

PODCAST MAGAZINE™

BEYOND THE MICROPHONE

MOMS WITH MICS!

OUR 1ST ANNUAL
**TOP 50 MOMS IN
PODCASTING!!**

KATHY WAKILE

EATING, LOVING,
LIVING & **INDULGING**

JASMINE STAR

A STAR IS BORN

JENNIFER ALLWOOD

SLAYING DRAGONS &
BUILDING AN EMPIRE

DANI SHAPIRO

BRINGING DARK FAMILY
SECRETS **INTO THE LIGHT**

PODCAST MAGAZINE'S
#1 MOM IN PODCASTING

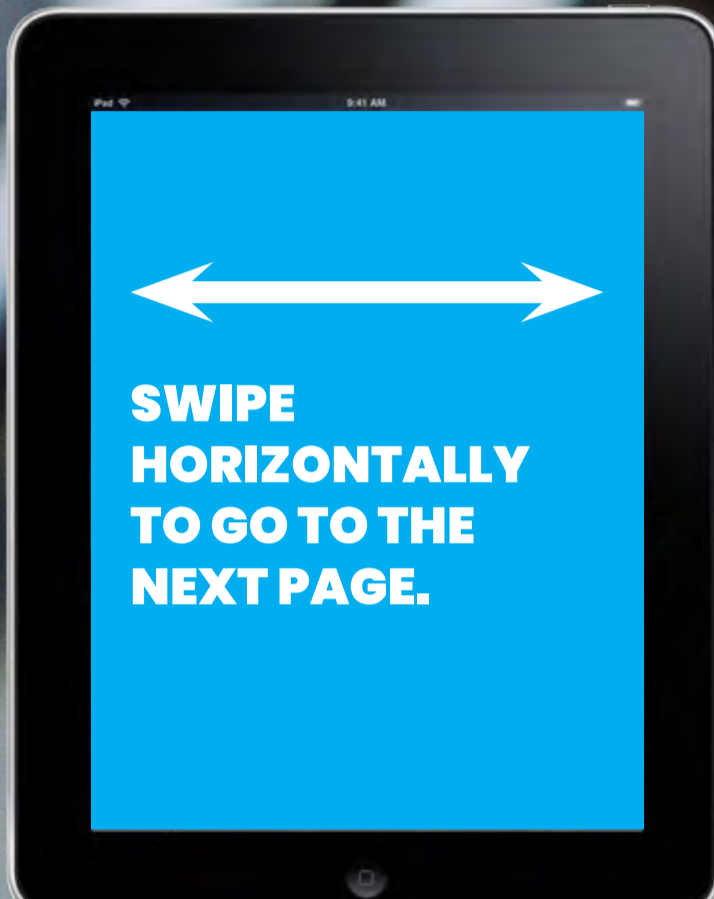
JENNA KUTCHER

YOGA PANTS, MAC 'N CHEESE & **MINNESOTA GRIT**



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FEATURE

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- Health and Fitness
- History
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- News
- The Professional Podcaster
- Religion and Spirituality
- Science
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- TV & Film
- Technology
- True Crime



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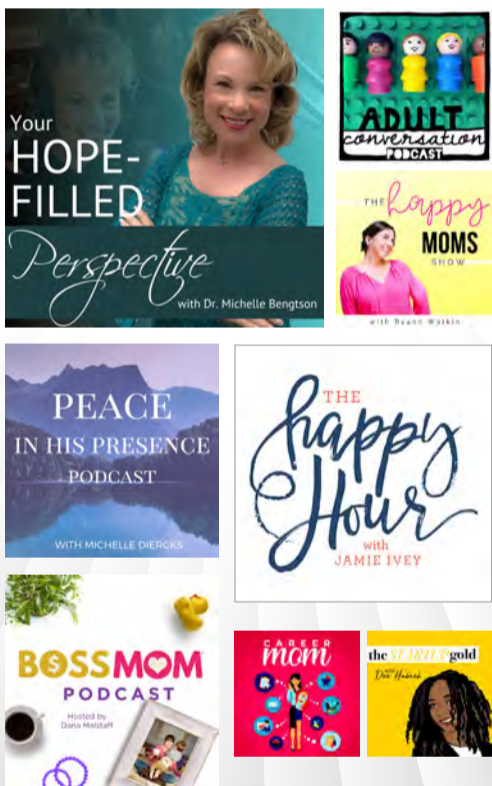
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IN EVERY ISSUE

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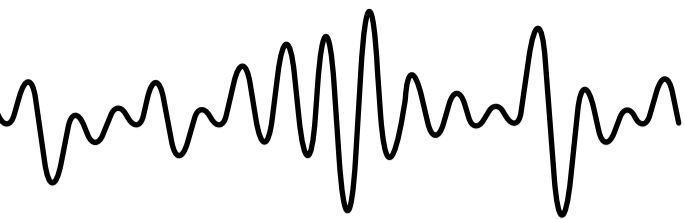
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THE PROFESSIONAL PODCASTER

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



FROM THE EDITOR

For more than 20 years, I've worked from my home office with nothing more than a computer, webcam, mobile phone, and microphone. Every one of my team members works remotely; we meet online as needed via virtual meetings and gather together in person several times per year at our live events, such as [The New Media Summit](#).

When the lockdown hit, it quickly became apparent that a "normal day at the office" for me is business **unusual** for millions of others.

What also became apparent is that literally everything I do on a daily basis is teachable... and, that digital and virtual communication and commerce

is no longer *optional* for entrepreneurs. This hadn't occurred to me in quite this way prior to the "shelter in place" mandate being instituted.

Why am I mentioning this? Because, whether you recognize it or not, you have knowledge and wisdom that

can absolutely benefit others during this challenging period. And, you have the ability to reach almost anyone, almost anywhere on the planet, at almost any time by leveraging the power of online tools, including, of course, podcasts.

One of my favorite expressions is, "To a second grader, a fifth grader is a God."

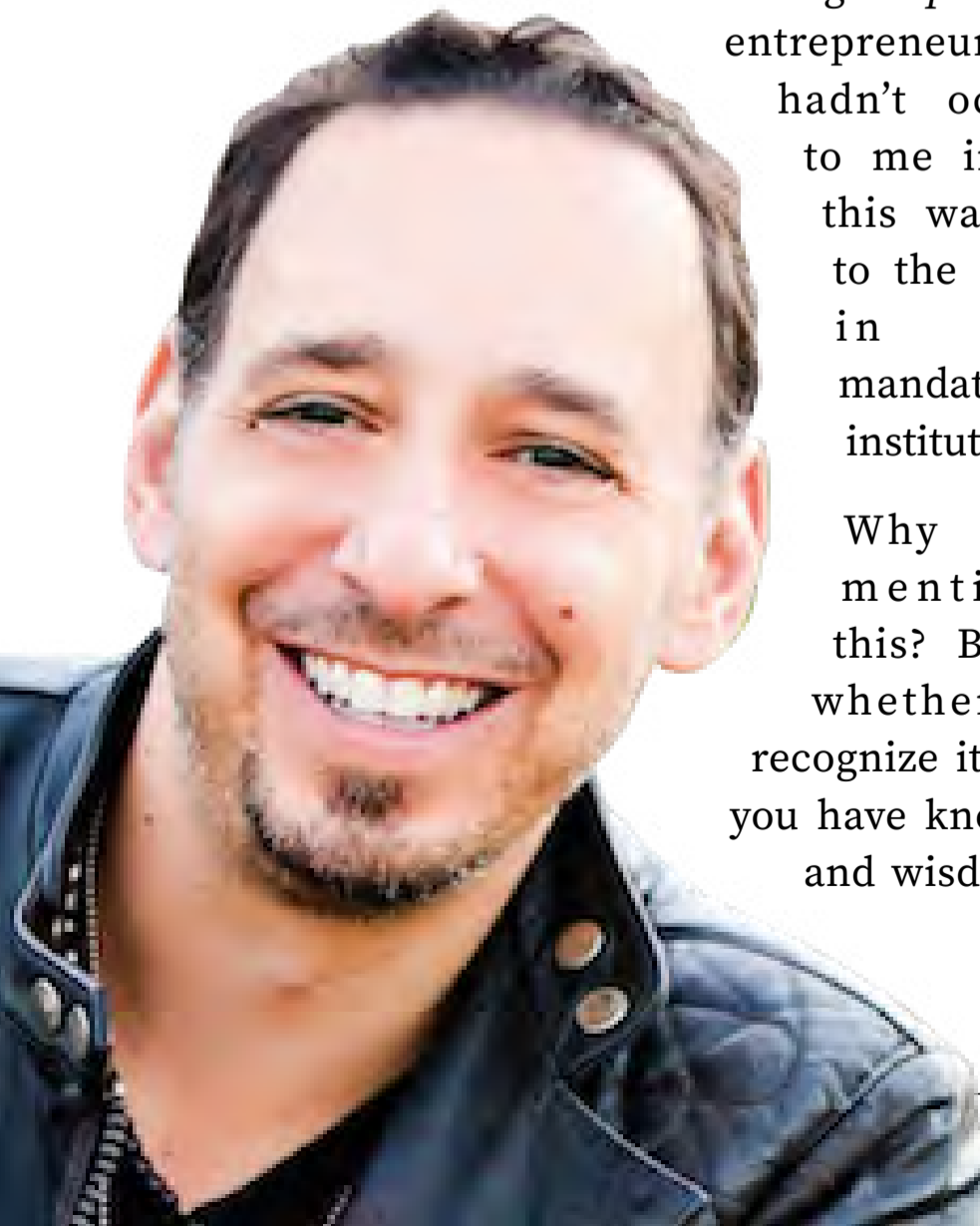
Translation—you do not need a Ph.D. to positively impact those a handful of steps behind you.

There are people who are literally *praying* for you to show up in their lives right now. They're anxiously awaiting your singular message.

No matter how difficult it might be, now is not the time to retract. Double down on your Facebook and Instagram Lives; call your friends and business associates to check in; post uplifting thoughts on social media; start a 'House Party' or 'Netflix Party' and invite folks you might not normally reach out to. Share your expertise, no matter how innocuous you feel it might be.

Above all else, do so without expectation of reciprocation.

Do so simply because you are part of our world... because you genuinely want to help others, and because, together, we RISE.



STEVE OLSHER, Founder/Editor-in-Chief

To that end, for the last month, I've been offering complimentary **"Pivot In Place"** 20-minute sessions to help business owners, coaches, authors, podcasters, and others impacted by the quarantine identify their BIGGEST opportunity, figure out how to reinvent their lives, reassess how they operate, and gain clarity on what *is* possible for them moving forward.

It's been said that it's hard to see the picture from inside the frame. If you feel you'd benefit from my 30+ years of entrepreneurial experience and outside perspective, please schedule a session with me here: www.PivotInPlace.net.

This is not a sales call disguised as a 'give back.' I go in with no agenda other than to serve you at the highest level I possibly can.

I'd LOVE the opportunity to connect with you.

Speaking of connection, I got a nice chuckle from this post...



Seems like everyone and his/her mother is starting a podcast nowadays. According to MyPodcastReviews.com/stats, there are now more than 1,000,000 podcasts. To that I say, **"AWESOME!"** The more, the merrier.

(And, yes, my mom actually did launch her own podcast! It's called [Women Over 70](#). I'm so proud of her, and it's definitely worth checking out.)

This month, we celebrate moms with our first annual **Top 50 Moms In Podcasting** feature. We've tallied your votes, and love the fact that so many podcasters who made the list are moms you've likely never heard of before.

Next month, we'll be releasing our first annual **Top 50 Dads In Podcasting** feature. Once again, we're asking for your votes (yes, you can vote for yourself!). On May 10, we'll tally them up, create the feature, and release it within the pages of our June issue.

You can vote for your favorite dads in podcasting here: www.PodcastMagazine.com/dads.

If you're fortunate enough to still have your mom in your life, give her a big hug, let her know you appreciate her and, if you do have a podcast, consider interviewing her.

It may open up pathways to a new relationship while you memorialize how much she means to you.

Stay safe. Stay strong. Happy Mother's Day to all of the awesome moms and, of course... listen on!



STEVE OLSHER

@ThePodcastMag

CONVERSATION CORNER

This month's featured 'Letters To The Editor'

♥
♥
♥
♥
♥
♥
I love the magazine, but, I'm almost afraid to read reviews of new podcasts because I can't keep up with the 60(!) I am currently subscribed to. I do want to thank you for highlighting *This Podcast Will Kill You*, definitely a favorite of mine. The Erins keep the information entertaining as well as informative. The one on measles still sends a chill down my spine.

REBEKAH, WEB SUBMISSION



Yikes! I never understand why companies associate with proven felons. It totally destroys the credibility, integrity and brand. Now you are down 2-3 points on a scale of 1-10 for me here.

This guy is clearly a sociopath!

**BOB NORTON, CEO & FOUNDER,
AIRTIGHT MANAGEMENT**



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Thank you! Great magazine for those wanting to get information about what's going on around the industry.



@MSPRADIONEWS

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'

In the lengthy letter from Colin Kelly that you published last month in which he criticized your audio drama coverage, Kelly made some very valid points. Yes, there were certainly things lacking, specifically an historical awareness of the medium.

However, what I appreciate that *Podcast Magazine* is doing is offering new critical voices to cover the vastness of the audio drama sphere. There are so many shows and too few critics (who certainly have their preferred genres and preferred creators) to fully give audio drama the coverage it deserves.

Kelly wrote about some wonderful shows and mentioned, by name, the handful of known audio drama critics working in the space. But the shows and creators he mentioned, while all terrific, have been covered extensively by the existing community of critics.

Podcast Magazine reviewed audio dramas largely not critiqued elsewhere, and I for one, can forgive the missteps made in the inaugural edition. The individual reviews of audio dramas I've seen thus far in the magazine have been thoughtfully written and on point.

Please give us more critics, more diverse tastes and takes, more shows that deserve to be discovered... not fewer.

Thank you

B. WEGMAN, WEB SUBMISSION

I wanted to post a comment to this community to commend Steve and Kelly for their caring help with a minor technical glitch I was having in accessing the latest issue of the online mag. In a time when so many companies and businesses could care less about people, these two care more. My wife and I are new to podcasting; in fact, we haven't even launched our first one yet but it's coming soon. The mag gives us some great tips and insights and it's good to know we're a part of a great community.

RICK, WEB SUBMISSION



Love your work but he [Belfort] is a criminal huckster that ripped young and old people out of their life savings. Don't think he has changed much.

**STEVEN CANGIANO,
SENT VIA EMAIL**

PODCAST MAGAZINE'S

FIRST ANNUAL

TOP 50

Moms In Podcasting!



On Sunday, May 10, we celebrate Mother's Day and all the awesome moms in our lives.

Being a mom is (of course) no small undertaking.

On a good day, it can be oh-so rewarding. The smiles, the kisses, the hugs, the snuggles... is there any better feeling in the world than the unbridled love of a child?

On a difficult day, it can be challenging at best. At worst, there may not be enough wine in the world to quench their thirst!

There are few things in life we can know with absolute certainty. One of those things is that, without moms, none of us would be here. And, for choosing to give us life, we are forever grateful.

Oprah Winfrey once said, *"I believe the choice to become a mother is the choice to become one of the greatest spiritual teachers there is."*

While some may argue whether or not Oprah has the right to offer this perspective as she is sans kids, there is no disputing that, for many, our primary life teacher is our mom.

Today, there are tens of thousands of moms who choose to use their podcasts as a teaching medium. Week after week, they share their wisdom about life and business, relationships and love, health and science. Name the topic, there is a mom who, despite having a child (or children) in tow—sometimes even sleeping in the crib beside him or her while recording—pours her heart and soul into her podcast about it, hoping her words will positively impact others.

Today, we celebrate the ***Top 50 Moms In Podcasting*** with our inaugural fan-driven feature!

Over the last two months, fans voted for their favorite mom podcasters. The votes have been tallied, and we are thrilled to present the results on the pages that follow.

Congratulations to all the winners, to every mom who podcasts, and to every woman who has taken on the role of mom. We applaud you for your awesome contributions to the world, the world of podcasting and, more importantly, recognize and honor you for being the best mom you can possibly be.

Happy Mother's Day from the ***Podcast Magazine*** team!



JENNA KUTCHER

Yoga Pants, Mac 'N Cheese & Minnesota Grit



Not so long ago, you would have found Jenna Kutcher in a stuffy, windowless corporate office, stuck in a ladder-climbing nightmare that originally presented itself as a “dream job.”

Today, this #girlboss is a self-made multi-millionaire.

How'd she do it?

Patience, perseverance, and Minnesota grit.

Using her \$300 Craigslist camera, Jenna pursued her love of photography... one image at a time. Had you suggested that this minimal investment would eventually lead to the creation of a formidable mini empire, she likely would have smiled with Midwestern politeness and quickly changed the subject.

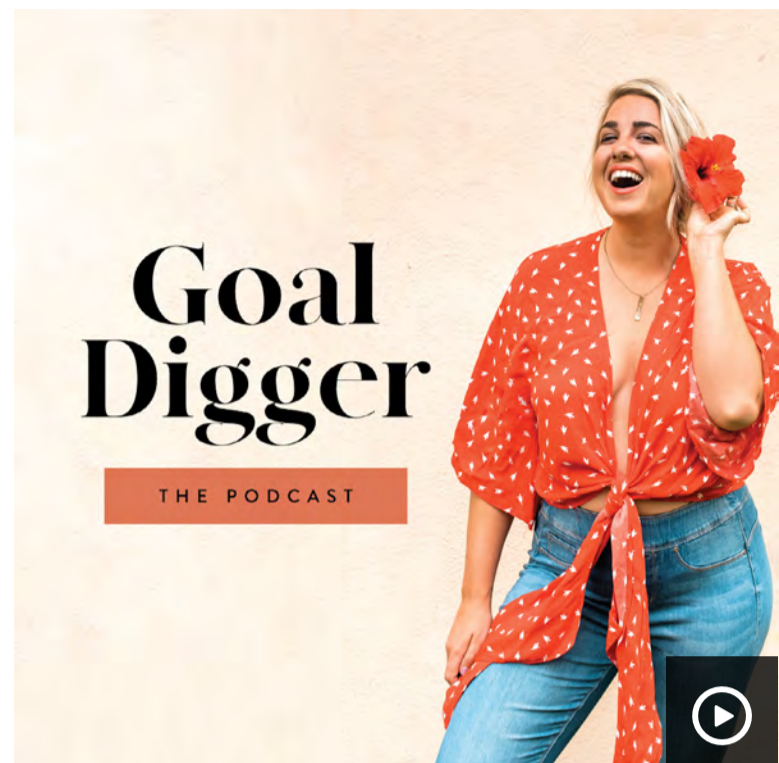
Today, Jenna is a digital marketing and business expert who uses the expertise gained in building that empire to help other entrepreneurs grow profitable, passionate, authentic businesses that allow them to live more and work less—turning their passions into profits.

“In retrospect, I probably should have known that the girl who would haul a cooler half a mile to reach the intersection of two desolate dirt roads in a tiny Minnesota town to sell lukewarm lemonade for fifty cents a cup would eventually become an entrepreneur,” Jenna joked.

Her impressive success was undoubtedly hard-fought, yet achieved in what many would consider to be in expedited fashion. A key element of her success? Recognizing the need to hire a team when she knew she didn’t want to stay stuck in the “trading dollars for hours” business model.

As her photography business flourished, she recognized that in order to scale and create more revenue streams, she’d need the support of others. She started with one hire, then the next and soon she was leading a team of ten. In recent years, it’s become blatantly obvious that her brilliance is as the visionary... not as manager or operator, though she’ll be the first to admit that she loves to integrate.

For a long time, it felt unnecessary to pass off the work she was very capable of handling to someone else. This is, perhaps, a large part of what her tribe finds so appealing—Midwestern



“Podcasting is a beautiful way to get your message out into the world and to continue to imperfectly lead, share, and craft a life you’re proud of.”

sensibilities with, according to Jenna, “a brain that operates like it has a million open tabs.”

While each tiny decision made along the entrepreneurial path has contributed to her overall success, saying yes to each hire has played a significant part in her business growth. When referencing the



business, Jenna often uses the term “we” vs. “me” because it truly is a collaborative effort.

Equally important? Launching *The Goal Digger Podcast*—Jenna’s live-workshop style business podcast for creative “girl bosses.”

“When I started my podcast, it was literally an experiment,” Jenna said. *“I was just going to do it for 30 days. We launched before podcasting became what it is now, so I really didn’t know what to expect.”*

Recording her episodes using iPhone headphones from her car in the garage (so the audience wouldn’t hear her barking dogs), Jenna had no idea that her show would find its stride so quickly and help so many redefine success and chase bolder dreams.

Her “experiment” turned into a *movement*, and with more than 33 million downloads (and counting), it continues to grow and gain traction every day as it provides listeners with productivity tips, social media strategies, business hacks, and inspirational stories to help them tackle goals and design their dream career.

Despite her success—*The Goal Digger Podcast* consistently ranks as the #1 Marketing podcast on virtually every distribution platform—Jenna foregoes the fancy recording studio to this day, continuing to record in a closet in her home.

“I love to do the most with the least. My podcast has revolutionized our business in



Jenna with her husband and daughter Coco

such incredible ways. It’s become the hub on our wheel of how we communicate to people, build trust, and get our offers into their hands. And I just love it! I’m so proud of our show. I feel honored to get paid to talk into a microphone,” Jenna shared.

Living proof that one can literally plug in headphones and hit record, Jenna hopes people can see that sharing your message is more important than using a specific technology or having a “perfect” set-up.

“It’s about the message, and your message matters. Podcasting is a beautiful way to get your message out into the world and to continue to imperfectly lead, share, and craft a life you’re proud of... a story that is being written as you live it. It’s also a perfect way for people to integrate learning and community into their life,” Jenna said.

Community is vitally important to Jenna—and the timeless, instinctual human need to be part of a community has heightened

relevance right now during quarantine, especially for location-independent entrepreneurs.

“Often, we’re working behind a computer screen. We’re clocking long hours, dreaming up projects, or creating free resources. When we don’t connect with whom we’re serving, it all starts to just feel really heavy,” Jenna said.

Podcasting provides entrepreneurs with the opportunity to connect with those they’re most compelled to serve while garnering the requisite exposure needed to achieve the next level of success they’re striving to reach.

That being said, Jenna cautions: *“We often set our bar for success based on what we see other people doing. I’ve really had to learn to put the blinders on and keep my head down, to define success on my own terms.”*

Her definition of “success” may not be what you’d expect.

Yes, she is proud of the titles, her business, and her accomplishments. But what is she most proud of?

“My freedom,” Jenna answered without hesitation. *“While titles, accolades, and awards are beautiful, that’s not why I do what I do. I do it because I want to pursue freedom and encourage other people to do the same.”*

Serving her community with this as her overriding mantra is part of what “puts fire” in Jenna’s soul... as does recognizing and applauding the countless number of



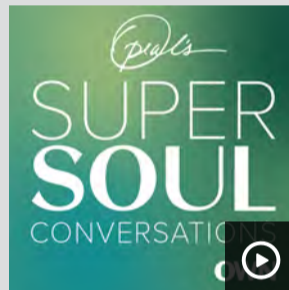
JENNA

listens to



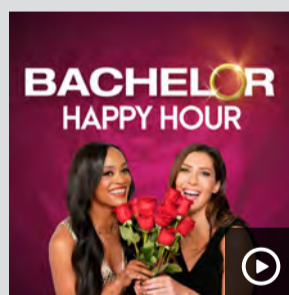
ONLINE MARKETING MADE EASY

In addition to mini marketing masterclasses and step-by-step guides, each episode is designed to help you take immediate action on the most important strategies for starting, scaling and automating your online business.



OPRAH'S SUPERSOUL CONVERSATIONS

Hear Oprah’s personal selection of her interviews with thought-leaders, best-selling authors, spiritual luminaries, as well as health and wellness experts.



BACHELOR HAPPY HOUR

The official Bachelor Nation podcast! Co-hosted by Rachel Lindsay and Becca Kufrin, who are no strangers to risking it all for love and showcasing their dating lives on national television.



“I love to do the most with the least. I still record our podcast from my closet.”





“While titles, accolades, and awards are beautiful, that’s not why I do what I do. I do it because I want to pursue freedom and encourage other people to do the same.”

people whose job it is to complete the necessary tasks essential to our society—trade-related tasks that others may define as lacking “passion.”

Smiling, Jenna said, *“The trades are super important! My dad worked in a paper mill or steel factory nearly his entire life. I think you can find fire in your soul no matter what career you pursue.”*

And she should know, having held many jobs she considers “weird.” From limousine cleaner and working retail at Abercrombie & Fitch, to selling golf clubs in a pro shop (regardless of having never golfed a day in her life) and following in her father’s footsteps by driving a forklift for a paper mill, Jenna has what she calls *“Minnesota grit.”*

A self-proclaimed *“really hard worker,”* Jenna was able to find little sparks of fire in everything she did before ultimately

discovering what really lit her up: her career, and being present for her family.

Jenna’s journey to parenthood was not an easy one; in fact, it took three years to come to fruition. Now mom to a healthy, happy little girl Coco, Jenna has developed a fierce commitment to being present in every moment.

“If I’m reading my daughter a good night story, I want to be fully present,” Jenna shared. *“If I’m working with my team or recording a podcast, I want to be fully present. That applies to everything in my life now.”*

One of the greatest gifts that came out of Jenna’s journey to motherhood—in addition to her daughter, of course—is *“being able to show women that they don’t have to choose between having a dream career and being a mom. You can*

do both, and you can do both well! It's not going to be easy, and it's not going to be glamorous, but it is absolutely possible."

Of course, "having it all" requires balance... and Jenna rivals Simone Biles on the balance beam.

She seeks out and accomplishes that balance by living her catch phrase, "Nothing is urgent," and by operating from a place of "enough-ness."

In a world where so many entrepreneurs draw arbitrary lines in the sand, reach their defined goal, cross out that line, and identify a new goal further down the path, Jenna does the complete opposite. Instead of continuously setting the bar higher and higher for herself, she perpetually contemplates how she answers the question, "What is enough?"

"I'm always redefining what is enough," Jenna shared. "This applies to the number of hours worked, clients onboarded, the income we bring in, the team we hire, and how many products must be sold in order to live the kind of lifestyle we want to live.

"When we operate by working backwards from that number, I found that I began claiming my time as my currency instead of my money... that's when my business grew and scaled the most. Time IS our greatest resource. When you are clear on your priorities, everything takes on new meaning. Fact is, our lives are happening, and our families are waiting."

Operating from this place of "enough-ness" also helps entrepreneurs avoid approaching

their business from a place of urgency or scarcity, which rarely works out well.

Neither does calling Jenna an "influencer." Despite having a significant Instagram following, a top-rated podcast, and a flourishing business, Jenna admits she's not a fan of the moniker.

"I hate the word 'influencer,'" she admitted. "I am blessed to have influence, and I truly believe that if you have one follower, you ARE an influencer. I prefer the term 'role model,' because I get to paint possibilities for people."

No matter how many followers she has or monthly downloads there are of her podcast, you won't catch Jenna making her husband take 18 pictures with the perfect latte. Perhaps it's her Midwest roots that keep her grounded.

"I really don't like people seeing me doing the Instagram-type things, though it's a part of business today, and I'll do some of it," Jenna said. "It's super uncomfortable for me to be 'posing,' and it feels narcissistic. I'd much rather be known for inspiring people to be the best version of themselves."

There's no doubt Jenna is able to accomplish this objective daily... both for her tribe and, most importantly, for her family.

Enough-ness accomplished. 🎯



Founder/Editor-in-Chief

Steve Olsher

steve@podcastmagazine.com

Beyond 8 Figures 📍

Turn to see
#2-501



02

Your HOPE-FILLED

Perspective
with Dr. Michelle Bengston



YOUR HOPE-FILLED PERSPECTIVE

Hosted by: Dr. Michelle Bengston

Drawing on decades of neuropsychologist expertise, Dr. Bengston helps listeners regain hope, renew their minds, and transform their lives via Biblically-based discussions about real-life issues.

03

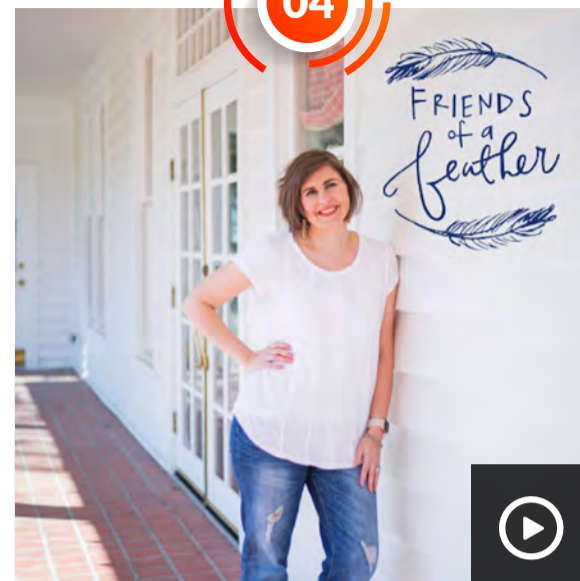
THE FIVE MINUTE MOM PODCAST

Hosted by: Audra Haney

{Real Life. Real Faith. Real Quick.} Audra's passion is to help moms claim truth, gain confidence, and walk in freedom—all before the kids wake up from nap time.



04



FRIENDS OF A FEATHER PODCAST

Hosted by: Wren Robbins

Encouraging listeners via God stories. Feel seen by God, encouraged in your daily life, and spurred on to honor Him with the gifts and talents He has given you.

05

THE JASMINE STAR SHOW

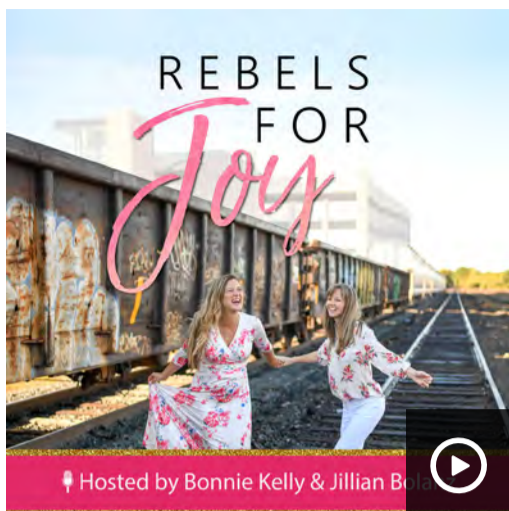
podcast



THE JASMINE STAR SHOW

Hosted by: Jasmine Star

A conversational business podcast exploring what it really means to turn your passion into profit and provides tactical tips to empower you to build a brand, market it on social media, and create a life you love.



06

REBELS FOR JOY ▶**Hosted by:** Bonnie Kelly and Jillian Bolanz

Re-engage your purpose, passion, and power. Soul-filled conversations to spark change, end self-sabotage, remove the masks, and make Joy the standard of living. Welcome to the revolution!



07

CAN I SAY THAT? ▶**Hosted by:** Brenna Blain

Engaging with culture as Christians in a post Christian world, asking questions we don't normally ask in church.

08

ADULT CONVERSATION PODCAST ▶**Hosted by:** Brandy Ferner

Author Brandy Ferner takes her love of adult conversation on the air, spearing the injustices of modern parenting, and saying things out loud that others won't.



09

**MAMA NEEDS PODCAST** ▶**Hosted by:** Jenn Collins

Hear inspiring and encouraging interviews between Jenn and a fellow Mama. We're in this together! You matter, Mama.

10

THE BALANCED MOMCAST ▶**Hosted by:** Sandy Cooper

For Christian moms who sometimes feels overwhelmed, frazzled, or exhausted. Get practical tips, Biblical inspiration, and humor to help you find real balance.

THE *balanced* MOM cast



LOVE WELL ON PURPOSE

Hosted by: Rachel Schelb

A five-minute podcast giving you tips and encouragement to love the people around you intentionally. A community of women encouraging one another to implement biblical hospitality.



MOTHER'S QUEST

Hosted by: Julie Neale

Intimate conversations with a diverse group of inspiring mothers sharing how they are living an E.P.I.C. life: engaging with their children, making a difference, investing in themselves, and connecting.



THE HAPPY MOMS SHOW

Hosted by: Ryann Watkin

Happiness is our daily devotion to discovering joy through the mess. Inspiring interviews, real-life struggles, and ways to implement happiness into family life even when it's hard.



PARENTING OUR FUTURE

Hosted by: Robbin McManne

Inside tips, tools, and tricks to help you build the family you always wanted, and to become the parent you always envisioned. See your kids in a whole new light!

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**AMPLIFYYOU**

Hosted by: Michelle Abraham

Michelle Abraham aims to help unleash the genius and spread the message of heart-centered coaches, teachers, and thought leaders through podcasting.

16

BY HIS GRACE PODCAST

Hosted by: Misty Phillip

Get inspired to overcome life's struggles. Sharing how God's grace, hope, and love changes everything. You are not alone, and God's grace is enough.



By His Grace

mistyphillip.com

17

Dynamic Women

PODCAST

With Coach Diane Rolston

Success | Inspiration | Action

DYNAMIC WOMEN

Hosted by: Diane Rolston

Interviews with success-oriented women who take action to develop skills, increase results and are focused on supporting each other to be DYNAMIC in every area of life!

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TABLE 112: LIVELY CONVERSATIONS

Hosted by: Dana Williams

The Williams family goal is to inspire meaningful talks about life between parents and teens. Listen with your teenager(s), and jump right into your conversation starter together.



table112



TOP 50 MOMS IN PODCASTING

FEATURE

19



PEACE IN HIS PRESENCE PODCAST

Hosted by: Michelle Diercks

Weary and worn from constant chaos? Long for peace? God holds you close to His heart in His capable hands. Find rest for your soul through God's Word.

20

GROWING OUR FAMILY PARENTING EDITION

Hosted by: Brittany Dougherty

Parenting is hard! A weekly chat sharing knowledge and personal experiences about parenting topics starting from delivery.



21



RAISING KELLAN

Hosted by: Marsh Naidoo

Inspiring, motivating, and educating parents raising a child with special needs.

22

THE BEST YOU PODCAST

Hosted by: Kerri Oles

How to deal with the "nay-sayers" in your life, and stop asking to be approved by the world!



23



RAISING KIDS ON YOUR KNEES

Hosted by: Tina Smith

Believing your best parenting is done on your knees, we equip moms and dads to pray powerful and effective prayers for your children.

24

BUBBLES & BIZ WITH NICOLE

Hosted by: Nicole Bernard

Sitting down with small business owners and entrepreneurs over champagne to discuss the ups, downs, and hacks for running a business!



25



MILE AFTER MILE PODCAST

Hosted by: Amy Stone

The best place to find inspiration and motivation while training for an endurance sporting event.

26

MIMIKA TV

Hosted by: Mimika Cooney

Offering advice, inspiration, encouragement, leadership tools, and tangible tips for empowering Kingdom-minded Authors, Entrepreneurs, and Ministers of Faith.

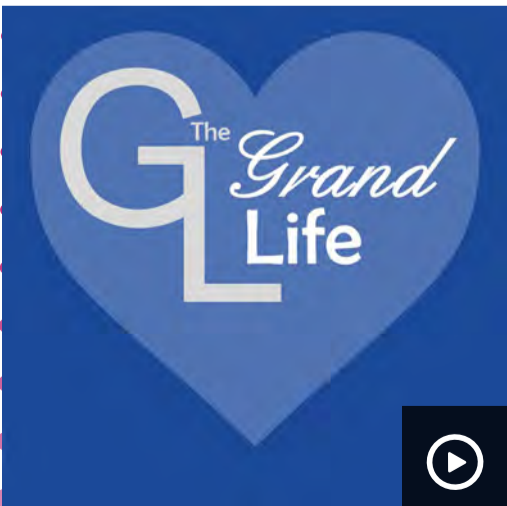


27

THE GRAND LIFE

Hosted by: Emily Morgan

An exploration of grandparenting, the relationships within the role, and how grandparenting impacts our children and theirs. Evolve, and choose a work of art/music to share with your grands.





THE NEXT RIGHT THING PODCAST ◀

Hosted by: Emily P Freeman

For the second-guessers, the chronically hesitant, or anyone who suffers from decision fatigue, this is a space for you to discern your next right thing in love.



THE PLEDGE ◀

Hosted by: Allison Daskal Hausman

Exploring and celebrating political activism as a commitment to the hard work of democracy through short audio portraits. Taking risks, speaking out, working hard, and fighting day after day.



DON'T MOM ALONE ◀

Hosted by: Heather MacFadyen

Heather MacFadyen, mother of four boys, connects you with people and resources to help you feel less alone. Consider it an invitation to “witness.”



THE HAPPY HOUR ◀

Hosted by: Jamie Ivey

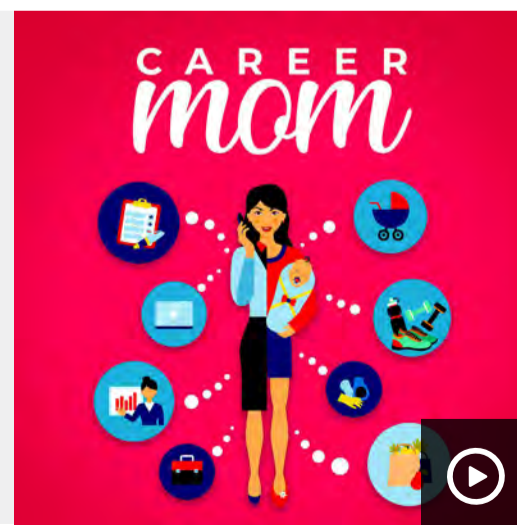
Discussing anything and everything as if you were around the table with your own girlfriends. Jamie loves to connect with women and encourage them as they journey through life.



CAREER MOM ◀

Hosted by: Jenny Elliott

Being a mom is hard. Having a career is hard. Doing both—REALLY HARD! For moms who are navigating the challenging and joyous world of being a mother with a career.





GREAT MINDS DRINK ALIKE

Hosted by: Rebecca Heins and Betty Bracco

Grandmother and granddaughter give you their opinion on EVERYTHING! Good old uncensored advice on everything dating, career, family, and how to survive Long Island.



MOMS WHO KNOW PODCAST

Hosted by: Chanelle Neilson

Moms Who Know do less so they can focus on what matters most: taking care of themselves, their families, and living their God-given purpose. Simplify your motherhood.



PROCLAIM HIS GLORY

Hosted by: Bethany Bindeman

Getting into God's Word to proclaim His Glory to the World. Focusing on how Scripture reveals God's Glory, so we can live in His Glory and then proclaim His Glory.



MOM-TO-MOM PODCAST

Hosted by: Kate Battistelli, September McCarthy and Jamie Erickson

Three generations of moms who don't have all the answers, but will always point you to the One who does.

37



SHE LEADS PODCAST



SHE LEADS PODCAST

Hosted by: Nicole Walker

Leadership insight, personal experiences, and business expertise from leading WOC Entrepreneurs.

38

THAT'S WHAT WE SAID

Hosted by: Katie Basham, Jenny Hobson, Becca Parrish and Kelly Smith

Backdrop of small-town Kentucky life, informed by progressive values, gen-x sensibilities, and the search for humor and friendship amongst the insanity.



THAT'S WHAT
WE SAID



39

the *STARTUP* gold

with
Dee Habeeb



THE STARTUP GOLD

Hosted by: Dee Habeeb

Covering topics that help budding business owners and entrepreneurs launch their ideas and scale a profitable business to achieve their dreams.

40

THE UNAPOLOGETIC MOM PODCAST

Hosted by: JaVaughna Bevel

Unapologetic mom friends discuss the good, the bad, and the ugly of being a woman with multiple responsibilities trying to navigate life, business, career, and success.

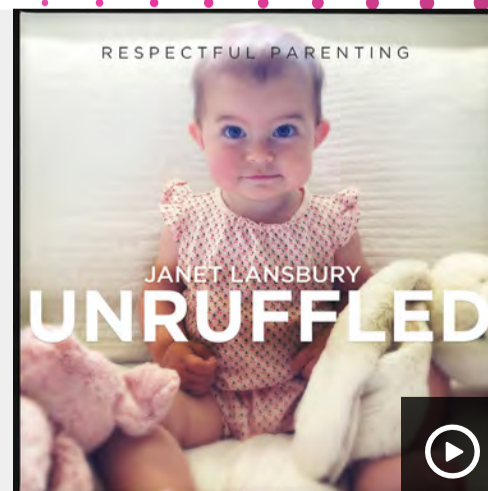


41

UNRUFFLED

Hosted by: Janet Lansbury

Each episode addresses a reader's parenting issue through the lens of the respectful parenting philosophy.



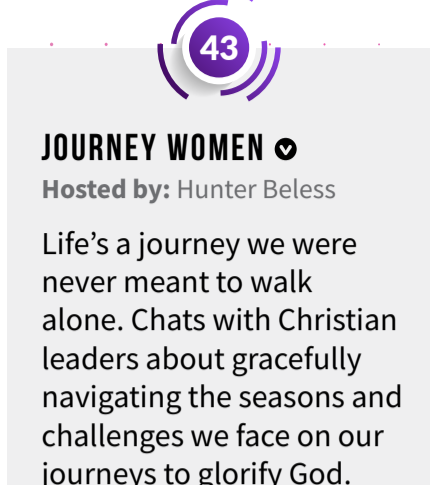
TOP 50 MOMS IN PODCASTING



BOSS MOM PODCAST ♡

Hosted by: Dana Malstaff

A place where mompreneurs and women in all stages of raising their business and family come to get tools, tips and support to help make their Boss Mom world just a little bit easier.



JOURNEY WOMEN ♡

Hosted by: Hunter Beless

Life's a journey we were never meant to walk alone. Chats with Christian leaders about gracefully navigating the seasons and challenges we face on our journeys to glorify God.



LETTERS FROM HOME ♡

Hosted by: Meg Glesener

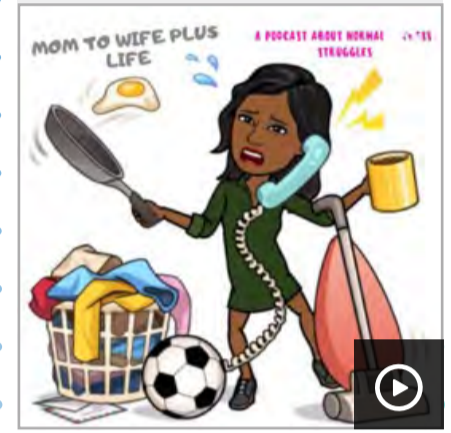
Want to peek into hearts and hear their stories... their life-changing encounters and extraordinary moments? Bringing you such a peek into one Christ Follower's heart at a time.



MOM TO WIFE PLUS LIFE ♡

Hosted by: Jennifer Reed

The in's and out's of this crazy thing called motherhood! Insights into the life of a wife and life's constant surprises. Empowering women in the home and workforce.



MORE THAN SMALL TALK ♡

Hosted by: Holley Gerth, Suzanne Eller and Jennifer Watson

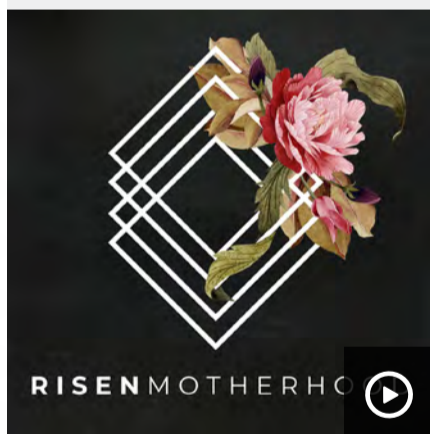
Confession questions, truths, tips, and resources. Enjoy less stress, hustle, perfection—and more vulnerability, hope, and peace.



RISEN MOTHERHOOD ♡

Hosted by: Laura Wifler and Emily Jensen

Discussing relevant topics to everyday motherhood through the lens of the gospel. From potty training or cooking dinner to miscarriage or PPD, no topic is off-limits.



SISTERS OF INDUSTRY ♡

Hosted by: Jenn Williams and Laura Brown

Talking about life, leadership, and faith. Let's work together to find balance and add meaning to our industrious lives.



THE WRITE HOUR ♡

Hosted by: Joyce Glass

It's time to write your book! Guiding you through the writing process by sharing the craft and business of writing.



WINE CHATS ♡

Hosted by: Bildo and Lindalin

Drinking wine and spilling secrets. A featured wine every episode before delving into funny stories, hot topics, and confessions.



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CONVERSATION, CONNECTION, AND CULINARY DELIGHTS

**Celebrate Mother's Day the
Old-Fashioned Way.. by Eavesdropping
at Kathy Wakile's Table**

Warm, gracious, and enthusiastic—Kathy Wakile takes the word “host” to a whole new level as she gives her listeners an earful of the real, intimate conversations that take place at her table and in her most significant relationships.

This former *Real Housewives of New Jersey* star of seasons three through seven began podcasting in August of 2019 with her show *Eat, Live, Love, Indulge With Kathy Wakile*, “where food, family, and friends come together to make the best recipe for life.” With the intention of leveraging her huge fan base from the Bravo TV show as well as her Instagram followers, Kathy shared how the idea of the podcast came about:

“People want to know what I’m cooking, and they want to come to dinner. And we always have the best times around the table in my kitchen. So, I thought, how can I create something that’s an extension of my Instagram? Where it’s really me speaking, not sitting there and having to type things in and, you know, explain myself. I thought it would be a lot more appealing if people could listen to my voice and hear my family and I interact with each other. The podcast listener gets a chance to really interact with me and whomever I have sitting around my table.”

When choosing subjects to cover on her show, Kathy looks to those that reflect what is going on in her own life in the moment. For example, heart health was a topic that came up in the “Podcasting In Our Pajamas” episode that aired on



“So I love relationships, and I love to interact with people. I love knowing what’s going on with someone else—his or her story. So that’s how I choose my content.”



(from left)
 Strolling the streets of Rome with Mom - **Episode 8 Roman Holiday, Porchetta, Prosciutto & Panini**

Sao Bento Train Station - Porto Portugal - **Episode 2 Paella, Pulpo, Piri Piri & Portuguese Wine**

Kathy & husband Rich sit down with Chef Anthony at one of their favorite Italian restaurants “Emilio’s Ballato” in Little Italy NYC

February 18, because February is Heart Health Month. Kathy and her husband Richie, who’s a staple on the show, both had their heart health assessed.

Because she cooks with the freshest ingredients in season, she likes to live her life accordingly. As snowbirds, she and Richie traveled to Florida for one show and talked about Miami, their favorite spots to eat in South Florida, and their daughter’s recent engagement.

Her recommendations are solid, too! I found Kathy’s show right before Thanksgiving, and after listening to her interview with New York City restaurateur Anthony Vitollo of Emilio’s Ballato, ended up there for my pre-Thanksgiving dinner with one of my oldest friends.

Regarding the show’s topics, Kathy says:

“Occasionally, I throw out questions on my social media for my followers and ask my friends on social media to ask questions about our life that they want to know about. I was a hairdresser before. So I love relationships, and I love to interact

with people. I love knowing what’s going on with someone else—his or her story. So that’s how I choose my content.”

Recording from her kitchen table for most episodes, Kathy’s now looking into the possibility of adding live video of her cooking up a storm for her family and friends as an extension of the show.

Does she have something special planned for Mother’s Day?

You bet!

“I’ve always had Mother’s Day at my house. It’s my treat to have everybody I love around me. I love to love family... so I invite everyone to my house. I don’t really need a conventional ‘Mother’s Day off.’ I take time for myself throughout the year when I need to be pampered. But on Mother’s Day, I just feel blessed to have so many people around me. I welcome the company. I like to create a beautiful place for my family... for my sisters-in-law. I celebrate my children—my daughter who will be a mother, hopefully, one day. Because of them, I’m a mother. And a mother nurtures.”

Kathy hasn't set her Mother's Day menu yet, because she likes to see what the weather is going to be like—if it's nice, they might barbeque. Regardless of the weather, though, the day's meal will include traditional Italian Sunday dinner foods, including a pasta dish, freshly sautéed veggies, and a main course the guests can linger over.

That lost art of lingering over a meal is important to Kathy, who says:

“Everyone is in such a rush these days. And when they are together, they're often preoccupied by phones and other outside stimulation instead of really enjoying lingering meals around the table and the conversations that come out of it. And to me, those are the best things! That's how my podcast was born. That's why, in the visual of my podcast, you see me sitting on the table. I wanted the table to be the focus—where everyone feels welcome and knows they always have a seat. I want people to gather around and enjoy being a vicarious part of great conversations and great food. Let's talk about life together! That is the premise of my podcast.”

A role model for building deeper relationships and making connections with those at her table—her family, those she interviews, and podcast listeners alike—Kathy sets a beautiful table for the feast. 🍴



Arts Category Director

Emerald GreenForest
 arts@podcastmagazine.com
 Wickedly Smart Women Podcast 🎧

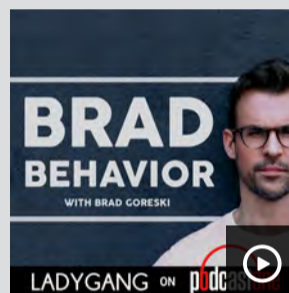
KATHY

listens to



HOW I BUILT THIS WITH GUY RAZ

Stories behind some of the world's best-known companies. *How I Built This* weaves a narrative journey about innovators, entrepreneurs, and idealists—and the movements they built.



BRAD BEHAVIOR

From the red carpet to the runway, tv personality, stylist to the stars, and author Brad Goreski gets “un-dressed” in candid interviews with other celebs and friends.



GROWTH NOW MOVEMENT WITH JUSTIN SCHENCK

Hear from top performers, celebrities, and entrepreneurs like Ed Mylett, Joel Marion, Sarah Centrella, and Andy Frisella as they teach you how to implement things into your life for you to live your dreams!

“I wanted the table to be the focus—where everyone feels welcome and knows they always have a seat.”

OVERRATED

Emerald's Independent Review Of An Arts Podcast You've Definitely Heard Of... But Might Want To Reconsider Listening To



BOOK COUGARS

The title of this show would lead one to believe that there would be a little more sass, pizzazz, and/or maybe even sexiness from show hosts Chris and Emily. Alas, that's not the case.

While highly rated on Apple—4.5 stars based on 76 ratings since its inception in 2016—it's a rather “ho hum” collection of 95 episodes consisting of two suburban women sharing what they are reading and encouraging listeners with an occasional read along. On some of the episodes, Chris comes through

the mic much louder than her co-host Emily. While there could of course have been some technical challenges going on, which certainly can happen on occasion, it made for a difficult listen and Emily was hard to hear. The two hosts also seem to have a tendency to talk over each other and to give quite long descriptions of the plots of the books they review.

I found myself zoning out several times throughout different episodes, having to rewind and listen more than once to reconnect with the flow of the conversation. I was hoping (at the very least) for an episode where they reviewed some steamy erotica or even sexy romance novels in order to live up to their name.

In reality, though, these two middle-aged women on the hunt for a good book left me on the hunt for a good nap. 🙄



GO ‘*INSIDE CRIME*’ WITH ANGELINE HARTMANN

Mom and Emmy-Award-Winning Broadcast Journalist Delivers a Fresh Perspective

In May, many of us celebrate both Mothers’ Day and Police Week. That makes this feature particularly special, and why I chose to highlight Angeline Hartmann—mom, Emmy-award-winning broadcast journalist, and host of the *Inside Crime* podcast.

I first came across this show when a colleague of mine, Tallahassee Police Officer Sean Wyman, was featured during the show’s recent season which focused on Survivors and Heroes. Having personally featured Sean previously on *Beyond the*

Call, I was compelled to listen to *Inside Crime*’s December 10, 2019 episode.

I was immediately hooked on the show.

A seasoned journalist with a passion for crime fighting, there’s no question that Angeline is skilled at truly digging into a story. In each episode, she delivers a fresh and honest perspective from law enforcement, victims’ families, and survivors about their unique experiences inside crime.

“It’s about introducing people to the person behind the badge.”



This comes as no surprise, as Angeline served as a correspondent and producer for the iconic television show, *America’s Most Wanted*, working closely with law enforcement agencies across the country, profiling their most dangerous fugitives and unsolved cases.

Our discussion began around the Sean Wyman episode. *“He was such a good interview,”* Angeline commented. *“It’s about introducing people to the person behind the badge, and I think that’s important.”*

We dug deeper into *Inside Crime’s* theme of Survivors and Heroes last season. *“At the heart of it, stories are stories,”* she opined. *“These days, it’s nice to hear positive stories. Whether they are in law enforcement or a similar career (or survivors), many of our interviewees end up turning their situations into something positive. Nine times out of ten, they want to share that message with the public. If*

we can provide that opportunity on Inside Crime, we are happy to do that.”

To that end, we delved into the last episode of the season highlighting the story of Tempe Police Officer Lindsay McCall Long, who was shot three times in the line of duty on October 29, 2018.

Half-jokingly sharing a blessed connection of never having been wounded by a firearm, Angeline and I were also both intrigued by the officer’s account of the experience itself, and what she was thinking and feeling at the time.

“The feedback we have been getting lately, especially with these stories involving law enforcement and a traumatic experience, has been positive,” Angeline commented. *“Many have mentioned, ‘I was on the edge of my seat. I felt like I was right there!’ That tells me [our listeners] are sitting there right in the moment living it. I think that’s a good thing.”*

Angeline elaborated on the authenticity of *Inside Crime*. “I am a journalist at heart, through and through. That’s what I have been doing my entire life,” she said proudly. “Not all podcasts check out their sources or do their own research. *Inside Crime* is the real deal. There are a lot of conversations that happen before we even decide to cover a case. There’s vetting. There’s fact-checking. What we are giving our audience is real and genuine. And we get our guests to a place where they are speaking from the heart. We want the listener to get as close to the scene and scenario as they can.”

Sometimes, when a survivor speaks with *Inside Crime*, it is the first time he or she has decided to tell his/her story publicly. “I always want to make sure that the person we are talking to is ready,” Angeline stated. “I want to make sure it is what he wants to do, that he is comfortable, and that his heart is in it. We develop a relationship first with all of the people we talk to.”

Inside Crime certainly creates a forum where survivors are truly able to speak from the heart. In that regard, Angeline particularly remembers the episodes on the Alicia Kozakiewicz case. “Alicia was abducted when she was 13 years old after she met somebody online,” recalls Angeline. “This was a real-life nightmare, and she bravely tells her story about what happened and how she got out of it. These are stories that can be tough to listen to.”

Ironically, Angeline is the mother of a 13-year-old. “I’m still in denial about

ANGELINE

listens to



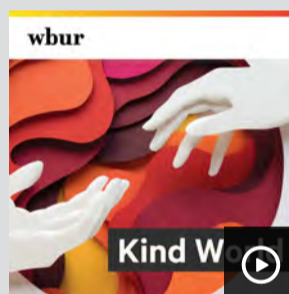
PD STORIES

Law enforcement professionals join host Tom Morris Jr. (*America’s Most Wanted*, *Live PD*) to share their experiences, insights, and perspective on policing.



THE KOY POND WITH JO KOY

Jo Koy welcomes friends and fellow comedians to share their hilarious insights on a wide variety of topics. Listen as they improvise, reenact, and laugh about the funny things in life.



KIND WORLD

Kind World is a show about how a single act of kindness can change someone’s life. In each episode, hosts and reporters Yasmin Amer and Andrea Asuaje search the world for good news stories that will restore your faith in humanity.

“I am a journalist at heart, through and through.”



“We want the listener to get as close to the scene and the scenario as they can.”



having a teenager,” she laughed. “It became very different covering stories once I became a mother. I remember law enforcement officers and firefighters saying that once you have a child, it changes your perspective. It’s harder to deal with crime scenes and accident sites [as a parent].”

Given that Angeline has been a crime reporter since 1996, I had to ask if having covered all those stories shapes the way she “parents” (if that is even a verb) as a mom. *“Let’s just say that I am very aware of what can happen in the world,”* she answered. *“I try to talk to my son in an open way like an adult. Whether it is the stories I cover or the work I do with the National Center for Missing & Exploited Children, I just have those open conversations with him. That’s not to say there aren’t certain aspects I don’t share with him, but I am open on a number of subjects. I have talked to him about online enticement, for instance.”*

The other obvious question, keeping Angeline’s 24 years as a reporter in mind, was “Why a podcast?” She explained that the idea for *Inside Crime* came to her a few years ago at Crime Con, one of the biggest true crime events for fans, speakers, newsmakers, and podcasters.

She was intrigued by having the ability to provide much deeper coverage of a story.

“There’s always more to a story,” she explained. *“When I was doing local news, you get about 90 seconds to tell a story. But to get that 90 seconds, you have to talk to someone for a long time just for a couple soundbites. There’s a lot that doesn’t end up on the air. Having a podcast, I love that I can tell a story for 30 minutes or even three hours. There are no rules. We can do whatever we want.”*

“Now that we have done three seasons, I’m enjoying it even more,” Angeline exclaimed. Probably not as much as the fans of *Inside Crime*, though. As a fan myself, based on the high quality of the first three seasons, I can’t wait for season four.

When asked what we can expect from the next season, Angeline shared, *“More crime!”*

A great scoop from an Emmy-award-winning reporter! 🎧



True Crime Category Director

Kenneth C. Bator
truecrime@podcastmagazine.com
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



THE GREAT FAIL

Sometimes, podcasts cross categories. *The Great Fail* succeeds at doing so well!

At first, you may think you are listening to a typical true-crime podcast, with openings such as “In March of 1997, a body was found...” from the “Bre-X: Fool’s Gold” episode.

But you quickly realize that it’s something refreshingly different.

Debra Chen (mother of two, in celebration of Mothers’ Day!) brilliantly hosts this true-crime inspired podcast that examines the



greatest success stories of prominent and prolific companies, brands, and people, as well as what led to their demise.

If you love true crime and stories of massive failures, you will love *The Great Fail*.

Taking a forensic look at stories that will often shock you, the show crosses over into the business category, including a business-education factor as Debra delves into the avoidable mistakes that have ended the lives of companies and left boardrooms looking like crime scenes.

This podcast is also practical, in that all episodes are between 20 and 25 minutes in length. This makes them perfect for that quick walk or run, which is also especially valuable during these unusual times while gyms are closed. To that end, be sure to listen to the “Special COVID-19 Episode: Whistleblower from Wuhan.”

Bottomline: If you are a business professional who loves true crime, *The Great Fail* is meant for you. 🎧

PODCAST CHARTS: The Six Major Players



In the '80s and '90s, we all listened to the same music.

Perhaps one listened to country while others listened to pop, but for the most part, we only knew what was on the radio and MTV.

Record stores carried the popular artists, but that was about all. Coming across an artist you'd never heard of before was rare (and if you did, it was likely something popular your parents listened to).

And since we all paid attention to the same music, movies, and books, everyone knew all the artists on the three major charts: Billboard's Top 100 Songs, New York Times' Bestsellers List, and the Oscars.

These charts weren't meant for discovering new artists at all. They were measurements of what was hot at the moment.

But the internet changed all that.

Now, there's more information than we know what to do with.

Hardly anyone listens to the same music, the same podcasts, or reads the same books. The mass market culture is no longer.

In the podcast world alone, there are 30 million to choose from, and very little information to sway you one way or another about which to listen to. Unlike record stores of old, Stitcher, iTunes, and Spotify offer millions of podcast options.

And so, in a generational reversal, charts have now become a great medium for discovering new podcasts, especially for new podcast listeners.

Gone are the days of radio dominance, when you were sure to have heard a song 123 times before it was ever featured on Casey Casem's America's Top 40.

Now, since most of the charts choose their features based on behind-the-scenes "download-and-listen" data, it's very possible that you'll find podcasts you've never even heard of before.

Podcast charts are dominated by six major players, each with their own measures and loyal following.

Apple/iTunes

Apple is the "big dog" in the industry—similar to the New York Times Bestsellers and the Billboard Top 100. Unlike those two, however, you can look at Apple's charts at any moment to see the top 100 broken down by category.

Unlike the days when "most radio plays" or "highest album sales" made it to the



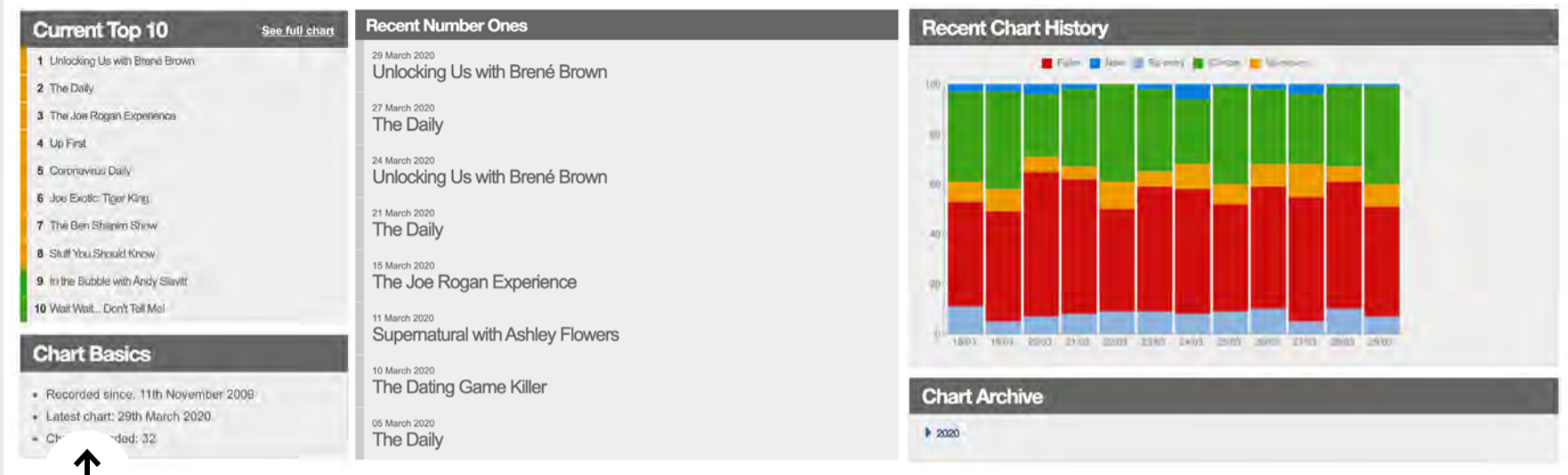





top of the charts, Apple's methods for determination of top podcasts is a closely guarded secret. It is speculated that recent growth, overall downloads, speed in popularity, and subscribers are all part of Apple's chart algorithm.

Since Apple uses an algorithm and weighs lots of different data points, it also means the most listened to or most subscribed might not actually be their number one pick.

And we know their charts are limited to the podcasts that are featured in their Apple Podcasts Library, which means



As of April 1, 2020 *Unlocking Us* with Brené Brown tops the Apple iTunes U.S. podcast charts

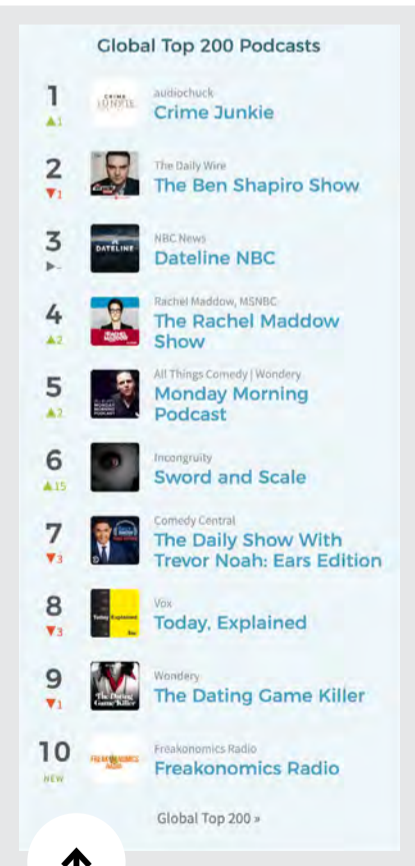
pretty much all of them. Still, some can be missed.

Currently, Apple/iTunes is the “standard” people use when comparing podcast popularity.

Chartable and Podtrac

If you’re looking to find highly subscribed and popular podcasts, Chartable and Podtrac are attempting to create the most reliable IAB V2-Certified list, independent of where the podcast is hosted.

podcasts whose owners/producers have integrated their code into their podcast feed. So, it’s still not an objective cross-section of all podcasts, but a cross-section of podcasts with properly installed code.



Chartables’ ranking of the Top 200 Global Podcasts

Their service tracks listens and downloads with the hope that the highest-listened-to podcast, or the one with the most subscribers, actually makes it to the top.

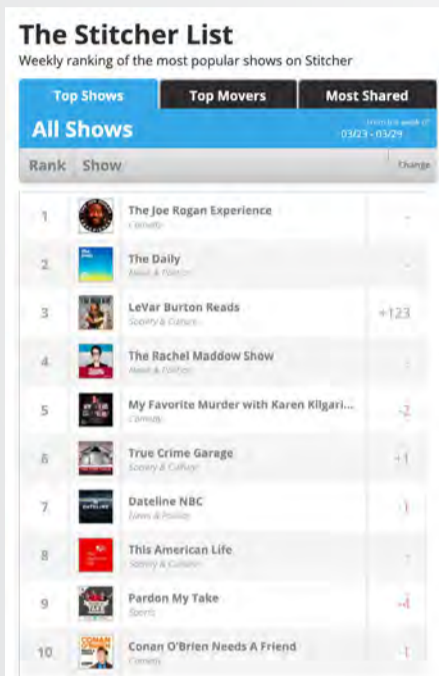
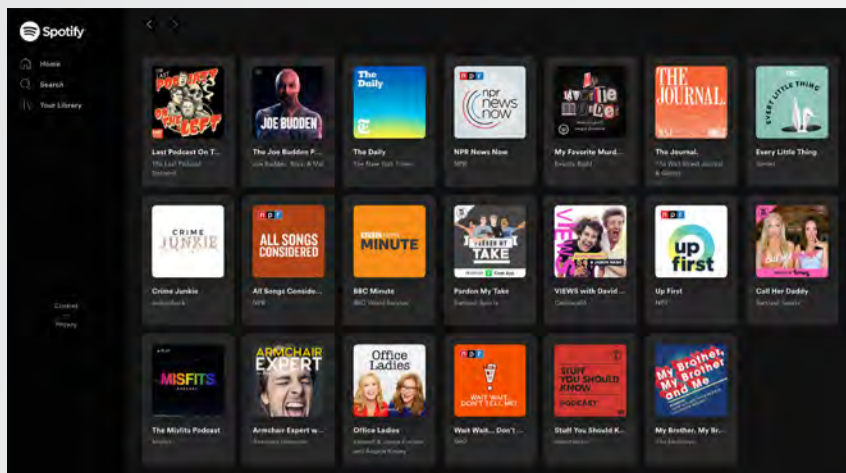
Unfortunately, their service only works for

PODCAST INDUSTRY RANKING TOP 20 PODCASTS US AUDIENCE: FEBRUARY 2020			
RANK	PODCAST	CHANGE	PUBLISHER
1	The Daily	—	The New York Times
2	NPR News Now*	—	NPR
3	Up First	—	NPR
4	Stuff! You Should Know	—	iHeartRadio
5	The Ben Shapiro Show	—	Daily Wire
6	This American Life	—	This American Life/Serial
7	Pardon My Take	—	Barstool Sports
8	Dateline NBC	—	NBC News
9	RadioLab	+5	WNYC Studios
10	Planet Money	-3	NPR
11	Call Her Daddy	-2	Barstool Sports
12	Wait Wait...Don't Tell Me!	—	NPR
13	Fresh Air	-2	NPR
14	Hidden Brain	-4	NPR
15	NPR Politics Podcast	—	NPR
16	TED Talks Daily	-1	PRX
17	TED Radio Hour	-1	NPR
18	How I Built This	—	NPR
19	The Moth	-3	PRX
20	The Rachel Maddow Show	-1	NBC News

The Top 20 Industry Ranking podcasts from Podtrac

Spotify and Stitcher

Two of the main tools people use to listen and subscribe to podcasts, Spotify and Stitcher have decided to use their own propriety software to track downloads and listens of episodes. While Chartable and Podtrac track podcasts no matter where they are listened to, the Spotify and



A simple glance here will give you an idea of the differences among chart rankings for Spotify, Stitcher, and Podcast Magazine. It is recommended to subscribe to all services listed in order to stay current.

PODCAST **HOT 50** MAY 2020

This month's Top 50 podcasts as determined by podcast fans. Vote at PodcastMagazine.com/Hot50

RANK	THIS MONTH	LAST MONTH	PODCAST NAME	Host(s)	RANK	THIS MONTH	LAST MONTH	PODCAST NAME	Host(s)
1	1	1	TRACE EVIDENCE	Steven Pacheco	26	-	-	NEXT ON THE TEE	Chris Mascaro
2	10	-	BIG MAD TRUE CRIME	Heather Ashley	27	-	-	TALKING MOPARS	Chris Albrecht
3	7	-	L.I.F.E CAST PODCAST	The Cast of LIFE	28	37	-	THE JOE ROGAN EXPERIENCE	Joe Rogan
4	2	-	THE UPSIDE	Callie & Jeff Dauler	29	-	-	BRING ON THE WEIRD	William Green & Elijah Meadows
5	8	-	SMALL TOWN MURDER	James Pietragallo & Jimmie Whisman	30	29	-	LAST PODCAST ON THE LEFT	Ben Kissel, Marcus Parks & Henry Zebrowski
6	6	-	CRIME JUNKIE	Ashley Flowers & Brit Prawat	31	-	-	GENERATION WHY	Aaron & Justin
7	5	-	MURDER MYTH & MYSTERY	Saram, Erik & Mary	32	-	-	REAL LIFE REAL CRIME	Querton & Jim Rathmann
8	21	-	CRIME IN SPORTS	James Pietragallo	33	-	-	SIDELINE TO SIDELINE	James Sargent & Terry Bennett
9	11	-	COLOR ME DEAD	Angel & Nikki	34	-	-	SKINWALKER: TRUE CRIME PODCAST	Joe & Matt K.
10	3	-	MURDER M... TRUE CRIME PODCAST	Michael J...	35	-	-	THE AMAZING WORLD OF TALKIN SHIZ	...
11	-	-	HOLSK...	Steve & ...	36	-	-	BEHIND THE SCENES	...
12	20	-	MORBI...	Alaina	37	-	-	CRIMINOLOGY	...
13	13	-	MY FA...	Karen	38	-	-	TRUE CRIME OBSERVED	...
14	-	-	THE T...	Kat Da...	39	-	-	BECKNOBS & BROOMFLICKS	...
15	-	-	3 SPOO...	Tara Vos...	40	-	-	CRIME BEAT	...
16	-	-	REDHAN...	Suruthi & h...	41	-	-	CRIMINAL	Phoebe Judge
17	31	-	SWORD AND...	Mike Boudet	42	28	-	DARK POUTINE	Mike Brown & Scott Hemenway
18	24	-	TRUE CRIME GAH...	Nic & Patrick Edwards	43	-	-	MOMS AND MURDER	Mandy & Melissa
19	15	-	CASEFILE: TRUE CRIME...	Mike Migas	44	-	-	ONCE UPON A CRIME	Esther Ludlow
20	26	-	THE TRAIL WENT COLD	Robin Warder	45	47	-	SOUTHERN FRIED TRUE CRIME COUNT	Biggun' & Brandon "Mojo" McNeely
21	22	-	TRUE CRIME ALL THE TIME	Mike Ferguson & Mike Gibson	46	34	-	TIMESUCK COUNT	Dan Cummins
22	17	-	MORBIDODOLOGY	Emily G. Thompson	47	-	-		
23	-	-	YOUR BRAIN ON FACTS	Moxie LaBouche	48	-	-		
24	-	-	BEYOND 8 FIGURES	Steve Olshe, Mary Goulet & Richard Otey	49	36	-		
25	-	-	DUELING DECADES	Beau, Jon, Marc, Mike & Rick	50	-	-		

Click to view the full Podcast Magazine Hot 50 rankings for this month!

Stitcher charts only rank podcasts loaded up to these two services.

Again, they are major players, so most podcasts can be found there, but some can still be missed.

Podcast Magazine

Unlike the others, Podcast Magazine's monthly chart isn't dependent on code, platform, or download numbers.

Rather, it is the first-ever user-generated chart.

It is solely based on votes from our readers and fans. And with thousands of listeners voting each month, the statistical significance is high.

From a discoverability standpoint, any new or "small" podcast can lobby its fans to vote and possibly make it on the list, which is not possible on the other charts.

Therefore, Podcast Magazine's chart is the only one whose top featured podcasts are there by love alone.

When it comes to podcast charts, my advice is to subscribe to them all, compare and contrast them, and definitely share them with friends. 📌



Gadgets, Gizmos & Gear

Dan R Morris
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GROWING A LOVE OF GARDENING

A Podcast for the Beginner Gardener

“I never intended to fall in love with gardening.” —Jill McSheehy

In 2012, Jill McSheehy decided to leave her full-time job to be a stay-at-home mom. Like many young families, she then faced a dilemma—could they make it work on one income?

To help manage their reduced income and feed her family, Jill decided to start gardening.

A true beginner, she planned on planting her first-ever garden in the spring of 2013.

“I spent that first fall and winter researching everything I could get my hands on, from books to YouTube videos to podcasts. I quickly realized the information was way over my head,” Jill said.

Armed with all the book knowledge she could find, she prepared the family’s first garden bed that fall. It wasn’t until several months later that they realized they had



It's never a dull day in the office! (photo credit: Crystal Malloy Photography)

planted in the lowest section of their property—as the garden area flooded with spring rain.

Using one tiller Jill's dad purchased off Craigslist, Jill and her husband quickly cultivated a new planting area, and the next-level education began.

“I was so new, I had to google what a potato sprout looked like! I felt like I was back in college: so much book knowledge, but no practical experience.”

Jill learned as she went, researching, applying, documenting, and gaining “*life-gardening experience.*” With lots of trial and error, successes and failures, Jill also experienced an unexpected bonus to her gardening adventure: it gave her purpose.

When she stopped working, she felt she had lost her identity. The garden gave her a place to go, in addition to being a method of contribution to her family. In a sense, then, it became her office.

In fact, gardening “completes a circle” for Jill. It allows her to research, to learn, to teach, and to give away her content.

Finally, it allows her to succeed or fail.

A self-proclaimed overachiever, gardening has taught Jill how to embrace failure as a learning process—a way of seeing what works and what doesn't. Now, she takes purposeful risks, rather than allowing fear to keep her from taking action.

Part of Jill's learning process included listening to garden podcasts to



“I’ve learned more from my failures than the successes.”



continuously research and learn. In doing so, Jill realized that most education for gardeners assumes you know the basics. At the time, though, there was nothing out there for the true “beginning gardener” like she had been.

Ultimately, Jill launched *The Beginner’s Garden Podcast* in 2017 as a resource for the new gardener—the one who, for example, might need to google what a potato sprout looks like.

Jill, who has always loved teaching, appreciates that the podcast medium gives her an outlet to educate, too. Not only that, but it also gives her reasons (aka excuses!) to try different experiments in her garden (think soil and varieties of plants) and report back to her listeners.

“Every year, it’s something new, so gardening is never boring! Each season is different,” Jill shared.

The Beginner’s Garden Podcast currently

follows the format of three solo episodes followed by one guest interview. Jill carefully considers every expert invitation she extends. Many of her guests are at a “gardening PhD level,” so her big challenge is in providing her audience with new and different content that matches her audience—that it’s not too far over the newbie’s head. Her goal? To meet her listeners where they are right now and provide them with the education they seek.

Another benefit Jill talks about—of her podcast, blog, and being part of the gardening community—is the relationships she’s built over the past few years. One in particular she cherishes is the mentorship she’s enjoyed since the first season of her show with a fellow gardener... an engineer who really enjoys the testing aspect of gardening. He’s become a good friend, and the two enjoy bouncing ideas off one another. Without

the podcast, Jill wouldn't have this friendship, or others she appreciates, either.

Plus, it was via Jill's podcast and blog that a publisher sought her out to write a gardening book, which resulted in her recently released *Vegetable Gardening for Beginners* book.

Finally, Jill also enjoys educating homeowners and gardeners about how they can help the ecosystem. One of Jill's most recent significant guests, Douglas Tallamy, is author of *Nature's Best Hope*—a book dedicated to exactly that. They discussed how home gardeners can take strategic actions to preserve and rebuild the declining insect population, and thus, the ecosystem as a whole. That's right... we can all do a part in in our own backyards!

And, gardening can be a family affair! Jill's husband recently started a honeybee operation, and her children help, too. (And yes, Jill confesses that she has been known to send them out to weed for "behavior correction" as needed. Once they are out there, though, Jill says it's no longer a punishment... they enjoy it!)

Jill also cans and freezes her bounty, so they enjoy their homegrown vegetables all year long. She makes teas from the herbs she grows, as well as skin cream and herbal cleaning products.

Thanks to her garden, Jill always has work to do and a place to "get away." What started as a necessity to help her family has since grown into a love, a sense of purpose, and a business.

Oh, and Jill would love to hear from the beginner gardener readers of *Podcast Magazine* who want to share their successes and gardening stories. Visit her website, and reach out. 📧



Leisure Category Director

Lori Lyons

leisure@podcastmagazine.com

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



JOJO'S BIZARRE PODCAST

Animation and manga is an interesting subcategory of Leisure podcasts with a very vast-but-specific audience. Manga is the Japanese artwork style of cartoon drawings while anima is the animated cartoon.

Jojo's Bizarre Adventures is a print cartoon series that later morphed into a television series, movies, and an entire merchandising brand. Speed Racer is another type of anima that has come and gone in popularity in the US over the past 50+ years.

Originally, *Jojo's Bizarre Podcast* (first airing in 2016) was intended to ponder and discuss Jojo's adventures (well, all the characters and "arcs" this series encompasses). In truth, the discussions range from analyzing the characters to their sexuality to candles to the New York subway to baseball.

Over 165 episodes later, the podcast continues despite the fact that *Jojo* hasn't been on television in a while—in over 800 days, in fact, according to the hosts.

One element I particularly enjoyed was the use of different music clips to start each episode. I also enjoy the fact that the intros are short—just a couple of seconds. The music sets the tone and ties nicely into the theme of the episode.

The hosts are engaging. When all three are on the podcast, the discussion can be lively and fun. A fun listen, even if you don't know what anima or manga is. 🎧



U N W E L L

A SUPERNATURAL METAPHOR

Hello, Lillian Harper? This is Jamie. I'm calling from the Mt. Absalom Emergency Care Clinic. Your mother, Dorothy Harper, has you down as her emergency contact.

Um... I'm afraid she's had a bit of a tumble...

Lily Harper came home from work one day, hit the “play” button on her voicemail, and was confronted with the reality that she would have to return to her home in Central Ohio to care for her estranged mother.

What she wasn't prepared for was what else she would encounter—specifically, a house full of mysteries, conspiracies, and ghosts.

Welcome to *Unwell*, a midwestern gothic mystery podcast produced by Jeffrey Nils

Gardner and Eleanor Hyde for HartLife NFP.

“Part of what Lily has to navigate is building an adult relationship with her mother,” said Gardner. *“At the core of this family is a mother and daughter who have been estranged for many years and are now living together.”*

A central narrative of the show, Gardner explained, is about *“how we construct families. Even if we're related to them, it's something we still consciously and deliberately construct.”*

“What does it mean to both be adults and interact together? To learn who each other are as equals, rather than in the kind of parent-child or adult-child relationship, which is very, very different? I’ve been very interested in how people construct these types of very important building-block families and groups that are so important in their lives.”

Unwell also tackles the heartache of Alzheimer’s disease—more specifically, what it’s like being a 30-something caring for a loved one with Alzheimer’s.

“That’s something we don’t have a lot of art about right now. It’s not something we talk a lot about,” Gardner said. *“But as people are living longer and longer, generally being healthier and healthier, dementia and Alzheimer’s and other degenerative conditions like that are things we, as a society, are dealing with. We looked around and didn’t see any types of art to help us wrestle with processing what was happening. There was nothing to show us how to support someone with dementia, or how to overcome our own struggles as caretakers of people with dementia. And so, this piece of art asks those questions.”*

Bringing this struggle to life was one of the reasons Gardner and Hyde chose to set *Unwell* against the trappings of a Gothic ghost story.

“We get to deal with these very frightening and very difficult things sideways AND head-on using the supernatural and ghosts as metaphors,” Gardner said. *“It’s a way of getting to deeper truths about*



↑
Gardner and co-executive producer Eleanor Hyde speaking at HartLife



(from left)
Michael Turrentine (actor) and Mel Ruder (Recording Engineer)

memory and memory loss. Although I would say that the hardest episodes we’ve written and recorded have not been the big supernatural scary episodes, but the very quiet episodes of this family struggle.”

“We get to deal with these very frightening and very difficult things sideways AND head-on using the supernatural and ghosts as metaphors.”

Two inspirations for *Unwell* were *House of Leaves* by Mark Z. Danielewski, which “is a really fascinating novel that plays with form and style in just some beautiful and wonderful ways,” and *Gravity Falls*, a cartoon series that ran for three seasons.

“Even though it’s created for children, it really addresses in interesting ways how family is complex. The same goes with caretaker roles. It pushes back against the notion that people are simply good or evil by putting them up against a kind of ‘backdrop’ of cosmic evil and saying, ‘Well, okay, so real people are more complicated.



And sometimes people who love you do things that hurt you, and there’s no easy way around that. You just have to go through it.”

Creating a fiction audio drama as complex as *Unwell* is not for the faint of heart. Gardner estimates around 10 hours invested per finished minute of the show.

“We have four very talented writers who work in the writer’s room with us. And together, we not only do a huge amount of the world-building for the story, but we also plot out each season.”

The writing team generally meets once a week for several months while developing scripts.

“We actually have a very precise way of doing our writers meetings,” Gardner shared. “We always sit down and have a home-cooked meal together—I cook for the writers. We’re very Midwestern. We find that the chance to sit down and eat together and catch up on each other’s lives means everyone goes

into the meeting feeling full, and having had that clearly delineated social and catch-up time. It sets us up in a really nice way to collaboratively develop the scripts, so we can all make sure they are the best they can be.”

In addition to the writing team, there is also a sound team comprised of eight sound designers, a composer, a recording engineer, and several musicians.

“Ryan Schile is our lead sound designer. He collaborates with me by giving feedback on each of the individual episodes,” said Gardner. “Plus, he also did a lot of the early work to establish the aural language of the show. He, among other things, developed this really great virtual tour of the boarding house. It’s a little video of a dot walking through the ground plan. You hear the key sound effects and environments of each space and what the room tone and the reverb in each space sounds like as the dot walks through. It goes a really long way in making the house really feel real, and to make it feel unified across the team.”

There’s a lot to appreciate about Unwell, not the least of which is the complexities of managing a large and diverse team and having them all come together for a common cause: creating a fascinating and addictive podcast that also explores a difficult, universal, and very important message. 📍



Fiction Category Director

Michele PW (Pariza Wacek)
fiction@podcastmagazine.com
The Write Inspiration podcast 🎧



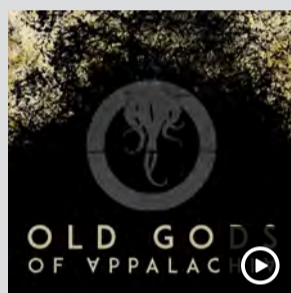
JEFFREY

listens to



BUNDYVILLE

A seven-part series chronicling the rise, fall, and resurgence of the Bundy family, the armed uprisings they inspired, and the fight over the future of the American West.



OLD GODS OF APPALACHIA

A Lovecraftian horror anthology podcast that takes place in an Alternate Appalachia. The oldest mountains in the world were never meant to be inhabited.




CONSTELLATIONS

constellations illuminates audio work from a community of international artists craving and making experimental work that floats beyond the borders of radio and podcasting.



“The hardest episodes we’ve written and recorded have not been the big supernatural scary episodes, but the very quiet episodes of this family struggle.”



UNDER THE RADAR

Michele's Independent Review Of A Fiction Podcast You've Definitely Heard Of... But Should Be Listening To



PASSENGER LIST

A missing plane.

A cabin full of suspects.

A search for the truth.

What makes the idea of a missing plane so compelling that you can't force your brain to "look away"?

Passenger List is an intriguing audio drama about the search of a vanished plane.

The story follows Kaitlin Le, a college student, who is searching for her twin brother who vanished on the flight.



In documentary-style format, Kaitlin investigates the flight and interviews various people involved. The listener gets to "eavesdrop" on Kaitlin's conversations as she slowly peels back the layers to find the truth of the story. (Better yet, a la *The X Files*, there's even some sort of Deep Throat operative feeding her clues. After all, what kind of missing plane story would be complete without a good shadowy conspiracy?)

This is one of my favorite types of audio dramas, because I feel like I'm part of the action—like I'm investigating right alongside Kaitlin.

But *Passenger List* takes it a step further.

Their website continues the experience! Join the investigation by joining the email list.

Even the ads are in on the action—a flight attendant reads "a message from our sponsor" to a plane full of passengers.

The attention to detail is really a step above.

All in all, I found *Passenger List* a fun and enjoyable immersive audio drama. 🎧

JULEYKA LANTIGUA-WILLIAMS:

An Amplifying Voice for Creators of Color



What does an aspiring lawyer, a journalist, an entrepreneur, a filmmaker, and a podcaster have in common?

They are all the same woman—Juleyka Lantigua-Williams.

Beginning her podcasting career as the Senior Supervising Producer and Editor for NPR's popular *Code Switch* podcast, Juleyka has gone on to create a successful podcast company that embodies her ideals of creative freedom, risk taking, informed intent, and empowerment.

The podcasts produced by Juleyka's company, Lantigua Williams & Co., feature stories and perspectives for audiences that are often ignored by media. In particular, for women of color.

Her company creates shows such as *70 Million*, focusing on criminal justice and the decarceration of American jails; *Latina to Latina*,

showcasing the challenges and successes of Latinas from various industries; and *Feeling My Flo*, covering stories of menstrual health, equality, and history.

“I’m not the driving force in any of the shows we produce,” Juleyka tells me, breaking down the philosophy of her company. *“My job is really to execute [my team’s] vision for a particular episode... you just dream big, and we’ll make it work.”*

Big Dreams

Growing up in the Dominican Republic, Juleyka began envisioning her future career as a lawyer at just five years of age. Her aspirations followed her to the United States when she moved to a South Bronx neighborhood in New York at the age of 10.

And then, after finishing college, Juleyka’s dreams finally came true.

After finishing a Fulbright program in the European Union, she came back to the U.S. and began working with lawyers...

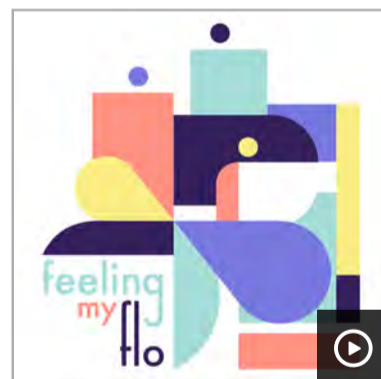
... and realized she hated it!

“So, you do the most logical thing at that point, which is to get a job in Japan and move there,” Juleyka joked.

Completely uprooting her life, Juleyka moved to Japan and taught English. She began contemplating her life’s purpose. Framing this period in her life, she said, *“It just became so clear, when all the other noise had just shut off in my life. Who are you? Oh, you’re a writer! Now what?”*

That “what” ended up being Juleyka’s

“My job is really to execute [my team’s] vision for a particular episode... you just dream big, and we’ll make it work.”



Juleyka’s company has created podcasts that primarily serve women of color, a particularly underserved audience.

return to education in order to obtain a master’s degree in creative writing and print journalism, which turned into gigs with prestigious publications like Random House, *Jet* magazine, *XXL*, *Urban Latino*, and *The Atlantic*.



“Informed Intent... is being actively purposeful with your intentions by finding tangible ways to measure those intentions out in the world.”

As a reporter, Juleyka’s natural drive to tell stories about people who were not being covered in mainstream media made her one of only a handful of reporters in the early 2000s covering topics like Latino health and environmental racism.

Like so many others, Juleyka was turned on to the world of podcasting when she listened to the *Serial* series. But it wasn’t until 2017, when she had the opportunity to work on NPR’s podcast *Code Switch*, that Juleyka’s career path would transition again.

Enamored with learning the “new language” of journalism that took her beyond the print world into audio storytelling, Juleyka fell deeply in love with podcasting... so much so that she created her own company—Lantigua Williams & Co.

The mission: To establish a space for creators of color to tell their stories the way

they want them told and build audiences of color by providing high-quality shows they would want to listen to week in and week out.

Juleyka was careful in the naming of her company, choosing a sort of homage to the old-school, locally owned hardware stores and family-owned businesses that had names like, ‘*Something-Something*’ & Sons. These businesses tended to be pillars of the community, signifying legacy building, family values, and conveyed trust amongst their patrons. Despite being mom to two young sons, Juleyka decided “Co.” would help exemplify the greater inclusiveness she wanted to showcase throughout her team and listening audience.

Terms to Live By

Juleyka is adamant about the importance of her team. Making it clear that she does not—and cannot—do this work by herself,

she built her company, team, and their projects based on one of her favorite terms, “Informed Intent.”

Explaining the term’s meaning as *“being actively purposeful with your intentions by finding tangible ways to measure those intentions out in the world,”* Juleyka maintains that it’s simply not enough to abstractly declare, *“I’m making an impact in the world!”*

Juleyka knows she is making an impact with her intentions, because 92% of the people she works with are people of color... verifying the success of her company’s mission to establish a storytelling space for creators of color.

Using what she calls *“The Golden Triangle”* format, the production of each show begins with a core team—a host, producer, and editor—who work together to help decide the direction and support needed for a specific series. From there, ancillary support like researchers and/or fact checkers is added to the mix.

“I don’t have a message. I think of myself as an amplifying force for other people’s messages,” Juleyka explained. *“Everything that comes out of the company has multiple hands on it. And that is necessary.”*

This team-first philosophy is why Juleyka also calls Lantigua Williams & Co. a “Triple-C Company” (Creator-Centered Company)—those who are actually creating the project are at the center of *everything*, making decisions about

“Everything that comes out of the company has multiple hands on it. And that is necessary.”

budgets, production schedules, and marketing, too.

Much of Juleyka’s team consists of freelancers she spoke with during the inception of her company. After talking with them about the mission of Lantigua Williams & Co., their own upcoming projects, and how these freelancers would like to grow in their careers, Juleyka was able to put together talented teams whose life experiences are reflected in the programming. She has also provided mediums for people to obtain skills and create future opportunities for themselves in the media industry.

A Different World

The fruits of that labor can be seen in *70 Million*, one of the first popular podcasts



Lantigua-Williams presenting at Werk It! in Los Angeles, October 2019 (photo credit: Briana Jones [J. Visuals])

produced by Lantigua Williams & Co.

“The idea that we need to keep two million people behind bars, essentially at all times, is barbaric,” Juleyka explained. *“The fiscal argument is that it is a complete waste of money... the research shows that there is no correlation between incarceration and public safety.”*

Reciting stats with ease, Juleyka went on to say how, despite the fact that America is experiencing some of its lowest crime rates ever, we’re still cycling 600,000 people through the federal prison system every year. Local jails process 12 million admissions *every year*.

And though Juleyka doesn’t see herself as the driving force behind her podcasts, her own story is rooted in the experiences conveyed by shows like *70 Million*.

Growing up in the South Bronx during the 80s and 90s, Juleyka saw firsthand the dichotomy between media reports and

reality. Newspapers told the world that her neighborhood was too dangerous to set foot in, while she felt extremely safe playing hopscotch outside her building every day.

And, while she did feel safe, she also remembers the disruption that the criminal justice system caused in her neighborhood: from people going to jail and never coming back to families having to halt their lives to make the day-long trip “upstate” to visit their loved ones.

People in low-income areas continue to face these struggles across the nation and around the world today.

Having lived in the Dominican Republic, Europe, Japan, and the United States, Juleyka’s life experiences have imbued her with a sense of freedom that she hopes to pass on to others.

“The experience of throwing myself into unknown environments has really fueled my



Lantigua-Williams & Co. is venturing into the world of film with two recent releases that have already gained critical acclaim.



sense of self. It has also raised my risk and pain threshold for trying new things. And that's the heart of being an entrepreneur."

She hopes that her example will influence and inspire other women of color as they create their own opportunities.

Thus, Juleyka continues to find new ways to reach audiences around the world, including producing the film *Sol de Agosto* (*August Sun*), an opportunity that came her way because of her support of other people's projects on Patreon (she was an original contributor for the book and eventual film *Hair Love*). *Sol de Agosto*, Lantigua Williams & Co.'s first film, has already won 10 awards and been accepted in over 40 film festivals.

Even with all the accolades and downloads of her podcast and film work, Juleyka maintains that true success is developing trust with your audience.

“The experience of throwing myself into unknown environments has... raised my risk and pain threshold for trying new things. And that’s the heart of being an entrepreneur.”

It's all about who has the longest, most involved relationship with their listener. And, as Lantigua Williams & Co. gets ready to release its first true-crime podcast and a new film titled *What Did You Learn Today, Georgina*, Juleyka reminds us that *“There is nothing but opportunity in our (digital media) space.”* 📌



Contributing Editor
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CONTRACTING OFFICER PODCAST

Making Government Contracts Better One Contract at a Time

Did you know that, in 2019, the government spent \$4.45 trillion dollars?

Yes, the United States federal government is the single largest buyer of goods and services. And while government contracting isn't a super-sexy topic most people can't wait to discuss around the dinner table, it's worth considering.

The federal government issues many contracts through the United States General Services Administration (GSA). The GSA then buys billions of dollars' worth of products and services for federal government agencies. Enter, the government contractor.



“Our podcast is a way for us to give back. We aim to shorten the learning curve and make it less painful for contractors to deal with the government and vice versa.”



A government contractor is a private company that produces goods and services for public government agencies. Contractors must bid on government contracts. Larger companies will seek out government contracts in the tens of millions of dollars, while smaller companies generally seek out smaller contracts.

So how does one go about becoming a government contractor? That’s the tricky part; the process is not easy. That’s why the *Contracting Officer Podcast* was created by co-hosts Paul Schauer and Kevin Jans.

As former government contracting officers now working on the industry side, they wanted to help both government and industry acquisition professionals understand how the other side thinks and operates by providing context on the similarities and differences between the roles.

According to Schauer, “No one ever grows

up dreaming of being a contracting officer, but the contracting officer’s role is essential to the operations of our government.”

Schauer’s 25 years of federal acquisition experience include service as a civilian contracting officer supporting the United States Air Force (USAF), director of contracts and business operations for a small-to-mid size defense contractor, and vice president for a major defense contractor in both contracts and operations (P&L responsible) roles. He is well-versed in all facets of the government acquisition process from both a government and contractor perspective.

“You don’t just sell to the government the



way you sell in the commercial world,” Schauer explained. “That’s why I love doing the podcast every week—because I learn something new preparing for each episode. There are strict rules and guidelines that must be adhered to, more than anyone could memorize. There’s this big book called the *Federal Acquisition Regulations (FAR)*. It’s the Bible of government acquisitions and every rule in the book must be followed. Government contracting is kind of a heavy lift for people who don’t know anything about it. Our podcast helps to demystify it.”

Podcast co-host Jans is also the President and Founder of Skyway Acquisition Solutions (“Skyway”). After 16 years as a Department of Defense contracting officer, he founded the company to help middle-market firms navigate the increasingly complex process of competing for Federal contracts.

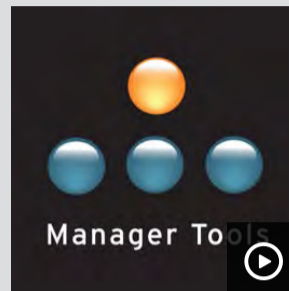
Jans built his company on the premise that no one knows the Federal acquisition system better than those contracting officers and buyers who managed it from the inside. Following that business model, he built the Skyway Community, a team of experts with ‘insider’ experience who have served as contracting officers. What separates Skyway from other government consulting companies is the insight that comes from a team having done the work as federal contracting officers.

Schauer and Jans modeled their podcast after the *Manager Tools* podcast. “That



PAUL

listens to



MANAGER TOOLS

Manager Tools is a weekly business podcast focused on helping professionals become more effective managers and leaders.



AKIMBO, A PODCAST FROM SETH GODIN

Akimbo is a podcast about our culture and about how we can change it... about seeing what’s happening and choosing to do something.



CONVERSATIONS WITH TYLER

Tyler Cowen engages today’s deepest thinkers in wide-ranging explorations of their work, the world, and everything in between.

“You don’t just sell to the government the way you sell in the commercial world.”



“Government contracting is kind of a heavy lift for people who don’t know anything about it.”

— Paul Schauer

podcast changed my life,” Schauer said. “I found it when I had a really challenging situation at work, and I needed to become a better manager quickly. Listening to their podcast will make you a better manager. We were fortunate enough to enlist them as mentors. They informally share great information in a relaxed and laid-back atmosphere, and that’s what we endeavor to do with our podcast. Episodes are published every Monday, and we aim for them to be about the length of your commute to work—twenty to thirty minutes.

“When you produce a podcast like ours,” Schauer continued, “success is judged a little differently. We don’t directly help people become contracting officers or government contractors. Rather, our podcast is a way for us to give back. We aim to shorten the learning curve and make it less painful for contractors to deal with the government and vice versa. But, when we found out that our podcast was listed by the government as a resource to help contracting officers, we really felt we had made it.

“Our podcast is helping people understand, based on our years of experience, the rules and processes behind government contracts at the ground level. I wish I had this information when I started. That’s why our tagline is ‘making government contracts better one contract at a time.’”

In his spare time, Schauer loves to play guitar, travel, and go on hiking trips with his wife of 25 years. He lives just outside of D.C. in Northern Virginia. 📍



Government Category Director

Meiko S. Patton
government@podcastmagazine.com
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UNDER THE RADAR

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



THE FUTURE OF GOVERNMENT

Airing only since October 2019, *The Future of Government* is fairly new on the scene. Still, it has an ambitious aim to help policy makers deliver better government to society no matter where you live.

It is not a political podcast; rather, it contributes to the discussion of how policy makers can make the positive changes needed in our society and helps deliver the tools needed in order to do so.

Host and creator Joao Sigora lives and



works as a civil servant in Brazil, and is very passionate about this subject. He recently interviewed Nitika Agarwal, COO of Apolitical, which is a global peer-to-peer platform for government. They connect policymakers to solutions. During the interview, the two discussed innovation and how there have always been innovators in government around the globe... all facing similar challenges around resistance to trying to be innovative in government. Apolitical gives them an opportunity to be a part of a global public servant community.

Sigora's podcast currently focuses on the education and health sector in government. He believes governments form a very important role in society, and strong government helps create strong citizens.

This is an excellent podcast whether you work as a civil servant, policymaker, or government citizen. 🎧



PODCAST GUESTING:

How Anyone Can Get on Podcasts (Without Having a Podcast)



In the first issue of *Podcast Magazine*, we discussed how podcasters grow their own shows. Of the many ways we highlighted, one of the most impactful and powerful is being interviewed on other people's podcasts.

We stand by that fact.

However, it's not a strategy just for podcasters. If you have any sort of business, book, video channel, or cause, going on podcasts can really move the needle.

According to Edison Research, podcast listening went from 46% of US households to 51% of US households between 2018 and 2019. Those numbers continue to rise.

Focusing on podcast guesting, then, will position you in front of bigger and bigger audiences as podcasts quickly become the new mass media. Plus, since these shows are typically around forever, one great interview could bear fruit for your business or cause for a long, long time!



The beautiful thing about podcast guesting is that those who listen to podcasts trust and value the opinions and information provided by the hosts they choose to listen to. So, when you are featured on those shows, you get to borrow the credibility of the host as they edify you and what you have to offer.

At the end of the day, in order to grow a business, podcast, or following for whatever you're doing, people need to know, like, and trust you. Spending time on podcasts, allowing people to get to know you, is the perfect way to establish that connection.

Wondering how to go about getting booked on podcasts? The good news is, it's most likely a lot easier than you think.

Most shows don't have a line of people just waiting to be interviewed. They're always on the lookout for great guests to introduce their audience to. Many are also "hand to mouth," recording and releasing episodes very quickly.

If getting on a ton of shows and building an audience for yourself is something you'd love to do, our advice is to start here:

Think of ways to spin your topic, so it's relevant for other niches, as well.

For example, if you're in the health space, think of ways to discuss your methodologies on business podcasts. Entrepreneurs need to stay healthy, too, in order to run their businesses. So, make your topic relatable. If you offer financial advice, maybe consider going on dating

Advertisement

Did you know that **45%** of **monthly podcast listeners** have a household income over **\$75,000?***



IT'S TRUE!

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Visit PodcastMagazine.com/advertise or contact ads@podcastmagazine.com

*Source: Edison Research Infinite Dial 2019



podcasts to discuss how people can have amazing dates on a budget.

Get creative—there's always some sort of spin you can apply to your content in order to make your expertise relevant to other audiences. It just might take some digging to get to those ideas.

From there, we recommend the following six ways to get on more podcasts:

1. Reach out to podcasters. It's easy! Most podcast websites have some sort of contact form which you can simply fill out to request a spot on the show. It's probably the most straightforward method, yes... however, it's likely the least effective, too.

If you get past the gatekeepers, you will probably need to make a pretty darn good pitch to get their attention. Many podcasters receive so many emails about guests that, over time, they start tuning them out and/or ignoring them altogether.

2. Referrals. If you know someone who knows a podcaster, ask for an introduction. A warm introduction is always going to take you a little bit further than a cold outreach.

3. Attend The New Media Summit. The Editor-in-Chief of *Podcast Magazine* hosts an event called The New Media Summit twice per year. At this event, those who want to be on podcasts have the opportunity to take center stage to pitch 40 top podcasts on why they'd be a good fit for their show... and, get booked on the spot.

Podcast listening went from 46% of US households to 51% of US households between 2018 and 2019.

—Edison Research



The event guarantees that you'll leave with high-level podcast bookings in hand and the average attendee leaves with 20+ bookings.

We attend almost all of these events, and they really are worth your time.

4. If you have a podcast of your own already, a great way to build connections is by **inviting other podcasters onto your show.** While many hosts will ignore email requests to be featured as a guest on that host's show, very few ignore requests to be a guest on other hosts' shows. After all, they want the podcast growth for their show as much as anyone else.



So, bring a podcaster on your show and, after the call, keep the conversation going. You might very well find yourself being invited onto his or her show next.

5. Create an account on PerfectPodcastGuests.com. This is a directory site where potential podcast guests can create a listing, and podcasters can look through the listings to find ideal guests for their show. You simply enter your contact details, area of expertise, and the types of shows you'd like to be on, and if interested, podcasters browsing the site will reach out and invite you on their shows.

This is a sort of a “set-and-forget” method for generating invites.

6. Hire a service. There are services out there that will leverage their connections to help get you on shows for a monthly retainer. In our experience, these services are typically pretty pricey, and we can

make many of the same connections by leveraging our own network.

We recommend this strategy for those who don't have the time to do the others listed above, or if those others have failed to result in podcast bookings already.

If you do go this route, we like Interview Valet, if you want to check them out.

All in all, podcast guesting is a great opportunity, no matter what it is you're trying to promote. Leverage the opportunity now, and be well-placed for the future... 📌



The Professional Podcaster
Matt Wolfe & Joe Fier
propodcaster@podcastmagazine.com
Hustle and Flowchart 📌

Sources used in the article:

Edison Research. The Infinite Dial 2019.
<https://www.edisonresearch.com/infinite-dial-2019/>

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The **NEW MEDIA SUMMIT** is the premium, closed-door conference where you'll not only connect with, and learn from, 40 of today's leading podcasters, **you'll take center stage** to pitch everyone on who you are and what you do... and, get booked on the spot!

FUN FACT: We have a 100% track record of attendees getting booked.

(At a recent Summit, one attendee got booked on 33 shows!)

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- ✓ Connect with your favorite podcasters
- ✓ Smash revenue records by reaching, and attracting, perfect prospects who need your offerings

... lock in your seat today. Attendance is limited to **just 150 people** so that everyone has each podcaster's undivided attention (all previous Summits were jam-packed).



Steve Olsher
*Reinvention Radio &
Beyond 8 Figures*



Debbi Dachinger
Dare To Dream



Matt Brauning
The Driven Entrepreneur



Michelle Shaeffer
The Art of Giving a Damn

...And, **MANY** more!

“ ”

“I've never been to an event that offered pre-event training. I was so impressed by how much information was shared and how much it prepared me for the event—it was a real game changer. That training alone was worth the price of admission.”

—LAURA BURTON, The Online Sales Results Lady at 416 Sales

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DIVAS TALK TECH:

Making a Difference for Women in Technology

Have you seen the movie *Hidden Figures*?

Watching it was a turning point for me as a woman in tech. Seeing how women were unheralded and yet so pivotal in their role in NASA during the early years of the U.S. space program woke me up to the need to celebrate and promote other women in tech fields to get the recognition they deserve.

That need to honor women on the frontlines and behind the scenes of technology is also how the powerful podcast *Diva Tech Talk* came to be.

Hosts Nicole Johnson Scheffler (*left, above*) and Kathleen Norton-Schock created the podcast to celebrate, inform, and inspire the women who work, or want to work, in technology. They want to tell the stories that aren't being told and share the career journeys of those in the field today.

The love and respect Nicole and Kathleen have for each other came through loud and clear during our interview. Clearly valuing one another for their similarities and their differences, they came together to give voice to the stories that women in tech are often not given the platform to talk about.



The People Magazine of women in tech.

Nicole is an engineer in tech and new mom. Kathleen, who is not a mom, focuses on the P&L, business, and marketing-side of tech.

So how did these two women, from different generations, with diverse backgrounds, get together and create a podcast focused on the diverse women of tech?

To answer that question, we need to first look at their individual journeys.

Kathleen started out in a think tank that serviced the tech industry and eventually became the first woman to run a global P&L for Unisys. After powerful careers at several of the tech world's top companies where she led teams of engineers, Kathleen became an entrepreneur, cofounding ardentCause L3C—one of Michigan's first low-profit limited liability corporations whose mission was to create software for non-profits.

Mentoring women and giving back are passions for Kathleen.

Nicole has been breaking molds as an engineer at industry leader Cisco Systems since 2006 and actually started adjunct teaching on the side at age 25 with a course in information warfare and security.

Growing up with technology, Nicole understands how important it is to introduce girls to tech as early as possible and support them as they enter the world of tech as employees and entrepreneurs. Philanthropy is in her blood, as is mentoring younger women who want to enter her beloved world of technology.

So, how did they meet?

It's been said that *"Life will put you in the right place at the right time."* If you believe that, then you understand how Nicole and Kathleen meeting at the Michigan Women in Technology Council Foundation was no accident.



You see, Kathleen’s cofounder of ardentCause L3C was the President of that group, so Kathleen went to all the events. Nicole’s passion for giving back to other up-and-coming women in tech brought her to Women in Technology, and the rest, as they say, is podcasting history.

Keeping their interviews intimate and authentic is the overriding priority for the co-hosts. Preferring to do the interviews live can create some unique challenges, though. One series of interviews Kathleen did was onsite in a large data center. If you’ve never been in one, picture a room filled with lots of computers and powerful air-conditioning systems. You get used to the noise quickly and stop thinking about it, right?

Well, when Kathleen gave the recordings to Nicole, who does all the audio editing for *Diva Tech Talk*, she (thankfully) was able to edit out the underlying background noise of the A/C systems, so the voices could be heard.

Add audio engineer to Nicole’s talent set!

According to both hosts, there are not enough women at all levels of technology. That’s why they also showcase the diversity of work for women in tech. Giving voice to women from the boardroom to the coders and engineers is one of the things that makes their podcast different from others.

The deeper work gets underway after the interview has ended, as both hosts listen to the full audio again and begin planning the blog posts and final podcast



NICOLE & KATHLEEN

listen to



TED TALKS DAILY

Hear thought-provoking ideas on every subject imaginable—from Artificial Intelligence to Zoology given by the world’s leading thinkers and doers.



MASTERS OF SCALE

Reid Hoffman shows how companies grow from zero to a gazillion, testing his theories with legendary leaders. The first American media program to commit to gender balance for guests.



SATELLITE SISTERS

Five sisters with different perspectives on everything, but they all agree that a sense of connection gives meaning to life, and that “not every conversation can change your life... but any conversation can.”

“We are almost in a Vulcan Mind Meld while planning the episodes.”



Co-hosts Nicole and Kathleen have 'an ear for protecting our women.'

audio. “We are almost in a *Vulcan Mind Meld* while planning the episodes,” says Kathleen, which makes the process fun for them both.

Having “an ear for protecting our women” is so important to Nicole and Kathleen that they leave nothing to chance. Never outsourcing, they also go the extra mile: before posting a new episode, they send the audio and blog back to the guest as they want the guest to feel proud of the interview and ease any concerns about misspeaks.

Each episode is authentic and real. Women at the top of their game discuss the fear, anger, joy, and frustrations (even things like imposter syndrome) that they experience and are affected by in the industry.

Kathleen describes their podcast as “*the People Magazine of women in tech.*”

For me, it is closer in feeling to the movie *Hidden Figures*—inspiring, upbeat, and real.

If you want to know the women who are making a difference in tech today, and what makes them tick, then this is the show to devour now. 📌



Technology Category Director

Laura Steward
technology@podcastmagazine.com
It's All About the Questions 🎧

Got a Technology Podcast
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UNDER THE RADAR

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



THE VOICE TECH PODCAST

I received an email about this podcast and was intrigued by the show description and the fact it is not a U.S.-based show.

Launched in April 2018, British host Carl Robinson conducts scores of in-depth interviews with voice industry experts to further his mission to move the development of voice-based technology forward.

If you don't know what that means, think Alexa or Siri, or directing your TV to bring up your favorite shows. For my fellow geeks, think talking to your computer, ala Star



Trek, and having it talk back to you without having to use any other interface.

Carl interviews guests on the forefront of the voice revolution, bringing a depth of conversation that even a novice can learn from. Not all the episodes are for newbies, though. Some go deep into the nuances of developing voice solutions for practical application.

This podcast is a great resource for developers to learn about innovations in chatbots, AI, voice assistants, and even data science. I especially enjoyed the episode with the founder of Green Key discussing how voice tech can help our police and first responders be safer.

If you are looking to expand your knowledge of voice-enabled solutions, then I recommend you check out this show. Scroll through the episode list and pick one that piques your interest. Or, just ask Siri to play the latest episode! 🎧



(from left) Kate Battistelli, September McCarthy, and Jamie Erickson team up to offer advice and support for moms in the modern world.

EVEN MOMS NEED MOMS

How One Podcast Is Bridging the Generation Gap

Do you remember the experience of learning something new as a kid? Maybe it was riding a bike or climbing a tree. Whether you succeeded or failed, who was the first person you wanted to tell all about it?

Mom.

The desire for a nurturing presence is strong in all of us.

And of course, moms are known for their unwavering support. But who supports *them*?

Turns out, the answer is still “mom.”



Jamie Erickson is mom to five and a successful homeschool blogger. She considered herself lucky when her mentor invited her to share the successes and failures of raising her family. The relationship became so valuable, in fact, that when Erickson moved two hours away, she knew she needed to find more like it.

In the meantime, Erickson began searching for podcasts that share maternal wisdom, but she couldn't find anything comparable. *"Most of them were run by women my age or younger,"* she said. What she was looking for—and what was missing—was the wisdom that comes from experience. She was inspired to remedy that.

"I knew how much an older woman's voice meant to me. I also knew, if I was going to offer that voice, I needed other women's perspectives, too, because one woman can only provide so much."

She began the process of searching for other moms whose perspectives needed to be shared on a podcast.

The first mom she chose was fellow homeschooling mom and writer, September McCarthy. Erickson was already connected to McCarthy on social media, soaking up her wisdom. It seemed like a great fit, but McCarthy was sick and on a year-long sabbatical. *"I was really scrappy,"* Erickson said with a smile. *"I feel like I strong-armed her until she agreed to host the podcast with me."*

"She asked me three times," McCarthy



“Whatever is going on in the world, whatever a mom faces, that’s what we talk about: the good, the bad, the broken, the ugly.”

added winsomely. Considering the opportunity prayerfully, McCarthy agreed. *"I thought, this is exactly how my life can come full circle. There is so much I want—and need—to give back."*

Mom to ten children over the last 28 years, McCarthy brings a gentle wisdom to the

show. “Everyone asks us if they are all ours, and yes, they are! God has a heart for motherhood,” she said. She describes her children as having arrived in “three batches,” and her parenting style has definitely changed along the way.

With McCarthy onboard, she and Erickson decided a third perspective would add even more depth to the team. Erickson noticed a woman in a writing group who “continually invested in all the other women in the group and unknowingly poured so much wisdom into the ranks.” As Providence would have it, McCarthy already had a ministry relationship with Kate Battistelli, so they invited her to join the podcast, and the team was complete.

Battistelli is an author and speaker who brings a pithy and strong empty-nest perspective to the group. She reminds moms that there is more to life than being a mom, including after your children leave the home. “God made it very clear to me that ‘mom’ is not my only name,” she shared. Readers may know her only child, Franny, as Grammy and Dove Award winner Francesca Battistelli.

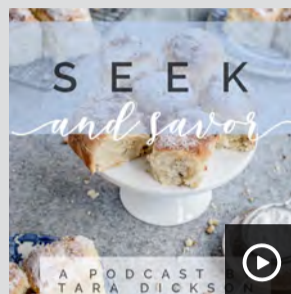
All three women have benefited from having experienced mentors in their lives who changed the way they care for their families.

McCarthy clearly recalled the day she met hers.

Having decided to enjoy a more relaxed day than usual around the house with her young family, McCarthy heard a knock on

KATE

listens to



SEEK AND SAVOR

Discover deep truths from God’s word while savoring the joys around you. Bite-sized truths that will put your heart back together and help you to walk forward in joy.



THE DAILY STILL

Each episode features a short devotional-style, guided meditation, offering room to “be still” in the midst of the busyness of life.



MOM STRUGGLING WELL

Host Emily Thomas asks all kinds of moms how they’re struggling well. It’s not entirely about parenthood or struggles, though. It’s funny, too.

“God made it very clear to me that ‘Mom’ is not my only name.”



PODCAST MAGAZINE'S

TOP 50

Moms In Podcasting!

See the full list > p.10

Check out the *Mom-to-Mom Podcast* in our First Annual **Top 50 Moms In Podcasting** feature!



her door. Before she could stop him, her oldest son opened it.

A woman from the neighborhood came in, sat down, and promptly landed her arm in a sticky pile of peanut butter and jelly. She said nothing.

“I was in awe,” McCarthy reflected. “She never once said, ‘I see your house is in disarray. Can I do your dishes?’ She was just there to have a conversation with me.”

That rather sticky moment changed her life. *“She became a mentor to me. I learned what it meant to just show up and be present. That moment is forever stuck in my mind.”*

McCarthy’s new mentor went a step further, that day, offering to take McCarthy’s recently picked apples and make applesauce for the kids, saving McCarthy time and energy. In other words, this mom knew exactly what would help a young mom most, and she did it.

The three women vowed to infuse their joint venture, the *Mom-to-Mom Podcast*, with that same kind of nurturing care. *“I hope we reach a lot of women,”* said Battistelli. *“Whatever is going on in the world, whatever a mom faces, that’s what*

we talk about: the good, the bad, the broken, the ugly.”

“We’re breaking the mold, because there are three of us—three different voices, three different cultural backgrounds,” McCarthy explained. *“There’s value in voices and generational living. I want to bring that back, and I believe it’s possible.”*

“I hope we’re starting a trend that says listening to older women is where it’s at,” Erickson chimed in.

As moms all around the world endure seemingly endless days and nights of selfless need-fulfilment for their families, many feel isolated—especially now, during the pandemic of COVID-19. It’s easy to wonder, then, if you are the only mother in the world feeling weary, burned-out, and alone.

You are not!

Erickson, McCarthy, and Battistelli are dedicated to proving that being a mom doesn’t have to be so lonely... and they’re there for you, too. 🗣️



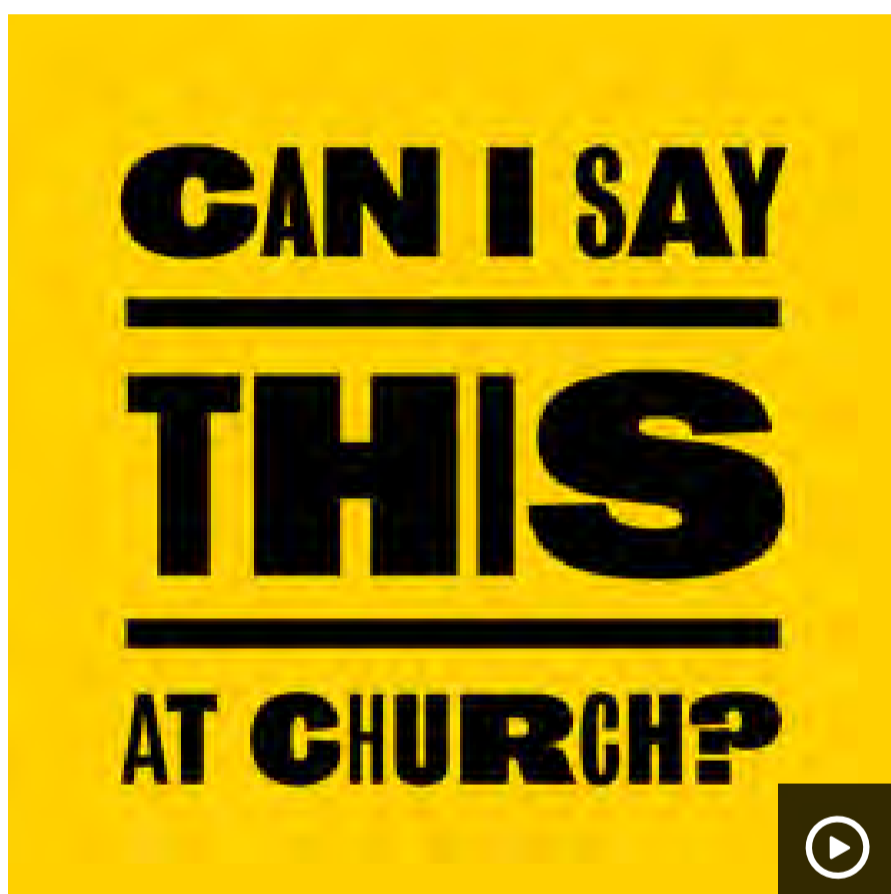
**Religion & Spirituality
Category Director**

Eric Nevins
religionandspirituality@podcastmagazine.com
Halfway There Podcast ▶️



UNDER THE RADAR

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



CAN I SAY THIS AT CHURCH?

Religious people sometimes get a reputation for shutting down hard questions. Host of the *Can I Say This at Church?* podcast Seth Price started this provocative show as a result of having his own questions that he wasn't sure he could actually ask aloud at his church and still be accepted.

Can I Say This at Church? fearlessly dives into the deepest theological topics from various traditions. Past episodes cover questions about justice, the Enneagram, politics, and hell.

Guests are often from the progressive wing of Christian faith, and include Brad Jersak,



Keith Giles, and Alexander John Shaia. While some conservative Christians may be put off by this, listening to this podcast is perhaps the safest way to explore new ideas, even if only to reaffirm your own creed.

Price's voice is deep, smooth, and perfect for audio. He delivers with a humble tone that invites the listener to join in the expertly curated conversation. Generally, audio quality is solid, though some guests do not match Price's quality.

Episodes are delivered consistently every week, so you're never left waiting.

Price also does an outstanding job creating space for his audience to ask their own questions in a complementary Facebook group called "Can I Say This at Church Honest Discussions." The openness he brings to the podcast is evident in his interactions with the audience, as well.

This show is perfect for those wrestling with a Christian tradition or the claims of Christianity. 📌



UNEXPECTEDLY PIVOTING TO HOMESCHOOLING?

Podcasts for Parents Who Have Suddenly Become Teachers

Life, as your version of normal, is no longer! So many changes, so quickly. Kids untethered. Working from home alongside your partner. Everyone underfoot. The anxiety, palpable.

And then, there is school.

Suddenly finding yourself the primary educator of your children, on top of all the shifts, stressors, and uncertainty, can be a

huge pressure. Now, you have even more hats to wear: teacher, principal, coach, and aide. Not what you signed up for, right? Definitely not what you expected, I'm sure, but here you are.

Plus, kids are confused. No school? Woo-hoo! While they have some sense of this new reality being a sort-of extended summer vacation, YOU are acutely aware

of the fact that you are now responsible for keeping your children focused on learning, even if you have to corral them to do it.

What are you thinking?

Where do I start? How do I do this for months? What is the best way to keep my kids on a positive track to completing their year successfully... preferably while maintaining my sanity?

Podcasters to the rescue!

Previously, the war at home may have been about digital devices and screen time. Now, those very distractions have become tools and necessities for continued learning in systematic ways.

Confusing, I know!

So...

- How do you encourage technology use for all the right reasons, without giving blanket permission to isolate behind the screen?
- How do you decide on the appropriate amount of recreational or connection time online, when your kids are isolated and lacking interaction?
- Where do you find ideas for homeschooling?
- Who has already solved issues you may be having, so you can turn to them?
- What support is available?
- How do you keep from feeling inadequate, or going crazy?

“We may have to socially distance in person right now, but that just means we need podcasts more than ever.”



Fortunately, there is so much support, encouragement, and inspiration available from veteran podcasters who are happy to share all the what, why, and “don’t-try-this-at-home” expertise they’ve earned.

Podcasters are in your corner 24/7!

Here’s a few to help you jump-start the learning: **>>**



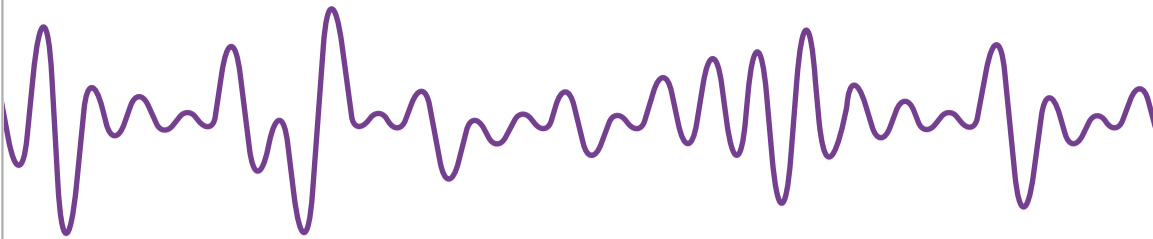
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The Homeschool Sisters Podcast – Cait and Kara are two moms doing this homeschooling thing right beside you. Enjoy their down-to-earth conversations that address the joys, frustrations, concerns, and successful approaches to homeschooling.

Recently, they jumped in to address the added pressures of being unexpectedly thrust into homeschooling by these trying times. They say:

“We might not have it all figured out, but one thing we know for sure is that homeschooling is a lot easier when you have a sister by your side. We may have to socially distance in person right now, but that just means we need podcasts more than ever, right? [We’re] talking how to homeschool during this uncertain time, how to best help parents who are brand new to educating their kids at home, and how to help our kids manage their worries, stress, and fear.”

Whew! Your shoulders just relaxed, right? You’re not alone! You’ve got two friends in the same boat, ready to teach you how to best stay afloat!

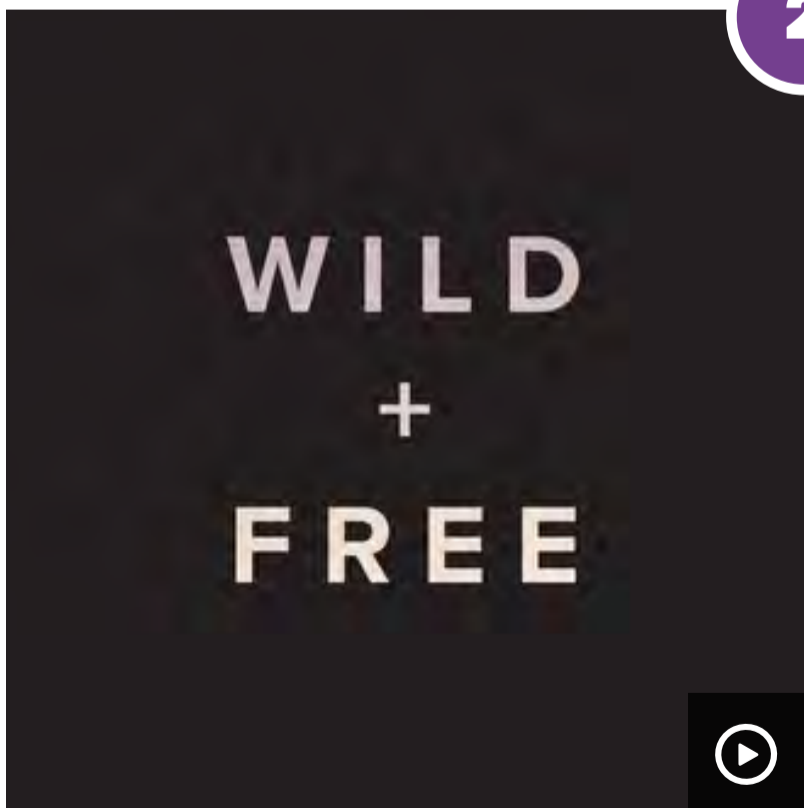


Wild + Free – Hosted by Ainsley Argent, this show features an amazing cadre of women talking freely about all aspects of the homeschooling experience. They go far beyond curriculum, candidly admitting and sharing their moments of insecurity, the times they beat themselves up, and ultimately, how they learned to laugh at the realities of the experience.

Don’t panic! They also talk about the joys of homeschooling, and ways to make things easier while honoring your child’s unique needs and learning methods.

Loved these words from Elsie Ludicello in episode 59, “Managing Motherhood During Difficult Times”: *“Controlling children is not the same as equipping the children.”*

So many tips in this podcast for both!



2



3



Homeschool Unrefined – “Are you ready for a homeschooling experience you can enjoy? One with less stress and more fun? Are you ready to think differently about homeschool?”

Co-hosts Maren Goerss and Angela Sizer promise to keep homeschool simple, real, and fun. What a relief!

With seven children and a husband each between them, Maren and Angela chat openly and honestly about the state of their families, letting you into their daily life at home. These two friends from Minnesota get very real about the joys, pitfall, perils, and delights of homeschooling for moms. They ask top-of-mind pertinent questions you likely have now, too, since being thrust into this new dimension, and of course, provide the answers.

Maren and Angela are dedicated to encouraging each other, laughing lots, and getting real about homeschooling while listeners join them in their kitchens and feel part of the conversation. Love that they

immediately addressed the pandemic and how things shifted physically, emotionally, and educationally, too.

No question that the realities of the emotional toll parenting and homeschooling takes on you—all while trying to take care of your own needs in order to be your best for your kids—can be frustrating, at minimum. That delicate and often-elusive balance is a very real struggle to achieve.

When you find yourself with no choice but to homeschool, to whatever degree, it’s comforting to hear that those who have been doing it by choice for a long time are also struggling. Fortunately, these podcasters also share how they’re solving immediate problems, staying positive, and creating latitude and laughter while going through it all.

In the midst of COVID-19, podcasts have never been more valuable. In fact, they can help save your sanity! Whether you’re a parent adding homeschooling to all the balls you’re already juggling, or you’ve simply found yourself with more time on your hands than normal, listening to podcasts will help you emerge into the post-pandemic realities wiser, stronger, and grateful for your resilience. Really! 🎧



Kids & Family Category Director

Dr. Rhoberta Shaler

kidsandfamily@podcastmagazine.com

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



THE BOOB GROUP

An entire podcast about breastfeeding! Who knew?

For soon-to-be and new moms, this is an invaluable find, especially if you're feeling alone on the journey.

Listen in as a group of moms talk about their breastfeeding experiences, successes, struggles, issues, and breakthroughs and provide product recommendations.

Yes, it gets raw and vulnerable. How could it



not? This invaluable resource, produced by the San Diego Breastfeeding Center, can also allay fears and reduce tears.

It seems every aspect of the lactation experience has found its way into an episode. Topics from the effect of stress and anxiety on milk flow and supply to major societal issues and attitudes toward breastfeeding in public are fair game—nothing is off limits.

Partners are encouraged to listen in, too, as per *The Boob Group's* website: “... it's crucial for them to know how important they are in making our breastfeeding experience both positive and successful. We need not only cheerleaders, but people who relieve us of stress and know to assist us each step of the way.”

Although *The Boob Group* is a very niche-focused podcast, listeners are likely overjoyed, informed, and comforted by the relaxed style and invaluable content.

Enjoy this honest, natural, and judgement-free approach to a very personal topic. 🎧



FROM THE EXAM ROOM TO THE MICROPHONE

One Doctor's Journey to Healing

As a mother who suffered an unimaginable loss, a woman facing medical diagnoses robbing her of her vitality and future, and a trained OB/GYN Licensed Physician, Dr. Anna Cabeca found herself in need of healing—so she embarked upon a worldwide journey in search of it.

It all began when, at age 39, Dr. Anna was diagnosed with early menopause and infertility following a series of devastations, including the tragic loss of her 18-month-old son.

Still, she wanted another child.

“I knew it would empower other women to take their healing into their own hands, so they don’t suffer the way I had... that my mother had... and, the way so many women continue to suffer, now.”



Under an inordinate amount of stress, Dr. Anna also recognized that she was heading down a path toward diabetes, heart disease, and possible early demise. Her mother underwent her first bypass surgery at age 52 and passed away at 67. Dr. Anna realized she was likely to find herself in the same place—the operating room.

Refusing to accept this as her destiny, and, having bore witness to the damage



that polypharmacy does in an attempt to control symptoms, Dr. Anna inherently knew there was a better way.

Stuck on a physiological and emotional roller coaster, she set out all over the world to find the answers allopathic medicine wasn’t providing.

Prior to attending medical school, Dr. Anna was a researcher. Going back to her roots, and open to all forms of healing, she studied everything she could about alternative healing methods. Seeing firsthand how Integrative Medicine, Regenerative Medicine, Traditional Chinese Medicine, and Ayurvedic Medicine have healed symptoms and bodies, she took what she learned and started experimenting on herself.

This ultimately led to a complete reversal of her symptoms and the birth of her youngest daughter at age 41.

Reflecting on everything that had created the need for healing in her—the loss of her son, the death of her mother, and her own health challenges—Dr. Anna became convinced that her own healing journey, from the perspective of a clinically trained physician, was something that needed to be shared, so other women could begin the process of healing themselves.

She knew there had to be a way to relay everything she'd learned on a bigger scale. In practice, she was bound by time constraints, having an allotted, specific amount of time to spend with each patient she saw in her exam room. Her patients often confided in her that they often suffer “white coat syndrome” with other doctors—a situation in which one’s anxieties increase simply because of the “white coat.” Symptoms can manifest as nervousness, higher blood pressure, and pounding heart.

But not with her.

She was more like “*the girlfriend doctor*” they could confide in, knowing she would listen without judgment and do everything she could to help. Many times, they wanted more time with her to be able to talk freely with her.

Dr. Anna had a wealth of healing to share, and no good way to share it.

By this time, she had also developed a product called Mighty Maca Plus, a superfood drink, and her patients who used it were getting the same/similar results she had. She became even more



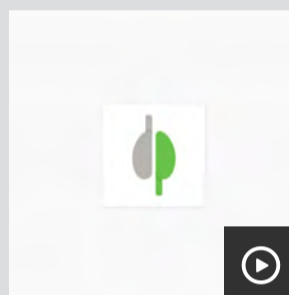
DR. ANNA

listens to



THE SHERI + NANCY SHOW

Life-long sister friends of 29 years, and Chief Visionaries of The Pillar.



THE EMPOWERING NEUROLOGIST PODCAST

An interview series with some of the most exciting thought leaders.



LOVE IS MEDICINE

Love is Medicine will help you get back to who you really are, so that through accepting the love around you, you will practice self-love and self-care.

“I needed to get this information out there to empower those from all economic statuses to be in charge of their own health.”

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driven to reach more women. For her, it was critical to “*get this information out there... to empower those from all economic statuses to be in charge of their own health,*” and to understand that there are alternatives out there.

She began recording her podcast, *The Girlfriend Doctor* (originally *Couch Talk with Dr. Anna Cabeca*), to accomplish that mission.

“I knew it would empower other women to take their healing into their own hands, so they don’t suffer the way I had... that my mother had... and, the way so many women continue to suffer, now,” she said.

Collaborating with colleagues and interviewing other top leaders in her field, Dr. Anna began helping others heal on a broader scale. And as her show gained popularity, that “broader scale” became the masses.

As Dr. Anna continued advocating for each person to take charge of his or her own health while embracing the virtual community she built, she refused to stop learning, studying, and growing.

At age 48, she hit a second menopause. Experiencing brain fog, irritability, and agitation, her ‘menopausal fire’ was



once again fueled by an overwhelming amount of stress.

Still dealing with PTSD (Post Traumatic Stress Disorder) symptoms from the loss of her son, she had also gone through a divorce from her husband, who later dealt with a traumatic brain injury. Now the sole provider for her family, this busy physician became mom *and* dad to her four children.

She found the Keto diet and went “*keto crazy*.” Within weeks, she lost the weight she’d gained. She’d found the elusive missing piece to the hormone puzzle!

“It’s the alkalinity piece—the low-carbohydrate greens and lifestyle changes that reduce cortisol and help reset your circadian rhythm, improve your physiology, and provide you with the micronutrients you need to support hormone balance and decrease inflammation,” Dr. Anna explained.

Her newfound clarity resulted in her book, *The Hormone Fix*, released in February 2019, and her new book, *Keto Green 16*, scheduled for release this month.

Now affectionately known as “*the hormone doctor*,” Dr. Anna shares the critical components of hormone balancing with women all over the world who are either in pre-menopause, menopause, or post-menopause.

“I want women to know that they can supercharge their life by creating lifestyle hacks based on age, stage, and genetics,” Dr. Anna shared.

Having already helped thousands begin their own journey toward healing, Dr. Anna closed her clinical practice in 2015. She now travels the world to reach as many people as she possibly can.

Dr. Anna’s mission is to expand the awareness “*that it really takes more than hormones to fix our hormones. While*

our reproductive and sex hormones are really important, they are driven by three major hormones that we have to get under control for longevity, quality of life, and relationships.”

Those three hormones? Insulin, cortisol, and oxytocin (you may know this one as “the hormone of love, laughter, and life”). According to Dr. Anna, they are foundational to the body, and need to be brought into balance if one is going to live a healthy life.

Recalling a quote from one of her Emory University professors, Dr. Anna said, *“The eyes don’t see what the mind don’t know.”*

Her passion is opening people’s minds.

The word “people” is used intentionally here, because, while Dr. Anna works predominantly with women, she has been pleasantly surprised by the number of men who have reached out to let her know how her work has opened their minds to the need for balance in the body at the hormonal level.

As a mother of five, retired physician, and an empowered woman who took charge of her own healing when her classical training let her down, Dr. Anna Cabeca walks her talk, helping people take back control of their life, improve their health, and supercharge their future. 📍



Health & Fitness Category Director

Susan L. Dascenzi, MSW, VSTCLP, LCSW
healthandfitness@podcastmagazine.com

Kick Your Buts 📍

[Insulin, cortisol, and oxytocin] are foundational to the body, and need to be brought into balance if one is going to live a healthy life.



Got a Health & Fitness Podcast suggestion?

Let us know! >

UNDER THE RADAR

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



40+ FITNESS PODCAST

With a podcast title like *40+ Fitness Podcast*, you can safely assume it is intended for people over 40.

What you cannot assume, though, is that it is strictly a fitness podcast.

Host Allan Misner does a great job of covering all types of issues that affect the 40+er, such as aging, heart health, diet and nutrition, exercising, cannabis, CBD, and yoga, just to name a few.



His entertaining, educational, and informative style of monologue and interview-based episodes really provides a nice dose of health and fitness strategies, tips, and tools for those over forty.

The only (small) caveats are that first, it wasn't clear when this podcast started, and second, that the description states that Allan provides actionable information five days per week—but, as far as I can garner from iTunes, only one episode is actually released per week.

The sound quality is good, Allan is engaging, his voice is easy to listen to, and the information is solid. Whether it's only 100 episodes as seen on iTunes, or over 400 based on his website's claim, this podcast is a veritable wealth of information for those over 40 seeking to improve their health and wellness.

I'd call this a "must listen"... if you're over 40! If not, listen anyway... a lot of great information is shared in this podcast. 🎧

JASMINE STAR

A Star Is Born

Jasmine Star shows up authentically, no matter what.

Committed to teaching people how *they* can show up, too, even when they're afraid or uncertain, Jasmine's message is perhaps more profound now, during this unprecedented time of pandemic and isolation, than ever before.

An independent thinker with “*shades of rebellion,*” Jasmine has always found a way to overcome her struggles. In fact, that innate rebellious streak is responsible for the direction her professional path *almost* went.

When Jasmine was in grammar school, a security guard at her after-school program informed her that her parents were going to be charged \$10 for picking her up late. Knowing they didn't have the \$10 to spare, she took action:

“I marched into the office, read the rules and regulations of the program, and found a caveat I could use about pickup that would let my parents



off the hook,” Jasmine recalled. “I went back to the guard, showed him the clause and he said, ‘You know what, girl? You need to be a lawyer! You like to argue.’ It was like a lightbulb went off. I thought, oh wow... I **COULD** be a lawyer!”

For years, the lawyer ‘light’ stayed on, taking Jasmine to The UCLA School of Law where she attended on full scholarship.

Until... her mom was diagnosed with brain cancer.

In an instant, the fragility of life smacked Jasmine in the face. She became acutely aware of the notion that every second counts.

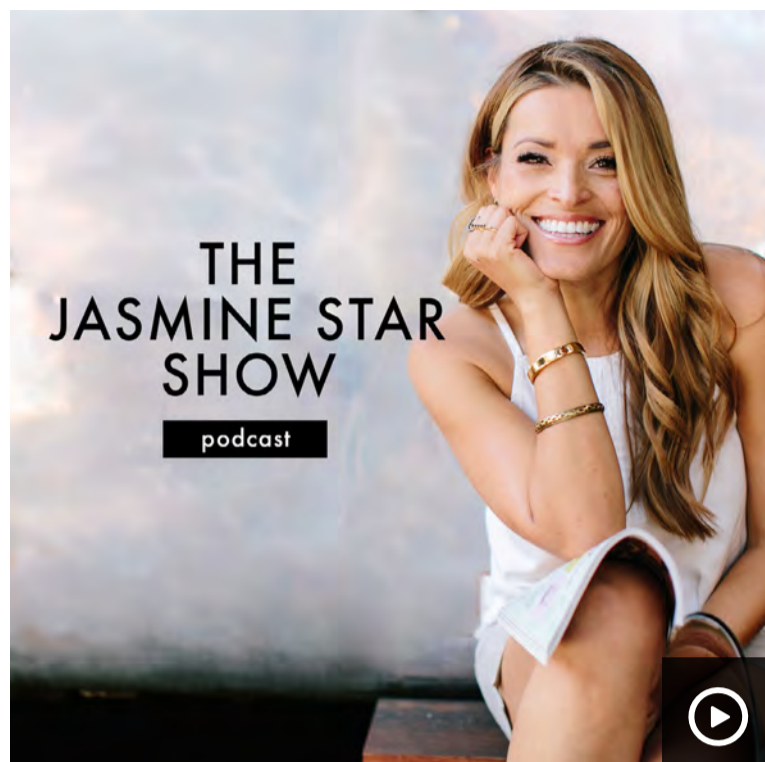
Rather than continue with school, she walked away from her studies, choosing instead to sit at her mom’s bedside while she battled her illness. In one of the more difficult moments, her mom shared an important life lesson she’ll never forget:

“Life is too short to not do what you love.”

During this time, to help pay the bills, Jasmine worked part-time for her dad, a pastor in East L.A. who hosted a nationally syndicated radio program. Her job? Packaging his CDs for shipping.

By all definitions, she wasn’t exactly ‘*crushing it.*’ Neither was her husband, who has working for a start-up. Together, they were living paycheck-to-paycheck.

Her mom’s advice continued to echo in her heart and mind. Perhaps it was echoing in her husband’s heart and mind, too.



PODCAST MAGAZINE’S
TOP 50

Moms In Podcasting!

Check out the *The Jasmine Star Show Podcast* in our First Annual **Top 50 Moms In Podcasting** feature!

See the full list >
p.10

That Christmas, he gave her a camera... and, the blessing to pursue her curiosity “*at all costs.*”

Rallying against the human tendency to abandon the creative in favor of doing whatever has to be done to keep a roof over one’s head and food on the table, Jasmine refused to pressure herself into monetizing her creativity and artistic gifts.

In 2006, she started a blog to “*bare it all.*”

Experiencing the “*boomerang effect*” of returning to her true, honest self and beginning to establish a deep, heartfelt connection with her small-but-growing tribe, Jasmine realized that, if she could “*stay there, in that place of truth, others will stay there*” with her.

This concept, Jasmine said, “*has been proven out time and time again with every iteration of the business.*”

Four years after receiving the gift of the camera and her husband’s unequivocal support, Jasmine has built her brand, transformed from doubtful photographer to savvy entrepreneur, and reached the pinnacle of her industry, being recognized as one of the “Top 10 Wedding Photographers in the World.”

She has also diversified her business to include public speaking and the creation of Social Curator—a social media marketing membership program for business owners that empowers them to build a brand, market it on social media, and create a life they love.

The best part? Her mom is still here to celebrate her success and she can now say, “*Hey mom... I’m doing what I love!*”

Following in her father’s broadcasting footsteps, Jasmine created her podcast, *The Jasmine Star Show*, in 2018. It has quickly grown in popularity.

“*I was so hungry for that level of disassociation, that narrative, and that audio that empowers somebody to hear me in a very different way... without the visual*



Jasmine with her husband, daughter Luna Sol and dog Polo

preconceived notions or judgment or ideas. Podcasting cuts through all of that.”

Referring to her show as “*a place where we have conversations... kind of like I’m whispering in your ear (but way less awkward),*” this is a “*conversational business podcast exploring what it really means to turn your passion into profit.*”

The show’s massive number of five-star ratings speaks to Jasmine’s ability to provide her “*best business advice with a mixture of inspiration, wittiness, and a kick in the pants.*”

But it’s also about so much more. A storyteller above all, Jasmine explained the real power of podcasting:

“*It actually becomes the impetus for something far bigger than we can imagine. Since the beginning of time, stories have*

empowered people to move... to move in social strata, move in economic strata, move to make a change. Storytelling via podcasts is a catalyst for change. That is the thing that really set my podcast on the fast-track trajectory. The more and more someone likes the story—the more and more that person inserts him or herself inside that story, and the more likely they are to become a customer at another point in time.”

Having delayed starting her podcast for over three years, Jasmine admits that the only thing stopping her was herself.

“I wish I had done it sooner,” she said. “I wish I hadn’t made excuses. One of my most top downloaded podcast episodes was recorded on my phone. You don’t need expensive tools,” she advised other potential podcasters. “Just get out there and start it!”

As Jasmine’s dreams came to fruition, there was still one that pulled at her heart... that of becoming a mom.

After four long years of red tape and bureaucracy trying to navigate the adoption system, “getting close” several times to having a child they could call their own, Jasmine’s heartbreak ended.

She and her husband were finally able to adopt their beautiful little girl, Luna Sol (“moon” and “sun” in Spanish), and they couldn’t be more excited.

“She’s rad,” Jasmine beamed. “She is THE coolest human. I told my husband I would wait all over again, twice as long, three times as long to get her. She picked us,



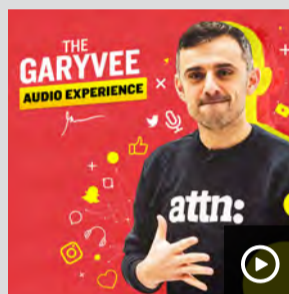
JASMINE

listens to



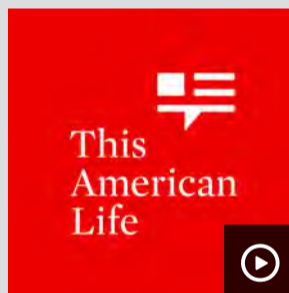
REPLY ALL

Stories about how people shape the internet, and how the internet shapes people.



THE GARYVEE AUDIO EXPERIENCE

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



THIS AMERICAN LIFE

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

“I believe the way we show up in one thing is how we show up in all things.”

“Now that I have a daughter, I have to show her what it looks like for a woman to be strong in uncertain times.”

and we just couldn't be happier.”

Now, Jasmine has even more motivation to show up authentically.

“The world is changing, the business is changing, my life is changing, and still, I manage to show up. I believe the way we show up in one thing is how we show up in all things. And now that I have a daughter, I have to show her what it looks like for a woman to be strong in uncertain times.”

Still tethered to her home as most of us are, Jasmine, who is *“hardwired for hope and optimism,”* explained how she thrives during these uncertain times.

“For now, my storytelling has moved from the photography medium to more of a historian's take on documenting the journey of the struggling entrepreneur. How do we show up and innovate during this time? That's my focus. I could easily be upset, overwhelmed, and scared that I can't be out documenting via my creative passion, or I can choose to do it a different way, with the tools I have.”

The essence of that mindset is what has



been *“chapping my hide”* in regard to entrepreneurs, Jasmine said. Right now, in the midst of social distancing and quarantine, many aren't giving themselves permission to show up in their business.

“When you truly root what you do in service, people can sense your authenticity and vulnerability. Don't let the fear stop you,” Jasmine advised. *“There's really never been a better time in history to be building a business.”*

Clearly viewing impossibilities as possibilities, one can be sure that Jasmine Star will continue to do what she has been put on this Earth to do, come hell or high water—for her sake, her daughter's, and her community's...

... speak her mind, authentically convey her truth, and shine the brightest light possible on the stories she is most compelled to share. 📌



Founder/Editor-in-Chief

Steve Olsher

steve@podcastmagazine.com

Beyond 8 Figures 🎧

From Compton Community College to *Last Chance U*



COACH JASON BROWN

Last Chance U star, coach Jason Brown, always wanted to be an NFL player. Not for the hype, accolades, or stardom, but because of his love for the game... *“and the millions of dollars,”* he joked.

“For as long as I can remember, I’ve loved football. I was wearing a number 12 jersey at four years old,” he said.

Even then, he seemed destined to be a quarterback.

One of the few Caucasians growing up in Compton, CA in the 80’s-90’s, he learned a lot of hard life lessons that he would later pass on to his players.

Lessons like the importance of academics.

Jason played high school ball for Artesia



◀ Former Head Coach Jason Brown of Independence Jr College in Independence Kansas

High School. A self-proclaimed “late bloomer,” it wasn’t until his senior year that he became the star of the team. He was recruited by many Division 1 college teams, but unfortunately, didn’t qualify for college.

Like many athletes who don’t have the grades, SAT scores, or enough credits, he had no option to get to the next level.

“Really, I was a product of my environment, growing up. You learn by experience, and big fish eat little fish. Death, drugs, you name it... I’ve seen it, done it, and been through it. I did foolish things as a youngster,” Jason said. *“I really didn’t care about academics.”*

Life went on, and Jason had a daughter. Four years later, coach Cornell Ward discovered him in a store. Ward was aware of his accomplishments in high school, and quickly recruited him.

“I’m as JUCO as JUCO gets,” Jason laughed.



▶ Coach Brown was an extremely vocal leader



◀ Coach Brown’s personality and style created must-watch TV for Netflix

“And I have no regrets.”

Playing for Compton Community College was a work in progress. In his first season, the team went 0-10, and then, 6-4 in the next.

Coach Ward, who had become Jason’s mentor, helped turn the program around.

Jason admits he still wasn’t focused on being a student athlete. Explaining how he managed to stay on the team, he said, *“The professors at Compton College gave out grades I didn’t earn. I would sleep in and miss class. It was a generational curse, Coach Ward said, because I wouldn’t learn. I continued to do the same thing over and over. But one day, my mentor, Coach Leiker, came in and grabbed me by the ear and got me to go. It was like shock treatment. And it woke me up.”*



That was a turning point for Jason, and he finally figured the whole “student” thing out, going on to play at Fort Hays State University.

And, from there, to the NFL, NFL Europe, and in the Arena League.

However, in his third year of playing professional ball, he decided it wasn't for him. *“I realized it's political, and literally lost the love of playing in one afternoon.”* So, Jason quit.

The fact that he went on to coach was more of a surprise to himself than anyone else. Wanting to do whatever he wanted, he admitted that he *“hated listening to coaches. I was rebellious. Standoffish. Everything I hate now, I was.”*

Over time, though, he came to realize that *“Coaches are there to get you where you can't get yourself,”* Jason said. *“And that's the true definition of coaching.”*

When the opportunity to be head coach at his high school alma mater presented

“Coaches are there to get you where you can't get yourself. And that's the true definition of coaching.”



itself, he took it, and really enjoyed the experience. He knew then that he wanted to coach at the highest level, and he knew he had the “it factor” that would make him successful at it.

“I wanted to teach other players how NOT to do it,” Jason shared. *“Teach kids what's really out there, and to be the CEO of yourself—not to put your future into anyone else's hands.”*



▲ Brown, featured in the Netflix documentary series *Last Chance U*



“So, I coached NFL player Orlando Scandrick. From there, I had to have the talent. I yearned for it. I wanted to climb the ladder and coach at the highest level. Next up, junior college coordinator. Then, head coach at a few junior colleges and high school. It’s what I think I was put here to do,” he said.

Jason went on to help break academic records in junior colleges. Seeing his players struggling with academics just as he had, he was motivated to help them turn their lives around. Thanks in part to his efforts, 101 Division 1 scholarships were awarded to students in his school in three years. They experienced the highest graduation rate in the country, and the highest GPA college teams.

Then, he was approached by Netflix to be featured in a documentary called *Last Chance U*.

The series follows college kids who are trying to turn their lives around.

Filming at Independence College where he was coaching at the time, Jason said, *“I didn’t care about the camera. But the microphone worried me. I needed to get my message out there to get my kids where they couldn’t get themselves.”*

The show brought him notoriety, and next, Jason wrote a book titled *Hate Me Now Love Me Later*. It was during his book tour that he decided to finally host a podcast on the Bleav Podcast Network.

Slapdicks, which he records out of a home studio, isn’t just about football. It’s about everyday life.

Jason, who has *“pretty much trademarked”* the term, also now has his own clothing line and whiskey brand by the same name. 📍



Sports Category Director

Neil Haley

sports@podcastmagazine.com

The Neil Haley Show ▶

UNDER THE RADAR

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



NEXT ON THE TEE

Six years ago, Chris Mascaro convinced the Armed Forces Radio Network to give him a one-shot pilot test on a golf show. They weren't sure people would tune in to hear golf talk, but with the success of Chris' existing show, *Thursday Night Tailgate*, they indulged him.

Agreeing to one episode to gauge the response they could anticipate, Chris got to work securing his guests for the pilot of *Next on the Tee*: Gary Player, Billy Casper, and Peter Kessler.



It ended up rated number three for the week, and it's been running ever since.

The weekly show now features conversations with PGA and LPGA legends, tour players, and the top instructors in the game. His guests share stories about the first time they ever picked up a club, who put it in their hands, their college golf days, their time on tour, and of course, what they're doing now.

His annual conversations with Gary Player are always the top-rated shows of the year. Mr. Player shares memories of his major victories and of the other members of the Big 3: Arnold Palmer and Jack Nicklaus.

One of the top instructors in the game, Tom Patri, joins him twice a month to share his tips and playing lessons. He is also regularly joined by Golf Channel Academy lead instructors, broadcast legends, and the greats of the game. 🎧



A SWEET KICK IN THE BOOTY

**How Jennifer Allwood Slays Dragons,
Stays Determined, and Continues to
Build an Empire**

“My podcast is kinda like getting a hug from a friend, but also a sweet kick in the booty at the same time.”

I had to giggle as Jennifer Allwood described her show—mostly because she couldn’t have been more accurate. Her podcast is equal parts self-help reality check and “you-can-do-it” motivation.

With dogs barking (the UPS man interrupted our interview) and echoes of kiddos in the background, Jennifer’s office was full of the happy working-from-home vibe that comes across in her podcast episodes, too.

Back in 2000, Jennifer started a decorative painting company from Kansas City. She fell in love with the painting—and how the company allowed her to stay at home to raise her kids.

Then, she stumbled on the power of social media, and it blew up her business. She shifted to teaching others how to paint, and the business hit the six-figure mark within a year.

As her success in social media continued to grow, she also launched a social media training program to show other entrepreneurs how to do what she’d done. That program quickly led to a thriving Facebook group. Then, the success stories began to pour in from women taking their families on vacation, parents quitting corporate jobs to stay home, and families getting out of debt and building their dream homes.

Jennifer shared the effect this had on



JENNIFER

listens to



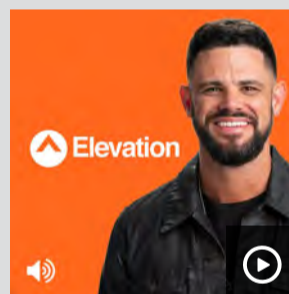
THE CHALENE SHOW

Personal development, faith, family, nutrition, exercise... this show covers it all.



BORN TO IMPACT WITH JOEL MARION

A guide to living the life you were born to live.



ELEVATION WITH STEVEN FURTICK

An inspirational podcast with exclusive content from Elevation Church including weekly messages and more.

“I’ve got a community who’s watching and waiting for me to slay my own dragons, so they can slay theirs.”



her personally, saying, *“It’s so rewarding to me when I see women really blow up their business and do exceptionally well.”*

With half-a-million followers on social media, Jennifer decided the time was right to launch her podcast, *The Jennifer Allwood Show...* and, crickets.

Compared to the super-engaged community she’d built across social media, the podcast downloads grew slowly.

For the first two years, Jennifer felt like she was banging her head against the wall as her number of subscribers slowly grew. But her determination and consistency paid off—now, the show’s ranked as high as #9 in Entrepreneurship and has clocked over a million downloads.

Her ideas for episodes now come from a notebook she keeps at her bedside, jotting down messages and inspiration throughout the day.

Most of that inspiration centers on one simple concept:

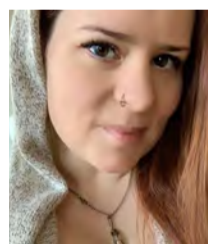
Don’t allow fear or overwhelm to stop you from doing what you’re here on Earth to do.

She lives that concept daily, knowing she’s got *“a community who’s watching and waiting for me to slay my own dragons, so they can slay theirs,”* she said.

For Jennifer, writing a book was one of the things she felt compelled to do. Just five-and-a-half hours after the pre-release listing for *Fear is Not the Boss of You* went live on Amazon, it hit number one status. And I’ve got to say, it couldn’t have come at a better time.

If you, like much of the world, could use a strong dose of something to believe in right now, pick up Jennifer’s book, tune in to her podcast, and treat yourself to a gentle hug and sweet kick in the booty.

And remember... as Jennifer reminds her community, *“It’s okay to be scared, but you’ve got to show up anyway. Don’t stay trapped in fear.”* 📌



Business Category Director

Michelle Shaeffer
business@podcastmagazine.com
The Art of Giving a Damn ▶

Got a Business Podcast suggestion?

Let us know! >



UNDER THE RADAR

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



THE 10-MINUTE ENTREPRENEUR

Looking for a podcast that's part kick-you-in-the-pants motivation and part no-nonsense, real-world business advice? BUT—too busy for episodes that drone on for hours? Set your timer, and tune in to *The 10-Minute Entrepreneur* with Sean Castrina.

A scan through the reviews, or just a few minutes of listening, and you'll realize this isn't your typical business-advice podcast. You'll breathe a sigh of relief as someone—in this case, Sean—*finally* says what you've been thinking: “*The customer is NOT always right.*”



Sean's journey as a serial entrepreneur began more than 25 years ago when he was let go from his dream job. Since then, he's created more than 20 successful companies ranging from retail, property management, direct mail, and consulting to home services. Entrepreneurial business is his passion, and it shows.

His rants and tangents will make you think, and his insights into what creates success as he shares lessons learned from CEOs, leaders, and companies will give you a new perspective on how to approach your business.

With special mini-series hidden in the show—like “Ask Sean” and “Gorilla Management”—along with bonus interview, there's nothing predictable about this podcast.

The 10-Minute Entrepreneur offers 300 episodes packed with actionable insights. It's perfect for binge listening, so hit “subscribe,” and get ready to take notes. 🎧

SUBSCRIBE FOR FREE



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[PodcastMagazine.com]



BRUSH UP!

Your Teeth AND Your Podcast Niche, That Is...

In Australia, Dave Mathews recently launched a podcast for kids (and parents) to listen to while brushing their teeth.

In our first-ever joint interview, my son Dylan (9) and I talked with Dave about the inspiration behind *Brushy*.

“One night, after about the 15th time asking my kids to brush their teeth and them ignoring me, I thought, ‘There has got to be an easier way to get them engaged while they brush!’” Dave shared.

Thus, the idea for *Brushy*—a two-minute show to keep kids entertained while brushing—was born: *“It’s an educational podcast, so we talk about things like dinosaurs and elephants. We’ve done one episode on farts, which became one of our most popular. And we finish with a couple of jokes from my daughter,”* Dave said.

Planning to soft launch *Brushy* in November 2019 to solve this (dare I say universal) parenting problem, Dave figured he’d *“work it all out slowly.”*

Except...

“It got picked up by the Daily Mail, and by a national TV broadcast,” Dave said. “It ended up being one of the best podcast launches we have ever had here in Australia!”

Going in, Dave knew the show offered two very unique aspects: first, it solves a problem for parents while requiring minimal time investment, and second, it’s hosted by a four-year-old—Dave’s daughter.

“As a content creator, I do four hours of radio every day. I am always looking for any kind of content, so I understand the importance of pitching to a broadcaster with the story already there,” he explained.

And he was right—people (including Dylan) were interested straight away. Covering topics like germs, animals (think hedgehogs, whales, chameleons...), rainbows, babies, and mind-blowing facts, hundreds of kids began tuning in while completing this twice-daily chore.

Producing the podcast with his own company, Castco Media, *Brushy* is one in a series intended to help solve real-world issues in short increments. Next up? A show for young people about eating disorders.

“I’m passionate about this ‘micro-podcasting’ framework. Short podcasts (two to 10 minutes) to fill in the gaps of the day for different people,” Dave said.



Brushy is brought to you by 4-year-old Eden Matthews

“There has got to be an easier way to get them engaged while they brush!”

Maybe right now, you're reading this thinking how easy it must be to produce a two-minute podcast.

Ah, don't be deceived!

Here's how long it typically takes to produce that two-minute "golden nugget": 15 minutes to write it, 20 to record it, and 90 to produce it.

In other words, even the shortest show is a labor of love.

Personally, I appreciate the way Dave is growing his shows into a network. I'm actually following suit with my six-year top-ranked *Awaken Your Alpha* show. It's so exciting, to be able to expand into a network as we niche down on specific topics we're passionate about!

Speaking of next steps, Dave said, *"Australia is really just discovering podcasting, which is crazy. I get to learn from a lot of American podcasters and see what's been working."*

"My history is in radio. The instantaneous nature of getting information out on that platform is great, but you have a lot of restrictions. You are filtered a lot with regulations. I love the fact that podcasting is so free that if you are just true and honest, you will find your audience."

Brushy is proof that there's something to be said for "going niche" in the world of podcasting. Dave also believes it's essential to have a face on your podcast artwork. Choosing not to feature his daughter's, Dave decided on a cartoon face, instead.



DAVE

listens to



CONAN O'BRIEN NEEDS A FRIEND

Deeper, unboundedly playful, and free from FCC regulations, *Conan O'Brien Needs a Friend* is a weekly opportunity for Conan to hang out with the people he enjoys most and perhaps find some real friendship along the way.



GAME CHANGERS: RADIO

Intimate conversations with those who have known success and failure in their radio careers, hosted by one of the world's best radio programmers, Craig Bruce.



WTF WITH MARC MARON

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.

"I'm passionate about this 'micro-podcasting' framework."



“You can do the weirdest stuff, and there will be people who connect with you. You can go super niche and find your crew.”

Paired with a very clear “elevator pitch” description, his show has received quite a bit of attention straight out of the gate.

Speaking to that, Dave said:

“You can do the weirdest stuff, and there will be people who connect with you. You can go super niche and find your crew.”

Not only is Dave helping parents all over the world ensure their kids brush their teeth, but he’s also inspiring others to niche podcast, too—including my son! Thanks to this interview, we’ll see where he goes next and if he decides to walk in his dad’s footsteps. 📌



Education Category Director

Adam Lewis Walker
education@podcastmagazine.com
Awaken Your Alpha 🎧

OVERRATED

Adam's Independent Review Of An Education Podcast You've Definitely Heard Of... But Might Want To Reconsider Listening To



TED TALKS DAILY

As a TED fan, I cannot believe I am writing this as “Overrated.”

TED is a worldwide phenomenon and *TED TALKS DAILY* is #1 in Education, so it has a lot to live up to! As a consumer of the YouTube videos, I thought my podcast review would be simple: “Yes, it’s great!”

However, I discovered many unflattering reviews.

Here are some highlights, in ascending order:



*90% politically correct blather.

**Too many topics pertaining to social justice.

***Listen to something else... unless you’re into rambling and nonsense.

****It’s ok. I’ve always loved TEDTalks.

*****Good daily dose of something new to think about.

Completing my TEDx Talk ‘Awaken Your Alpha’ (2016), based on my podcast, was a game changer and it formed the basis for my 2018 bestseller. When people kept asking me how, I began helping amplify their message in a format I knew well. I launched a (proudly independent from TED) fan-themed podcast for aspiring TEDx speakers, *The TalkXcelerator Podcast*. I was even contacted by an individual from the TED organization to discuss my “*unique view of what a TEDx Talk is. A different philosophy to any I’ve heard from past speakers before.*”

Clearly, I love you TED. Don’t be upset with me, but maybe stick to events and video. Alternatively, the 2020 lockdown is a great time to up your podcast game. 🎧



MOTHER'S DAY 2020 GIFT IDEA: A Science Podcast Pairing

Wondering how to make Mother's Day memorable in this year of COVID19, social distancing, and economic funk?

How about a "science podcast pairing"?

Here's how it goes:

You give Mom the gift of a luxurious timeout with a mom-related science

podcast paired with a themed drink (and/or food dish).

She never has to leave the house, and you get points for creativity!

Following are four great theme-based options curated just for you and your mom. Try one, or try all!



1. The Theme: Chocolate.

When you hear “Mother’s Day,” do you automatically think “chocolate”? Chocolate is rich, silky, elegant, and oh-so delicious, and a fairly universal love of moms!

The Podcast: *Chemistry World's podcast episode, Theobromine*

Expert host Brian Clegg delves into the science of chocolate. Why is it so addictive? Can it really kill dogs and cats? Brian answers these questions and more.

The Pairing: Clegg’s chocolaty voice is best paired with a nice **glass of wine**.

Here are some basic recommendations for pairing wines with different (and any kind of) chocolates:

- White chocolate: ice wines, late-harvest Rieslings, moscato, cream sherry.
- Milk chocolate: pinot noir, merlot, port, Madeira.
- Dark chocolate: zinfandel, syrah/shiraz, port, sherry.

The Non-Alcoholic Option: For a non-alcoholic, festive treat, try a **tea made of roasted cacao shells!**

Best Setting for Listening: Bubble bath.



2. The Theme: Wild Moms.

Want to give Mom time to explore the ins and outs of motherhood throughout the animal kingdom? What would it be like to be a mother in the wild? What does a human mom have in common with say, a mother bear, lioness, or mole rat?

The Podcast: *Science for the People podcast #483, Wild Moms*

In this amazing episode, host Anika Hazra spends an hour with charismatic Canadian biologist, adventurer, and TV personality Dr. Carin Bondar discussing stories from her book, *Wild Moms: Motherhood in the Animal Kingdom*.

Mom can relate to fascinating and entertaining stories from the animal kingdom of gestation, birthing, nursing, discipline, toilet training, dealing with the wild animal equivalent of teenagers, empty nest syndrome (literally!), mortality, grieving, and the like. This episode is sure to make any mom take a whole new look at the roles of mother and child.

The Pairing: To keep with the wild theme, pair this with a nice wild elderberry and wild huckleberry shrub. Fill a tall glass with ice, pour in a splash of the shrub. Top with a shot of gin, and then fill with soda water (or just forget about the gin, or forget about the soda water; it's up to you!).

The Non-Alcoholic Option: Make a pot of **wildcrafted herbal tea** to sip while listening.

Best Setting for Listening: In bed, amongst a lair of pillows.



3. The Theme: Fetal Consequences.

Did your Mom ever get the feeling that you never really, totally, completely left home? Spoiler Alert! Fetal cells stay in a mother's body for decades, yes decades, after she gives birth!

Yours did, too. What do they do? Do they help or hurt? It's time to get some answers.

The Podcast: RadioLab short, ***Fetal Consequences***

Join veteran science host Robert Krulwich as he reprises his career-launching investigative role into the science of fetal cells in this interview with Kirby Johnson, an investigator at Tufts University.

The Pairing: What do you pair with a podcast about leftover fetal cells? How about some dressed up leftovers and a nice bourbon-barrel aged cabernet sauvignon.

The Non-Alcoholic Option: A well-aged **Pu Erh fermented tea**.

Best Setting for Listening: Somewhere amongst a lot of family photos.



4. The Theme: The Science of Happiness.

If a pampering experience is what you are after, this is the one for you!

The Podcast: *The Science of Happiness*

Hosted by award-winning professor Dacher Keltner and co-produced by PRI and UC Berkeley's Greater Good Science

Give a Mom in your life the gift of a luxurious timeout!

Center, there are many episodes to choose from.

Episode 61 seems appropriate for Mother's Day, with the title question, "Who would you be without them?" Busy moms might benefit most from Episode 56, "How to Make Time for Happiness."

The Pairing: A bubbly **mimosa** of equal parts fresh orange juice and champagne with a splash of grenadine syrup.

The Non-Alcoholic Option: **Virgin mimosa** made with ginger ale.

Best Setting for Listening: Mom's favorite place to sit where she can put her feet up and bask in the glow of motherhood.

Whichever option you choose, I'd love to hear from you!

Please contact me at science@podcastmagazine.com to share your stories of how you used a science podcast to make Mother's Day special for the special mom in your life!

Remember, if you pair the podcast experience with alcohol, drink responsibly. 🍷



Science Category Director

Emily "The Radical Rabbi" Brenner
science@podcastmagazine.com
The Radical Rabbi 🎧

Got a Science Podcast suggestion?

Let us know! >



DANI SHAPIRO

Shining a Light into the Secrets AND the Shame

*“I always knew there was a secret,
what I didn’t know, the secret was me.”*

—Dani Shapiro, *Inheritance*

Just about everyone in the world has a skeleton or (several) in his or her closet.

Secrets... some buried so deep within,

they may never see the light of day. Those who keep them sometimes end up doubting their own mind and feelings, believing instead that the secrets are truth.

The truth is, secrets have a way of

increasing in weight, the longer they are kept.

Dani Shapiro, host of the *Family Secrets* podcast, is no stranger to them. *“After a lifetime of writing about family secrets, I’ve never understood why... over the course of nine other books, novels, and memoirs... I have always gravitated toward and drifted back to the subject of secrets and families—and what happens to families when there’s a secret buried within.”*

One of the more shocking secrets in Dani’s own life that she uncovered—and that changed everything—resulted from a DNA test Dani’s husband suggested they take together. Discovering that the man she had called “dad” her whole life really wasn’t her biological father was devastating, and it led Dani on a journey toward the truth. She chronicled that journey in her New York Times bestseller, *“Inheritance.”*

Despite being a podcast listener, it wasn’t until Dani had a conversation with her dear friend, mindfulness author Sylvia Boorstein, that the inspiration for one came to her. Recalling, Dani said, *“Sylvia and I had this long phone call, and at some point, she started telling me her own family secret. I was on the other end of the phone thinking, ‘I wish I could record this!’ I remember wanting to share it, because it’s such a great story, and Sylvia is such a great storyteller. When I got off the phone, I wondered if a podcast about family secrets exists.”*

“Over the course of nine other books, novels, and memoirs... I have always gravitated toward and drifted back to the subject of secrets and families—and what happens to families when there’s a secret buried within.”



Intrigued, Dani quickly scheduled a meeting with two representatives of her publisher, Penguin Random House. *“I barely even got ‘I’ve been thinking about this idea for a podcast about family secrets’ out before each of them, in slow motion, reached into their bags and pulled out their phones. I could see*



how excited they were. Within a few days, they had set up a meeting with a company based in Atlanta called HowStuffWorks.”

And just like that, the podcast *Family Secrets* was born!

The challenge: Dani had always considered herself a writer, so podcasting would be a new skill to learn. “It was a lesson in following my instincts—because I really felt compelled to do it.”

Produced by IHeart Radio, *Family Secrets* is now in its third season of sharing secrets of all kinds, from all kinds—celebrities and listeners alike. With a soothing, empathetic voice, Dani guides her guests through stories that recount the often traumatic and heartbreaking secrets that have had an impact, often striking a note of truth and healing for listeners.

Coupled with “soundscaping,” listeners feel drawn in, part of the conversation taking place in front of a fireplace over a warm cup of tea, against a ‘backdrop’ of birds singing, doors closing, church bells ringing, etc.

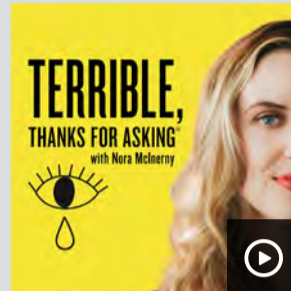
Dani gives high praise to her sound engineer, Dylan Fagan, for creating “a gentle musical envelope for holding the story and having the right ambience for it to be heard and felt by the listener.”

Featuring guests who have been through “the dark night of the soul,” Dani looks for those who “have deeply explored the aftermath and the impact, both psychologically and emotionally, of



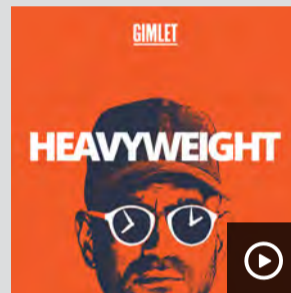
DANI

listens to



TERRIBLE, THANKS FOR ASKING WITH NORA MCINERNEY

This is a funny/sad/uncomfortable podcast about talking honestly about pain, awkwardness and our humanness.



HEAVYWEIGHT

Join Jonathan Goldstein for road trips, thorny reunions and difficult conversations as he backpedals his way into the past like a therapist with a time machine.



BETWEEN THE COVERS: CONVERSATIONS WITH WRITERS

Author interviews with today’s best writers, established and up-and-coming, in fiction, nonfiction and poetry.

“Where there is secrecy, there’s shame. We all have it, and it’s useless and futile.”





having had a secret kept from them or having kept a secret.”

And there’s no “winging it,” here.

“I go into every interview with a ‘map’ of the conversation in mind. I usually begin and end with the same questions. I start by asking about the landscape of my guest’s childhood. That generates answers in amazing detail, and it lays the groundwork for the person’s story. And at the end of every episode, I always ask my guest, ‘Do you wish you hadn’t found out?’ Not a single one has answered, ‘Yes, I wish I hadn’t known.’ Not one.”

Dani also believes that there is a universal theme she’s sharing.

“We really are more alike than we are different. That’s why Family Secrets is resonating as much as it is... because every family has secrets. If I were to identify one underlying theme throughout almost all

of the stories I’ve heard and conversations I’ve had, I’d say it’s that ‘Where there is secrecy, there’s shame.’ We all have it, and it’s useless and futile.”

As Dani shares the secrets that cause that “useless” shame, she also builds a community of people who were ultimately liberated by the discovery of their secret, like she was.

*“It was such a painful and world-rocking discovery,” she admitted, “but it also provided me with my sense of solidity about who I am. I didn’t know that I was missing something as bedrock as identity. But once that became clear to me, the lights blinked on. It was like I was wearing the right prescription glasses for the first time in my life! I think my guests share that feeling. So many people come up to me to tell me they listen to Family Secrets, or have read *Inheritance*, and feel less alone in the world. That’s an amazing feeling.”* 🎧



Society & Culture Category Director

Gin Keller
societyandculture@podcastmagazine.com
Embracing Courage 🎧



UNDER THE RADAR

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



FIGHTING CORONAVIRUS

Wondery's newest podcast, *Fighting Coronavirus*, began in March as a result of the COVID-19 pandemic.

The host, Steven Johnson, is also the author of eleven books and host of the PBS series "How We Got To Now" and of the podcast *American Innovations*.

Steven is no stranger to sharing information about the history of health and medicine and the intersections of technology and society. In his blog, he writes, "Today, we



find ourselves in a global health crisis that... presents new challenges to society on every level, from existential threat to... economic catastrophe... to the toll on our sanity."

Considering how his book, *The Ghost Map*, is a deep-dive into the history of the cholera epidemic, I'd say Steven is uniquely qualified to examine the COVID-19 pandemic.

This podcast examines a broad range of topics over the initial four episodes, including the process involved in creating a vaccine, the concept of population density and its contribution to the growth of civilization, deciphering and understand the different forecasting models, and a website (covidnearyou.org) that is tracking public health data.

As today's news focuses on the stock market and politics, it can be easy for socially isolated humans to lose hope... to lose sight of a bright side. This podcast shares resources and ideas that offer a fresh perspective on positive change. 🎧

'GOOD LUCK, MR. GORSKY'

The Truth Behind Neil Armstrong's Quip

"Three, two, one, booster ignition, and liftoff.."

These are the words podcast host and veteran broadcast journalist David Denault heard many times as a former NPR space correspondent covering the space program during the days of Apollo Missions and Moon Landings.

While many think the space program is dead, Denault challenges that belief with his podcast, *About Space Today*—a news and information show airing every Tuesday about America's return to space with manned, scientific missions.

Denault weaves current news about SpaceX—a company that designs,

manufactures, and launches advanced rockets and spacecraft—with information about planned missions to Mars juxtaposed with special reports about historical happenings from the space program.

About David Denault

Mr. Denault has received numerous accolades and journalism awards.

In 1978, he was recognized with a Television EMMY Award for his PBS documentary on America's High School in Israel.

**THEN & NOW**

◀ Denault covered the Apollo 11 mission, July 20, 1969.

Today he hosts *About Space Today*, which airs every Tuesday. ▶



As a correspondent for National Public Radio, Denault produced and anchored NPR's *Manned Missions to the Moon*, and later, *SKYLAB Missions to America's First Space Station*, the Apollo-Soyuz joint American and Russian rendezvous in space. His coverage was based from both the Kennedy Space Center in Florida and Johnson Space Center in Houston, as well as anchoring from NPR Studios in Washington, D.C.

He is a distinguished past member of the American Institute of Aeronautics & Astronautics and was a charter member of Sigma Delta Chi chapter (Society of Professional Journalists) at the University of South Florida.

He served as Bureau Chief in Miami for National Public Radio during the Nixon Administration.

Denault was also a correspondent for ABC Television's *Good Morning America* and *World News Tonight* on many of the national news stories. As part of the press corps, he traveled with former President's Regan, Nixon, Ford, and Carter and with Vice President Agnew.

Denault's space memorabilia and legacy collections can be found at the University of Idaho, Moscow campus.

His travels as a journalist have taken him to various parts of the globe including England, France, Belgium, Mexico, the Bahamas, Jamaica, Canada, the Middle East, and Israel, where he addressed Israel's Broadcaster's Association.

In January, *AST* expanded its news coverage with a Washington News Bureau, with Rick Potluck as Bureau Chief. Potluck, who is also an NPR broadcast associate and good friend of Denault's, also covered the Apollo Moon Missions, Skylab space station, and Joint US-USSR mission alongside Denault.

The two also share an EMMY for their documentary on America's High School in Israel.

Remembering Apollo 13

On April 16, 2020, Denault aired a "Remembering Apollo 13" episode to commemorate the 50th anniversary of the Apollo 13 mission.



▲ Close-up view of an astronaut's footprint in the lunar soil taken during the Apollo 11 lunar surface extravehicular activity.



The 3-man crew aboard the Apollo 11 flight consisted of Neil A. Armstrong, mission commander; Edwin E. Aldrin, Jr., Lunar Module Pilot; and Michael Collins, Command Module pilot.

Denault, who was in Houston during that mission, recalled how it seemed to be on track for the first 56 hours. But then, at 10:06 pm. EST on April 13, *“The power fans were on for the third ‘cryostir’ of the mission, a procedure to stir the oxygen slush inside the tank when we heard, ‘Houston, we’ve got a problem.’”*

In this episode of *About Space Today's* Special Report, Denault and Rick Potluck discuss the events that shook the world.

Denault's podcast editing is creative, and his sense of humor comes through as he remembers interviews with the famous men who went to space. He delights in the retelling of a true story about Apollo 11 Lunar Module Commander Neil Armstrong, the first person to set foot on the moon on July 20, 1969.



DAVID

listens to



THE WILDER RIDE: GETTING WILDER BY THE MINUTE

A podcast celebrating and exploring the films of Gene Wilder, using the movies-by-minutes format.



ASTRONOMY CAST

Co-hosts Fraser Cain and Pamela Gray leverage the internet to get astronomy to the people of the world. Together, they help people explore the universe.



NASA PODCASTS

NASA has many podcasts related to space and space news, including *Houston, We Have a Podcast*; *Small Steps, Giant Leaps*; *Gravity Assist*; *NASA Explorers: Apollo and On a Mission*; and the *Invisible Network*.

“That’s one small step for man, one giant leap for mankind.”
—Neil Armstrong



Denault recounted the true tale:

“His words, after stepping onto the surface, ‘That’s one small step for man, one giant leap for mankind,’ were televised to Earth and heard by millions. But just before he re-entered the lunar lander, he made the enigmatic remark... ‘Good Luck, Mr. Gorsky.’

“Many people at NASA thought it was a casual remark concerning some rival Soviet Cosmonaut. However, upon checking, there was no Gorsky in either the Russian or American Space program.

“Over the years, Armstrong was questioned about the reference, but he always just smiled. Finally, on July 5, 1995 in Tampa, Florida, while answering questions following a speech, a reporter brought up the 26-year old question to Armstrong, and people would finally get an answer.

“By this time, Armstrong felt he could finally divulge. In 1938, he was just a

kid in a small Midwest town playing baseball with a friend in the backyard. His friend hit the ball, which landed in his neighbor’s yard by the bedroom window. His neighbors were Mr. and Mrs. Gorsky.

“As he leaned down to pick up the ball, young Armstrong heard Mrs. Gorsky shouting at Mr. Gorsky. ‘Sex! You want sex! You’ll get it when the kid next door walks on the moon.’”

Return to the Moon by 2024

While Denault and his team often cover the historical aspects of the space program, the most exciting aspects of *About Space Today* might be the revelation that America is committed to returning to the Moon by 2024. In fact, NASA has been accelerating plans to launch American astronauts into space by May 27, 2020.

Denault explained that the program is designed to prepare astronauts for travel not only the Moon, but also to Mars!

Presently, *About Space Today* is doing a series of reports entitled “Return To The Moon To Stay.”



News Category Director

Tami Patzer

news@podcastmagazine.com

Women Innovators



UNDER THE RADAR

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



MARKETING, MEDIA & MONEY PODCAST WITH PATTY FARMER

Are you tired of spending your time and money chasing strategies only to discover that what worked 10, five, or even two years ago isn't working now?

In light of that recognition, mother of six daughters, International Speaker, and Podcast Marketer Leader Patty Farmer decided to create a podcast and companion magazine to help entrepreneurs and business professionals keep up.

She interviews today's leaders about



proven, profitable strategies and behind-the-scenes secrets that are working now. She also interviews industry experts and global influencers to help listeners get implementable business ideas and tools to help them stand out in the noisy marketplace.

While the show is relatively new, it is going into its fourth season with weekly episodes that have solid five-star reviews from satisfied listeners like Michelle Bridger, who offered this comment: *“Direct, Valuable, and Insightful – Thanks for the insightful and thoughtful podcast interviews that give the tips and strategy[ies] needed in today’s market.”*

Patty Farmer does a good job of naming the episode and providing information-packed show notes that make it easy for listeners to understand the value of the show. Each of Farmer's guests also provide free gifts related to the topic of the conversation, so *Marketing, Media & Money Podcast* lives up to its name! It's well worth a listen—I'd even consider it “binge-worthy!” 🎧



MUSICIAN PIVOTS TO PODCASTER

**Bree Noble Chooses
Motherhood First**



In honor of Mother's Day, I wanted to feature music-preneur Bree Noble, host of the *Female Entrepreneur Musician* podcast, and mom to daughters Julia, 17, and Abigail, 11.

Before donning her marketing/business coach "hat," Bree was a touring musician.

Wanting to be present for her girls at home, though, Bree eventually gave up the touring life and, turning to online broadcasting, founded *Women of Substance Radio* in 2007 as a platform to feature other female musicians.

"I wanted the title to portray the fact that every woman singer-songwriter involved had a really strong quality to her, whether it was the quality of the lyrics, the message behind the song, or the amazing vocals. I didn't want party-fluff songs; I wanted them to be meaningful. I'm terrible at naming things, so the fact that it just came to me must have been a God-send," Bree said.

As far as making the transition from life on the road to stay-at-home mom, she went on to say, *"Once you have kids in elementary school, it's really hard to tour, because you miss a lot of things. That's when I started getting into the radio station, podcasting, and now, all the teaching I do."*

"I knew my girls were being taken care of when I was away, but I had to make choices. When I put my Christmas album out in 2011, I left for two weeks. As soon as I got back, they were like, 'Oh, you missed making gingerbread houses,' and 'You missed my gymnastics recital.' That was



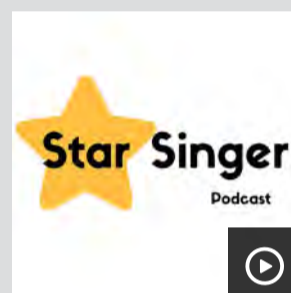
BREE

listens to



CD BABY DIY MUSICIAN PODCAST

For independent musicians who want to build a sustainable career without giving up control. Hosts Kevin and Chris are part of the same community they're helping to educate.



STAR SINGER PODCAST

For singers who want to improve their performances and auditions, Tiffany VanBoxtel helps to bring out your best performances and continue to improve your singing through tips, training, and guest experts.



MUSIC INDUSTRY BLUEPRINT

Host Rick Barker shares his experience and insider tips, helping his clients understand the music business and fast-tracks their steps to success.

"My superpower is being an advocate for and gatherer of like-minded people."



the point where I realized I just don't want to miss these years. That was the impetus for me getting into these other mediums and never going back out on tour."

Now, Bree keeps her music chops honed by doing vocals for other songwriters who find her online. Working from her home studio, she is also able to produce her own CDs... but most of her time is spent on her podcasts and in helping other musicians.

Feeling a lack of growth potential in radio, Bree pivoted to podcasting in 2014—and she absolutely loves it!

The “rules” for playing music were much looser, and she was free to do more of what she wanted with her show, *Female Entrepreneur Musician*.

The transition was nearly seamless, as she began featuring indie artists from her station, playing their music while providing their backstories. The learning curve came with pre-recording the shows versus being live, and in using the equipment and software.

“The thing is, with podcasting,” Bree said, “You’re creating something that has value in the world. It’s an expression of you and your principles. I knew the importance of being totally authentic on the show. It wasn’t about letting every little imperfection stop me.”

The fact that she was on a mission to support other women in the music industry remained the same.

“A lot of musicians I’d been in touch with

through Women of Substance were coming to me for advice and asking me a lot of questions, because I was familiar with struggle. I had been a touring musician. And I figured out how to start my career as an entrepreneur, despite it taking me quite some time.

“They were asking me the same questions I had asked myself before I got to where I



“Once you have kids in elementary school, it’s really hard to tour, because you miss a lot of things.”

am now. Do you have an email list? Do you have fans? Do you have social media? They didn't have any of it. They didn't know how to do it. They didn't think they needed to do it. They thought they were just going to get some record label, or a manager was going to sweep them up and do all the work for them. And that was how the idea for Female Entrepreneur Musician came to me."

Having now hosted her highly rated podcast for six years, Bree continues to successfully balance her roles as podcaster, supporter of musicpreneurs, and mom. How?

By starting at 4 a.m.!

When school was in session, she'd work until seven, take a "mom break" to get the girls off to school, then work again until just before the kids came home around three. Then, her focus turned back to them.

"I want to hear about their day and what they are doing. I'd usually be in the kitchen prepping dinner or just cleaning up while simply listening to them—because that's when they really want to come and just spill everything that happened that day. I want to be there to hear it."

Bree's nurturing spirit doesn't solely extend to her girls, either; many of her listeners are moms, too, balancing family life with a career. So, Bree provides a good dose of motherly advice from a musician's stance—a loving combination of "been there, done that."



She shares her learned experience freely, so others can avoid the 10-year struggle that she endured.

In fact, she claims her superpower isn't about who she is, but about what she can do for others.

"I believe in people having superpowers—zones of genius, or however you want to put it. Mine is being an advocate for and gatherer of like-minded people. That's why I've been such a proponent for women in music. I want to be the one to get everybody on the same page, so we can be so much more powerful together." 🗣️




Music Category Director

Raven Blair Glover
music@podcastmagazine.com
*Amazing Women And Men
Of Power* 🎧

Got a Music Podcast suggestion?

Let us know! >



UNDER THE RADAR

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



INDIA ARIE PRESENTS SONGVERSIATION

India Arie is a four-time Grammy award-winning and 21-time Grammy-nominated American singer, songwriter, and actress. She is known for her distinct singing style and her diverse range of song topics, including songs about AIDS, Africa, love, courage, and human emotions. And now, she is a podcast host.

While she gave up touring a few years back, her purpose of spreading love, healing, peace, and joy through the power of words



in her music. In each show, she plays one of her own songs, and riffs on it. A typical show includes segments and a rundown of each of her eight albums.

In a recent episode she sings, “There’s Hope” and talks about what hope means to her. Her “signature” closing is that she offers an affirmation...For *hope*, she says, “*In these uncertain times, this is when we need hope the most. May you right now plant the tiniest seed of hope in your heart and find what waters that seed... prayer, meditation, reading, writing... it is my prayer that we all find that in these times. Because the truth is that the hardest time to find hope is when we need it most.*”

Her message is inspirational, her voice is magical, yet I’d like to hear more of her. *SongVernation* launched in June 2018, but she has recorded only 18 episodes. She confesses that she needs to show up more, and promises to do that. I’m hoping she keeps her promise. 🎧

HELLO, FROM THE MAGIC TAVERN!

THIS Is Your Invitation to Escape...



Calling all Earth-dwellers currently being stalked by the strange phenomenon called “Coronavirus”... those who are locked in place, crawling the walls...

... THIS is your invitation to escape.

Come, fall through a portal (behind

a Burger King) to the magical land of “Foon”—where Chicago improv comedian Arnie Niekamp holds court with a motley crew of monsters, wizards, and adventurers!

Through this portal—where the Wi-Fi signal glimmers to distant lands, and

there are no masks, Instacart deliveries, or Zoom video calls to virtually overwhelm you—you enter the tavern of the Vermillion Minotaur.

And *that* is where you find the magic of delightful comedic escape: a fantastical podcast land where, together with co-hosts Arnie, Adal Rifai, and Matt Young, you can do things like play a variation of football called “*Mittens*,” complete with contradictory rules, and encounter creatures like “*memory gremlins*,” “*half-dwarves*,” and “*reverse mermaids*.”

Hello from the Magic Tavern is a fantasy comedy serial podcast now in its third season with more than 100,000 downloads (on average) per episode.

Fans follow the improvised antics of the fictionalized Arnie Niekamp, who has always been drawn to comedy, cracking jokes and trying out different forms of self-expression. He found his podcasting voice in 2015 when he fell through a dimensional rift in Chicago and landed unceremoniously in Foon.

And there he remains. Having lost all contact with his wife and baby daughter, he and his improv aficionados and co-hosts—a shapeshifter who takes the form of a badger, AKA “Chunt” (Adal Rifai) and a boisterous wizard named “Usidore the Blue” (Matt Young) who is driven by his quest to defeat the villainous “Dark Lord,” and constantly voices it in pompous perfection—interview many magical comedic heroes and nemeses.

ARNIE

listens to



BLANK CHECK

A movie podcast, *Blank Check* reviews directors’ complete filmographies, specifically the auteurs who’s early successes afforded them a “blank check” in Hollywood to pursue passion projects.



SLATE POLITICAL GABFEST

Featuring Washington journalists Emily Bazelon, John Dickerson, and David Plotz, it’s an informal and irreverent discussion political pundits have over drinks.



PUNCH UP THE JAM

Comedian and musician Miel Bredoux teams up with special guests to take apart a famous song, each part of the sound, bit by bit, to talk about what’s cool about it and make fun of it, offering a “punch-up” version.

“Over the last decade or two, between Harry Potter, Lord of the Rings, and Game of Thrones, a lot of people have been getting more into fantasy. Fantasy was an underserved genre for parody and comedy at the time,” says Niekamp.

“I love serialized storytelling, so jumping into podcasting was natural.”



“There’s so many funny clichés and archetypes in fantasy; I thought it would be fun to play with that.”

What happens in Foon is almost always entirely improvised with guest characters drawn from the world of Chicago improv, where Niekamp has performed for more than 14 years after discovering his love for the spontaneity of it in college. *“It’s much less lonely than writing,”* he said. *“I love serialized storytelling, so jumping into podcasting was natural.”*

However, he was quick to point out that some of his favorite guests are not necessarily improvisers. Some are *“just very good at a certain type of thing, and are game to try something new out. Like the science fiction writer Cory Doctorow. He also writes a lot about what’s going on with the Internet, social media, and online security, He came to us like, ‘I want*

to be a spider who’s spying on people for the Dark Lord.”

Niekamp has had the wrestler Colt Cabana and Reply All host Alex Goldman on *Hello from the Magic Tavern* as well, along with David Plotz, one of the Washington pundits from *Slate Political Gabfest*.

“I asked David what he thought was funny, and he said, ‘Well, I always thought Dolores Umbridge from Harry Potter was underrated. The people who have to uphold the bureaucracy, who are framed as the bad guys... there’s some part of me that identifies with them more than I’d like to admit.’ So, I was like, ‘Great! You’ll just be a propaganda person for the Dark Lord.”

The co-hosts impressive dedication to improv—establishing a storyline starting point and “letting riff” from there—is further enhanced by their consistent callbacks to jokes and references from past episodes.

“We don’t try to overplan things in episodes, because it’s not as fun as discovering what’s going to happen in the moment,” says Niekamp, adding that the six editors on the team are a huge part of the podcast’s success.

“The best episodes are the ones where suddenly, everything you thought you were going to do in that episode gets set aside, because something presented itself that was so fun or silly. The audience and the players are all equally surprised in that moment,” he says.



“We don’t try to overplan things in episodes, because it’s not as fun as discovering what’s going to happen in the moment.”



Hello from the Magic Tavern co-hosts (from left to right) Matt Young, Arnie Niekamp, and Adal Rifai

Hello from the Magic Tavern also draws on Niekamp’s gaming sensibility as one of the creators, directors, and designers for Jackbox Games. Jackbox has been producing irreverent party games since 1995, and is most recognized for its trivia franchise, *You Don’t Know Jack*, as well as *Quiplash*, *Fibbage*, *Trivia Murder Party*, and more.

Niekamp says there is some crossover between Jackbox Games and the podcast, like in the occasional subtle in-jokes or references to *Magic Tavern* in games. Fan communities on networks like Reddit sometimes recognize a voice or two, as well.

“Kevin Sciretta, who is the voice of *Dripfang*, a necromancer on our podcast, was the host of *Joke Boat* as a sea captain having a nervous breakdown in that game,” Niekamp explained.

All the fantasy-genre spoofing aside, there can be moments in the magical land of Foon that seem a little sad. “*For all its lightheartedness, the idea of someone being that far away from his family has a sad underside*,” Niekamp says, particularly in light of social distancing and the separation of families and friends during the Coronavirus epidemic.

Yet there is something inherently funny about Foon, and the co-hosts endeavor to make the fantasyland as welcoming as possible with every episode. “*Comedy doesn’t always remember to do that, but it was important to us. Even though you’re surrounded by monsters, and murderers, and crazy people, you are welcome.*”

Like many podcasters, hosting a show started out as a hobby for Niekamp. Now distributed by Earwolf, *Magic Tavern* has grown into a money-maker AND a legit side-hustle.



Niekamp says about 70 percent of him feels the joy of having a huge audience and access to opportunities to bring on big name guests. *“And then that other 30 percent is like, I now have a part-time job that takes up more and more time, with the bureaucracy of it, the social media side of it... it’s such a big thing!”*

With new episodes released every Monday, *Hello from the Magic Tavern* runs about 100 episodes per season and is now almost 40 episodes into season three.

So, where should a listener begin?

“I think the podcast is at its best if you start at the beginning,” says Niekamp. *“We have a far-more-robust-than-average listenership to our back catalog. We can see the numbers coming as a wave from the beginning.”*

But, if the rebel in you just won’t allow it, Niekamp recommends “The Skeleton” episode, featuring Chicago improv legend T.J. Jagodowski.

“We have a far-more-robust-than-average listenership to our back catalog. We can see the numbers coming as a wave from the beginning.”

“He’s one of the guys from the Sonic commercials—that’s probably where most people recognize him from. He plays a skeleton who, by day, just hangs out outside of a dungeon and lets people beat him up to sort of warm up for their crawling through the rest of the dungeon. He’s just this really nice, friendly, working-class skeleton,” says Niekamp. *“It’s a great one to try out to see if you’d be interested in the podcast.”*

The podcast boasts 8,578 five-star reviews on Apple Podcasts. Many of them echo these sentiments from Ariel445: *“I just started it over from the beginning for a third time, because it’s that good. Kinda ruined me for every other fantasy/comedy podcast. The content is laugh-out-loud funny...the way they play off each other is the best part.”*



Matt Young holds court as pompous wizard Usidore the Blue with Arnie Niekamp

Max Temkin, co-creator of the card game *Cards Against Humanity*, is one of *Magic Tavern*'s biggest fans, referring to it as *"probably my favorite comedy thing happening right now,"* thanks to the *"special comedy relationship"* between Niekamp, Young, and Rifai, *"who have the kind of rapport that only comes from a decade of working together,"* Temkin wrote in a blog post.

Niekamp and his team have spun off a number of other podcasts as bonus episodes on *Stitcher Premium*, including *Masters of Mayhem*, featuring the journey of two of the best characters from *Magic Tavern*, *Dripfang* and *Baron Lagoon*, across yet another magic land.

"Spintax has his own spinoff. We've also done a spinoff show where we play Offices & Bosses, a role-playing game

in the world of Magic Tavern, where we pretend we work in an office."

Niekamp says *Magic Tavern* is about halfway through its lifespan, with about four to six years left.

But... then what?

"We make a lot of jokes about being on TV on the show. We'll say, 'Netflix, are you listening?' and things like that. We've come very close to some other big opportunities."

If you're looking for a "binge-listen" during lockdown, *Hello from the Magic Tavern* is a no-brainer. 🗣️



Comedy Category Director

Melinda Wittstock
comedy@podcastmagazine.com
Wings of Inspired Business 🎧

UNDER THE RADAR

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



THE GUILTY FEMINIST

"I'm a feminist, but..." – Deborah Frances-White

If feminism were a competitive sport (and perhaps it is), how would you rate it? Where do well-intentioned feminists let the side down, and how can women “improve” as feminists?

The best comedy is often hatched from spoofing those who take themselves too seriously, and British comedian Deborah Frances-White finds a way to make feminism hilarious in her podcast, *The Guilty*



Feminist—named by Apple as one of their Best Listens of 2019.

The 2016 Writers’ Guild Award Winner for Best Radio Comedy for her hit BBC Radio 4 series, *Deborah Frances-White Rolls the Dice*, Frances-White is also an Edinburgh Fringe regular, a screenwriter, and in huge demand for her corporate seminars.

Recorded in front of a live audience (before the Coronavirus lockdown, that is), Frances-White and her guests “*from various homes across the UK discuss topics all 21st-century feminists agree on*” while confessing the insecurities, hypocrisies, and fears that underlie their lofty principles.

In a recent episode, Francis-White jokes about getting her husband to set up the computer for Zoom calls with a more flattering angle of the “*chin area.*”

Nothing is sacred in this podcast, and what a great tonic it is for all of us who fall into the trap of taking ourselves a little too seriously. 🎧

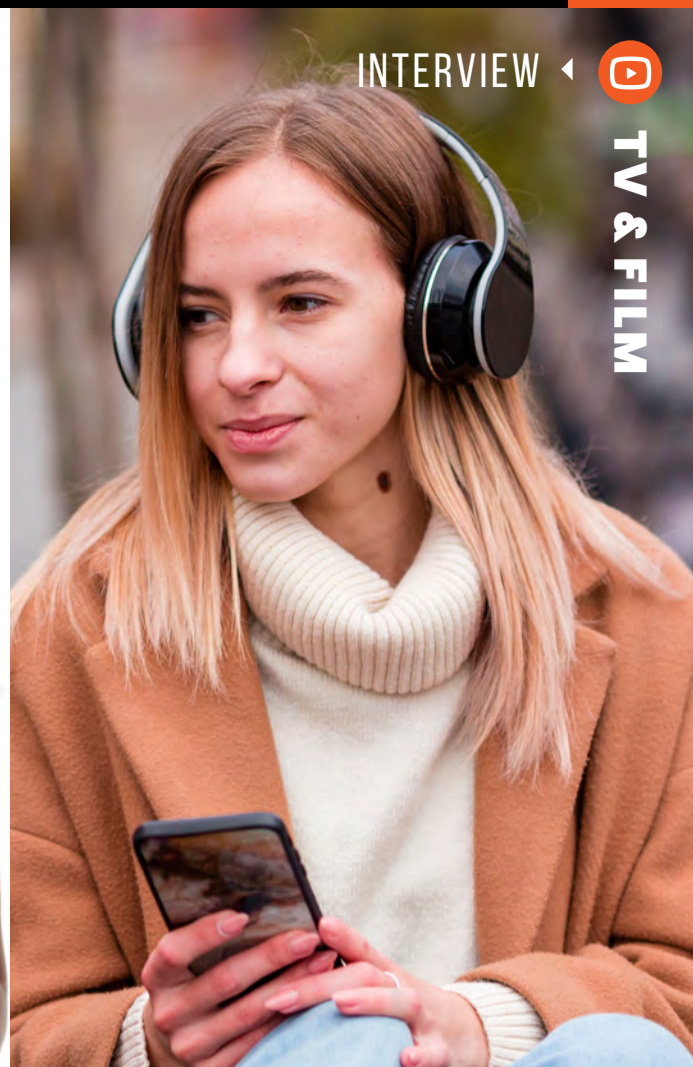
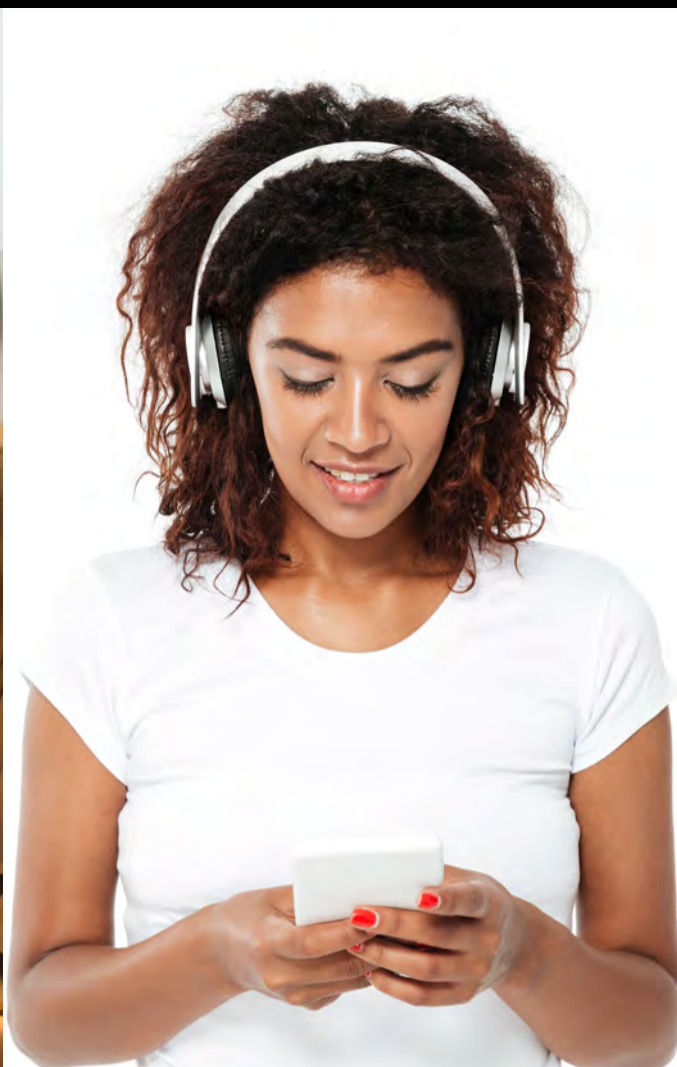
FREE LIFETIME SUBSCRIPTION

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THE BINGE-WORTHY PODCAST:

Recommendations from Moms I Know

In celebration of Mother's Day, I reached out to moms I know to find out what they have been binge-watching over the last few weeks. While most of them said they have been so busy taking care of everyone else that they have had no time to indulge, some, after a bit of pushing, admitted to joining the ranks of binge-watchers around the world... trusting that their families will be just fine while mom gets a well-deserved break.

Now, the problem with binge-worthy shows is that they hook you, and then they end. You're left wanting more.

My gift to all you mom readers:

A quick list of great podcasts to keep your binge-watching/listening marathon going! I am even including behind-the-scenes content and deep dives down the rabbit holes of some popular shows (for the new super fan!).

1. *The Outlander Podcast* ▶

Ok, Outlander fans... this is your opportunity to take a real deep dive into all things Outlander!

Hosted by Ginger and Summer, this show is 334 episodes strong. Dating back to April 2014, months before the launch of the series, it was created as a way to experience the Outlander journey alongside fellow fans while including some of the co-hosts' own interests in a fun and entertaining way.



“It’s a way to follow matters related to Diana Gabaldon’s books, the Starz production, and other subjects directly, indirectly, or tangentially related to Scotland. In other words, all things Outlander,” Gina says.



◀ 2. *The Good Place*

The official comedy and entertainment podcast for NBC’s show by the same name, if you get sucked into this one, you may find yourself totally relating to the following phrase:

“Holy motherforking shirtballs!”

Hosted by actor Marc Even Jackson—aka, Shawn, on the show—this podcast is filled with weekly behind-the-scenes content as it goes deep into everything on- and off-screen.

Each of the 68 episodes features a variety of co-hosts and special guests including actors, writers, and producers.



◀ 3. *The Ozark Podcast*

According to my mom friends, if you have not started watching Ozark yet, get ready to be hooked! As exemplified by its “top show” status on Netflix, people all around the U.S. are loving this show.

The Ozark Podcast offers deep conversations about the show and breakdowns of your favorite moments. And, as is the case with most recap-type podcasts, expect lots of juicy news and gossip, too!

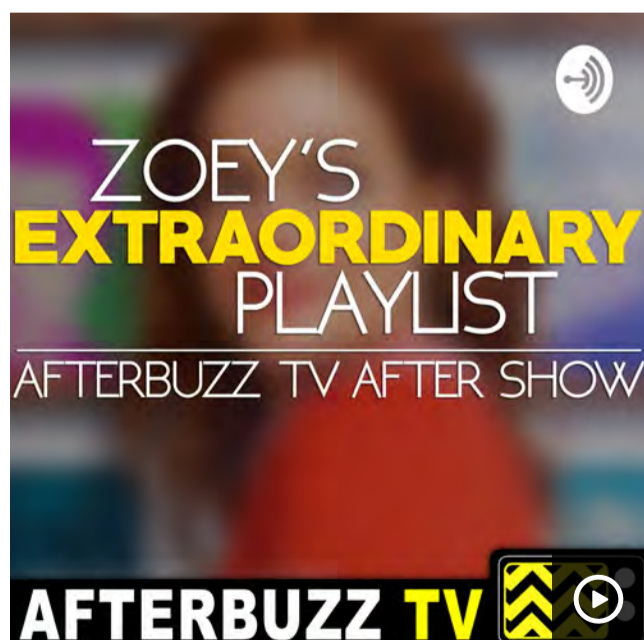


4. *Up Schitt's Creek: The Podcast*

Co-hosts Lady J and The Duke are best friends... and total Schittheads! Welcoming all fellow Schittheads at the opening of each of their 85+ shows, this is your opportunity to get an even more in-depth view of this mom favorite.

Note: If you are in any way offended by being called a "Schitthead," steer clear. The hosts tell it like it is, and they definitely live up to the parental advisory badge. It's witty, funny, and easy to listen to.

Behind-the-scenes content and deep dives down the rabbit holes of some popular shows (for the new super fan!).



5. *Zoey's Extraordinary Podcast*

Of all the moms I talked with, this show was the favorite. Even though it's only in its first season with just 10 episodes, it's grabbed the hearts of moms everywhere. Truth be told, it grabbed my heart, too. I will even admit it to a few scenes bringing tears to my eyes.

If you are a fan of the show, you know Zoey is a big fan of podcasts, too.

Well, this fast-paced, funny podcast brings you in closer to Zoey's character, while also offering news, gossip, and even predictions.





the complexity of marketing



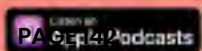
typical marketing advice

ponderings from the perch

Tune in as host Priscilla McKinney serves up tips, tricks, mindset shifts and actionable marketing tactics that actually make sense.

Ponderings
from the
Perch
THE LITTLE BIRD MARKETING COMPANY PODCAST

littlebirdmarketing.com/podcast



As someone who also loves podcasts and wants to inspire others to enjoy the medium, here's my thought:

Maybe YOU are one of *Zoey's Extraordinary Playlist* lovers, or *Schitt's Creek's* biggest fan, or *The Good Place's*, or *Outlander's*, or any of the many, many TV shows out there.

Since most of us are still on lockdown, now is the perfect time to start a podcast!

Yep, I said it. YOU need to start a podcast.

Why *not* you?

All you have to do is declare you're going to do it.

Then, just do it.

As you flip through the pages of this issue of *Podcast Magazine*, imagine joining us—the contributors who are also podcast hosts—and getting to share a topic you're excited about with all the world! (And, if you happen to be the one to launch a TV or Film related podcast, my next article just might feature you!)

Happy Mother's Day to all the moms out there reading this magazine...

Sit back, relax, and check out one of these fun and entertaining podcasts on your special day! 🎧



TV & Film Category Director

Rob Actis

tvandfilm@podcastmagazine.com

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 NO FILM SCHOOL PODCAST

We are living in unprecedented times. We're approaching a new "normal."

While the government urges us to stay home, we have really been given an opportunity to level up. Sure, it is comfortable to sit and binge-watch shows on your favorite networks. But how about refining your skillset, or learning something new?

This is a leveling of the playing field, folks, and Hollywood may never be the same. Why not invest in yourself, hone your craft, and maybe even shoot an amazing film? If



you're ready... the *No Film School Podcast* is a great resource.

Launching in 2016 and boasting over 300 episodes, this show features interviews with leading filmmakers and industry authorities, check-ins from major film festivals, and a weekly news update, the *Indie Film Weekly*.

If you're a filmmaker (amateur or professional), check out the "How will Coronavirus Impact Filmmakers" and "Welcome to the Quarantine" episodes.

This podcast is a part of an amazing worldwide community of filmmakers, video producers, and independent creatives. Their slogan speaks volumes: **No Film School is where filmmakers learn from each other — "no film school" required.**

So, if you'd like to spend some of your down time being super productive, this is your chance to learn from masters all across the world in an easy-going, conversations format!

What are you waiting for? Go listen! 🎧

OFF THE CHARTS

PODCAST MAGAZINE'S **Top Podcast Picks Of The Month**

MAY 2020

ARTS

break — ing beauty

DEAR MEDIA

BREAKING BEAUTY

Hosted by: Jill Dunn & Carlene Higgins

Behind every best-selling beauty product, there's a damn good story. Two longtime magazine beauty editors, Jill Dunn and Carlene Higgins, chat about the breakthrough beauty products lining store shelves, and how they came to be.

BUSINESS

HANDS-OFF CEO

Hosted by: Mandi Ellefson

Mandi Ellefson answers the questions business owners and CEOs are asking while offering a tactical guide to how to scale to seven figures and beyond.



COMEDY

ANNA FARIS IS UNQUALIFIED

HELLO DEAR LISTENERS

ANNA FARIS IS UNQUALIFIED

Hosted by: Anna Faris

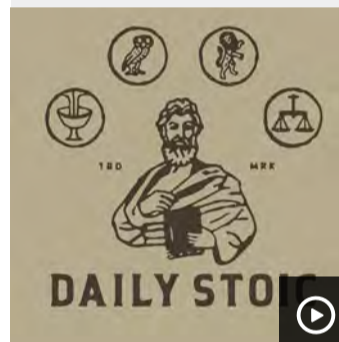
Anna Faris interviews actors, YouTubers, comedians, and others who have "no idea what the f*ck we're doing" to find comfort, support, and laughter.

EDUCATION

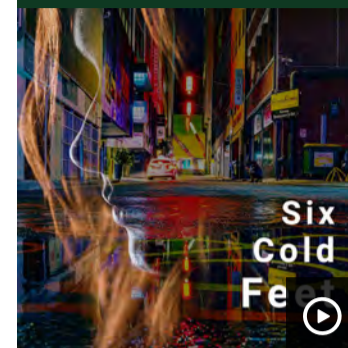
THE DAILY STOIC

Hosted by: Ryan Holiday

One of my favorite books and authors, Ryan Holiday has a podcast, too! Inspired by the thoughts and writings of great Stoic thinkers like Marcus Aurelius and Seneca the Younger. Usually only three minutes!



FICTION



SIX COLD FEET

Hosted by: Deaderic Productions

Six Cold Feet is a fiction anthology podcast about music, mystery, and the places we escape to when the real world disappoints us.

GOVERNMENT

GovComms

The future of government communication

contentgroup

GOVCOMMS: THE FUTURE OF GOVERNMENT COMMUNICATION

Hosted by: Contentgroup

Through conversation with industry greats, experts, and innovators from around the world, GovComms delivers the latest insights and best practice in government communication.

HEALTH & FITNESS

SIP AND OM THE DAILY MEDITATION PODCAST

Hosted by: Mary Meckley

A library of meditations to be happier, more at peace, and sleep better. A weekly journey to manage your emotions and stress triggers.



HISTORY

The Siècle

France 1814-1914

THE SIÈCLE

Hosted by: David H. Montgomery

The Siècle is a multimedia project devoted to telling the story of France's history from 1814 to 1914.

KIDS & FAMILY

STORIES PODCAST

Hosted by: Amanda Weldon

Whether for drive time, downtime, or bedtime, kids will be imaginatively engaged with G-rated content that delivers delight. Bonus: Stories may be sleep-inducing, too.



LEISURE



THE DRONE TRAINER PODCAST

Hosted by: Chris Anderson

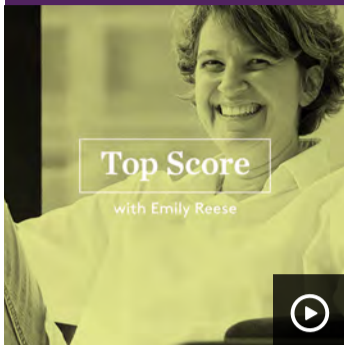
This podcast discusses ways to grow drone businesses and market them. From real estate agents to government agencies, it gives interesting out-of-the-box marketing and business tactics.

OFF THE CHARTS

PODCAST MAGAZINE'S **Top Podcast Picks Of The Month**

MAY 2020

MUSIC



TOP SCORE

Hosted by: Emily Reese

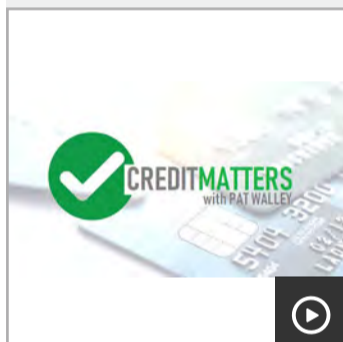
Some scores for video games deserve recognition, which is why *Top Score* was created. It's dedicated to the music that accompanies soldiers through battle, sorcerers through forests and aliens through space.

NEWS

CREDIT MATTERS

Hosted by: Pat Walley

Pat Walley of Dignity Credit Solutions focuses on the business news of money and provides a public service by helping listeners understand how credit and money affect their daily lives.



RELIGION & SPIRITUALITY



THEOLOGY GALS

Hosted by: Coleen Sharp and Rachel Miller

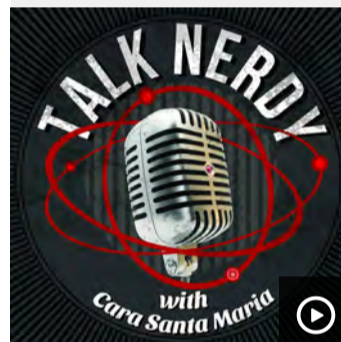
Theology Gals is a well-produced podcast covering theological topics from a Reformed perspective, focused on the Bible and applying it to the Christian life. A thoughtful and deep listen.

SCIENCE

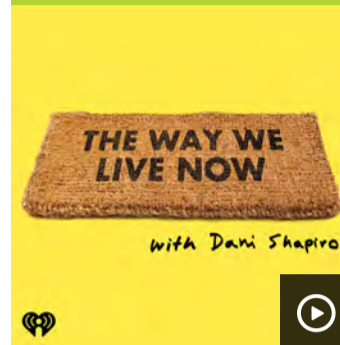
TALK NERDY

Hosted by: Cara Santa Maria

Host Cara Santa Maria, a science communicator, television host, producer, and journalist, is excited to provide a place for conversations with interesting people about interesting topics.



SOCIETY AND CULTURE



THE WAY WE LIVE NOW

Hosted by: Dani Shapiro

Every one of us is navigating our lives in our own way, and a rich tapestry of voices will be a comfort and a source of connection, in just fifteen minutes a day.

SPORTS



RING RUST RADIO

Hosted by: Donald Wood, Mike Chiari, and Brandon Galvin

WWE, NXT, Impact and Indy Wrestling Talk brought to you in a splashy, fluid podcast. The debate about WWE not being a "sport" is one we frequently hear about.

TECHNOLOGY

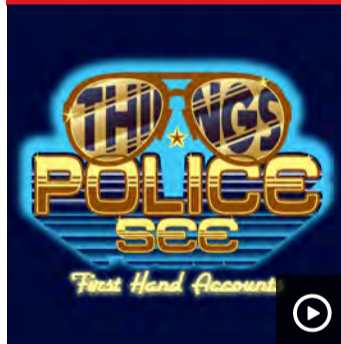
EXPONENT

Hosted by: Ben Thompson and James Allworth

A podcast about tech and society. If you don't think tech influences society and how we consume information, don't listen. If you want to learn how it does, listen.



TRUE CRIME



THINGS POLICE SEE: FIRST-HAND ACCOUNTS

Hosted by: Steve Gould

Former Massachusetts police officer Steve Gould interviews a variety of law enforcement officers about their most intense moments on the job.

TV & FILM

FAKE DOCTORS, REAL FRIENDS, WITH ZACH AND DONALD

Hosted by: Zach Braff and Donald Faison

Zach Braff and Donald Faison relive the hit tv show *Scrubs*. Every week, they share behind-the-scenes stories and their favorite memories of the show.



EDITOR'S PICK

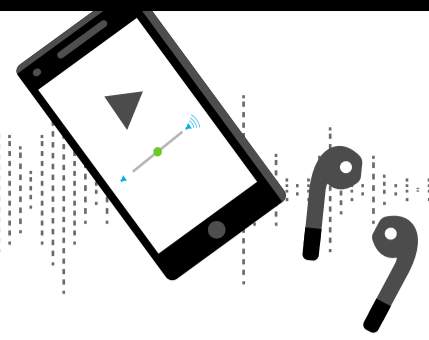


OFF THE GRAM PODCAST

Hosted by: Heidi Kristoffer, Jamie Hess, Christine BibboHerr and Meaghan Murphy

Joined each week by a special guest to take a deep dive into a hot topic. Fashion designers, celebrity trainers, CEO's, and all kinds of bad-ass women! Just like you!

IN YOUR EARS



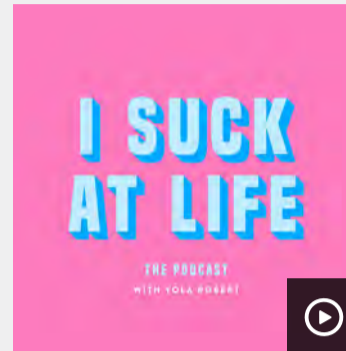
Your 'buds' will thank you for introducing them to these shows



THE PERSONAL BRANDING PLAYBOOK

Hosted by: Coach Chris

The Personal Branding Playbook features some of the top CEO's and business owners in the world but we aren't having the usual conversations. Coach Chris questions guests specifically about their brand and how they've reached a new level in life. On Thursdays you can catch the Action Episodes created to help you grow your business!



I SUCK AT LIFE

Hosted by: Yola Robert

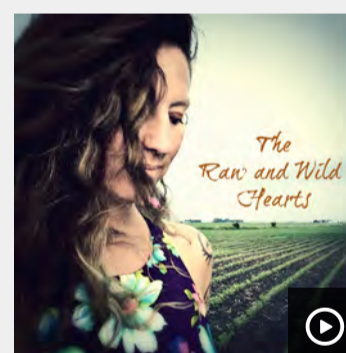
I Suck At Life is here to help you navigate the roller coaster ride to success. Senior Forbes contributor, Yola Robert, interviews entrepreneurs, brands, executives, influencers and celebrities on how they have been able to leverage life's "sucky" moments to reach the success they have today.



DRIVE WITH US PODCAST

Hosted by: Taranjit and Bhavneet

Boring commutes are plaguing our world, but not anymore! *Drive With Us Podcast* is a light-hearted comedy podcast hosted by two sisters who have long daily commutes. We help make your commutes more enjoyable by sharing crazy experiences from us and our listeners. A clean, family-friendly show where topics are unlimited, conversations are funny, and random tangents are guaranteed!

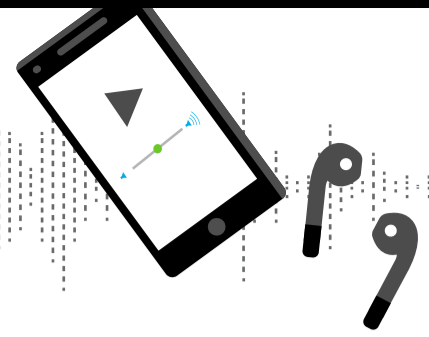


THE RAW AND WILD HEARTS PODCAST

Hosted by: Lori Reising

Welcome to a podcast with heart where we honor the ancient tradition of story-telling of experience through our modern age of technology to invoke raw and real laughter, resilience, understanding and human enrichment. Let's get wild and magical with topics that will elevate consciousness and speak to many, while enjoying the heck out of each other along the way!

IN YOUR EARS



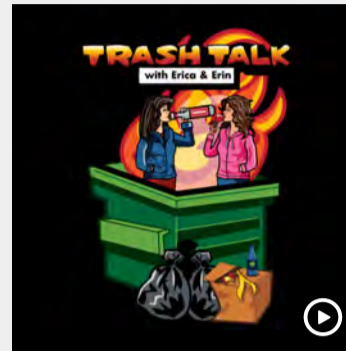
Your 'buds' will thank you for introducing them to these shows



GETNOTICED!

Hosted by: Teia Acker

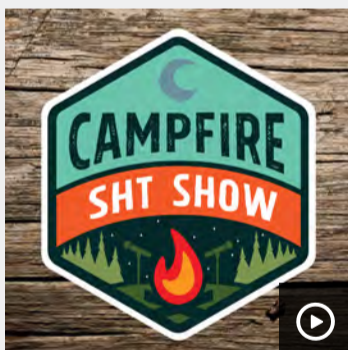
A spinoff to the company's tagline: "Let us help you GETNOTICED", *GETNOTICED! - The Podcast* by Teia Acker of EIPS, LLC. is an intricate discussion of business as it relates to entrepreneurship, small business growth and leadership development. Each episode encompasses the highs and lows of business and offers detailed "How To's" for eliminating barriers to achieving business goals.



TRASH TALK WITH ERICA & ERIN

Hosted by: Erica Bargmeyer and Erin Peistrup

Life Is A Dumpster Fire And We Are Here For It! You bring the trash and we'll bring the matches! We are two moms and friends discussing anything and everything trashy. We love Reality TV, Hollywood Gossip, Garbage Parenting, Dating, Marriage, Current Events and Enjoy Laughing at the Expense of Stupid People.



CAMPFIRE SHT SHOW

Hosted by: Beau Hufford and Meryl Klemow

Campfire Sht Show, hosted by Beau Hufford and Meryl Klemow, is a fiery mix of anything goes honest talk when friends sit around a campfire and the absolute insanity that is us. From money, love, weird one night stands and our own disgusting fetishes, we bare all. Watch as this comedy and stream of consciousness calamity burns up the charts.

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We recommend, have tested, and believe in the products, programs, and services shown below.

blubrry



Stats-Hosting-PowerPress
www.blubrry.com

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

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.

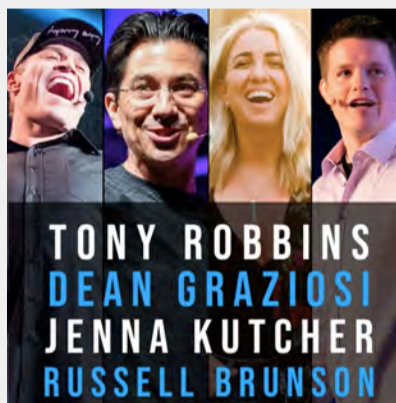
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 **KAJABI**

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.

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Turn what you know into income. Tony, Dean, Jenna & Russell share how to tap into the exploding digital economy (without creating an online course, digital agency, or a book) by leveraging The "KBB" Method.

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 **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.

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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	1	TRACE EVIDENCE Steven Pacheco	26	-	NEXT ON THE TEE Chris Mascaro
2	10	BIG MAD TRUE CRIME Heather Ashley	27	-	TALKING MOPARS Chris Albrecht
3	7	L.I.F.E CAST PODCAST The Cast of LIFE	28	37	THE JOE ROGAN EXPERIENCE Joe Rogan
4	2	THE UPSIDE Callie & Jeff Dauler	29	-	BRING ON THE WEIRD William Green & Elijah Meadows
5	8	SMALL TOWN MURDER James Pietragallo & Jimmie Whisman	30	29	LAST PODCAST ON THE LEFT Ben Kissel, Marcus Parks & Henry Zebrowski
6	6	CRIME JUNKIE Ashley Flowers & Brit Prawat	31	-	GENERATION WHY Aaron & Justin
7	5	MURDER MYTH & MYSTERY Saram, Erik & Mary	32	-	REAL LIFE REAL CRIME Woody Overton & Jim Rathmann
8	21	CRIME IN SPORTS James Pietragallo & Jimmie Whisman	33	-	SIDELINE TO SIDELINE Grant Goodwin & Terry Bennett
9	11	COLOR ME DEAD Angel & Nikki	34	-	SKINWALKER: TRUE CRIME PODCAST JS & Matt K
10	3	MURDER MILE UK TRUE CRIME PODCAST Michael J Buchanan-Dunne	35	-	THE AMAZING WORLD OF TALKIN SHIZ CJ and Mattx
11	-	HOLOSKY PODCAST Steve & Kyle	36	-	BLURRY PHOTOS David Flora
12	20	MORBID: A TRUE CRIME PODCAST Alaina & Ash	37	-	CAGE'S KISS Linda Castro, Donnie Roberts & Adrian Smith
13	13	MY FAVORITE MURDER Karen Kilgariff & Georgia Hardstark	38	50	CRIMINOLOGY Mike Ferguson & Mike Morford
14	-	THE TEACHABLE SOUL Kat Daniels	39	-	HUDDLE UP WITH GUS Gus Frerotte
15	-	3 SPOOKED GIRLS Tara Voshell & Jessica Stanton	40	-	QUIZ QUIZ BANG BANG Annie & David Flora
16	-	REDHANDED Suruthi & Hannah	41	-	TRUE CRIME BREWERY Dick & Jill
17	31	SWORD AND SCALE Mike Boudet	42	28	TRUE CRIME OBSESSED Patrick Hinds & Gillian Pensaville
18	24	TRUE CRIME GARAGE Nic & Patrick Edwards	43	-	BEDKNOBS AND BROOMFLICKS Linda Castro
19	15	CASEFILE: TRUE CRIME PODCAST Mike Migas	44	-	CRIME BEAT Nancy Hixt
20	26	THE TRAIL WENT COLD Robin Warder	45	47	CRIMINAL Phoebe Judge
21	22	TRUE CRIME ALL THE TIME Mike Ferguson & Mike Gibson	46	34	DARK POUTINE Mike Browen & Scott Hemenway
22	17	MORBIDODOLOGY Emily G. Thompson	47	-	MOMS AND MURDER Mandy & Melissa
23	-	YOUR BRAIN ON FACTS Moxie LaBouche	48	-	ONCE UPON A CRIME Esther Ludlow
24	-	BEYOND 8 FIGURES Steve Olsher, Mary Goulet & Richard Otey	49	36	SOUTHERN FRIED TRUE CRIME Erica Kelly
25	-	DUELING DECADES Beau, Jon, Marc, Mike & Rick	50	-	TIMESUCK COUNT Dan Cummins

OUTRO

A FINAL THOUGHT FROM THE EDITOR

We hope you enjoyed this month's issue! Hopefully, by the time our next release is available for your reading pleasure, business will have returned to some degree of normalcy.

I know far too many people who have been directly impacted by the quarantine, both personally and professionally. My fingers are crossed that the worst is behind us, and happier days are ahead.

Speaking of happiness, we're super excited to share with you our first annual **Top 50 Dads In Podcasting** feature in June!

As was the case with this month's Top 50 Moms In Podcasting chart, our Top 50 Dads chart is created by you, the podcast fans.

How can you participate?

By casting your votes for your three favorite dads in podcasting here:

www.PodcastMagazine.com/dads »

Vote now!

On May 10, we'll tally the votes and create the feature. We absolutely anticipate showcasing both household names and podcasters you've never heard of.

To that end, we'd love to hear your thoughts on our **Top 50 Moms In Podcasting** feature. What did you think of Jenna as the #1 selection? How about Jasmine at #5? Are there new shows you'll be tuning in to from the list that you were unfamiliar with before? Join the [discussion on Facebook](#).

And, of course, we welcome your feedback on the magazine overall. Our goal is to continuously improve, month over month... Email us at Feedback@PodcastMagazine.com »

Stay safe. Stay strong.

Until then... listen on!



STEVE OLSHER

@ThePodcastMag