represent the user.”*

As host of my own weekly show, I know how much time goes into prepping for just a single hour of live radio. So, I had to ask Leo how on earth he preps for almost 30 hours of airtime every week. His response:

“I am fundamentally lazy. It is easier in some ways to do a daily show than a weekly, because I am ALWAYS prepping. My day begins with a traditional beat check where I look at tech news sources and bookmark the stories I think are important. There’s a Twitter stream I link to, and then, our producer Carsten turns them into a rundown for the show.”

Still, his laid-back style often leads to his ignoring the prep in preference of the conversational flow during a show.

“I’ve been doing this since 1976. So it’s

kind of second nature—always prepping and never prepping.”

Leo’s wife is the *“CEO and chief of everything else, too,”* Leo shares. While she handles sales, she is also his partner in figuring out the next incarnation of podcasting and podcasting revenue on a daily basis.

Their shared priority? Making sure the community they’ve built always comes first, while continuously improving their shows to meet the needs and desires of their listeners.

If you’re looking for a tech-based, no-holds barred podcast dedicated to what works, what doesn’t, and to answering the “Why did they do that?” question, *TWIT* is for you! (Prefer something more specific? Be sure to choose one of TWIT.TV’s other shows, and enjoy!) 🎧



Technology Category Director

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It’s All About the Questions ▶

Got a Technology Podcast suggestion?

Let us know! >



UNDER THE RADAR

Laura's Independent Review Of A Technology Podcast You Probably Haven't Heard Of... But Should Be Listening To



CLOCKWISE

Hosts Dan Moren and Mikah Sargent, along with two additional industry guests each week, love tech! Exploring anything and everything tech related (and several unrelated topics of interest), the hosts clearly love podcasting. Not taking themselves too seriously, they pair subjects like AI, cloud computing, privacy, Apple, gaming, publishing, and even Harry Potter with tons of laughter. (Check out the episode where they talk about pop sockets and hot pockets all in the same breath, and you'll know exactly what I mean.)



Each weekly episode is 30 minutes in length and provides insights into the latest tech news, reviews of the coolest and weirdest tech from around the world, and listener feedback. My only complaint: I wish the episodes were longer! I don't say that lightly, either. It's not easy for a podcast about technology to captivate your attention and leave you feeling sad when an episode ends, but this show does exactly that.

Recent episode topics range from the weirdest things at the 2020 Consumer Electronics Show (like the 'connected' Charmin bathroom), to meditation apps for people with ADD, to how the Apple Watch can remind you to breathe. And, just when you think the show is over, you get a bonus topic! My favorite? Dan, Mikah, and their guests talking about cooking their favorite legendary meals. While non-techy, it is so relatable and entertaining.

If you love technology, this show is for you. 🎧



HOW PODCASTERS GET FANS TO LISTEN TO THEIR PODCASTS

Part 1

Each month, we love to represent *The Podcast Magazine* as your professional podcast guides!

In our 18 years of combined experience as hosts of multiple podcasts and advisors to over 50 shows, we've seen it all... and providing tips and strategies for podcasting success is one of our passions.

That said, there is one area of podcasting we see neglected on a consistent basis—marketing. And it's not the podcasters'





fault—they're usually focused on creating the best content possible!

So, how do they get listeners? It's not always easy, that's for sure.

Today, we want to share some of the most effective, proven podcast growth strategies we know that work to build a podcast community (some of which you—the podcast fan—can use to help spread the word about your favorite podcasts!).

Let's get started.

Word-of-Mouth Marketing:

According to a Westwood One survey from 2018, 57% of podcast listeners discover shows through word-of-mouth marketing.

This is great news to podcasters, because it doesn't cost a thing. Plus, it encourages listeners to chat about their show.

Strategies podcasters use:

- *They ask their listeners to tell their friends and family about their show (at the beginning or end of each episode).*
 - *They prompt listeners to take a screenshot of the episode on their phones and post it to their favorite social media platform, tagging them. (Note: This strategy tends to take off slowly, but with a consistent ask, it can really start to snowball.)*
 - *They encourage their guests to share their episodes with their audience.*
- Following up a recording session with a



quick email letting guests know when the episode goes live and providing them with graphic/video assets and links they can use to share on social media and with their email lists can have a big reach.

As basic as it seems, engineering some word-of-mouth marketing by consistently asking people to spread the word can easily become the foundation of a show's growth.

Guest Appearances:



TechCrunch reports that 53% of podcast listeners hear about other shows from their favorite podcasts.

If you think about it, it makes a lot of sense. If you're already listening to a podcast you love, and the host piques your interest in another podcast, you'll likely tune in.

Strategies podcasters use:

- *They make guest appearances on similar relevant podcasts.* Once they've identified podcasts that have a similar audience as theirs, they can offer those audiences valuable content as they connect with listeners already

interested in their niche. By the end of the show, listeners are often intrigued enough to give the guest's podcast a try.

- *They arrange "shoutout swaps" with other podcasters.* All podcasters want to grow their fan base, so networking amongst themselves makes sense, right? Loyal listeners (like you!) hear their favorite hosts commenting on shows they love, which effectively entices their curiosity and leads them to listen in.
- *They sponsor podcasts in their niche.* It's simple: they reach out to podcasters individually (or go through an advertising agency) and pay them to run an ad promoting their show. This results in a dedicated "shoutout" to their podcast, generating more consistent interest and attention.

Social Media:

According to the same TechCrunch survey mentioned above, 60% of people discover new podcasts on social media. In our research and experience, Facebook, Twitter, LinkedIn, and Instagram are the platforms that are working best to help listeners discover new shows.





Strategies podcasters use:

- *For interview shows, guests are asked to share their episodes.* Similar to word-of-mouth marketing above, consistent shares compounds listener growth.
- *They share every episode on their Facebook pages and in groups, on their Instagram page, and on their Twitter and LinkedIn profiles.* Yes, that means they're sharing with many of their existing listeners, but it's a great way to keep their fans loyal while encouraging interaction. Plus, it's a super-easy way for their followers to share with *their* friends! (After all, it takes just a second to hit "share" on your favorite platform.)
- *They create audiograms and meme images to share on image-focused platforms like Instagram and Pinterest.* Creating attractive visuals has become simple using tools like Headliner and Repurpose.io, so it doesn't require a ton of effort. Plus, providing them to their guests makes sharing as frictionless as possible for them.

- *They find groups that are relevant to their niche and look for questions in those groups related to episodes they've created.* From there, they can offer helpful information, and link to their podcast episode for more depth. ([Quora.com](https://www.quora.com) and Facebook groups are great for this strategy.)

In chatting and consulting with hundreds of successful podcasters, we can tell you that none of them have a "magic bullet" when it comes to finding new listeners and growing their show.

But when they make it their mission to continuously and consistently provide valuable content, and choose just one or two of these types of strategies to start, they're more likely to find you—the loyal listener.

We're not done yet! Keep a lookout for Part 2 of this series next month for more audience-growing tips and strategies. 📌



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THE RED ROAD

**Amplifying
Indigenous Voices
Across the Globe**

“If you are on the right path in your life, you are walking the Red Road,” explains Lew Hastings, creator and host of *The Red Road Radio Show*—a podcast dedicated to covering news, commentary, and interviews around issues, challenges, and successes of indigenous people around the globe.

Inspired by his travel to the Pueblo cliff dwellings as a child, Hastings now continues to visit and learn from the people who live in indigenous communities across the country. He discovered that there was no real

mainstream media coverage of issues pertaining to the indigenous people of the United States (or any country, for that matter), so in 2014, *The Red Road Radio Show* was born.

“The Red Road Radio Show started out on AM/FM terrestrial radio and has since gone global via podcasting,” said Hastings.

Among the hot issues of concern for indigenous people is Tribal Sovereignty, Hastings explains. *“There are 574 tribes recognized in this country, and a lot of history we are not taught in school... history that is glossed over when it comes to First Nation people,”* he says, in part referring to a great deal of historical trauma.

The Nokota Horses

Using *The Red Road Radio Show* to amplify indigenous voices, Hastings’s efforts have made a real difference for Standing Rock Reservation.

Having met with Jon Eagle, Sr., Historical Preservation Officer of Standing Rock Reservation to learn about the Nokota horses, Hastings then became certified in equine therapy through Eagle’s organization, Becoming One with the Spirit of the Horse, LLC.

In 2018, Hastings and his Native Now Foundation joined with the Kuntz family of the Nokota Horse Conservancy and Becoming One with The Spirit of the Horse, LLC to help bring descendants of the horses that were confiscated some 137 years ago from Sitting Bull and his



LEW

listens to



FISH NERDS

The best fishing podcast for nerds and fishermen alike: always interesting, usually funny and mostly true. Join in Nerd Nation! and have lots of fun doing it.



OFFICE LADIES

The Office co-stars and best friends, Jenna Fischer and Angela Kinsey, are doing the ultimate The Office re-watch podcast for you and give exclusive behind the scene stories.



THE SCHOOL OF PODCASTING

Established in 2005 if you want to learn about podcasting this is the show for you. It’s been described by many as the most entertaining and unique of all “Podcasts About Podcasting.”

“If you are on the right path in your life, you are walking the Red Road.”

▼ Wild Nokota horses coming up over the hill in Linton, North Dakota. The Native Now Foundation has helped reunite the Nokota horses with the Hunkpapa people of Standing Rock.



▶ Native Now Foundation Founder Lew Hastings



◀ (from left) Lew Hastings and Frank Kuntz (Nokota Horse Conservancy) with Jon and Martina Eagle from Standing Rock Nation and Becoming One with the Spirit of the Horse

people home to the Hunkpapa people of Standing Rock.

Hastings explained how Sitting Bull and his people were forced to surrender not only their weapons, but their beloved horses:

“This was a significantly impactful and traumatic experience for the indigenous people of the time—especially the Plains Indians,” he said. “They relied on their horses for transportation, to hunt, to have

the ability to fend off invaders... the horse was more than a beast of burden. It was a relative. They truly felt that these horses were sacred, and part of their families. So, giving them up and becoming, you know, ‘reservation Indians,’ if you will, which is the term that was used at the time, was very traumatic. There are generations of people in that community who never knew what it was like to have that freedom of movement and camaraderie with the horse.”



Today, the Nokota horses that have been successfully returned to Standing Rock play an important role in the lives of the Hunkpapa. Some are central components of programs that help veterans with PTSD to reconnect with themselves and society. Others work directly with the younger generation to help prevent suicide, addictions, and domestic violence, a three-fold problem on reservations. *“I couldn’t be more proud to be a part of it,”* Hastings said.

The Water Protectors of Standing Rock Reservation

While Hastings has interviewed hundreds of indigenous newsmakers ranging from musicians to tribal leaders, there is one podcast episode that stands out in his mind—his live reporting of the Dakota Access Pipeline protest. The pipeline was installed above the drinking water intake for the Standing Rock Reservation. Hasting recalls, *“It was below freezing, and hundreds of people came from*

everywhere to support the Standing Rock Reservation. It was the largest gathering of indigenous nations in history!” Yet somehow, it wasn’t being covered on mainstream news.

“The Water Protectors were praying while the Morton County Sheriff’s Department employed military-style weapons and vehicles. They were shooting the people with water cannons. In the freezing weather, they were dousing the people who were armed with nothing but prayer with water.

“We were actually doing a play by play of what we were seeing on this live feed, and it was so surreal to be able to experience it live right there as it was happening. And I think we stayed on the air for two hours that night, just to keep covering it, but it went on all through the night. And it was horrifying. Subsequent interviews with people who were there on the ground were probably the most impactful podcasts I’ve ever done.”

The Red Road Show has aired more than 150 episodes and continues to share and amplify the voices of indigenous people around the world. 📍



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Women Innovators 🎧

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UNDER THE RADAR

Tami's Independent Review Of A News Podcast You Probably Haven't Heard Of... But Should Be Listening To



NPR NEWS NOW

NPR (National News Radio) Now is a national newscast providing the top news in five minutes every hour. While NPR has myriad programs ranging from in-depth investigative news to *All Things Considered*, *NPR News Now* is ideal for the time-crunched listener who just wants to get the gist of what is happening in the world right now.

One of the biggest issues we face today is the validity of the news. NPR, named The Harris Poll EquiTrend News Service Brand Of The



Year and the 2019 Most Beloved Brand, has a reputation for being a trustworthy news source. According to NPR's president and CEO Jarl Mohn, *"Journalists at NPR and our member stations work tirelessly to ensure our listeners get timely news and the context they need to make informed decisions."*

"More than 100 million users access NPR across all platforms for news and cultural programming that enriches their lives," said Meg Goldthwaite, NPR's Chief Marketing Officer. *"The intimacy listeners feel with audio is part of the reason NPR is such a beloved brand. We wake up to the hosts' voices and hear them tell us breaking news as well as our favorite podcasts."*

Listeners can submit news tips on the [NPR website](#). 📍

ROB HAS A PODCAST:

Giving Back

Many know Rob Cesternino as a two-time contestant on the hit TV shows *Survivor: The Amazon* and *Survivor: All-Stars*. Having ‘been there and done that’ (and a lot more), he knows a thing or two about the ins and outs of Reality TV.

In 2010, Rob found himself out of work, not knowing what he was going to do with himself and pounding the pavement to find his next job. Then, he had an idea.

“I said to myself, well, I should probably have something on my resume where I could prove to people that I’m at least not a total loser not doing anything. So, I started Rob Has a Podcast, which was focused on the big all-star season of Survivor that was happening at that time—season 20. Those podcasts became a hobby, and then, more of a time-consuming one.

A couple of years later, I ended up out of work again and began doing the podcast



#RHAP



← (from left) Brice Izyah, Stephen Fishbach, Rob Cesternino, and Wendell Holland speaking live at *Survivor Know-It-Alls*



← Rob in-studio with his wife Nicole

Rob and his family enjoying quality vacation time together →



full time. I've been full-time 'Rob as a Podcaster' for over six years."

Celebrating 10 years of podcasting and over five years on the PodcastOne Network, Rob recalls the widespread belief people had when he first started out—that podcasting was going to die.

"I got into podcasting and thought, 'Boy, I'm too late.' People used to question it a lot—is this the end of podcasting? There was no more iPod, so did that mean podcasting was going to die, too? But [in reality], it just continued to grow and grow with more podcasts. So, we were in the right place at the right time."

Now, Rob eats, sleeps, and breathes the show and community.

"So my podcast schedule usually revolves around the broadcast schedule of the shows that I cover. I tend to do a live recap

on video right after the episodes of shows that we cover, like Survivor and then Big Brother. Then, in addition to that, we end up doing a lot of additional shows, which sort of required me to have a very flexible schedule around our guests' availability. My wife preferred every guest to record at one set time every single week, so that would be the only scheduling we would ever have to figure out. I ended up doing that. I put out a show almost every weekday. So on any given week, I put out about six to eight hours of podcasts, if not more. I basically am recording pretty much every single day.

"When I'm not podcasting, there's a ton of work that goes into the community that we've built around the show—a community I'm very heavily involved in. And then there's also dealing with all the other aspects that come with running a business."



With all of that time invested into the show on a daily basis, how does Rob have time for a personal life? Actually, he doesn't.

"So I really don't have a personal life outside of the podcast. I really wish I was lying. But, I really, really don't have a personal life. In terms of my family life, I do make an effort to make time for my kids and wife.

"I think that my wife would prefer I had more of a traditional job, where I'm working five days a week as opposed to seven. It's incredible that I am able to have this dream job of mine. While I might work less at another job, I would not be nearly as fulfilled if I were doing anything other than what I get to do."

Rob's mission truly shows what a great guy he is. He's not in it for fame or money. He does it for the listener.

"What I talk about on my podcast isn't life changing. What I have found in terms of doing it, and it was not by design, is that the podcast brings a lot of joy and happiness to people simply because it is there.

"Because of the amount of content that I

release, I do hear from a lot of people who tell me about how the podcast is a sort of a constant for them. Helping people forget about what might be troubling them or bringing a smile to somebody's face with what we create is a very powerful thing.

"I feel like we're able to give back to people. I really try very hard to keep our image and our message as positive as possible while having fun and a few laughs along the way."

Rob is pretty tied to the shows he covers. Survivor and Big Brother have been on the air for years and have maintained a strong following, so there is no end in sight.

Still, Rob is also starting to lean into topics that are not directly tied to a particular TV show.

"No matter what the future holds, I hope that people are looking for more of the things that they've come to expect from the podcast and from this community. And that whatever may happen on television, we're still going to have a place in the hearts of the listeners of Rob Has a Podcast."

Where does Rob see himself in the next 10 years? Podcasting, of course.

If you are a fan of reality TV, especially Survivor and Big Brother, or if just want to escape from the daily grind with a really cool guy, *Rob Has a Podcast* is a show you should definitely check out.

I did, and am spreading the word. 🗣️



TV & Film Category Director

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Living the Law of Action Show



UNDER THE RADAR

Rob's Independent Review Of A TV & Film Podcast You Probably Haven't Heard Of... But Should Be Listening To



YOU MUST REMEMBER THIS PODCAST

“Dedicated to exploring the secrets and or the forgotten histories of Hollywood’s first century.”

This podcast was created, written, produced, and narrated by Karina Longworth. She began her career as a film journalist before becoming the film editor for LA weekly. She is also author of many books, including her latest, *Seduction: Sex, Lies and Stardom in Howard Hughes’s Hollywood*.

If you like old-time Hollywood, you will love this podcast!



I appreciate how this podcast quickly draws you right into the story. Karina has a knack for turning what might be considered ‘dry’ history into a near film noir experience.

A few episodes that caught my eye and ears: Hollywood’s First Weight-loss Guru: Madame Sylvia, the very eye-opening, six-part series, *Six Degrees of Song of the South*, and *Star Wars*—no, not *that* *Star Wars*. We’re talking old-time Hollywood, remember?

This *Star Wars* episode features major Hollywood Stars sharing their stories and experiences of World War II. Featuring Bette Davis, Marlene Dietrich, Marilyn Monroe, John Wayne, and Frank Sinatra, this is not one to be missed! (And just to illustrate the wide variety of topics and shows, there is also the *Hollywood Story of Charles Manson*.)

Since its inception in 2014, this well-produced show has received many well-deserved rave reviews. Be warned: listening to *You Must Remember This* can easily turn into a binge-listening experience! 🎧



Ryan Leaf (center) at a Merging Vets and Players meeting (photo: courtesy of MVP)

RYAN LEAF

Host of *BLEAV* in the PAC 12

Ryan Leaf's story is one the most powerful and moving I've ever heard. From Heisman Trophy to prison to addiction to recovery and service, Ryan has been an inspiration to many people.

Ryan never wanted to be a *football star*, specifically. "I wanted to be a *football player*. And I wanted to be a *professional athlete—whatever that looked like for me*," he explained. "Basketball was it for so long. It was later that football became the most feasible for me as an athlete. I really

*excelled at it in college. I enjoyed my time in Washington state. We accomplished things that had never been done there. I was the first Heisman Trophy Finalist at the university. Of course, when things went poorly for me, it affected my success in the NFL. The average length of a career in the NFL is less than three years. Those who play 15, 16, 17 years are our Hall of Famers—the exception to the rule. That rule is, you **are** going to struggle. You're going to take what you can get, and you're going to be out of the league pretty*

“There isn’t a deterrent, or anybody who can stop you, either. You have to become willing to finally stop yourself.”



darn quick. And I just wasn’t prepared for, or willing to accept, that that was actually a possibility.”

Ryan’s journey to rock bottom began when he was introduced to pain killers. *“In college, I didn’t use painkillers, right? But in the NFL, they just gave them to you. They just handed them to you. It was*

like, ‘Here... this is how we get through the week.’ And, you know, I just wanted to play football. I never thought 10 years later I’d be homeless, breaking into people’s homes to get a fix. It was the accessibility. The idea that you can actually get it when you walk up on the plane to go home for road games. A quick fix. That was the reason why I started using. We used it to get through the week and maybe to get high. I liked it. I liked being able to block it all out. When my career ended, I had to deal with the emotional toll of everything, and I found the answer in the very thing that I used to get through the week—to play and mask the physical pain. I was retired from the NFL, and could use to mask my emotional pain.”

Ryan went to prison for burglary and drug charges, but unfortunately, the experience itself failed to curb his addiction. Still angry and self-loathing during his incarceration, Ryan recalled the experience. *“There really isn’t much thought in it. There isn’t a deterrent, or anybody who can stop you, either. You have to become willing to finally stop yourself. That usually takes intervention. In my case, it took the Sheriff’s department of my hometown in Great Falls to come and save my life,”* Ryan shares.

So, what was it that really turned him around?

His cellmate—a veteran who had been stationed in Iraq and Afghanistan. He introduced Ryan to the idea of being of service by getting Ryan to join him in teaching prisoners how to read.

BLEAV

PAC 12 FOOTBALL

RYAN LEAF

JONATHAN RIFKIND



That experience changed everything.

“I knew then that being of service would be my new foundation when I got out,” Ryan says.

And it was. Now, Ryan travels the country to tell his story. He has also started the Focused Intensity Foundation to help addicts “get the support and guidance they need to build a life of long-lasting recovery.”

It was Ryan’s friend Bron Heussenstamm who brought him into the world of podcasting.

“He said, ‘Hey, I’m thinking about putting together this podcast network called Bleav. I’d love for you to get in on the ground floor and help invest in and build the product with me.’ And I was like, yeah... it was a no brainer for me.”

Ryan’s weekly podcast, *Bleav in The PAC 12*, airs weekly during the football season, and twice monthly in the off season. He and his co-host Jonathan Rifkind break down every big conference game and provide expert insights and information about all things Pac-12 Football.

Now an entrepreneur and journalist for ESPN, Ryan Leaf focuses on being of service to others, bringing awareness and hope to others traveling the same path he has. 📍

Got a Sports Podcast suggestion?

Let us know! >



Sports Category Director

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The Neil Haley Show 🎧



UNDER THE RADAR

Neil's Independent Review Of A Sports Podcast You Probably Haven't Heard Of... But Should Be Listening To



THURSDAY NIGHT TAILGATE

What makes “Where Are They Now?” shows so popular? Fans of stars are often interested in the current status of the legends they admire. They want answers to questions like: Are they still in the same field? What are their current goals and aspirations? How did they handle life after celebrityhood?

Thursday Night Tailgate answers those questions and more.

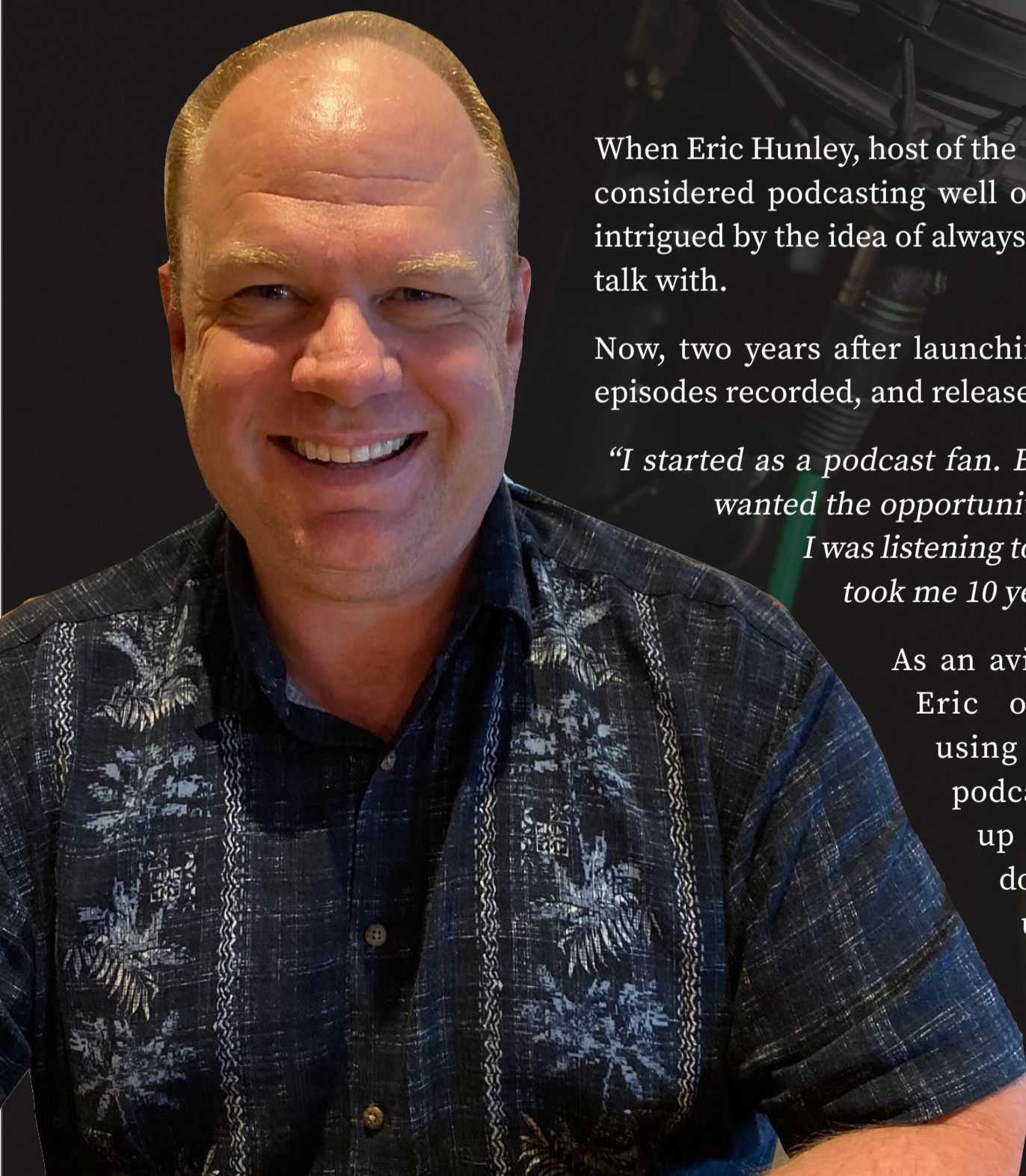
What motivated that NFL athlete to get into football? What were his favorite moments

playing for those teams? What is he doing now to help the community?

For eight seasons, hosts Chris Mascaro and Bob Lazzari have drawn NFL fans to their weekly podcast to hear from the legends themselves. Interviewing players, coaches, and football journalists like Pittsburgh Steeler Rocky Bleier, NFL Coach Dan Reeves, Denver Bronco Rod Smith, Hall of Fame linebacker Dick Butkus, Steeler great Robin Cole, former Steeler Greg Lloyd, and Steeler Andy Russell, Chris and Bob also feature an “unsung hero of the week.”

I give this show four out of five mics. Personally, I'd like to hear more NFL legend interviews, rather than having the same guests come back each and every week. 🎙️

THE *UNSTRUCTURED* PODCAST: AN ANTIDOTE FOR ISOLATION



When Eric Hunley, host of the *Unstructured Podcast*, first considered podcasting well over a decade ago, he was intrigued by the idea of always having plenty of people to talk with.

Now, two years after launching, he has just about 200 episodes recorded, and releases at least one per week.

“I started as a podcast fan. But then I realized I really wanted the opportunity to talk to the luminaries I was listening to and reading about. It only took me 10 years [to start],” Eric jokes.

As an avid fan of Apple products, Eric originally intended on using Apple Podcasts as his podcasting platform. He took up running, and considered doing a running podcast, but ultimately decided it was too limited a topic.

“Every time I was about to start, I would buy a piece of equipment, do a load of research, and stop. That would kind of satisfy my need.”

It was listening to actor and comedian Bryan Callen’s podcasts (*Mixed Mental Arts* and *The Fighter & The Kid*) that motivated him to get involved in the community. Doing so strengthened his desire to speak to people in his own way, and the *Unstructured Podcast* was born.

“I wanted to avoid the canned, structured questions. I can’t stand that, personally.”

Instead, Eric seeks informal, dynamic conversations that go really deep—like Thaddeus Russell’s *Unregistered Podcast*, another source of his inspiration.

After listening in to Eric’s podcast, I couldn’t resist; I had to ask about his apparent fascination with FBI agents, the subject matter of more than one of his episodes.

“Number one, I think they’re cool! I have interviewed nine, and every one of them does something different and specific to talk about.”

Wondering if an FBI agent-based podcast is on the horizon, Eric assured me he enjoys the variety of the *Unstructured Podcast* too much at this point to make such a big change.

However, Eric had already thought of pivoting and re-branding his podcast. He concedes he may be looking for something new just as the old is starting to really catch on.

Eric, who hosts the podcast around his day job, aspires to take his love for podcasting further:

“My ultimate dream is to ‘do a Sam Harris,’ and actually go around interviewing people live... to experience the cities and the audience in person. But it takes a lot to get there, so I’ll just have to keep plugging.”

His biggest podcast-related challenge so far? His answer was threefold: saying “no,” the need for constant immediate focus, and disliking the inevitable aspect

“I need to get much more diligent about saying ‘no,’ as I can’t air every interview, and I can’t please the guest, the audience, and myself all the time. The audience has to come first.”



of becoming a successful podcaster.

“I need to get much more diligent about saying ‘no,’ as I can’t air every interview, and I can’t please the guest, the audience, and myself all the time. The audience has to come first.”

Ask Eric what the biggest surprise has been so far, and he’ll tell you it’s related to his guests. There’s a sort of inconsistency to be expected when you’re dealing with various personalities, sure. But it can still be somewhat shocking to experience some of those differences on either side of the interview. While some “big names” can be just great, some lesser known individuals might be completely arrogant. You never quite know what to expect when you’re sitting down to tape a show.

“I find it very easy to find guests. But are they the right guests? I research every one six to ten hours or more, to make sure I’m providing the kind of content listeners expect.”

“My ultimate dream is to ‘do a Sam Harris,’ and actually go around interviewing people live... to experience the cities and the audience in person. But it takes a lot to get there, so I’ll just have to keep plugging.”



Factoring in the amount of time he invests in the show, I was curious whether just giving up ever crosses Eric's mind.

"What time is it now?" he asked comically.

In all seriousness though, Eric has a very structured and professional approach to hosting his show, despite its title. When he has a great episode, he concentrates on finding ways to follow it up with something equally compelling. He stays so busy concentrating on what's next that he never dwells long on the parts that make him consider giving up.

Curious about Eric's download numbers, he said, *"No show gets what you think they do. I think everyone's downloads are below what they claim. I know I am well above the median, and slowly going up."*

When it comes to potential sponsorship, he is open to it, but only in terms of front-end loading the shows (so the flow remains uninterrupted throughout).

The advice Eric has for new podcasters (or those thinking of podcasting) is to clearly set the intention for you and your show. He also encourages you to think of the podcasting world as a community full of people who can benefit your life, as well.

"In the end, podcasting means you're never going to be completely alone. You'll meet new people, make new friends, contacts, and peers. Of course, the only people who really know what you're going through are other podcasters. They aren't your rivals; they're your friends."

Completely agree, Eric! Podcasting can truly be an antidote to isolation. That said, let's not forget to get out from behind the mic! Maybe we'll even see Eric on the road with his podcast in the very near future, too. 🎧

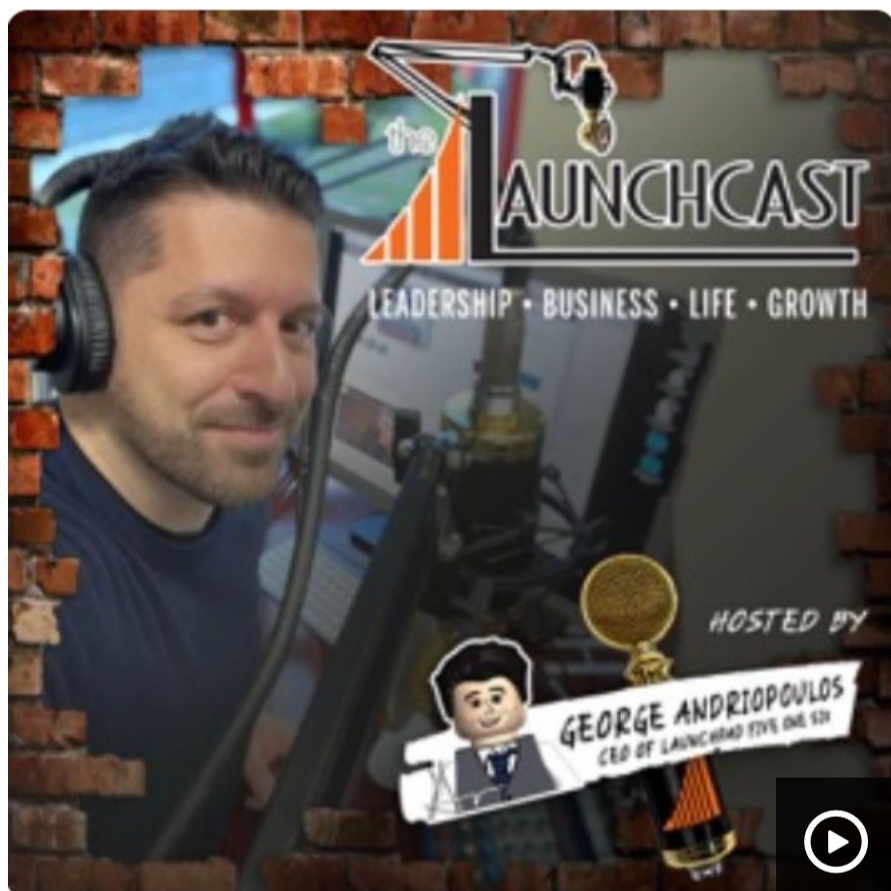


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Awaken Your Alpha 🎧

UNDER THE RADAR

Adam's Independent Review Of An Education Podcast You Probably Haven't Heard Of... But Should Be Listening To



THE LAUNCHCAST

The Launchcast is a long-form conversation podcast hosted by entrepreneur and TEDx speaker/organizer George Andriopoulos. I first met George six months ago when I interviewed him about his role as a TEDx event organizer for my *TalkXcelerator* podcast. He told me then that curating a TEDx event has provided him with an acute understanding of how showcasing leadership to a big audience can create exponential change. His entrepreneurial spirit shining through, he has since launched this new



weekly podcast featuring guest interviews on all things related to leadership, business, life, growth, and everything in between.

A relatively new show, the episodes vary in length from 30, 60, and 90 minutes to over two hours. Many are recorded live in a studio rather than over the internet (as I do with the majority of my shows).

As George puts it:

“I’m focusing on learning the journey to leadership some of the amazing leaders I interview go through. If you laugh, cry, and think through each episode, then I’ve done my job.”

I can best describe George’s interview style as a ‘leadership-minded’ version of a Howard Stern-style interview.

I’m confident I’ll give this show an even better rating once it’s been around a little longer to prove its consistency. So far, great work George. The goal of creating NEW leaders is definitely an idea worth sharing! 🎧



THIS PODCAST IS A TRIP!

Joe Moore: Blowing Your Mind About Psychedelics

Newsflash!! Psychedelics are much more than party drugs!!

Meet Joe Moore, host of *Psychedelics Today* Podcast. Week after week, Joe and his co-host Kyle Buller expose listeners to a growing body of important academic and scientific research around the use of psychedelics and related ‘altered states’ to maximize human potential, liberate the mind from ordinary constraints, and aid healing in various clinical settings.

You might recognize some of the many psychotropics being explored for this purpose: MDMA, LSD, ketamine, methadone, ayahuasca, LSD, psilocybin, mushrooms, and marijuana to name a few. And, like so many of us, you may already have a strong opinion about the use of these substances (under supervision or otherwise).

That’s part of what makes this podcast so interesting.



The subject matter is dangerous. It is challenging. It is compelling.

Even as the legalization of marijuana continues its trend, there is a lot of general fear and caution surrounding the use of ‘dangerous’ mind-altering drugs. In listening to *Psychedelics Today*, one has to wonder just how justified that fear really is.

Episode by episode, the podcast makes a strong case for allowing expanded research and cautious use of psychotropics by people who make the *informed* choice to do so. In one episode, we learn about treating social anxiety disorder in autistic adults with MDMA and LSD. In another, about the use of MDMA therapy for treatment-resistant Post Traumatic Stress Disorder. The topics are well rounded, though, as exemplified in the episode about the real experience of a person who was “tripping” just to see what might happen, and to then integrate the experience into his mindset.

Joe, a psychedelics activist of sorts, endeavors to provide education, information, and a forum for expanding the discussion about the use of psychedelics and altered states of consciousness. He also advocates for making it easier to do the research using these drugs, which is now illegal (for the most part).

In part, Joe and Kyle use the podcast medium to share their



reactions to campaigns by government agencies that promote a bias against legalizing this much-needed research and fan the stigmas and fears associated with psychedelics. Alternatively, Joe advocates for evidence-based policy making, using evidence that comes from careful studies by the scientific community.

“Misinformation is government funded,” says Joe. “Harms and risks are largely overstated, and research is constrained. Look at what happened to Professor David Nutt in the U.K. Nutt was the government’s chief drug advisor. He was asked to resign as chair of the Advisory Council on the Misuse of Drugs after he reported the results of his study claiming that ecstasy and LSD pose less danger to individuals and society than alcohol and tobacco. Things like that are happening here, too. There is politically motivated bias.”

Joe is also a proponent of having the freedom to explore.

“LSD helped Silicon Valley. Lots of creative researchers used LSD to overcome mental and design constraints. The LSD helped them see possibilities that they couldn’t see before. Historically, religious leaders and mystics have used psilocybin mushrooms and ayahuasca to travel to higher planes of consciousness.”

All this begs the question—why does the government want to restrict freer use of psychedelics? “Because,” says Joe, waxing philosophical, “governments are there to govern. Would we create philosopher,

“Historically, religious leaders and mystics have used psilocybin, mushrooms, and ayahuasca to travel to higher planes of consciousness.”



mystic advocates? They are inherently ungovernable.”

Joe, a computer programmer by trade, is a philosopher in every sense of the word. It all started when he took an introductory philosophy course in college, which led him to do a lot of exploring into the nature and purpose of his own being. Eventually, he switched his major to philosophy. During his studies, he came across



psychedelics
today



the work of Dr. Stanislav Grof—Czech psychiatrist, one of the grandfathers of transpersonal psychology, and groundbreaking researcher in the use and effect of altered states of consciousness for understanding and healing the human psyche.

Grof pioneered Holotropic Breathwork—a method for growth, healing, and self-exploration. Joe became a student (and later, a facilitator and teacher of) this powerful and 100% legal technique.

Grof also pioneered the use of LSD in psychotherapy, and his work in this area piqued Joe’s curiosity about how useful psychedelics could be in the right hands under the right circumstances.

Joe met Kyle while they were both studying the Grof methods, and they decided to create *Psychedelics Today*.

Now, with upward of 100 episodes, their podcast has garnered enormous

popularity. It consistently ranks in the top one hundred (and often in the top fifty) among science podcasts in the United States.

Listeners often write in asking Joe and Kyle for help in getting a psychedelics coach, or on specific information about making the psychedelic journey. Joe emphasizes that they do not promote anything illegal, and urge their audience to seek education and research on their own. However, he and Kyle do teach a course on navigating the psychedelic experience, and have created a Trip Journal and accompanying workbook for integrating psychedelic experiences.

If you are curious about psychedelics and altered states, this podcast is a must.

You can download and listen to the *Psychedelics Today* podcast on Apple, iTunes, Stitcher, and Google Play, and visit their website for more information about subscribing and courses offered. 🎧



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Got a Science Podcast suggestion?

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UNDER THE RADAR

Emily's Independent Review Of A Science Podcast You Probably Haven't Heard Of... But Should Be Listening To



IN DEFENSE OF PLANTS

Matt Candeias hosts this fascinating podcast dedicated to loving plants... in fact, to loving plants and the botanical world so much that we begin to think of them not as 'things,' but as fascinating living organisms with their own evolutionary and ecological stories to tell. And Matt really delivers on his mission.

I have listened to a random sampling of the 250+ episodes available, and give this podcast a 4.5 out of 5 mic rating.

One full mic for subject matter. The depth, breadth, and wonder of these episodes is



noteworthy. The one criticism I have is that, sometimes, the content is very science-heavy and might lose some listeners. But that is partly a result of the type of information around the argument being made, and sometimes, the fascination of the topic lies in the science. So, no ding to the mic rating here.

One full mic for quality of guests. Matt's guests are all experts, well-spoken in their fields, and definitely worth listening to.

One full mic for Matt. He is knowledgeable, interesting, and a true hero to those of us who love ecology and the wonders of the plant world. He is a very good teacher and an excellent interviewer.

Half a mic for production quality. The audio quality is inconsistent, which can really be distracting. On the other hand, the accompanying show notes are really good.

One full mic for how it comes together as a podcast that nature lovers won't want to miss. 🎧



THE *JUICY SCOOP*

A Spontaneous 'Writer's Room' for
Standup Comedy



Date-night-with-hubby misadventures while trapped in too-tight Spanx... yearnings for the bygone romance of dry humping... mortifying her teenage son with the motherly efficiency of packing a football helmet full of “cougar underwear” and having it tumble out of a packed suitcase at the airline check-in counter...

These are just some of the stories Heather McDonald shares about her own life as a mom, wife, and standup comic in her hit podcast, *Juicy Scoop*.

“Oh, there’s nothing I haven’t shared,” Heather laughs.

Raw, spontaneous, and unfiltered, Heather’s loyal listeners hang on her every word, often attending her live standup gigs, as well.

While waiting for Heather to take the stage for 90 minutes of hilarious stories, celebrity gossip, and her ‘Barbie’ impressions of the ‘Real Housewives’ at Washington DC’s City Winery, I overheard a young woman at a nearby table breathlessly tell her friends, “*I never, ever miss an episode.*”

The women giggle as they then one-up each other with their favorite anecdotes from *Juicy Scoop* episodes. “*I’m lost without it,*” says another. “*She’s so real, authentic. I love her.*”

After watching the show and listening to her podcast, I can see why.

At six years old, Heather discovered her true destiny.

She was watching a call-in show with Eddie Murphy when a mom phoned in.

“*She was like, ‘My son died a couple of years ago, and the day he died, I said I’d never laugh again.’ That night, she turned on Saturday Night Live and saw Eddie Murphy as Gumby... and she laughed.*”

“*[I realized then] it’s possible to make someone laugh on her very worst day, and I knew that’s what I wanted to do with my life.*”

Heather turned to podcasting in 2015 when her Hollywood acting, writing, and producing gigs started drying up.

“*I literally said, ‘Well, I don’t have anything going on in TV; I guess it’s time for a podcast,’*” says Heather, who also wrote, produced, and appeared regularly on *E’s Chelsea Lately* throughout its seven-year run. Simultaneously honing her standup, Heather

also starred in her own hit *Showtime* special, *I Don't Mean to Brag*.

"I didn't know of anyone making any money in podcasting [at the time], but it was like, 'Oh well. Who cares if don't make any money? This gives me something to look forward to every Monday.'"

Juicy Scoop also became a 'writing room' to spontaneously test out, practice, and refine the material that often ends up in her standup shows.

"When I started doing the podcast, I knew it would help sell my live standup shows. And it really did. THEN, I realized I really liked it."

Just five years later, *Juicy Scoop* boasts 40 million downloads, a slew of lucrative sponsors, and more than 12,000 five-star rave reviews.

But even more importantly, 400+ episodes in, Heather says her podcasting has produced *"the most overwhelming response."*

"People come up to me after my shows sharing stories of tragedy and hardship, and how my podcast gave them solace."

One such person—a mom in Boston, had to drive five hours every day to get her young son to treatment for his leukemia. *"She came to me and goes, 'We listen to Juicy Scoop. Now, he's in remission, and still gets in the car saying, 'Mommy, what's the Juicy Scoop?'"*

Heather launched the show with a



HEATHER

listens to



THE MYSTERIOUS MR. EPSTEIN

Jeffrey Epstein was a sexual predator also accused of fraud and embezzlement. This six-part series by Wondery peels back the layers of Epstein's life to detail his financial and sexual crimes and his network of enablers.



THE HARVEY WEINSTEIN TRIAL UNFILTERED

A daily podcast reporting and analyzing the trial for rape and sexual assault of the former Hollywood producer who sparked the #MeToo movement and accused by Gwyneth Paltrow, Rose McGowan and many stars.

"It's nice to know there IS no secret in my life that someone could reveal to screw me with."



nightmarishly funny serialized story about one of her estranged sisters who “came after” her. Conveyed in 10-minute cliffhanger segments over 47 episodes, “Serial Sister” went viral.

“She was a real nightmare—just crazy,” Heather shares. *“She was threatening me, saying, ‘I’m going to tell everybody! I’m going to go to E! News.’ Now, I’m not Meghan Markle, but she was basically like a Samantha Markle, coming after me.”*

Her decision to tell the story in such short segments was purposeful:

“I thought, ‘I’m going to get people hooked, so they keep coming back to listen.’ And that’s exactly what happened.”

Fans find Heather’s raw authenticity endearing, and they consistently tune in to hear her shamelessly share stories about the dysfunctional dynamics of her Irish Catholic family, an argument with a girlfriend, and what she calls the “not

great moments” in her 19-year marriage, amongst others.

Never holding back, Heather says, *“It’s nice to know there IS no secret in my life that someone could reveal to screw me with.”*

Her three sons provide her with rich material for her podcast, too, although she says, *“It’s not as profitable to have boys and exploit them. Kris Jenner put [her girls] in bikinis and look at them now!”*

Heather also offers her hilarious observations about reality stars, celebrities, and the sort-of-stupid criminals who end up on Dateline.

She also turns her fans and friends into correspondents, crowdsourcing her podcast with their own tips and scoops.

“I remember where I was the day the college admissions scandal broke,”

“It’s possible to make someone laugh on her very worst day, and I knew that’s what I wanted to do with my life.”

Heather explains. A friend in California actually tipped her off to the whole ordeal (which she admits has become a personal obsession she often talks about in her routines).

“My friend tells me FBI trucks are driving up on lawns, and people are getting arrested at Trader Joe’s. She’s like, ‘It’s the greatest day of my life. I hate these a**holes!’ I’m thinking, ‘Oh, this is amazing! Bring me any inside juicy scoop you can get.’ Sure enough, a few days later after doing some investigative work, she’s like, ‘OMG... this singer guy was the



Heather McDonald with Podcast Magazine Comedy Category Director, Melinda Wittstock

ringleader... and a single mom didn’t have the money like the rest of the people in her neighborhood, so she allegedly slept with the singer guy to get her kid into college.’

“I was like, ‘Wow, that’s an amazing mother! My God. And how full circle, if you think about it. You use your vagina to push [your kid] out. And now, you’re going to use it again to push him out of the house!’”

Recognized as much for her interviewing skills as her spontaneous and unfiltered riffs, Heather’s focus with her podcast is in enriching her listeners lives as well as her own.

Based on her following and my own experience, I can say with confidence that Heather’s enthusiasm, energy, and quick wit is not just entertaining, but addictive. 🎧



Comedy Category Director

Melinda Wittstock
 comedy@podcastmagazine.com
 Wings of Inspired Business 🎧

UNDER THE RADAR

Melinda's Independent Review Of A Comedy Podcast You Probably Haven't Heard Of... But Should Be Listening To



THE NEXT TO MADISON PODCAST

Madison Malloy is a “recovering entrepreneur” and Wall Street mortgage-backed bond-market-maven-turned-comedian who fuses laughter and inspiration in her podcast, *Next to Madison*.

She has a knack for sparking compelling conversations with a wide range of unique guests, whether unearthing business tips from the Sheraton hotel heiress and Perdue Chicken widow Mitzi Perdue, insights about basketball and family life from NBA All-Star



Allan Houston, or creepy tales of ‘life from the other side’ from paranormal investigator Gordon Thomas Ward.

By turns quirky, in-depth, and hilarious, Madison’s interview style is smart, surprising, and engaging as she draws out anecdotes about all facets of life. How refreshing it is to tune in each week and be consistently surprised and captivated by a subject you may not have even known you were interested in. It’s easy to find yourself hanging on every word of Broadway’s “Kinky Boots” star Kevin Smith Kirkwood talking faith and showbiz, women’s health expert Dr. Tara Allmen talking “menopause and the importance of masturbation,” and comedy writer Jeffrey Gurian on his love of Joan Rivers.

Tune in to discover some of the funniest episodes out there, featuring people like Jared Freid of the *U Up* podcast, Chrissie Mayr of *The Wet Spot Podcast*, and Luis J. Gomez of the *Legions of Skanks* and *Real Ass* podcasts. 🎧



BREAK FREE OF THE RAT RACE

and Live the Life
You Want



I recently flew to sunny San Diego to go “behind the scenes” and meet Dana Robinson and Nate Broughton, hosts of one of my favorite podcasts, and watch them do a live recording of their show in studio.

One of the first things I noticed was how chill the guys were. They seemed totally relaxed—no stress, no pressure... and in today’s world, that stands out.

How do they do it?

I suspect by embracing one idea: to opt out.

We live in a crazy world. Everyone wants you to ‘opt in’ to something: email lists, subscriptions, text messaging, rewards plans, social networks.

Is it time to *opt out*?

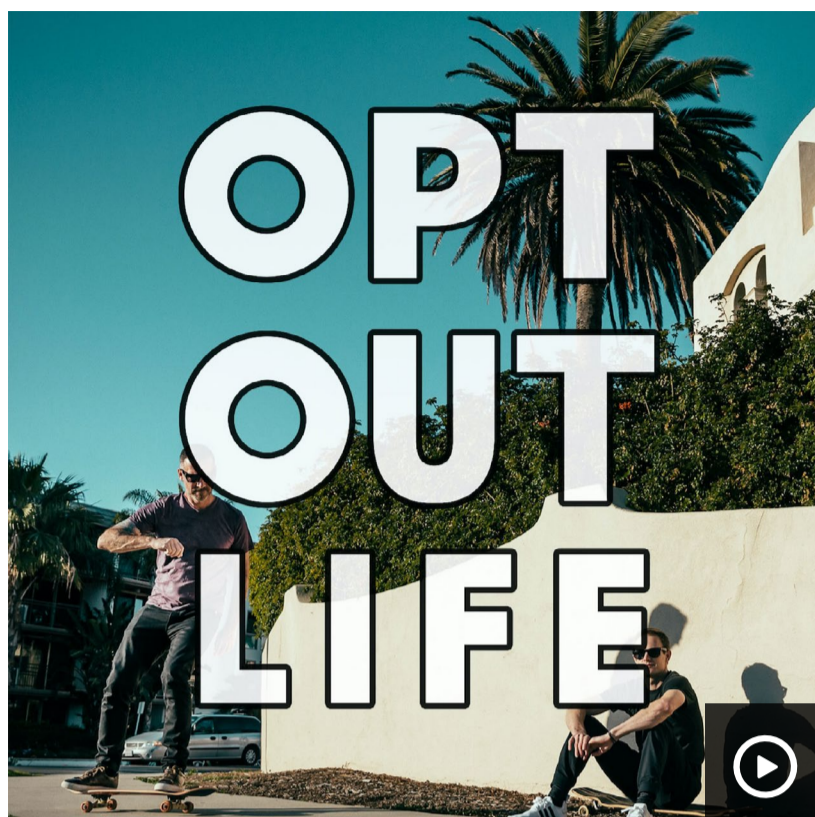
To say “no more” to the rat race?

To consider creating your own goals around something different than the modern version of the American Dream?

That’s the whole idea behind the *Opt Out Life* podcast. Hosts Dana and Nate are subversive millionaires on a mission to build a community of contrarians ready to make a different choice about how they’ll live their lives. Their ‘opt outers’ choose alternative approaches to business, money, and life.

In other words, they want to help you live the “opt-out life” your own way.

A lifehacker since he was just a kid, Dana’s mom nicknamed him MacGyver. He



started his first business at just 19 years old. From there, he’s started, owned, and co-founded a dozen ventures with one goal in mind: “*To do what I want, when I want.*”

Nate found himself bored in college. Looking to fill his empty wallet, he took a job at a company being run out of a basement and discovered the power of online marketing.

Then, in 2015, Dana decided it was time for a reset. He sold everything, and bought a one-way ticket to Bali. He wrote a book.

Nate read it and loved it... in fact, it became the start of his mission to turn the ‘opt out life’ idea into a movement. That movement needed a podcast and blog as mediums to spread the message.

So, the friends jumped in with a unique podcast approach: get regular, every day, successful people to sit down and reveal exactly what they’ve done to create the



lifestyles they dreamed about.

This show is not about private jets, VC funding, and fancy degrees... it's about taking small steps toward the life you *really* want. Instead of focusing on the degree, home, investments, and less-than-secure American Dream security... *Opt Out Life* explains the alternatives—like starting a side hustle and growing it.

It features real stories from real people who've made real changes in their lives.

Listen in and discover how they've been able to:

- Choose lifestyle over money, while still making great money.
- Create unusual success while flying under the radar (no media whores, no fame, no elites).
- Build their 'opt-out' life with intentional action (not by "getting lucky").
- Work for themselves (no mega companies, no bosses, no job titles, sometimes no jobs at all!).

Now, it's your turn!

This podcast goes beyond the stories. Every guest will surprise and inspire you with practical ideas about how you can live a life of freedom, too.

Their podcast description couldn't be more accurate:

"Opt Out Life truly is the no B.S. guide to living the modern 'good life.'" 🎧

opt out

noun / ä tout/:

re-creating the life you want to live.

"I'm not like other people. I decided to opt out."

Dana Robinson's Goal:

"Do what I want, when I want."

What does "living the good life" mean to you?



Business Category Director

Michelle Shaeffer

business@podcastmagazine.com

The Art of Giving a Damn ▶

Got a Business Podcast suggestion?

Let us know! >



UNDER THE RADAR

Michelle's Independent Review Of A Business Podcast You Probably Haven't Heard Of... But Should Be Listening To



COOL THINGS ENTREPRENEURS DO

Kickstart your day, your motivation, and your creativity with Thom Singer's rapid-fire interviews on the *Cool Things Entrepreneurs Do* podcast.

What defines the entrepreneurial spirit? Thom dives into that question with every guest. From the “big guys” everyone knows, to people who've quietly flown under the radar, he asks the questions that allow you—the listener—to find the clues their success leaves behind.

The show's five-year+ archives are filled with conversations you'll love. Every episode includes



actionable information and success habits you can learn from to grow your business—to be inspired to unleash your own creativity to do more cool things with your business.

I recommend starting with these shows:

Episode 468: How to Stay Focused at Work. Thom shares his strategies for staying focused and productive. Super practical tips.

Episode 509: Your6 with Jason Rigolli - It Matters to the World. An insightful conversation about the importance of working for a company that matters to the world.

There's no single thing that holds us back from success and no single solution to achieving greatness. What you'll find in this podcast is hundreds of solutions to various challenges from successful entrepreneurs who are not only building amazing businesses, but also doing cool things.

Be sure to subscribe; you'll walk away excited to do more cool stuff in your own business (and life) too! 🎧

OFF THE CHARTS

PODCAST MAGAZINE'S **Top Podcast Picks Of The Month**

MARCH 2020

ARTS

PHOTOGRAPHY



TIPS FROM THE TOP FLOOR

PHOTOGRAPHY TIPS FROM THE TOP FLOOR

Hosted by: Chris Marquardt

The longest running show about all things photography is a fantastic resource for the serious photographer. Short 5-15 minute episodes covering topics from image composition to post processing.

BUSINESS

BUSINESS WARS

Hosted by: David Brown

We see business wars playing out in front of us every day. How do the winners get your attention and your money? Get the unauthorized real stories of what happened behind the scenes and why.



COMEDY



COMEDY BANG! BANG!

Hosted by: Scott Aukerman

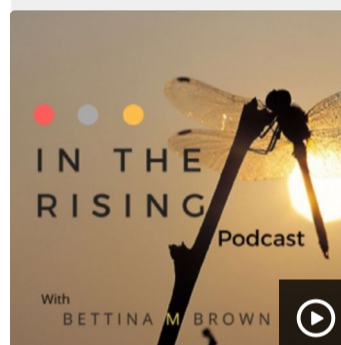
Where conversation meets character comedy and some of today's most hilarious comedians. Featuring interviews with celebrities as well as eccentric odd-balls popping up spontaneously to chat, compete in games, and engage in comic revelry.

EDUCATION

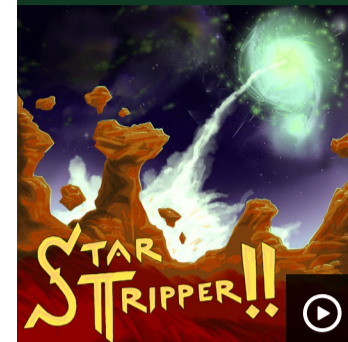
IN THE RISING PODCAST

Hosted by: Bettina Brown

Brown reveals her personal and professional experiences as a physical therapist, highlighting choices that make one's personal, physical, emotional, and psychological health a priority in today's distracting environment.



FICTION



STARTRIPPER!!

Hosted by: Whisperforge

Feston Pyxis, native of the bureaucracy planet Lorvin, has left it all behind! He's sold all his B-movie memorabilia, bought a "StarTripper" ship and is ready for a good time.

GOVERNMENT



GLOBAL GOALSCAST

Hosted by: Claudia Romo Edelman and Edie Lush

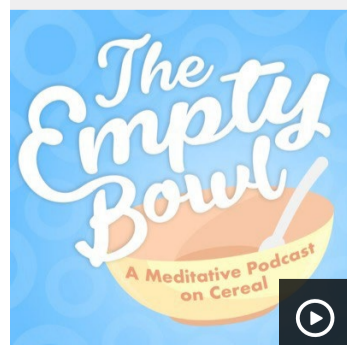
Can we make the world a better place for all? Listen to inspiring stories of people working to create a more sustainable world and learn way to start taking action today.

HEALTH & FITNESS

THE EMPTY BOWL

Hosted by: Justin McElroy and Dan Goubert

A meditative podcast that's actually about cereal, but is very soothing and meditative in nature. An interesting concept and a must listen to quell anxieties and lower your heart rate.



HISTORY



THE BITCHERY OF HISTORY

Hosted by: Max Kirkham and Allison Powell

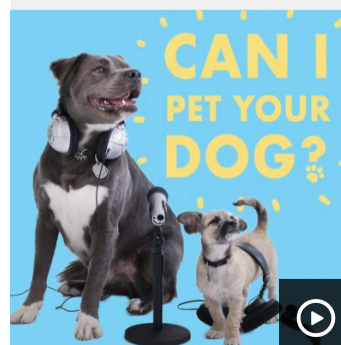
A podcast that explores women who made history, only to be forgotten by it. The hosts discuss badass heroines and villains like kids at the back of the bus.

KIDS & FAMILY

CAN I PET YOUR DOG?

Hosted by: Renee Colvert and Alexis Preston

Upbeat show for unapologetic dog lovers! Fun, fast, lots of laughs. Renee Colvert and Alexis Preston talk dog news, dog views, The Mutt Minute, and pets they've met!



LEISURE



CAR TALK

Hosted by: Thomas Louis "Tom" Magliozzi and Raymond Francis "Ray" Magliozzi

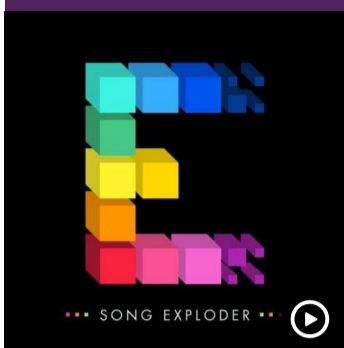
A great podcast from a radio show that hasn't been on the air since 2012. One of the hosts passed away in 2014 and it is STILL the number one Leisure podcast in 2020.

OFF THE CHARTS

PODCAST MAGAZINE'S **Top Podcast Picks Of The Month**

MARCH 2020

MUSIC



SONG EXPLODER

Hosted by: Hrishikesh Hirway

Musicians take apart songs, piece by piece, telling the story of how they were made. Each episode features an artist discussing a song of theirs, breaking down the sounds and ideas that went into the writing and recording.

NEWS

UN-SCRIPTED

Hosted by: Kacie Candela and Stephanie Fillion

Go inside the United Nations and beyond the carefully written policy speeches to where the real work is being done: the unscripted debates on the most pressing issues of our time.



RELIGION & SPIRITUALITY



PRAY EVERY DAY

Hosted by: Mary DeMuth

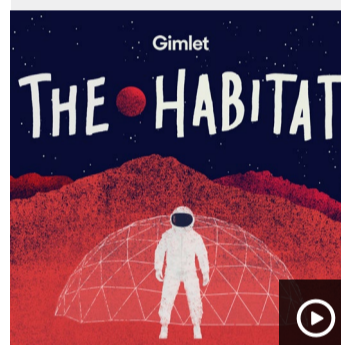
Mary DeMuth reads Scripture and prays for and with her audience. Perfect for every day, and especially those days when you feel lonely and need an encouraging voice.

SCIENCE

THE HABITAT

Hosted by: Lynn Levy

This is an addictive nine-episode podcast—a serialized science documentary about six people living on a simulated planet Mars habitat in Hawaii, where they will work as imitation astronauts for a year.



SOCIETY AND CULTURE

WANDERLEARN



WANDERLEARN

Hosted by: Francis Tapon

Wanderlearn is a podcast about the intersection of travel, technology and transformation. Francis' resume boasts three TEDx talks, an MBA from Harvard Business School, two books and having hiked 10,000 miles in Africa.

SPORTS



THE JIM CORNETTE EXPERIENCE

Hosted by: Jim Cornette

Each Thursday, Jim Cornette hits you with his blunt and uncensored take on professional wrestling, entertainment, politics, and more! Cornette gives his take on everything not just wrestling.

TECHNOLOGY

KUCI: PRIVACY PIRACY

Hosted by: Mari Frank

With everyday technology that is at our fingertips and voice, privacy is diminishing rapidly and with our consent. Learn from interviews with experts on protecting your privacy in the information age.



TRUE CRIME



CRIME MACHINE

Hosted by: Giles Blunt

Crime Machine is a new breed of true crime podcast designed to transport the listener to very specific moments in crime. Join us every week as Mr. Luna opens a new door to an old case with the help of The Operator.

TV & FILM

THE RON BURGUNDY PODCAST

Hosted by: Will Ferrell

Will Ferrell reprises his role as Ron Burgundy in the *Ron Burgundy Podcast*! Each episode has a different theme in which Ron engages in conversation with another notable person on the topic at hand.



EDITOR'S PICK

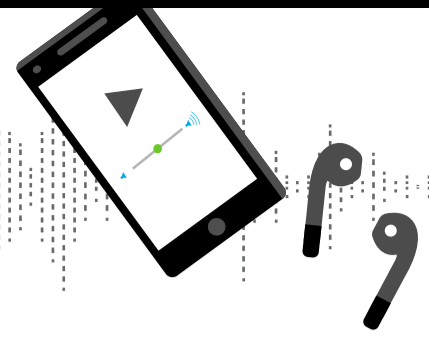


AUDIENCE CONVERTER

Hosted by: Kimberly Weitkamp

Kimberly interviews a variety of guests about their wins, victories, overcoming obstacles and all the other parts about creating a well-known business.

IN YOUR EARS



Your 'buds' will thank you for introducing them to these shows



BEYOND 8 FIGURES

Hosted by: Steve Olsher, Mary Goulet and Richard Otey

Starting a business is hard. Scaling a business is even harder. And, exiting a business is harder still. So, why do some companies struggle to reach six figures while others scale to 7, 8, or 9 figures while achieving lucrative exits for its founders? Join Steve, Mary and Richard as they talk with accomplished entrepreneurs to share their proven methodologies, tactics, and strategies.



SOULED OUT ENTREPRENEUR

Hosted by: Michelle Schaffer

Souled Out Entrepreneur with Michelle Schaffer is an unscripted & unfiltered podcast.

She boldly shares her life in business and at home and how her faith impacts it all. She is unconventional and won't be put into any boxes.

She is a two-time published author, a mother of 3 went from teen mom to millionaire. She loves people and lives to add value to their lives.



THE NOTE CLOSERS SHOW PODCAST

Hosted by: Scott Carson

The Note Closers Show Podcast is a popular real estate focused show on the niche of distressed mortgage investing. This nationally syndicated podcast blends a mixture of educational content with interviews from a variety of investors and vendors in this field. Scott also likes to splash in experts in business, marketing, and mindset to round out the shows content to keep it fresh and enjoyable.



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We recommend, have tested, and believe in the products, programs, and services shown below.

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click funnels

Click Funnels' drag and drop system makes it easy to create landing pages, order forms, product and service funnels, webinars and membership sites along with easy one-click upsells and more. It allows for integration with payment processors, email and Facebook automation.

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cloud accounting

Freshbooks is accounting software that makes it easy to invoice customers, track time, organize expenses, and follow up with clients.

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hosting

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Kajabi is an all-in-one platform for digital entrepreneurs and small businesses to sell content and digital products online.

Excellent choice to deliver your online course including everything you need all in one platform—your website, CRM, landing pages, and much more.

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Turn what you know into income. Tony, Dean, Jenna & Russell share how to tap into the exploding digital economy (without creating an online course, digital agency, or a book) by leveraging The "KBB" Method.

The training is 100% FREE.

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Sendible is a great tool for managing your social media platforms. It allows for scheduling of posts and a good number of connected services compared to most others. Affordable pricing.

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This month's Top 50 podcasts as determined by podcast fans. Vote at PodcastMagazine.com/Hot50 »

| THIS MONTH | LAST MONTH | PODCAST NAME Host(s) | THIS MONTH | LAST MONTH | PODCAST NAME Host(s) |
|------------|------------|--|------------|------------|---|
| 1 | - | REAL LIFE REAL CRIME Woody Overton and Jim Rathmann | 26 | - | TRUE CRIME ALL THE TIME Mike Ferguson & Mike Gibson |
| 2 | - | THE UPSIDE Callie and Jeff Dauler | 27 | - | THE PODCAST BY SONS OF TECHNOLOGY Joe Marquez & Kyle Anderson |
| 3 | - | HIM ME YOU HER Vik, Tay, & Meka | 28 | - | WALKING DEADCAST Podcastica |
| 4 | - | CULPABLE Dennis Cooper | 29 | - | THANK GOD CANCER SAVED OUR DIVORCE Denny, Amanda & Jamie |
| 5 | - | TRUE CRIME BULLSH** Josh Hallmark | 30 | - | REDHANDED Suruthi & Hannah |
| 6 | - | WITHOUT WARNING Sheila Wysocki | 31 | - | SWINDLED Concerned Citizen |
| 7 | - | FOOL ME TWICE Jules Hannaford | 32 | 39 | REPLY ALL PJ Vogt & Alex Goldman |
| 8 | - | MORBIDODOLOGY Emily G. Thompson | 33 | 29 | MY FAVORITE MURDER Karen Kilgariff & Georgia Hardstark |
| 9 | - | CRIME JUNKIES Ashley Flowers & Brit Prawat | 34 | - | COLD Dave Cawley |
| 10 | - | IN YOUR HOWSE Alacon Howse | 35 | - | MORBID Alaina Urquhart & Ashleigh Kelley |
| 11 | - | INVISIBLE CHOIR Michael Ojibway | 36 | - | THE GUTSY PODCAST Laura Wallace |
| 12 | - | THE KINGDOM CROSSROADS Pastor Robert Thibodeau | 37 | - | THE MEDIA LOUNGE Selene Montijo |
| 13 | 1 | THE JOE ROGAN EXPERIENCE Joe Rogan | 38 | - | HIDDEN BRAIN Shankar Vedantam |
| 14 | - | CIGAR HUSTLER Mike Szcpankiewicz, Mike Palmer | 39 | - | DARK POUTINE Mike Browen & Scott Hemenway |
| 15 | 5 | MOTOCYCLE MEN Ted Kettler, Tim "Buktu", Chris "Joker" & Justin Brown | 40 | 31 | OFFICE LADIES Jenna Fischer & Angela Kinsey |
| 16 | - | TALKING MOPARS Chris Albrecht | 41 | - | DRINKING AND SCREAMING Charlene Bayer & Kelly Wright |
| 17 | - | A KISS LIKE YOURS A Kiss Like Yours | 42 | - | BIG MAD TRUE CRIME Heather Ashley |
| 18 | 24 | ARMCHAIR EXPERT Dax Shepard | 43 | - | SMALL TOWN DICKS Yeardeley Smith |
| 19 | - | STRANGE INDEED Podcastica | 44 | 25 | BEYOND 8 FIGURES Steve Olsher, Mary Goulet & Richard Otey |
| 20 | - | SWORD AND SCALE Mike Boudet | 45 | - | STUFF YOU SHOULD KNOW Chuck Bryant & Josh Clark |
| 21 | - | UP AND VANISHED Payne Lindsey | 46 | - | TRUE CRIME OBSESSED Patrick Hinds & Gillian Pensavalle |
| 22 | - | SMALL TOWN MURDER James Pietragallo & Jimmie Whisman | 47 | 26 | LORE Aaron Mahnke |
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| 24 | - | CASEFILE: TRUE CRIME PODCAST Anonymous | 49 | - | SIDELINE TO SIDELINE Grant Goodwin & Terry Bennet |
| 25 | - | MINDS OF MADNESS Tyler "The Voice" | 50 | - | THE CREATIVE PENN Joanna Penn |

OUTRO

A FINAL THOUGHT FROM THE EDITOR

Thank you for reading this month's issue, brought to you by our good friends at

Obviously, we don't have a back-page ad. Could we? Sure. Will we? Perhaps in the future.

After all, we too have mouths to feed and lights to keep on, so it shouldn't come as a surprise if next month's back cover sports a full-page ad. However, we also recognize that one of the bigger complaints we hear from podcast fans is that their favorite shows are inundated with selling.

But, isn't that the case with all media? One way or the other, the consumer pays for the content. Ads, subscription fees, paywalls... every channel has its own iteration of the model.

Revenue supports, and sustains, content creation. No revenue eventually equals no content. That is not a viable alternative. So, selling, in one form or another, goes hand in hand with the podcasting medium.

Next month's cover features "The Wolf of Wall Street," Jordan Belfort. If you know his story, then it should come as little surprise that Jordan provides an interesting viewpoint on the subject of selling. We look forward to hearing your thoughts on it.

For now, we want to hear your thoughts on *this* issue. **[Please do so HERE »](http://www.PodcastMagazine.com/feedback)**
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Until then... listen on!



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