

# PODCAST<sup>TM</sup> MAGAZINE

**BEYOND THE MICROPHONE**

**THE PODCAST  
MAGAZINE  
HOT 50!**

THE ONLY CHART  
CREATED FOR FANS...  
**BY FANS**

**NIKKI  
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THE EMOTIONAL  
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**19 UNDER THE  
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YOU'VE LIKELY NEVER  
HEARD OF...  
**BUT SHOULD BE  
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SNAP JUDGMENT'S

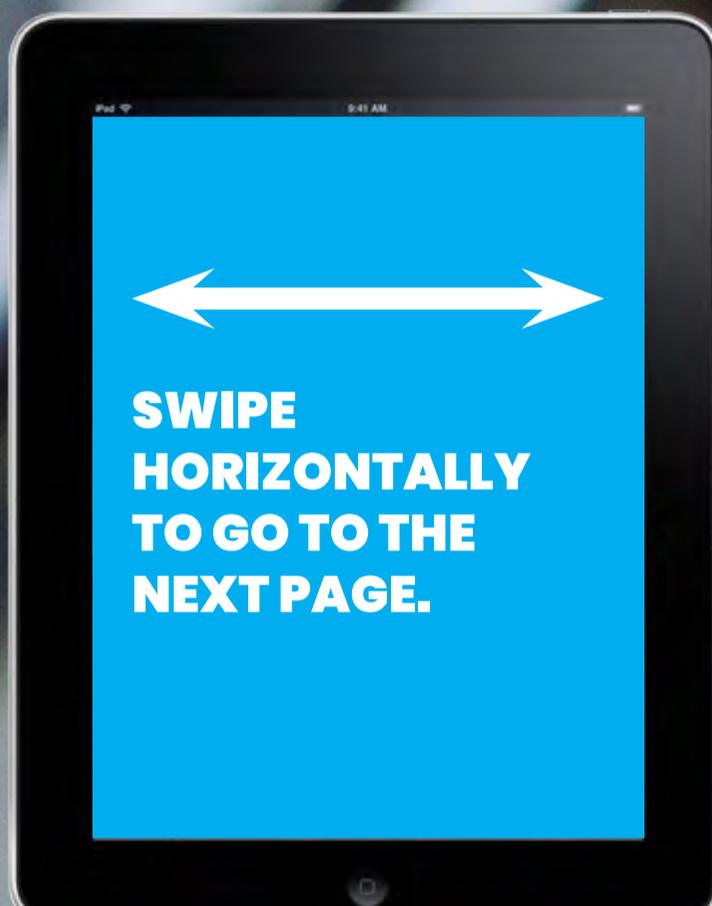
# GLYNN WASHINGTON

**250,000,000 DOWNLOADS LATER...  
STILL KEEPING IT REAL**



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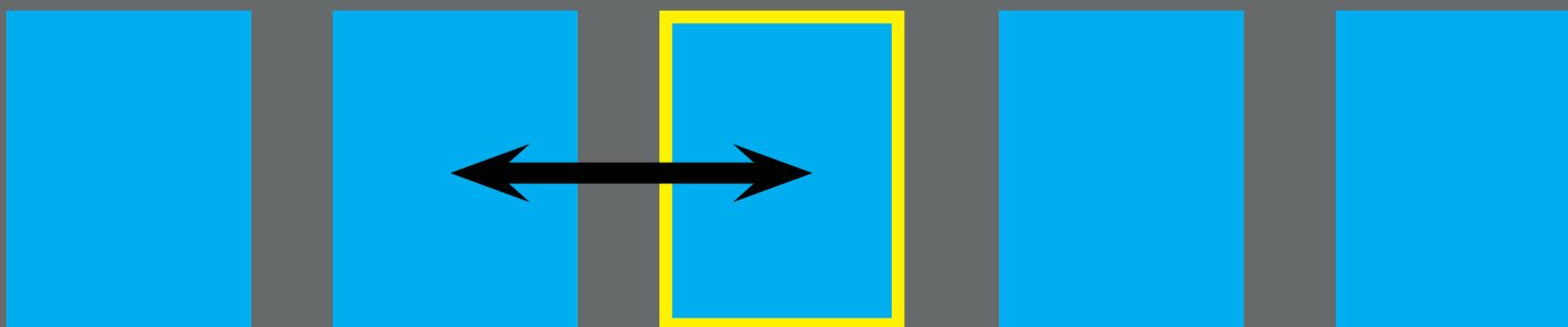


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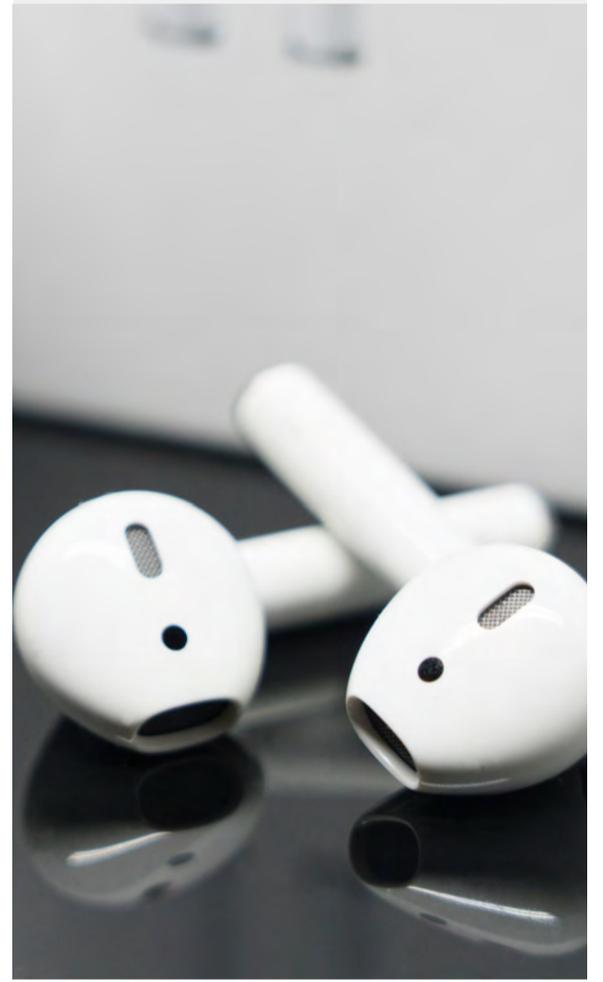
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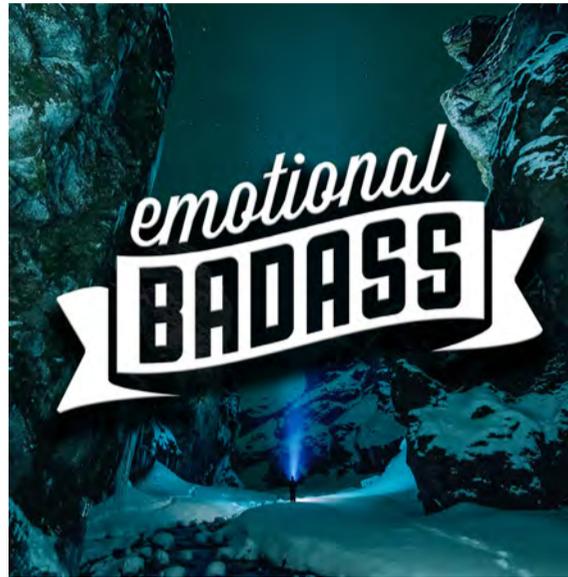
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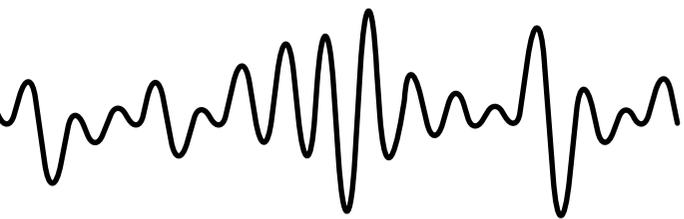
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# FROM THE EDITOR

It is with great excitement that we bring you our inaugural issue of *Podcast Magazine*!

Truth be told, when I was initially struck with the idea of creating a magazine that takes readers “Beyond The Microphone” to cover podcasts, podcast culture, and the podcasters fans can’t get enough of, I was stunned (and excited) to find that no such publication existed.

After all, *everyone* has a podcast and more people listen to podcasts on a monthly basis than every other medium combined, right? While, of course, the answer to that is “no,” it certainly seems to be the general perception.

There is no doubt that podcasts are “having a moment” and seem to be everywhere.

When Will Ferrell launched season two of his podcast, *The Ron Burgundy Show*, he was able to land appearances on all three major late-night television

shows (Jimmy Kimmel, Jimmy Fallon, and Steven Colbert) on, wait for it... the SAME night.

When Elon Musk appeared on *The Joe Rogan Experience* and smoked a joint, people all over the world debated his actions... and Tesla’s stock plummeted.

And as Glynn Washington (February’s cover feature and the host of *Snap Judgment*, *Heaven’s Gate*, and *Spooked*) aptly pointed out, “*Today, more and more people self-identify based on the podcasts they listen to.*”

While there’s no denying that the medium *is* receiving its fair share of attention (and, rightly so), podcasting is still very much in its infancy. The *real* growth of the medium is yet to come.

To that end, in this issue, I share with you key takeaways from my discussion with Andrea De Marsi, COO of Voxnest, an audio technology company specializing in podcasting solutions. We examined their in-depth *2019 State of the Podcast Universe* report. Their findings may surprise you.



**STEVE OLSHER**, Founder/Editor-in-Chief

While the data is compelling, podcasting is much more than numbers and graphs. Podcasters and their fans forge deep-seated, fiery connections—connections that translate to sold-out live events, a loyal, borderline-fanatic following, and the creation of highly-engaged communities all seldom achieved through other media outlets.

When discussions arise about the medium, there seems to be little middle ground. Podcasting either puts fire in your soul... or it doesn't.

My hunch is that you are among the former—and you're reading this because of that fire (and thank you for that).

Podcasting puts fire in our souls, too, which is why we are committed to creating a formidable publication that is both scalable and sustainable while serving and honoring the industry in the manner it deserves. Accomplishing this objective requires a collaborative, focused effort.

To that end, we have assembled a powerhouse team of writers, designers, marketers, and podcasters. You'll meet the majority of our team members on the pages that follow.

What you won't find, however, is clarity as to *WHY* we're investing significant time, energy, and resources into launching *Podcast Magazine*. Since this is our inaugural issue, I'd like to share our three main reasons for doing so now:

**1) We are passionate about podcasting and want to do our part to support its growth.**

Podcasting has, we believe, reached an important tipping point for either attaining critical mass or returning to its roots as a compelling tool for hobbyists. We are unabashedly committed to doing whatever we can to ensure that podcasting's current status reflects its embryonic stages rather than the maturation of the medium.

**2) We strive to serve podcast FANS, taking them 'Beyond The Microphone' and into the lives of today's leading podcasters and the shows they love.**

While there are several publications that do a wonderful job of covering podcasters and the industry at large, their focus is not on serving listeners. Our goal is to create the preeminent lifestyle publication that veraciously serves podcast fans while exploring the ever-evolving world of its culture.

**3) And perhaps most importantly, we are committed to leveling the playing field for ALL podcasters.**

As a podcaster since 2009 when we launched our first episode of *Reinvention Radio*, and continuing with *Beyond 8 Figures* and, soon, *Podcast Magazine's* podcast, *Beyond The Microphone*, I have witnessed firsthand the challenges of being a "mere mortal" without a huge platform who is unable to break onto the charts simply by "bouncing" existing fans and followers toward one's new podcast.



Breaking into the ascending spiral of Apple's, Spotify's, or Stitcher's (to name a few) charts is incredibly difficult. Podcasts that are popular rank in the charts; new listeners find these shows because they're visible and subsequently download, rate, review, and subscribe to them. As a result, these podcasts continue their popularity ascent, making it nearly impossible for other shows to be discovered.

To aid in addressing this issue, each month, the 19 *Podcast Magazine* Category Directors highlight an **"Under The Radar"** show that podcast fans likely haven't heard of, but should be listening to; select a personal favorite for **"Off The Charts"**, which showcases *Podcast Magazine's* Top Podcast Picks of the Month, and...

Each month we release the industry's only fan-driven chart:

### ***Podcast Magazine's Hot 50!***

To make this happen, we need to hear from YOU.

What are YOUR favorite podcasts? What shows can't you get enough of? What podcasts do you feel should receive more recognition?

**[Let Us Know Your Top Three Choices By Clicking HERE »](#)**

Each month, we'll tally the results, and a new *Podcast Magazine* Hot 50 chart will be released. Will some of the more popular shows appear on our charts? Odds are, they will.

However, we also have strong confidence that a significant number of podcasts that *aren't* among the current "usual suspects" will make it onto the *Hot 50*. We very much look forward to introducing you to them.

In today's divisive times, it is easier than ever to be a critic... and hard to be a creator.

Those who have the audacity to podcast are creators, and we will do everything we can to support them.

Thank you for sharing our enthusiasm and accompanying us on this journey.



**STEVE OLSHER**  
@ThePodcastMag

**We want to hear from you!**  
What are your thoughts on the magazine? What did you love? What would you like to see more of?

**Let us know! >**



# GLYNN WASHINGTON

## The Cult of Personality

Quick ... name one of only three people on the planet to launch three different shows to number one on Apple Podcasts.

If you just said, “Glynn Washington,” you’d be correct. He and his Co-Executive Producer and creative partner, Mark Ristich, accomplished this rare podcast trifecta with *Snap Judgment*, *Spooked*, and *Heaven’s Gate*.

**Know who the other two are? Like CASH?**

Email us [HERE](#) with your answer by February 25.

We’ll randomly select one person who answers correctly and send ‘em \$100!

250,000,000 downloads later, Glynn is *still* keeping it real. But, if you think he’s raking in piles of cash because he’s one of today’s leading podcasters, think again.

Part renaissance man, part cult survivor, and ALL storyteller, Glynn has an innate gift for connecting people of all walks of life through the power of auditory visuals... and for delivering the highest-quality productions to his fans.

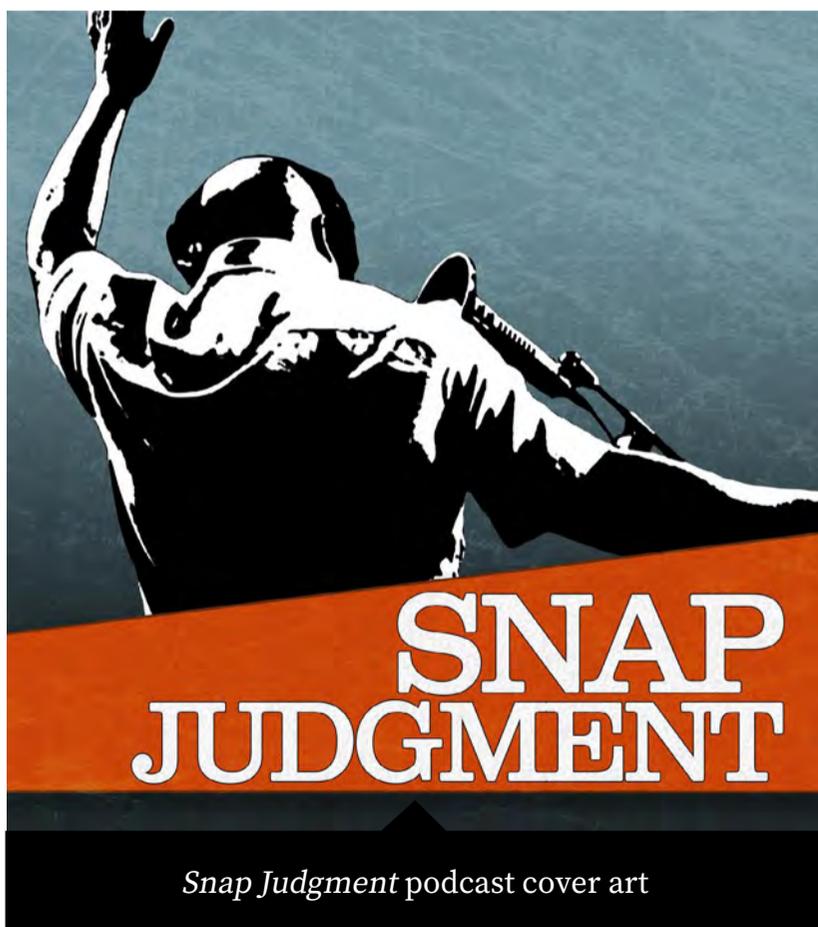
It is this attention to perfection that makes Glynn a true master of the craft. It’s also the reason he nearly laughed himself out of his chair when asked if

he's clearing seven figures a year on his shows.

*"It's not a non-profit, but it might as well be an anti-profit," Glynn shared. "The idea that I'm clearing seven figures a year is hilarious. For most of its history, Snap Judgment has been operated on a very precarious financial basis... we're talking by the hair of our chinny chin chin."*

*"Does it cost us seven figures a year to produce our shows? For sure. We recently sent one of our top producers to Indonesia who was embedded there for weeks. Our expenses are extraordinary. No one is getting rich over here. And, honestly, we didn't start the show as a business. We wanted to tell stories. To this day, I believe we've held true to that initial intention."*

Getting *Snap Judgment* off the ground to even arrive at the point of debating its profitability was no easy task. First, Glynn



Snap Judgment podcast cover art

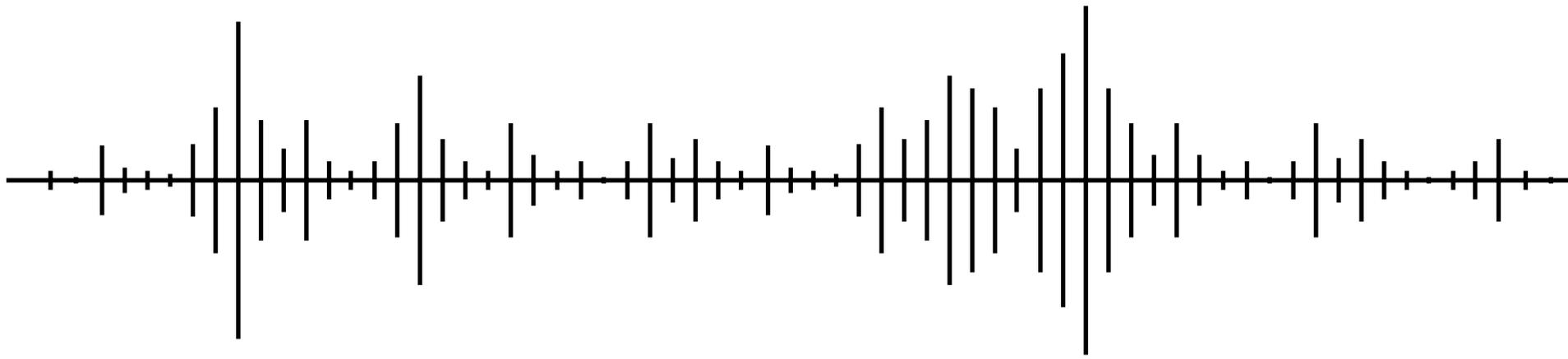
## **"It's not a non-profit, but it might as well be an anti-profit."**

had to extricate himself from the self-described religious cult in which he grew up, requiring him to leave behind everyone he knew and loved. And in 2007, *Snap* had to beat out 1,400 competing entries to become one of just three winners in the Public Radio Talent Quest contest held by PRX and the Corporation for Public Broadcasting.

Despite overcoming these tremendous odds and receiving enough seed money to produce the show, nearly three years later, *Snap Judgment* remained a best-kept secret.

*"At the time, in 2010, podcasting was nowhere near as popular as terrestrial radio. And while we had plans to launch the show as a podcast, our priority was getting onto public radio, because we felt that airing on NPR would give us a certain legitimacy,"* Glynn recalled.

*"But everyone said 'no' to distributing the show. I called NPR, PRI, and APM and they all said 'no.' At this point, we were seriously a stone's throw away from just throwing in the towel. And then, I'm flipping through the television channels and I came across a*



*documentary about Don King, who shared a strategy I hadn't thought of. Knowing I had nothing to lose, I tried it."*

Over the years, Glynn has given countless interviews. Seldom sharing the *real* story behind how *Snap Judgment* secured distribution with NPR, he explained:

*"So, I call up NPR and let them know that PRI is interested in distributing the show and they have until Friday to make a decision. Then, I took a similar approach with PRI and APM. Now, mind you, NO ONE is interested at this point. NPR was the only one who got back to us by Friday,"* said Glynn with a hearty chuckle. *"And, off to the races we went."*

NPR, however, had uninspiring expectations for the show, predicting only 20-25 of its stations across the country would pick it up.

Glynn had other plans.

*"Rather than sitting and waiting for the program directors to make the decision about airing Snap, we went straight guerrilla,"* said Glynn. *"Our first approach was to have people in the cities we wanted*

*to air in call the stations and ask them to carry us. That worked well. Then, we started using Facebook targeting.*

*"Let's say we wanted to get picked up in Cleveland. Well, we'd run a Facebook campaign in Cleveland to generate interest. In 2010, Facebook wasn't anything like it is today. We could darn near blanket an entire city for pennies."*

The strategies worked. By the end of year one, *Snap* was broadcasting on 100 NPR stations. By the end of year two, that number grew to over 200. That's when NPR began paying attention. The show is now heard on more than 400 NPR stations and distribution has shifted to WNYC studios.

*Snap's* success, in addition to the brilliance and commitment of the entire army of sound engineers, musicians, producers, and storytellers who coordinate efforts with precision, can be credited in large measure to the universal bond that connects us all—the power of story.

*"No matter who you are, where you come from, how you were raised or what makes*



*you and I different, if I talk about my mother, you immediately think of yours,”* Glynn shared. *“Storytelling’s true power is empathy. Our job is to use every audio tool available to allow you to wear someone else’s skin and share their experience. That’s Snap Judgment at its core.”*

Perhaps it is Glynn’s unwavering commitment to empowering others to share their story—their *truth*, as opposed to a watered-down, fact-checked, overly regulated version of it—that allows the show to reach fans on a deep, visceral level. Tapping into *real* emotions, nearly unbreakable bonds are forged, fostering unwavering loyalty.

But success is never without its fair share of controversy. Recently, Glynn’s incredibly popular show *Spooked*, which features *“true-life supernatural stories told firsthand by people who can barely believe it happened themselves,”* opted to release a portion of its episodes for free via traditional podcast channels, with the balance of episodes available via Luminary Podcasts—a monthly subscription service.

Listeners, those new to the show and the hardcore, longtime Glynn Washington fans, were less than thrilled. As of this writing, more than 330 one-star reviews have been posted to Apple with virtually none of the dissatisfaction directed at the content—rather, they reflect a universal disapproval of having to pay for access. Glynn nary missed a beat with his response.



# GLYNN

listens to



## HAVE YOU HEARD GEORGE'S PODCAST? GEORGE THE POET

George the Poet is a London-born spoken word performer of Ugandan heritage. His innovative brand of musical poetry has won him critical acclaim both as a recording artist and a social commentator.



## EAR HUSTLE

A non-fiction podcast about prison life produced at San Quentin State Prison by former inmate Earlonne Woods and inmate Antwan Williams, along with Nigel Poor, an artist who volunteers at the prison.



## 1865

1865 the podcast starts at the moment President Lincoln is assassinated and follows Secretary of War, Edwin M. Stanton, as he begins the hunt for Lincoln’s assassin—but that isn’t all that grips Stanton.



**“A story is a sneak attack to having a real dialogue.”**

**“Our job is to use every audio tool available to allow you to wear someone else’s skin and share their experience.”**



*“How dare I pay my people for producing a product? What needs to be understood is that the alternative is not between accessing Spooked for free and accessing Spooked behind a paywall. It’s Spooked or no Spooked” said Glynn emphatically. “The artist shouldn’t have to work for free, and I believe multiple models can thrive. People who go to work and expect a paycheck from their employer can’t extend that same generosity to me and our team?”*

*“I’m not going to be some slave driver. Artistry, time, original music, content, an army of people make a show like Spooked and each deserves to be compensated for his or her efforts. They have mortgages, cat food, health care, and other expenses they have to pay for,” Glynn continued. “\$3.99 per month is a reasonable ask that a lot of people, thank god, agree with.”*

Artists at the top of their game, such as actors, musicians, and singers are compensated at levels that far exceed average salaries. Podcasters should be no exception.

If comparing apples to apples, one could convincingly argue that Glynn, as the top one percent of the top one percent of

ALL podcasters insofar as downloads are concerned, has achieved “elite athlete” / “Rock ‘n Roll Hall of Fame” level status. By all measures, he is one of the greatest auditory artists of our time who fully embraces his role of storyteller and leverages the spoken word to unite people from all walks of life.

*“My primary role is to open a dialogue between people and to help them understand one another better,” says Washington. “When you talk about things politically, no one does anything. It’s not getting anyone anywhere. To capture your attention, to secure your interest, I need to tell you a story. A story is a sneak attack to having a real dialogue.”*

And, if there’s anyone who can capture our collective attention and help us engage in a *real* dialogue during these increasingly divisive times, it’s Glynn. 🎧



**Founder/Editor-in-Chief**

Steve Olsher  
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*Beyond 8 Figures* 🎧

# GET YOUR FREE LIFETIME SUBSCRIPTION



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# THE FICTION PODCAST:

## Not What You Think

---

**I want to start by saying that this is not a story.  
It's a road trip.**

*—Alice Isn't Dead*

My first experience with podcasts was business related. As an entrepreneur since 1998, I was always looking for the “next best thing” to promote myself and my business.

And then podcasts roared onto the scene...

“Podcasts are it! You can be promoted by Apple on iTunes,” they said.

Except... initially, they weren't.

Back in 2007 (which is when I first tried to host my own podcast), it was nearly impossible to get them on iTunes. The whole thing became a bit of a train wreck.

Apple eventually fixed its issues, and before too long, podcasts began to grow in number and popularity.

Because I was in the entrepreneurial world, the podcasts I was familiar with followed a set format. Most were interview based, but sometimes, the host would do a “solo” episode wherein he or she would tell a story or teach a piece of content (or both).

I knew podcasts were an excellent tool for promoting yourself and your business. But I wondered if there was a way to do more with them—like use them to sell my fiction books.

What if I tried a fiction podcast?

But, alas, there was no fiction category in iTunes, so I wasn’t even sure anyone was doing them, much less what the format would be. My initial thought was that they would be similar to an audio book, except with sound effects, music, and maybe different voices.

Well, eventually, I found fiction podcasts to listen to, and oh... I couldn’t have been more wrong.

*And just like a road trip, the start is exciting and the finish is satisfying and we end up somewhere else. Somewhere a long way from where we started.*

Take *Alice Isn’t Dead*, for example (which I quoted above).



**These aren't like narrating audio books. By listening to these fiction podcasts, we *live* the story. We are part of it.**



It's narrated not by Alice, but by her wife, whose name remains hidden until the end of the first season.

The narrator is a truck driver, driving around the country searching for Alice, who she thought was dead, but isn't.

She talks to Alice on the radio.

At least, she *hopes* she's talking to Alice. She actually has no idea if Alice is even listening.

Or, for that matter, exactly who *is* listening.

That's the podcast. Alice's wife's stream-of-consciousness words transmitted over

a truck radio, describing a world that is descending into a deeper, more twisted darkness.

*Alice Isn't Dead* is one of the first fiction podcasts created, which is why it was one of the first I listened to, in order to get a sense of what a fiction podcast even was.

Here are a few more:

*Limetown* is a radio show hosted by investigative journalist Lia, who is researching the disappearance of a town inhabited by 500 souls that just vanishes without a trace.

*Blackout* is a series of recordings following the nationwide breakdown of the power

grid, upending modern civilization.

*Within the Wires* is a series of cassette relaxation tapes to help what appears to be either a patient (or a prisoner) in an unnamed institution.

Looking for something a little lighter? *14 Days with Felicity* is all about Felicity Huffman. (You know, the celebrity who was sent to jail for 14 days because of her involvement in Varsity Blues... the big scandal around her paying big bucks to get her kids into college.) Somehow, she was able to find a cellphone and record her stay in jail.

What many of these fiction podcasts have in common is how they incorporated the MEDIUM of the podcast into a fictional world.

In other words, these aren't like narrating audio books at all. By listening to these fiction podcasts, we *live* the story. We are part of it.

We become a truck driver listening to Alice's wife on the CB. We follow investigative reports to figure out what happened to the 500 people who disappeared. We are survivors of a post-apocalyptic world. We

become the patient being evaluated as we listen to relaxation tapes.

And that, to me, is the most remarkable part of the fiction podcast category—the way in which these podcasters are transforming the medium into something that transcends both podcasting *and* their fictional world.

Now, to be clear, not all fiction podcasts are able to accomplish this. Some are more like an old-fashioned radio play from the 1930s.

But, that's part of the magic. All of them are different. And you have a wide range to choose from, to fit your preferences.

Fiction podcasts are not the easiest to produce. Nor the cheapest. They require a script, voice talent, sound effects, and more.

But, they might just be powerful enough to transform an entire industry. 🗣️



#### Fiction Category Director

Michele PW (Pariza Wacek)

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*The Adventures of Riley Longhill: Ghost Hunter!* 🎧

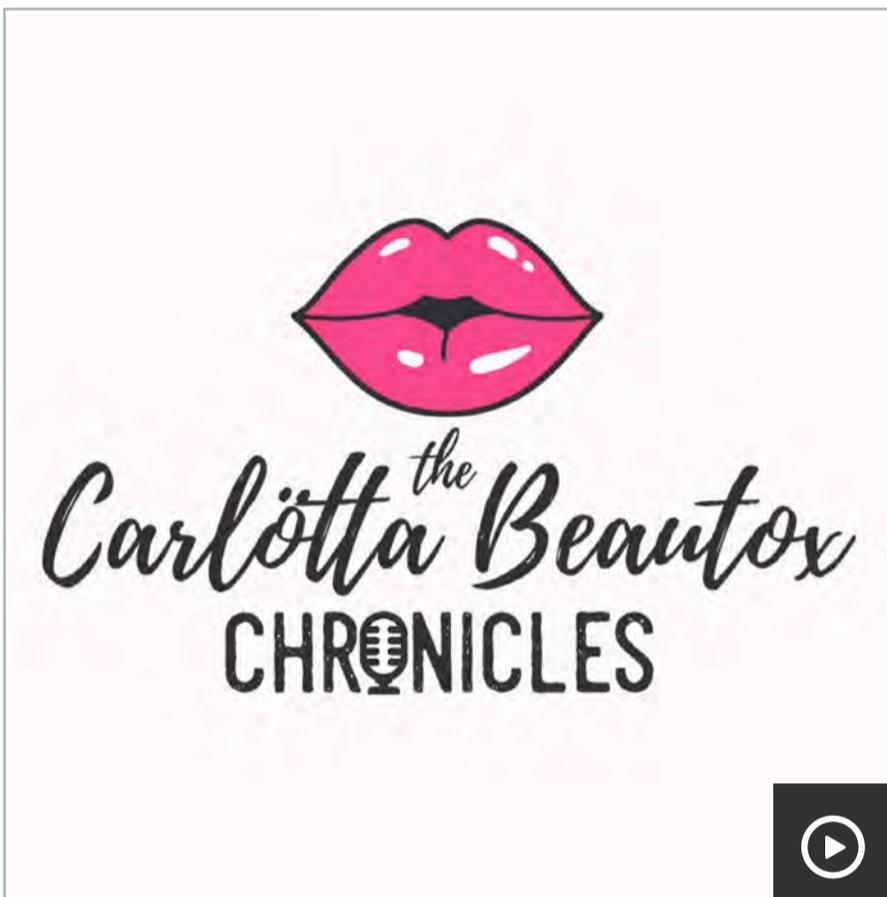
**Got a Fiction Podcast suggestion?**

**Let us know! >**



# UNDER THE RADAR

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



## THE CARLÖTTA BEAUTOX CHRONICLES

Meet Carlotta. She has just moved to Hollywood from a small town to be the Next. Best. Thing.

And, oddly enough, it actually happens for her.

(Even more odd, because once you get to know her, you realize she's, well, not the brightest bulb.)

It's like listening to a fast-moving sitcom, where places and events shift quickly, but without a laugh track. (And it *is* funny.)



Carlotta tells her story via “audio diary.” But she also leaves the recording on a lot of the time (I think) so the listener can hear the other characters behind her. There are also a few times where she describes events that happened in the past, which obviously would have taken place before she started documenting everything. But hey, it's a sitcom! It doesn't have to make sense.

And, it's such a fun ride, it doesn't need to.

I was super impressed with the production values of this podcast. There is a full cast of professional actors and great audio editing. It's not cheap or easy to pull something like that off, so kudos.

If you'd like a little goofy comedy to lighten up your day, I would definitely give *The Carlötta Beautox Chronicles* a try. 🎧



*Femcanic*  
**GARAGE**™

# SHE SAVED ALL HER MONEY AND BOUGHT A GTO...

## Podcasting a Life-Long Love Affair with Cars

What does a six-year-old girl, containers filled with gasoline, and a Pontiac GTO have in common? They're the foundation of *Femcanic Garage*—a podcast about women in the automotive industry that is helping break stereotypes and open more doors for female gearheads.

At first glance, it's a "safe" podcast about women in the traditionally all-male automotive industry. But au contraire... it's so much more than that. It's inspiration. It's non-

conforming. It's turning stereotypes upside down, and opening minds to possibilities.

Jayne Blasiman, host of *Femcanic Garage*, was born with motor oil in her veins. Her mother was a car and speed junkie, racing a restored 1973 Pontiac GTO. At the age of six, Jayne's love of "all things cars" was furthered in a goat-shed-turned-car-barn, where she helped her stepdad restore the GTO by washing engine parts in gasoline-filled pails. Soon after, having "save[d] all her money [to]



buy a GTO,” she ventured out on a road trip with her stepdad, traveling from Ohio to Texas to pick up a 1967 Pontiac GTO for her very own restoration project. Describing the long trip (on vinyl seats in a vehicle void of air conditioning) as “the longest ride of her life,” she wouldn’t trade the memory for anything!

After graduating from college and receiving her MBA, she turned to the “adulting” world of finance, working for two prestigious financial planning firms. However, her love of cars never left her, and she decided to once again purchase a restoration project—this time, a 1959 Triumph Roadster.

Noticing the lack of resources available to women who share her passion, she created *Femcanic Garage* in 2019. Determined to prove that women can succeed in a traditional male-dominated world, Jayme interviews younger girls who already exhibit a love of cars (not dolls), their parents, women in the heavy diesel industry, and more.

For example, Juliana is a six-year-old girl who came home one day announcing to her mother that she no longer wanted to be a girl, since girls “can’t do” the things boys do... like play with cars and engines. Girls “can’t” order the boy Happy Meals at McDonalds. Rather, they “should” play with dolls and pink toys, doing “girl things.” This particular episode explores the stereotypes women face every day, and how society has ingrained them into girls from a very early age. It highlights how girls face these types of rigid roles and limitations, based solely on what society *thinks* females should or shouldn’t do.

Each episode runs along a similar vein and theme, featuring various women in

**“I think pink clothing looks better stained with grease.”**

the industry who have and must overcome gender-specific obstacles to succeed in a male-dominated world.

Interestingly enough, almost half of Jayme’s listeners are men—an encouraging sign! Especially because *Femcanic Garage* strives to educate men in the industry... to provide them with insights into how they can help open the still-closed doors of the industry to women, and make it safe for them to bring their talents to the table. It also explores ways in which men can make the industry more “user friendly” for women, so they have a real shot at being successful.

For example, most standard garages are built for men by men. Their heights usually range from 5’10” to 6’2”. A woman’s average height is 5’4”. Simply asking a female what she needs in order to function in her job goes such a long way. The answer could be as simple as providing a stool to reach tools or parts, or even a cleaner shared bathroom.

“Women already stick out,” Jayme says.



Jayme at SEMA in Las Vegas 2019

*“They’re already hesitant to speak up, since they are typically singled out in the industry.”* Femcanic Garage podcast explores this topic and many more, providing advice and solutions.

Jayme also interviews trailblazing women who have planted the seeds of what is possible for females in this industry. In episode 33, she talks with Shelby, a heavy-duty diesel bus mechanic in Canada. As a young girl going to school, Shelby often passed a construction site, noting how she would occasionally see women either operating equipment or shoveling “stuff.” She thought what they did was “way cool,” and was inspired by the fact that they were in non-traditional careers. Ultimately, it’s what led to her to what she does today.

Jayme is not only excited to watch her podcast grow, expanding her influence, but she also hopes to inspire new podcasts for women in the industry. *“There is so much to share, and together, we can move the direction of the*

*industry,”* she says. *“We can open eyes, and promote acceptance.”*

Jayme’s mission is to continue to motivate and inspire women, young ladies, and girls to pursue their careers and dreams on any level they wish. *“Even if they never actually get their hands dirty, I want to spark their curiosity and give them full permission to explore the automotive industry without the “Girls don’t do that” apprehension so often instilled in us. They need to know they don’t have to give up their lipstick just because they like cars and engines.”* 📌

*Jayme Blasiman is the host of Femcanic Garage podcast where she highlights and interviews women in motor-related industries. Her favorite podcasts are comedy, especially Chelsea Handler, and business/entrepreneur podcasts. She lives in Ohio with her partner Monica and their two children. Currently, they are renovating and restoring a 1965 Econline Van they’ve named “Chinita” which means “little orange” in Spanish as a nod to Monica’s Puerto Rican heritage.*



**Leisure Category Director**

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**Got a Leisure Podcast suggestion?**

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# UNDER THE RADAR

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



## GOOD TOGETHER: ETHICAL, ECO-FRIENDLY, SUSTAINABLE LIVING

“It’s up to our generation to showcase consumer demand for world changing products and we’re all on this journey together.”

The mission of this amazing podcast is to educate and show how we can be responsible contributors to our planet in small, important ways. Currently, there are less than 15 episodes (with more to come) of this podcast however it’s impact is already being



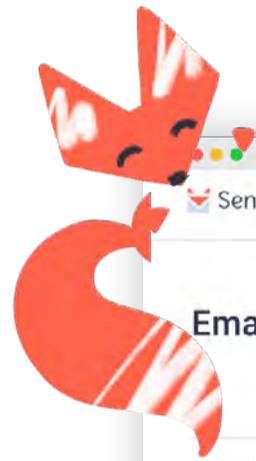
felt in the podcast world. Listeners from all generations are learning the meaning of circle economy and slow fashion. *Good Together: Ethical, Eco-Friendly, Sustainable Living* podcast is educating it’s listeners in a way that makes sense and in ways the listeners can take measurable steps to save the planet.

Episode topics range from ethical shopping, to ecommerce and its impact on the world, to how businesses are changing the way they package products. Hosts Laura Alexander Wittig and Liza Moiseeva guide listeners through each episode as they provide easy-to-implement tips and methods for each of us to help in this global initiative.

*Good Together: Ethical, Eco-Friendly and Sustainable Living* will be a sound edition to a playlist, especially if you are environmentally conscious. Visiting their website also allows the listeners to get involved in the movement by “scouting” topics for the duo. 🎧



# SendFox



The screenshot shows the SendFox dashboard with a navigation bar at the top containing 'Emails', 'Automations', 'Lists', 'Contacts', and 'More'. A 'SendFox' logo is on the left, and an 'Admin' button is on the right. Below the navigation, there's a 'Emails' section with a '38' count and a 'Create Email' button. A search bar is also present. The main content is a table of email campaigns with columns for 'OPENS', 'CLICKS', 'STATUS', 'BOUNCE', and 'UNSUB'. Each row includes a campaign title, a 'Test' button, and a 'Send' or 'Not Scheduled' status indicator.

|   | OPENS | CLICKS | STATUS                  | BOUNCE | UNSUB |
|---|-------|--------|-------------------------|--------|-------|
| <b>Noah's Notes - 12/19 - "Favorites" edition</b><br><small>*opened campaign last 6 month* - 51,485 recipients - Dec 18, 2019 9:29 pm</small> | 0%    | 0%     | Not Scheduled           | 0.00%  | 0.00% |
| <b>Noah's Notes - 12/12 - "Lululemon" edition</b><br><small>*opened campaign last 6 month* - 51,648 recipients - Dec 11, 2019 2:44 pm</small> | 36%   | 4%     | Sent<br>51,648 / 51,648 | 0.07%  | 0.76% |
| <b>Noah's Notes (non-active send)</b><br><small>1 List - 75,223 recipients - Dec 09, 2019 7:21 pm</small>                                     | 9%    | 0%     | Sent<br>75,223 / 75,223 | 0.95%  | 0.07% |
| <b>Noah's Notes</b><br><small>*opened campaign last 6 month* - 45,383 recipients - Dec 04, 2019 2:46 pm</small>                               | 41%   | 2%     | Sent<br>45,383 / 45,383 | 0.24%  | 0.35% |
| <b>Insights from #1 habit app</b><br><small>*opened campaign last 6 month* - 46,867 recipients - Nov 13, 2019 3:59 pm</small>                 | 39%   | 6%     | Sent<br>46,867 / 46,867 | 0.81%  | 0.46% |
| <b>7 business ideas 🍷</b><br><small>*opened campaign last 6 month* - 48,138 recipients - Oct 30, 2019 11:51 am</small>                        | 36%   | 3%     | Sent<br>48,138 / 48,138 | 0.15%  | 0.44% |

**SendFox is the most affordable way for content creators to grow—and communicate with—their audience.**

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[Check it out](#)



# Speak UP

UP UP  
UP UP

Engage, Impact & Entertain  
with StoryTelling!



*Speak Up Storytelling* podcast cover art

At first glance, you might think Matthew Dicks of the *SpeakUp* Storytelling podcast is just an ordinary dude—a plumber, UPS driver, or handyman, perhaps. His dress is unassuming, and he carries himself with humility... a “salt-of-the-earth” kind of guy. You might expect to see him sitting at the counter in the local coffee shop, sharing stories with his cronies.

But looks can be deceiving. Matthew, an elementary school teacher by day, is also an award-winning internationally acclaimed author of six bestselling books, a sought-after speaker, and in-demand life coach.

Paired with his ability to tell stories and teach others how to do the same, Matthew is nothing short of masterful, mesmerizing, and awe inspiring.

And he's no ordinary storyteller, either. Having won The Moth StorySlam 45 times and The Moth GrandSlam six times, he brings this love and fire for story (and for teaching storytelling) to his SpeakUp Storytelling podcast.

Recently, Matthew shared the origin story of the show, their process for creating each episode, and his overall thoughts on the world of podcasting, and it might be very different than what you would expect.

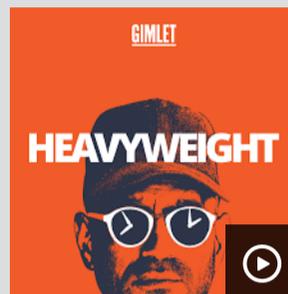
*“Speakup StoryTelling started in May of 2018 during the launch of my StoryWorthy book. It’s certainly a unique format,” Matthew explains. “Every show, there is a recording of a story being told either by me or one of the storytellers we’ve trained or hosted at our SpeakUp events. The story then gets ‘dissected’ one section at a time by either me or my wife Elysha, who joins me for many of the episodes.”*

*Photo caption left: Matthew telling at The Liar’s Show at The Cornelia Street Cafe in NYC*



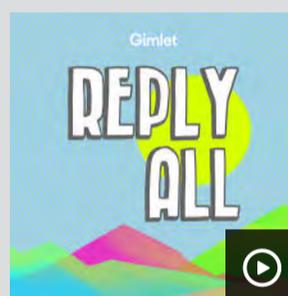
# MATTHEW

listens to



## HEAVYWEIGHT

Humorist Jonathan Goldstein helps people try to resolve a moment from their past that they wish they could change.



## REPLY ALL

Features stories about how people shape the internet, and how the internet shapes people.



## HIT PARADE

Through storytelling, trivia and song snippets, host Chris Molanphy dissects how that song you love—or hate—dominated the airwaves, made its way to the top of the charts and shaped your memories forever.

**“The degree of engagement we have is a reflection of our willingness to take a strong stand.”**



**“Podcasting  
is an  
opportunity  
for each of us  
to preserve  
and archive  
the thoughts  
we want to  
share with  
the world.”**



The show is a powerful exercise in simultaneously entertaining and educating the audience. Phenomenal storytellers share their work, captivating listeners. Then, a true master of the storytelling craft painstakingly explains what works and what could be improved upon in the structure and delivery of the story. Being able to celebrate the tellers under his tutelage by featuring

them on his show is an unparalleled bonus for Matthew.

It is this obsession with story that truly differentiates *SpeakUp* from other shows, and Matthew’s knowledge, experience, and commitment to preserving and honoring the power of storytelling that makes him truly masterful.

Naturally, Matthew’s passion is contagious, thereby leading to interest in his books, classes, and retreats.

While he would love for the show to (eventually) be picked up by a network that handles the backend, explodes the show’s reach, and monetizes it, he’s not holding his breath, nor is it mandatory.

Why? Because there are myriad other benefits of the medium. A labor of love, the podcast is a vehicle Matthew leverages to extend his reach, secure speaking and corporate gigs, and connect to listeners around the world who share his love of storytelling. Plus, as a novelist, he can spend upwards of two years completing the book writing process and getting it in the hands of his audience. With podcasting, though, there is immediacy—he’s able to record a show on a Monday, and by Wednesday, have thousands of listeners tune in, take notes, and provide feedback.

Perhaps the most surprising byproduct of the show is the positive feedback received from listeners who comment on how hearing a married couple collaborate, connect, and share their perspective on an episode’s story impacts their own relationships and ability to express themselves, both with their



significant other and independently.

*“That’s one of the most beautiful benefits of the medium,” says Matthew. “Podcasting has democratized broadcasting and empowers every voice to be heard. Anyone with a computer and a microphone can start a podcast and have an opportunity to express themselves. We are witnessing, in real time, the creation of history! The medium archives and preserves what we each have to say. Just imagine how amazing it would be if we had the voices of our ancestors from the 1700s sharing their stories available to us now.”*

Of course, Matthew is an avid podcast listener, too, although there are two genres you won’t catch him listening to: Fiction and Radio Drama.

His advice to other podcasters:

*“Podcasters should be way less concerned with sound quality and the degree of production than they are with the quality of the content shared. If a cat is meowing in the background, that just makes the podcaster more human... more real... and less like a talking head who’s been sanitized.”*

This approach of creating a personal, human-to-human connection with the *SpeakUp* audience pays off handsomely in terms of engagement. Their willingness to take a strong stand, be intentionally



Matthew MCing at his own SpeakUp event Infinity Hall Hartford CT

authentic, and respond in a timely manner to feedback has created a powerful bond between the hosts and their fans.

*“I’m not going to lie,” Matthew continues. “Podcasting is time-consuming and tedious. There’s the recording, the editing, writing show notes, etc. It’s also terrifying, in terms of putting your conversations and thoughts out to the world for them to judge. But it’s afforded us the opportunity to meet, and even make friends with, some of the most incredible people all around the world. I can’t imagine anything we’d rather be doing.”* 📌



**Arts Category Director**

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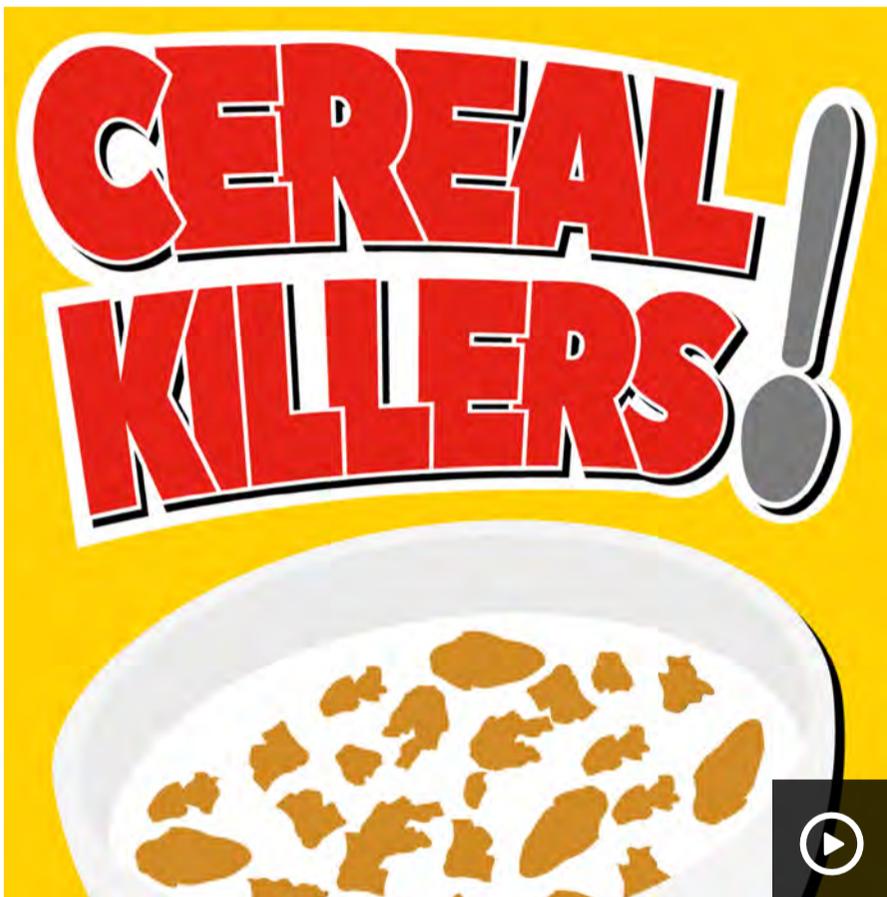
**Got an Arts Podcast suggestion?**

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# UNDER THE RADAR

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



## CEREAL KILLERS

Funny, irreverent and entertaining – one of these two guys is pretty serious about Cereal & the other is just “crunching along.”

This podcast launched in May of 2019 and has covered everything from Cinnamon Toast Crunch & Cocoa Krispies to the latest offering from Post – Twinkies Cereal – with most episodes running 20 minutes or less you can get a great laugh on – or take a walk down memory lane with Scotty as he waxes eloquent about the history of certain



4.5  
MICS

cereals and cereal commercials while his trusty sidekick Andrew giggles & displays his ignorance of classic cereal brands.

Next time you are on the way to the grocery to stock up on cereal tune in to see what's hot and what's not. With each show they review one classic cereal and one brand new cereal. *The Cereal Killers* began with a mash up between Banana Crème Frosted Flakes & the classic Trix (are for kids!). With 73 episodes already under their belt and 162 rave reviews this podcast is already demonstrating staying power and a high entertainment factor that's sure to keep the cereal companies sending along boxes and boxes of new and classic cereal for this “Odd Couple” to review and celebrate.

Bring your own bowl and favorite milk to the party and try not to get too much of a sugar rush! 🍌



# A FRESH PERSPECTIVE ON HOW *Democracy Works*

The 2016 election shook the United States, rattling political and cultural norms. Almost overnight, the phrase “assault on democracy” became a rallying cry for some. A cottage industry (of sorts) developed as an array of books and magazine and newspaper articles declared that democracy was under siege.

In 2018, the *Democracy Works* podcast launched into this landscape with a clear mission: “We aim to rise above partisan bickering and hot takes on the news to have informed, nonpartisan, thought-

*provoking discussions about issues related to democracy.”* In other words, the podcast seeks to educate, inform, and challenge beliefs about democracy without becoming partisan. The show is part of the McCourtney Institute for Democracy at Penn State University and is produced with WPSU, a National Public Radio (NPR) affiliate. New episodes drop weekly each Monday.

Jenna Spinelle, Communications Specialist for the Institute, the podcast’s producer, and one of the show’s hosts, explained



Berkman, Spinnelle, and Beem in the WPSU studio.

the podcast's focus. *"There are certainly lots of groups whose whole goal is to bring people from the left and the right together to understand each other. I think that we're maybe a layer deeper than that. We start from the foundation of how things operate. We ask what the theory is behind it. We strive to learn more about what's going on, how we got here, [and] where we might go moving forward."*

The name *Democracy Works* isn't meant to be ironic, although Spinnelle notes that some have suggested it be followed by a question mark or have quotation marks around Works. In actuality, the name is based on Pennsylvania's long history of building things together. *"Pennsylvania has a long tradition of manufacturing: ironworks, steel works, building trains and ships, people coming together to build something that's greater than the sum of its parts. We view democracy the same way. Everybody has their own little role to play, and together, we create this system of self-government,"* said Spinnelle.

The podcast has fans in all 50 states of various political ideologies. *"My goal is that regardless of where they stand, we don't try to change their mind politically about this or that issue. But we hope that everyone comes away learning*

*something, or maybe thinking about a concept in a different way, or at least seeing another angle that they might not have necessarily thought about before,"* Spinnelle said.

The biggest surprise, at least to Spinnelle, is that they've reached listeners in 140 countries, including countries where democracy is still strong. They've also reached areas experiencing democratic regression, such as Brazil, Poland, and Hungary. Her hope is that *Democracy Works* reaches the people committed to holding up those "small d" democratic ideals.

Perhaps the podcast's attraction isn't surprising. It's tackled such issues as climate change, how democracies die, and whether artificial intelligence will be the death of democracy.

Two specific episodes proved especially popular with listeners.

The first centered on how conspiracies damage democracy. Democracy scholars Russell Muirhead and Nancy Rosenblum discussed this concept as the basis for their new book, *A Lot of People Are Saying: The New Conspiracism and the Assault on Democracy*. The second episode focused on China's threat to democracies as viewed through the lens of Larry Diamond, author of *Ill Winds*, a senior fellow at Stanford and an expert in that region and its politics.

For Spinnelle's part, being the cohost of a podcast wasn't on her career radar. A love of

**“Everybody has their own little role to play, and together, we create this system of self-government.”**



writing led her to journalism, where the self-professed introvert knew she'd be forced to talk to people as part of her job requirements. Until starting the podcast, though, she had only worked with print-based or online media, which of course didn't require the use of her voice. Inserting herself into the conversation was a new and nerve-racking experience.

*“There was a learning curve for me for sure about how to carry on a conversation and not ask questions that go on forever. I had to pay attention and be able to think of a follow-up on the fly. I think I've gotten better at that, but there are still lots of people way better than I am. I feel like I'm still learning every day,”* said Spinelle.

Fortunately for Spinelle, she doesn't run *Democracy Works* alone. Her co-hosts (and bosses, as she pointed out) are Michael Berkman, Ph.D., the Institute's director and a professor in the Department of Political Science, and Christopher Beem, Ph.D., the Institute's managing director. Berkman is also an associate research professor in the Department of Political Science.

*“Michael is a political scientist, so he comes very much grounded in the social science tradition. Chris is a political theorist, so he comes more from a humanities type of focus. They're a nice balance to one another,”* said Spinelle.

When asked about her hopes for 2020, Spinelle demurred. *“I don't want to be an armchair pundit.”* Then she added, *“I guess I would say that I hope that people realize how important their vote is, regardless of who they vote for, and that democracy is more than what happens at 1600 Pennsylvania Avenue. There are all kinds of state and local issues that are important and that affect their lives probably more than anything that happens in Washington.”*

And that is how democracy works. 🗳️



**Government Category Director**

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*The Author Confidential* 🔒

Got a Government Podcast suggestion?

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# UNDER THE RADAR

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



## GOVLOVE – A PODCAST ABOUT LOCAL GOVERNMENT

Who said covering local government issues has to be boring?

The *GovLove* podcast seeks to shed light on issues relevant to local government leaders and their constituents but does it with style and panache—plus levity where appropriate.

*GovLove*, which is part of the Engaging Local Government Leaders Network (ELGL), uses multiple hosts, each of whom brings their unique voice and focus. With five rotating



hosts, the show stays fresh and interesting.

Topics range from childcare at local government meetings to hiring a city manager to hot chicken and local government (way to go, Tennessee) to what constitutes a healthy democracy. The topics are serious, but the hosts manage to sneak in a few “Lightning Round” questions at the beginning designed to put the guest at ease and give the audience some insight into who they are outside their role.

When the fun and games are over, the *GovLove* hosts get down to business by keeping their questions and comments short and to the point. The guests are the focus, and the hosts do an excellent job of allowing guests to give complete (but not rambling) answers.

Anyone interested in local government—or who wants to learn more about how local government works—should give this podcast a listen.

Bonus: They have some cool swag. 🎧



# IT'S BEDTIME! WHAT SHALL WE READ?

Choosing what you read with your children wisely creates bonds, opens minds, and makes dreams come alive.

What does a social worker, clown, magician, and man on a mission do for fun? Well, if you're Jed Doherty, host of the *Reading With Your Kids* daily podcast, you serve up a whopping dose of inspiration with a spoonful of sugar to brighten the day of children of all ages!

Do you remember these wonderful words? "It's time for bed. Let's choose a book."

If you do, you knew in that instant that you were about to have the undivided attention of an adult who loved you while hearing a great story—a grand adventure. You likely enjoyed a feeling of total safety as you curled up, book in hand, to bond with the person reading to you as you learned, together. Children get that when you make a special time to curl up with them—book in hand—to learn, enjoy, and bond together.

Far and wide, children remember reading

with their parents/trusted adults. It's a special time to spend together as they are introduced to characters, concepts, values, and visions that inspire them right into adulthood. And, in reading to them, you broaden their world and set them on a lifetime love-of-learning journey.

Jed, father of two, understands.

*"Experts told me to do a podcast on educational magic. Made sense, but just as I was about to go in that direction, I remembered my kids. While we don't have perfect relationships with our adult kids, we DO have great, close relationships with them. And I know it started when they were tiny, and my wife and I read to them. That was the foundation of a lifelong conversation. And so, in that moment, I knew that interviewing authors of children's books, and talking to folks about how important it is to read with*



*your kids was a better kind of magic to talk about each day.”*

We all know life can be scary, right?

Well, Doherty strongly believes reading with your kids opens conversations that help them cope with life’s difficulties with confidence.

Choosing great books to share opens minds and hearts, encourages dreams, and inspires thinking.

And *that’s* why he decided to play a role in helping adults choose what they put in front of the young people in their life by interviewing authors and experts, taking listeners behind the books themselves, so they can get to know the author and his or her reasons for writing the book.

And of course, there are so many more benefits to reading to your children.

It opens doors to new ideas in safe ways, generating curiosity. As Jed says:

*“I think the fact that you are interested in what they’re into gives them license. It lets them know it’s OK for them to be interested, especially if what interests them is a little bit scary. It lets them know you’re willing to take that journey with them and explore what fascinates them in the moment.”*

Reading with your kids also teaches life skills that can be practiced in the guise of a story! The characters become real and relatable. Jed goes on to say:

*“It’s a great way to help them develop empathy. Think about how valuable it is to use books to introduce kids to different situations, to folks of different cultures and countries, folks who are experiencing life differently than they*

## **Reading with your kids opens conversations that help them cope with life with more confidence, too.**



*are. A lot of parents go out and do a kind of ‘bibliotherapy.’ They think, ‘My kid’s being bullied at school, so I need to find a book to help.’ That’s important and very powerful. But kids who aren’t experiencing bullying also need to hear those stories. They need to experience what it’s like.*

*“We don’t want them to be a victim of a bully. In the safety of a book, and the safety of reading with their parents, they can get insight into how a person feels when targeted by a bully, and valuable conversation can follow. The child can feel more prepared if they see bullying or experience it.”*

An expert in his subject area, Jed Doherty’s daily podcast at [ReadingWithYourKids.com](http://ReadingWithYourKids.com) reaches almost 50,000 people each month in more than 120 countries... even Antarctica! And his *Reading With Your Kids* is now an iHeartRadio Best Kids & Family Podcast Award Nominee.



Doherty's guests range from well-known celebrities (like Candace Cameron-Bure who talks about her new book, *Candace Center Stage*, about a little girl who loves to dance, but is not as adept as she hopes) to educator Danielle Lindner (author of *Tango, The Little Turtle Whose Parents Are Getting Divorced*),

to nine-year-old author Emily Bastien (who wrote *The Fearless Fantabulous Five*).

Jed Doherty's mission is to help you choose great books that expose kids to diverse conversations that prepare them to approach life with greater confidence, knowledge, and skill—a wonderful combination!

Listening to this podcast helped me discover broader possibilities when it comes to the books the kids in my life read, and I can tell you without hesitation that it is an invaluable resource providing fantastic insights, perspectives, and encouragement. 🎧



Jedlie's Reading With Your Kids!!! podcast cover art



**Kids & Family Category Director**

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*Save Your Sanity: Help for Toxic Relationships* 🎧

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\*Source: Edison Research Infinite Dial 2019





# UNDER THE RADAR

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



## BEYOND RISK AND BACK

This podcast saves lives!

Have a teen lost in a world of alcohol and drugs? Afraid you don't know what to do with a young adult's signs of depression, anxiety, addiction, or mental illness? At your wit's end? Given up hope?

This podcast can be your lifeline: *Beyond Risk and Back*, with host, Aaron Huey. He provides real-life experience and advice on raising strong, self-aware children. Best news? When things seem to be going



sideways, he understands your fears, frustrations, anger, pain, and blame. He knows your need and longing to help your troubled teen find the way back...and he has answers!

Aaron and his guests are compassionate, straight-talking experts in helping teens and their families to regain perspective, shift perceptions, and re-ignite hope. Each episode offers insights into specific aspects of dealing with lost, scared, and alienated youth. From needle exchanges to sex, from schizophrenia to human trafficking, this amazing podcast tackles it all.

Learn the how's and why's of helping, as well as what won't work. Listen to experiences of experts, relate to the pain of other families, and take heart from stories of those beyond risk who came back.

Love this podcast and its host, Aaron Huey, a pioneer and veteran in and on the field of at-risk youth. Thank you, Aaron. You are a life-saver! 🎧

# EVOKING THE EARBUD GENERATION

Why Podcasters Play THE Key Role  
In Shaping Not Only The Future Of  
Audio, But Society As A Whole

In 2019, when Barack and Michelle Obama announced their collaboration with Spotify for the release of their podcast, it was a definitive sign of the times: podcasts had landed on Main Street.

Now, nearly one third of all Americans listen to podcasts monthly. More household names and brands are starting their own shows, and podcasting ad revenue is projected to surpass \$1 Billion in 2021.

While podcasts have often been referred to as “a modern extension of terrestrial radio,” there is another perspective with which to view the power of the medium—a more holistic vision than “audio on demand.”

To provide deeper context, let’s explore the relationship between podcasts and influencer marketing.

## **The Evolution of *Engagement-First Brands***

In the United States, 86% of brands allocate at least a portion of their marketing budget to influencer marketing—to the tune of nearly \$8B in 2019 alone.

By 2022, investment in this channel is projected to reach \$15B. However, as existing influencer platforms such as Facebook, Instagram, and Snapchat become increasingly saturated, brands are proactively exploring new and unique means by which to differentiate their messaging and engagement with their audiences.

Led by social media, brand storytelling has become a growing trend across multiple platforms. Not only are brands focusing on macro and nano influencers—the former averaging between 100,000 and 1M followers

and the latter averaging only a few thousand (or even hundreds) of followers—but businesses have also begun to embrace the value of storytelling. Instead of simply aiming for the maximum number of impressions, engagement and brand awareness have become the metrics of focus.

Because of this trend, brands have now begun asking a new set of questions:

*Do we have a compelling story that our audience can relate to?*

*How are we communicating that story?*

*How can we better share our values?*

*Is our message authentic?*

How is this relevant to podcasting? The undeniable writing on the wall is that

the next wave of influencers are audio storytellers.

### **Podcasters as Key Influencers**

For brands invested in influencer marketing, reaching their target demographic is, of course, paramount to campaign success. A key trend in this arena is achieving audio intelligence—whereby an understanding of online, in this case verbal, conversations is attained.

Brands have continually worked with media analytics companies to identify such written, conversational insights from traditional and social media. In 2019, the global social media analytics market was worth \$1.3B and is projected to grow at 29% CAGR (Compound Annual Growth Rate).

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# Podcasters will shape public opinions, predict trends, and help us understand the new generation of consumers.



By identifying their key mentions across traditional and social media, brands are able to track their competitors and identify industry trends. Until now, these analytics have failed to extend to podcasts... something that will inevitably change in the not-so-distant future.

As audio storytellers become the top influencers of The Earbud Generation, their impact on surrounding society will only increase. Instead of simply providing entertainment or news insights, podcasters will shape public opinions, predict trends, and help us understand the new generation of consumers.

For example, could topics discussed by top female podcasters indicate a sentiment toward a political topic? Or, could understanding trending topics covered by minority podcasters help gain meaningful insight into a specific demographic?

It is clear that simply listening to (and advertising within) podcasts is merely the tip of the iceberg when it comes to the relationship between podcasters and brands. Podcasters will not only become influencers in the world of audio, but primary drivers of political conversation, public opinion, and business decisions.

Traditional social media influencers forged the path for connecting with, and understanding, the digital native audience. Audio storytellers will create an entirely new narrative for the influencer phenomenon and will be instrumental in providing invaluable insight into the minds of an evolving group of audio-first citizens and consumers...

The Earbud Generation. 🎧



## Contributing Editor

Anna Ratala  
CEO of Zvook.co

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<https://www.bbc.com/news/48550383>

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# HAVE “KILLER FUN”

WITH CHRISTY NORMAN AND JACKIE RAIMONDI

## Two Friends Who Can't Get Enough of Crime Shows, Movies, and More!

According to *Podcast Magazine* Founder Steve Olsher, “You can never ‘nicetize’ your podcast too much.” That is certainly the case when it comes to *Killer Fun*!

If you're a mom who loves crime TV shows, movies, books, and games, chances are you'll love the “down home discussion” feel

of Christy Norman and Jackie Raimondi's podcast.

The podcast idea originated while the friends were cleaning up Jackie's living room one day after Bible study. Christy suddenly turned to Jackie and said, “*We just can't shut up when we're together. We should make a podcast!*”

And so they did.

Following their passion, each episode is based on television shows, movies, and books in the crime category. “We sit down and talk about what has piqued our interest over the last month,” Jackie shared. “We plan almost two months out what we want to cover. In the beginning, it was a little bit more ‘shotgun.’ Then, we became more organized.”

Christy and Jackie share a great sense of humor, so you can plan on enjoying a good laugh when you listen in. (I know I do—starting right from the introductory episode, when they check out their first Hunt a Killer box. I laughed out loud as they had to take a break to go through the instructions, obviously at least a tad frustrated!)

However, you’ll get more than giggles when you tune in. While easily and comfortably playing off one another, each brings her own talents to the show, as well.

Christy is the “super-sleuth” who loves to research. “I tend to do most of the *investigating*,” commented Christy. “It creates a good workflow for us. I’m like a dog with a bone when I want to know about something.”

“Oh my gosh,” Jackie, a graduate student in psychology, reacted. “Yes, you are! She’s being humble... she is the anchor of our show. She really is. She’s the anchor and I’m the color man. She’s not just skilled at research, but she takes copious notes, too. She makes it easy for me to come in and add what I do. Plus, she’s so talented!”

Wondering what kind of research Christy is performing? Well, for example, in the episode entitled “The Most Endearing Serial



# CHRISTY & JACKIE

listen to



## MY FAVORITE MURDER

Lifelong fans of true crime stories Karen Kilgariff and Georgia Hardstark tell each other their favorite tales of murder and hear hometown crime stories from friends and fans.



## HIDDEN BRAIN

Shankar Vedantam uses science and storytelling to reveal the unconscious patterns that drive human behavior, shape our choices and direct our relationships.



## WHERE SHOULD WE BEGIN

Step into iconic couples therapist Esther Perel’s office and listen as real couples anonymously bare the raw, intimate, and profound details of their story.

**“We cover the recap, what was true, the psychology, and the ‘could it happen’ question.”**

# “Christy is the ‘super-sleuth’... I’m like a dog with a bone when I want to know about something.”

Killer,” the ladies talk about the show *Dexter*. Christy immediately points out that, while the program is based in Miami, much of it was filmed in Long Beach, CA. (I actually remember running through the Belmont-Shore area and seeing the film trucks and Miami-Dade emergency vehicles set up for upcoming shoots!)

And Jackie certainly does provide the psychological understanding. “*She is super-insightful,*” stated Christy. “*The psychology portion is in my focus,*” commented Jackie. “*It drives my whole obsession with true crime, because I’m obsessed with what drives the crime. I go there naturally.*” As when Jackie mentions that “anti-social is probably very common with psychopathy” during their episode on *Dexter*.

Jackie explained the format of the show, as well. “*We cover the recap, what was true, the psychology, and the ‘could it happen’ question. We’re not just focused on discussing true crime, either. We actually consider crime and entertainment. How does art influence life, and how does life influence art?*”

Not a fan of true crime? Not a mom or parent? No problem! *Killer Fun* is still wildly entertaining. Case in point: I’m not a mom (or even a parent, for that matter). My favorite episode was *Let Me Give You a Hug*, which was based on the Netflix Original *Dead to Me*. I particularly appreciated how Christy



*Killer Fun* podcast cover art

and Jackie covered the psychology of the characters and the dynamics of attending a grief-support group after losing a loved-one (as was the case in *Dead to Me*) in such a fun and intelligent manner.

What’s next for *Killer Fun*? “*We talked about doing some live events at some point,*” answered Jackie. “*We’d love to be able to take (the show) and do some local live recordings. That way, we could be in the community and have fun with it.*”

Christy added, “*The long-term plan? All of it! The tours, the merch, everything. But we’re not quite there yet. We’re still growing.*” 🎧



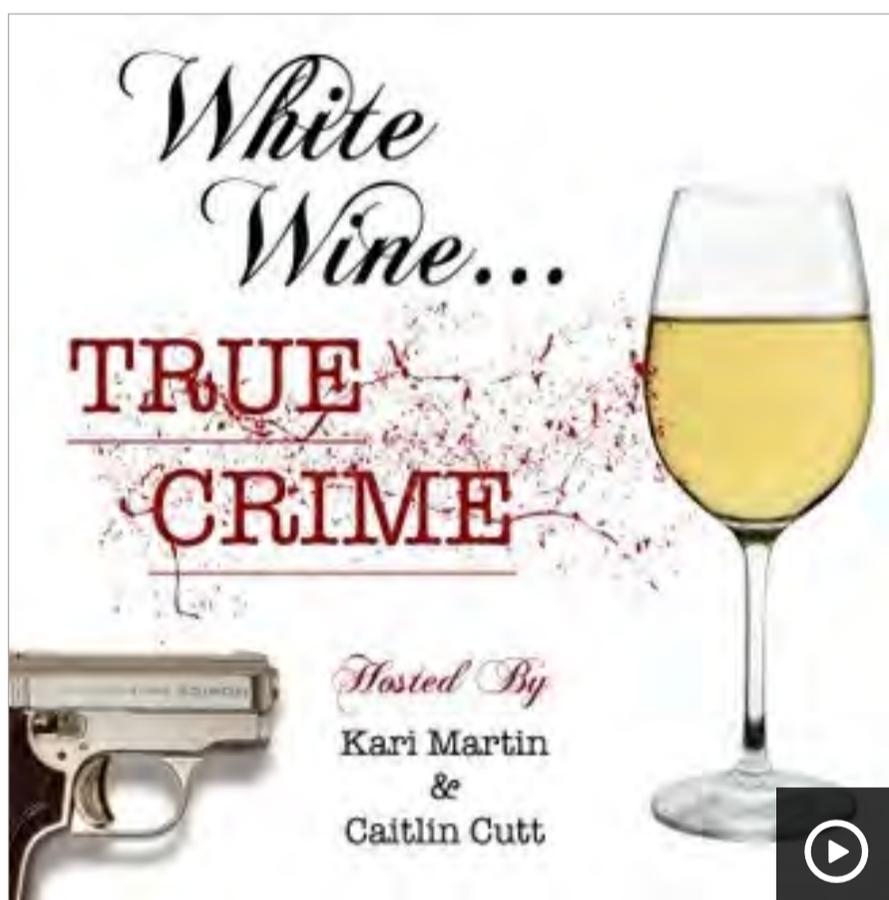
## True Crime Category Director

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 Cool Culture Corner 🎧



# UNDER THE RADAR

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



## WHITE WINE TRUE CRIME

This show was recommended to me by a close friend and colleague when he learned that I was the new True Crime Category Director for *Podcast Magazine*. I dove into a couple of episodes and I am intrigued about becoming a regular listener. The hosts, Kari Martin and Caitlin Cutt, play well off of each other and are solid interviewers.

However, the show can be a little clunky at times. For instance, it was difficult to hear the guest in the episode I really was looking forward to given my work with



law enforcement over the past two decades - WWTC080: Detective Joe Kenda Homicide Hunter. The dog barking was a bit annoying too.

Also, Kari and Caitlin seem to embrace an “R-rated” or at least a “PG-13” type of show. Although I personally have no problem with it, it could turn off some potential listeners. After all, these ladies are stand-up comedians and wisely use those talents in their show. The wine mentions are also welcomed.

As I often do with podcasts I find and start following, I listen to one of the older episodes as well as one of the new ones. As with most shows both the audio quality and the flow improve as more episodes are produced. That seems to be the case with *White Wine True Crime*. It is a show that is worth a listen. 🎧



# HISTORIES & MYSTERIES

*with* MYSTERIOUS CIRCUMSTANCE'S

# JUSTIN RIMMEL

Justin Rimmel, host of *Mysterious Circumstances*, is known for his foul mouth and phenomenal research ability. Understanding that not all real-life storylines are “clean” enough to fit into cookie-cutter type narratives, Rimmel serves up an abundance of information on a silver platter, allowing his audience to ponder any questions left unanswered.

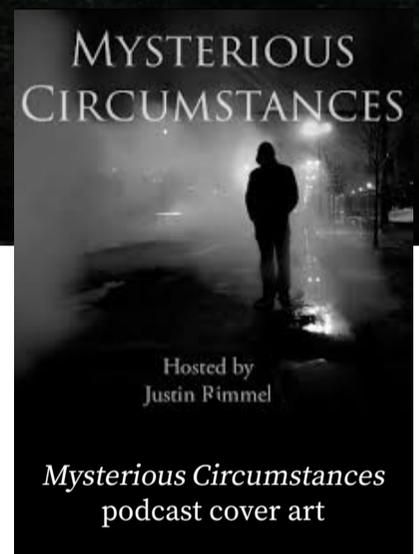
Rimmel was inspired to start *Mysterious Circumstances* back in 2016, after listening to a podcast that shared the story of a murder case he found so interesting, he was compelled to conduct his own research afterward. After realizing how much more information there

was about the case that didn't make the 45-minute episode, *Mysterious*

*Circumstances*—a podcast that dives into histories, mysteries, and more—was born.

With a focus on avoiding the information deficiency he had experienced, Rimmel strives to share *all* there is to know on his subject choices, providing his listeners with everything he can so they can make up their own minds.

Rimmel's topic choices follow his personal interests, so it wasn't long before *Mysterious*



*Circumstances* began covering not only true crime, but also the paranormal and history.

He began researching the lives and deaths of celebrities like actresses Thelma Todd and Natalie Wood, and other historical figures like Marilyn Monroe and Billy the Kid.

Elaborating on the great feedback he received from his listeners on these episodes, Rimmel said, *“Once I did an episode on Billy the Kid, the floodgates kind of opened, which thrust me into the history genre.”*

One of his favorite historical figures he’s researched so far is Indiana folk hero John Dillinger, which explains the three-part series that makes up nearly five hours’ worth of content.

*“Being from Indiana, I wanted to do it right, because he IS a folk hero here. There’s no doubt about it. You have all these stories of him hiding out in this place and that place, but there’s no evidence. There’s no proof. The first two episodes are pretty long. I had to dip into some FBI stuff. It took me six weeks just to do part two and part three.”*



# JUSTIN

## listens to



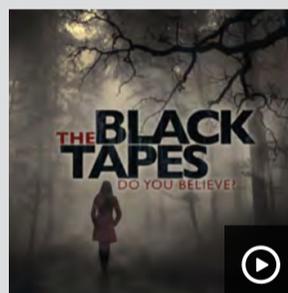
### GANGLAND WIRE

The host, Gary Jenkins, is a former Kansas City Police Intelligence Unit Detective. He invites former FBI agents, police officers, and criminals to educate and entertain listeners.



### KILLAFORNIA DREAMING

A podcast that delves into the darker side of California.



### THE BLACK TAPES

A serialized docudrama about one journalist’s search for truth, her enigmatic subject’s mysterious past, and the literal and figurative ghosts that haunt them both.



**“Once I did an episode on Billy the Kid, the floodgates kind of opened and it thrust me into the history genre.”**

**“When people send me a case and they’re like ‘You need to look into this,’ 99% of the time I’m right there with them.”**



**WHAT WOULD YOUR HIGH SCHOOL HISTORY TEACHER THINK?**

*“I think they’d be proud of me—and they would probably be like ‘would you tone down the swearing a little bit?’”*

After a few episodes following suit, listeners urged him to focus on a biography podcast, but Rimmel didn’t want to abandon his interests in mysterious topics. As an autonomous learner, he aims to be an interactive host, and has built a community of curious listeners who crave his research.

*“When people send me a case, and they’re like, ‘You need to look into this,’ 99% of the time I’m right there with them.”*

He believes his role as podcast host is to throw as much information he can find about a topic into the show, leaving the rest to his listeners.

*“Probably 75% of the time, I don’t state my opinion, because sometimes people don’t want it. They just want all the information, so they can form their own opinion. I’m more than happy to do that. At the end of the day, it gets peoples’ brains working, and gets them interested in someone from history.”*

From there, he hopes his listeners will be interested enough in the topics he presents that they choose to do their own research into any questions left unanswered. 🗣️



**History Category Director**

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 Wander By Proxy Podcast 🎧

**Got a History Podcast suggestion?**

**Let us know! >**



# UNDER THE RADAR

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



## PONTIFACTS

A podcast that covers the lives and histories of popes, and ranks them by effectiveness is bound to breed a little blasphemy, right?

Bry and Fry's enthusiasm is so charming, it's almost comical to pair it with their subject choice. Rather than focusing solely on the religious aspect of a pope's position, Bry and Fry hone in on each pope's place in history. Since they are covering stories set in years like 245 A.C., some anecdotes are shared in an almost mythical, legendary method.



Not only that, but there's a surprising amount of gore in the scenes. The hosts describe stories like that of beheaded popes sermonizing to a crowd with their head in their hands (cephalophores), cueing Tinker Bell-like chimes and sound effects with and a sing-song voice proclaiming "miracles" as a bit of a head nod to skeptics who might otherwise roll their eyes.

Adding to the entertainment, near the end of each episode, each pope featured is ranked based on how their papacy affected everyday people and the religion. If a pope "poped" hard enough, Bry and Fry award them with a Papal Bull—created for the most influential and memorable popes they research and rank. St. Peter currently holds the title! 🗣️



# LINDSAY PATTERSON WANTS TO TURN YOUR KIDS ON TO SCIENCE

## Parents. Pay attention to this!

Meet Lindsay Patterson—founder, co-host, and producer of *Tumble*, a science podcast for kids. Lindsay believes we can make the world a better place by teaching children about science. To that end, she also strives to expand the reach of “kidcasting,” and change the way listeners interact with podcasts.

Lindsay didn’t “get” science as a child. She preferred engaging her curiosity and creativity with words. A creative writing major in college, she never imagined she would become an enthusiast for exploring

the scientific method. That is, until she graduated, and had an opportunity to interview a scientist in order to write a script for a science show. That’s when her big *aha!* moment occurred:

*“The moment we started talking, I realized that science wasn’t as I perceived it—you know, all written facts and books filled with things discovered. It is an active process of asking questions and finding answers. It is a way to solve problems that really concern me, and it’s instrumental in decision making.”*

*So that sort of hooked me into wanting to communicate the importance of the scientific process to kids. Science informs so many of the ways decisions get made (at least, it should!). And right now, science is not really being respected in that way. I think it's so incredibly important to raise a generation that understands how science works, so they have the tools to understand and generate informed opinions, rather than just being told, 'Oh, this is true,' or 'Don't believe that,' or be won over by anti-science views. This way, they learn how to make decisions for themselves."*

When the world of podcasting exploded in 2014, Lindsay saw her opportunity to produce and host a show specifically for kids.

Since Lindsay is in her "happy place" when she is interviewing scientists about their process of discovery, she builds the episodes around those interviews. Weaving in real-life stories from the scientists' lives and work, Lindsay endeavors to show kids that science is an ongoing process undertaken by relatable people who are asking real questions about topics that matter.

Lindsay's husband, Marshall Escamilla, co-hosts the show. A music teacher who has taught kids from elementary age all the way through high school, Marshall writes original music for each episode. He also utilizes his teaching background to ensure the material is fun and interesting for the target age group.

*"With Marshall co-hosting, I think we can turn any topic, no matter how complex, into something that is very accessible to kids. I really enjoy that aspect of the show and our format."*

**"[science] is an active process of asking questions and finding answers"**



From its first airing in 2015, Lindsay has been accomplishing her goal with *Tumble*. She often hears from teachers who use what she shares in her episodes as teaching materials. Lindsay once received an email from a grade-school teacher in Juneau, Alaska, who turned an episode on plastic pollution and microplastics into a week-long unit. Her class investigated the issue, and students designed their own clean-up devices. Then, they used up-cycled materials to build out their designs, and completed experiments in a kiddie pool to test them. They then contacted Lindsay, who arranged a Skype call with the featured scientist of that episode. Since then, other teachers have corresponded with Lindsay, too, and *Tumble* has even developed teacher resources for some of their episodes.

Some of the subjects Lindsay and Marshall explore come from young listeners, too, who subscribe and submit questions. For example, when a child wrote in asking



why animals have whiskers, *The Science of Whiskers* (4/5/19) episode was born. It was so creative and engaging, it won a 2019 AAAS Kavli Science Journalism Award, Gold prize. Another 2019 episode, *The Cave of the Underground Astronauts* (1/11/19), did the same. In that episode, three women archeologists Skype from a remote cave in South Africa to share their process as they excavate the bones of early human relatives. Recently, a student wrote to Lindsay to describe how she recreated the tunnels and pathways of that cave.

The reach of this particular podcast goes far beyond a first listen by a class of students. Children go home, excitedly sharing what occurred in the episode, and families join them for a second listen. Plus, children often enjoy listening to the same things over and over, as they learn differently than adults. This then generates ideas for future projects, inquiries, and sharing.

The podcast is going strong, with upwards of 109 episodes released and over four million downloads to date. In 2016, *Tumble* was named “one of the best podcasts for

kids” by Apple Podcasts. It had topped over 1.5 million downloads in 2017, and in 2018, it was picked up for distribution by PRX, the company behind the Radiotopia podcast network. It is now also partnered with GenZ, the Peabody Award-winning children’s podcast production company!

When Lindsay isn’t working on her *Tumble*, she is a passionate advocate for children’s podcasts. She both co-founded and co-chaired [kidslisten.org](http://kidslisten.org), a non-profit organization of advocates for high-quality audio content for children, setting standards and best practices for the genre. And no wonder—she also has two young children, podcast listeners, to think about!

When it comes to her own listening, Lindsay says, “*I really like things that take my mind off what I am supposed to be doing. I am a big fan of audio fiction, and I listen to The Daily. That’s my ‘diet.’ If I wasn’t doing a science podcast, I’d love to do audio fiction.*”

*Tumble*, the Science Podcast for Kids, can be accessed on Apple Podcasts, Google Play, and Spotify. Learn more here: [www.Tumble.com](http://www.Tumble.com). 



*Tumble* podcast cover art



**Science Category Director**

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*The Radical Rabbi* 

Got a Science Podcast suggestion?

Let us know! >



# UNDER THE RADAR

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



## CASUAL SPACE PODCAST

I love this show! Beth Mund, former NASA public affairs officer and self-proclaimed space geek, started this podcast to talk about all things SPACE related, with the promise to keep it casual: nothing too technical and stories that inspire. She more than lives up to her promise. While I haven't listened to every one of her 51+ episodes, I have listened to a random sampling and looked at the topics of the shows I haven't had time to enjoy ... yet. Based on what I have seen, heard, and read, I give the show five (yes, five!) mics!



One full mic for subject matter. Every show brings a new subject from the world of space, space exploration, space policy, space technology... even about space-related potential jobs. As someone who isn't necessarily a space enthusiast, I was really impressed by how interesting the topics are.

One full mic for the quality of guests. Every week, the guests are well-spoken leaders in their respective areas.

One full mic for the host. Mund is knowledgeable, enthusiastic, and a great conversationalist.

One full mic for production quality. Audio is clear, and show notes are well written and interesting.

One full mic for how it all comes together as an interesting, fun, and easy-to-get-hooked-on podcast! 🎧



# PODCATCHER REVIEWS: HOW DO YOU LISTEN TO PODCASTS?

Are you a serial podcast subscriber, or a one show junkie?

Are you the kind of person that has organized all your apps into folders?

Are you the kind of person who loves sharing great quotes?

Or might you need a visual experience to make your podcasts complete?

What makes your listening style and preferences unique is why different podcatchers exist.

A Podcatcher is an app (or piece of software) that enables a listener to download and listen to podcasts. It's the first step, typically, a listener has to discover and engage with their favorite shows.

Most likely the one you're using isn't because you researched it, but the first one you heard about or was told to download. Right now 15 podcatchers dominate the marketplace: Google Podcasts, Apple Podcasts, Spotify, Stitcher, Overcast, Pocket Cast, Castro, Castbox, Himalaya, Podcast Republic, Podcast Addict, Radio Public, Beyond Pod, Breaker, Downcast, with a few new ones breaking ground.

And with most of them constantly updating their service features like smart playlists, volume boost, speed levels, episode filters, intro skipping, episode sorting, offline play... those features are now truly common. But there are a few features left that really stand out and prove we all listen different ways.

## 1. Do you love taking notes?

The greatest part about podcasts is that you can listen to them crazy places, while mowing the lawn for instance. But with that comes some inflexibility because often something is said, a book is recommended, a particularly memorable quote is stated but there you are without pad and pen. With nothing but the lawnmower.



*Podcast Republic screenshot*

Enter the Podcast Republic app which has a convenient tool for taking notes on the episode. You can even play back the episode and see when you took notes. Obviously, Siri can help you do this as well, but there is some power in keeping the notes tied to the original episode. And if you

find yourself always wanting to write things down that you're learning, Podcast Republic could be your new friend.

## 2. If you love to share!

Overcast has a relatively new feature that allows you to grab an excerpt of an episode, add a bit of video and share it through social media. If you're listening and something strikes you as amazing, greatest quote ever, or a subject you just have to share Overcast makes it fun. Sharing podcast links is always an option, but being able to share that amazing 10 second moment,

with video will reach many more people.

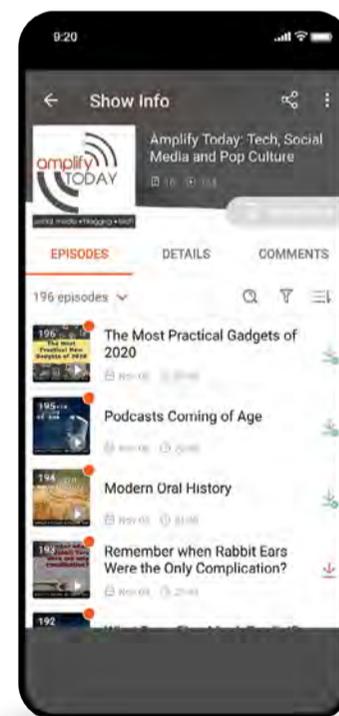
Breaker is also a great option if you love to share because it is also a social network of sorts. You can see and connect with other Breaker users, get recommendations and refer your favorites to others.

## 3. Are you an organization Ninja?

Are you fanatical about what's on the home screen of your phone? If you try to limit the number of apps, using Spotify to listen to podcast might be the perfect choice as it probably already exists on your phone. In the same vein Podcast Addict is a stand-alone .mp3 player, audiobook organizer, live radio manager, and manages your YouTube, Sound Cloud, RSS and Twitch subscriptions. Consolidation is a great app management strategy.

And both Castbox and Radio Public give you the option to pin a show onto the home screen of your phone, which is fantastic if you're binge listening something and need that right in front of your eyeballs at all times.

And If you love to be organized then you should consider whether the podcatcher allows you to triage or create an episode hierarchy. In the Castro app all new episodes show up in the "New Tab" allowing you to drag episodes to the top



*Castbox screenshot*

or bottom of your queue. . . creating your own listening order. Several podcatchers, beyond allowing playlists, give you these options to add priorities to certain episodes or shows.

#### 4. When the visual is important too

As a podcaster who spends a great deal of time making great episode art, it is not easy to find on all podcatchers. Some don't feature it whatsoever and treat the podcast experience as a purely audio experience. Castbox, Podcast Republic, Radio Public and Podcast Addict on the other hand all included episode art in the show listings.



*The Wilson App screenshot*

But even then that's just the tip of the iceberg compared to Wilson and Entale.

The Wilson App feels more like a magazine than a podcatcher. It's a podcast magazine of sorts that curates a new playlist each week based on a topic they choose and they present it with some flair.

And Entale decided that imagery and podcasts shouldn't be apart. Each episode becomes a visual tapetry of pictures, show notes links, chapter headings, maps and quotes to create a full multi-media experience.



If you are a visual person, try these out? Maybe they will revolutionize everything you've ever thought about podcasts.

#### Conclusion:

There is no best podcatcher. Within the people who believe podcasting should be a multi-media experience, you can certainly find favor among the podcatchers that believe the same thing. But those apps do nothing for the person who just needs a way to triage episodes and totally customize playlists. The point is your technology should make your life easier, the way you consume it. Don't get the most popular app, get the one whose owner thinks like you. 🎧



#### Gadgets, Gizmos & Gear

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**Got a Gadgets, Gizmos & Gear suggestion?**

**Let us know! >**



# THE MAKING OF AN EMOTIONAL BADASS:

## The Woman Who Almost Wasn't

The therapeutic world is often fraught with people who feel “damaged” and “broken.” The issues and challenges they’ve faced are as varied as the therapeutic modalities available to the licensed professionals who treat them. Those who seek assistance simply want to feel “whole,” “complete,” “heard,” and “seen.”

But what happens when the person tasked with that role is someone who once also felt unseen, unheard, and misunderstood herself? What if, instead of being held in a space of love and nurturance, she was sexually abused by the stepfather who was supposed to love and protect her?

Well, in this case, you get an emotional badass.

Meet Nikki Eisenhauer.

A Licensed Psychotherapist and Life Coach, and host of the wildly popular podcast

*Emotional Badass*, Nikki is on a mission to help others heal from the wounds of their pain, so they no longer have to live in the shadows of their past.

A woman who almost died at birth, she had no idea that her own tough experiences would lay the foundation on which she would later build her empire.

Nikki lives and breathes her “Where Moxie Meets Mindful” motto daily by vulnerably stepping into her pain, so others have a chance of shedding theirs.

With over one million downloads in less than two years, 1000+ reviews, and a fan base that spans across 100+ countries, Nikki is fueled by her role as a global changemaker in an even grander way: she is committed to teaching others that being emotional is a sign of strength, not weakness.

From her humble beginnings in New Orleans,

Louisiana, being influenced by a German grandmother with “very” high standards, to the Rocky Mountains of Colorado where she currently resides, Nikki’s voice began to be heard long before she sat behind a microphone.

The whisperings of her *Emotional Badass* podcast began when her stubborn and rule-breaking heart refused to allow her to stay silent upon the six-year early release of her stepfather, who was discharged from the Department of Corrections *even after* the judge indicated that “no early release for good behavior would be granted to a pedophile.” Her anger and frustration at a system that “failed” her drove her to reach out to every possible media outlet and child-friendly organization to shine a light on the injustice. No politician, policeman, or governmental bureaucrat would listen... and she was “*pissed to the core.*”

Knowing the corruption involved and how her family (consisting of police officers) worked... knowing how she was ostracized and scapegoated for “outing” the family pedophile (even though he was already identified as a “child sexual predator” in the courts)... she just couldn’t let the early release go.

After being told by a reporter that they “don’t report” on such things “because people don’t like it,” she realized that to heal, she’d need to continue sharing her truth while fighting to help others heal from their abusive pasts.

This period of invisibility became the catalyst for unearthing layers that would ultimately allow Nikki the emotional strength to truly



# NIKKI

## listens to



### ALL THINGS THERAPY

Lisa Tahir is a Licensed Clinical Social Worker, practicing as an Intuitive Psychotherapist, who promotes personal growth and transformation by motivating and inspiring you to your own greatness.



### MEDITATION MINIS

Hypnotherapist Chel Hamilton guides you through short meditations designed for busy humans to calm anxiety, overcome negative thinking, increase your confidence, and more in 10 minutes or less.



### JOURNEY TO MANIFESTING

A motivating and inspiring podcast to live with more abundance, love and meaning while inviting you to follow your heart, create your dreams, and empower your emotions.

**“Get comfortable with being uncomfortable, because there’s a lot of it, but you can move through it and past it.”**

**“The rules don’t keep bad people from doing things. But the rules sometimes keep good people from trying things.”**



let go. Recognizing how her fight to bring awareness to such an injustice was going nowhere, she turned her attention to sharing her story in her own way.

After continued encouragement from countless clients in her private practice who had consistently urged her to “start a podcast, write a book, charge more,” she found the strength to publicly peel away the unearthed layers of pain.

Yet she still had no idea how to actually start the process.

About a year and a half after meeting Chris, her fiancé, who produced and hosted his own comedy show podcast, Nikki began to recognize the truth in Chris’ words: “You are the voice.” She began to see how she needed to let go of the “rules” she’d been taught as a “good, Southern, Catholic girl.”

Thus, *Emotional Badass* was born.

Yet Nikki wrestled with questions: *How can I serve more people AND myself at the same time? How can I REALLY reach more Highly Sensitive People, Survivors, Empaths, and Healers who need to see that not only is it acceptable to FEEL, but that it’s how we’ll change the world?*

As she worked through her fears, she witnessed the courage of another woman who was about to go public about some of the most devastating parts of her own life. She took what she learned to heart—she would not allow her work to hurt anyone who had worked with her previously or after. She would hold the space of being an emotional badass no matter how painful it was. She would finally find peace.

And she did! But it didn't come from going public with her story. Rather, it was a byproduct of creating her show—a result of the validation her intuition had been revealing all along that she just hadn't listened clearly to.

As she recorded each episode, discussed each topic, and scripted, bullet pointed, or off-the-cuffed every phrase she shared, Nikki found her need for control and perfectionism slipping away into the shadows of the past. No longer needing to use her stubbornness as a self-protection mechanism, she began using it to guide

others into their own intuitive heart.

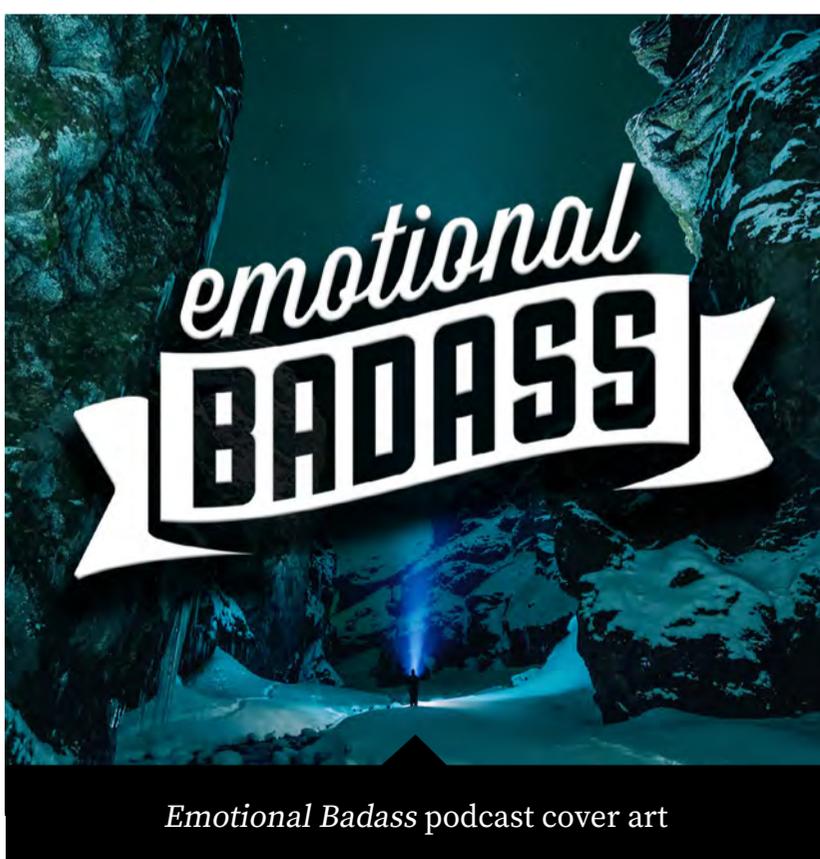
Even as the culture of reactivity that Nikki was brought up in swirled around her, and despite a trusted professional advising her that she was “operating illegally” as a coach providing “therapy,” she refused to give in. Instead, she sat with the awareness that the universe had guided her to use her voice in the podcast space.

Even though it was originally packaged in pain, Nikki considers the following one of the biggest lessons of her life, and a precious gift:

*“There is always a reason to hang on, because in hanging on, there is always something better—even if you have no idea when, how, or where it'll show up—it will,”* Nikki shared.

If there's one thing this “emotional badass” wants you to know, it's to pay attention to your own guiding voice. Nikki says, *“Something drew you to connect with me through this article... that something... ask yourself... what else does it do for you?”*

Nikki Eisenhauer—one of the purest, most authentic emotional badasses I've ever met! 🗣️



#### Health & Fitness Category Director

Susan L. Dascenzi, MSW, VSTCLP, LCSW  
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*Kick Your Buts* 🎧

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



## PUSH PACE PODCAST

Many of us will begin 2020 with our New Year's resolutions top of mind: THIS is the year we will create a healthy fitness routine—the year we'll “FINALLY make it happen!”

But alas, such resolutions often fall by the wayside by the end of January.

This month's inaugural “Under the Radar” pick is the *Push Pace Podcast*.

First airing in September 2019, podcaster Austin Hendrickson tackles a variety of topics (think health, wellness, nutrition,



OTF, rowing, fitness, and life!) relevant to the frustrated fitness beginner. With a focus on mindset, process, and execution of action, the show airs weekly to help you create a healthy routine that will last throughout the year.

Austin and guests know a healthy and fit body isn't built overnight. Rather, his goal is to help those interested in health and fitness discover how to push forward to become a happier version of themselves, thereby achieving and maintaining true fulfillment.

The show, boasting 81 reviews after four months, is clearly a winner with podcast fans. Austin provides real talk, along with a comfortable and uplifting environment, where listeners feel it really *is* possible to achieve their health and fitness goals via the variety of paths he offers.

This podcast is definitely Under the Radar, and one that I highly recommend if health and fitness are on YOUR radar for 2020. 🎧



Dave Sobel about to record a new episode.

# THE BUSINESS OF TECH PODCAST

## Shifting Your Perspective on Tech in 5 Minutes a Day

Who says a podcast has to be long? Who says you can't get the info you need and want in just five minutes a day? Who says you can't binge on quality technology-based episodes all in one sitting?

Well, not Dave Sobel, creator of *The Business of Tech* podcast. Utilizing his unique knowledge as an insider in the world of technology for over three decades, he's turning the world of podcasts upside

down by challenging the traditional podcast model.

In his short, “micro” daily episodes five minutes in length or less, Dave doesn’t simply talk about technology from a consumer viewpoint. Rather, he actively engages the listener, explaining the business behind the decisions that create the technology around us. Typically covering three technology trends per episode, Dave goes deep, revealing the what, where, how, and often why behind companies, products, and technology, as well as potential positives and negatives of each. He also invites commentary and encourages listeners to connect with him.

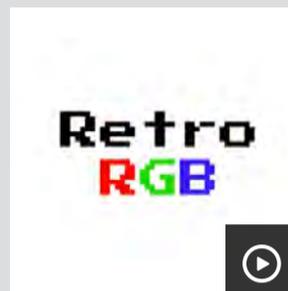
Dave’s love of data is really what makes his podcast so addictive—you can expect to learn more in a five-minute episode than you will in most hour-long shows. With topics ranging from 5G, smart devices, blockchain, Google, privacy, cybersecurity, social media, AI, the Amish (yup, the Amish!), drones, Russia, and more, this show guides you in what to look at and why.

When asked why he created the show, Dave said, *“I’m trying to be timely. It’s a daily podcast. It’s intentionally only five minutes long, because I think it not only makes it easier to produce, but more importantly, to consume.”* As a technologist, Dave believes that the ethics and business of tech is as important (if not more important, with the rapid infiltration of AI—artificial intelligence—into the mix) than the actual products themselves. This is truly the passion behind his podcast.



# DAVE

listens to



## RETRORGB

Old school video games with all the news of the week called the Weekly Roundup.



## PIVOT

Recode’s Kara Swisher and NYU Professor Scott Galloway offer sharp, unfiltered insights into the biggest stories in tech, business, and politics.



## POD SAVE THE WORLD

A weekly podcast that breaks down international news and foreign policy developments, but doesn’t feel like homework.

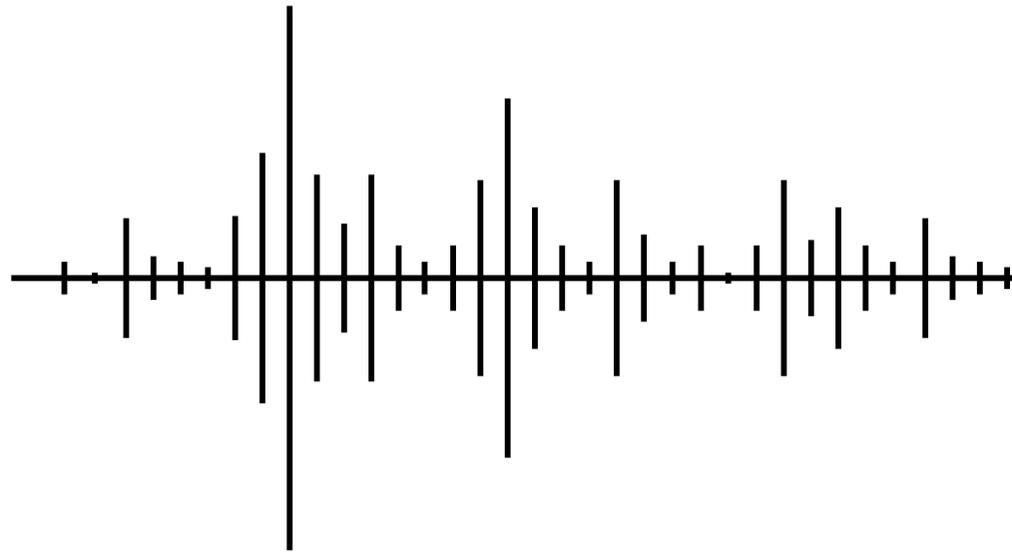
**“If you are giving me your time, I want it to be impactful.”**



*Business of Tech* podcast cover art

Dave thinks a lot about *“the idea of unbridled business and unbridled capitalism and the impact of each.”* He likens technology companies and their products to a chemical company, in that both should require regulation and long-view oversight by qualified representatives not afraid to speak up about real concerns, like physical and electronic polluting of our communities and world. That is the role he plays in his show: an insider willing to ask the tough questions and challenge the political and corporate speak.

Every day, Dave scripts his five minutes to make sure he doesn’t forget anything and to provide clear content for listeners all around the world. Utilizing his background in college radio, his home-based studio has all the tech a geek could want! He uses Apple GarageBand to record and produce the show and Libsyn to deliver it to all the podcast platforms that carry it. His goal is to record by 3:00 pm eastern every day, hitting “publish” at 5:00 pm on the dot.



Regarded by tech insiders as a leading expert in the delivery of technology services, he owned and operated an IT Solution Provider for over a decade, both acquiring other organizations and eventually being acquired. After owning his own tech business, he worked for multiple international vendors as a leader in community, event, marketing, and product strategies. He also managed several mergers and acquisitions. He is a huge news junkie and self-proclaimed “data nerd,” and loves poking around in reports full of statistics and numbers. Dave is constantly looking for patterns and trends, always thinking at least 72 hours in advance to figure out what will be most relevant when he records.

*“The show is a super-simple concept,”* Dave says. *“We’re gonna have this conversation and share at least a little nugget every day. And then we can continue this thematically over time.”* Excited about the growth he is seeing in listenership and the feedback he has been receiving about how he is starting to “shape the conversation,” Dave welcomes contrary ideas and thoughts. He actually likes being disagreed with, saying, *“I guess it’s funny how everybody thinks it’s super bad to have someone disagree with*



**“I’m a data nerd  
and I consume  
the tech news  
and trends and  
deliver them to my  
listeners.”**

Got a  
Technology  
Podcast  
suggestion?

Let us know! >

*you. I look and say, that’s cool! I never said I’m 100 percent right.”*

When he isn’t researching, writing, recording, or publishing his show, Dave is probably playing a retro or modern video game, or smoking some barbeque and enjoying a craft beer. He and his wife and two cats live just outside of Washington, DC., which further explains his love of political podcasts. He listens to shows from all sides of the conversation to make sure he asks the right questions to give

his listeners the best content possible.

If you are looking for a show that educates you while making you question the perspective the mainstream press or tech companies portray about technology products, services, and innovations, then I strongly suggest subscribing to *The Business of Tech* with Dave Sobel on your favorite podcast platform.

Beware, though... you may end up re-evaluating the device you’re using right now to read this article! 📱



**Technology Category Director**

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*It’s All About the Questions* 🎧



# UNDER THE RADAR

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



## COOL TOOLS

This show should be in the Top 10 every week! Through interviews with well-known and not-so-universally-well-known folks (like Seth Godin, Adam Savage, Dan Pink, Guy Kawasaki, and Bonnie Burton), the hosts share their guests' favorite tech and non-tech tools they use every day.

What makes this show even better is the podcast's adjunct website that provides show notes, including a list of all the featured tools and related details. It's a



truly enjoyable listen—the episode in which Seth Godin geeks out on \$1 Copper Mats for your grill and shares a story about giving one to Dan Pink is worth the price of admission in itself!

The hosts have a knack for keeping their weekly show from turning into a giant infomercial. They help their guests not only describe a product, but explain how they use the tool and why. All the while, they encourage you to “steal” their ideas and improve your day-to-day existence by implementing what you learn about the tools.

I recommend you subscribe to this show and listen every week. The real-life hacks save me a lot of time! 🎧

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**But the world doesn't know it yet...**

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... 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*



**Doug Sandler**  
*Nice Guys On Business*



**Tonya Dawn Recla**  
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**Debbi Dachinger**  
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# THE STATE OF THE PODCAST UNIVERSE

## How Future Trends Will Affect Podcast Fans

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Voxnest, an audio technology company specializing in podcasting solutions whose suite of products includes Spreaker, Dynamo, and BlogTalkRadio recently released their **2019 State of the Podcasting Universe** report.

To help decipher their findings, I sat down with Andrea De Marsi, Voxnest's Chief Operating Officer, to identify the three key trends that will likely have the biggest impact on podcast fans in 2020 (and beyond).

## 1. You'll hear ads from bigger name brands more often.

As a podcast listener, you've likely heard your fair share of ads. Some are read by the hosts themselves. Others are more traditional, coming across like a typical radio commercial. These ads normally run in one of three slots:

- Pre-roll, which airs *before* the show starts
- Mid-roll, which airs *during* the show
- Post-roll, which airs *after* the show has concluded

As podcast listenership continues its ascent, the amount of money pouring into advertising and the value of each slot climb in correlative fashion.

According to the Interactive Advertising Bureau's and PricewaterhouseCooper's *Full Year 2018 Podcast Ad Revenue Study: A Detailed Analysis of the US Podcast Advertising Industry*, podcast ad revenues are projected to surpass \$1B by 2021. (For comparison sake, podcast ad revenue for 2019 was approximately \$670M.)

Where will this significant growth come from? Bigger brands... and Programmatic Advertising—the automated buying and selling of ads.

# SEE THIS AD?

So do thousands  
upon thousands  
of people who  
love podcasts!



**ADVERTISE  
HERE**

**LEARN MORE >**

*or contact*

Doug Sandler,  
Advertising Director  
[ads@podcastmagazine.com](mailto:ads@podcastmagazine.com)

VOXNEST

2019 REPORT

## The State of the Podcast Universe

2019 State of the Podcasting Universe report from Voxnest

***Translation—available ad slots are auctioned off in real-time via AI to the highest bidders.***

Rather than going into granular detail, think of it this way: Programmatic Advertising enables the company that offers the most amount of money for an ad slot to get it. (Yup... your ears are for sale.)

Now, before this upsets you, know it's to be expected. It's also a positive sign that bodes well for podcasting's sustainability. Advertisers, whether via television, social media, magazines, radio, or even your local bus stop pay for your attention. It's how awareness is created.

And, money flowing into the medium is a positive trend.

The key takeaway here is that advertisers are placing an increased value on being able to capture your attention through podcasting. As interest grows, ad rates increase. Expect to hear bigger name brands advertising on your favorite shows moving forward. They will likely be the only ones who can afford it.

**2. You'll be able to connect with your favorite podcasters... in strange places.**

Podcasts aren't just for breakfast anymore... but don't count out the likelihood of the shows you love showing up on a box of cereal in your kitchen. (Seriously.)

*Serial* cereal? *Lore* nightlights? *Odd Ball* coffee?

**Know which one of these actually exists?**  
 Email us [HERE](#) with your answer by February 25.  
 We'll randomly select one person who answers correctly and send 'em \$100!

As podcasting becomes more mainstream, so too will your opportunities to connect with the podcasters you love outside of your earbuds via product extensions, co-branded products, and live events. After all, if LeBron James can have myriad products, why can't Gretchen Rubin of the *Happier with Gretchen Rubin* podcast?

Guess what? She does. Mugs, T-shirts, tote bags, hoodies, journals, and more are all available for purchase on her site.

Want to see your favorite podcaster in person? No problem. *Snap Judgment's* Glynn Washington, *Lore's* Aaron Mahnke, and the crew from Pod Save America, to name just a few, all take their shows on the road. At *The New Media Summit*, you can connect with—and take center stage to pitch—40 top podcasters to get booked on their shows on the spot.

Have more of a funny bone? Catch Joe Rogan, Brendon Schaub, and many others performing stand-up across the country.

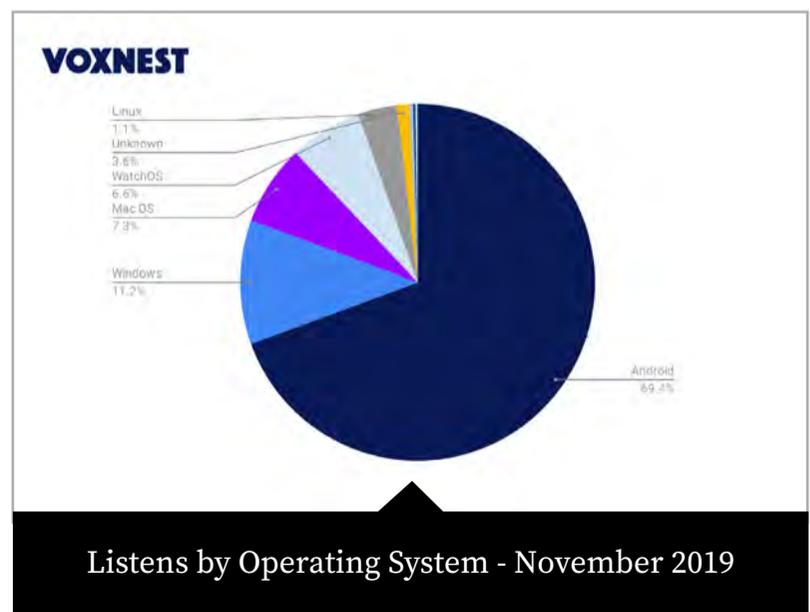
Podcasters are making the shift from viewing *podcasting as a business*, to leveraging the *business of podcasting*. The evolution of the industry and the power of

the medium are substantial and more hosts are recognizing the intimacy created and subsequent opportunities to connect with fans outside of the podcast studio.

**3. More is more: more money, more shows, more languages.**

Perhaps the word for 2020 should be “*more.*” In 2019, as reported by *Recode's* Peter Kafka, Spotify invested approximately \$200M in acquiring podcast publisher Gimlet and roughly \$140M in acquiring podcast recording and distribution platform Anchor. According to Pitchbook, in 2019, venture capital investments in the podcasting landscape exceeded \$270M.

Given that most venture capitalists are looking for a *minimum* of a 10x return on their investments, it is not far-fetched to conclude that, last year, a \$6B+ bet was made on the industry. This investment and acquisition trend will likely continue in 2020, and while money going in doesn't always translate to a better product coming out, podcast fans *should* benefit as increased financial resources will likely equate to higher-quality productions.



Speaking of translation, podcasts are being heard in *more* countries and in *more* languages than ever before. According to Voxnest, the top 10 fastest growing listening markets are:

1. The Czech Republic
2. Chile
3. Argentina
4. Poland
5. Peru
6. Finland
7. Guatemala
8. El Salvador
9. Dominican Republic
10. Turkey

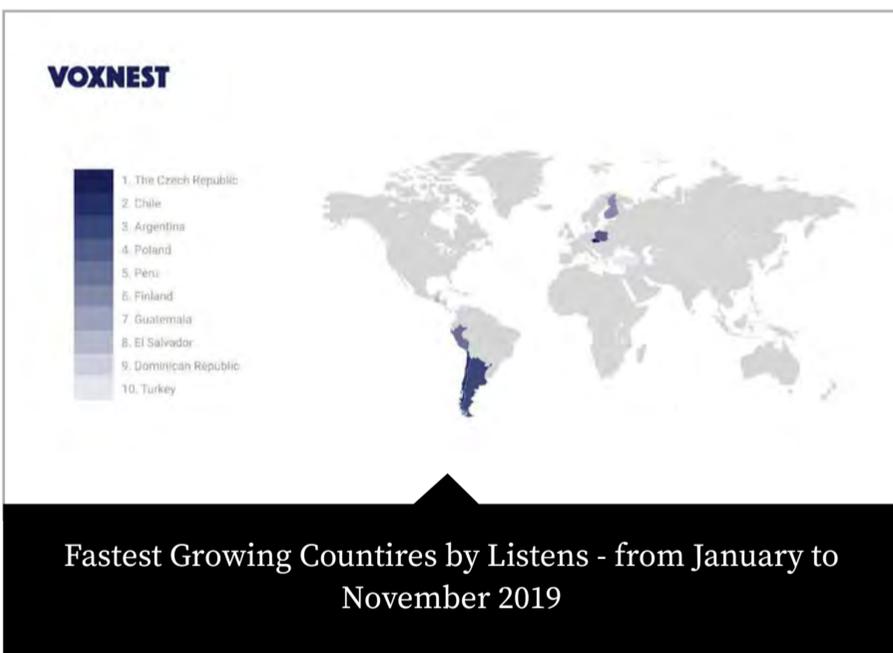
different languages (e.g. a show originally created in Spanish translated and released in English, and vice versa), thereby providing increased listening options for podcasting fans across the globe.

Lastly, and continuing the *more* theme, daily podcasts are here to stay, and no, it's not your imagination... there are more of them. Consider the success of *The Daily* from *The New York Times*, which consistently ranks in the Top 10 of ALL podcasts, and similar shows such as Erica Mandy's *The NewsWorthy*. The genre is definitely not saying "no mas."

According to Voxnest, more than 12,000 new shows focused on news launched in 2019 alone. The popularity of short-form, daily episodes will continue to proliferate as listeners increase their migration toward podcasting being their primary source of news and information.

In summary, Mr. De Marsi is incredibly bullish on the medium, and believes that a massive amount of global podcast creation, consumption, and monetization is inevitable.

To access the entire *2019 State of the Podcast Universe* report from Voxnest, [click here](#). 📍



For non-English speaking podcast fans, the number of show options is exploding. More programs are being produced in foreign languages, and *more* country-specific podcasting ecosystems are being created.

The increasing number of original programs will inevitably result in foreign versions of the shows being released in



**Founder/Editor-in-Chief**

Steve Olsher  
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*Beyond 8 Figures* 🎧



# THE TWISTY ROAD TO SUCCESS

## How Struggle Led Misty Phillip to Purpose

*“Oh, that’s a loaded question,”* exclaims homeschooling mom Misty Phillip when asked about her day-to-day life. *“It’s chaos!”* she shares. Yet, in the last year, Phillip still managed to start a podcast, publish a book, and launch her own live event.

From the outside, it appears she is “living the online dream,” but the road to success is often a twisty one, requiring travel through dark places. For Phillip, that road included a staggering series of events that would likely break most people... but Misty Phillip isn’t “most people.”

*“We’ve had marriage struggles. We’ve had parenting struggles. We’ve had illness and death... kind of everything you can possibly imagine,”* she says.

The list of profoundly difficult circumstances and situations Phillip and her husband Peter endured over the years reads like a worst-case scenario checklist: tubal pregnancy that nearly killed Misty, in-laws who had brain tumors at the same time, a child with seizures and related medication resulting in permanent special needs, another child stillborn, and the list goes on.

Suffering has a way of changing a person, and Phillip is no exception. When she broke both arms at the same time, recovery forced her to give up her role as family caregiver, and simply receive help. Having to depend on others challenged her spiritually, but it also helped her understand that she is loved even when she cannot perform.



Perhaps one of the “darkest darks” was when Misty and her husband learned their son would “not be compatible with life.” They chose to put his life in God’s hands and await the outcome. Ultimately, their son did not survive birth. *“I like to say he was born in Heaven,”* she says.

That choice became a building block for the next stage in her journey. Phillip was invited to speak at a Right to Life rally, where she discovered her gift for helping others through words. Suddenly, her focus was no longer only in her home as teacher and caregiver, but also on the outside world, where sharing her story could bring others hope.

Phillip’s innate bias toward action soon kicked in, and she began writing a blog. *“I’m kind of embarrassed to look back at what my blog looked like before, because it was kind of elementary.”* As she continued writing, one thing led to another (as they tend to, online), and soon, Phillip was podcasting! Her show, the *By His Grace Podcast*, is aimed at inspiring others to overcome their own struggles through faith. Her unique experience allows her to empathize with the audience and offer tools to help them get through hard times.

Now, Misty’s mission has become a family affair. Peter handles the tech work, while the kids read and edit her writing. *“There’s no way I would be able to do any of what I do without my incredible husband who is so supportive,”* she says. *“I might be the front face of Misty Phillip, but really, it is a family and a team project.”*



# MISTY

listens to



## THE NEXT RIGHT THING

A weekly podcast by Emily P. Freeman to help clear the decision-making chaos, quiet the fear of choosing wrong, and find the courage to finally decide without regret or second-guessing.



## THINGS ABOVE PODCAST

A podcast for “mind discipleship.” Each week James Bryan Smith will offer a glorious thought—something good and beautiful and true, something excellent and praiseworthy—to fill your mind with heavenly truths.



## LIFE BUILDERS BY JULIE HAMILTON

Weekly interviews to move your life forward and build your faith.

**The road to success is often a twisty one, requiring travel through dark places.**



Got a  
Religion &  
Spirituality  
Podcast  
suggestion?

Let us know! >

Late in 2019, Phillip was inspired to start her own live event for Christian podcasters. With her family on board, and in her characteristic “go-getter” fashion, she began plotting the particulars of who, what, and where.

She consulted with multiple professionals, including crowdfunding expert Thomas Umstatt Jr., who encouraged her to launch a Kickstarter campaign. Within weeks, she raised over \$7,000, selected a venue, and recruited speakers ... and *The Spark Christian Podcast Conference* was born. (Scheduled for February 21-22, 2020 in Houston, Texas, you can learn more [here](#).)

*“I think the time was right. People are ready for this event,” she says. “Everything that*

*I’ve done up until this point has prepared me for this moment.”*

In a culture obsessed with celebrity, it is sometimes difficult to remember that not everything is as it appears. Life may look rosy on social media; success may sound sweet on a podcast. Phillip’s story stands as a reminder that you never know the suffering that shaped a person into the influencer he or she is today. 📌



**Religion & Spirituality  
Category Director**

Eric Nevins

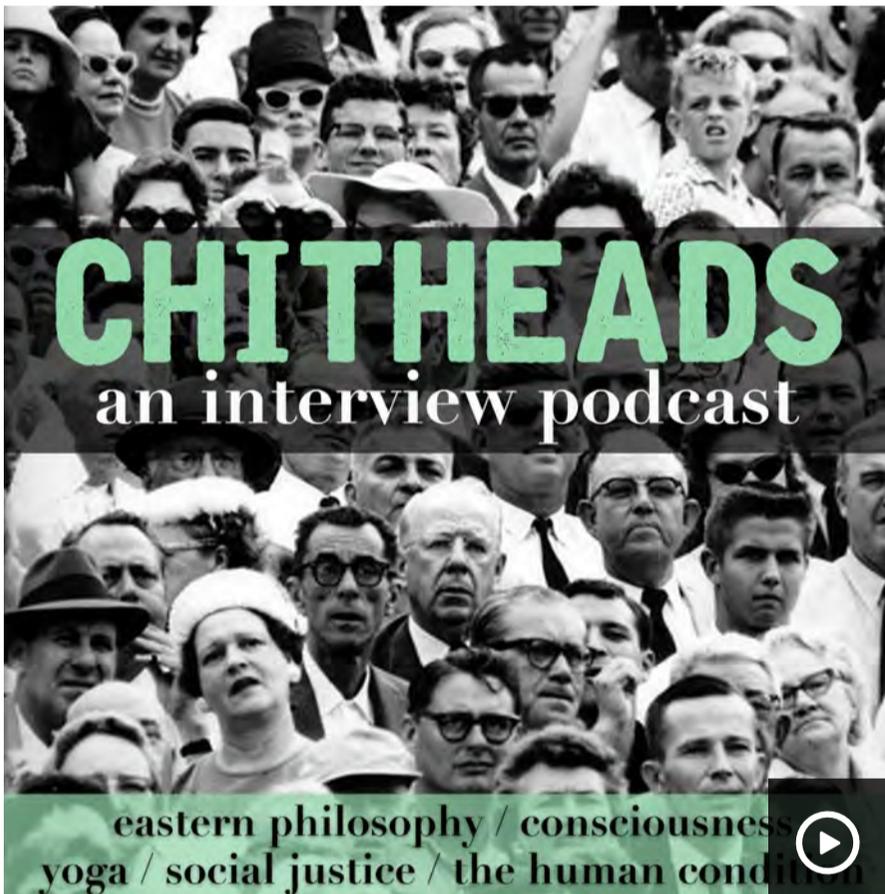
religionandspirituality@podcastmagazine.com

*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



## CHITHEADS: AN INTERVIEW PODCAST

Don't let the humorous name fool you! This interview-style podcast is actually more "serious" in nature.

Hosted by Jacob Kyle, the founder and director of Embodied Philosophy, the show interviews leading personalities in yoga, mindfulness, and eastern religious practice, offering tools for "liberating patterns of thought and behavior." Started in 2015, *Chitheads* has a somewhat uneven release schedule with at least one episode per



month but sometimes two. With over 100 episodes, new listeners will not quickly run out of material, however.

The audio quality is solid though a few episodes had issues on the guest side of the conversation, which, if we are honest, happens to the best of us. Listeners won't find it too distracting and the content makes up for any momentary blips. Kyle's interviewing ability creates an immersive listening experience that invites the listener into the conversation. *Chitheads* avoids the monotony that challenges some shows featuring similar ideas by diving deep into a variety of topics.

Recent episodes have featured topics like yoga, non-duality, trauma, sex and lucid dreaming. If you are interested in "yoga and wisdom," this show is a great add to your routine. 🎧



# HOW TO GET BANNED IN LESS THAN 20 MINUTES

Lessons  
learned from  
Podcasting's  
O.G.



Dave Jackson's got stories.

From how one of his listeners took him to the literal edge of death (or maybe it was actually the edge of life!) to how he once got banned from a popular forum in less than 20 minutes... Dave Jackson's not quite what you'd expect from a podcast host.

(In fact, I'm not even sure where to begin, as our conversation ranged in topic from chameleon breeding and cocaine smuggling to how to set your podcast up for success!)

With 15 years of experience, hosting 30+ podcasts that have generated over three million combined downloads under his belt, if anyone knows the answer to the "How do you create a truly great podcast?" question, it's Dave.

In 2005, he launched the *School of Podcasting* to help podcasters find their voice and get back outside the box again as they "go pro," providing them with strategies and equipment to support them in doing so. Now, he's 700+ episodes in, and has received hundreds of five-star reviews.

But his podcasts, and promotional tactics, haven't always been run-away successes. In his over-excitedness to share *School of Podcasting* with the world, he was once banned from a popular forum for ex-radio DJs in record time:

*"I ran in that forum like, 'Hey guys I'm Dave Jackson I run this thing called The*



# DAVE

listens to



## THE JORDAN HARBINGER SHOW

Upgrade your mind with wisdom from the most brilliant people.



## HATE TO WEIGHT

Two friends candidly share their successes and struggles with weight loss.



## THE PODCAST TALENT COACH

Learn to engage an audience with the art of podcasting.



**"Not having a podcast in 2020 is like not having a fax machine in 1989."**





School of Podcasting, *and if you want to get back on the air, I can help you.’ And literally within 20 minutes, I was completely banned, because I was just a spamming fool.”*

Not every podcast Dave has “thrown at the wall” has stuck, either.

One of his more short-lived podcasts shared “dates-gone-wrong” horror stories. As it turned out, people are somewhat reluctant to share their most embarrassing moments with the entire internet. And, as Dave discovered, dating sites are quick to kick you off should you create fake profiles asking people to share those moments. All that said, this one wasn’t as successful as he’d hoped.

So, what are Dave’s rules for podcast success?

Dave recommends you:

- Run it like a business—know your audience and have a plan in place to deliver content they’ll value.
- Say “yes” to interview requests and publicity opportunities.
- Take a page from radio show hosts, and view your “competitors” as “collaborators.”
- Set realistic goals, and find someone who’ll tell you the truth all along the way.
- Focus on the long game. There’s no “easy button.” It’s about consistently doing the work, which absolutely pays off.

I also asked Dave what hosting a great podcast means to him.

*“You need to make people laugh, cry, think, and groan. It’s okay if people are like, ‘Oh, I hate this guy.’ They’ll listen every week.*

*“So get them to laugh, cry, think, and groan. Educate or entertain. If you can do those together—if you can educate and make people laugh at the same time, or if you can entertain them while you make them think—I think that seems to be the key.*





# “The equation for downloads is the total amount of value in the episode multiplied by the amount of effort you invest to intelligently promote it.”

*“And give information that they can’t get anyplace else.”*

And, according to Dave, above all else: deliver value that’s unique.

*“I want to have a bumper sticker that says, ‘It’s not the tech.’ Because nobody ever says, ‘You’ve gotta listen to this podcast... why? It sounds like butter to your ears.’ No, it’s always, ‘You’ve got to hear this podcast! Why? Because it’s fascinating!’*

*“Let me tell you about a podcast a friend of mine does. In his first episode, he interviewed a guy who smuggled cocaine in his bum, and the balloon broke. He almost died. Then, he went to prison, because he got caught smuggling cocaine. And that’s the whole point of his show. It’s weird situations with completely normal people...”*

It’s interesting, isn’t it? In the beginning, what set podcasting apart from radio and traditional media, was that it was filled with things you’d never hear on the radio (like the story above).

In some ways, today’s podcasting has become the “amateur hour” of online radio.

And that’s the exact problem Dave is on a mission to fix with *School of Podcasting*.

There’s a unique beauty to a medium that allows everyone to have a voice, and to be part of the conversation.

So, are you ready to start your podcast yet? I know a show that just might help... and I suggest you start with episode 627 (it’s all about “imposter syndrome”). Trust me, you’ll be glad you did!

(And be sure to check out the clips in each of Dave’s episodes titled, “Because of My Podcast” to be amazed by what’s happened in the lives of Dave’s listeners as a result of hosting their own podcasts.) 🎧



## Business Category Director

Michelle Shaeffer  
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*The Art of Giving a Damn* 🎧

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# UNDER THE RADAR

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



**BUSINESS LUNCH**  
With Roland Frasier



## BUSINESS LUNCH

Get ready for a crash course in how to “think differently” when you hit “play” on this podcast!

If your goal is to truly build a scalable business and become a better version of yourself, then pull up a chair and get a seat at the *right* table—Roland Fraiser’s *Business Lunch* Podcast.

We all know the fastest way to achieve success: surround yourself with successful people and learn how to do what they do. But it can be tough to make that happen in the



real world, especially if you’re just getting started in business or on the entrepreneurial adventure. This podcast is your shortcut to access the smartest, most successful people in the room.

Be a “fly on the wall” as Roland asks successful businessmen and women exactly what it took to get where they are now. Beyond the compelling stories and pure-gold business advice, the host and guests dive deeply into the mindsets and thinking required to succeed in business and life.

With a mixture of fascinating interviews and solo strategic advice episodes from Roland himself, nobody understands opportunity and what drives entrepreneurial success like this guy.

Why listen to this podcast, in one word? Genius.

So subscribe now, because I’m pretty sure the genius is contagious! 🎧



# HOW DO PODCASTERS MAKE MONEY?

When it comes to podcasting, we're absolutely fascinated by both sides of the mic. Not only do we produce eight podcast episodes per week for our two shows, but we also consume a ton of podcasts. Having a well-rounded perspective on podcasts and podcasting, we manage to find and share amazing insights about what really goes on behind the scenes in the podcasting world.

And that's what we aim to provide you: a voyeuristic view of what's happening behind the scenes of some of your favorite shows. We'll cover things like how shows make money, what they've done to grow their reach, how they manage to get high-profile guests, case studies, data research, and much, much more.



For those of you who aspire to have a podcast of your own and wish to learn as much as you can about the world of podcasting, these monthly insights will point you in the right direction!

In this issue, we're focusing on one of the most common questions we hear around podcasting: how do these shows make money?

The quick answer is that most podcasts actually don't make money. However, there's always much more to the story than the "quick answer." So, let's dig into the numbers.

As a company who actually teaches courses on podcasting, we have a database of podcasters. That enabled us to survey 1,000 podcasters on our list, asking them if they make money from their show, and if so, how much they are earning and how are they earning it.

Thanks to the survey results, we learned

that 85% of podcasters currently on our list make no money whatsoever. Nine percent of podcasters were making some money, but not enough to cover the costs of running the show. That leaves only about six percent of those surveyed who actually make a profit by running a podcast.

Our own internal survey wasn't enough. So, we dug even deeper. We wanted to know the industry-wide percentages for podcast monetization. Unfortunately, we came up a bit short on data, finding only that somewhere between one to 15% of podcasts are actually making a meaningful amount of money from their shows.

It is safe for us to conclude, then, that of the 800,000(ish) podcasts in existence today, only 15% or less are making money... and a much, much smaller percentage are actually making a living from podcasts.

Now that we've gotten that out of the way, let's get into some of the ways podcasters actually are profiting.



To gather the following data, we tapped our own list of podcasters as well as a couple of popular Facebook groups where podcasters hang out. We asked those who do make money to share how they're doing it. We received 200 responses, broken down as follows:

54%

earned income by selling sponsorships on the air.

42%

have premium content they offer members through services like Patreon.

35%

earn their income indirectly as their podcast drives leads to their business.

18%

sell online courses and information products directly from their podcast.

18%

generate income through promoting products as an affiliate.

15%

monetize through speaking gigs and events they landed as a result of their podcast.

14%

earn income from selling merchandise related to their show.

5%

sell guest spots, asking their guests to pay to be interviewed.

3%

sell a newsletter related to their show.

3%

earn money through donations from listeners.

1%

earn money by licensing their podcast content to third parties (like radio stations).

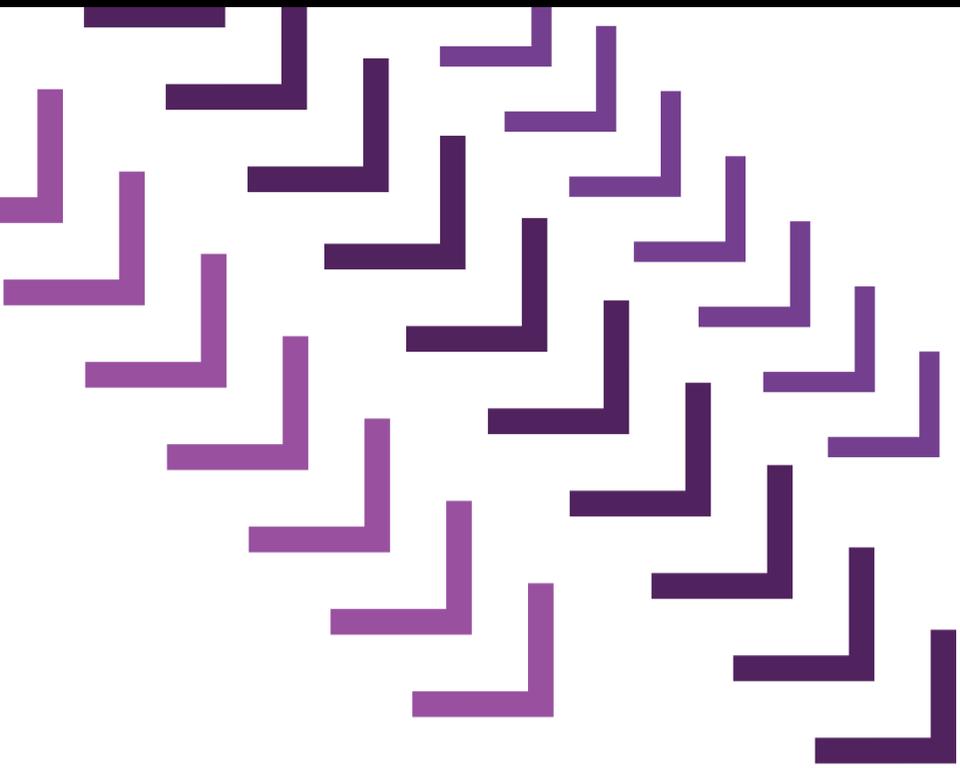
\*Please keep in mind that the numbers do not add up to 100% because most respondents actually use multiple revenue streams to generate their income. It's also important to note that some responses were too similar to separate, so they were combined. For example, getting speaking gigs and putting on events were merged into one category.

Still, the stats above cover approximately 95% of the ways people generally earn income from their podcast.

Having said all of that, there are of course outliers in the podcasting world. You have your celebrity podcasters and early adopters who, when factored in, would likely skew the earning averages quite a bit.

To give you some insights into those more "well-known" shows, here are some estimates we've managed to dig up:

- Tim Ferriss earns roughly \$60,000 per episode through sponsorship revenue (Tim broke down his download numbers and sponsorship rates on the *Deviante* podcast with Rolf Potts). ([Source](#))
- Joe Rogan earns anywhere from \$80,000 to \$800,000 per episode from his sponsors. (It's likely usually on the lower end of that spectrum, but still ... pretty impressive!) ([Source](#))
- Pat Flynn of *The Smart Passive Income Show* earns income from his podcast via affiliate marketing, selling his own courses, and sponsorships ([Source](#)). At one time, he shared income reports of exactly how much he was making. He stopped after 2017, but his most recent



report claimed over \$166,000 in earnings that month. (It's safe to assume it's much greater by now.) ([Source](#))

- John Lee Dumas from *Entrepreneurs on Fire* still posts his full income reports. In November of 2019, he earned \$146,249 through a combination of sponsorships, affiliate marketing, and selling his own courses and products. ([Source](#))
- Jordan Harbinger, one of the longest running podcasters, told Jack Rhysider of lime.link that he earns roughly \$2M per year from his show, through a combination of sponsorships and private consulting contracts. ([Source](#))
- Amy Schumer earned \$1M dollars to create an exclusive podcast for Spotify. ([Source](#))
- Conan O'Brien (*of Conan O'Brien Needs A Friend*) signed a "mid seven-figure deal" with the podcast network, Midroll, to continue making episodes of his show. ([Source](#))

Now, most podcasters are reluctant to openly share their numbers, so keep in mind that nearly all the figures we dig up are estimates.

There are also a handful of very large podcast networks that have multiple shows under them. This allows them to command larger sponsorship rates, because they can offer ad spots across multiple shows. Gimlet, who was recently acquired by Spotify, is a great example of this network concept, publishing popular shows like *StartUp* and *Reply All*.

Of course, many of these high-earning shows are outliers. They are shows hosted by people who already had some level of fame they were able to leverage, or they've been around for over a decade (only recently making it to a place of really cashing in).

The bottom line is, profiting from a podcast is never guaranteed. If you want to create one, it should therefore be based on a passion you have about a topic.

However, if you can find that right combination of niche, audience, and monetization strategy, your hard work could pay off with time, patience, and the discipline to keep pushing forward, even when the money isn't coming in.

See you next month, when we break down some of the smartest ways podcasters are getting on the radar to attract listeners who keep coming back. 🎧



**The Professional Podcaster**

Matt Wolfe & Joe Fier  
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*Hustle and Flowchart* 🎧

# THE PUSH TO EXPAND RSS



RSS (“Really Simple Syndication”) is the content distribution method that makes podcasting possible. In the dawn of 2020, though, podcasters are looking for an RSS update. After all, since its inception, podcasting has changed and matured, but RSS functionality has stayed the same.

## Some Background

Developed way back in 1999, RSS is an important part of Internet history.

In its origin, the Internet was intended for one-way connections (for instance, a user might connect to a University Hub to download a document). There really wasn’t any conversation, syndication, or sharing.

But early pioneers envisioned its potential for growth, and the creation of the RSS feed gave rise to a huge leap in Internet functionality.



*RSS logo*

Netscape, the premier browser in early Internet years, began losing ground to Microsoft’s Internet Explorer browser. As an added feature to combat Internet Explorer, Netscape created MyNetscape, which uses RSS to give users the ability to customize their browser with information they actually want to see. This way, the moment someone opened MyNetscape, they would see headlines, new blog posts, and articles

from their favorite sites in an convenient list—all powered by RSS feeds.

Suddenly, the time-consuming process of searching for updates from all your favorite sites was obsolete!

But then social media happened. Social networks like Twitter enabled users to add public sentiment, comments, and feedback to news headlines. RSS feeds couldn't compete with the new medium, as they were only used to carry headlines, and sometimes, a one- or two-sentence synopsis of an article.

As such, many RSS feed readers, like Google Reader, were shuttered after the advent of social media. RSS largely faded from the popular culture.

### **The Birth of Podcasting**

But RSS didn't die completely, because it gained a very valuable function: the ability to carry an attachment, as opposed to just a headline. Dave Winer, an early Internet pioneer, demonstrated how it worked for the world when he added a Grateful Dead song to his ScriptingNews blog RSS feed.

And then, just a few steps later, Adam Curry offered his readers an RSS-to-iTunes script, allowing fans to listen to his broadcasts on their iPod.

The value of RSS was cemented and podcasting as we know it was born!

### **The Need to Expand**

When a podcaster publishes an episode, it's the RSS feed that carries the .mp3 file to your Podcast App, along with the title,

description, show and episode graphic, episode number, and a few other data points (everything you see in your Podcatcher app).

Since the early days of Adam Curry's contribution to the world of podcasting (some fifteen years ago), podcasts have matured and improved. Thus, the call for updating and expanding RSS.

RSS already has the ability to make podcasting more interactive. It can carry links to show notes, images of guests, bibliographies, .pdf downloads, email capture forms—the needs are far and wide. But carrying the information is half the battle, everybody has to adapt the concept so space is made to display the additional information.

But like all things, it's the “big dogs” of the industry, Google and Apple, that have largely dictated which changes become universal and mainstream.

So a movement has begun. That movement is in need of podcasting apps owners, hosting companies, and big influencers to help push the need.

If you'd like to help expand the role of RSS, consider attending the informal meeting at Podcast Movement's LA event. Reach out to Todd Cochrane of Blubrry for more details. All are encouraged help make broad stroke changes for the betterment of podcasting for all. 📍



#### **Gadgets, Gizmos & Gear**

Dan R Morris

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*TracingThePath* 🎧



# DAVID SCHUMAN'S CRAZIEST STORY EVER

## How Real Journalists Navigate the Era of 'Fake News'

One of the most common questions Milwaukee CBS WDJT 58 TV Journalist David Schuman gets from his audience is, "What is the craziest story you have ever covered?"

With that in mind, Schuman created *Craziest Story Ever*, his weekly podcast utilizing the Hollywood Actor's Showcase as a model for interviewing journalists covering local, national, and world news.

Schuman's *Craziest Story Ever* focuses on the human, "raw" aspects of real people as

they cover cutting-edge news in an ever-changing environment where people often confuse the rhetoric of politics with the reality of local news coverage.

*"I created Craziest Story Ever to pull back the curtain on TV news, and to learn more about how journalism sausage is made,"* said David Schuman, who publishes his show every Thursday with availability on all major podcast platforms, including Apple. "It's also a chance to more intimately get to know the journalists doing that work



**“I created  
Craziest Story  
Ever to pull back  
the curtain on  
TV news and  
to learn more  
about how  
journalism  
sausage is  
made.”**



through conversations about guests’ career paths, memorable moments, stories, and day-to-day lives.”

Recently, Schuman interviewed Adam Kuperstein, the weekend anchor and reporter for NBC’s flagship station in New York City. They discussed the trauma involved in covering the recent Jersey City shooting as rapid-fire gunshots sounded behind Kuperstein while he was reporting live on air. They also talked about Kuperstein’s choice to drop everything to cover other anti-Semitic attacks like the Pittsburgh synagogue massacre.

In another interview, Schuman speaks with Joe Vazquez, a National Emmy award-winning reporter for the CBS affiliate in the San Francisco/Oakland Bay Area. Vazquez shares his story of being victim of an armed robbery as he covered a news story, and what it was like to cover protests and riots in Oakland following a police shooting.

Out of the nearly 60 interviews Schuman has already completed, he says one of the

hardest hitting was the one he hosted with Farrah Fazal, a conflict journalist who travels to the most dangerous parts of the world to report on conditions. Fazal recalled her experience at the Syria/Lebanon border, reporting on immigration and drug cartels at the U.S./Mexico border. She also recounted how she rescued a toddler from a Somali refugee camp, and reunited her with her mother in America.

Many journalists continue to feel the tension created during and after the 2016 election, when President Donald J. Trump



proclaimed that “our primary opponent is the Fake News Media.” Schuman’s *Craziest Story Ever* is an example of a podcast that humanizes journalists for the average listener.

While news podcasts only make up a small portion (six percent) of more than 770,000 podcasts categorized by Apple, news podcasts outperform other categories by consumption. According to podcast analytics company Chartable, one-fifth or 21% of the most popular categories fall into the “News” category, with “Daily News” becoming one of the fastest-growing podcast categories.

[U.S. Press Freedom Tracker](#) is a website that tracks attacks on journalists and reporters. This site reports that since its 2017 launch, more than 400 journalists have experienced press freedom violations, including 55 journalists who have been arrested, 44 denied access, 116 attacked, and 56 having received subpoenas or legal orders.

The *Craziest Story Ever* illuminates the very real need to remember that news reporters are real people. They are human beings who have chosen to be the eyes, ears, and voice for the people as they report the news for local newspapers, radio shows, and television stations around the United States and world. 📍



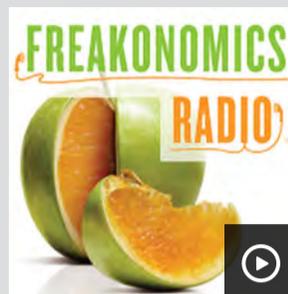
**News Category Director**

Tami Patzer  
news@podcastmagazine.com  
*Women Innovators* 🎧



# DAVID

## listens to



### FREAKONOMICS

Each week, *Freakonomics Radio* tells you things you always thought you knew (but didn't) and things you never thought you wanted to know (but do)...



### THE BIG PICTURE

*The Ringer* dives into movies as Sean Fennessey sits down with Hollywood's biggest filmmakers, breaks down the latest industry trends, handicaps the upcoming Oscars race, and reviews new films.



### LIFE IS SHORT WITH JUSTIN LONG

Is it just me or is time flying by? How do we make the most out of our short time here on Earth? Let's find out.

## BEYOND THE MICROPHONE 🎧

Schuman records his podcasts using a telephone recording app and borrows production techniques from television. He teases each program with an attention-getting cold-open quote from the podcast. Schuman explained how there are three important things to remember to create a podcast that garners attention: “First, it’s important to have a great name for your podcast to grab attention. Second, have really good cover art. Third, look for powerful stories that speak to current issues.” Schuman is adamant that the show follows a specific format and be consistent. For example, his show is dropped every Thursday and episodes are approximately 30 minutes.



# UNDER THE RADAR

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



## NO AGENDA

*No Agenda*, a news commentary radio show podcast based on the hottest topics of the day, is “the best podcast in the universe,” according to hosts Adam Curry and John C. Dvorak.

Airing twice a week, its popularity has grown exponentially in its eleven years of production—and according to Apple Podcasts, its average customer rating is 4.6 out of 5 stars.

Having been the first to put syndication and scripting technology together into a daily audio show, broadcasting and

internet personality Adam Curry (aka “The Podfather”) ushered in a new era of independent media. He has been blending social commentary, music, and humor since 2004.

You may know John C. Dvorak from his columns in PC Magazine and Dow Jones MarketWatch. He is a two-time national gold award winner for best online column from the American Business Editors Association. Featured as a guest analyst for CNBC and respected as a business tech columnist, he’s well-known for his straightforward, unfiltered communication.

*No Agenda* is a fun, well-produced “mainstream media deconstruction” podcast tackling serious topics (and conspiracies) in the media, news, and world politics.

Get the Complete Book of Everything for *No Agenda* (all the show summaries) [here](#).

Catch the animated *No Agenda* show on YouTube [here](#). 🎧



# BEYOND THE MASK PODCAST:

Takeo Spikes,  
Tutan Reyes, and  
Stanley Steppes



What makes a sports podcast interesting? Most would agree it's about a healthy combination of great stories, entertainment, solid sound quality, influencer-quality guests, and learning from the guests' experiences. Listeners want quality content and a connection with the hosts and guests, even so far as considering them friends and family.

*Behind The Mask*, launched just last year, is a football audio and video podcast of fantastic production quality hosted by NFL All-Pro Takeo Spikes and NFL Veteran Tutan Reyes. Produced by Stanley Steppes, it checks all those "interesting podcast" boxes.

Set in Takeo and Tutan's studio or on the road (since they sometimes travel for interviews, even so far as London!), the show delivers captivating stories from NFL legends.

Takeo, two-time NFL All Pro and first-round draft pick who played for multiple teams, got the idea to create a podcast based on his book by the same name. Thanks to the stories NFL players shared with him (that were unlike traditional interviews), he enjoyed the writing process so much, he decided to take what he was doing even further.

Spikes said, “I wanted to create a book that shares certain stories with the public by going behind the mask. Some of the outtakes were as good as the intakes.” Believing that everyone wears a mask (not just NFL players), Spikes strives to uncover and reveal the real person behind the mask in his interviews.

After retiring, Spikes became an NFL analyst. He then found his co-host of the show—NFL Vet Tutan Reyes—who has since become a cherished friend.

Tutan, who spent 10 years in the NFL, had been The University of Mississippi standout. After retiring from football, he became a member of the media and multiple-restaurant owner. He also started a charity, Beyond The Boroughs, which receives proceeds from Spikes’ *Behind The Mask* book.

Takeo and Tutan, who also went back to earn their MBA together, then came together again to create the Behind The Mask podcast.

Both well-respected by their peers, they have no problem getting NFL stars to share their stories. “Our show is more of a conversation than an interview,” says Tutan.

So far, they’ve interviewed the likes of Javon Kears, Calvin Johnson, Jamal Lewis, Roddy White, and Champ Bailey. Many of these stars do not give exclusive interviews to the media. Most have retired, and fans want to know what these legends are doing now. While that is the subject of many interviews, the podcast is considered an “open platform” for guests.

“There are no rules on the podcast,” Takeo says. The hosts encourage their guests to

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\*Nielsen Q1 2018

**The hosts encourage their guests to share stories their fans have never heard before, including those around challenges in their lives, either financial, parenting, legal problems, or otherwise.**



Got a Sports Podcast suggestion?

Let us know! ›

share stories their fans have never heard before, including those around challenges in their lives, either financial, parenting, legal problems, or otherwise.

Stanley Steppes, video producer, met Takeo at an event. He has a deep appreciation for storytelling, and owns his own production company centered around it. He loves how Takeo and Tutan inspire their guests to share them.

*“I’m humbled they let me into their world. We are all producers,”* Stanley said.

Takeo, whose ultimate goal is to get the show syndicated, spends about 40 hours per week on his podcast. *“I wake up the morning and it’s the first thing on my mind. It’s the last thing on my mind at the end of the day. I spend several hours confirming and reconfirming the guest. I like to do a hard background search, too, to be able to ask important questions.”* This is Takeo’s passion, and you can tell by the quality production of the show.

Tutan spends about the same amount of time doing his own preparation, researching the guest as well, and Stanley ensures every episode is authentic and full of rich content.

The *Beyond The Mask* podcast is something any NFL fan would enjoy listening to or watching. 🎧



**Sports Category Director**

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*The Neil Haley Show* 🎧

# UNDER THE RADAR

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



## THE ARTHUR MOATS EXPERIENCE

The Arthur Moats Experience is a local podcast hosted by former Steeler and NFL veteran Arthur Moats.

Arthur, a humble family man who played in the NFL for nine seasons, is an NFL analyst who now hosts multiple radio shows. He also just finished his first book, titled *Moats Theory of Life*, and is very active on social media, as well, which helps his podcast get the great reach it does.



Arthur's podcast focuses on the Steelers (he bleeds black and gold, after all), but he also discusses many other subjects with co-host Deke. An incredibly engaging and entertaining podcaster, Moats comes up with great topics. He is so articulate and entertaining, in fact, that I can see him moving to a national stage (maybe to host a national show with another NFL player).

Eric "Deke" Dekelaven is a podcaster who actually hosts several podcasts. He is gifted at representing the fans' opinions in each show. He is also a great sounding board for Arthur.

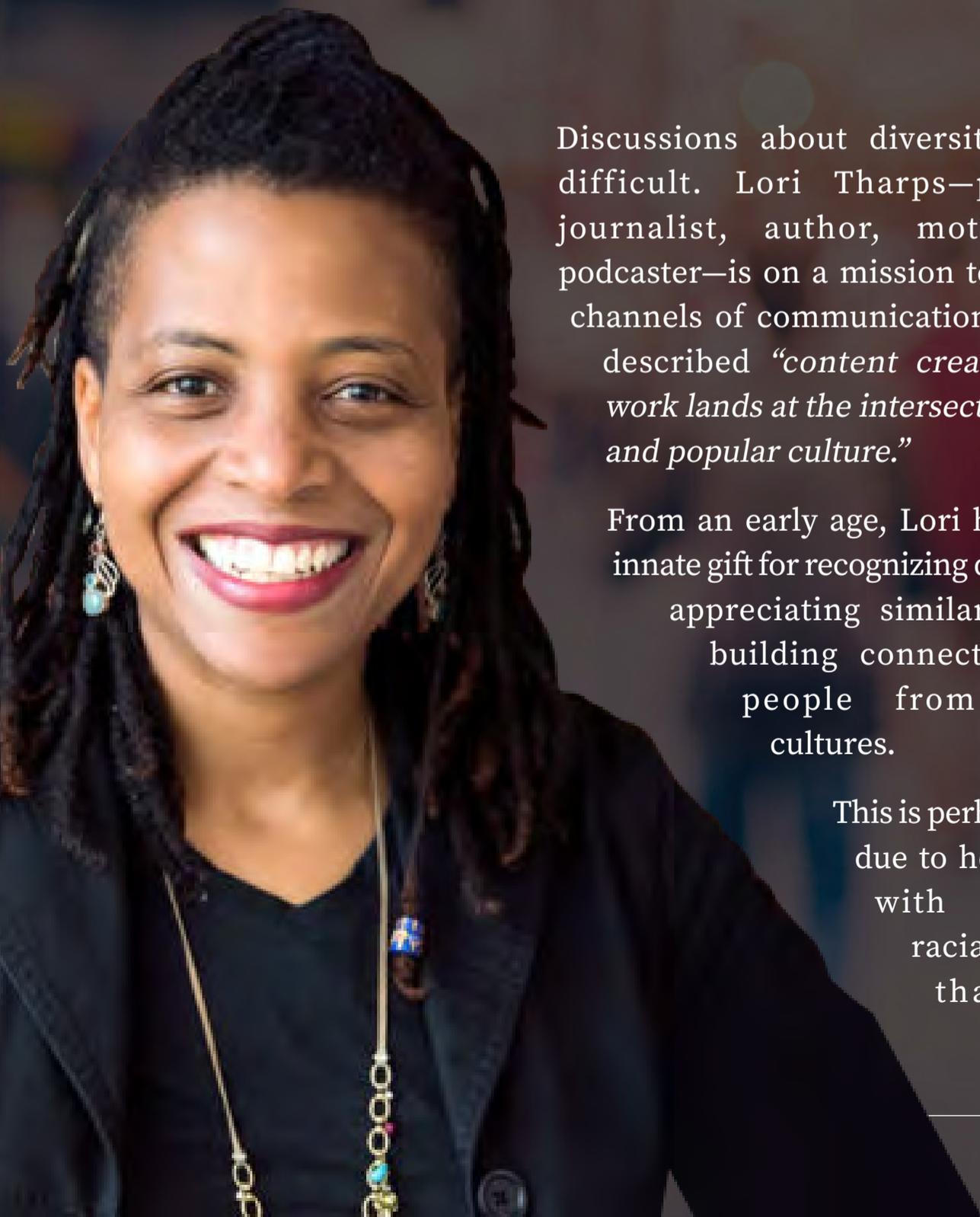
Neither host nor co-host are afraid to say what they think—admirable qualities in the podcasting industry.

I rank this podcast 4 out of 5 mics. 🎙️



# THE AMERICAN MELTING POT

## Overcoming Fear of Diversity



Discussions about diversity can be difficult. Lori Tharps—professor, journalist, author, mother, and podcaster—is on a mission to open the channels of communication as a self-described “*content creator whose work lands at the intersection of race and popular culture.*”

From an early age, Lori has had an innate gift for recognizing differences, appreciating similarities, and building connections with people from diverse cultures.

This is perhaps in part due to her struggle with her own racial identity, thanks to

comments from others about her not being “Black enough.” Thankfully, though, her friendships and research led her to *“recognize that there’s not one way to be Black (or whatever—fill in the blank). I don’t think people should feel ashamed or demonized because they embrace other cultures, as long as they’re not doing it because they feel ashamed of their own.”*

Growing up in Milwaukee, Lori enjoyed friendships with peers from many different cultures, including Polish, Italian, and Japanese. In third grade, she even named her group of girlfriends, “The Four-Colored Rainbow.” Her worldview was thereby expanded beyond her home state, and by the time she began learning Spanish in fifth grade, her desire to travel to Spain had been kindled.

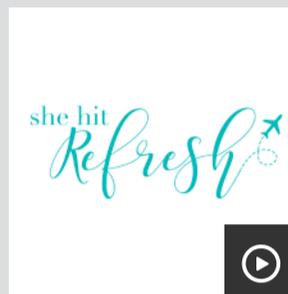
During college at Smith, Lori gravitated toward first-generation students of color (like herself) and international students. When her friends from home saw her pictures, they jokingly asked if she was in the United Nations.

She spent her junior year in Spain, where her love for the Spanish culture (and for the man she met and would come to marry) flourished. Upon her return to the United States, Lori spent a few (unhappy) years working in Public Relations on Madison Ave in New York. She then decided to enroll in Columbia University’s Graduate School of Journalism to jumpstart her writing career. After graduation, she worked as a correspondent for E!, and her contributions have been seen in *MS., Essence, Glamour, and Vogue Black*



# LORI

## listens to



### SHE HIT REFRESH

A podcast and community for women dreamers over 30 who want to break free of routine and refresh with a life of travel whether moving abroad or taking a sabbatical.



### ROUGH TRANSLATION

Host, Gregory Warner, shares stories from around the world that are relevant to today’s news—from a global perspective.



### SPEAKING OF RACISM

A podcast dedicated to open, honest and frank discussions of racism in the United States.



**“I like to say that I use my words to make the world a better place.”**



**When I am in a new situation... my go-to is there's probably something that connects us.**



magazines. Eventually, she became an associate professor of journalism at Temple University.

While living in New York City, Lori was inspired to write her first fiction novel, *Substitute Me*. It explores the dynamics of race and cultural identity from the viewpoint of a White woman and her Black nanny. Her second book, *Kinky Gazpacho*, was inspired by her adventures in Spain as a Black woman and chronicles her journey of love, travel, and the bridging of two cultures.

*“I like to say that I use my words to make*



*My American Melting Pot* podcast cover art

*the world a better place. Whether I'm writing books, magazine or online articles, blog posts or podcasting notes, I'm always trying to increase the appreciation for cultural diversity with my words.”*

Currently, Lori and her family live in Mt. Airy, Pennsylvania—a community celebrated as “the most diverse in America.” This choice was intentional, as she and her husband wanted to ensure their three bi-racial children experience cultural diversity in a deep and meaningful way.

*“We were very intentional in finding a neighborhood in a city where our children would not be stared at,”* Lori said.

Lori's multicultural life experience serves as the inspiration for her blog, *My American Melting Pot*. She was introduced to podcasting by one of her interns, but at the time, she didn't care for any of his category/topic recommendations. She signed up for Podcast Movement 2019—an



**“... in 2016 [colorism] wasn’t recognized as a word. And if something isn’t recognized as a word, how can you even start talking about solutions, if the problem doesn’t have a name, it makes it that much more difficult to address.”**

Got a Society & Culture Podcast suggestion?

**Let us know! >**

annual conference for podcasters and the podcast industry—simply because it was going to be held in her hometown and she wouldn’t have to travel. That’s where she fell in love with the concept of podcasting, and her podcast, *My American Melting Pot*, was born.

*“I love talking. I love sharing stories. And as a person who has been writing for over 20 years, podcasting just seemed to be the next step for a storyteller. My mission with *The Melting Pot* podcast and the blog is to get people to stop fearing ‘different’... to look at everyday occurrences as opportunities to*

*experience diversity. I know where our conflicts continuously arise. If people had the ability to look at difference as an opportunity instead of a problem, we’d be in such a better place.”*

When asked about trolls and negative responses to her blog, podcast, or New York Time’s op-ed that sparked changes in newspaper editorial policy across the nation, Lori responded with a smile.

*“I can’t dull my shine out of fear.”* 🎧



**Society & Culture Category Director**

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*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

## meditative story



### MEDITATIVE STORY

In 2012, Rohan Gunatillake, was listed on *Wired* magazine's Smart List as one of 50 people who would change the world. Every episode has a different storyteller, beautiful soothing music, and as the host, Rohan acts as a mindfulness guide for the listener. The stories become experiential, transformative and personal. The podcast has 23 episodes and highlights stories of a "time and place where everything changed." Each episode begins with a short centering/breathing moment which flows into the storyteller's

journey. Then Rohan guides the listener to become one with an experience of the journey. Then the storyteller continues, and the cycle is repeated and the episode ends with a closing meditation.

Part of the genius behind this podcast is that the listener can relate to aspects of each story and the meditative/reflective prompts lead the listener towards deeper understanding, compassion and mindfulness. Each episode features a new composition that induces a contemplative state for the listener, in and of itself.

The switch in speaker voices between the storyteller and Rohan does come as a surprise during the episode-especially when the storyteller is a woman. After 3 episodes, the change wasn't as intrusive to the overall experience.

*Meditative Story* is a podcast from WaitWhat? In partnership with Arianna Huffington's Thrive Global. 🎧

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*Based on a True Story:*

# EXPLORING HISTORY IN FILM



This article is based on a true story—specifically, on the *Based on a True Story* podcast. This is an “under the radar” show in the TV & Film category with a unique twist: creator, producer, and host Dan LeFebvre not only talks about great movies, but also about the actual history behind the story in the film.

The first episode launched on April 2, 2016, and currently, there are 147 available.

Before entering the world of podcasting, Dan headed up a content marketing team and started a blog for a company in the movies and games industry, primarily teaching visual effects. The blog grew into a podcast, and Dan realized his love of podcasting.

*“As I’m sure you’re well aware, scheduling is a pain, with logistics and such. And so I wanted to do something that would let me*

*do my own thing, without requiring me to deal with schedules and interviews and all that kind of stuff. So that was really where the idea of a show started.”*

What sets this show apart from others in the TV & Film category is that it doesn’t focus on one particular TV show or film per episode. Nor is it a review show, actually.

*“So it’s more about the events in the film than the actual movie itself. It’s not about how the movie was made, per se. I use Titanic as a great example, because everybody knows that the Titanic was a real ship. But Jack and Rose, the lead characters, are fictional... made up, creating a completely fictional plotline. (Spoiler alert: it sinks at the end!)*

*“Writers and producers did a pretty good job of throwing historical accuracies into the fictional plotline, though. You know, like*

*including Molly (Margaret) Brown in their cast of characters. The captain was a real person, too—little things like that. I like to pull apart those things that are real from those that aren't. I love movies!"*

Interestingly, the spark that actually brought *Based on a True Story* into existence was not a TV show or movie; it was a Broadway play.

*"I've always been a fan of history. I went to see the musical *Les Miserables* with my wife, and when we were driving home, I spent the entire drive back just looking up how much of what I had seen had actually happened in the French Revolution. I mean, *Les Mis* is a fictional story, but I just spent the entire car trip home doing that. I figured if I did that kind of research, maybe other people do it too, so they might be interested in it as well. That was the real birth of the show."*

From start to finish, each show takes Dan about 25 hours on average.

*"There's no shortcut to it. I literally sit down and watch the movie. And then I take notes on things I question. I'll pause the film if it shows a location or time or newspaper. I'll pause it, and you know, look at what the newspaper says and make a note to go look that up. And then I go through and start answering all the questions that I had when I was watching the movie. 25 hours or so later, the episode gets recorded. The recording process itself is very quick. It's all the research before I sit down to record that is so time consuming."*

**"I went to see the musical *Les Miserables* with my wife, and when we were driving home, I spent the entire drive back just looking up how much of what I had seen had actually happened in the French Revolution."**

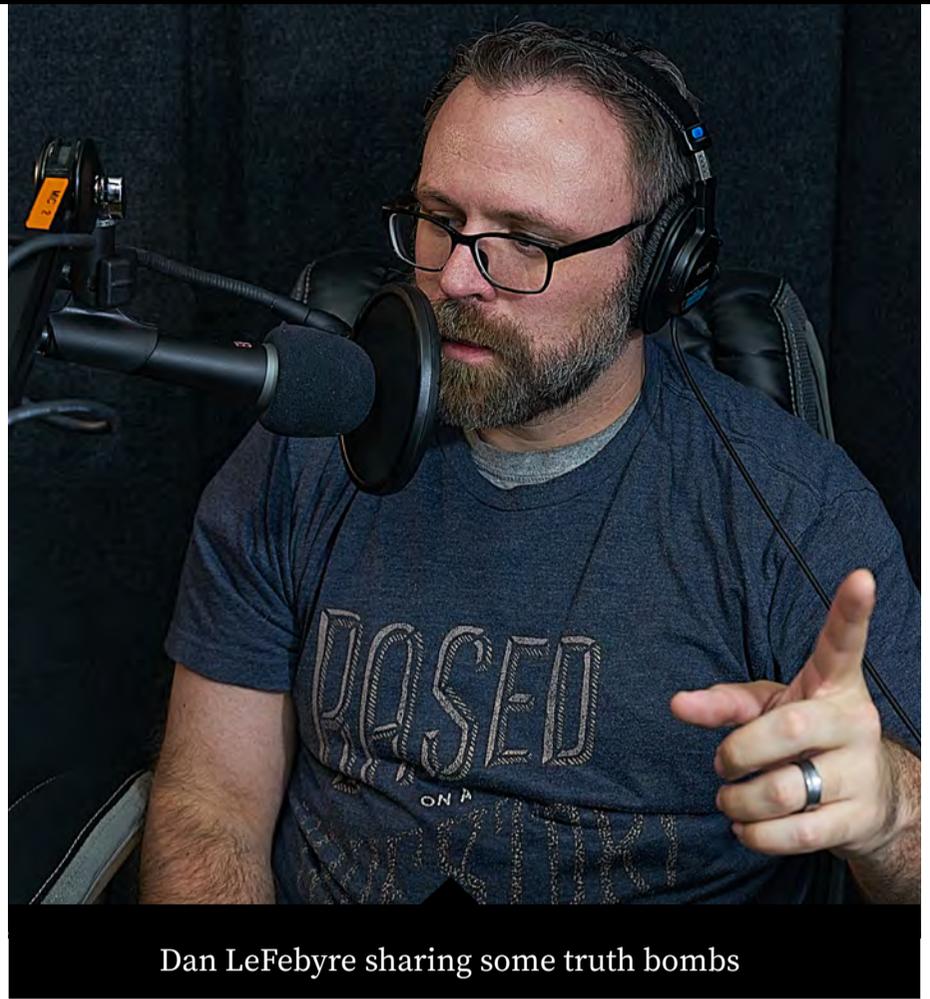
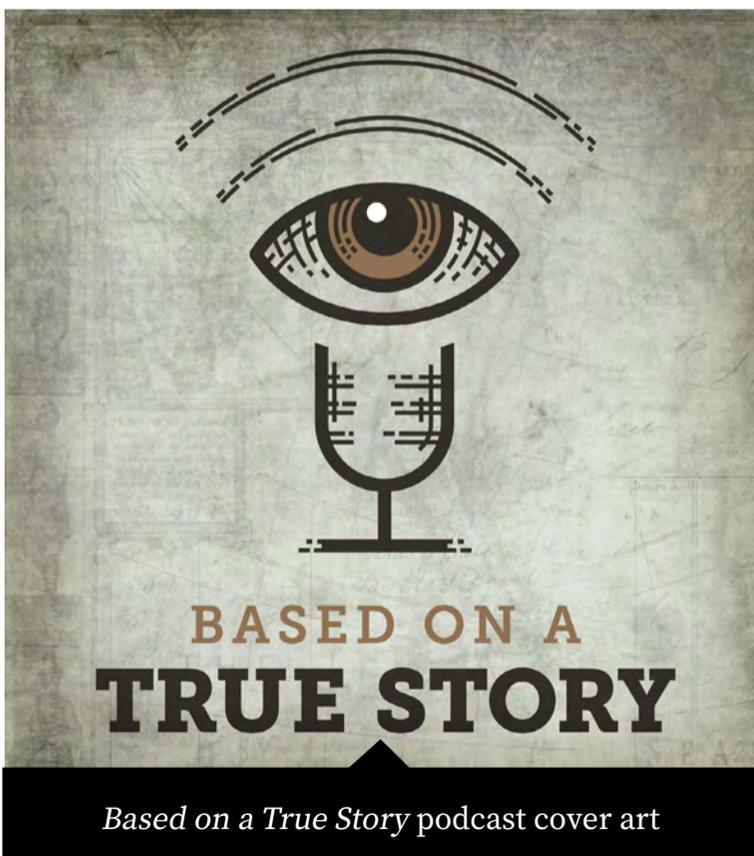
Dan does most of the show solo after completing his research. However, things are starting to change.

*"So recently, I started actually doing a lot more interviews. Because now I'm self-employed, so I can schedule interviews throughout the day. That's freed me up, not having a regular nine to five. When I started *Based on a True Story*, I wanted to do it by myself. I didn't have to do interviews, as I mentioned. And now that I can, and the show is established, I've been able to get some fantastic guests."*

*"I am really excited about my most recent interview. It was with the producer of the*

*official podcast for Bletchley Park. So that is where the codebreakers during World War Two broke the Enigma code. The movie, The Imitation Game, is based on it. And that is one of the first movies I covered (in episode number three) that was based on a true story. And Bletchley Park, they agreed to come on the show to talk about the history, but also to do a fact check of that original episode. And, you know, the things that we've learned since then. So I'm super, super proud of that one.*

*Another great one is Downton Abbey. So, if you've seen the Downton Abbey TV show or the movie, it was filmed at Highclere castle. And I did an interview with Lady Carvin, who owns the Highclere castle, to talk about the real history. So that's the first interview with a British aristocracy that I've ever done (probably the last, too)."*



Dan LeFebvre sharing some truth bombs

Even after producing almost 150 shows, Dan makes just enough money to cover his costs. So why does he continue, you ask?

*"It really is a ton of work," Dan says, "but I personally think it's so worth it. Getting to meet people I would never have met otherwise, in person, at conferences or shows, or just virtually like yourself, you know... chances I would never have had otherwise. So, if you're thinking about starting a podcast, yeah, it's a lot of work, but it's well worth it."*

If you're looking for a podcast based on the well-researched actual history behind the story, *Based on a True Story* is for you. 🎧



**TV & Film Category Director**

Rob Actis  
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*Living the Law of Action Show*

**Got a TV & Film Podcast suggestion?**

**Let us know! >**

# UNDER THE RADAR

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



## REMAKE RUMBLE

*Remake Rumble* is a fresh-out-of-the-gate podcast that is most certainly “Under the Radar.” I am a big fan of music mashups, and now, after listening to *Remake Rumble*, I’m a big fan of movie mashups, too.

This podcast, with only four episodes available as of this writing, “pits a classic film against its remake in a dazzling display of motion picture pugilism. Two films enter, one film leaves.”

Hosts Johnny Lee, Daniel Gilmore, and



David Rattigan definitely do their research for each episode. The shows are well thought out and fun to listen, too, the guys clearly enjoying themselves as they take you on a movie mashup ride!

One of my favorite episodes is Dr. Seuss’ *How the Grinch Stole Christmas*—a mashup of the three existing versions: the 1966 TV special, the 2000 live-action remake with Jim Carrey, and the 2018 computer-animated version.

My other favorite is for you if you’re a fan of scary shows. Its episode three—a mashup of Stanley Kubrick’s classic *The Shining* from 1980 and the Stephen King-approved TV miniseries of the same name released in 1997.

If you are a film buff, I highly recommend *Remake Rumble*. I’d even give it five out of five mics! But be warned: after listening (or even in the middle of listening), you may start searching scenes to relive your favorite moments! 🎧



## My Turning Point With

# STEVE BALTIM

*“I’ve only written questions for two interviews in my entire life,”* says Steve Baltin, host of the interview-style *My Turning Point* podcast, emphatically.

*“The second was with Aretha Franklin for AOL Music. I was told she wanted the questions [in advance]. Then, I got on the phone with her, and she was like, ‘I don’t give a S\*\*\*. You can ask me whatever you want,’”* Baltin laughs.

From the “old school” of interviewing, his style is off the cuff and in the moment. This trait has made him one of the most on-demand music journalists today. Adept at interviewing high-profile artists like Franklin, you’ll find no shortage of those types of interviews on *My Turning Point*.

*“I’ve been able to cover the stuff I*

*want and not force it. It's hard being a freelancer today. But, I've done it so long now. And I have so many relationships that I got lucky."*

Last year, Baltin partnered with LiveXLive for a new show. The concept came from a column he was writing for Forbes that focused on big moments in the lives of artists. The same idea translates well to podcasting—highlighting big moments in musicians' lives.

*"No matter who the guest is, they're going to have a turning-point moment, and that's a jumping-off point for the interview. It's interesting, the revelations that come out of this format."*

Baltin went on to describe his own turning point—quitting a high-income job with a corporate music company that went downhill after a merger.

Before leaving the job, he had moved to LA to put more space between himself and management. Then, they gave him an ultimatum.

*"I was miserable. I was on a call with the director, and I mentioned that I was interviewing Sinead O'Connor for Request Magazine.*

*"He's like, 'Oh, we should film it.' I'm like, 'You can't film it; it's not our interview. Request hired me to do it.'*

*"He goes, 'Well, if your top priority isn't CD Now, we might have a problem.*

*"And I go, 'Yeah, you're right. I quit.'"*

**"I have so many relationships that I got lucky. I've been able to cover the stuff that I want..."**

In that moment, he realized he would never work corporate again.

Since then, Baltin has been a successful freelancer, writing 600 articles for every major music publication including Rolling Stones and Forbes. He has partnered with the Grammy Foundation and the Rose Bowl, not to mention creating his own Hulu artist interview series titled, *Riffing With* (which can still be found on Amazon Prime).

Once *My Turning Point* was created, Baltin has had no trouble booking guests. Stories included in the first few months of episodes feature Flea, Deadmau5, Incubus, Deryck Whibley, and Gavin Rossdale.

Baltin is excited to continue working in the medium to keep things interesting and expand.



*“Certainly, there’s a lot more interviewing of women to do. Also, My Turning Point applies to anyone in any aspect of their life. It doesn’t have to be limited just musicians. I have a huge ‘wish list’ of people I hope to get for the show, too.”*

His favorite episode so far is with long-time friend Wayne Coyne, who shared a story he rarely tells publicly.

*“He starts telling the story about the fact that basically he started The Flaming Lips—or, at least had the epiphany to—when he was held at gunpoint at a long John Silvers. I’m kind of like, ‘What the f\*\*\*?’*

*“So if Wayne Coyne had not been held at gunpoint at a long John Silver’s in Oklahoma City as a teenager, there would have never been The Flaming Lips, according to Wayne,” Baltin muses.*

To minimize Steve’s ability to connect with real, everyday people (and not just his

**“No matter who the guest is, they’re going to have a turning point moment, and that’s a jumping off point for the interview. It’s interesting the revelations that sort of come out of this format.”**

famous contacts) would be a mistake. His 25 years of experience in the music industry coupled with his highly personable nature lends to his gift for pulling out great stories from interviewees. He remains excited at heart and relatable in his work, which comes across in his interviews.

*“Even when I’m casual with some people, I still appreciate that, you know, this is still cool. I have this relationship with these people. If you ever lose that sense of fandom, then you need to go home. Then it’s just time to quit,” he says.*

With a continuously growing show, there is little doubt he’s quitting anytime soon. 🎧



My Turning Point podcast cover art



**Music Category Director**

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Gritty Birds Podcasting 🎧

# UNDER THE RADAR

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



## THE FAN FINDER PODCAST

What does every musician need to run a great business? That's the question *The Fan Finder Podcast* seeks to break down. Hosted by Megan Kuhar, audio engineer and Associate Music Technology Professor at Baldwin Wallace University Conservatory of Music, the series counters bimonthly conversations with music industry professionals with solo episodes, finding the answers along the way.

Kuhar first started focusing on marketing technology after earning her undergrad



degree in audio, as a working musician and engineer. Discovering how talent just wasn't enough to bring in the long-term income artists needed, she went back to school to study music marketing, video, and social media. Kuhar now helps artists utilize "21st century tools to pursue their visions" through the collective lens of Fan Finder.

Kuhar's energy is palpable and engaging. She keeps things lively in solo episodes, offering actionable takeaways—from visual branding to creating authentic and mindful marketing—that would help any artist. These solo episodes are nicely balanced by interview-based shows, including a recent episode featuring popular music pundit, Ari Herstand.

While not all podcasters may love the ads pushing her coaching program, Kuhar's advice is worth waiting for. Any artist (and frankly, podcaster) looking to grow his or her audience, would benefit from adding *The Fan Finder Podcast* to their monthly cue. 🎧



*From Paralyzed to Podcasting:*

# HOW BARRY SHORE DEFIED THE ODDS

Imagine: becoming completely paralyzed *overnight*. That’s exactly what happened to Barry Shore, who woke up one morning in 2004 unable to move after contracting a rare disease. Life as Barry knew it was over.

But he chose JOY—and that wasn’t the only way he “defied the odds.” In his own words, Barry “*went on to become an ‘Ambassador of Joy,’ launching The Joy Of Living podcast to over a million downloads in its first year.*”

I first met Barry, aided by his huge walking stick (think Gandalf with neater

hair, trimmed beard, and equally magic personality) earlier this year. As a fellow podcaster, the million downloads Barry received in a short timeframe caught my attention, but what really made me curious was that he actually only had ONE single review on apple podcasts when I found him. This is pretty much unheard of, and I was intrigued. My own shows have both received loads of reviews, but I have yet to break the million-downloads mark. So, I set out to interview him for my show and this magazine, wanting to dig deeper to find

what I was missing. I was keen to learn Barry's secrets, and was curious about how the eccentric 72-year-old got started.

*"When I was 17, I was invited to do my University radio [program] in an underground studio. It was 1967, so it wasn't a PODcast back then, but more of a POTcast! Well, within about 10 minutes of recording the first one, which I jokingly called 'Naked Radio' since no one could actually see me, there was a knock at the door. There stood the police, responding to complaints they had received from listeners! Of course, when they burst in, I was actually fully clothed."*

Barry, who has a wealth of experience dealing with adversity personally and as a serial entrepreneur (with two exits and three patents issued) decided in mid-2018 to get back behind the mic for his own podcast. Of course, there was no "magic pill" he could take to learn the industry, so he decided instead to invest in professional podcasting and distribution through radio.

*"You call it a podcast; I call it a radio show. And I have radio in my blood! I raised my hand, paid my money, and decided I am just going to stumble forward."*

When I asked Barry where and how his podcast is distributed, he explained one of his simple-but-effective methods for getting more downloads. While he does share it on "the usual social media suspects," he also gets an average of about seven in every 120 people he asks to agree to share it for him on a regular basis. "And from those people sharing, I probably get an extra 5-10,000 downloads per week," he says.



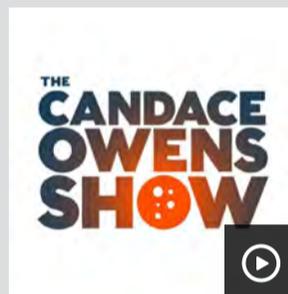
# BARRY

## listens to



### THE BEN SHAPIRO SHOW

Tired of lies and spin. Ben brutally breaks down the news, the culture and doesn't give an inch.



### THE CANDACE OWENS SHOW

Candace is a writer, producer, and conservative commentator



**"You call it a podcast; I call it a radio show. And I have radio in my blood! I raised my hand, paid my money, and decided I am just going to stumble forward."**

Barry’s podcast is listed on The VoiceAmerica Talk Radio Network and is available on Roku TV via AMFM 24/7 Broadcasting. This is a paid distribution network for podcasters and part of the biggest radio network in the USA. Clearly, both have likely contributed to Barry’s higher-than-average downloads. When I questioned him about the lack of reviews contrasting such a highly downloaded show, Barry was unconcerned. In fact, as a relatively new podcaster, he was unaware of the review aspect.

Barry’s success does seem to point to paid distribution as a surefire way to hit decent download numbers.

But how do ratings and reviews affect ranking in Apple podcasts? It’s worth noting that no one really knows exactly how Apple goes about ranking. According to Daniel J Lewis of My Podcast Reviews, ratings and reviews do not affect ranking in Apple podcasts at all.

This whole experience led me to wonder about many other aspects of podcasting

other than the main source of downloads. I was also curious about how you can independently determine a show’s rough download numbers. Do you look at the “featured podcasts” list? At reviews? Ask the show host directly? Take screenshots of stats?

What I learned is that it’s basically very difficult to confirm actual downloads from the outside. Ultimately, it seems you have to just take the podcaster’s word for it!

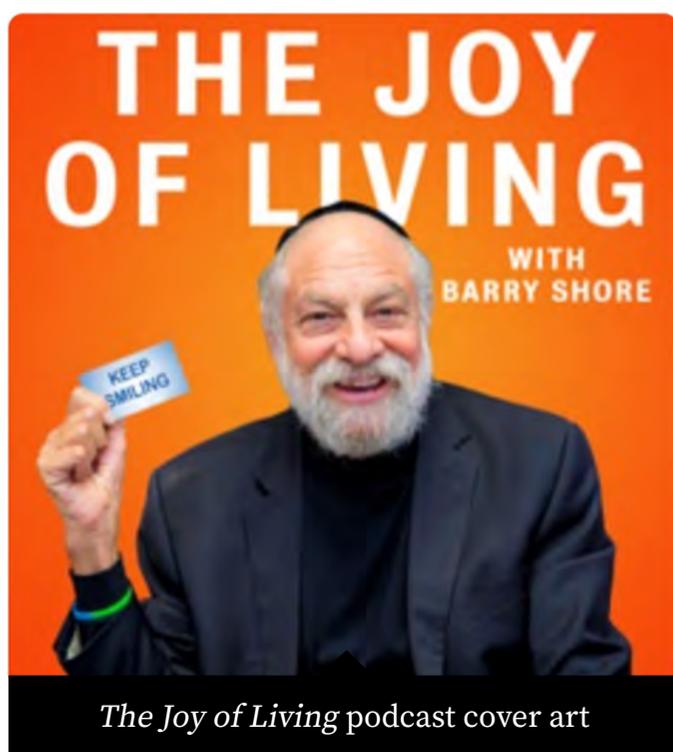
But alas, unless you plan to sponsor a show, it really makes no difference to your listening joy!

Barry’s approach to podcasting—both as interviewer and interviewee—is definitely unique. His eccentric, hyper-positive personality comes across beautifully in his humorous wordplay and often-sung responses. He really made me smile (seriously, my jaw muscles ached after spending time with him!).

So if you’re looking for a little more joy in your life daily, this podcast is worth checking out!

Oh, and Barry is a true optimist. When I asked him what really surprised him in his first year of podcasting, he left me with this...

*“That I don’t have three million downloads!”* 🗣️



The Joy of Living podcast cover art



**Education Category Director**

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 Awaken Your Alpha 🎧

# UNDER THE RADAR

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



## THE SPANIARD SHOW

Charlie “The Spaniard” Brenneman, Spanish teacher and UFC fighter turned author and podcaster, hosts this shorter-form DAILY podcast using the same tagline as his latest book, *The World's Toughest Lifelong Learner*.

Just as training in the gym was essential to his fighting, his podcast is now the “daily reps” that keep him going. I first came across Charlie’s “Rocky Balboa story” when interviewing him for my podcast back in 2017. His story is so compelling, I then featured him in my 2018 book, too.



Before Charlie decided to pursue the Ultimate Fighting Championships, he was a school Spanish teacher. He had wrestled his whole life, but then thought ‘*I want to pursue the UFC*’ so he did, leaving the security of his job and chasing his dream.

In short, his first UFC opportunity was fighting as the undercard, but a main event fighter was removed last minute, and they needed a “sacrificial lamb.” Charlie, who was not even ranked at the time, stepped up to fill the slot and caused one of the biggest upsets in UFC history when he won.

Now, he focuses on embodying and inspiring lifelong learning with *The Spaniard Show*. Featuring his own real-time learning on air and daily documenting, he reviews books, lessons, and interviews, and summarizes his weekly learnings.

This is a great guy sharing his journey and love of learning. 🎧

# OFF THE CHARTS

PODCAST MAGAZINE'S **Top Podcast Picks Of The Month**

FEBRUARY 2020

## ARTS



### STARSHIPSOFA

**Category:** Arts

**Sub-Category:** Books

Hugo Award Winning science fiction podcast from the United Kingdom hosted by Tony C. Smith

## BUSINESS

### MARKETING SCHOOL

**Category:** Business

**Sub-Category:** Marketing

Trends, tools, tech, tactics: if it's working right now, Neil Patel and Eric Siu are talking about it—in 10 minutes or less.



## COMEDY



### NO SUCH THING AS A FISH

**Category:** Comedy

A podcast from the QI offices in which the writers of the hit BBC show huddle around a microphone and discuss the best things they've found out this week. Hosted by Dan Schreiber with James Harkin, Andrew Hunter Murray, and Anna Ptaszynski.

## EDUCATION

### THE WILD

**Category:** Education

Chris Morgan takes listeners around the world to explore the beauty of the outdoors and its inhabitants, experiencing the resilient power close up and our relationship with it.



## FICTION



### UNPLACED

**Category:** Fiction

**Sub-Category:** Drama

Unplaced tells the story of a woman who wakes up one day to find that no one can see or hear her, and everyone she knows is slowly forgetting about her.

## GOVERNMENT



### BUILDING THE FUTURE: FREEDOM, PROSPERITY, AND FOREIGN POLICY WITH DAN RUNDE

**Category:** Government

*Building the Future* explores topics at the intersection of global development, foreign policy, and national security.

## HEALTH & FITNESS

### NOT ANOTHER ANXIETY SHOW

**Category:** Health & Fitness

**Sub-Category:** Alternative Health

A podcast for all: from the always to the occasionally overwhelmed to the painfully panicked.



## HISTORY



### THE DEAD LADIES SHOW

**Category:** History

**Sub-Category:** Society & Culture

A series presented live on stage in Berlin of entertaining and inspiring histories of women who achieved amazing things against all odds.

## KIDS & FAMILY

### UNSPOOKABLE!

**Category:** Kids & Family

**Sub-Category:** Stories for Kids

This podcast for kids ages 8+ looks at the history, science, and power dynamics behind urban legends and scary stories. Host Elise Parisian and her young co-hosts find the stories behind the scares!



## LEISURE



### WHAT'S GOOD GAMES: A VIDEO GAMES PODCAST

**Category:** Leisure

**Sub-Category:** Video Games

Episodes are released every Friday with news, analysis, information and laughter from 3 hosts with over 30 years combined gaming experience.

# OFF THE CHARTS

PODCAST MAGAZINE'S **Top Podcast Picks Of The Month**

FEBRUARY 2020

## MUSIC



### DOLLY'S PARTON'S AMERICA

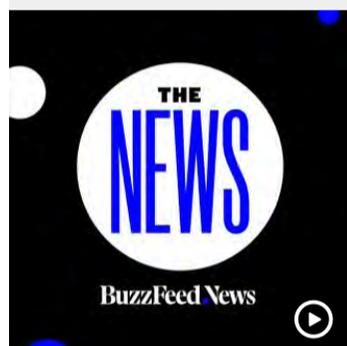
**Category:** Music  
**Sub-Category:** Music Profiles

From WNYC, a podcast exploring one of the great unifers in today's culture, country legend Dolly Parton.

## NEWS

### THE NEWS FROM BUZZFEED NEWS

**Category:** News  
Every Saturday, the BuzzFeed News reporters get together to share major points of the news, so you don't get lost in the chaos.



## RELIGION & SPIRITUALITY



### THE COME TO THE TABLE PODCAST

**Category:** Religion & Spirituality  
**Sub-Category:** Religion

Sean McCoy invites people of different backgrounds, faiths, and perspectives to share their experience in powerful conversation.

## SCIENCE

### DR. KARL SHIRTLOADS OF SCIENCE

**Category:** Science  
**Sub-Category:** Physics

Dr. Karl Kruszelnicki and his guests explore a wide variety of weird, unlikely and amazing topics from the world of science. Amazing conversations!



## SOCIETY AND CULTURE



### PHIL IN THE (BLANKS)

**Category:** Society & Culture  
**Sub-Category:** TV & Film

Even for non-fans of the Dr. Phil television show, this podcast is funny and brings out quirky facts and conversations with celebrities.

## SPORTS



### THE STEVE AUSTIN SHOW

**Category:** Sports  
**Sub-Category:** Pro Wrestling

Live from Hollywood, CA by way of the Broken Skull Ranch, Pro Wrestling Hall of Famer, Action Movie/TV star. Steve talks about his life and wrestling.

## TECHNOLOGY

### NOTE TO SELF

**Category:** Technology

Is your phone watching you? Can texting make you smarter? Are your kids real? Join Manoush Zomorodi for your reminder to question everything to stay sane in a digital world.



## TRUE CRIME

### TRUE CRIME OBSESSED

with PATRICK HINDS and GILLIAN PENSVALLE

### TRUE CRIME OBSESSED

**Category:** True Crime

Your favorite true crime documentaries recapped with humor, sass, and a well-timed garbage bell. Hear their take on "Wild Wild Country," "There's Something Wrong With Aunt Diane," "Jesus Camp" and many more.

## TV & FILM

### OFFICE LADIES

**Category:** TV & Film

**Sub-Category:** Comedy

The Office co-stars and best friends, Jenna Fischer and Angela Kinsey, do the ultimate The Office re-watch podcast for you.



## EDITOR'S PICK

### THE MILLIONAIRE'S LAWYER

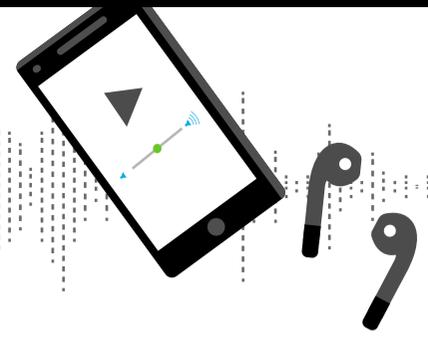


### THE MILLIONAIRE'S LAWYER

**Category:** Entrepreneurship

If you want to learn lawyer proven strategies for building and exiting your business for maximum profitability, then this podcast is for you.

# IN YOUR EARS



Your 'buds' will thank you for introducing them to these shows



## BEYOND 8 FIGURES

**Hosted by:** Steve Olsher, Mary Goulet and Richard Otey

Starting a business is hard. Scaling a business is even harder. And, exiting a business is harder still. So, why do some companies struggle to reach six figures while others scale to 7, 8, or 9 figures while achieving lucrative exits for its founders? Join Steve, Mary and Richard as they talk with accomplished entrepreneurs to share their proven methodologies, tactics, and strategies.

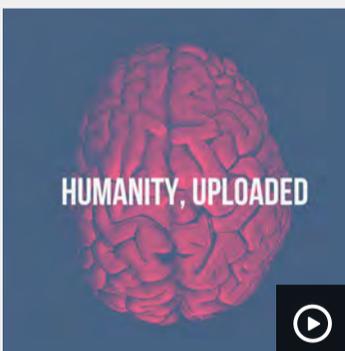


## 8 MINUTE MASTERMIND

**Hosted by:** Brad Hart

Brad Hart is an entrepreneur, speaker, bestselling author and has taken part in 28 masterminds around the world. He's created 10 himself, including a local weekly mastermind group with 450+ members.

In this show, you'll become a fly on the wall and learn as Brad's mastermind group comes together to create solutions & breakthroughs to challenges, one hot-seat at a time.



## HUMANITY, UPLOADED

**Hosted by:** R. E. Allen

This podcast explores how we can deliberately evolve humanity with technology in order to survive the changing atmospheric conditions on Earth. It proposes a few big bets we can make, and how we can restructure society to invest in a new material form. Concepts discussed include environmental risks, AI, advancements in physics, space travel, whole brain emulation, and new cities.



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| POSITION  | PODCAST NAME<br>Host(s)   |
|-----------|---|
| <b>1</b>  | <b>THE JOE ROGAN EXPERIENCE</b><br>Joe Rogan  |
| <b>2</b>  | <b>SASH SAYS</b><br>Leah Hadder   |
| <b>3</b>  | <b>BLURRY PHOTOS</b><br>David Flora   |
| <b>4</b>  | <b>HYSTERIA 51</b><br>John Goforth, Brent Hand & Conspiracy Bot   |
| <b>5</b>  | <b>MOTORCYCLE MEN</b><br>Ted Kettler, Tim "Buktu", Chris "Joker" & Justin Brown                         |
| <b>6</b>  | <b>CONAN O'BRIEN NEEDS A FRIEND</b><br>Conan O'Brien  |
| <b>7</b>  | <b>THE TIM FERRISS SHOW</b><br>Tim Ferriss  |
| <b>8</b>  | <b>VET PIVOT</b><br>Matt Kuchera & Adam Braatz  |
| <b>9</b>  | <b>WTF</b><br>Marc Maron  |
| <b>10</b> | <b>IT'S ALL COBBLERS TO ME</b><br>Charles Commins, Danny Brothers, Neil Egerton-Scott & Chessie Coleman |
| <b>11</b> | <b>HOW I BUILT THIS</b><br>Guy Raz  |
| <b>12</b> | <b>THE WATCH</b><br>Andy Greenwald & Chris Ryan   |
| <b>13</b> | <b>3 SPOOKED GIRLS</b><br>Tara & Jessica  |
| <b>14</b> | <b>ENTREPRENEURS ON FIRE</b><br>John Lee Dumas  |
| <b>15</b> | <b>LOCKED ON PODCASTS</b><br>David Locke  |
| <b>16</b> | <b>NEXT FAN UP</b><br>Pod Vader   |
| <b>17</b> | <b>THE GARYVEE AUDIO EXPERIENCE</b><br>Gary Vaynerchuk  |
| <b>18</b> | <b>ONLINE MARKETING MADE EASY</b><br>Amy Porterfield  |
| <b>19</b> | <b>SMART PASSIVE INCOME</b><br>Pat Flynn  |
| <b>20</b> | <b>THE DAILY</b><br>Michael Barbaro   |
| <b>21</b> | <b>CRIME JUNKIE</b><br>Ashley Flowers & Brit Prawat   |
| <b>22</b> | <b>THE BLAKE &amp; SAL SHOW (WITH MARK)</b><br>Blake Reilly, Sal & Mark Palkowski                       |
| <b>23</b> | <b>THE MARKETING SECRETS SHOW</b><br>Russell Brunson  |
| <b>24</b> | <b>ARMCHAIR EXPERT</b><br>Dax Shepard   |
| <b>25</b> | <b>BEYOND 8 FIGURES</b><br>Steve Olsher, Mary Goulet & Richard Otey                                     |

| POSITION  | PODCAST NAME<br>Host(s)   |
|-----------|---|
| <b>26</b> | <b>LORE</b><br>Aaron Mahnke   |
| <b>27</b> | <b>MOBITUARIES</b><br>Mo Rocca  |
| <b>28</b> | <b>MOTORCYCLE &amp; MISFITS</b><br>Re-Cycle Garage in Santa Cruz                |
| <b>29</b> | <b>MY FAVORITE MURDER</b><br>Karen Kilgariff & Georgia Hardstark                |
| <b>30</b> | <b>NO AGENDA</b><br>Adam Curry & John C. Dvorak                                 |
| <b>31</b> | <b>OFFICE LADIES</b><br>Jenna Fischer & Angela Kinsey                           |
| <b>32</b> | <b>TALK IS JERICHO</b><br>Chris Jericho   |
| <b>33</b> | <b>WILD BUSINESS GROWTH</b><br>Max Branstetter                                  |
| <b>34</b> | <b>DOLLY PARTON'S AMERICA</b><br>Jad Abumrad                                    |
| <b>35</b> | <b>FREAKANOMICS RADIO</b><br>Stephen J. Dubner                                  |
| <b>36</b> | <b>MYTH LEGEND &amp; LORE</b><br>Siobhan Clark                                  |
| <b>37</b> | <b>POD SAVE AMERICA</b><br>Jon Favreau, Jon Lovett, Dan Pfeiffer & Tommy Vietor |
| <b>38</b> | <b>RAD OR FAD</b><br>Brent & Lisa Hand  |
| <b>39</b> | <b>REPLY ALL</b><br>PJ Vogt & Alex Goldman                                      |
| <b>40</b> | <b>REVISIONIST HISTORY</b><br>Malcolm Gladwell                                  |
| <b>41</b> | <b>SCRIPTNOTES</b><br>John August & Craig Mazin                                 |
| <b>42</b> | <b>SERIAL</b><br>Sarah Koenig   |
| <b>43</b> | <b>WAIT WAIT... DON'T TELL ME!</b><br>WBEZ Chicago                              |
| <b>44</b> | <b>TELL 'EM STEVE-DAVE!</b><br>Bryan Johnson, Walt Flanagan & Brian Quinn       |
| <b>45</b> | <b>THAT SOUNDS FUN</b><br>Annie F. Downs  |
| <b>46</b> | <b>THE MANDO METHOD</b><br>Armand Rosamilia & Chuck Buda                        |
| <b>47</b> | <b>THE MIND YOUR BUSINESS PODCAST</b><br>James Wedmore                          |
| <b>48</b> | <b>THE TONY ROBBINS PODCAST</b><br>Tony Robbins                                 |
| <b>49</b> | <b>THE WAY I HEARD IT</b><br>Mike Rowe  |
| <b>50</b> | <b>TRUE CRIME GARAGE</b><br>Nic & The Captain                                   |

# OUTRO

**A FINAL THOUGHT FROM THE EDITOR**

We hope you enjoyed the inaugural edition of **Podcast Magazine!** The team is already hard at work on the March issue. In it, I'll take you "Beyond The Microphone" with one of today's top podcasters while the Category Directors share their findings from scouring the podcast universe in search of amazing stories to share.

A mentor of mine once said, "If you love your first version, you waited too long to get it out." Truth be told, we could not have put this magazine together any faster—110 days from concept to launch, to be exact—and, I'm incredibly proud of what our team has created in this short period of time.

Please let us know what you think. What would you like to see more or less of in future issues? Where did we get it right, or wrong? What articles and features did you most enjoy? Are there others you would like us to add?

**[Click HERE To Provide Your Feedback »](#)**

In next month's issue, we'll select several of your letters and publish them in a brand-

new section we call *Conversation Corner*.

Like a fine wine, our overriding objective is to continually improve over time. With your feedback, we can make that happen together.

Knowing that most podcast listeners (myself included) prefer a concise outro over a drawn-out soliloquy, I'll keep this brief... just one last request:

More than 1,000 podcast fans from across the globe shared their picks for this month's **Podcast Magazine Hot 50**. We'd love to 10x that for March. (And, yes, if you're a podcaster, feel free to vote for your own show and share the voting link with your tribe!)

**[Vote For Your Three Favorite Podcasts HERE »](#)**

That's it for now. From our earbuds to yours, thank you for giving **Podcast Magazine** a chance. We sincerely appreciate you.



**STEVE OLSHER**  
@ThePodcastMag