

APRIL 2020 / VOL. 1 NO. 3

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PODCAST TM MAGAZINE

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TOURÉ

UNLOCKING THE
DOORS TO **SUCCESS**

AARON MAHNKE

**iHEARTRADIO'S 'BEST
MALE HOST'** WILL
LORE YOU IN

THE 'CORONADOTE'

25 PODCASTS TO **GET
YOU THROUGH THE
QUARANTINE**

COMMENTS BY CELEBS

OVER **1.4M FOLLOWERS**
CAN'T BE WRONG

MY DAD WROTE A PORN

**PERVERSELY
HILARIOUS
PORN-PROSE**

JORDAN BELFORT

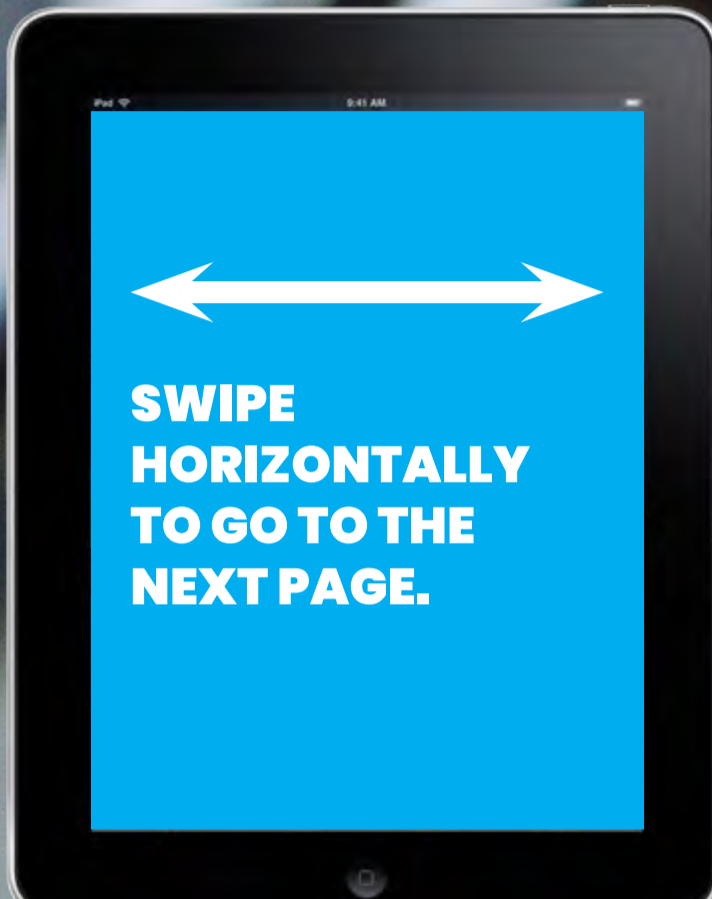
THE **WOLF** OF PODCASTING





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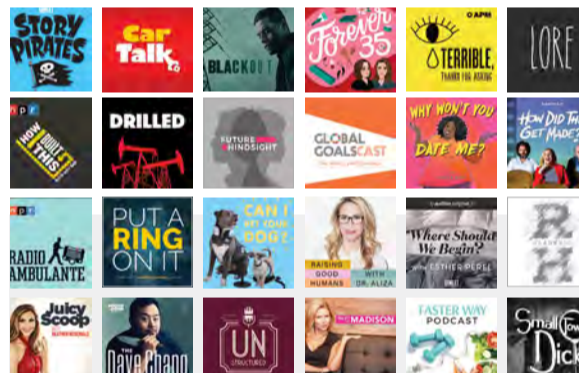
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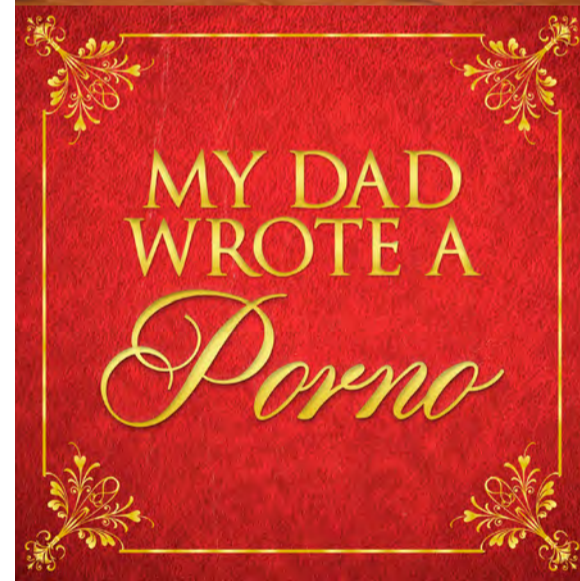
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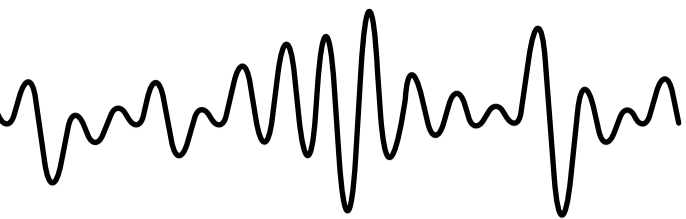
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The industry's only monthly chart highlighting the top 50 podcasts as selected by podcast FANS



FROM THE EDITOR

To be honest, April's *Letter From The Editor* was originally going to be very different.

I had every intention of talking about all of the amazing men and women featured in this month's issue, our packed *Podcast Magazine* launch party, and my recent sit-down with perennial Top 100 podcaster Jocko Willink, who will be featured on the cover of an upcoming issue.

Instead, I'm compelled to share a very intimate letter I wrote to my personal subscribers on March 13. I welcome your thoughts.

Steve Olsher, Founder/Editor-In-Chief

Yesterday, I broke down in tears.

I'm not a pretty crier.

There is no doubt that, collectively, we will someday look back at this precarious moment in time and be able to clearly see how essential it was for our evolution as a species.

In this moment, however, it is hard to see beyond the fear, the concern, and the worry.

School has been cancelled for both my high schooler and junior high schooler for the next few weeks.

My mom is staying with us in our home in San Diego rather than return to Chicago where food shortages are real as supplies are ravaged from shelves much as they are here in California.

Her gut told her not to get on the plane. I'm glad she chose to stay.

These are difficult times.

Recently, we wrapped up our sixth New Media Summit. Having thought long and hard about whether or not the event should take place given the information we had, we opted to move forward with it.

If the event was taking place now, there is no doubt we would cancel. When we made our decision, there was concern, but not chaos and mandates.



STEVE OLSHER, Founder/Editor-in-Chief

So... the show went on. Yes, attendance was slightly off, and the mood certainly swayed between ecstatic and emotional. But, nearly 150 attendees did show up, took center stage like true champions to pitch 40 top podcasts based on who they are and what they do... and, they got booked on the spot.

On day two, we put forth our offer for our yearlong Icon Maker program, just as we have done at previous events. However, unlike past events, very few attendees said “yes.”

The fear and paralysis keeping attendees from confidently moving forward with their lives, let alone their businesses given all that is taking place, was palpable.

As an empath, I did my best to continue to lead until the very last moment of the event, simultaneously recognizing the immense amount of concern in the room and, cell by cell, absorbing it.

The event ended, many stating how it was the best of their lives... thanking me and the team for holding it.

I went to bed that final evening exhausted, knowing I had served those in attendance to the best of my abilities.

I knew long before we all said our goodbyes that the event would be a loss financially. Given that a large percentage of our annual revenue is derived from it, it is inevitable that we will be facing difficult financial decisions in the near future.

That was the least of my concerns.

The NBA, NHL, March Madness, The Masters, MLB, NASCAR, concerts, larger conferences, cruise lines, and many other BILLION-dollar businesses have all opted to shut down.

I couldn't help but think of all of the people who are living paycheck to paycheck.

The shutdown of the cruise lines and sporting events hit me especially hard, because I know that hundreds of thousands (millions?) of people who depend on these industries for their livelihoods are going to struggle.

The vendors who sell food and drinks at the ballgame, the cruise ship employees, the food and drink companies who sell to these outlets (and on and on) are going to be monumentally impacted.

Will they be evicted from their homes? Will they be able to eat? What are they going to do?

After the event, the “Icons of Influence” (the podcasters who are at The New Media Summit to book guests) got together for a day-long mastermind.

At lunch, it all came to a head for me. I had a full-on panic attack.

I couldn't stop crying. I couldn't stop shivering. I couldn't catch my breath. I was on the ledge, and I couldn't see a way off.

I had internalized the fears that so many in attendance were feeling. That, combined with having been caught up in the dot com crash of 2000 and the real estate crash of 2006–09, sent my nervous system into freefall.

Were we going to see a repeat of the Great Recession? Would this be even worse, though, because lives would be lost? What would become of us?

My friend Emerald GreenForest guided me back to the present. Calmly. She held the space for me to connect back with reality. To the now. To my breath. To the love that was surrounding me. She would not allow me to break free of our stare before I was whole once again.

I don't know how long I was in that state. It seemed like hours.

Finally, I was able to breathe. Finally, I embraced the now, recognizing that we do not live in the illusion of what might be.

We live in the reality of what is.

For years, I have preached that one person has the power to change the world, impact millions of lives, and leave a legacy for lifetimes to come.

What this statement must also include is that impacting millions of lives happens ONE person at a time.

Today, we need YOU to be that ONE person.

There may be someone who needs you to be there for him or her... right now... to help him through. Help that person... guide him to embrace this very moment.

As Emerald was for me in that moment, be that ONE person for someone who may be numb, caught up in fear, and concerned for tomorrow and what might be rather than what is.

While we may be required to 'socially distance' ourselves, now is NOT the time to retract from connecting with those you love. Call, email, connect on social.

You may not know that I bottomed out and nearly threw in the towel in November of 2013.

It's true.

My wife stood by my side and gave me the love I needed to make it through. I did. I'm thankful every day that I chose to stay in this world and that she guided me to do so. It is now clear that I had so much more work to do.

CONNECT.

Today, you might be Emerald. You might be me. Tomorrow, that may switch.

Ride the wave. **Do... something.**

Please be strong.

You, my friend, are an EXTRAORDINARY person.

Remember that.

We can, and will, make it through. 📌



STEVE OLSHER

@ThePodcastMag



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dedicated to podcast FANS

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CONVERSATION CORNER

This month's featured 'Letters To The Editor'



This magazine has been a long needed resource, for both podcasters listeners and producers & hosts.

JOEY VINCENT, HOST & PRODUCER,
FILTER FREE AMERIKA

Brilliant journalism from behind the walls of a world once thought to be only a hobby. You're showing the most dedicated and newest talkers that podcasting is a way of life with the ability to deliver an impact in every walk of life. Congratulations and continued success.

ARROE COLLINS, UNPLUGGED AND TOTALLY UNCUT



The magazine is so impressive, with each of the various industries highlighted, and it's great to see tech get covered. They're lucky to have you, with your background in the space. I really appreciated the profile, as it really told the story of the podcast, and I'm able to use that in my own promotional materials... talking about the magazine, of course.



Thanks so much.



DAVE SOBEL, HOST, THE BUSINESS OF TECH

Thanks so much for the piece on the history of podcasting. People need to know that Marc Maron didn't invent podcasting and it also wasn't "born in the halls of radio." I'm also finding more and more cool podcasts to check out. Thanks for all the hard work.

DAVE JACKSON, SCHOOL OF PODCASTING

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Tim Self  recommends Podcast Magazine.
March 6 at 12:03 AM · 

Love this magazine! Very in-depth and interesting. Working towards leveling the podcast field. Amazing content and enjoyable feel.  



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

Visit www.PodcastMagazine.com/feedback

CONVERSATION CORNER

This month's featured 'Letters To The Editor'

THANK YOU for such a wonderful magazine. This is valuable whether you listen to podcasts, are a podcaster or want to know more about podcasts and podcasting in general. I love Under the Radar and appreciate that you are showing non-famous people out there who are creating amazing content, finding an audience and achieving success. As a solo podcaster, I feel a little less lonely with the magazine.

JULIE CORACCIO, HOST, *CLEAR YOUR CLUTTER INSIDE & OUT*



I love the magazine. I just started my podcast about my journey with my ostomy. The magazine has helped me out about what people are listening too and what they want. Thank you.

ROBERT, WEB SUBMISSION

Congratulations!! Your new podcast magazine is AMAZING! I love the bright, bold design. I love the huge variety of articles/topics. Thank you for this brand new resource that truly fills a gap in the market. Can't wait for Issue #3 to hit the stands!

SHERRY RICHERT BELUL, WEB SUBMISSION

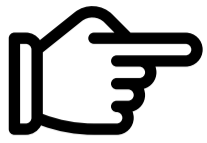
You've done a magnificent job with this magazine! There is so much great information and the stories have a lot of depth. It will take me a month to go through it all.

LAURA BURTON, *THE ONLINE RESULTS LADY*



We Catholics make up more than one billion people, yet I see no one giving us any coverage or attention. I've noticed that an amazing number of the people you feature are Catholic, but there's never a word about that. For example, little from my podcast, *The Cantankerous Catholic*, deals with Catholic teaching, but rather politics, personal finance, and social issues from an orthodox Catholic perspective. Most Catholic podcasts are similar in nature to mine; not Catholic teaching or apologetics (although there is some), but rather topics of interest to all. The bottom line is, I really wish you'd take a look inside the Catholic podcasting genre.

LARRY FORD, HOST, *THE CANTANKEROUS CATHOLIC*



LETTER TO THE EDITOR

Dear Fiction Category Director,

I wanted to sit down and collect my thoughts about the article on fiction podcasts, *The Fiction Podcast: Not What You Think* in your inaugural issue. It struck a chord, but sadly not the one intended.

I'm sorry if I come across as harsh here, and I am trying to be constructive. We need people talking about fiction podcasts. We need critical eyes and stories about making them, celebrating what they do well and pushing them to be better.

Your article states that you're still getting a sense of what a fiction podcast even is. I'd like to help you do that, as I've been involved in fiction podcasting since 2006, and I've had the pleasure to help found and currently serve as the Chair of the Audio Verse Awards since 2014. I highly recommend Ella Watt's overview of the US and UK drama podcast market, a commissioned report for the BBC, as a crash course in recent Audio Fiction History.

The sentence stating "*Alice isn't Dead* is one of the first fiction podcasts created..." destroys your credibility. It's wildly inaccurate and easily fact-checked. As I said on Twitter, *Alice isn't Dead* was produced by Night Vale Presents and premiered on March 7, 2016. *Welcome to Night Vale*, which Night Vale Presents grew out of, premiered June 15, 2012. To an active member of the audio fiction community, even if you don't listen to either show, you're familiar enough to know that they weren't the first.

Though many of the old fiction podcasts do not exist anymore, the oldest surviving show I am

aware of is *Decoder Ring Theatre*, which premiered August 27, 2005. However, it still was not the first fiction podcast created. I would love to find out, but I think that might be lost to history.

The other main issue in the article is towards the conclusion, and I honestly missed it my first read-through because the inaccuracy distracted me. As a listener, I take umbrage at the idea that shows which incorporate the podcast medium into their world are the only ones able to accomplish transforming and transcending the medium. To state "Not all fiction podcasts are able to accomplish this. Some are more like an old-fashioned radio play from the 1930s." is not only wrong, for the simple fact that I've heard them do so, but also that is a bad characterization of audio fiction. It reiterates misconceptions about the medium that a knowledgeable study shows as false.

Audio fiction is... massive. It's proved a challenge to categorize, and people are coming up with unique and interesting ways to use it. Shows which use a framing device, such as recording or broadcasting, are each separate flavors in the wide variety of fiction podcasts. One of your peers, Wil Williams, has a great article on how podcasts series misuse the medium, specifically critiquing the need to justify their existence as audio.

Additionally, while there are shows present which choose to specifically imitate the style or even recreate the feel of the plays released in the 1930s, those have a specific style that relied heavily on narration and minimal sound effects. While their fingerprints are present in modern staples, that is

about as an apt comparison as WWII newsreels are to modern Television.

Compare the 1940s' *The Adventures of Superman Radio Show* against the currently releasing *Marvel's Wolverine*, and you can hear how the medium has changed. While American Radio Drama "died" in 1962 (though, not really) the BBC continued to produce content and shaped the medium with 1978's *HitchHiker's Guide to the Galaxy* and 1981's adaptation of the *Lord of the Rings*. Those productions have had more of an impact on writing, style, and tone than 1938's *Orson Welles' War of the Worlds*. The medium evolved, just as it did in literature, television, and film.

Modern Audio Fiction might not even feature humans as *Everything Is Alive* or break the fundamental aspects of reality in *What's the Frequency*. Some have multiple storylines fleshing out entire cities or colonies, like *Greater Boston*, or *Marsfall*, or one character trying to figure out something which you'll hear in *Girl in Space* and *Rose Drive*.

There's historical fiction, like 1920's *Harlem Queen*, Science fiction, *We Fix Space Junk*, and the Historical Science fiction of *Tales of Sage and Savant*. Fantasy comes in the humorous *Alba Salix*, *Royal Physician*, epic *Windfall*, or modern-day *Kalila Stormfire's Economical Magick Services*. Horror can be found lurking in *The Magnus Archives*, or maybe it's just *All in My Head*.

The Fall of the House of Sunshine is a musical with some of the best fight sequences in audio. There are romantic-comedies like *Deck the Halls (With Matrimony)*, and *Fanwars: The Empire Claps Back*. Detectives are always present, from the alternate history setting of *Victoriocity* to the drunk deductions of *Pinot Noir*. Even True Crime

is found in fiction, as the good people of *Arden* know.

They are all on an equal footing with podcasts that utilize framing devices, though many use them well. *Station Blue* plays with a biased narrator. *Big Data* unravels the hacked heists trying to break the internet. *Love and Luck* is a voicemail epistolary of two lovers who run a queer bar together. The episodes of *ars PARODOXICA* are the curated recordings of the secret organization ODAR's bugs. *Wolf 359* is the broadcast anyone could pick up from the station orbiting the star, thanks to the communications officer having flipped the wrong switch. *The Strange Case of Starship Iris* has not one, but two framing devices in play, as we hear recordings of the investigators listening to the recordings of the survivor.

Others begin with their framing devices but over time grow out of them, as events and dramatic situations require the listener to hear events believably. Doctor Bright's recordings in *The Bright Sessions* give way to conversations between friends outside of their therapist's office. The interviews for an organization that fakes their client's deaths in *The Amelia Project* take on a whole new meaning when we realize someone is listening to the interview tapes with us.

Some even blend both to serve their stories. While *Super Ordinary* begins with its main character trying to set the record straight in audio, the reporter and intern listening to them give us context and intrigue. *Tides* uses the broadcasts of a stranded xenobiologist, but the radio works both ways; the moment her crew makes contact, the stakes, and the sides of the character we see, changes.

Where modern audio fiction truly shines, is the incredible sound design. Listen to the details Mischa Stanton puts into the surface of the footsteps in

The Far Meridian. The physical body horror from Daniel Powell in *Archive 81*. The way Ryan Schile differentiates each room of the boarding house in *Unwell: A Midwestern Gothic Mystery*. Travis Vengroff's commitment to having accurate Polar Bear sound effects in *The White Vault*. Great sound design, more than a framing device, immerses the audience into events as they play out.

There are so many great shows doing well in audio fiction. There are moments in the human anthology *The Big Loop*, and the high school superhero *Red Rhino*, where everything came together perfectly, leaving me crying. Moments that speak emotional truth have that power, regardless of whether they're recordings or I'm just present in the scene. Audio is an intimate medium to tell stories in, naturally tapping into your ability to empathize and imagine.

I would be remiss not to mention *Improvised*, *RPG*, and *Actual Play Podcasts*, such as *Hello from the Magic Tavern*, *Join the Party*, or the monolithic *The Adventure Zone*. These shows are their own class of Audio Fiction, some using game systems, improvising events and their outcomes. They sit along with their peers, which are Audio Plays. Audio Plays as a medium have endured despite the rise of television because the people behind it are passionate and care a great deal, because of the ways they've connected with audio.

To have someone covering a field demonstrate a lack of knowledge and reiterate misconceptions is infuriating, regardless of industry or medium. It's sadly a common pattern when fiction podcasting is covered in the media. An article is written, it demonstrates fundamental misunderstandings of the medium's current state, and the community writes off any insight or critique as a fruit of the poisonous tree.

The audio fiction community has been struggling

for recognition for years. In 2007, and until last year, fiction podcasts were hidden in Performing Arts, or even TV & Film. We go to conventions or events for podcasts and still have to explain that we are a thing, have been a thing, and continue to be a thing. It's gotten better, but it's still frustrating to have to struggle for legitimacy against a lack of knowledge.

Despite issues with *Luminary's* launch, we still cheered on their producing *The AM Archives* because it meant an independent creator was receiving a budget where their people could be properly compensated. We are excited about *MARVELS* because that show recruited people from the community to create it. We felt acknowledged.

I was excited and impressed to see this podcast magazine has a director focused on fiction podcasting. However, we notice when you get fundamentals wrong, and we feel slighted when you reiterate misconceptions. We do not feel acknowledged here. I hope that you can do better going forward.

The reporters who are finding success in covering audio fiction, such as the Bello Collective, Wil Williams, Elena Fernández Collins, Gavin Gaddis, or Drew the Podcast Dragon, demonstrate their intimate knowledge effectively in their writing and have become members and leaders of the community in their own right. I highly recommend their work.

I'd like to see you succeed and become a staple of good, constructive, lively discussion when each issue comes out. I honestly hope this helps you on your journey to understanding fiction podcasts better.

Feel free to reach out, I honestly could keep going on with more wonderful shows I've had the pleasure of listening to.

—COLIN KELLY, CHAIR, AUDIO VERSE AWARDS

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JORDAN BELFORT

THE WOLF OF PODCASTING



Few five-word strings evoke such strong emotion as *“The Wolf of Wall Street.”*

For those familiar with the moniker and the man behind it, an opinion—and a strong one at that—is immediately formed in response. There is seldom middle ground when his name arises.

One either loves, or loathes, Jordan Belfort.

Many loathe his past behavior. Indicted for securities fraud and money laundering in 1999 for his ‘pump-and-dump’ schemes that led to investor losses of approximately \$220M, he served 22 months in prison for the crimes related to his tenure at the helm of Stratton Oakmont—the securities firm he, along with his partners, grew into a \$1B enterprise in less than five years.

“With all seriousness, less than two percent of our activities were illegal,” Jordan recalled.



Podcast Magazine Founder/Editor-In-Chief Steve Olsher interviews Belfort in "The Wolf's Den" in Beverly Hills

“There’s so much fraud and bullsh*t in the self-help and personal development space.”

“In hindsight, of course, we shouldn’t have done anything that wasn’t completely above board. What many don’t know, however, is that a lot of our clients did really well, the largest majority of our efforts were completely legal, and we did a ton of beneficial work including helping to take Steve Madden and 34 other companies public.”

There are also a lot of people who love and admire Jordan. Yes, he committed the crime. Yes, he served his time... 20 years ago. Continually reminding him of and/or reprimanding him for his choices is unnecessary.

His bank account is reminder enough. Every month, for the rest of his life, he pays a minimum of \$10,000 to the U.S. government in restitution to his victims (this is in addition to the \$100M+ he’s already paid).

In a society that relishes the comeback, Jordan arguably has rights to the crown.

After all, how many people can say their life was depicted in an Academy Award nominated biopic that grossed nearly \$400M worldwide and had legendary filmmaker Martin Scorsese behind the camera and Academy Award winner Leonardo DiCaprio portraying them?

How many people have had *their* autobiography attain New York Times bestseller status with subsequent multiple foreign language versions and ongoing daily sales?

And, how many people can say they have an incredibly popular rap anthem based on *their* life with more than 50M YouTube views and countless spins at parties across the globe?



No matter on which side of the fence of public opinion one falls, it is difficult to deny Jordan's position as a cultural icon. His former extravagant lifestyle, accumulation of massive wealth, no-holds-barred, salacious approach to living, near-fatal addictions, and very public (and admittedly deserved) downfall have allowed him to achieve legendary status.

Make no mistake; he takes personal responsibility for his actions and aims to serve as a cautionary tale for what *can* happen when excess and greed go horribly wrong. He also understands that his ability to lift himself up from his middle-class roots to join the ranks of the rich and famous is often construed as an inspirational story.

"People connect with 'The Wolf,'" Jordan shared. "They see the fun and want the luxuries and glamorous elements that wealth can provide, but they're not stupid. They understand that, to get there, it takes hard work... and, they definitely don't want

to go to jail. Unless you're a crazy person to start, you don't want to hurt people."

On his Kast Media Network original podcast, *The Wolf's Den*, Jordan guides his "pack" to attain their desired level of success without, of course, having to engage in illicit or illegal activities. Often, these teachings take the form of sit-downs with well-known entrepreneurs and celebrities who share their strategies.

Other times, Jordan's soapbox approach delivers soliloquies on life and business—the good, the bad, and the ugly—to help listeners achieve their desired results faster, without the trial, tribulation, and brain damage Jordan had to incur.

"One of my favorite episodes so far has been when I had the opportunity to sit down with the FBI agent who actually put the cuffs on me," Jordan shared. "He's now a friend, and we definitely have mutual respect for one another. He knows I've never gotten in trouble again and that I'm not a career criminal.



JORDAN

listens to

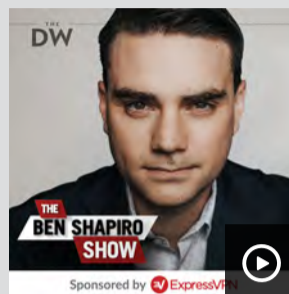


“It was a really interesting conversation. To have him come on the podcast was, honestly, quite special. It was as if everything had come full circle. I’ll never forget when he expressed his frustration about chasing me for seven years, getting me booked for four, and that I only served two.”

And, while Jordan’s stance on what may be considered “acceptable behavior” has changed, his tone has far from softened. He is not one to mince words.

“I had Grant Cardone on the podcast, and he wanted to talk about selling,” Jordan said. “After a few minutes, I told him point-blank that he’s one hell of a marketer, but he’s not a great salesman. He didn’t take it well and wanted to fight me... literally!”

*“There’s so much fraud and bullsh*t in the self-help and personal development space. There are all of these self-proclaimed gurus, and I can’t stand it. Don’t look at people who supposedly have money because they stand*



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“I’ve never gotten in trouble again, and I’m not a career criminal.”



“If I do my best to lift others up, I’ll die with more wealth than money could ever provide.”

next to fancy cars, take pictures in front of planes and mansions, and then take them at face value. You have to listen to what they’re actually saying and dig beneath the service. If you listen close enough, and dig deep enough, you’ll find a LOT of inaccuracies.”

One fact that is far from inaccurate is that, despite his misgivings, Jordan’s parents loved him very much and were proud of his accomplishments. While they may not have agreed with all his actions, they loved him unconditionally.

“Even with everything going on, they stood by my side,” Jordan shared. “There was never a day in my life I thought they didn’t love me.”

Recently, Jordan’s dad passed away after a lengthy illness. The last few months were especially rough.

“The running joke is that he could move on to the next life because Scorsese portrayed him in a movie,” Jordan said. “And, we get

Rob Reiner to play him. He was thrilled.”

As Scorsese’s work has arguably improved with age, one could easily say the same for Belfort. One need look no further than his current definition of success to understand why:

“Leaving the world a better place than I found it... that’s how I would define success,” said Jordan. “My goal is to make sure that every interaction I have with another human being leaves him or her in a better spot. I may not always succeed, but if I do my best to lift others up, I’ll die with more wealth than money could ever provide.”

For humanity’s sake, one can hope Jordan reaches his final days as the wealthiest man alive. 🙏



Founder/Editor-in-Chief

Steve Olsher
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Beyond 8 Figures 🎧

WE HAVE LIFTOFF!

Highlights From The *Podcast Magazine* Launch Party

Last month, *Podcast Magazine* celebrated its launch with a star-studded gathering of podcasters and fans of podcasting in San Diego. Hundreds of people from across the globe joined us to celebrate and honor numerous members of the *Podcast Magazine* team.

Founder and Editor-In-Chief Steve Olsher recognized the heroic efforts of the team to launch the magazine (to meaningful fanfare, including coverage from Forbes, Cheddar TV, and Fox Business) in just 100 days and awarded plaques to the Category Directors in attendance.

One of the highlights of the event included an in-depth sit-down with perennial Top 100 podcaster Jocko Willink, who will be featured on an upcoming cover.

Inside the *Podcast Magazine*
launch party





A portion of the Podcast Magazine team (from L to R): Dr. Rhoberta Shaler, Category Director Kids & Family; Emerald GreenForest, Category Director Arts; Eric Nevins, Category Director Religion & Spirituality; Susan Dascenzi, Category Director Health & Fitness; Steve Olsher, Founder/Editor-In-Chief; Kelly Poelker, Executive Editor; Lori Lyons, Category Director Leisure; Adam Lewis Walker, Category Director Education; Ken Bator, Category Director True Crime; Raven Blair Glover, Category Director Music; Michele PW, Category Director Fiction



Executive Editor **Kelly Poelker** and Founder/
Editor-In-Chief **Steve Olsher**



Creative Director **Elizabeth Scott**



← **Raven "The Talk Show Maven" Blair Glover** conducting red carpet interviews



Lia Dunlap with Steve Olsher →



Steve Olsher interviews **Jocko Willink** for an upcoming feature



Education Category Director **Adam Lewis Walker** signs a copy of the inaugural February 2020 issue



Dennis Langlais of *RankingMastery* and **Dr. Marty Fallor**



Debbi Dachinger of *Dare To Dream*



Steve Olsher with his family





AWAKENING FAMILY HISTORY

Bridging the Gap Between the Past, Present, and Future

“Genealogy is a combination of skill and luck.” —Drew Smith

Have you ever wondered where you come from? Who “your people ” are? How they got here? In this ever-changing world, one uniting factor amongst human beings is

that we all have ancestors. We may not know who they are, but they existed on this planet before us.

Genealogy—the study of our heritage—is one of the most practiced hobbies worldwide second only to gardening.

“We want our listeners to feel like they are eavesdropping on two friends chatting.”

Meetups, societies, conferences, and industries have all sprung from the study of our heritage. And, it's not just blue-haired retired men and women finding their roots. Young and old alike tromp through cemeteries in search of elusive gravesites, road tripping their way through history.

“Cemetery visits are what genealogists do for fun,” says Drew Smith, host of *The Genealogy Guys Podcast* and *Genealogy Connection* podcasts alongside George Morgan. These co-hosts share a healthy love of heritage and are well-respected in the field of genealogy.

Another love they share? Cats! In fact, one of their beloved cats, Fletcher, was considered a co-host of the podcasts

and had her very own following. Often interrupting the shows with her own meows and musings, she even received her own fan mail!

Drew was a professor of Library Science at the University of South Florida in Tampa, FL, when he first embarked on his podcasting journey. At the time, online courses were becoming more popular for distance students, but the lack of personal relationships that often come with virtual reality tended to result in students leaving a poor rating for those types of classes. Drew discovered the fledgling podcast world in an attempt to reach and better connect with his online students. Utilizing early technology to broadcast his teachings live so his students could interact with him, Drew was able to improve class ratings.

Combining the technology with their love of genealogy, Drew and George started *The Genealogy Guys Podcast* in 2005, less than a year after Libsyn made its podcasting debut. This makes George and Drew the OG's of Podcasting—or should we say the 'OP's' (Original Podcasters)?

Choosing to model their format after the banter between Click and Clack—Tom and Ray Magliozzi of *Car Talk*—each episode features news, reader emails, a book review, and finally, a short interview. However, this format doesn't allow for in-depth interviews, so they launched *Genealogy Connection* podcast in 2016.

Dedicated to providing the background story of their guests, it's clear in listening



George and Drew have authored more than a few books to help Genealogy enthusiasts learn how to expand their family trees.

in that the pair establishes a relationship with their interviewees. Meeting their guests—a virtual “who’s who” in the genealogy world consisting of librarians to educators to technology developers—at conventions, shows, and society meetings, Drew says, *“We’ve been in the industry for so long, we know just about everyone. We want our listeners to feel like they are eavesdropping on two friends chatting.”*

Between the two podcasts, there are over 430 episodes, and they rank in the top seven percent with podcast listeners. They’ve also created Genealogy Guys Learn, a program for beginners to those interested in more serious genealogy-related research, to support individuals in the process of tracing their lineage.

It’s not all smooth sailing, though.

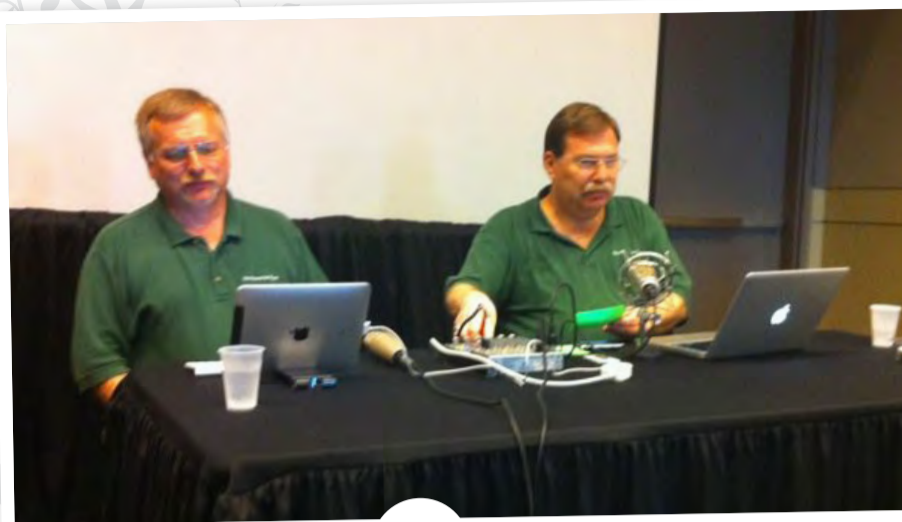
The study of genealogy is not without

controversy. *“One of the biggest discussions we tend to stay neutral on is whether to make a family tree public or private,”* said Drew. Often dividing genealogists and families alike, Drew continues, *“Having an open family tree does help research, but it also invites misinformation.”*

Recent technologies have also been a hot topic of discussion in the genealogy communities. In the past, DNA testing took months to complete, whereas now, it can be done with a kit in the privacy of the home. *The Genealogy Guys Podcast* shares with listeners the pros and cons of this home testing, as well as cautioning what to “watch out for” in terms of the results. *“Who is using the tests and for what is of concern to the community, and is often a topic on the podcasts,”* Drew says.

As partners in podcasting, genealogy,

“If you want to get into genealogy, start with yourself, work backwards, and don’t be afraid of the inevitable brick walls.”



Wisdom, news, and stories are shared via the *Genealogy Guys Podcast*.

and life for years, George and Drew undoubtedly have that “Click and Clack” chemistry they so admire in Tom and Ray. And that extends far beyond podcasting.

Drew is a bit of a science geek—he loves the research of evolution, mathematics, and physics. He’s also recently taken up cooking and baking, even offering his listeners a recipe for a Key Lime Pound Cake on one of his episodes! His favorite podcasts are ones that involve lore and ghost stories, which he finds very entertaining. He also enjoys listening to Helen Zaltzman’s *The Allusionist*. George is fascinated by anything and everything Pompeii, and spends a great deal of time reading and researching it.

Whether you are already an expert in the field or a weekend cemetery visitor, *The Genealogy Guys Podcast* and *Genealogy Connection* podcast will expand your horizons. Who knows... you might be the long-lost third cousin of George Washington or Queen Elizabeth! Listen in to learn more! 🎧



Leisure Category Director

Lori Lyons
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Got a Leisure Podcast suggestion?

Let us know! >



UNDER THE RADAR

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



the
Yarniacs
PODCAST



THE YARNIACS PODCAST

The word “knitting” tends to conjure up images of a sweet grandmother in a rocking chair, cat by her feet, in front of a roaring fire, knitting needles in hand. In today’s day and age, though, nothing could be further from the truth!

The Yarniacs Podcast certainly dispels that “old-lady” perception. Gayle and Sharleen are knitting best friends, wives, and moms who share a love of knitting and deliver a wealth of information in an engaging and lighthearted manner, making for an easy listen.



Each episode begins with a “What Are You Wearing?” section—self-described as “yarn porn.” Here, they name the pattern designer and describe the yarns and patterns so well, the listener can visualize the scarves, sweaters, vests, etc. In addition to talking about knitting and all variations, they also discuss yarn and pattern organization, ways to repurpose yarn, and how to adjust and change patterns to fit body types.

A clever addition to their format is the “stalking” portion of the podcast, during which Gayle and Sharleen talk about projects they are obsessing about.

Recently celebrating its eighth anniversary, *The Yarniacs Podcast* releases a roughly hour-long new audio about every two weeks.

If you knit, have thought about knitting, and/or haven’t knitted in a while and want to begin again, start enjoying the company of Gayle and Sharleen. 🎧



THE TIMELESS TRADITION OF CAMPFIRE GHOST STORIES

The Ever-Enduring Scare

“Welcome, friend. Have a seat by the fire. Make yourself... comfortable.”

—Campfire Radio Theater

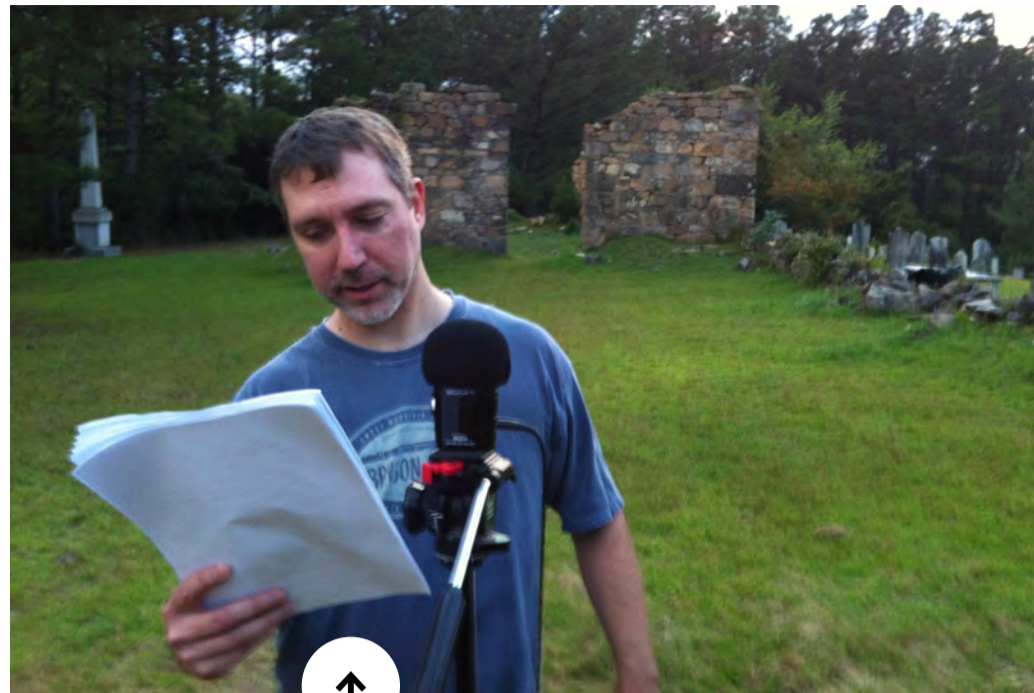
The sound of a crackling fire. The yellow and orange lights flickering over the faces of your companions sitting across from you. The scent of wood smoke, roasting marshmallows, and damp, decaying leaves. The squeak of an animal scurrying through the undergrowth.

And, of course, the pièce de résistance: a chilling ghost story to give you just a bit of a scare before you turn in for the night.

Welcome to *Campfire Radio Theater*, a horror audio drama podcast that harkens back to the days of summer camp, when



“A lot of sound design is just me sitting with a digital recorder trying to figure out if I can make a twig snap sound like a bone crack, or digging around in a can of dog food sound like an alien autopsy.”



Recording actors on location can provide creepy ambience, but also brings other challenges—passing airplanes, obnoxious insects, and wind noise.

swapping ghost stories over a late-night fire was a rite of passage.

“I’ve had people compare it to sort of a cross between Tales From the Crypt and The Twilight Zone,” said John Ballentine, creator of the podcast.

Campfire Radio Theater is an anthology of self-contained 30-minute stories (rarely do they carry over to the next episode). It’s very similar to a traditional radio drama with a full cast of voice actors and a variety of sound effects. Ballentine emphasizes, however, that it does have a more modern spin to it as it is in stereo—better to listen to with a good set of headphones.

“We try and create something that sounds pretty slick and professional as much as we can,” he said.

A “heads-up” to fans of gore:

“The sound design is there to paint a

picture that's kind of gory, yes," said Ballentine. "But my focus is more on the story that will creep into your brain and maybe scare you without all the blood or guts."

Ballentine's love of radio drama started early. In the 80s, he used to listen to it on NPR. "It was like old-time radio," he said. "Like the movie soundtrack with the projector bulb turned off."

Some of his favorites back then were *Star Wars* radio dramas, *Hitchhiker's Guild to the Galaxy* from the BBC, and a radio drama series called *Nightfall*, which was produced by CBC Radio and ended up being his "primary inspiration."

"*Nightfall* was a scary, scary radio drama, and it was probably the biggest influence on *Campfire Radio Theater*," he said. "In fact, we were given permission to adapt a couple of *Nightfall* episodes for *Campfire Radio Theater*, which was a great thrill."

Ballentine had always wanted to do a radio drama like *Nightfall*, but for years, he wasn't sure if it was even possible. "I wondered, does anyone even listen to radio anymore? But then, when podcasting started to come around, I thought maybe there was a possibility there."

Ballentine started *Campfire Radio Theater* in 2011. With a background in analog radio, he described modern digital production completely differently: "Now, you can sit at the computer and do all of this so easily."

In addition, he also liked writing stories, so rather than letting them collect dust



JOHN

listens to



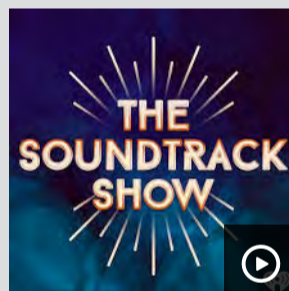
KNIFEPOINT HORROR

Tales of supernatural horror.



VIDEO PALACE

Whatever you do, don't press play! The 10-part series chronicles a young couple's investigation into the origins of a mysterious VHS tape and the infamous video store from which it came.



THE SOUNDTRACK SHOW

The Soundtrack Show is a weekly look at film scores and soundtracks for some of the most popular movies, TV Shows, Video Games and Theater pieces of all time.

"I've had people compare it to sort of a cross between *Tales From the Crypt* and *The Twilight Zone*."

on his shelf, he created the podcast as an avenue to combine his love of storytelling with his audio background.

He produced the first two episodes without even having his own feed. But a friend of his, who had a feed showcasing other audio dramas, liked what he heard, consequently publishing *Campfire Radio Theater*.

Eventually, the podcast grew, and Ballentine got his own feed. He remains the main storyteller and audio designer.

“While we do pull a lot of sound from sound libraries, a lot of sound design is just me sitting with a digital recorder trying to figure out if I can make a twig snap sound like a bone crack, or digging around in a can of dog food sound like an alien autopsy. It’s playing around with a lot of different sounds to create effects that often resemble things that have no bearing to what the sound actually is. You want to meet the listeners expectations for what these things sound like, even if it’s completely false. That’s a lot of fun.”

His quest for crafting the perfect sound has led to all sorts of adventures, including recording an entire podcast out in the woods.

That particular episode, titled *Hungry Hollow*, is about a witch who seduces a group of guys on a camping trip. As he didn’t want to ask a girl to come with them, he had one of the guys play her character and dubbed in her voice later, which ended up working *“better than you might expect.”*



Currently, Ballentine gets inspiration from other horror audio dramas such as *Knifepoint Horror* and *Video Palace*. And his love of *“listening to movies with the projector light turned off”* continues with *The Soundtrack Show* podcast.

Campfire Radio Theater is completely non-profit (no ads, no Patreon account, no merchandizing), so there is no set schedule for new episodes. You can find it on Apple Podcasts, Stitcher, and other podcast apps. 📍



Fiction Category Director

Michele PW (Pariza Wacek)
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The Write Inspiration podcast 🎧

Got a Fiction Podcast suggestion?

Let us know! >

OVERRATED

Michele's Independent Review Of A Fiction Podcast You've Definitely Heard Of... But Might Want To Reconsider Listening To



DEADLY MANNERS

On the surface, this podcast seems like it would be right up my alley. A snowed-in dinner party during which guests are murdered, one by one, ala Agatha Christie's *And Then There Were None*?

Sign me up! And then... I listened.

My biggest problem was with the narrator. I'm already not a fan of narrators in fiction podcasts, but some I've listened to make it work.

Not this one.

It seemed to me that the narrator had more lines than the voice actors. (This may or may not be



accurate, as I didn't actually count the lines.)

That left me feeling like I was getting talked AT rather than being brought into the story. ("Show don't tell," anyone?)

Here's an example:

Narrator: The two women went to the kitchen.

<The two women have a conversation.>

Narrator: The door opens, and the maid is standing there.

<Maid says a line.>

Compared to other podcasts:

One character would say to the other, "*Psst. I need to talk to you. Come to the kitchen.*"

Then, the sound design takes you into the kitchen *instead of the narrator*.

See how that keeps you in the story? And how less choppy it is? That's why I'm not a fan of narrators in fiction podcasts. But if you like that style, or don't mind having a narrator escort you around the story, this podcast may be right up your alley. 🎧



 GADGETS, GIZMOS & GEAR

PODCAST DISCOVERY: To Infinity and Beyond

When I walked the aisles of Blockbuster, I never once thought it was hard to find movies. At that time, the shelves housed more options than we'd ever had. But it wasn't until Blockbuster went away and Netflix filled the movie space that we all realized Blockbuster really just carried the top 300 movies.

The abundance of movies Netflix provides necessitated the creation of categories beyond action, horror, drama, and comedy. To help users find movies they'd love, Netflix offered a \$1M-dollar prize to anyone who could create a recommendation engine that would make discoverability a joy instead of chore.

But search engines are only as good as the information they have access to. And when it comes to podcasts, there aren't many options available for search engines like iTunes. A few keywords, an episode title, and a few sentences about it is all iTunes has to figure it out.

Fortunately, there are resources like this *Podcast Magazine* to help podcast fans learn about shows they'd likely enjoy in just a few minutes, rather than investing hours in listening to ones they won't like.



Podyssey App

The Podyssey App is another such resource. It's the Goodreads of podcasts, giving you the ability to follow people who listen to the kinds of podcasts you like, so you can hear about shows they've tried. The social feed is so focused on podcasts,

it is well worth your time to create a profile of your favorite shows and add your thoughts to the community.

They also put out a newsletter featuring several episode playlists of the week. For instance, during the week of Valentine's Day, they featured a playlist of episodes about sex and relationships. Also included is a list of the episodes the community loved from the week prior, and a featured discussion from the thread. Plus, everything in the newsletter app is clickable, so you can follow the people, podcasts, and episodes mentioned. This is a very well-put-together app.

Discover Pods



DiscoverPods.com is another great source for finding shows. It's a Huffington Post-style blog centered on podcasts that showcases articles with titles like, "11 History Podcasts to Decide if the Past was Any Good," "14 Audio Drama Podcasts to Get You Hook on Fiction," and "8 of the Most Chilling True Crime Podcasts Like Serial."

Like The Huffington Post, Discover Pods articles are written by contributors from many different veins of life, providing you with a wide variety of ideas, articles, opinions, and podcast recommendations. Each article ends with links to follow the writer on Twitter (or elsewhere) to further increase your chances of finding new podcasts.



Find a podcast



r/Podcasts



Reddit is another great place to immerse yourself in podcast culture. The subreddit r/Podcasts has over 1,000,000 members, and there is incredible engagement. The only real drawback to Reddit is the user learning curve. It's not quite like Twitter and Facebook where you can just jump in and start conversing. There's an etiquette and culture to Reddit that users enforce.

But the value is clear in the lively podcast-based discussions like:

- Any podcasts about song lyrics?
- Any podcasts with a magical realism/storytelling feel?
- Is there a podcast about the history of science?
- Looking for podcasts similar to 'BBC – The Inquiry.'

Most threads have five comments in the first hour, many with hundreds.

There's a huge difference between an app showing you their "featured podcast of the week" and hearing the words of real podcast listeners suggest and describe shows they like, which is why you can't afford to miss a single issue of *Podcast Magazine*.

Podcasts, like movies, aren't categorized by tone or format, so suggestions from others is paramount during this "Wild West" age of podcasting. 🎧



Gadgets, Gizmos & Gear

Dan R Morris
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TracingThePath 🎧

Got a Gadgets, Gizmos & Gear suggestion?

Let us know! >



UNLOCKING THE DOORS TO SUCCESS

A Conversation with Touré About Finding
Purpose in Life and Career

You've likely heard of Touré... but from where?

Maybe you've seen him on MSNBC, CNN, MTV, BET, A&E, or the Tennis Channel.

Maybe you've read his biographical and autobiographical books on iconic musicians like Prince and Rakim.

It's quite possible you've seen his articles in *Rolling Stone*, *The NY Times*, *The New Yorker*, *The Washington Post*, *Time*, *Ebony*, *Vogue*, *Vice*, *Tennis*, and/or *Playboy*. And it would come as no surprise if you recognized him from his countless social and political columns.

Or maybe, you know Touré from his engaging podcasts, *Touré Show* and *democracy-ish*.

If it seems like Touré is everywhere, it's because he is. And the same can be said about his guests on the *Touré Show*.

In its most simplistic description, this show is about success. It's focus is on teaching aspiring musicians, athletes, writers, comedians, businesspeople, and individuals of all professions how to reach their goals.

Interestingly, when Touré created the show in 2017, he didn't feel particularly successful (a somewhat strange notion given the list of credits attributed to his name).

"I like the hard work... I enjoy the effort and the struggle."

His goal?

To change not only the podcast landscape, but cultural perspectives.

Touré was hosting a show called *The Cycle* on MSNBC when he was introduced to the world of podcasting. During his daily 40-minute bike commute from Fort Greene, Brooklyn to Rockefeller Center in Midtown Manhattan, Touré stumbled upon his first podcasts, *This American Life* and *Radiolab*. Immediately hooked by this new approach to storytelling, he began expanding his podcast listening.

Years earlier, while working the hip-hop night scene (which gave him access to the likes of Jay-Z, Eminem, Wu-Tang, Nas, and Snoop), Touré met a lawyer named Reggie





Touré with some of the celebs he's interviewed for his podcast (from left): Tiffany Hadish, Spike Lee, and Billy Porter



Osse who was schooling partygoers on how they should interact with police if harassed for loitering on the corner. For 12 years, Reggie represented hip-hop producers and entertainers, but he was more widely known by the name he took on after his legal career—Combat Jack.

Combat Jack became one of the early successful podcast hosts, interviewing the biggest names in the hip-hop industry while also creating his own platform, Loud Speakers Network (LSN). That network inspired and featured shows like *The Read*, *The Brilliant Idiots*, and hosts like *The Breakfast Club*'s Angela Yee. Combat Jack also created the *Gimlet Series*, *Mogul: The Life & Death of Chris Lighty*.

His impact on the podcast industry created more opportunities for people of color, and before passing away in 2017, he planted the seed in Touré that he NEEDED to start his own podcast.

Thus began the *Touré Show*, featuring

guests like Kareem Abdul Jabbar, Kendrick Lamar, Diddy, Maxwell, and Nikki Giovanni right out of the gate.

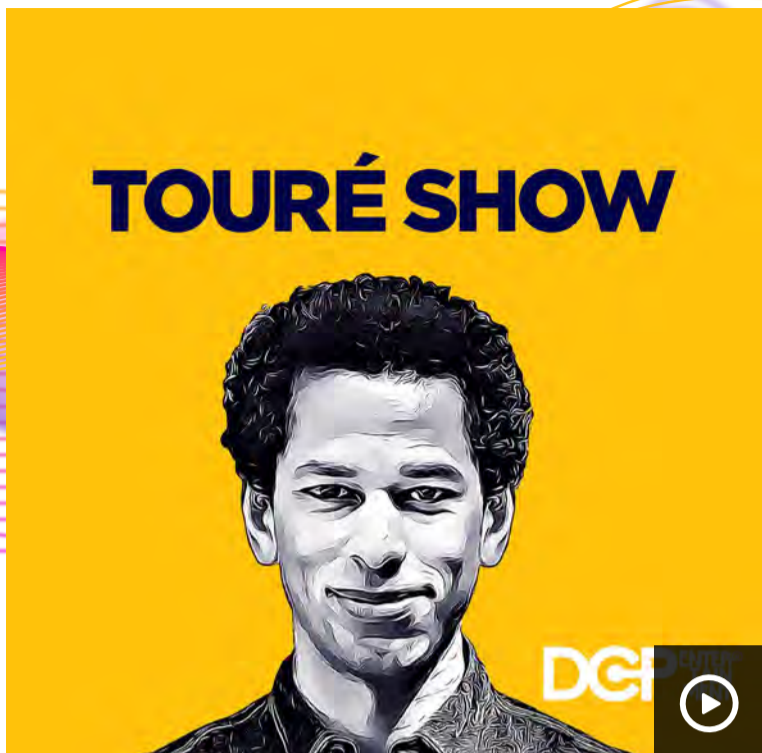
Exceeding Expectations

In thoughtful reflection, Touré described his intentions behind every show he creates.

"I have always felt like I wanted to expand the expectation of complexity from Black people, so that they would not see us as simple or instinctive or intuitive. We are truly brilliant, be it rappers, singers, writers, whatever."

He holds firm belief in the notion that natural genius does not give individuals credit for the skill acquisition, learning, intelligence, and intentionality behind their craft.

Touré is also fiercely committed to sharing messages of gratitude, finding them helpful in nurturing the confidence and sanity he seeks in his day-to-day life.



For example, in an episode featuring Tiffany Haddish, she shares her journey from homelessness to successful actress. Brushing off the “haters” who couldn’t see her vision for her future success, she too encourages people to commit to a message of daily verbal positive gratitude (with a humorous spin).

“Let’s win today. You look amazing. Look at you! I’m proud of you, heart. Look at you, liver. You handled last night well. I’m sorry I got you so drunk...”

A Never-Ending Drive

Touré is someone who can’t help but be busy 20/7. He might get about four hours of sleep a night, as a generous estimate.

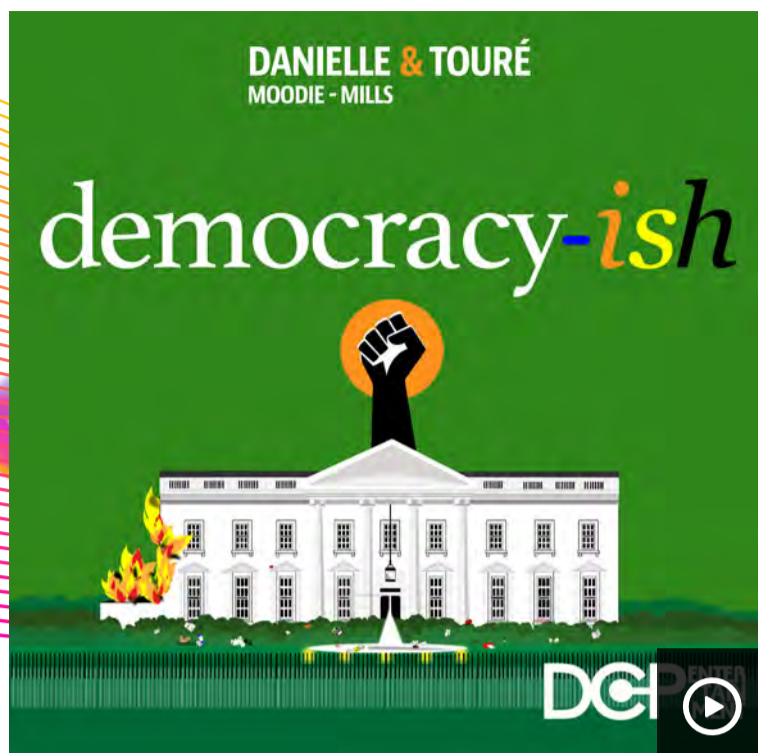
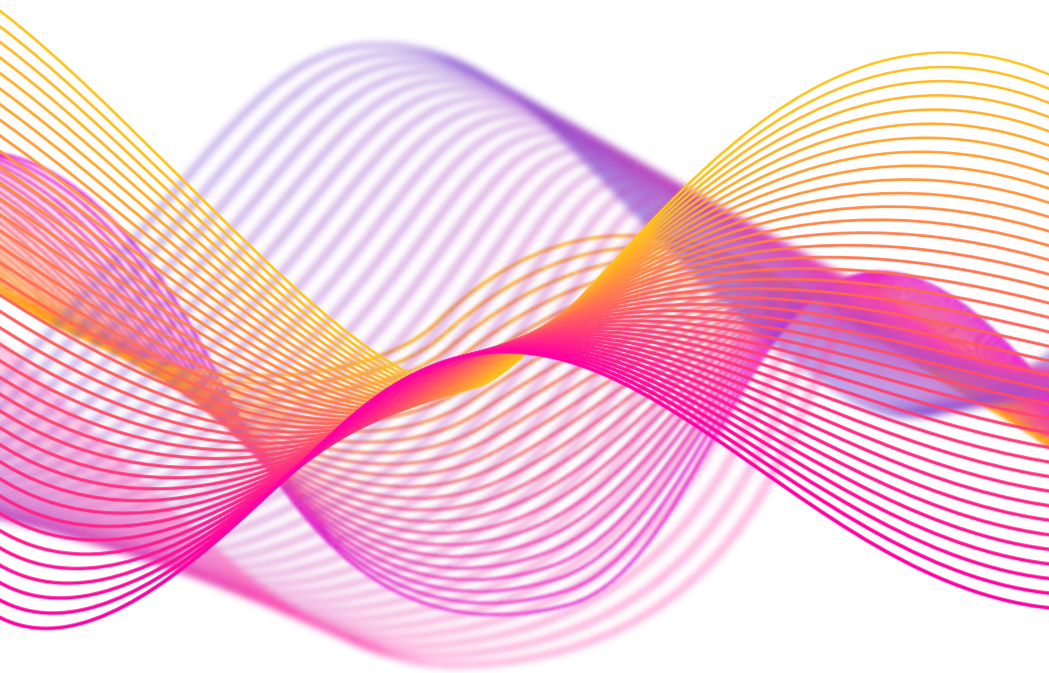
“I like the hard work,” Touré expressed. Driven to get something out of every waking moment, he also won’t take shortcuts—including in his tennis game.

“I like when the mind is really focused on trying to figure out how to make this paragraph work or make this chapter

“I have always felt like I wanted to expand the expectation of complexity from Black people, so that they would not see us as simple or instinctive or intuitive.”

work. Or how to make the backhand better, and the failure that is part of that, and the tiredness that is part of that. But then you break through, and it all works. I enjoy the effort and the struggle.”

Whether playing tennis or interviewing guests, Touré is equally meticulous and nimble. Having played the sport with his sister and father since he was a child in Boston, every morning begins with practice. As much as he loves the matches and the tournaments, he also loves the conditioning and training. Sometimes, he’ll work solely



on his serve for an hour, because it's the most important stroke of the game.

Touré approaches his interviews the same way.

To begin with, he comes to each interview with a list of questions based on reading, watching, and listening to any material on or about his guest and that guest's peers and influences. With a solid idea of where he might want to take the conversation, he nonetheless allows the guest to dictate how the conversation will flow. By paying attention to small cues like the person's tone, length of answers, body language, and/or unprovoked recurring topics, Touré is able to explore areas he would have otherwise had no idea about before entering the room.

For instance, during his interview with poker star David Williams, David mentioned his daughter a few times. Next thing you know, the two are having a deep conversation about how David is a single father with sole custody, and has never had a babysitter.

"I want to be able to use the show to talk

about important issues for the community in general," Touré said.

And he has done just that, covering topics like the 2018 Philadelphia Starbucks racial incident (including an interview of the company's COO), disaster capitalism in Puerto Rico following the 2018 hurricane, the plight of the Central Park 5 even after exoneration, and the inner workings of the NYPD as told by officers themselves.

And now, with his new show *democracy-ish*, co-hosted by MSNBC regular Danielle Moodie-Mills, he tackles the 2020 election cycle and the uncertainty of the current administration from an unapologetic Black and progressive perspective.

Doing the work has never been a problem for Touré, and now, he's found his platform to do it in a way that makes an even bigger difference. 🗣️



Contributing Editor

Chris Colbert
CEO of DCP Entertainment



THE BIRTH OF AN ACTIVIST

How a Massachusetts Native Found Her Political Voice

Why would a Massachusetts resident champion a Democrat running for office in Alabama?

For Allison Daskal Hausman, it was a way to express her nascent political activism in a state where blue candidates seldom win. But Doug Jones’s race for Senate in 2017—and ultimate win against Roy Moore—shattered the notion that only Republicans can win in Alabama.

It was, in fact, because of Jones’s success that Hausman ventured into Alabama to record the first season of *The Pledge*, a podcast that features people from diverse backgrounds who’ve made the leap to civic and political engagement. It’s called “*The Pledge*” because activism involves a commitment—a pledge—to take risks, work hard, and fight.

Hausman wanted to interview women doing incredible things to support and

spark change in their local Alabama communities. *“It was like, all this energy went into Alabama to make something that nobody thought would happen, happen. And that, to me, was an amazing story of people who really cared and were getting involved. I was interested in that story,”* said Hausman.

While she was fired up to learn everything she could about the grassroots organizations that propelled Jones to his victory, she quickly realized that Alabama wasn’t transformed by his win. *“I think I had this false expectation that this election was evidence of a completely new Alabama. I went down there with rose-colored glasses on,”* Hausman admitted. *“There’s change, and people who are fighting really steep, uphill battles. But it’s a state that’s been going in one direction for a really long time, and there are a lot of powerful forces [in Alabama]. I was taken with the determination and the courage of people there,”* she continued.

The ‘political activism bug’ bit Hausman during that trip. The more women she talked with, the more she had to admit that her only political engagement began and ended at the voting booth. Women who were pushing against established norms and fighting for what they believed in surrounded her in Alabama. *“When you talk to people about democracy and their roles as citizens and have conversations that are deeper than ‘How’s the weather?’ you get an appreciation for the various ways people walk in this country. You have a new kind of empathy and understanding*



ALLISON

listens to



70 MILLION

70 Million documents how locals address the role of jails in their backyards, chronicling the progress made in diversion, bail reform, recidivism, tech adoption and other aspects moving toward decarceration.



ENCYCLOPEDIA WOMANNICA

In just five minutes a day, you’ll learn about incredible women of history you should definitely know.



DOLLY PARTON'S AMERICA

Something everyone still seems to agree on is Dolly Parton—but why? That question leads to a deeply personal, historical, and musical rethinking of one of America’s icons.

“I think I had this false expectation that this election was evidence of a completely new Alabama. I went down there with rose-colored glasses on.”



of whatever, whoever they are,” Hausman said.

Which brings this story back to Hausman’s support for Tabitha Eisner, a Democrat running for an Alabama state congressional seat. Inspired to canvas and organize for Eisner in Massachusetts, Hausman believed her candidate had a good shot at winning, even though some of her neighbors were supporting candidates with higher odds of success. It was Eisner’s perceived lack of electability that caused Hausman to run afoul of a neighbor who complained about the efforts Hausman was putting into a race that wasn’t as winnable as others.

“She questioned that use of not only my time, but also of other people’s time, and [our efforts in] raising money—like those resources shouldn’t go to Alabama,” Hausman said with a hint of frustration. “That was problematic to me. I had been in Alabama. I saw how abandoned these people, who were fighting so hard, felt from the rest of the country, including the national Democratic Party. Democracy requires people fighting back. If you’re not going to fight back, then democracy is dead. I felt that it was an important use of resources.”

In the end, Hausman’s candidate lost, but that didn’t diminish her newfound political activism or dampen her desire to highlight how women are stepping up and making their voices heard.

For Season 2 of *The Pledge*, Hausman turned her attention to Virginia, which

There’s change, and people who are fighting really steep, uphill battles. But it’s a state that’s been going in one direction for a really long time, and there are a lot of powerful forces [in Alabama]. I was taken with the determination and the courage of people there.”



was dealing with possible ratification of the Equal Rights Amendment (ERA), ‘dark’ money donations to public universities, the continuing aftermath of the Charlottesville riots of 2017, and other charged issues.

Virginia, poised to become the thirty-eighth and final state needed to ratify the ERA (even though the deadline for ratification expired in the 1980s), did so in January 2020. *“These women who’ve been*

★ THE ★ PLEDGE



High school students formed Generation Ratify to champion the ERA's ratification in Virginia. (left to right) Anabelle Lombard, Podcaster Allison Daskal Hausman, Belan Yeshigeta, Yasmina Mansour, and Rosie Couture

working [for ratification] were like, ‘We want to be the thirty-eighth state!’” Hausman said.

Sometimes, Hausman is surprised by what she discovers as she researches ideas for her podcast. A lecture by the author of the book *Democracy in Chains* introduced her to the influence that ‘big’ money, (also called ‘dark’ money) donors have on public college campuses today. Universities need the money, but as they increasingly rely on these large gifts, their independence slowly cedes to the donor class. And, “While dark money donors like Charles and David Koch claim to promote free speech, they also promote an agenda that explicitly attacks academic freedom,” Hausman states. One of *The Pledge’s* episodes features George Mason University professor Bethany Letiecq, and her efforts on the front lines of the resistance against dark money.

In late 2019, Hausman went to Charlottesville to see how the city was faring after the August 2017 “Unite the Right” rally riot. The effects of that day are “still alive and raw in this community,” she reports. This particular

episode focused on three activists: Kathryn (white), her daughter, Althea (mixed race), and Katrina (black). Katrina and her son were at the rally to protest when her son was nearly hit by the car that killed Heather Heyer, a Charlottesville native also protesting the hate rally. “I might not have gotten hit by that car, but I see it every day,” said Katrina, whose story illustrates the anger, frustration, and determination still felt by many affected by the tragedy. Today, each woman continues to evolve and fight for social justice in her own way.

Hausman, once politically disengaged, has found new life and energy in producing *The Pledge*. Her goal is to give a voice to those supporting democracy, whether liberal or conservative, Republican or Democrat. “I think everybody’s realizing the importance of using their voice, and that’s part of what our country is all about. That gives me great hope.” 🗣️



Government Category Director

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The Author Confidential 🎧



UNDER THE RADAR

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



ZERO BLOG THIRTY

Zero Blog Thirty isn't a staid military podcast—far from it! This podcast brings listeners stories you might already know, but told from a slightly different perspective—one forged through war, wit, and wounds.

The hosts interact like old friends having a beer together. The talk is salty, fast, and furious. Stories are told in “rounds,” each covering one specific topic in detail. The jokes and curse words fly as they dissect each story to provide an in-depth experience you won't expect.



“*Bless Deez Nukes*” discusses the practice of Russian Orthodox priests blessing—you guessed it—nuclear bombs. The hosts take on this practice, and some lively discussion about a military-style theme park in Russia will have you laughing at the absurdity.

In “*This Episode Contains Absolutely No Impeachment Talk Whatsoever*,” they cover everything but the impeachment, including in round two a fun-yet-troubling story of how a widow kept her husband's body in a freezer for ten years to collect his VA benefits.

My favorite host is Kate (sorry, guys). She's tough, smart, and super funny. Her comedic timing is legendary. Plus, I love the fact that a woman is on a podcast that seems to be geared toward guys—and she's *not* the ‘token woman.’ In fact, I think if someone said that to her, she'd kick that person somewhere he'd never forget.

This podcast is a keeper whether you're current, former, or never military. 🎧



THE TRAIL WENT COLD IS HOT!

**A Discussion About
Unsolved Crimes with
Host and Producer
Robin Warder**

Do you recall the 1980's television show "Unsolved Mysteries"? Some of you may not be old enough to remember it, but I sure do.

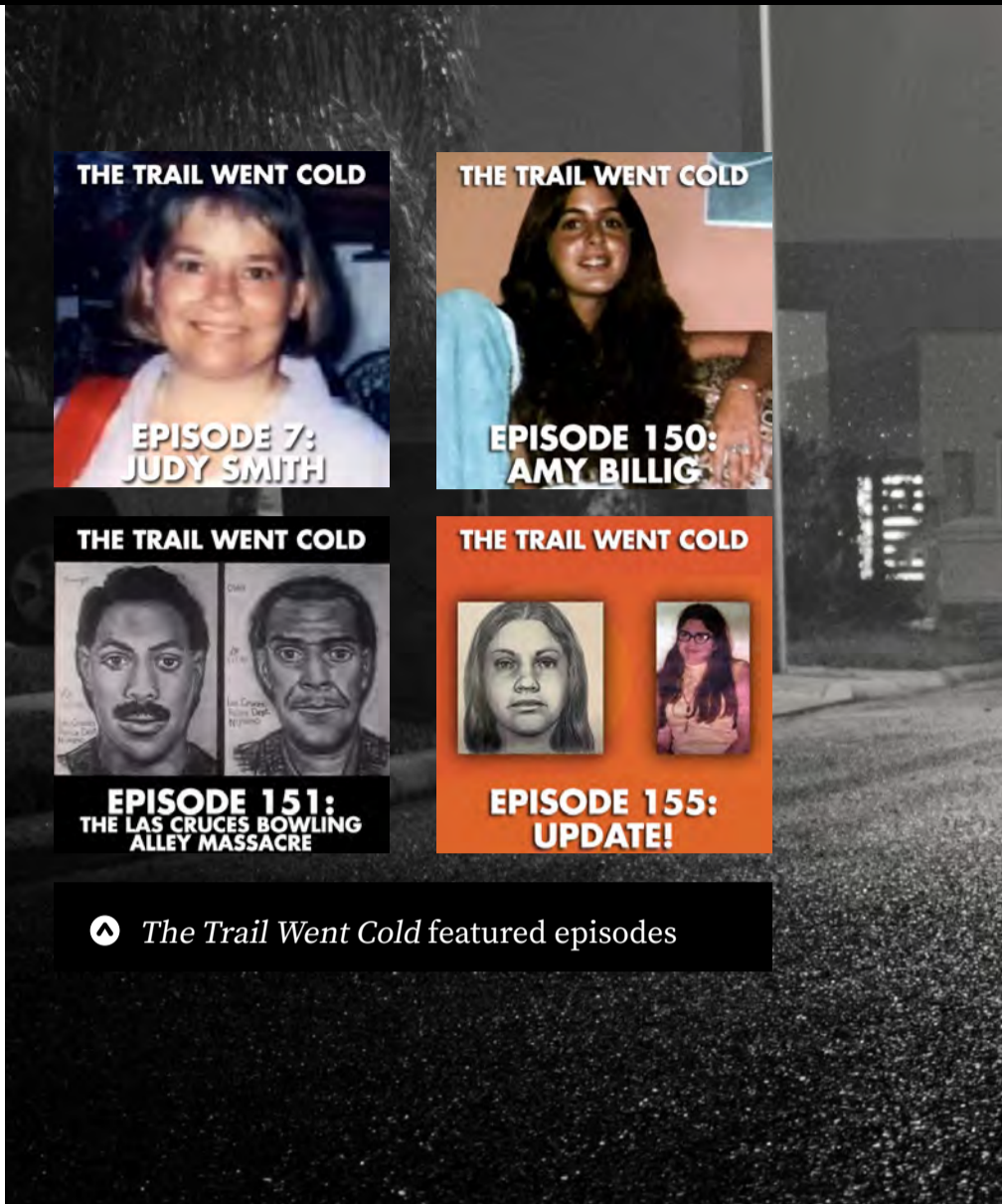
It's one of the reasons ghost and UFO stories really didn't scare me as a kid. What did were the missing persons cases and unsolved deaths featured on that show, because I knew those were definitely real. And the truth is, reality can quite often be scarier than fantasy.

Robin Warder, producer and host of *The Trail Went Cold* podcast credits "Unsolved Mysteries" as part of his motivation to launch his show.

"I started watching that as a kid in the late 80's, but it remains one of my all-time favorite shows," he responded. "I was fascinated with it. In my podcast, I've covered a lot of cases that were featured in 'Unsolved Mysteries,' but I do further research and include much more detail than what constituted the original TV episodes. [This gives our listeners] a more well-rounded view of cold cases, many of which are still unsolved all these years later."

Robin's interest in true crime continued as he got older.

"Before I was a podcaster, I used to do a lot of freelance writing for websites like



listfirst.com,” he stated. “A lot of my most popular writing was about true crime and unsolved mysteries, like my ‘Ten Strange Disappearances with Bizarre Clues’ piece. I wrote a 300-word summary of each of the ten cases. It eventually got to the point where I wanted to evolve what I was doing and expand into those types of cases and mysteries further.”

Initially, Robin started a YouTube series that didn’t go as well as planned. “True crime podcasts were starting to become popular then, and I found that a number of people enjoy discussing cold cases, so a podcast in this specific niche made sense. I thought, ‘Why not?’ And, it’s so much easier! I don’t have to get in front of the camera. I don’t have to worry about visuals. It’s just me talking into the microphone,” Robin said.

One of the aspects of *The Trail Went Cold* that I really enjoy is Robin’s analysis of

the case at the end of each episode. He covers theories about the case, plausible explanations, and those which seem to be highly unlikely. “I used to spend a lot of time on Reddit and in forums going through threads on cold cases, reading people’s different theories,” he commented.

We also discussed how the cold cases Robin covers really are scarier than just about any fictitious horror movie. I mentioned Episode 51—*The Las Cruces Bowling Alley Massacre*—one of his more recent shows that I found frightening. It was a particularly gruesome one to listen to as it involved the cold-blooded murder of children. “I remember watching that case when it originally aired on ‘Unsolved Mysteries,’ and I was around the same age as some of those kids, so I was horrified by it,” commented Robin. (A bizarre note,



“That’s what’s great about a podcast. You have so many resources at your disposal to give a more well-rounded construction of all these cases.”

here: As I was writing this article on a flight back to Los Angeles, I happened to put on my flight tracker just as we flew over Las Cruces, New Mexico. You can’t make this stuff up!)

From there, the conversation segued into how Robin researches each case. *“That’s what is great about the internet,”* Robin said enthusiastically. *“When ‘Unsolved Mysteries’ originally aired, you couldn’t find anything about the cases they featured unless you watched the show. What revitalized my interest [in the program] was going online and trying to find more information. I have a subscription to newspapers.com, so I have access to hundreds of years of newspapers that I can search through to get additional information, too.”* He added that he has been able to connect with family and

people familiar with the cases in forums, too. Through that avenue, he is provided with exclusive information he can share on the show. *“That’s what’s great about a podcast. You have so many resources at your disposal to give a more well-rounded construction of all these cases,”* Robin said.

Hosting and producing *The Trail Went Cold* on the side of his day job, Robin explained, *“It really doesn’t feel like work most of the time. This is something I’m really interested in. One of the best ways I balance my schedule is to cover a case I know inside and out—one that I’ve watched the segments so many times and have studied so much that it doesn’t take much time at all to produce an episode, because I have a lot of it already up here,”* he said, pointing to his head. *“It’s more difficult when I’m going in from scratch.*



“It’s so great to have people come up to me and say how much they love the show.”

When I have the time, I dive into a case cold.” (Pun intended, I’m sure.)

I couldn’t resist asking Robin one of the more obvious questions—which was the strangest case he’d ever covered on *The Trail Went Cold*? “One that really stands out was Episode 7 - Judy Smith,” he answered. “Judy hailed from Massachusetts—a single mother who raised two kids into adulthood. She later married, and within six months, she accompanied her husband on a business trip to Philadelphia. Judy went sightseeing while he attended the conference, but she never returned to the hotel. Her husband searched the whole city for her, but never found her and reported her missing. A year or so later, they found her skeletal remains on top of a mountain in North Carolina, 600 miles away [from Philadelphia]. There were stab wounds on the remains, which of course indicate she had been murdered, but the big mystery is... how did she get there?” Based on evidence, it is theorized that she left her husband to go to North Carolina, but her killer remains unknown. Did she just

happen to cross paths with a random murderer? And how did she turn up on that mountain? “It’s been 20 years, and law enforcement is still clueless about that one,” Robin said.

Mentioning how I often get freaked out knowing that pretty much every episode of the *The Trail Went Cold* is going to end without resolution, Robin laughed. “Oh yeah! At least I know that going in! I’m sure there are some people who choose not to listen to my show because they only like podcasts with endings—cases that have been solved. But actually, quite a few of the ones I’ve featured have been solved,” he said. (Check out Episode 155, if you’re intrigued. In it, Robin provides updates on all the cases covered in *The Trail Went Cold* that have since been solved.)

Having just celebrated the podcast’s four-year anniversary in February, I was curious about what’s next for Robin. “I will be attending Crime Con in Orlando this May for the fourth consecutive year,” he said. “I will have a booth in Podcast Row there. It’s so great to have people come up to me and say how much they love the show. It’s flattering.”

So, if you are a fan of *The Trail Went Cold*, be sure to find Robin Warder at Crime Con! And continue to listen to (and get chills from) *The Trail Went Cold*, of course. 🎧



True Crime Category Director

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Cool Culture Corner 🎧



UNDER THE RADAR

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



FOOL ME TWICE

The True Crime category is a large space. I try to give each podcast recommended to me its due process (pun intended). *Fool Me Twice* has definitely changed my reviewing procedure.

In the past, after I listened to one episode of a new podcast, if I wasn't really drawn in, I'd move on to another show. Although episode one of *Fool Me Twice* didn't really grab me, on a whim I started listening to episode two on a whim a few days later. I found that I didn't want to turn it off!



The podcast does an amazing job of telling the story of Jules Hannaford, who unfortunately fell victim to a "sweetheart scam." Zara Hannaford, Jules' daughter, is the writer and the director of the show.

The podcast goes even further than the main story by having other women who have fallen victim to similar cons share their experiences. I particularly appreciate the subject matter experts, such as Dr. Shiloh Catanese, a licensed forensic psychologist and Dr. Scott Musgrove, a law-enforcement psychologist, who provide further insight into the emotion and fraud tactics associated with these scams.

This podcast is for True-Crime aficionados who like to dig into a single case over several episodes. It is also perfect for women getting ready to dive into the online-dating world, to learn exactly what not to do and what to look out for.

Even as a man, I'm hooked and can't wait to delve into the last few episodes. And I certainly will never be fooled by just one episode of a podcast again. 🎧

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Take My Tone with Simon Blackburn

SONG SWAPPING: WILL OPPOSITES ATTRACT OR REACT?

Take My Tone is a music discovery podcast featuring two people who swap songs to find out if opposites attract or react.

Based in Albany, an isolated town in Western Australia, *Take My Tone* allows host Simon Blackburn to connect with creative types across the globe to cross boundaries of musical taste.

“I wanted to do something a bit more creative... something a bit more individual,” says Simon of his show.

He'd been podcasting about technology for four years when he decided the category was too competitive for his liking.

Following his passion for music, he came up with the concept of “swapping tones” about five years ago, developing it into a show just last year.

“The concept of ‘Take My Tone’ is as simple as the idea of sharing a song or album with a friend. It’s basically a ‘Hey man, I know you probably haven’t heard this artist before... you’re probably not into this type of music... but I think you should give it a go.’

“I choose one song, my guest chooses one song, and we give it to each other to listen to beforehand. Typically, the genres I listen to will contrast with the guest’s song, so



there's a good comparison," Simon says.

To maintain interest, Simon tries to feature music that isn't too similar, but as like attracts like, there's often some synchronicity.

"Over time, from doing this show, I've managed to create or find links between the two songs. It's like, 'I chose this one because it features a prominent baseline,' or 'uses a similar producer,' or 'production technique,' or something like that. I'm finding bits of connection, even though they might be two completely different songs.

"I also wanted to push beyond my own musical boundaries. I'd been locked into hard rock and metal, which I still love. I want to express that to people who might not go there. I also want to be introduced to other genres. I've had people introduce me to soul, electronic pop, and others that I would never actively seek out. Creating these podcast episodes almost forces me to give it a listen and find a lot more music that I can appreciate."

What's surprised Simon most with launching this podcast? How others react.

"It's the idea that people can actually be so receptive or excited about a concept. Many people who did this show have said to me, 'I love the concept so much; I love the idea of two people swapping songs.' It's something they hadn't heard of before. That actually surprised me the most.

"Music in podcasting is a smaller category, but it's definitely growing. I wanted to establish myself in that genre with an



SIMON

listens to



THE EX-MAN WITH DOC COYLE

A diverse music podcast where Doc Coyle speaks to ex-members of prominent alternative rock/punk/metal/hardcore bands.



THE JASTA SHOW

As one of the most high-profile heavy music podcasts, prominent hardcore vocalist and host, Jamey Jasta, explores lengthy freeform discussions with leading musicians, actors, comedians, and more.



LEAD SINGER SYNDROME

Silverstein vocalist Shane Told delves into stories and struggles of being a lead singer in a rock band.

"I'd rather be proud of the content I'm producing and the show that I have than be obsessed with the numbers game."



“I wanted to do something a bit more creative... something a bit more individual.”

original idea. I didn't want it to be just a review show or anything like that. What surprised me is that people agreed with my way of thinking—that ‘This is actually a really cool concept.’”

In his remote town, Simon is part of a group of podcasters, offering his experience, wisdom, and gifts as a savvy observer. His take on the measure of success in podcasting?

“I learned that people can become very obsessed with numbers. In certain podcast groups, you have some people saying, ‘I've hit this many thousands,’ and it can become very overwhelming... often disappointing.

“The whole pod-fade factor is [real]. I very much try and encourage people who are new to podcasting to set expectations for how it might start out in the first few months. I launched ‘Take My Tone’ and didn't look at the numbers for nine months or so. I wanted to focus on just the content

and be happy with the discussions I was getting and how the format of the show was going, rather than become obsessed with numbers, because if things fluctuate... if they go up, you think, ‘Oh, great,’ and then they might come back down, and you think, ‘What's going on?’ It's very easy for that to play with your mind. I'd rather be proud of the content I'm producing and the show that I have than be obsessed with the numbers game.”

Does Simon consider himself a podcast hobbyist, enthusiast, or podcastpreneur?

“Enthusiast. Whether they listen to podcasts or not, I love explaining the concept to people who have no idea what it is. They might traditionally know about listening to talk radio or something like that... I find that's an easy way to transition them to the idea of a topic or show that you normally listen to at a set time, each week, each day, that you can now listen to whenever you want. It very much aligns with that sort of on-demand-type thinking

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← Blackburn
with his
beloved
Stimson
Python,
Monty

we have with Netflix. I love talking about it, so I think that goes beyond it being just a hobby... and I'm passionate about producing it. Sometimes, it can be a bit tricky, but generally I have fun editing... I love the feeling when you release an episode. I love promoting it, sharing it around."

Outside of *Take My Tone*, what is Simon Blackburn about? He's a family man and animal lover, with a menagerie of pets that includes Monty, his Stimson Python, and six guinea pigs. His passion for music extends to playing the type he loves to feature on his show in his own band: alternative, with a high level of heaviness and groove.

Turns out, opposites that attract aren't so opposite after all. *"The secret sauce to get me to take a tone on a show is to give me something with groove in it, because that will get me every time."*

When Simon says, "Listen to this," music lovers would be wise to do what Simon says. 🎧



Music Category Director

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*Amazing Women And Men
Of Power* 🎧

Got a Music Podcast suggestion?

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UNDER THE RADAR

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



LJS PODCAST

The *LJS Podcast* is a weekly show offering up tips, interviews, stories, and advice to become a better jazz musician. Hosting the show is Brent Vaartstra, an author, entrepreneur, and the jazz musician behind learnjazzstandards.com. His goal with this podcast is to address questions around playing jazz music and making it as a jazz musician.

In each episode, he features a specific musical challenge that jazz students might encounter (like getting more jazz gigs) and offers discussion around it. He often features other



guest jazz artists, who share their expertise on an array of different music-related topics.

Brent's style is straightforward real talk. Listeners get a real-life lesson about jazz in every episode, while sticking to the common thread that runs through the show: Stop thinking like a musician, and start thinking more like an entrepreneur. Brent says, "*The hustle method can be exhausting if you don't have a business plan.*"

Boasting many five-star reviews, here's one that nicely sums up the vibe of the feedback: "*This is a priceless resource for jazz musicians of all abilities... Brent is an exceptional educator, coming across as very patient and straightforward when explaining difficult concepts...*"

I highly recommend this podcast to any jazz musician who wants to learn not only how to play the genre, but also how to play the game of being a successful jazz artist. 🎧



AUTHENTICITY IS KEY FOR MARK BRICKEY

**HOW BEING REAL HAS
PAID OFF IN SPADES
FOR THE HOST OF
ADVENTURES
IN DESIGN**

The first thing you notice about Mark Brickey—host of the *Adventures In Design* podcast—is the grittiness of his voice... the distinct, unmistakable sound of a guy in the trenches working his craft.

The next?

That he gives you the unvarnished, authentic version of who he is and what he stands for, or nothing at all.

Mark is a no-BS kind of guy who won't compromise on the standards he sets for his podcast—a daily talk show for creatives by a creative—or the way he serves his listeners.

A former top-tier illustrator for clients like Disneyland and high-level people in the music industry, it was in 2011 that Mark entered the world of podcasting.

He had been discussing with a friend how, when designers, artists, and high-level professionals get together, they often have conversations that the printed media portray with an entirely different narrative. Theirs tend to be more academic, more polished, than the raw conversations people really have.



And the idea behind *Adventures In Design* was born: to have those real conversations between colleagues that aren't always easy. They aren't always pretty. And they aren't always wonderful.

Mark and his co-host at the time, Billy Bauman, released their first episode in the beginning of 2012, and it blew the doors right off the barn. People weren't used to hearing their fellow creative professionals go deep into the minutiae, celebrating the highs of highs and discussing the lows of lows in a completely brutal, honest, and direct manner.

*"It was refreshing, because a lot of people have been spoon-fed a lot of lies. That it is easy; it is rewarding. And if you just work hard, everything will go your way. That's bullsh*t. Everything's not gumdrops and rainbows. There's a lot of work, a lot of obstacles. We made a lot of people feel much better about themselves. They were broken, too. They weren't perfect, and neither were we. And together, we're going to try to figure it out. That was the way that it started. I had such a different beat on podcasting, and everybody else was doing something so different. I ignored the medium and just kept going in my own lane, because I was seeing tremendous success—a tremendous reaction,"* Mark said.

Mark features guests who have designed happiness into their creative professional lives, having turned their daydream into their day job. Whether an artist, designer, freelancer, filmmaker, someone working in film or running a network in Los Angeles, his guests live their passion.

Two years after launching *Adventures In*



“Everything’s not gumdrops and rainbows. There’s a lot of work, a lot of obstacles.”

Design, Mark decided to design his life after his own happiness, too, and made podcasting his full-time job.

With no intention of ever going completely mainstream and trying to attract every listener possible, Mark's audience consists of a wide variety of listeners. Many are freelancers, designers, general contractors who run businesses, and tradesmen like electricians. But the show's reach is even wider. Spouses of creatives often listen in, as well, to hear

the stories of struggle and perseverance. There's also a large portion of listeners who are no longer in a specific trade, but who have already gone on the journey, and realize the conversations are actually much more about the human experience.

“In my generation, many of us who have chosen to live in top-tier cities won't be able to buy a home. We're freelancers, so retirement is sketchy at best. A lot of the American Dream is sort of eroded. We won't have what our parents were promised, and what our grandparents got, in our jobs and identities. My old man was a truck driver, but he didn't identify as a truck driver. He was a dad. He was a guy who drove a truck for a living. For many of us, we are our professions. It's the first thing you say when you go to a party and you meet somebody. So, the idea of making people feel better about themselves through their profession is really a new thing to our generation. And I think I've tapped into a tremendous amount of success in allowing people to sort of get into the psyche of who they are as people AND who they are as professionals. So therefore, it's kind of gotten a little bit bigger than where it started, which is what you want from any project you've made into your life's mission,” Mark shared.

With over 1100 episodes and a fan base he serves with exclusive paid content in his Circle Of Trust, Mark monetized the show via a paid subscription model in 2014. This



was revolutionary for a podcast at that time—even more so for him to say, “Hey, give me money, and I can create for you.”

The bargain he made with his audience:

“If you see value and you pay for the podcast, then I essentially quit my job doing what you do, and I become your co-worker. And I work endlessly to bring you conversations, insight, entertainment, good laughs, and company while you work.”

Mark not only brings his unique life experience and authentic grit as an aggressive entrepreneur who “comes from sh*t” to the show; he's also interviewed hundreds of top-level creatives, and shares with his listeners the through lines to success as they take their own adventures in design. 🎧



Arts Category Director

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Wickedly Smart Women Podcast 🎧

Got an Arts Podcast suggestion?

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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



ART GRIND PODCAST

The Art Grind Podcast—founded, directed, and produced by Tun Myaing—is a New York City-based podcast for and about artists, art lovers, and art professionals. With the intention of being a social practice of giving back to the art community, the show is hosted by award-winning artist Marshall Jones: painter, teacher, and curator whose work has been displayed in numerous galleries across the US. Marshall and a current artist co-host provide an inside glimpse into the stories and struggles of some of New York City's top



contemporary artists and gallerists. *Art Grind Podcast* gives listeners a true “behind-the-scenes” take on the NYC Art scene. Now in its third season with 38 episodes lovingly and carefully recorded and produced, the show’s producers, host, and talented guests believe that the artist-to-artist conversations that take place have the capacity to redirect, and refine, everyone’s purpose as creators and as humans. Episodes explore the process, content, concept, and motivation behind art making by established and emerging artists, and the people who bring that art to a wider audience.

The producer, hosts, and guest artists wear many hats, including curation, art writing, and art teaching, and they share a passion for authentic and skilled art making, be it trained or self-taught. Whether in the studio, on your lunch hour, or chilling out after a long day of hustle, have a listen and explore the backstories of what this community fondly calls “the art grind.” 🎧

A photograph of August Bradley, a bald man with a friendly expression, wearing a blue polo shirt. He is sitting in a recording studio, with a professional microphone on a boom arm in front of him. In the background, there are shelves with books and audio equipment with glowing lights.

AUGUST BRADLEY

Mind & Machine

Questioning Technology to Help Change the World

Four years ago, August Bradley never pictured himself creating a podcast.

After leaving a successful career running a film and music video production company, August accepted a friend's offer to be COO of Kite Lightning—a leading-edge virtual and augmented reality company. Joining them *“just blew open the lid for me on what’s happening at this unique moment in history. Never before have we had so much happening so fast.”*

As Kite Lightning began to attract attention, some of the brightest and most innovative minds in technology, film, human performance, and more sought the team out to see what was developing. Each conversation with these leaders increased August's



curiosity and ignited his need to learn more. He began searching beyond the conversations, digging into and beyond virtual and augmented reality.

Recognizing that technology as we know it has radically shaped humanity and society, and that the merger of technology with human performance has taken our planet to places never envisioned 50 years ago (besides inside our favorite science fiction novels), *Mind & Machine* was born in 2017.

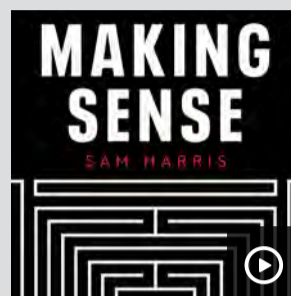
When asked if the show has changed his mind and/or abilities as a human being, August said, *“Learning is life, and with the show, I’ve learned to look at causality and patterns. If you want to change something, you have to break that cycle. It’s an extrapolation of what I’ve been doing all my life. By nature, I’m just a curious person. But the show is given a shape, and it’s given me discipline to delve into these topics.”*

Discussing a combination of interests across all different aspects of August’s journey through life, there are few topics off limits on *Mind & Machine*. It doesn’t matter whether society thinks of something as good or bad; August believes that is irrelevant. What matters is the conversation. Getting fired-up about the topic is critical for August because of the amount of time he pours into research prior to the guest ever appearing on air. If August sees something substantive in a topic, he ventures down the corresponding rabbit hole exploring the nuances.



AUGUST

listens to



MAKING SENSE WITH SAM HARRIS

Sam Harris, neuroscientist, philosopher, and best-selling author explores some of the most important questions about the human mind, society, and current events.



OUTSIDE PODCAST

Rich Roll interviews everyone from elite athletes to spiritual leaders to bestselling authors, all in the interest of empowering the rest of us to make better decisions.



THE DISRUPTORS

About today, tomorrow and the future of humanity, featuring conversations with top thinkers, founders and scientists about what we can do to shape technology, trends and societal norms for a better world.

“Learning is life.”



“I want the audience to come away from the show with insights that help form their decisions going forward.”

Gene editing, for example, is a topic he is passionate about. *“The Pandora’s box has been opened, so we need to explore it. The more deliberately we examine it, the better choices we will make as a society,”* he said.

That “exploring deliberately” philosophy is the underlying theme of the entire show. Listening to the audio podcast, or watching the episodes on YouTube, listeners are encouraged to formulate their own opinions about topics ranging from CRISPR, AI, clean meat, space, and future cities. There’s even a highly addictive episode with Donald Hoffman around the case for reality.

Episodes are not dumbed down for the listener, either. Rather, his questions spur deeper conversations that inspire listeners to think for themselves and take action on what they learn.

August thinks of the show *“very visually,”*

and uses his background in photography and video visual production to provide more than an audio-only podcast. He edits each episode on the fly using live streaming software. Geeking out on the video elements of the YouTube portion of the podcast lets August merge the two halves of his brain—the analytical left brain in researching and interviewing and the creative right brain in the production of each show.

Asking questions that are both creative and insightful, August has been described as a “thought leader,” “futurist,” and “theorist.” A better word, though, might be “results leader,” as he cares deeply about creating conversations around topics that feed his



need to look at *all* sides of technology and drive results to make our world a better place.

When I asked him what legacy he hopes to leave behind, he responded humbly. *"I would hope I encouraged people to take a broader look at the impact of our individual decisions. The aggregate consequences of our choices can look quite different than they appear at the personal level. While all decisions are made at the individual level, harmful results can build across society without us even noticing—until it's too late."*

If you take nothing else from the show, catch August's excitement and enthusiasm for the possibilities of our future. Wanting the world to be a better place, his message

to society and the technologists who develop so much that impacts our bodies and minds is powerful: dig deep, and seek the connections between your isolated world and the larger impact your actions will make on our lives and planet. 🎧



Technology Category Director

Laura Steward

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It's All About the Questions 🎧

Got a Technology Podcast suggestion?

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*Nielsen Q1 2018



UNDER THE RADAR

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



DEFENSIVE SECURITY PODCAST

Hosts Jerry Bell and Andrew Kalat are neck-deep in the cybersecurity world in their day jobs. As a result, their podcast is filled with real-world insights and advice around cybersecurity, privacy, and your business.

Rather than just preach about the need to protect ourselves, Jerry and Andrew explain the lessons in the attacks and threats we often hear about in the news, and, even more importantly, the ones we *don't* hear about unless we subscribe to tech industry-focused sources.



The differing styles and vocal cadence of the two hosts may take a while for the listener to get used to. Even deciding which episode to listen to can be confusing, as their descriptions are essentially links to the articles from which they have grabbed their topics. However, those articles add another dimension to the show by letting the listener go beyond the podcast to explore the source of the materials discussed.

I can say that it is definitely worth the time investment, as the content is useful to those deep in tech as well as to those just dipping their toes, or rather ears, into the cybersecurity world of podcasts.

With topics ranging from ransomware, data breaches, legal cases around insurance payout after ransomware attacks, and how programmers need to be held accountable for their code and security, there is something for everyone, no matter where you fall on the geek spectrum. 🎧



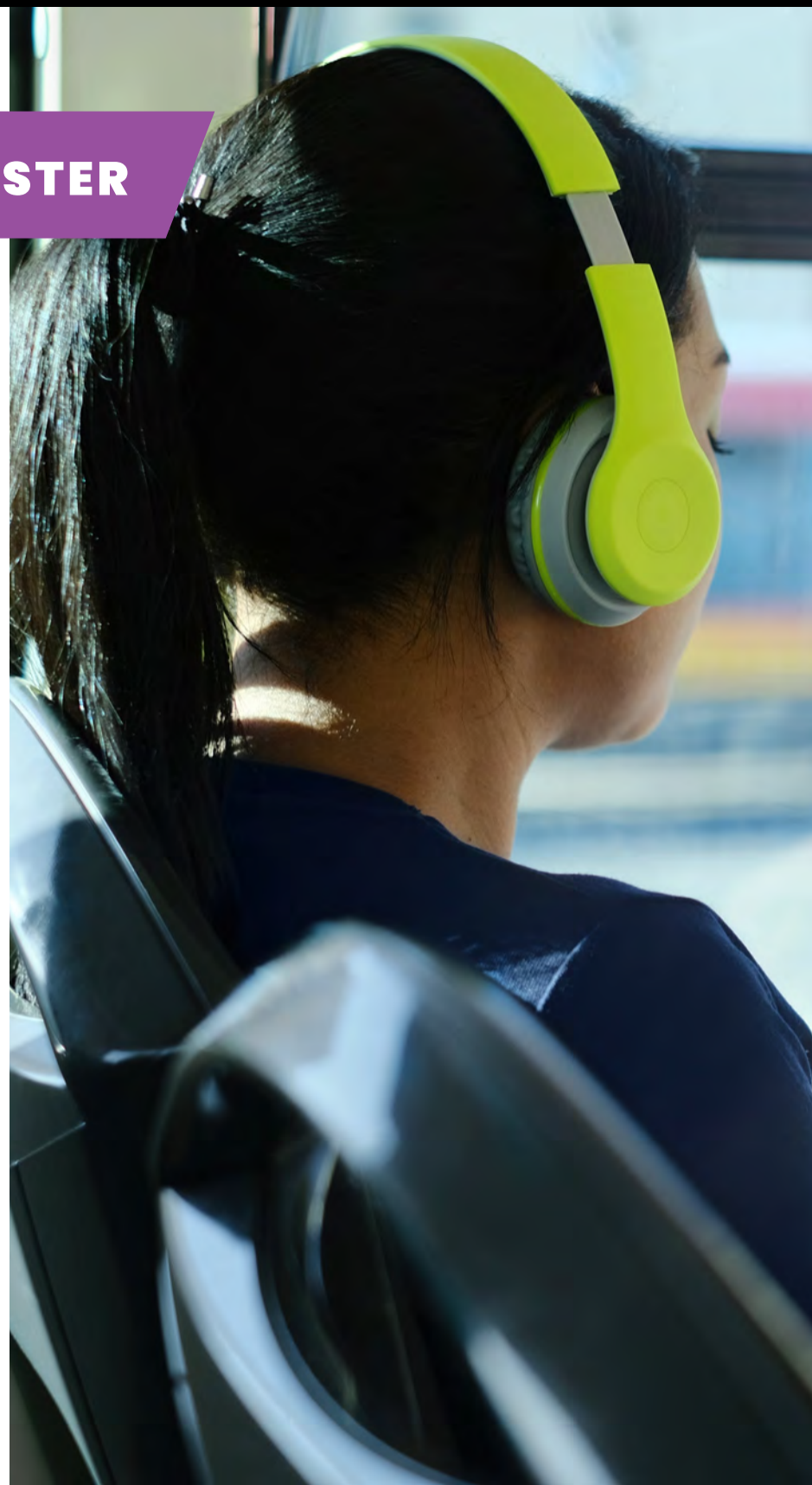
HOW PODCASTERS GET FANS TO LISTEN TO THEIR PODCASTS

Part 2

We're back again this month to give you more insights into how podcasters get listeners to tune into their shows.

This is Part 2 of 2, so if you missed last month's column, be sure to go back and read it!

Whether you're a podcast listener who is curious about the inner workings of podcasting, or one who would like to support and spread the word about your favorite podcasts, or, you're a podcaster looking to grow your community, this column is for you.



Let's dive into some lesser-known methods podcasters use to get fans to discover their podcasts.

Podcast Listening Apps:

Podcast listeners tune into their favorite podcasts using a wide range of listening apps. The most well-known are Apple Podcasts and Spotify. But there are also other apps, like Overcast (our favorite) and Castbox, which many people choose to listen to their shows.



Here is a handful of ways shows are discovered in podcast apps:

- *The show has a great podcast cover image that stands out among the other shows in the niche.* Podcasters even experiment with changing their cover image around seasons, holidays, and/or events to catch attention.
- *The podcast description, categories, and episode titles accurately represent*

the types of topics discussed. Good shows don't make potential listeners guess about what they'll hear. People are busy, and if it isn't clear, they'll skip right over a show.

- *“Swapping” guest appearances on shows.* We've noticed that the shows Apple Podcasts recommends below ours consist of a lot of shows we've been guests on before, as well as shows featuring the host's guest appearances on ours. So, it seems the more shows podcast hosts make guest appearances on, the more their podcast will show up as “Listeners Also Subscribe To.”
- *Optimized episode titles.* Apple Podcasts doesn't appear to use episode descriptions as a ranking factor in search results. Results for search terms appear to be solely based on show and episode titles. Podcasters sometimes use emojis in titles to signify topics discussed and to stand out from normal text titles.
- *Hosts ask listeners to subscribe using their favorite app.* Rankings in Apple Podcasts appear to be based more on the number of new subscribers a show gets than download numbers. Therefore, podcasters should always prompt listeners to subscribe to their show on the listener's favorite app.

There are many ways podcasters grow their fanbase within commonly used podcast apps. From our observations, when a show has more subscribers within any of the apps, the more visible the show



will be in the rankings, which leads to more listeners finding the podcast.

Advertising:

Podcast hosts sometimes choose a different (and sometimes quicker) way to grow their podcasts: the use of paid media and advertisements. If they have the budget, their shows can gain attention very quickly using this increasingly popular strategy.

More downloads equal more sponsorship revenue for podcasters. Or, in our case, on *Hustle and Flowchart*, more downloads equal more affiliate marketing and recurring membership revenue.

Here are some ways podcasters use advertisements to grow their audiences:

- *Low-dollar Facebook ads.* Podcasters can retarget past website visitors using a Facebook ad that highlights a single episode at \$1 per day. In other words,

if you land on the podcast's website, they can show you relevant ads that lead you back to listen to the podcast or buy a product.

- *Ads on Twitter.* These are inexpensive as well, although they don't seem to be leveraged much in the podcasting world. We generate clicks at \$0.20 or less, and relevant audiences can be targeted by interests, keywords, followers, geography, and more.
- *Ads on YouTube.* Podcasters create little video clips from their podcast and run them as pre-roll ads before videos that are relevant to their topic. Many people listen to podcasts on YouTube, so it's smart to target ads to similar audiences.
- *Ads within podcast apps.* Mobile apps like Overcast and Castro allow podcasters to advertise their shows directly inside their apps. Other apps allow podcasters to pay to be featured



higher up in the ranks or spotlighted at the top of a category.

- *Sponsoring other shows.* Either podcasters will team up to do a “swap” and exchange audiences, or they will use an advertising agency to manage this type of exchange. These sponsorships are usually audio commercials read by the host of the show that promote the other podcast.

Outside-the-Box Growth Strategies:

Growing an audience of fans is one of the most difficult obstacles for podcasters to overcome. With more podcasts coming on the scene every day, podcasters are needing to get more and more creative to get their show in front of their future fans.

Here are some lesser-known strategies used by podcasters:

- *Giveaways.* Podcasters will often offer a reward to listeners in order to get

them to subscribe to their podcast, review it, and share it with friends. Fans can receive shoutouts, discounts on products, and more.

- *A daily show.* Daily shows usually grow more quickly than weekly because of the frequency of episode releases. That’s one of the reasons we created a second show called Hustle and Flowshorts that airs quick, 10-minute clips from our main, longer show every day.
- *Podcast networks.* A show is sometimes part of a network of shows of a similar genre or theme. The network of podcasts will work together to share listeners and promote each other’s shows. Some podcast networks are Wondery, Earwolf, and PodcastOne.

That about covers the most popular ways podcasters grow an audience. Most podcasters don’t focus on the marketing of their shows, so implementing strategies like those above to consistently bring new fans to their show is important.

That’s a wrap! We’ll be back next month to give you another insider’s look into the business of podcasting. 🎧



The Professional Podcaster

Matt Wolfe & Joe Fier
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Hustle and Flowchart ▶



Behind the scenes as Dustin Mathews prepares to interview Rich Schefren in the *Get WealthFit!* Studio

From Studying Larry King to Smacking Danica Patrick with Her Own Book...

THE ADVENTURES OF DUSTIN MATHEWS

It's hard to imagine Dustin Mathews—host of the *Get WealthFit!* podcast—watching endless loops of Larry King, but that's where it all started...

Okay, not really. The Larry King obsession was just one way Dustin calmed his nerves and zeroed in on how to be the kick-ass interviewer he is today.

In reality, his business partners drafted him to host the *Get WealthFit!* show as a way to connect more with the community they've built at WealthFit and as another path to inspire the WealthFit nation to take action.

It wasn't a hard sell, considering Dustin's love of public speaking... wait, let's rewind again!

Truth be told, Dustin's the guy who found a loophole to get out of the required public speaking class in college.

"I had that same fear a lot of people have when they enter that new territory or area of life. But you just gotta do it. I read some books on it, and then just dove into it," he shared.

In fact, Dustin hit the record button and said, *"Let's play full out."*

And that's just what they did. Publishing 25 episodes on launch day and a brand-new episode every business day for seven weeks, Dustin and team produced 60 episodes in less than two months.

The goal? Make it binge-worthy, and then let listeners binge!



Although Dustin's biggest fear (next to public speaking) when he began podcasting was running out of questions, he quickly discovered that everyone has a story. And the stories from high achievers featured on *Get WealthFit!* are about more than success.

They're about the setbacks, too: bankruptcies, health challenges, deaths, and the tough moments that define their journeys.

Gifted in getting inside the world and head of each of his guests to reveal those pivotal moments, Dustin's approach is to simply stay curious. He asks the questions that get to the story behind the story around the overarching theme: What makes successful people tick?

That curiosity has led to some... *interesting* moments over the years.

A couple years ago, when Dustin found out that an Entrepreneur.com event he

was headed to in New York would feature Danica Patrick, he immediately went after the interview.

Doors kept closing, but he finally got through to her people and they agreed.

He excitedly shared with the entire Get WealthFit company that they'd secured the interview. (Lesson #1: It's not done until it's done—don't share prematurely!)

When he landed in NY, Danica's PR agent greeted him with "Who are you?"

"I'm Dustin, we talked on the phone..."

"Oh... wait, we're doing that interview in person?"

Instantly deflated and crazy nervous, Dustin began to mentally prepare for the worst as the agent headed back to the greenroom to see if the interview was even possible.

"You've got seven minutes with her."

Dustin had prepped for an hour show.

But he saw it was another opportunity to step up and go for it, so he did. (Lesson #2: Things might not go as planned, but keep rolling.)

He grabbed his equipment and headed into the media pressure cooker of Danica's greenroom, armed with her book for signature.

And then it happened.

In slow motion, the book flew out of Dustin's hand and smacked the winningest



DUSTIN

listens to



HUSTLE AND FLOWCHART

"A life improvement podcast masquerading as a business podcast." Interviews with successful entrepreneurs sharing the tactical steps and the real stories behind their success.



BUSINESS WARS

What's really driving the success (or disaster) of today's top businesses? Discover the surprising true stories behind the brands battling it out for your dollars.



THE PLAYBOOK

Can you *really* achieve anything you set your mind to? Find out how influential CEOs, sports icons and entrepreneurs are turning their big goals into reality every day.

"I'm just curious... a lifelong learner and student."

“Remember how we used to read newspapers? And we’d come across fascinating stories, not because we were looking for them, but because we’d stumble across them and they were there to read? The podcast is like that. It’s not niche. It’s a variety show.”

female race car driver of all time in the back of the leg. (Lesson #3: Practice grip, and think quick.)

“Hey, I’m just trying to make sure you’re on your toes!” Dustin blurted out.

Danica laughed, and the interview began.

Seven minutes turned into 12 of rapid-fire Q&A covering insights on her business, her perspectives on wealth, and her life.

I couldn’t help but think this episode had to be his favorite, but Dustin said, *“They’re all such cool people. You sort of fall in love with the stories. They’re like my children; I love them all.”*

We’ll let him get away with that for now.

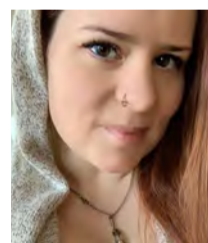
So, what’s next for the show?

They might be making some pretty impressive power moves to expand into a whole network of shows for listeners to explore.

As for Dustin, after the Danica Patrick experience, he may consider improv... so watch for him on a comedy stage near you (if he takes his bravery up a notch!).

Until then, hit “play” on the next episode of *Get WealthFit!*

It’ll help you get off the sidelines and take action to *Get WealthFit!*... because remember, *“You’ve just gotta do it.”* 🎧



Business Category Director

Michelle Shaeffer

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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



THE CAREER CHALLENGES PODCAST

"We share stories to let others know they're not alone."

And that certainly is what you'll discover when you listen in to any of Kyle Weckerly's conversations on *The Career Challenges Podcast*.

Because the truth is, you can make all the mistakes yourself... or you can learn from those who've already made and survived them, who can guide you through the all-too-common landmines as you work to climb the ladder in your own career.



Reassure yourself that you aren't alone in those awkward moments, like:

- The time you realized sarcastic humor might not be your friend after all (episode 1).
- The misadventures in networking you've encountered (episode 25).
- The "whoa" that inspired heavy, fast conversations you aren't sure what to do with (episode 2).

Consider this podcast the closest option you've got to pressing "fast-forward" on a whole lot of future faux pas, and subscribe.

You'll hear unique insights on overcoming obstacles, addressing challenges in the work space, and tackling all that comes your way in business.

Influence, personal style, networking, even humor and sarcasm—no topic is off limits in this often funny, always honest, practicality-filled podcast hosted by Kyle Weckerly. 🎧

Rock Out With Your PODCAST OUT

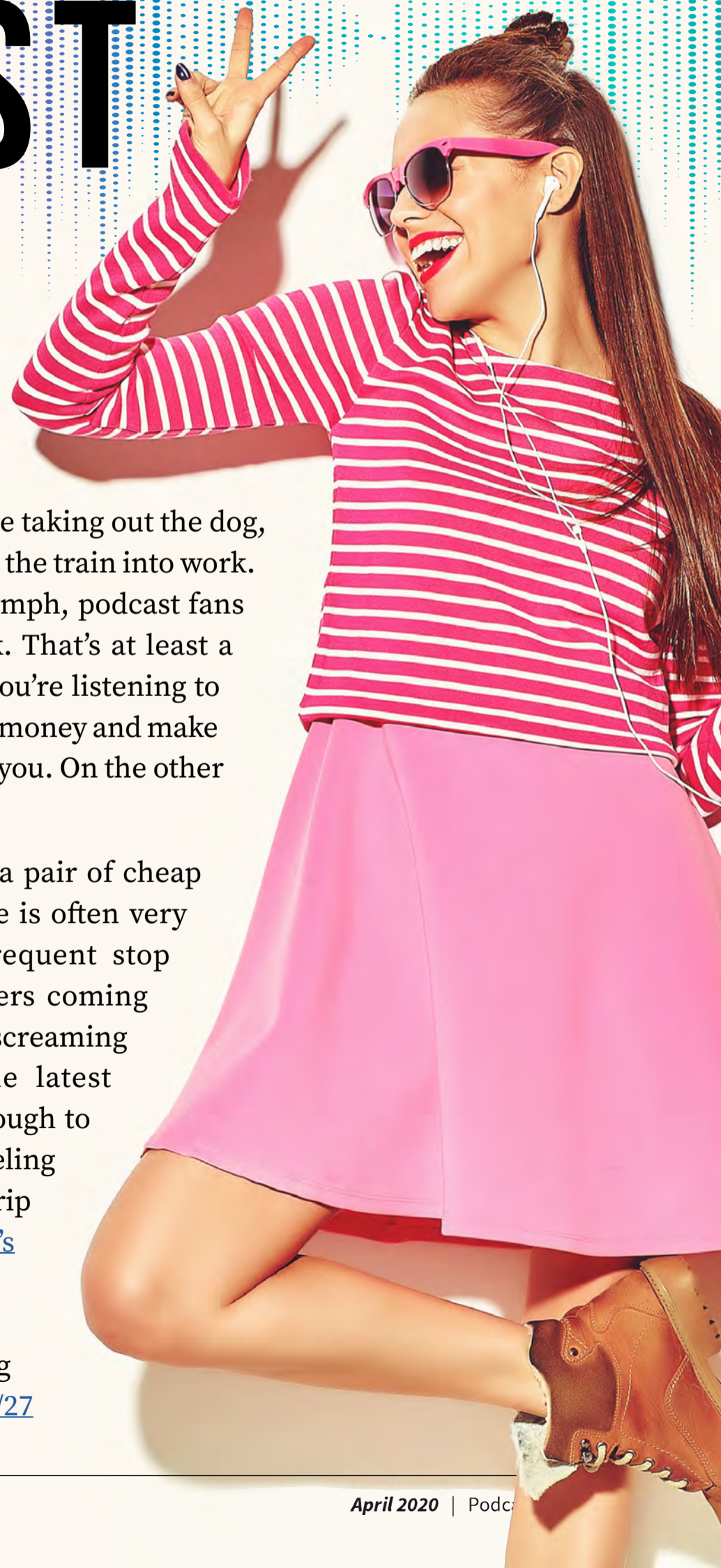
A podcast is something you often listen to while taking out the dog, playing a boring part of a video game, or taking the train into work. Based on recent figures compiled by MusicOomph, podcast fans listen to over six hours of podcasts per week. That's at least a whole day's worth of podcasts in a month! If you're listening to that many podcasts, why not invest a little extra money and make it a premium experience? Your ears will thank you. On the other hand, your wallet will curse your name.

Listening to a podcast on public transit with a pair of cheap headphones that came with your smartphone is often very distracting. The combination of frequent stop announcements, various passengers coming and going, and the crazy dudette screaming from the back seat about the latest conspiracy theory du jour is enough to drive one bananas. Noise canceling headphones will make your trip much more bearable. [Anker's](#)



Anker's
Soundcore
Life Q20

[Soundcore Life Q20](#) support both hybrid active noise cancellation and Hi-Res Audio (\$59.99). A strong higher-end option are the [Philips TAPH805BK/27](#)



which has two different charging modes (\$199.99).

Let's say you're in the kitchen cooking a meal. Your Google Home or Amazon Alexa is on the counter. Instead of having it play "Say So" by Doja Cat, why not listen to a podcast instead? On an Alexa, you can say, "Alexa, play the Day One Fans podcast", and

it will automatically play the latest episode for you to listen to. On a Google

Home, you can say, "Hey Google, play Gamertag Radio podcast" for the same effect.

Both Google and Amazon offer diminutive entry-level smart speakers with the Google Home Mini

(\$39.99) and the [Amazon Echo Dot](#) (\$49.99). If you plan on using them often in a larger room, it's worth it to spring for the more advanced

[Amazon Echo Studio](#) (\$199.99) or Google Home Max (\$299.99) which feature clearer sound with more powerful speakers.



(from left) Amazon Echo Studio and Google Home Max

Ever notice that listening to a podcast on a laptop is a bad experience? Default speakers in laptops and desktop are often quite poor. Treat yourself to some desktop speakers with a bit of bluster to level up your podcast



Edifier R190U Compact 2.0 USB Speakers

experience. A dandy entry-level option is the [Edifier R190U Compact 2.0 USB Speakers](#) (\$29.99). Their vintage look belies a clearer sound than one might suspect at this price point. Those with a bigger budget should spring for the [Harman Kardon SoundSticks III](#) (\$199.95). Their sci-fi flair, energy-



Harman Kardon SoundSticks III

efficiency and 20-watt subwoofer make for a sexy pair of speakers that sound amazing.

If you're a podcast enthusiast, you really should give your listening experience an upgrade. Whether it's with noise-canceling headphones, a smart speaker, or your computer speakers, you'll have a premium experience that will never make you listen to podcasts the same way again. 🎧



Contributing Editor

Mat Bradley-Tschirgi
Sequelcast 2 & Friends 🎧



WHEN THE WIND SHOWS UP

**iHeartRadio's 'Best Male Host'
Aaron Mahnke Shares Past Inspirations,
Recent Achievements, and Future Plans**



Five years ago, Aaron Mahnke spent his evenings writing supernatural thriller novels with a splash of folklore (and a lowball glass of bourbon).

With the intention of creating a free giveaway that would entice people to buy more of his books, Mahnke created a PDF document titled “My Five Favorite New England Myths.” Just as he was about to export it, he suddenly felt it wasn’t quite right—reading a 10,000-word document would be frustrating on a phone screen. Instead, he thought audio versions of the historical stories would be more appealing. After running the idea by a friend, he was soon convinced to create a podcast.

“In about 48 hours, I named it. I branded it, I built a website, and I learned how to handle podcast hosting and distribution. And then, on March 18th of 2015, I clicked ‘publish.’ My life has never been the same.”

Lore started as a slow burn. Nine people downloaded his show (himself included, to test whether it all worked or not), and he was thrilled!

Soon, word spread, and *Lore* started growing... but it exploded once it landed in iTunes’s New and Noteworthy section. By month five, Mahnke had TV offers in his email inbox, and book deals were beginning to surface.

Lore has since achieved 250 million downloads over the past five years, and has transformed into an Amazon Prime TV show and a book series.

Fast forward to the 2020 [iHeartRadio](#)



“Mark Maron and Jonathan Van Ness were in my category. Like, how in the world could I come in and go up against those people?”

[Podcast Awards](#) where Mahnke was a nominee for best male podcast host. Before the awards began, he was chatting with his friend Nora McInerny, host of *Terrible, Thanks for Asking* and nominee

for best female podcast host, about how unlikely it was they'd both win considering the other hosts up for the award.

“Mark Maron and Jonathan Van Ness were in my category. Like, how in the world could I come in and go up against those people? I went in with really low expectations, but both Nora and I ended up winning in our categories. We felt like a couple of dummies at the end of the night!”

Under the iHeartRadio podcasting wing, Mahnke and his team have launched three new shows—Noble Blood (hosted by Dana Schwartz), Unobscured, and Cabinet of Curiosities—all of which have been number one on Apple's podcast charts.

He has also launched a podcast production company called *Grim and Mild*, under which all of his iHeartRadio shows will be crafted. The network will serve as a catalogue of additional podcasts for Lore fans and more.

“I have insanely talented people around me to help me do everything I dream up. Playing in the sandbox of history is a really great place to be,” Mahnke shared.

The universe pulled him toward that sandbox in fifth grade, when he convinced his parents to purchase a book of mysterious historical events from a Scholastic book catalogue.

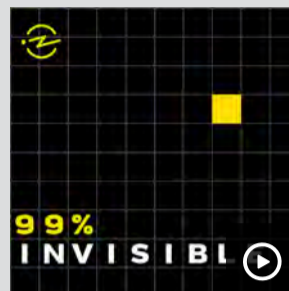
“The stories inside changed my life. At that moment, I knew I wanted to tell stories like that to people.”

The stars also aligned when he discovered the radio program called *The Rest is*



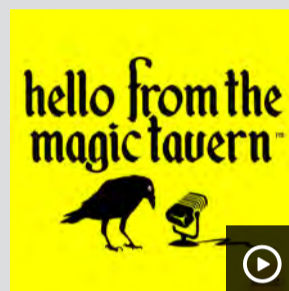
AARON

listens to



99% INVISIBLE

99% Invisible is a weekly exploration of the process and power of design and architecture.



HELLO FROM THE MAGIC TAVERN

Arnie Niekamp fell through a dimensional portal behind a Burger King into the fantastical land of Foon. He's still getting a slight WiFi signal, so he uploads a weekly podcast from the tavern the Vermilion Minotaur where he interviews wizards, monsters and adventurers.



THE ALLUSIONIST

Adventures in language.



“I have insanely talented people around me to help me do everything I dream up. Playing in the sandbox of history is a really great place to be.”





History with Paul Harvey. Harvey’s drop-the-mic endings inspired Mahnke to be a compelling storyteller.

Soaking in all kinds of unsolved mysteries, Mahnke entered college during the start of *The X-Files*.

“It was fun growing up like that. I feel like—especially as a kid—you kind of have that curiosity about things you’re maybe not meant to know about yet,” he said.

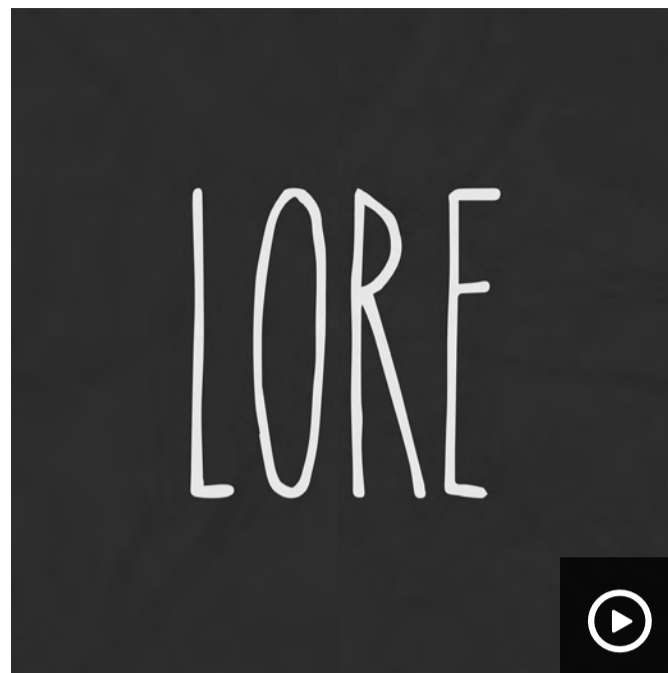
Mahnke loves that he gets to celebrate “the outsiders” in history, especially since he began podcasting feeling like an outsider himself.

“History is full of stories we don’t teach in school—stories we don’t talk about all the time. Mostly because we don’t have a tidy answer. The stories don’t have a neat-and-clean explanation. They don’t necessarily have a date, place, and significant importance attached to them. With folklore, there’s a focus on preserving cultural traditions and recording significant events and people. There’s also another area of folklore that’s purely about managing ourselves in society,” Mahnke explained.

When it comes to offering podcasting advice, Mahnke likens it to flying a kite. There’s only so much you can control. You get to build a beautiful kite, and you can run around the park... but you can’t control the wind.

His advice?

Prepare for when the wind shows up. 🗣️



WHAT WOULD YOUR HIGH SCHOOL HISTORY TEACHER THINK?

“I think they'd really get a kick out of the fact that now I write about history. As a job. It's just really bizarre to think that five years ago, I was still designing logos for clients, and now my job is to study history, find the story, and then tell it in a thoughtful way.”



History Category Director

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Wander By Proxy Podcast 🎧

UNDER THE RADAR

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



HISTORY OF THE 90'S

Each episode of *History of the 90's* delivers a great snapshot of what it meant to live in that decade. From the OJ Simpson verdict to Beanie Babies, host Kathy Kenzora shares the most memorable moments that made the 90's the 90's.

For example, an episode called “*Girl Power*” shares the change in the lives of adolescent females after the boom of teen magazines and the new idea of the “perfect girl.” It rolled out the somewhat new term “self-esteem”



and the phrase “girl power,” and launched a frenzied culture of women empowerment via influences like Shania Twain and the Spice Girls.

Another episode dives into the birth of online dating and our evolving perspectives on the formation of relationships.

Another shares details about Columbine. Kenzora addresses the impact of the tragedy—especially since the world watched it unfold live on television.

It's episodes like these that share how the 90's changed the world. Covering a variety of topics that accurately define the 90's—a decade where communism and apartheid ended and technology took off—Kenzora, who was a reporter at the time, now continues to share pieces of history in an informative way that highlights their impact. 🎧



GAINED IN TRANSLATION!

How One Wise Mom Adds Research to Instincts to Be the Best Parent Possible

Pregnant and realizing you may be a bit short on parenting instinct?

Know you may not have had great parenting models in your life, and want to do better?

Pulling your hair out wondering why no one warned you about the perils and pitfalls of parenting?

You're going to be so glad you found *Your Parenting Mojo* with host Jan Lumanlan!

Having felt a little daunted by impending

motherhood, Jan decided to play to her strength:

“Having a daughter, I think, was the ultimate catalyst. I basically realized that I had no parenting instinct whatsoever, but I DID have really good research skills. And I could use those skills to bridge the gap.”

Recognizing similar needs in other parents and parents-to-be, Jan wanted to provide relief and reassurance along with big doses of parenting reality. Voila! Her podcast

was born, bringing in-depth, practical, and important insights, strategies, and support to uncertain parents wanting to do the best for their kids.

Your Parenting Mojo is a rich, interesting, down-to-earth translation of research into reality. It makes the latest parenting discoveries immediately practical to your daily parenting experience.

Internet savvy, Jan recognized the surplus of fear-mongering clickbait aimed at parents. You know... the stuff you don't ask for that floods your inbox as soon as you look up a phrase like, "my child is sick." Not only do you get tons of unwanted emails, but Google seems to read your mind, and *bam!* Every page you look at thereafter contains ads for anything and everything child related. Too much!

What can you believe? Who do you believe? How do you decipher the worthwhile messages from the worthless marketing? Who's pushing what and why?

Jan is familiar with the struggle:

"Even when people reported on a reliable study, they would just give you the results of that study, without any sense of how it fit into the complete body of research on a topic. Does this confirm what we already knew? Or does it go completely against what we already knew? I just had no idea. How does this become useful in my quest to give my daughter the best parenting possible?"

Not one to leave stones unturned, Jan went back to school to obtain a master's in

"Your DNA really doesn't matter; good parenting is a learned skill."

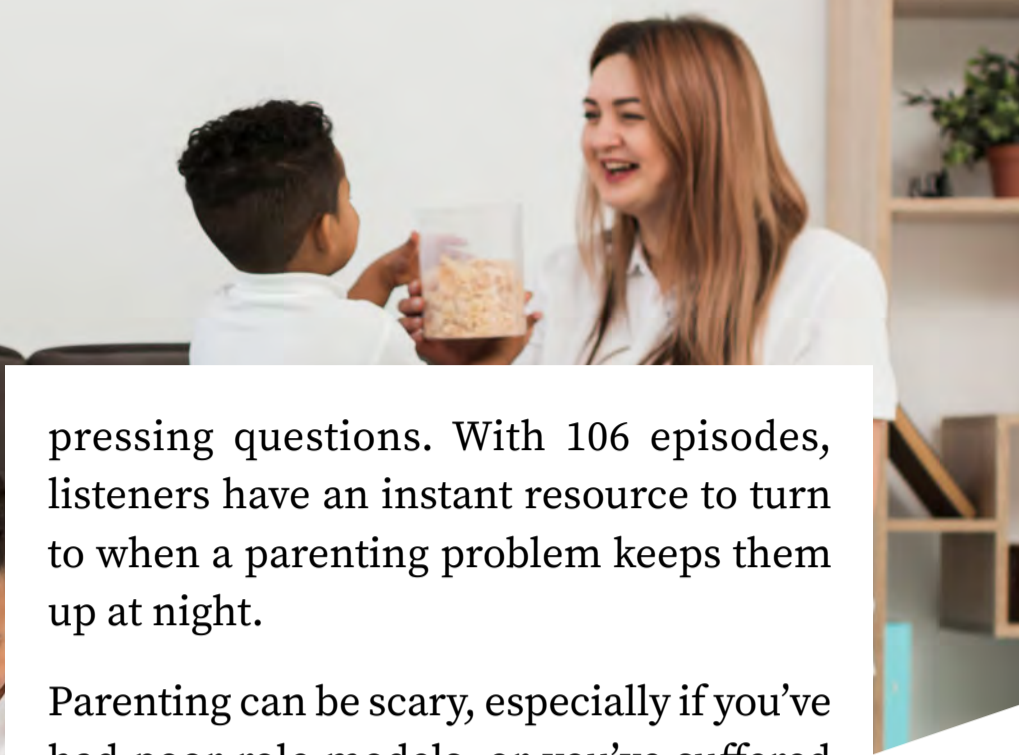


psychology focused on child development. And she didn't stop there. She returned for a master's in education, too.

"I realized that I needed a framework to put around [my education] to ensure I wasn't missing anything important. And in the process of doing that, I thought, I'm learning so much! It's really crazy not to share it all with other people. I started the podcast really just as a way of sharing what I was learning through the psychology degree."

Every episode of *Your Parenting Mojo* gives you gold. Jan says she'll often read thirty articles to produce one quality show. No wonder each podcast episode is so rich with content!

No topic is off limits, including "Only Children: Are They As Bad As Advertised?"



to “How To Help A Child Overcome Anxiety” and everything in between. Got a sensitive child who is awash in tears? A gender-creative kid who triggers your fears? Wonder how to address racism? Want to know what to do with a three-year-old throwing a hissy fit in the supermarket before it happens... again?

Jan’s got you covered.

Recognizing the vast issues facing children and their parents, Jan seeks out thought leaders like Dr. Beverly Daniel Tatum on racism, and Dr. Bernard Dreyer, past president of the American Academy of Pediatrics on general and best practices to feature as guests on her show. Her expert guests speak to the credibility of the show, furthering its authority and providing clear guidance in their niches.

Your Parenting Mojo is delivered at a digestible pace: one new episode every other Sunday. Of course, the archives provide busy and/or overwhelmed parents with searchable episodes to answer

pressing questions. With 106 episodes, listeners have an instant resource to turn to when a parenting problem keeps them up at night.

Parenting can be scary, especially if you’ve had poor role models, or you’ve suffered from neglect or lack of validation in your own upbringing. Luckily, Jan realized that help is all around for those wishing to augment their parenting instincts.

It’s impossible to know everything about a huge subject like parenting. Seeking help, whether from a trusted friend or a podcast host who’s done her homework, is a sign of strength, not an admission of lack! So why not seek support on your journey to feeling confident about your choices?

Your DNA really doesn’t matter; good parenting is a learned skill.

Your Parenting Mojo shortcuts your journey through the tough spots, and those requiring a pro-active approach.

Shore up your experience with the knowledge and insight you’ll find in this podcast—designed to help you be the best parent possible. 🎧



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



PARENTING ROUNDABOUT PODCAST

Parenting teens? Preparing for young adulthood and empty nests? It can all make you break into a cold sweat, your head spinning as you look for a safe place to land, can't it? No worries... cohosts Terri Mauro, Catherine Holecko, and Nicole Eredics know what you're going through, and they're *on it* with fast-moving conversations filled with old complaints, new ideas, emerging issues, and a good dose of commiseration.

These cohosts (and writers about parenting) pull up a chair and chat about what may be worrying you, making your eyes roll, or



keeping you up at night. Moms of teens and young adults, they *know*—and they share their own angst and experiences, too.

As new teen-related issues emerge with nuances you couldn't have imagined, these three dive into the joys, pitfalls, and perils of it all five days a week. And they always keep it real.

Light and humorous, serious and empathetic, the Parenting Roundabout Podcast is filled with insights and support for maintaining your sanity, addressing important issues, meeting tough challenges, and preparing for an empty nest.

Consider these ladies great companions when it all seems wonderfully too much and a little crazymaking!

From general topics to help you and your kids survive, alive and intact, to very specific topics that make you second-guess yourself, enjoy this bite-sized, commute-length podcast. If you have teens, you'll no doubt feel heard and seen as you wonder if Terri, Catherine, and Nicole can read your mind. 🎧



MONEY IS A SPIRITUAL ASSET



What is money?

The question seems simple enough. Maybe the mind immediately wanders to a wallet where one keeps bills and coins, or a paycheck, or the electronic transactions that keep life moving.

Everyone knows about money... but is there more to it?

Rabbi Daniel Lapin, host of *The Rabbi Daniel Lapin Podcast*, says there is.

Lapin, a descendent of a long line of rabbis, never wanted to be one himself. Watching what his father went through, Lapin held a deep conviction that he would not travel that road. He felt the work is too unquantifiable—effectiveness is difficult to measure in spiritual work.

Still, he found himself leading Bible studies for fun, and pursuing theological education.

Everything changed when a senior rabbi approached him during a study session with a friend.

“I want you to sit for the rabbinical examination at the beginning of the month,” he said.

Feeling left out, Lapin’s friend asked when he would do the same.

“Not you,” the rabbi said in a tone Lapin described as *“callous.”*

The friend became a prominent neurosurgeon.

Daniel Lapin became a prominent rabbi.

“My ministry,” he said, *“is making accessible ancient Jewish wisdom in the categories of faith, family, friendship, and finance.”*

Rabbi Lapin calls those categories “the four F’s,” and all are spiritual in nature.



RABBI LAPIN

listens to



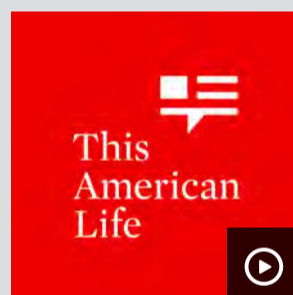
ON THE WIND

Long-form conversations with sailors from around the world.



CURRENTS: THE WAGGONER GUIDE BOATING PODCAST

Waggoner Guide Publisher Mark Bunzel joins Host Brian Bushlach twice each month to share his insight on cruising destinations across the Northwest and around the country.



THIS AMERICAN LIFE

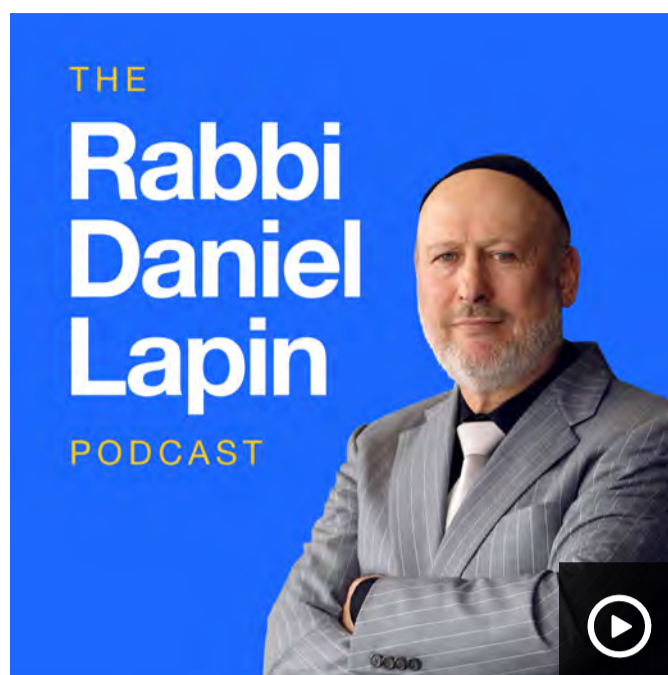
This American Life podcast gives listeners touching, humorous and often unexpected vignettes of life in America.



“Money is evidence you have served another one of God’s children.”



“If you want to know how the world really works, study physics, mathematics, biology, and Torah.”



“If any word besides these four come to mind when I say the letter ‘f,’ it’s evidence of a misspent youth,” he deadpanned.

When he started a synagogue with Michael Medved in Los Angeles, funds were scarce for the new congregation. So, he kept his day job at a large financial firm, which alleviated his concerns about the rabbinate. No longer constrained by cultural movements of the day, Rabbi Lapin was free to operate the synagogue as he saw fit.

“People had exactly the same recourse as they would in a supermarket if they don’t like the watermelons. Namely, shop elsewhere,” he said with a grin.

For instance, in his congregation, men and women sat on separate sides of the synagogue—a counterintuitive expectation for a generally progressive place like Los Angeles.

His reasons, of course, have nothing to do with either sexism or segregation. Rather,

the rabbi explains that sexual attraction is present even when we are not aware of it.

Separating the sexes allows that to recede into the background during worship. In time, Rabbi Lapin found that women in the synagogue also appreciated the freedom.

This is just one example of how financial flexibility allowed him to lead from his values, serving in a way many congregational leaders do not enjoy.

When Rabbi Lapin talks about his values, there is a feeling similar to discovering buried treasure; while traditional, they’re still richly valuable.

One of those values is the distinction between physical and spiritual items. Understanding the difference changes one’s expectations about a host of life topics.

Rabbi Lapin uses a saxophone analogy. If one person has a saxophone and another takes it, the first person loses something.

But suppose the first person plays a tune on that saxophone. When the second person learns the tune and whistles it, they then both have the tune. The saxophone is a physical thing. The tune is a spiritual one.

Money and relationships are also spiritual parts of human lives. *“It’s not a mistake that the Torah is filled with information on sex and finance, because those are two extremely spiritual areas,”* says Rabbi Lapin. *“If you treat sex as simply friction and plumbing, you’re not going to get it. If you teach finances as nothing other than materialistic greed, then you’re not going to get that either. For those things, you turn to the Torah.”*



Rabbi Lapin makes ancient wisdom relevant to modern human beings.

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“My ministry is making accessible ancient Jewish wisdom in the categories of faith, family, friendship, and finance.”



How, then, is money spiritual?

“Money is evidence you have served another one of God’s children,” Rabbi Lapin explained. *“As long as you didn’t hold up a convenience store. As long as you got it as the result of a transparent, free market, voluntary interaction.”*

So, money is a spiritual exchange based on value and voluntary involvement. When selling a good or service, money is an exchange of one kind of value for another, making both parties richer as a result.

“Money is satisfying needs more spiritual than physical,” said the rabbi.

Money, then, is more like the tune than the saxophone.

“If you want to know how the world really works, study physics, mathematics, biology, and Torah,” he suggested.

Rabbi Lapin’s books, *Thou Shall Prosper* and *Business Secrets from the Bible*, further explain the ancient wisdom of the Torah and make it accessible to modern human beings.

He also shares his wisdom on his podcast, in which he reveals *“how the world REALLY works, and reminds us that the more things change, the more we need to depend upon those things that never change.”* 🎧



**Religion & Spirituality
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**Got a Religion &
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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



TRUCE

If you like well-produced podcasts that tell great stories, this one is for you. Filmmaker and author Chris Staron produces *Truce* in a style reminiscent of Malcolm Gladwell. Episodes often start with something humorous, and then, Staron weaves history into the fun.

The result is a show that entertains as well as informs.

Truce investigates the ideas that attach themselves to Christianity. His goal is to help Christians think about where their beliefs come from. Episodes cover topics like multi-level marketing schemes, the prosperity

gospel, and how rich tycoons used their Christian faith to get their way.

Staron sometimes breaks form to feature an interview, like his episode with Phil Vischer, the creator of VeggieTales.

Unafraid of tackling controversial issues to accomplish his mission, the current season of *Truce* explores how the Russian revolution influenced American Christianity.

As a former filmmaker, Staron's editing and commitment to quality audio is top notch. New episodes publish every two weeks, and listeners will find ample material to go back to between episodes.

Congratulations are also in order, as *Truce* won two coveted Spark Christian Podcast Conference 2020 awards in the Outstanding Podcast Host, Male and Outstanding Produced Podcast categories.

Visibly moved by the recognition of his hard work, the honors are well-deserved.

If you're tired of the culture war, *Truce* is your next great binge. 🎧



CORONAVIRUS?

Hope Not... but *This Podcast Will Kill You!*

With the coronavirus—and the fear of it wreaking havoc on life as usual—all around us, now is the perfect time to get a healthy dose of disease sleuthing with *This Podcast Will Kill You*. (Note: Episode 43 is a special episode all about the coronaviruses!)

This podcast will give you knowledge about and new perspective on pandemics,

possibly forever changing your dinner conversation as you are invited to raise a glass with the hosts who share their own recipes for an original, disease-themed cocktail in every episode.

Meet the Erins, best friends who write and host the podcast: Erin Welsh, PhD, is a disease ecologist and epidemiologist currently doing research at the University

of Jyväskylä in Finland, and Erin Allman Updike, PhD. is a disease ecologist and epidemiologist studying medicine at the University of Illinois.

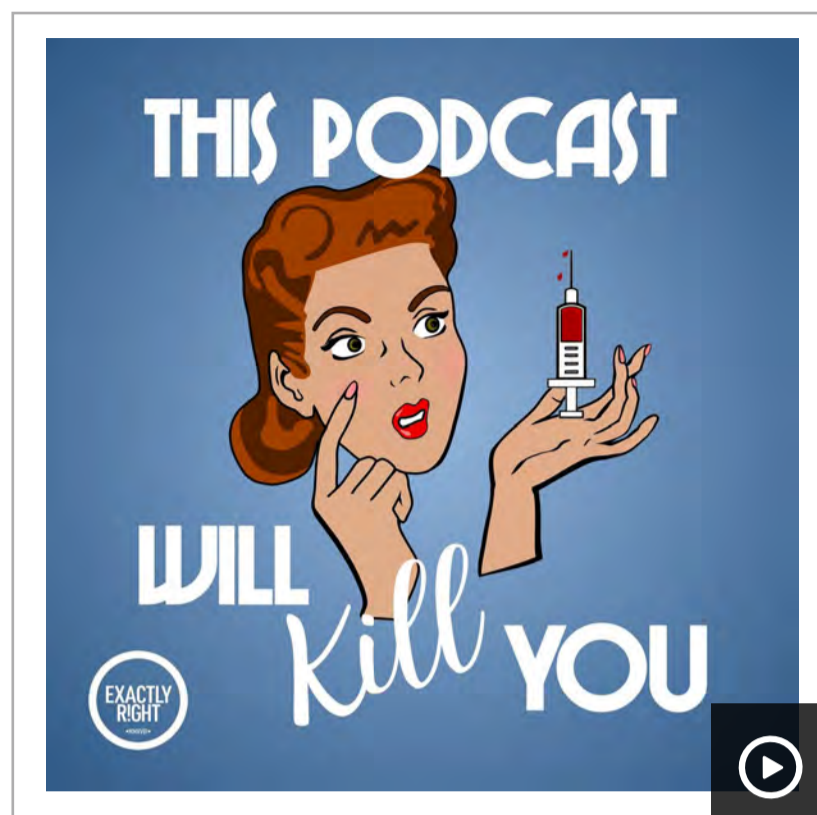
You might be wondering how this friendship resulted in *This Podcast Will Kill You*.

Graduate students working in the same lab, the Erins became fast friends, later doing fieldwork together in Panama. Both feeling the informational isolation of life in the academic ivory tower, they wanted a way to share their work and love of epidemics and weird medical mysteries with everyone, not just colleagues.

“In our last year of our PhDs, we started thinking our work would not ever be seen outside the world of academia,” Allman Updyke shared.

“We were getting disillusioned with academia and a little frustrated,” Welsh added. *“We didn’t want there to be barriers to getting scientific information. Some barriers are financial—people have to pay to get access to scientific articles. Then, there is understanding the terminology. That is another kind of barrier. We wanted to make the science [more] accessible. We wanted to humanize it. So, it led to a conversation... ‘Let’s do a podcast... really... a podcast!’”* Welsh continued.

As doctoral researchers who spent many hours in the laboratory waiting on experimental data, both Erins are experienced podcast listeners. The ones they’ve enjoyed most were true-crime



podcasts like *This is Love*, *Criminal*, and *My Favorite Murder*. So, when it came time to designing their own, they found inspiration in the crime-mystery genre. Hence, the name *This Podcast Will Kill You*.

It makes sense, right? There is a lot of similarity between being a detective in a crime investigation and being a researcher looking for the culprit organism in an epidemic. Whether crime wave or disease wave, there is intrigue and emotion in the human story, the impact on the victims, and behind the drive and passion of the investigators. This podcast delivers on all those fronts.

In each episode, Welsh presents the history while Allman Updyke tackles the biology and epidemiology. And at some strategic point, they pause to mix the disease-themed cocktail that goes with the episode:

“The ‘quarantini’ is one of the first things



we came up with—a cocktail based on the disease. We thought it was a great idea for the podcast. We also came up with the ‘placeborita’—the non-alcoholic version for people who don’t want to drink alcohol,” Allman Updyke explained.

In the informal atmosphere of friends sharing a drink, the Erins present their material as disease storytelling rather than by lecture. In this format, both Erins continuously learn as they teach and entertain their listeners.

As Welsh says, “The conditions we talk about on the podcast are usually taught in isolation. If you were to learn about a disease epidemic in a microbiology class, you would only be learning about that one aspect—the organism. If you learn about it in a history class, there will be a different focus... maybe the social or economic impact. And in a public health class, there will be a different focus, again. By putting it all together, you get a fuller picture of the disease.”

“We were getting disillusioned with academia and a little frustrated. We didn’t want there to be barriers to getting scientific information.”



The podcast has met with a lot of success, both inside and outside the scientific and medical community. Guest speakers are widely recognized experts. The show notes are complete with bibliography for both the history and the biology, as well as the recipe for each episode’s quaratini and placeborita.

Now in its third season with upwards of 47 episodes (yes, 46 illnesses other than coronavirus that are potentially deadly), *This Podcast Will Kill You* is on Apple, iTunes, Google Play, Podbean, Stitcher,

“The conditions we talk about on the podcast are usually taught in isolation. By putting it all together, you get a fuller picture of the disease.”

and other podcast download spots. (Visit the website for more information and a list of episodes.)

Right now, the coronavirus is uppermost of mind in all our lives. From the difficulty we may be experiencing in stocking our shelves with basics like toilet paper, to worrying about people being stricken with serious or fatal illness, to the impact the pandemic is having on business, travel, and human behavior, now is a great time to put in your earbuds and pour yourself a quarantini or placebo (or, if listening to episode 43 about coronaviruses, the “Breath Taker”), and spend time getting into an epidemiological mindset with Erin Walsh and Erin Allman Updyke.

Tune in, and find out how scared you really need to be.

(Oh, and have you washed your hands lately?) 🎧



Science Category Director

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The Radical Rabbi 🎧

Got a Science Podcast suggestion?

Let us know! >



UNDER THE RADAR

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



LIFE'S LITTLE MYSTERIES

Life's Little Mysteries is a new Audioboom original podcast dedicated to “*answering questions about mysteries big and small.*” Featuring health reporter Nicoletta Lanese, who is at the forefront of Live Science’s coronavirus coverage, this show is co-produced with Live Science and hosted by Mindy Weisberger and Jeanna Bryner, editor-in-chief of Life Science.

Now offering special weekly coverage of and updates about the coronavirus, this is a



“must listen to” in the face of the pandemic we are currently facing.

I have listened to the episodes from February 28, March 6, and March 13, 2020, all of which cover the coronavirus. Based on these, I would definitely give the other covered mysteries a listen, as well.

With a veteran production team, the quality of sound, production, reporting, and coverage all around is super.

I give this podcast a 5 out of 5 mic podcast rating.

Expect a new update episode every Monday. You can also check out livescience.com/topics/coronavirus for more information. Listeners are also encouraged to post questions on the website forum, and watch for Q&A's on Facebook Live. 🎧



Is There Pain in the Laughter?

THE COMIC'S DEPRESSION

It has often been said that some of the funniest people on the planet regularly battle feelings of depression—that comedians use humor to validate their sense of self-worth via the laughter they inspire.

It gives them a sense of purpose.

In fact, according to one source, “... 80% of comedians with depression also have had tragic lives or childhoods, often being victims of abuse or neglect.”

Meet Paul Gilmartin, comedian since 1987, and depression sufferer.

Former television host of TBS’s “*Dinner*

and a Movie” for 15 years, frequent guest on *The Adam Carolla Podcast*, and performer of political satire as right-wing congressman Richard Martin, Paul now hosts the wildly popular podcast *The Mental Illness Happy Hour*.

Paul grew up in South Holland, Illinois, during a time when the strict and scheduled parenting of the 40’s and 50’s was giving way to Dr. Benjamin Spock’s advice to follow one’s instincts and nurture and love instead of being a cold, affectionless disciplinarian.

This set the stage for Paul to believe that, while he saw his childhood as challenging, his upbringing was “normal.”

It was also when a deep and pervasive sadness and numbness began settling in.

In his grade school years, Paul was a happy kid who got along with everyone. But when he transitioned from his private Catholic school into a public high school, everything changed. Separated from the friends he’d known, he felt like an outsider, and being the smallest of 1300 kids attending the school brought to his attention how “*uncomfortable in my own skin*” he was.

When he was introduced to marijuana and alcohol, he noticed that his “*jaded, sarcastic, pessimistic, and biting*” sense of humor began emerging... nonexistent, prior to this period in his life.

He also became obsessed with sex... not the act itself, but the mentality of “*show me yours and I’ll show you mine.*” He also

“Trying to separate yourself from the pack leaves you feeling separated from the pack.”



could not understand why no one else was as obsessed as he was. Only years later would he recognize that the obsession was simply a way to “*soothe myself and feel validated,*” he said.

In the world of addiction treatment, it is widely known that a person becomes “stuck” in the emotional developmental age he or she was when he/she began abusing drugs and/or alcohol. For Paul, he was 12-14. The arrest of his emotional development didn’t begin to shift until he was in his 30’s, after receiving treatment for his alcohol and drug use.

Even with the onset of treatment in the late 80’s and 90’s, Paul still couldn’t shake

the empty sadness and permeating numbness that consumed him.

In 2001, he quit drinking, but was existing as a “dry drunk”—someone who isn’t consuming alcohol, but because he has not dealt with any of the underlying thoughts and feelings that give rise to the behavior to begin with, he remains “drunk.”

Still, he was able to stay sober for a short time... until a dear friend died by suicide. Realizing he “*couldn’t cry*,” he isolated himself. Even at the gathering with other friends who were mourning her death, he felt he was a “*terrible person*.”

“*Trying to separate yourself from the pack leaves you feeling separated from the pack*,” he confessed.

He turned to alcohol again, hoping it would help him feel.

He did cry.

And it would take another couple of years before sobriety would become his new norm.

Although he had seen a few different psychiatrists in his early treatment attempts, none of them challenged him on how continuing to use alcohol and drugs would prevent his progress, even though he was being medicated for depression.

It wasn’t until 2003 that his new psychiatrist laid it out for him, saying, “*In good conscience, I can’t continue to see you until you quit drinking and doing drugs, because you’re wasting both of our time.*”



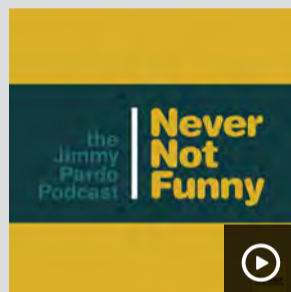
PAUL

listens to



WTF WITH MARC MARON PODCAST

Amazingly real conversations with comedians, actors, directors, writers, authors, musicians, and folks from all walks of life that allows guests to express themselves in ways listeners have never heard.



NEVER NOT FUNNY: THE JIMMY PARDO PODCAST

Freewheeling conversations between Jimmy Pardo and his sometimes famous, always funny friends. It’s unscripted, unedited, unstoppable – It’s Never Not Funny!

“Have compassion for others, but not at the expense of compassion for yourself.”

That was the moment Paul decided to quit using to cope.

That was the moment he decided he truly needed help.

Working with his therapist, Paul began addressing his parentified (role-reversal of the child acting as a parent) upbringing, and the recognition of sexualization by his mother in his youth. Throughout it all, he also dealt with that *“voice in our head that tells us we’re throwing our family under the bus.”*

It took him a while to realize that it wasn’t about punishing his family, but about *“giving weight to your feelings, so you can process them and stop punishing yourself.”*

As he continued peeling away the layers, a multitude of feelings he hadn’t previously even been able to feel emerged. He began realizing that letting *“steam out of the emotions”* was the way to confront the issues and process them without necessarily having to confront the people involved.

What Paul couldn’t reconcile was being diagnosed with treatment-resistant depression due to childhood adversity. Although he knew his upbringing was not healthy, this was a surprise for him... however, with it came an awareness that he could no longer allow his “battery to be drained.”

He had to learn to practice a healthy sense of self-care. The key, he said, is to *“have compassion for others, but not at the expense of compassion for yourself.”*



Paul immersed himself in the world of psychotherapy and support group meetings. Witnessing what vulnerability and support really meant for the first time in his life, he allowed himself to “fall apart” in front of others, letting them support him.

This new territory for him came with a terrifying reality: he’d need to shed the mask he’d so cleverly worn for so long.

Having always relied on his intellect to survive, he now had to admit that he just *“didn’t know.”*

Relying on therapy, hockey, his guitar, his podcast, and *“being in the moment,”* Paul Gilmartin learned to no longer be a cold, mean, withholding man who believed for so many years that he was an *sshole.

He now understands himself, and his humor,

“You are not your experiences – scars may be a part of you, but they don’t have to define you.”

in a whole new way, and allows himself to be vulnerable while having a sense of humor—without sacrificing one for the other.

Pointing out the fact that much of stand-up comedy is about pointing out what’s wrong, Paul believes that *“a combination of imagination and pessimism is a dangerous thing. The brain that creates a f*cked-up joke is the same brain that looks at your problems in interpersonal relationships, so it’s a double-edged sword.”*

In 2011, Paul launched *The Mental Illness Happy Hour* as an effort to start a conversation about depression, knowing there are many like him who don’t understand all they are going through. There are also many who think they understand, but don’t.

“Thinking you understand clinical depression because you’ve experienced

situational sadness is like thinking you understand Italy because you’ve been to the Olive Garden,” Paul joked.

Wanting to share his story with others with the intention of alleviating some of the challenges people with depression face, Paul hopes to help fill the void he knows is out there.

“You are not your experiences,” Paul shared. *“Scars may be a part of you, but they don’t have to define you. Life is a balance of light and dark.”*

And now, he supports countless others around the world who tune in each week to hear how *The Mental Illness Happy Hour* can uplift them out of that darkness and into that light.

Paul Gilmartin—a man who lived in his own darkness and now shines in his light with compassion and heart. 🧠



Health & Fitness Category Director

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 Kick Your Buts 🎧

Sources used in the article:

www.themedicalstation.com/blog-doctor-north-york/2017/09/28/comedy-and-depression-the-hidden-symptoms

Got a Health & Fitness Podcast suggestion?

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UNDER THE RADAR

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



WTF – STORIES & ADVICE

WTF – Stories and Advice is a podcast that is sub-categorized in the Sexuality genre of the Health and Fitness category. In reality, though, it deals with a whole host of interesting topics unrelated to sexuality, as well as some that are.

In fact, the range of topics is so vast that, at first glance, it seems to be all over the place with very little focus. Yet, that is NOT the case, which was a pleasant surprise.

The host, Caroline Cranshaw, an American



therapist living in New Zealand, loves having chats with interesting people. She covers a wide variety of topics, including: psychology, offering up mental health and health tips, dealing with one's sex life and their relationships, sharing shocking listener stories, offering life advice, discussing the paranormal, sharing funny stories and even current criminal cases.

The quality exchange between Caroline and her guests is sometimes shocking, but always revealing and interesting. Raw and direct with explicit language and challenging topics, this podcast is also incredibly thought-provoking.

The one downside: it hasn't been consistent since its release in May 2018. Still, it is clearly a favorite of podcast fans, because the show boasts 246 reviews (only ten of which are not five stars) with only 32 episodes recorded.

Caroline and her guests are funny, informative, shocking, and real... a breath of fresh air in the field of discussing sexuality and difficult topics no one really wants to dive into.

This is a podcast you should be listening to! 🎧



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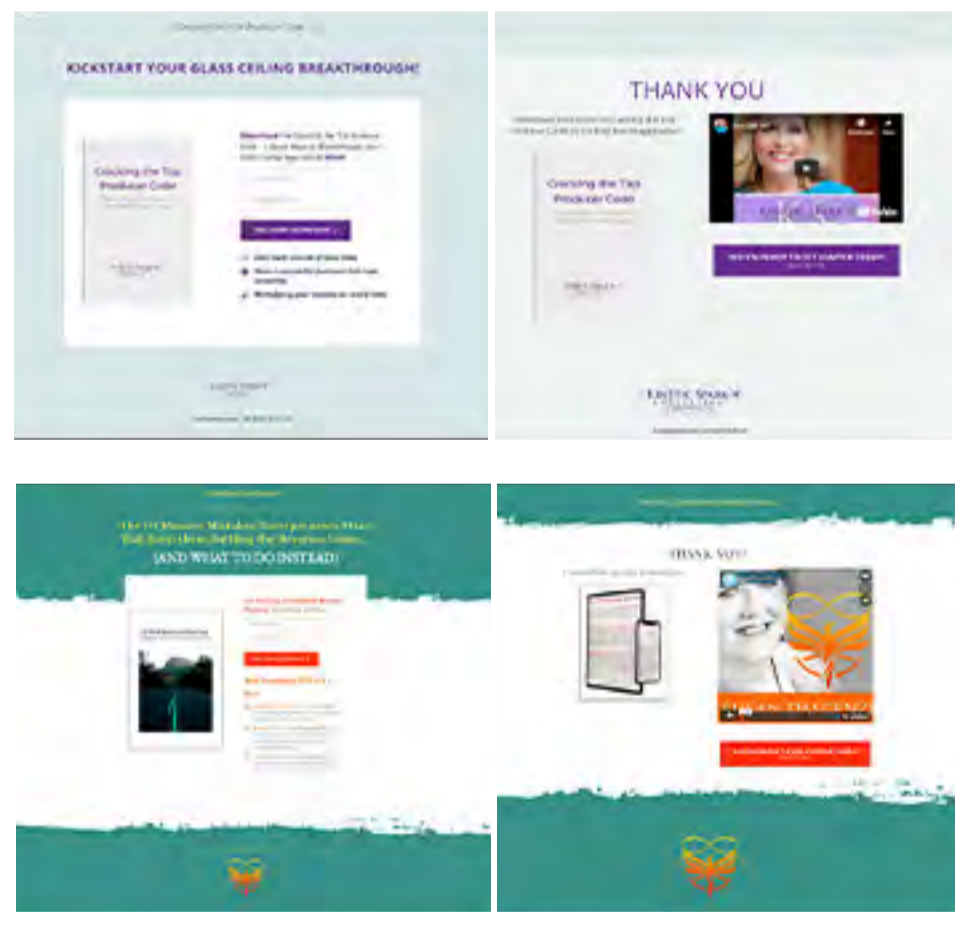
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NOW

THE 'CORONADOTE'— PODCASTS!



**TOP 25
PODCASTS**
to get you
through the
quarantine

Ok, let's face it: no one saw this coming.

Well, maybe a select few, but we aren't going there in this article.

Whether you like it or not, the life you lived only a few weeks ago is now different—really different. The bottom line? Rules have been set, and you have to follow them.

Of course, in any situation, we always have the power of choice... and that applies here, too. Just so happens that your choices are more limited than ever before.

Or are they?

So you're home, possibly even quarantined in your house for the next several weeks.

Believe it or not, food, water, and toilet paper aren't the most important items to stock up on.

Want to know what is? Knowledge!

Sure, you can b*tch and moan, complain, and play the blame game, like so many people right now. Or, you can take your life into your own hands.

What we really need to focus on is safety, education, and mindset.

While safety is more of a moment-by-moment concern, education and mindset are equally as important in the short and long term.

Home from work, hopefully getting paid, you may be saying to yourself, *“This is great! I can do anything I want. I can binge Netflix. I can play video games. I can even read that book I have been talking about for the last decade.”*

But what happens in three days when you get super bored and your brain craves stimulation?

Let’s go back to those choices I mentioned earlier. Remember all those afternoons spent at your j-o-b dreaming about taking control of your life? Maybe, for you, that means something like learning a new language. Or maybe, it’s about being your own boss—starting a business and making more money on your own.

See, this is where mindset comes in:

Our current situation isn’t a curse.

It’s a major opportunity.

And not just for those stuck in a j-o-b they don’t like. Even if you feel you already have it all, you can still learn more and transform yourself internally with new and concentrated information.

While the majority are glued to the news, being sucked in deeper and deeper into the “entertainment” factor that provides fodder for your conversations with your friends (bad idea), you can choose to free yourself from the life you previously lived.

Many of you may be thinking, *“Sure, there are things I want to do differently. But I have kids and bills and no time!”* Maybe,

Our current situation isn’t a curse. It’s a major opportunity.

there are other excuses popping up to stop your forward progression.

Guess what?

You have never had a break like this in your lifetime, so I suggest taking advantage of it as best you can!

Push yourself just a little further than ever before.

Remember, this is an opportunity, and may never happen again.

This is your chance to fuel yourself with knowledge and high-quality information. I’m talking about the kind that has been tested and tried—not just theories in a book read by some guy standing in front of the room with a fancy degree.

Ten years ago, if something like this happened and a person made a decision to get more educated, he or she would declare, *“I’m going back to school!”*

But today, learning is more readily available than ever before, making it easier and faster to do so. Literally anything and everything you need from practical applicants is a swipe or touch away.

Podcasts: concentrated doses of powerful information right to your brain from other people who, like you, one day decided to choose differently.

People who chose to follow their calling.

Today, I want to change the way you might think about podcasts.

I have assembled a careful list of the hard-charging, tried, tested, and true podcasts whose hosts are making waves and provoking real thought in our community.

The best part is, most of them worked a j-o-b that wasn't stimulating, paid no money, and left them craving fulfillment. Others have always done well and continue to do better and better.

This way, no matter which boat you're in, these podcasts and all-star hosts will fill you with education, entertainment, and inspiration in the upcoming days (or weeks) of shutdowns and quarantines.

And, even if this whole epidemic clears up tomorrow (or has already cleared up by the time you're reading this article), you can still listen to these podcasts to get educated in real time by real people who are doing amazing things in this world for the people of this world!

Without further ado:

- 1 **Real Estate Rockstars** – Ian Lobas
- 2 **Reinvention Radio** – Steve Olsher
- 3 **Cool Things Entrepreneurs Do** – Thom Singer
- 4 **The Millennial Leadership Show** – Randall Sean Garcia
- 5 **Spiritual Entrepreneur** – Devi Adea
- 6 **Breakthrough Success** – Marc Guberti
- 7 **Real Estate Investing for Women** – Moneeka Sawyer
- 8 **Save your Sanity: Help for Toxic Relationships** – Dr. Rhoberta Shaler
- 9 **Awaken Your Alpha** – Adam Lewis Walker
- 10 **Evolving Digital Self** – Heidi Forbes Oste
- 11 **Amazing Women of Power** – Raven Blair Glover
- 12 **Marketing Geeks** – Justin Womack
- 13 **Cool Culture Corner** – Ken Bator
- 14 **Living Regret Free** – Gayle Carson
- 15 **Wickedly Smart Women** – Emerald GreenForest
- 16 **Inspired Conversations** – Amy Shuber
- 17 **Passive Real Estate Investing** – Marco Santarelli
- 18 **Own Your Happiness** – Richard Otey
- 19 **The Mary Goulet Show** – Mary Goulet
- 20 **Dare to Dream** – Debbi Dachinger
- 21 **The Driven Entrepreneur** – Matt Brauning
- 22 **Amplify Your Success** – Melanie Benson
- 23 **The Offbeat Life** – Debbie Arcangeles
- 24 **Diva Tech Talk** – Nicole Scheffler
- 25 **Super Power Kids** – Neva Lee Recla

In the spirit of continuous education... happy listening! 🎧



Contributing Editor

Ian R. Lobas
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 Real Estate Rockstars 📍

UN-SCRIPTED:

Humanizing the World One Conversation at a Time



Have you ever wondered what it's like behind the scenes at the United Nations?

Who are the people representing the world leaders at United Nations Headquarters in New York City in these times of chaos?

PassBlue (an independent, women-led digital publication offering in-depth journalism on the US-UN relationship and its effects on women's issues, human rights, peacekeeping and other urgent global matters) reporters Kacie Candela and Stéphanie Fillion host



the *UN-Scripted* podcast, taking their listeners inside the UN to talk with world newsmakers in candid and revealing interviews.

Stéphanie Fillion was covering the Security Council when she met Kacie Candela, reporter and law student at Fordham University. They put their heads together and decided to cover the personal side of diplomacy by recording their interviews and editing them into podcast episodes.

Although it requires educating their diplomatic interviewees about podcasting, the duo receives a generally enthusiastic response.

“The diplomats are very generous with their time,” said Fillion. *“I also think they like to be asked nonconfrontational questions, like ‘What achievements are you most proud of,’ because most of the time, they are subject to press stakeouts and have to answer very difficult questions.”*

Candela added, *“It’s important to note that these people are not politicians; they are diplomats.”* The podcast aims to humanize these leaders as real people, rather than masking the true person behind the policies of the nation he or she represents (like most news outlets do).

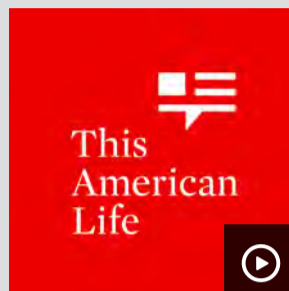
“We ask questions like, ‘How do you like living in New York City? Which dog park do you take your dog to? What’s your favorite restaurant? For these people, UN-Scripted is really a different type of interview,” Candela explained.

Of course, Candela and Fillion also tackle



KACIE

listens to



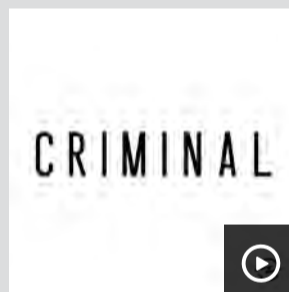
THIS AMERICAN LIFE

This American Life podcast gives listeners touching, humorous and often unexpected vignettes of life in America.



LIVE FROM HERE

A public radio variety show hosted by mandolinist Chris Thile. Each week, download Chris’s brand-new Song of the Week and Tom Papa’s report for Out in America.



CRIMINAL

Stories of people who've done wrong, been wronged, and/or gotten caught somewhere in the middle.

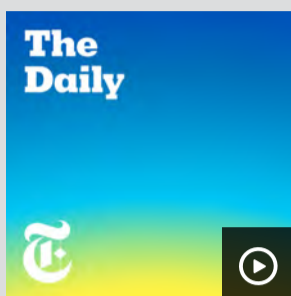


“For these people [diplomats], UN-Scripted is really a different type of interview”

STÉPHANIE

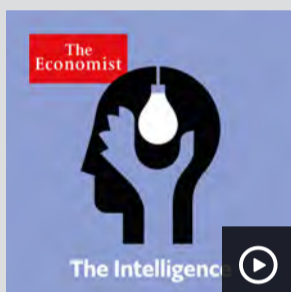


listens to



THE DAILY

This is what the news should sound like. The biggest stories of our time, told by the best journalists in the world.



THE INTELLIGENCE

A current-affairs podcast, published every weekday by Economist Radio that provides a fresh perspective on the events shaping your world.



GLOBAL NEWS PODCAST

The day's top stories from BBC News. Delivered twice a day on weekdays, daily at weekends.

“The diplomats are very generous with their time... I also think they like to be asked nonconfrontational questions”

top-of-mind controversial topics, too, getting the “scoop” directly from the mouths of leaders and news gatherers.

In a recent interview, they spoke with Hong Kong-based China expert, Dr. Courtney Fung, who provided her insights on China's diplomatic handling of the COVID-19 virus so far, as well as the country's long-term foreign policy strategies at the United Nations.

In another, Candela and Fillion talked with world leaders about how President Donald J. Trump's “America First” policies affect how world leaders respond to United States leaders.

“U.S. President Trump has made good on his campaign promises to redefine America's relationship with the rest of the world—for better or for worse, depending on perspectives—and the United Nations has in many ways been the epicenter of his ‘American First’ policy abroad,” Candela and Fillion concur.

“Most recently, his peace proposal for Israel and Palestine scraps decades of UN Security Council binding resolutions on the matter, and has even gotten one ambassador recalled. But what alternative visions to end the long conflict in the Middle East have been proposed by the Democrats hoping to unseat Trump in November?” the reporters question.

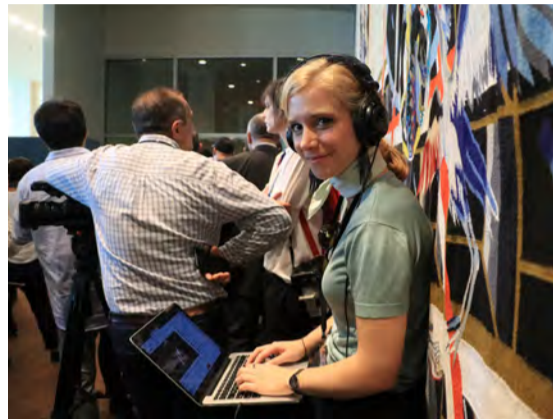
The *UN-Scripted* team often interviews other UN reporters, as well, like Al-Araby reporter Nabil Abi Saab, from Lebanon, who walks *UN-Scripted* listeners through



◀ The acoustics in the United Nations Correspondent's Association pantry makes it the best place to record at UNHQ.

▶ Stéphanie Fillion interviews Belgian Ambassador Marc Pectsteen de Buytsverve at the Belgian Mission to the UN.

▶ Kacie Candela at the United Nations General Assembly, in line waiting to witness some of the major speeches this year, including President Trump's.



Global Communications, are constantly monitoring how people worldwide are viewing the United Nations' image. While Fleming's name is not a household word, her influence at the UN is palpable as the UN's 75th anniversary looms ahead and she addresses its image. In the *UN-Scripted* interview featuring Fleming, she shared her big goal: for the UN to become synonymous with positivity and real solutions.

Releasing a new episode weekly, *UN-Scripted* takes listeners beyond the carefully written policy speeches to where the *real* work is done—to the unscripted debates about the most pressing issues of our time.

This podcast is available on iTunes, Spotify, and wherever you get your podcasts. 📍

the complicated background to the recent proposed UN resolution reacting to Trump's Mideast plan and visits from relevant VIPS, including Jared Kushner, to New York that reflect the fallout of the American proposal in the Security Council so far.

While mainstream media often ignores the daily behind-the-scenes workings of the United Nations, people like Melissa Fleming, UN Under Secretary General for



News Category Director

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Women Innovators 🎧



UNDER THE RADAR

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



REVEAL

From prisons to protests, immigration to the environment, Peabody Award-Winning *Reveal* goes deep into the pressing issues of our times.

According to *The Atlantic*, “*The experience of each episode is akin to a spoonful of sugar, even when it’s telling a story about Richard Spencer’s cotton farms or a man’s final days as a heroin addict.*”

The Center for Investigative Reporting’s project, *Reveal* is co-produced with PRX and hosted by Al Letson. Partnering with reporters



and newsrooms around the world, including The Washington Post, ProPublica, APM, The Marshall Project, and The Investigative Fund, *Reveal* is also a Pulitzer Prize finalist and has won many broadcast journalism awards, including a duPont and three national Emmys.

In one of the current episodes, *Reveal* focuses on the spread of the Coronavirus and how it found its way to California. Sharing facts about the outbreak using clips from drills and voices of actors to portray what is our current reality, this episode provides explanations and analyses around what has gone right and wrong based on expert resources.

What makes *Reveal* a fascinating podcast is how well edited it is. Plus, it’s a trusted source for valuable information, and an enjoyable listen for “news entertainment.”

Reveal has been on the air for six years, and is part of The Center for Investigative Reporting. If you want to “leak” a story, go to <http://leak.revealnews.org/>. 🎧



A Random Journey to Podcasting Success

SOBER UP TO PODCASTS



Six years ago, Larry Roberts got sober.

“I was a hardcore alcoholic, and almost checked out. I was on a multiple-day bender when I managed to think, ‘If I don’t make a phone call now asking for help, I’m dead,’” Larry recalled.

He ended up in rehab, and has been sober ever since.

Comedy always being his first love, Larry puts it best...

“... it was a very sobering experience.”

One year later, Larry decided his voiceover work—recording other people’s words—was no longer cutting it.

He wanted to be more creative.

Starting a podcast at that time made perfect sense. So, Larry found a comedy co-host, and a podcast it was.

Eager to jump in, Larry admits his first episode wasn’t fantastic. (So, take heart, those of you with a podcast idea! Jump in, and don’t worry if the first one isn’t the best. We all need to start somewhere!)

“We took to the concept of being free and saying what we want,” Larry shared. *“We may have gone a little too far with it! We did not publish that first recorded episode.”*

That episode was the first in Larry's first podcast, *Accidentally The Whole Tip*, which ran for about two years. With 150 episodes, it even ended up live on stage! By many perspectives, it was a very successful endeavor.

"It was a blast," Larry said, *"but it was very difficult to monetize, just because it was so blue."*

Even more importantly, Larry realized his need to mix a good time with contributing to society—to have a creative outlet as well as a way to help people. And so began his *Readily Random* podcast.

Featuring a variety of guests who talk about success and achievement and share stories of strength, *Readily Random* *"READILY reminds each listener, through stories of success, inspiration, and functional business techniques, that you too can be larger than life!"*

I was curious about how Larry felt about podcasting as a career.

"When I first started," he said, *"I thought monetization meant sponsorship, meant Patreon. The more I got into it, the more I saw how that isn't going to work for most people. If you are looking to make a career out of podcasting, that's not the path you take."*

And I agree. So, what is the path?

A podcast is a great platform to launch yourself into other arenas, where you can monetize the credibility you have gained by launching courses, writing books, speaking on stage, and coaching other people.

"It opens so many doors. It provides you an opportunity. You have to change that mindset of attaining millions of downloads to hundreds or thousands of downloads, as that's really where you are going to be," Larry explained.

In his eyes, when podcasters strive for those high-end podcasts with massive downloads, they often lose their authenticity and their credibility, and are not even happy doing the show!

With average download numbers for more than 50% of podcasts hovering around 170 per episode, it can be a challenge to make it work—both creatively and in regard to it helping keep the lights on.

Larry faced three main challenges: first, finding a niche. With a podcast name like *Readily Random*, it was initially hard for Larry to find his focus.

"I just threw it out there and hope it stuck!" he laughed.

With time, it evolved into an entrepreneurial podcast.

The second challenge Larry faced was battling Imposter syndrome.

"This is huge. I fight it every day. I'm fighting it right now, talking to you! I know the success you've achieved and what you're involved in. You've done TEDx! But you have to confront it, and you have to overcome it."

Finally, Larry struggled with having a solid plan.

“I jumped in and bought everything. I have mics I don’t use. I’ve re-done my studio about five times. I literally have gear in boxes still that I have never even opened! You have to know where you’re going,” Larry said.

His advice? Do your due diligence when making a financial investment. Make sure you are putting your money to work for you in the right way.

When I asked Larry what has surprised him the most since starting podcasting, he was very quick to say, “The support of the podcast community.”

Podcasting is such a creative outlet. It allows anyone to jump onto a platform and get his or her message out... or even just his/her topics of interest.

But don’t be fooled—it does take a commitment—not just financially, but emotionally and physically.

So how do you know if podcasting is right for you?

In Larry’s wise words... “Everyone needs a podcast... IF you love it!” 🎧



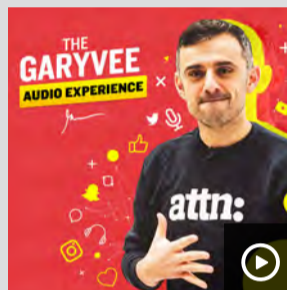
LARRY

listens to



JOE ROGAN – THE JOE ROGAN EXPERIENCE

A long form, in-depth conversation with the best guests from the comedy world, the sports world, the science world and everything between.



THE GARYVEE AUDIO EXPERIENCE WITH GARY VAYNERCHUK

Gary shares keynote speeches, interviews, fireside chats on marketing and business.



SMART PASSIVE INCOME WITH PAT FLYNN

Features online business and blogging strategies.

“You too can be larger than life.”



Education Category Director

Adam Lewis Walker
education@podcastmagazine.com
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 JORDAN B. PETERSON
PODCAST

THE JORDAN B. PETERSON PODCAST

Jordan B. Peterson, named “*the most influential public intellectual in the Western world right now*” by *The New York Times*, is also author of *The 12 Rules For Life - An Antidote To Chaos*. Having read that book, my expectations for *The Jordan B. Peterson Podcast* were high. (For more on that book, specifically, you can check out my review on my *Awaken Your Alpha* podcast.)

The podcast description asks you to “*Join intellectual phenomenon Dr. Jordan*



Peterson and his daughter Mikhaila for enlightening discourse that will change the way you think.” It goes on to say, “*This podcast breaks down the dichotomy of life through interviews and lectures that explain how individuals and culture are shaped by values, music, religion, and beyond. It will give you a new perspective and a modern understanding of your creativity, competence, and personality.*”

However, Jordan does not host the podcast himself. Instead, this podcast is a network repurposing of Jordan's public lectures and thoughts that are already “out there.” I would also prefer some consistency in the show length, as episodes range from 40 minutes to almost three hours.

If you can get past the mundane intros and outros, the content is quality and thought provoking. If Jordan was to take up the podcast format and run with it himself in the future, I believe it would quickly become a five-star podcast (at least for me). 🎧



TWO YOUNG WOMEN, AN INSTAGRAM ACCOUNT, AND 1.4M FOLLOWERS

A Chat with *Comments by Celebs*
Emma & Julie



Emma and Julie grew their platform by featuring comments by celebrities on their Instagram account



How many little girls grow up dreaming about becoming a movie star? How many teenage girls hung posters of Justin Bieber on their walls? I'm guessing more than a few!

I admit that, while I never desired to be a star, I did have dreams of being in show business. And up until my thirties, I read *People*, *Soap Opera Digest*, and *US Weekly* to get the latest scoops on the celebrities I admired.

Then came Facebook, Periscope, and Instagram. Suddenly, the world was connected—the lives of celebrities became accessible to all. Fans no longer had to wait for the next magazine issue or watch Entertainment Tonight or The Soup for updates.

During this time, Emma Diamond (24) and Julie Kramer (22)—co-hosts of the Cadence13 original podcast, *Comments by Celebs*—were sorority sisters in Alpha Epsilon Phi at Syracuse University. Their sorority had an ongoing group text for their members' reactions and feedback to the reality series, *Keeping Up With The Kardashians*.

Fast forward to 2017, when the Instagram algorithm changed to highlight verified celebrity comments. Emma began taking screenshots of comments celebrities made to one another to share with Julie. The pair found it so funny, Emma thought others might be interested in seeing them as well. So, she created the Comments by Celebs IG account and asked Julie to be her partner.

"We feel so fortunate that we have such a high level of respect toward one another," Emma said. *"We genuinely love spending so much time together, and we'd be spending this much time together, anyway... so, it's really just like a dream for us every day."*

The friends made a pact to not tell anyone what they were doing until their IG account reached 80,000 followers. Although surprised by the growth of the account, for one year, Emma and Julie kept their secret from their parents, friends, and sorority sisters.

Comments by Celebs exploded after Kelly Ripa mentioned it on *Live with Kelly and Ryan*.



Now, the CBC account has more than 1.4M followers, including Kelly Ripa, Chrissy Tiegen, Lisa Rinna, Gwyneth Paltrow, and Arnold Schwarzenegger. (It should be noted that Emma and Julie are both fans of “The Rock,” and eagerly await his following of the CBC account!)

What makes their IG account so enticing? Emma and Julie have made a conscious decision to stay away from negativity and gossip. Focusing on positivity and humor, they’ll even go as far as to ask a celebrity permission to post if they feel a post may be questionable.

With such rapid success, it was only a matter of time before the *Comments by Celebs* podcast was born.

When asked how the podcast began, Emma explained what an easy transition it actually was. *“Julie and I have always communicated via voice notes. It was natural for me to record a 20-minute voice memo recapping a night or telling a story and send it to her.”*

Interestingly enough, when Emma and Julie were approached by Betches to do the podcast, neither were fans of the medium. They would really only listen in if there was a particular guest they wanted to hear.

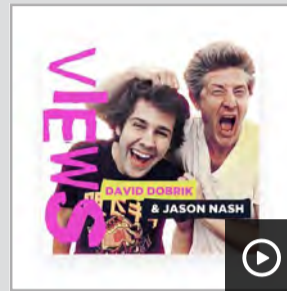
But with the launch of the CBC podcast, they became immersed in the world of podcasting.

And their show *is* unique.



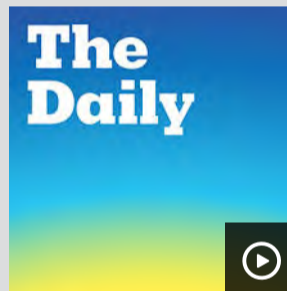
EMMA & JULIE

listen to



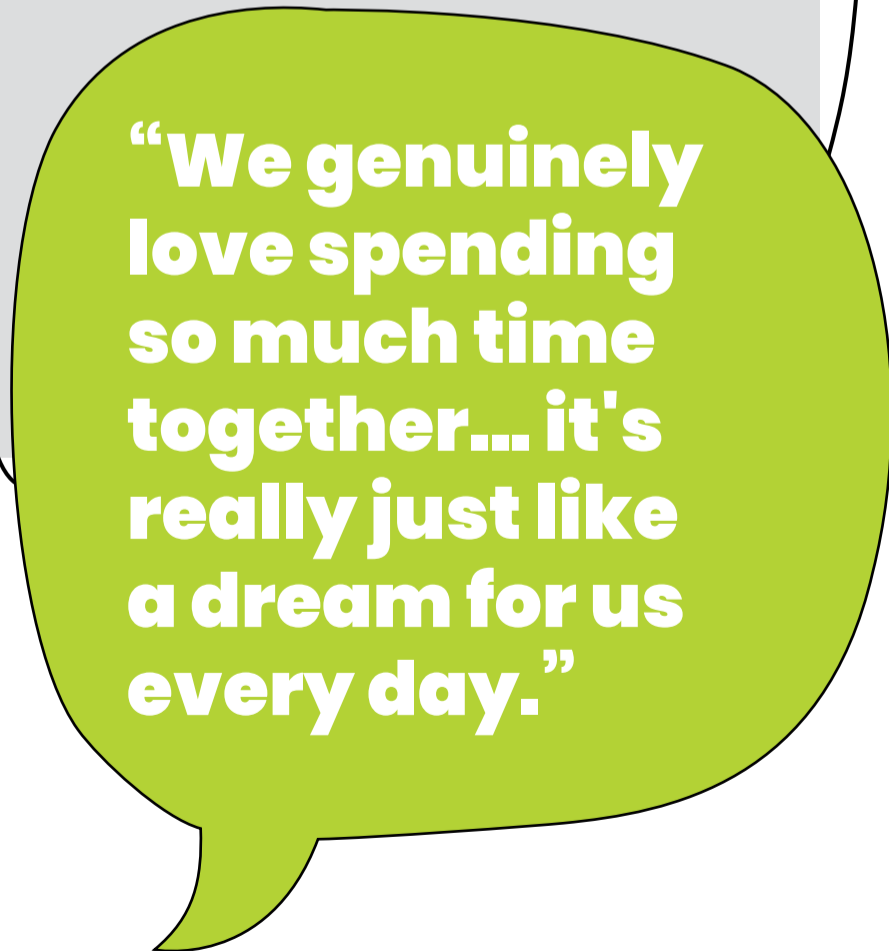
VIEWS WITH DAVID DOBRIK & JASON NASH

In this weekly podcast, David Dobrik, a 23-year-old, sexy, millionaire YouTuber and Jason Nash, a 40-something single dad with a vlog of his own, take you behind-the-scenes of their vlogs and show you what living the “YouTube life” is really like.



THE DAILY

This is what the news should sound like. The biggest stories of our time, told by the best journalists in the world.



“We genuinely love spending so much time together... it's really just like a dream for us every day.”



COMMENTS BY CELEBS

For example, when they feature guests, the pair ask the guest to co-host the episode with them. They often include a game like Dinner Party, in which the hosts create a dinner party with their ideal guests.

Guest host of Episode 1? Kelly Ripa, of course! At one point, there was even a theory circulating that Kelly was actually a part of the CBC team—one that has long since been debunked.

Another unique aspect of the ladies' podcast is that they record "emergency" episodes based on what is happening with celebrities. For example, when the news broke about Meghan and Harry choosing to step back from their royal duties, Emma and Julie recorded an emergency episode with guest host Elizabeth Holmes. In it, they provide history, intrigue, and context for the cultural significance of the announcement.

Sometimes, Emma and Julie will watch a documentary (individually), like Justin

“We don't have any desire to be in the spotlight.”

Bieber's *Never Say Never*, and then discuss their reactions on the podcast. Julie, who freely admits to being a Justin Bieber fan for as long as she can remember (her first concert was a Bieber performance) finds it especially exciting to now have a platform to discuss all things Bieber.

The two don't stop there! They also record the bonus "Keeping Up With the Kardashians" episodes. Julie transcribes the majority of each episode, and then, they discuss it scene by scene, explaining what happened and providing their analysis.

Unlike the young girls with stars in their eyes, Emma and Julie are both content as observers of celebrity culture rather than active participants. It's not their dream to become celebrities themselves or attend red-carpet events.

“We really do enjoy being spectators,” Julie said. *“I think that a lot of people in our position would take a lot more advantage of it. We don't have any desire to be in the spotlight.”*

They believe their listeners love hearing stories in a way that makes them feel like they are experiencing the event themselves while sitting at home in their pajamas—as fans.



The friends shared and primary vision is to make celebrities relatable to non-celebrities through humor, integrity, and building relationships. In fact, their tagline is, *“Because even famous people love famous people.”*

Putting their graduate degrees on hold so they can focus on building their brand, Emma and Julie have been interviewed by *Glamour, Entrepreneur, Elite Daily, Vanity Fair, BuzzFeed, Cosmopolitan,* and *US Weekly* all in the last year.

And, the CBC brand has grown to include:

- @CommentsByBravo
- @CommentsByBachelor
- @CommentsByAthletes
- @CommentsByInfluencers, and
- @CommentsByTikTok

Currently with the media company Cadence13, Emma and Julie giddily agree that their number one dream guest host is Jennifer Aniston. Others include 15-year-old Charli D’Amelio, who skyrocketed to 30 million followers on TikTok in three months, Rhianna, Beyonce, and any Kardashian!

While CBC appears to be geared toward those interested in pop culture, it’s worth looking under the surface.

Emma sums up their vision by saying, *“The podcast isn’t just for pop culture enthusiasts, because one of our strengths*

is that we have a really good ability to clearly break down stories that people may have interest in, but just don't know where to start learning about. Another of our strengths is being able to compile the facts, understand what is relevant, and deliver in a way that is easy to process, understandable, and appealing. We try to make our information interesting to people who already know what we're talking about as well as to those who have no idea. I think that it can be intimidating if you feel like you're not ‘in the know,’ and one of our goals is to try to make it relatable and digestible.”

When Emma and Julie joined their sorority, they never dreamt that their shared passion for the Kardashians would lead to a beautiful friendship and a successful new media empire.

But it has. 📍



Society & Culture Category Director

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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



IRISH HISTORY PODCAST

Having traveled to Ireland several times and harboring a fantasy of studying the Book of Kells & Gaelic at Trinity College in Dublin, I was delighted to find a podcast about the history of Ireland.

The *Irish History Podcast* is hosted by Fin Dwyer, who studied archaeology and completed his masters in archaeology in 2004. In 2010, Fin launched the show, which was initially focused on medieval history.

Fin has a deep voice and a strong Irish brogue, transporting the listener through time as

he or she explores Irish history. Episodes range from twenty minutes to one hour, so the history lessons are easy for the listener to absorb.

Fin's categorization of topics on the Irish History Podcast website was very helpful in being able to choose which topics and time periods I wanted to learn about. My favorite categories were the episodes in Witches & Witchcraft, Maamtrasna Murders, and High Kings & Vikings.

In January, Fin recorded an episode about the history of drinking in Ireland with a co-host from an Irish pub that has been in existence since 1582! They cover 800 years of history in thirty minutes!

Because of Fin's background in archaeology, the knowledge that he shares comes alive for the listener.

Since the launch of the podcast, Fin has published two books.

Anyone who has traveled to Ireland or has an affinity for Irish culture will enjoy learning the history of Ireland through the lens of Fin Dwyer. 🎧

Bleav IN LSU Football with Josh Booty

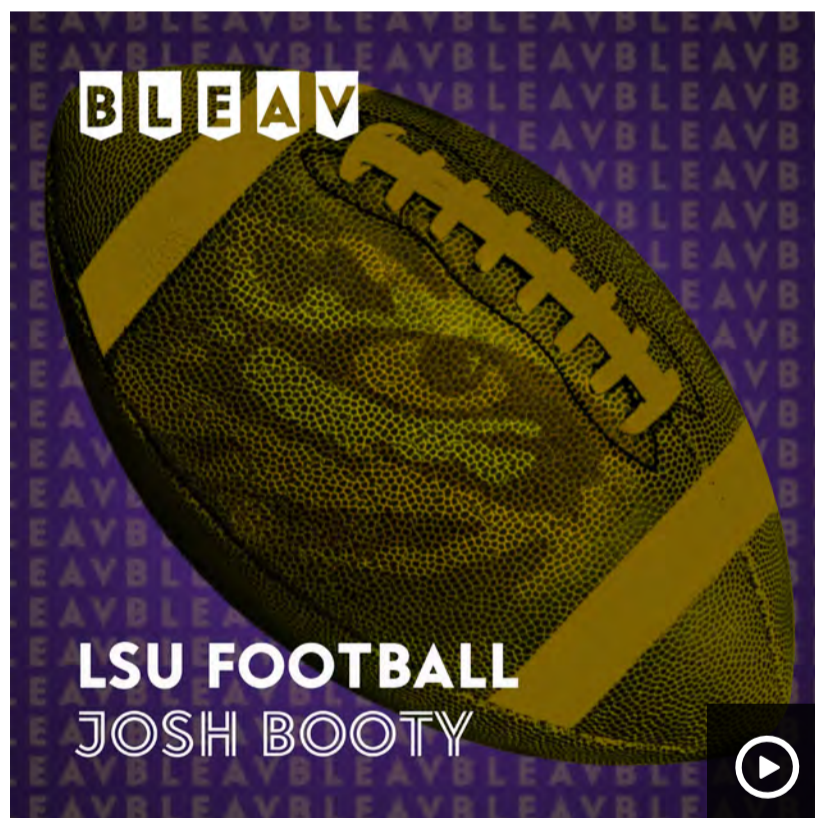
TWO-SPORT PRO ATHLETE

Josh Booty comes from an amazing sports family.

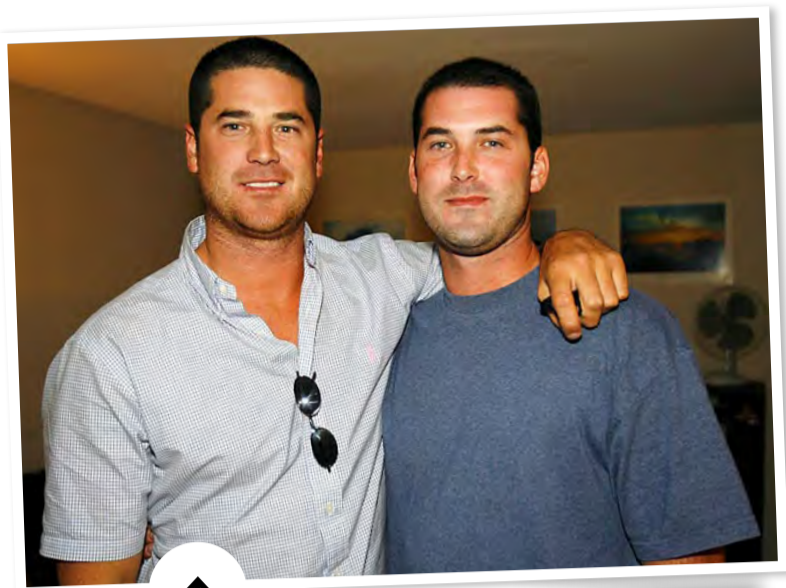
Brothers Josh, Abram, John David, and Jake grew up in Shreveport, Louisiana. The boys' father, Johnny Booty, worked hard to coach his sons in football, and all four were high school standouts.

Abram and John David ended up in the NFL. Abram played for the Cleveland Browns, and John David played for The Minnesota Vikings.

Josh recalls, *"With dad as our coach, all we knew was ball. I was able to break a national high school football record for passing. My brother Abram was a receiver on my team my senior year. He went to LSU and played receiver, and as a freshman, was also an All-SEC player. My other brother, John David, ended up going to USC and playing for coach Pete Carroll,*



and for the Trojans with Reggie Bush and all those guys out there on the West Coast. They won two Rose Bowls. He was able to win a couple of bowls and played in the league for the Vikings and the Texans, and then jumped around a little bit in the NFL. We all had a lot of fun with it."



Josh (left) with his brother John David

With so much talent in his family, Josh learned to be competitive at an early age

“I mean, everything was a competition, to be honest with you. Whether it was Thanksgiving-day games in the backyard, or Horse... we were always playing basketball, too. Me and my dad would play my two younger brothers, or me and one of my younger brothers would play my dad and the other brother. We were ALWAYS playing, and kids in the neighborhood were always coming over. Groups of guys constantly playing wiffle ball or touch football in the front yard. In Louisiana, there's just not much to do besides play ball. At least as an athlete—that's all I ever thought about doing.”

With sports in his blood, Josh went on to become not only a professional baseball player, but a professional football player, as well. Not many professional athletes can play two sports—think Bo Jackson, Dion Sanders, Brian Jordan, and Michael Jordan—these are the most talented of athletes.

For Josh, the road wasn't easy.

“In Louisiana, there's just not much to do besides play ball. At least as an athlete—that's all I ever thought about doing.”



“Baseball is very difficult, because you play every day. In the minor leagues, there were a lot of long bus rides. I went through the whole minor league system before I made it to the big leagues,” he said.

Not enjoying the minors, Josh wished instead to be throwing passes at LSU. But, with few days off, his choices were limited, and he ended up playing in the MLB.

In fact, he was a back-up catcher for the Marlins when they won the World Series in 97.



◀ Josh as the Browns Quarterback



▶ Winner of the World Series as third baseman for the Marlins



▶ (center) At the Super Bowl hosting Bleav in LSU Football Podcast

Then, everything changed.

“I was a starter opening day in 98, but then, I got injured in 99.”

Losing his college eligibility to play baseball, Josh decided to go back to LSU to play football alongside his brother.

Comparing himself to other two-sport athletes, Josh explained how being a quarterback is different. *“It’s much different than playing running back, or cover corner. They are the best athletes, yes, but they do not have a playback to memorize. The QB is the CEO.”*

Josh also shared some thoughts with me about the legendary leaders he played for—Jim Leland and Nick Saban. *“Jim Leyland was more like Pete Carroll. He was a player coach. With Nick Saban, you played out of fear. If you made a mistake, he would come down hard on you.”*

Now an entrepreneur living in LA, Josh has also become a member of the media. Having been on Fox in LA and Sirius, he was introduced to Bron Heussenstamm of

The BLEAV Podcast Network at USC. They became good friends, and Bron asked Josh to become a host on the network.

Now hosting a LSU podcast called Bleav in LSU Football with Josh Booty, Josh discusses LSU-related information and breaking stories.

Watching LSU win National Title with Heisman Trophy Winner Joe Burrow last year was a highlight of what Josh describes as *“an amazing year. We had great guests [on the show] and fantastic interviews.”* 🎧



Sports Category Director

Neil Haley
sports@podcastmagazine.com
 The Neil Haley Show 🎧

Got a Sports Podcast suggestion?

Let us know! >



UNDER THE RADAR

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



HUDDLE UP WITH GUS

Gus Frerotte is an NFL All Pro who played 15 seasons in the NFL.

Growing up in Ford City, a suburb outside Pittsburgh, PA, Gus played college football at Tulsa.

He went on to play in the NFL for the Washington Redskins, Detroit Lions, Denver Broncos, Cincinnati Bengals, Minnesota Vikings, Miami Dolphins, and St. Louis Rams.



In 1997, Gus was selected for the Pro Bowl.

After his career in the NFL, Gus became the head coach of a high school football team. Coaching Ezekiel Elliot of John Burroughs High School, he took the team to back-to-back state championships.

On the show, Gus and long-time friend and sports fan Dave Hager talk with athletes, broadcasters, and coaches about how sports have shaped their lives, including when they fell in love with sports and how sports taught them to overcome adversity and help shape their path to success.

Interviewing the likes of Merrill Hodge, James Brown, Joe Theisman, Mike Ditka, and Ryan Fitzpatrick, these co-hosts have a gift for asking thought-provoking questions that get to the guest's real story.

I give this podcast 5 out of 5 mics, thanks to the high-profile athletes Dave and Gus feature. 🎙️



▶ INTERVIEW

COMEDY

MY DAD WROTE A PORNO

Perversely Hilarious Porn-Prose
Sparks a Quarter-Billion Downloads



**“Now, it’s like
anything goes.”**

There is probably a lot we don't really want to know about our parents. Their sex lives, for instance, or what exactly our dads get up to in their "garden sheds."

Yet when an uncomfortable unearthing of vapid, corny yet perversely lovable porn-prose turns into a hit podcast with 250 million downloads, a spinoff HBO special, and sold-out stage shows at the Royal Albert Hall and the Sydney Opera House, it's a profoundly hilarious exception.

One day, Jamie Morton discovered his retired dad was writing pornographic novels. Not your regular, run-of-the mill sort of porno, either: we're talking the *bad*

kind. So bad, in fact, it was "*unintentionally the funniest book I had ever read*," says TV director Morton and co-host of the British comedy podcast, *My Dad Wrote a Porno*.

Consequently, since 2015, Morton and his London friends James Cooper and Alice Levine have used the medium to bring to life the self-published saga *Belinda Blinked*. In it, listeners are welcomed into the world of Belinda Blumenthal, the nymphomaniac sales director of the kinky cookware company Steele's Pots and Pans.

Every week, avid fans known as "Belinkers" laugh-cringe through phrases like "*her tits hung freely, like pomegranates*," as Morton reads a chapter of his dad's eccentric porn-prose—a strange blend of off-putting sex scenes and highly irregular business advice, all with the hilarious running commentary of Cooper and Levine, who hear it "live" for the first time during recording.

"People assume I found it under some papers in his office or something," says Morton. "He's a retired builder, and when he finished writing it, he said, 'Look, I've been writing a novel. Can I show it to you?' So, I read it, died a bit inside, and then shared it with James, Alice, and some friends down at the pub," Morton shared.

Reading *Rocky Flintstone* aloud together, their racy talk and embarrassed laughter soon cleared out a posh North London pub. From there, it went on to become the format of Britain's hottest podcast.

"We all became obsessed with it, together," said Morton. "We started reading it at various



parties and it became my party trick, in a way. People would be like, ‘Oh, I’ve heard your dad’s written a hilarious book. Do you want to read a bit out of it?’, and I’d be like, ‘Yeah, sure.’ And then the more people we shared it with, the more we realized people were finding it funny, not just us.”

Morton and his co-hosts say they were quite “prudish” at first. “But now, it’s like anything goes,” said co-host Cooper.

“Yeah, I can’t believe we were so bold as to do it,” Morton chimed in. “Because podcasting was so new then, and because we had no track record in the medium or anything, I think we almost naively went into it thinking, ‘Oh, maybe 50 people might listen to this.’ And that gave us a buffer to think, ‘If we’re rubbish at this, and we fall on our faces, then who really cares?’ No one would really notice.”

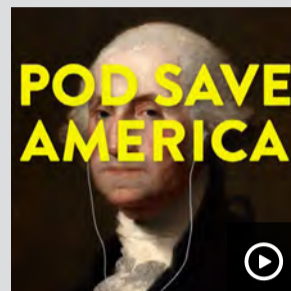
My Dad Wrote a Porno has a wildly enthusiastic fan base, and the trio is constantly surprised by how listeners express their loyalty. “Someone told us they lost their virginity because of the podcast,” said Morton. “They were overthinking it, and when they listened, they realized, ‘Oh, sex can be fun’...”

“What else? Oh God, we get sent lots of butt plugs, dildos, you name it,” Morton confessed.

“We got an email today from someone doing their dissertation on it,” says Cooper. “We get people writing songs, creating fan art and costumes...”

JAMIE & JAMES

listen to



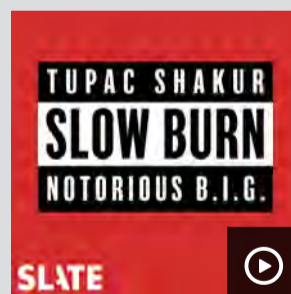
POD SAVE AMERICA

Four former aides to President Obama—Jon Favreau, Jon Lovett, Dan Pfeiffer, and Tommy Vietor—are joined by politicians, activists, journalists, and more for a no-BS conversation about politics.



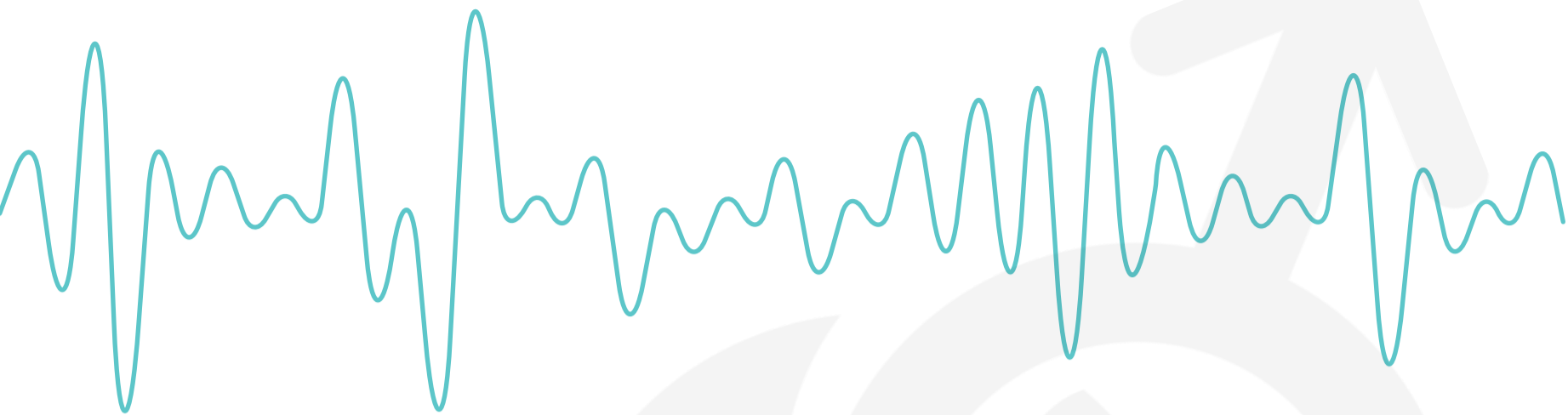
HERE'S THE THING WITH ALEC BALDWIN

Actor Alec Baldwin takes listeners into the lives of artists, policy makers, and performers, sidestepping the predictable by going inside dressing rooms, apartments, and offices of people we want to understand better: Ira Glass, Lena Dunham, Chris Rock, and others.



SLOW BURN

In the first two seasons, *Slow Burn* looked back at two of the biggest stories of the late 20th century: Watergate and the impeachment of President Clinton. Season three tackles another: the murders of Tupac Shakur and the Notorious B.I.G.



someone came dressed as a bit of trelis from the maze in book one, and then her friend was handcuffed to them, so they played out a full scenario from the book.”

The fan-love built so fast, the team started a second weekly podcast called *Footnotes*, which features emails and questions from fans, including celebrities like actress Emma Thompson. Emma called in, invited the hosts for dinner, and said she wanted to play one of the characters, The Duchess.

“She’s been amazing, such a lovely support, actually,” said Morton. *“She’s kept in touch, and she’s been a really, really great person for us all to get to*

know. People like Lin-Manuel Miranda have come on the show. People like Daisy Ridley, who was listening on the set of Star Wars; it’s amazing how many people have come out of the woodwork to say they’re secret fans.”

Morton continued:

“When we did the calling listeners episode, someone told us they were getting married because of the podcast. She connected with her now future husband over Belinda Blinked; it’s how they got talking in the first place.”

Several other fans have confessed that they were listening even as they gave birth. *“I think it’s become a lot of people’s birthing tool,”* said Cooper. *“I’m not sure why.”*

Morton added: *“It probably just distracts them; they can laugh about it. It’s weird—the baby is being born through a cervix and hearing the word ‘cervix’ said aloud! I think the nicest thing for us is that people have been really open about their sexuality and sexual exploits, because they feel safe talking to us about it.”*

Despite the podcast’s wild success, the *Rocky Flintstone* books are hardly flying off the shelves. Ironic, considering

“Belinda Blinked is unintentionally the funniest book I had ever read.”

“I think the nicest thing for us is that people have been really open about their sexuality and sexual exploits, because they feel safe talking to us about it.”

Morton’s dad had written his first four books before the *My Dad Wrote A Porno* podcast even launched.

“It’s kind of emboldened him to be even more creative and just crazy, which I think has been the best possible combination. He still thinks of what he’s written as ‘great,’ and now that so many people listen to it, he has the confidence to just go there and be bold,” Morton said. *“He will never stop. It really shows how, if you want to do something in your life, just do it. You never know where it’s going to take you.”*

For certain, the show has impacted the lives of Morton and Cooper in ways they never expected, as well. Neither can bring

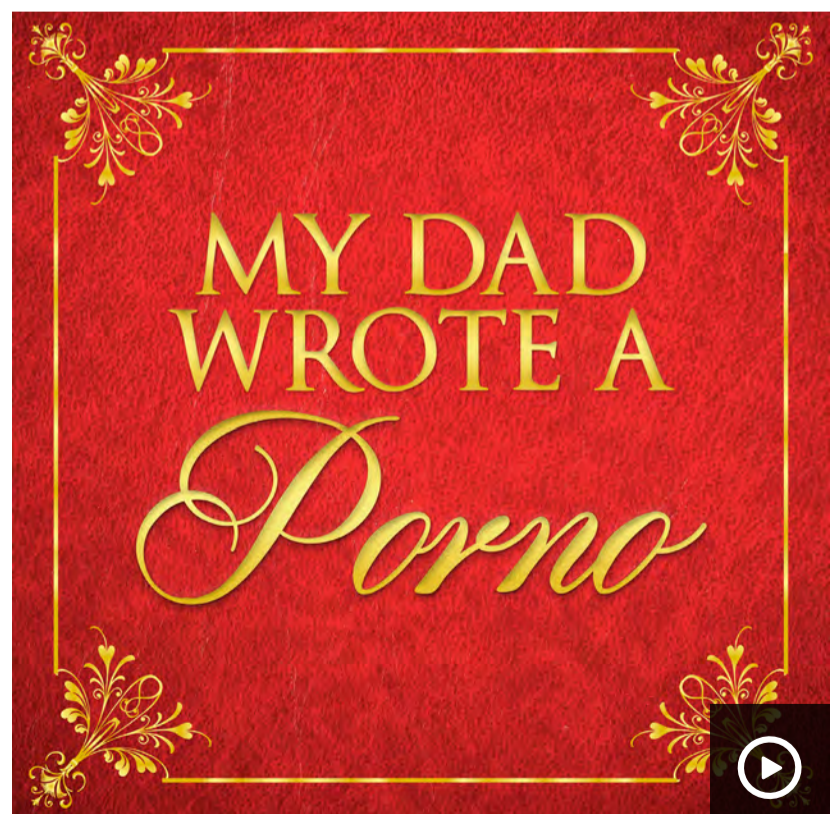
themselves to eat pomegranates, for one.

Then came the nice Laura Ashley-type wallpaper Morton’s dad chose to redecorate the family home’s hallway... covered in pomegranates.

“My mom doesn’t listen to the show, and she just loved the wallpaper,” says Morton, *“until about five months later, when some friends came around and said, ‘I can’t believe you let him put that up.’ The house got noisy for an hour or so—a hallway adorned with breasts, basically.”*

Morton says his mom doesn’t mind her husband’s garden-shed pursuits. *“The point of erotica is to get people off. And that’s where he just misses constantly, which is hilarious. My mother said to me, ‘Now I know he couldn’t possibly have had an affair. The man writing this just couldn’t possibly.’”*

So, five seasons in, what’s the hosts’ favorite episode?





Jamie Morton reads a chapter of *Belinda Blinked* to his co-hosts Alice Levine and James Cooper on their hit *My Dad Wrote A Porno* HBO Special

“If you’re new, start with episode one,” said Morton. “But my all-time favorite is EP1 from Season 3. It’s the one where *Belinda* gives a live presentation at the Millennium Dome... and she meets a little, small man called ‘Alfie.’ It’s so bizarre. It makes no sense, and it’s just brilliant.”


“Yeah,” Cooper agreed. “And the first Christmas special we did. We couldn’t breathe, we were laughing so much. They held a Christmas party at the office, and it’s one of the most depressing, weird parties ever. It descends into, well, you can only imagine, an orgy.”

The global sensation that is *My Dad Wrote a Porno* is a testament to unintended consequences: that badly written, hackneyed porn can be laugh-out-loud funny... and that it could bring people closer together through difficult-to-talk-about issues via *humor* and friendship. 🎧



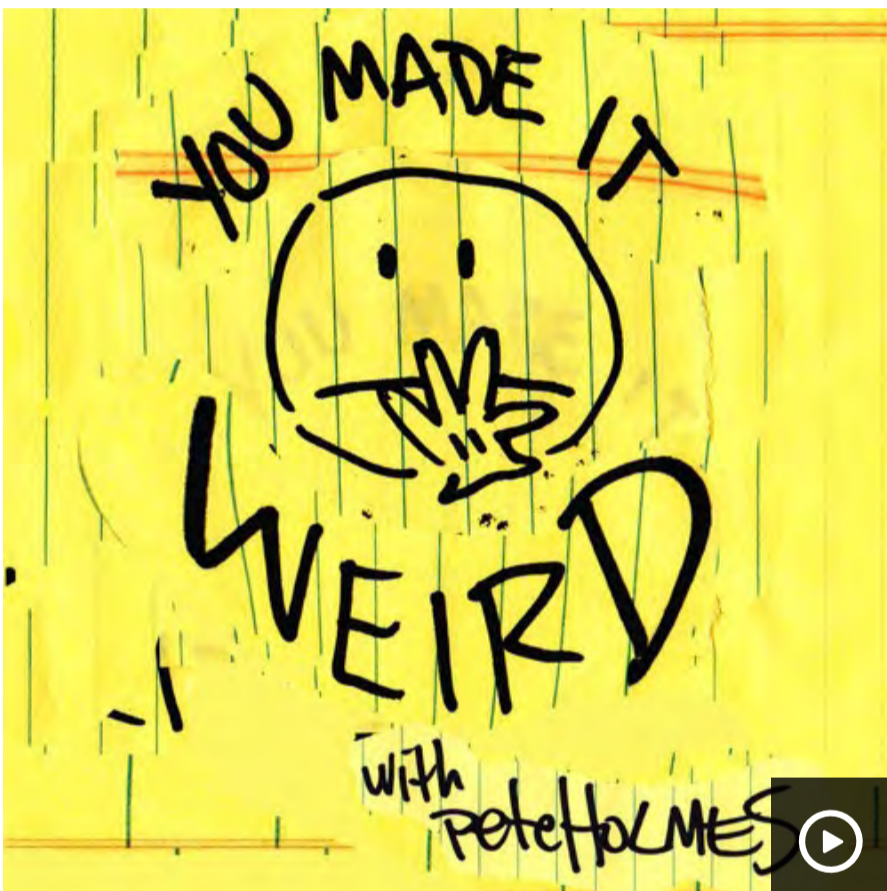
Comedy Category Director

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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



YOU MADE IT WEIRD WITH PETE HOLMES PODCAST

Everyone has their secret weirdness. That's why we keep it secret, right? Pete Holmes gets comedians to share their hidden freak.

First debuting in 2011 on the Nerdist network, *You Make It Weird* started with Holmes asking comedian guests like Judd Apatow, Bo Burnham, and Jimmy Kimmel to share three “weird” things about themselves.

Now, it's evolved into more improvisational two-hour conversations about topics



stretching from religion to sexuality with an evolved guest lineup that includes musicians, pastors, scientists, and authors.

Locked down during the Coronavirus Pandemic, Holmes has moved from the studio to Zoom with a “best of” series, most recently highlighting his “Matt Damon Story” with Ben Schwartz. He's also featuring listener-generated stories about “touching, touching faces, and being in crowds,” and calling on listeners to share their favorite *YMIW* moments to create a series of Coronavirus Compilations. “We'll have a taste of what it used to be like, and a taste of what it's like now,” says Holmes.

For listeners seeking spiritual guidance, Holmes also gets into it with conscious leaders like Eckhart Tolle about “how to stay grounded” during this time when all of our lives are turned upside down.

If you're looking for something light to keep you sane as you shelter in place, a little weirdness seems sane right about now. 🎧



WHO WOULD WIN

A PODCAST BY

NERDS, FOR NERDS

Sometimes, the stress of the world and/or everyday life can really get to you. An escape from all the noise can make a big difference in your sanity!

The Who Would Win podcast is just that escape.

This show completely ignores anything and everything important happening in the world, focusing instead on a fictional battle between two characters from the worlds of comic books, sci-fi, and fantasy movies.

A geek and comedy podcast, *Who Would Win* also debates the really important

questions around topics of interest... namely, who would win a fight between Luke Skywalker and Spider-Man?

Beginning as a podcast segment in the summer of 2017, *Who Would Win* spun off into its own show.

James Gavsie, host of the show, was producing content for a digital platform at the time. They were searching for a great idea with a lot of appeal that was very inexpensive to produce—like a “talking heads” type of show.

"I said, 'Yeah, let's do this thing called 'Who

“He’s a boxer, kickboxer, and Jiu-Jitsu blackbelt. But feel free to call him a ‘nerd.’”



Would Win,” James recalled. “Originally, it was going to be fighters coming in and talking about who would win between Andre the Giant and Bruce Lee. We had those kinds of cool hypothetical matchups with people ‘in the know.’ Then, I thought there’d be a lot more appeal within the comic book, geek, fantasy, and sci-fi movie world than there would be even in the fighting world.”

Then, in 2019, the production changed for the better:

“We had everyone in studio in Los Angeles as opposed to Skyping in remotely from different states,” James said. “And that was the game-changer for us. You get the feedback from all of the guests, participants, and you have that energy in



the room. That is so important, because if you want to play off of someone, you never know exactly what's going through his mind if you can't see him.”

Co-hosting the show with Ray Stakenas, the two have a shared goal of “continuing to develop a large online community that welcomes all those within the geek world.”

In short, they’re dedicated to letting kids who are bullied know that they are not alone.

James is a six-foot-three, 260-pound boxer, kickboxer, and Jiu-Jitsu blackbelt who also owns an MMA facility—Max Impact Martial Arts on the west side of Los Angeles.

Feel free to call him a “nerd.”

In fact, he’s also affectionately named “The Nerd Crusader,” standing up for the bullied every chance he gets. Actively involved in the anti-bullying community, he says, “Yeah, I’m a big anti-bully



Tune into *Who Would Win* for a well-debated match between characters from the worlds of sci-fi, fantasy, and comics.

advocate, and I've written a book about it. I've done a lot of consulting about it. When I was a kid, I was bigger... 'the gentle giant,' so to speak. I wasn't too fond of confrontation. One of the things that helped me on my journey to getting over that and becoming who I am was looking at superheroes and saying, 'Wow, Batman is not getting bullied. Wow, Wonder Woman's not getting pushed around.' You know, they weren't getting bullied, but if someone was to try it, they'd stand up for themselves.

"Now, kids can point to me and say, 'Really? Go tell that guy it's not cool to be a nerd.' Or, 'Go tell that guy not to wear a Star Wars shirt. Let's see what he has to say about it.'"

(I gotta say, I love that role. Like James, I will gladly stand up for anyone who loves

to, you know, express the joy of geek culture!)

How do these co-hosts balance one another out?

*"Ray is a fantastic talent and former pro wrestler. He's into gaming and geek culture big time, and is just a beautiful human being all around. His pro wrestling persona comes out in a 'I'm gonna shout my point out' way. He's super smart, too, so his points are also really, really good. I'm more of the analytical smart*ss," James admitted.*

Listening in, you'll feel like you're hearing a total adlib show—really, you're experiencing the brilliance of the team.

"Ray has pages upon pages of notes, and I have a 20-page document in front of me

“I’m more of the analytical smart*ss.”

for every episode we do just. You know, points and counterpoints and such. We do crazy research,” James shared.

It was also important to James and Ray to create a unique, interactive format for the show. Thus, they even have scorecards, so people can follow along and be actively involved.

What’s next for *Who Would Win*?

As their considerable following continues to grow, James says, *“We’ve got live shows coming up. We’ve got crazy influencers coming on the show, and numbers are really good. It’s a blessing in disguise. We’re monetizing and merchandising. Things are great!”*

Even better is the reaction James receives.

“One really cool thing is that, at one of our live shows, a mom came up to me and said, ‘You know, we love the show, but you know what you’ve created?’ I’m thinking, ‘I hope something good!’ And she said, ‘You’ve created a way for kids to learn how to debate. And to be respectful within a debate, as well.’”

As a very happily married dad, that was music to James’s ears.

A man who is all about family, family, and more family, *Who Would Win* is rated for a general audience.

Family-friendly in their DNA, James said, *“In our live shows, we actually had families on one side of the room for Wonder Woman, and families on another team for Deadpool. I think I’ve got the ultimate geek family; I got nothing compared to them.”*

“Living the dream” now, James shared one regret with me:

“You know, I wish I could go back in time to when I was a little kid not feeling good about myself. I was just trying to isolate myself from the rest of the world, not understanding why I was getting bullied and beat up and picked on. I’d tell myself, ‘It’s okay. It’s all gonna be great.’”

And that’s his message to his listeners, too. 🗣️



TV & Film Category Director

Rob Actis

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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



THE TALKING DEAD

With everything happening in the world right now, many people are (hopefully) joking about an upcoming Zombie Apocalypse. With that in mind, how can I not share *The Talking Dead* podcast?

This is *not* the official AMC show's *Talking Dead* podcast. The creators know they go by the same name, and boldly claim to have had it first.

THIS is a fan podcast dedicated to the AMC TV show *The Walking Dead*. They have been



releasing episodes since September 2009, and have recorded over 475 episodes so far.

Hosts Chris and Jason are just a couple guys who happen to be huge fans of *The Walking Dead*, TV, and podcasting. They claim that combination makes them the perfect candidates to run a podcast dedicated to a zombie TV series.

Sometimes, they even let Dave come on the show.

Who's Dave? No one really knows.

To avoid even further confusion, host Chris is not the same Chris who hosts AMC's *Talking Dead*. Just like the TV show and this podcast, they simply have the same name.

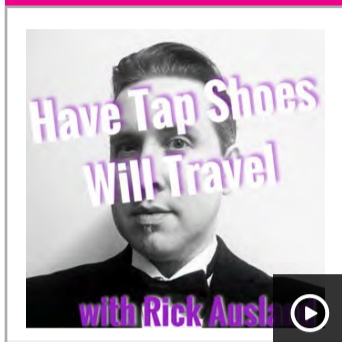
If you're a fan of *The Walking Dead*, this is your chance to hear from a couple guys who are really (I mean *really*) into it. This show is fun—but not fun for the whole family. Note the checked Parental Advisory box. 🚫

OFF THE CHARTS

PODCAST MAGAZINE'S **Top Podcast Picks Of The Month**

APRIL 2020

ARTS



HAVE TAP SHOES WILL TRAVEL

Hosted by: Rick Ausland

One half of the Minneapolis based "Buckets & Tap" performance duo shares personal stories, interviews with other tap dancers and percussionists, local tap event & reports from the road.

BUSINESS

THE JACKASS WHISPERER

Hosted by: Scott & Alison Stratten

No words adequately describe this business podcast. Robot toilet paper? A hospital's wall of shame? Romance novels, IG influencers, lost airpods... and everything marketing.



COMEDY



MAKING PODCASTS GREAT AGAIN

Hosted by: J-L Cauvin & Jay Nog

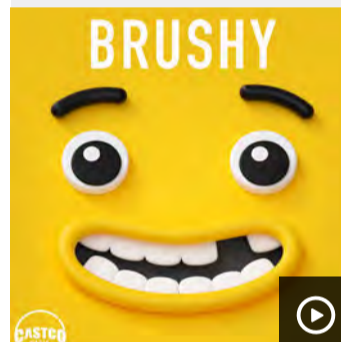
Tune in each week as President Trump (host J-L Cauvin) and his producer, *Tech Stuff Guy* Jay Nog, take on Coronavirus and big issues facing the country, play pop culture games, and interview interesting guests.

EDUCATION

BRUSHY

Hosted by: Eden Matthews

The 2 minute podcast keeping kids entertained while they brush their teeth. Originating out of Australia this relatively newer show is now popular all over the world.



FICTION



PLAYERZ FROM THE SOUTH

Hosted by: Urban Science Media

Playerz From the South is a creative blend of dope writing and persuasive storytelling. Southern Hip-Hop culture has suffered from misinformation and bias, but now we can tell our stories our way!

GOVERNMENT



GOVERNMENT INFORMATION SECURITY PODCAST

Hosted by: GovInfoSecurity.com

Going strong since 2008, this podcast offers short but exclusive, insightful audio interviews by our security staff with government/security leading practitioners and thought leaders.

HEALTH & FITNESS

THE MARY MAC SHOW – GRIEVING A LOVED ONE'S DEATH

Hosted by: JMary M. McCambridge

Grief Specialist, Award-Winning Author, Speaker, and Founder of the Foundation for Grieving Children, Inc, shares 35 years' experience with those grieving the death of a loved one.



HISTORY



THE NUMBER 10 PODCAST

Hosted by: Chris Flynn

Chronicles the lives of British Prime Ministers and the important political events that have led us to where we are now.

KIDS & FAMILY

THE ALIEN ADVENTURES OF FINN CASPIAN

Hosted by: Jonathan Messinger

Ongoing science fiction story of eight-year-old Finn aboard an interplanetary space station, exploring uncharted planets, solves mysteries, and helps out aliens.



LEISURE



GAMERTAG RADIO

Hosted by: Danny Peña, Parris Lilly and Peter Toledo

On air since 2005 with over 1000 episodes. All things new and newsworthy in video games, audios twice weekly. Keeps the gaming community informed with interviews and roundtable discussions.

OFF THE CHARTS

PODCAST MAGAZINE'S **Top Podcast Picks Of The Month**

APRIL 2020

MUSIC



INDEPENDENT MUSIC PODCAST

Hosted by: Gareth Main

Plays ten tracks weekly from global artists. Covers every genre, from techno, dancehall, metal and more—all recorded outside a major label. Hear music you love, music you don't understand, and music that'll change your life.

NEWS

THE GOOD NEWS PODCAST

Hosted by: Colleen and Neil

We hear all the bad news, but we rarely hear the good news—and there's actually a lot of it. So to make each day more bearable, *The Good News Podcast*.



RELIGION & SPIRITUALITY



SPIRITUAL LIFE AND LEADERSHIP

Hosted by: Markus Watson

Markus Watson takes a deep dive on internal and external issues leaders face.

SCIENCE

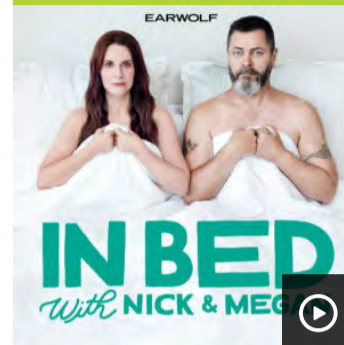
60 MINDFUL MINUTES

Hosted by: Kirsten Manieri

Kirsten Manieri hosts this podcast dedicated to helping us calm down, center ourselves, and make our lives really good.



SOCIETY AND CULTURE



IN BED WITH NICK & MEGAN

Hosted by: Megan Mullally and Nick Offerman

Nick (Papa) and Megan (Kid) have been together for 20 years, and in their brand new podcast they take listeners directly into their bed—literally—to discuss all kinds of things!

SPORTS



THE JIM CORNETTE EXPERIENCE

Hosted by: Jody Avirgan

Original audio documentaries from the makers of the acclaimed 30 for 30 film series, featuring stories from the world of sports and beyond. Sports stories like you've never heard before.

TECHNOLOGY

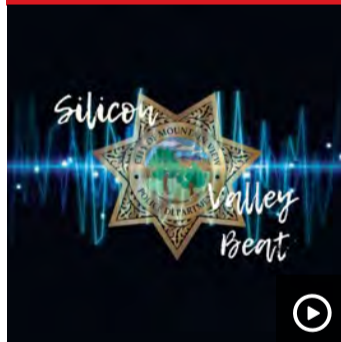
NOT SO STANDARD DEVIATIONS

Hosted by: Roger Peng and Hilary Parker

Data Science and data analysis is not just for geeks. See how it impacts your life and why you should care in language designed for most to understand.



TRUE CRIME



SILICON VALLEY BEAT

Hosted by: Mountain View Police Department

Each episode, we will go behind the scenes of what a police department looks like in the heart of Silicon Valley.

TV & FILM

GILBERT GOTTFRIED'S AMAZING COLOSSAL PODCAST

Hosted by: Gilbert Gottfried

Comedian and actor Gilbert Gottfried, a man Stephen King once called “a national treasure,” talks with the show business legends, icons, and behind-the-scenes talents.



EDITOR'S PICK

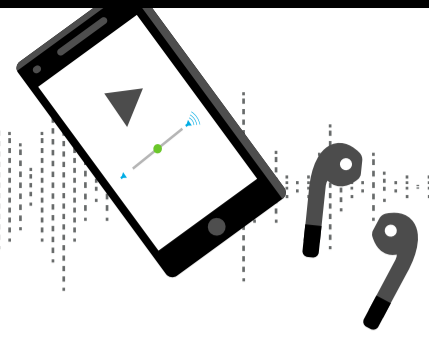


ALIGNMENT ESSENTIALS: INSPIRATIONAL CONVERSATIONS FOR LIVING IN ALIGNMENT

Hosted by: Jani Roberts & Sabrina Ursaner

Learn tools to live in alignment, appreciate the contrast in life, and find more joy in everything you do.

IN YOUR EARS



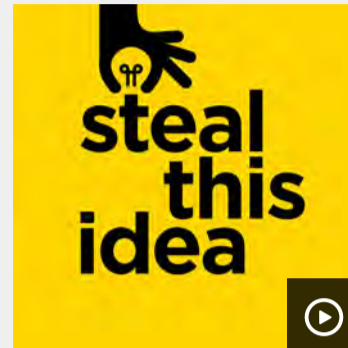
Your 'buds' will thank you for introducing them to these shows



THE INSPIRING SHOW

Hosted by: Paul and Jennifer Henczel

Interviews with inspiring thought leaders, storytellers, entrepreneurs, influencers and legacy builders, just like you. Be motivated by stories and strategies about overcoming adversity, achieving astounding accomplishments and going on amazing adventures. Learn from experts about finding your voice, mastering your mindset and creating movements with your message.



STEAL THIS IDEA

Hosted by: Scott Knudson and Andre Washington

Steal This Idea is a podcast where every week we give out million dollar business ideas and encourage people to steal them! Join Andre and Scott as they pitch each other on everything from apps, gadgets, software to events and enjoy the perspectives of business professionals and entrepreneurs as they too bring their business ideas ripe for stealing!



THE GRINDHOUSE RADIO

Hosted by: Kim, Brimstone, Zambo and Mr. Greer

A show that is designed to appeal to everyone, from a group of not-so "normal" people. Carefully crafted into a TWO HOUR talk radio show, the *Grindhouse* cast offers listeners their weekly pop culture fix seamlessly blended into a precise format. A no holds barred, madhouse of mythological proportions, *GHR* aims to be the public's weekly fix for pop-culture, nerdisms and all around oddball topics that relate to media and celebrity.



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Blubrry is the ideal resource for hosting your podcast media files. They offer affordable prices, great podcast statistics, the PowerPress plugin that makes it seamless to integrate with your WordPress website, and their tech support is superb.

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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.

[Click here for a 14-day free trial »](#)

FRESHBOOKS
cloud accounting

Freshbooks is accounting software that makes it easy to invoice customers, track time, organize expenses, and follow up with clients.

You don't need a degree in accounting to make this work for your business!

[Click for more information »](#)

inmotion®
hosting

We love InMotion hosting! They are one of the longest standing web hosting companies around, having been in the business since 2001.

They have excellent uptime, good server speed, and great 24/7 customer support amongst other things.

[Click for more information »](#)

KAJABI

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.

[Click here for a 30-day trial »](#)



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.
[Register HERE »](#)

Sendible

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.

[Click for more information »](#)

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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	-	TRACE EVIDENCE Steven Pacheco	26	-	THE TRAIL WENT COLD Robin Warder
2	-	THE UPSIDE Callie & Jeff Dauler	27	-	MURDER AND SUCH Anonymous
3	-	MURDER MILE UK TRUE CRIME PODCAST Michael J Buchanan-Dunne	28	46	TRUE CRIME OBSESSED Patrick Hinds & Gillian Pensavalle
4	-	REAL LIFE REAL CRIME Woody Overton & Jim Rathmann	29	-	LAST PODCAST ON THE LEFT Anonymous
5	-	MURDER, MYTH & MYSTERY Sara, Erik & Mary	30	-	MYSTERIOUS CIRCUMSTANCES Justin Rimmel
6	9	CRIME JUNKIE Ashley Flowers & Brit Prawat	31	20	SWORD AND SCALE Mike Boudet
7	-	L.I.F.E CAST PODCAST The Cast of LIFE	32	-	MYTHOS BUSTERS Sean, Ian, Nick & Scott
8	22	SMALL TOWN MURDER James Pietragallo & Jimmie Whisman	33	11	INVISIBLE CHOIR Michael Ojibway
9	-	REDHANDED Suruthi & Hannah	34	39	DARK POUTINE Mike Browen & Scott Hemenway
10	-	BIG MAD TRUE CRIME Heather Ashley	35	-	EXTRAORDINARY STORIES PODCAST Barry Henderson
11	-	COLOR ME DEAD Angel & Nikki	36	-	SOUTHERN FRIED TRUE CRIME Erica Kelley
12	-	THE TRUE CRIME ENTHUSIAST Paul	37	13	THE JOE ROGAN EXPERIENCE Joe Rogan
13	33	MY FAVORITE MURDER Karen Kilgariff & Georgia Hardstark	38	-	DROOLY KIDS PODCAST Macy Paradise & Nici Johnson
14	-	TRUE CRIME COUPLE John & Kay	39	5	TRUE CRIME BULLSH** Josh Hallmark
15	24	CASEFILE: TRUE CRIME PODCAST Anonymous	40	31	CREEP IT REAL Ashley Hamilton & Bianca Mata
16	-	THEY WALK AMONG US Benjamin & Rosanna Fitton	41	-	AFFIRMATIVE MURDER Alvin Williams & Francel Evans
17	8	MORBIDODOLOGY Emily G. Thompson	42	-	THE VANISHED Marissa Jones
18	-	UK TRUE CRIME Adam	43	-	SOUTHERN FRIED PHILOSOPHY Biggun' & Brandon "Mojo" McNeely
19	-	ALL THE SHIT I'VE LEARNED ABROAD Steph Paige & Andrea Gillis	44	47	LORE Aaron Mahnke
20	-	MORBID: A TRUE CRIME PODCAST Alaina & Ash	45	-	THE GOOD, THE BAD, AND THE SEQUEL Doug & Jamie
21	-	CRIME IN SPORTS James Pietragallo & Jimmie Whisman	46	-	KEEP IT WEIRD Ashley Casseday & Lauren Ogle
22	26	TRUE CRIME ALL THE TIME Mike Ferguson & Mike Gibson	47	15	MOTOCYCLE MEN Ted Kettler, Tim "Buktu", Chris "Joker" & Justin Brown
23	-	SEEING RED Mark & Bethan	48	18	ARMCHAIR EXPERT Dax Shepard
24	-	TRUE CRIME GARAGE Nic & Patrick Edwards	49	-	MUSIC CITY 911 Brandon Hal & Rick Beasley
25	-	COACHING THROUGH CHAOS Dr. Colleen Mullen	50	-	CRIMINOLOGY Mike Ferguson & Mike Morford

OUTRO

A FINAL THOUGHT FROM THE EDITOR

We hope you enjoyed this month's issue—our third release!

It has been said that “*the third time is the charm.*”

I'd like to say that we've hit our stride, and with each issue, are continually improving. The question is... are we?

In all seriousness, we want to hear from you.

Given that this is an election year, we are wholeheartedly embracing the democratic principles this country was built upon—our ears are open to your ideas for improvement. While we can't promise that we'll enact every amendment submitted, we can promise that it's in our constitution to review, and give meaningful consideration to, every comment, suggestion, and constructive criticism received.

So... what would you like to see more, or less, of? Who should we feature that we may be overlooking?

If you're joining us this month for the first time, we're glad you're here. Our ongoing objective is to take readers “*Beyond The Microphone*” and into the lives of both the podcasters and stories podcast fans know

and love as well as those that fly “*Under The Radar.*” Translation—please introduce us to the podcasts you enjoy so, in turn, we can introduce them to our readers.

How? **[Let us know here](#)** »

(www.PodcastMagazine.com/feedback)

Next month, we have our first special feature—the ***Top 50 Moms In Podcasting.*** Yes, there will be household names. Most, however, will be podcasters you've never heard of before. Help choose the top moms in podcasting **[by voting here](#)** »

(www.PodcastMagazine.com/moms)

And don't forget to **[Vote For Your Three Favorite Podcasts HERE](#)** »

(www.PodcastMagazine.com/hot50)

and help decide which podcasts will be featured in next month's ***HOT 50!***

Rumor has it, Joe Rogan wants the top spot back. We'll see if that happens.

Until then... listen on!



STEVE OLSHER

@ThePodcastMag