

PODCAST TM MAGAZINE

BEYOND THE MICROPHONE

DADS WITH MICS!

OUR 1ST ANNUAL TOP 50 DADS IN PODCASTING!!

JERRAD LOPES

FROM NO DAD TO DAD TIRED

NICK LOPER

MASTER OF THE SIDE HUSTLE

CHRIS & WILL

THE PRINCE CHARMINGS OF PODCASTING

ERIC MARCUS

IS MAKING GAY HISTORY

PODCAST MAGAZINE'S
#1 DAD IN PODCASTING

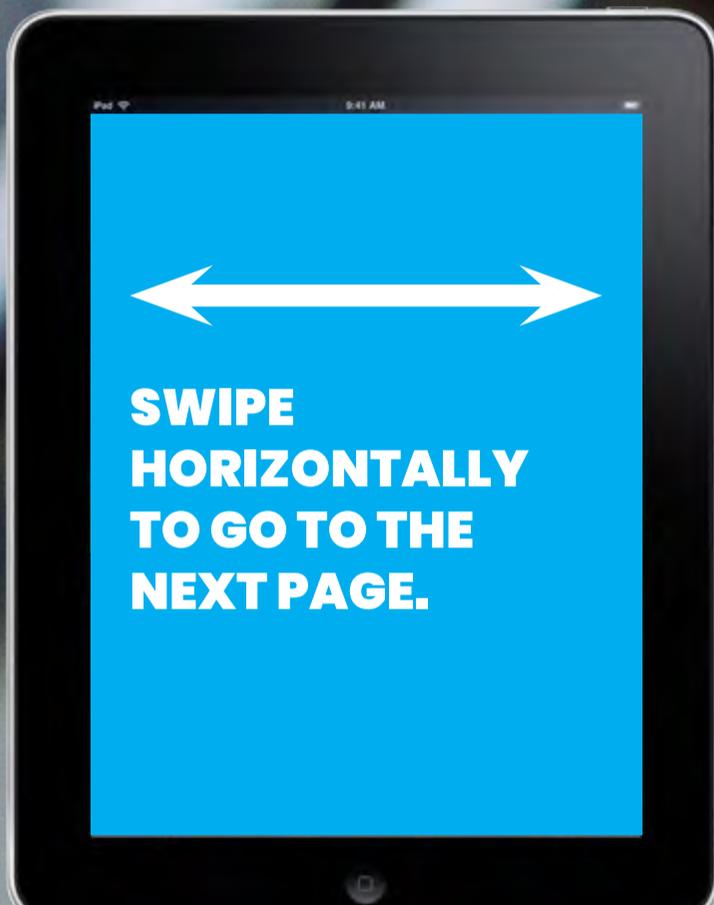
ADAM CAROLLA & NORM PATTIZ

THE PODCASTONE PODFATHER



TAP THE SCREEN TO SHOW THE TOP BAR.

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FEATURE

Look for these Icons + Identifiers to help locate where you are in the magazine and what category you're viewing!

CATEGORIES

- Feature
- Arts
- Business
- Comedy
- Education
- Fiction
- Gadgets, Gizmos, and Gear
- Government
- Health and Fitness
- History
- Kids & Family
- Leisure
- Music
- News
- The Professional Podcaster
- Religion and Spirituality
- Science
- Society and Culture
- Sports
- TV & Film
- Technology
- True Crime



HOW TO USE THIS MAGAZINE



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Business	Michelle Shaeffer <i>The Planet Business Podcast</i>	Music	Raven Blair Glover <i>Amazing Women And Men Of Power</i>
Comedy	Melinda Wittstock <i>Wings Of Inspired Business</i>	News	Tami Patzer <i>Daily Success®</i>
Education	Adam Lewis Walker <i>TalkXcelerator - How To Get A TEDx Talk</i>	The Professional Podcaster	Matt Wolfe & Joe Fier <i>Hustle and Flowchart</i>
Fiction	Michele PW (Pariza Wacek) <i>MichelePW.com</i>	Religion & Spirituality	Eric Nevins <i>Halfway There Podcast</i>
Gadgets, Gizmos & Gear	Dan R Morris <i>TracingThePath</i>	Science	Emily "The Radical Rabbi" Brenner <i>The Radical Rabbi</i>
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Kids & Family	Dr. Rhoberta Shaler <i>Save Your Sanity: Help for Toxic Relationships</i>	True Crime	Kenneth C. Bator <i>Beyond the Call</i>
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EDITION

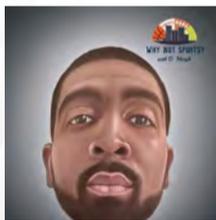
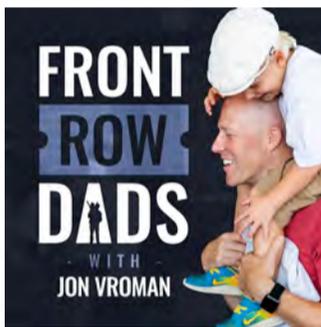
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PODCAST MAGAZINE'S

TOP 50

Dads In Podcasting!

Celebrating dads
with a mic!

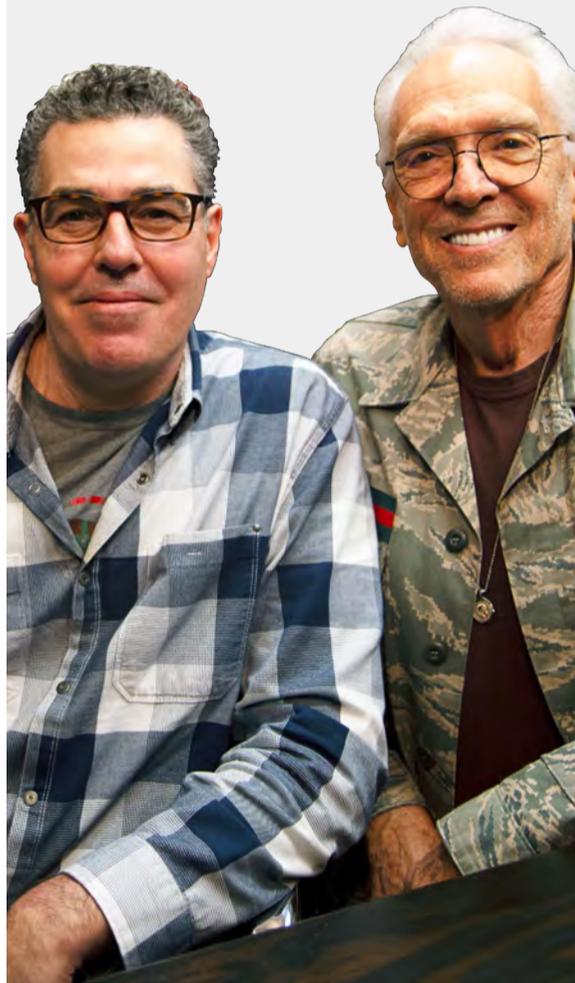


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#1 Dad In Podcasting

ADAM CAROLLA & NORM PATTIZ

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PodFather



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NICK LOPER

Master of the
side hustle



THE SIDE HUSTLE SHOW



IN EVERY
ISSUE

BEYOND THE MICROPHONE

In-depth sit downs
with, and profiles
of, today's leading
podcasters

UNDER THE RADAR

Detailed reviews of
podcasts you've likely
never heard of, but
should be listening to

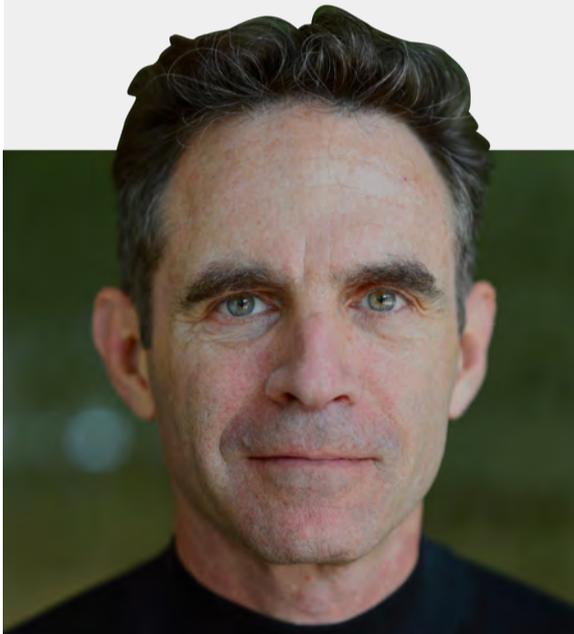
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**IN EVERY
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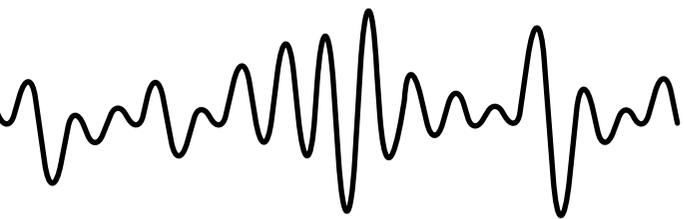
Our look at new technologies, platforms, products and tools that impact podcast culture

THE PROFESSIONAL PODCASTER

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

PODCAST MAGAZINE'S HOT 50

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



FROM THE EDITOR

It's hard to believe that this is just our fifth issue. Based on the positive feedback we've received from podcast fans the world over, not to mention the number of hours invested collectively by our incredible team to deliver an exceptional final result month after month, it feels like we've been at this for years... lol.

What's even harder to believe is that the idea for creating *Podcast Magazine* came to me in a life-changing 'lightbulb moment' approximately 200 days ago.

The date was October 10, 2019, and

I was sitting in the audience of *Influencer*, a live event created by

Brendon Burchard.

I've followed Brendon's work since 2009 and was honored when he accepted my invitation to take the stage at my event, *Internet Prophets LIVE!* in 2013.

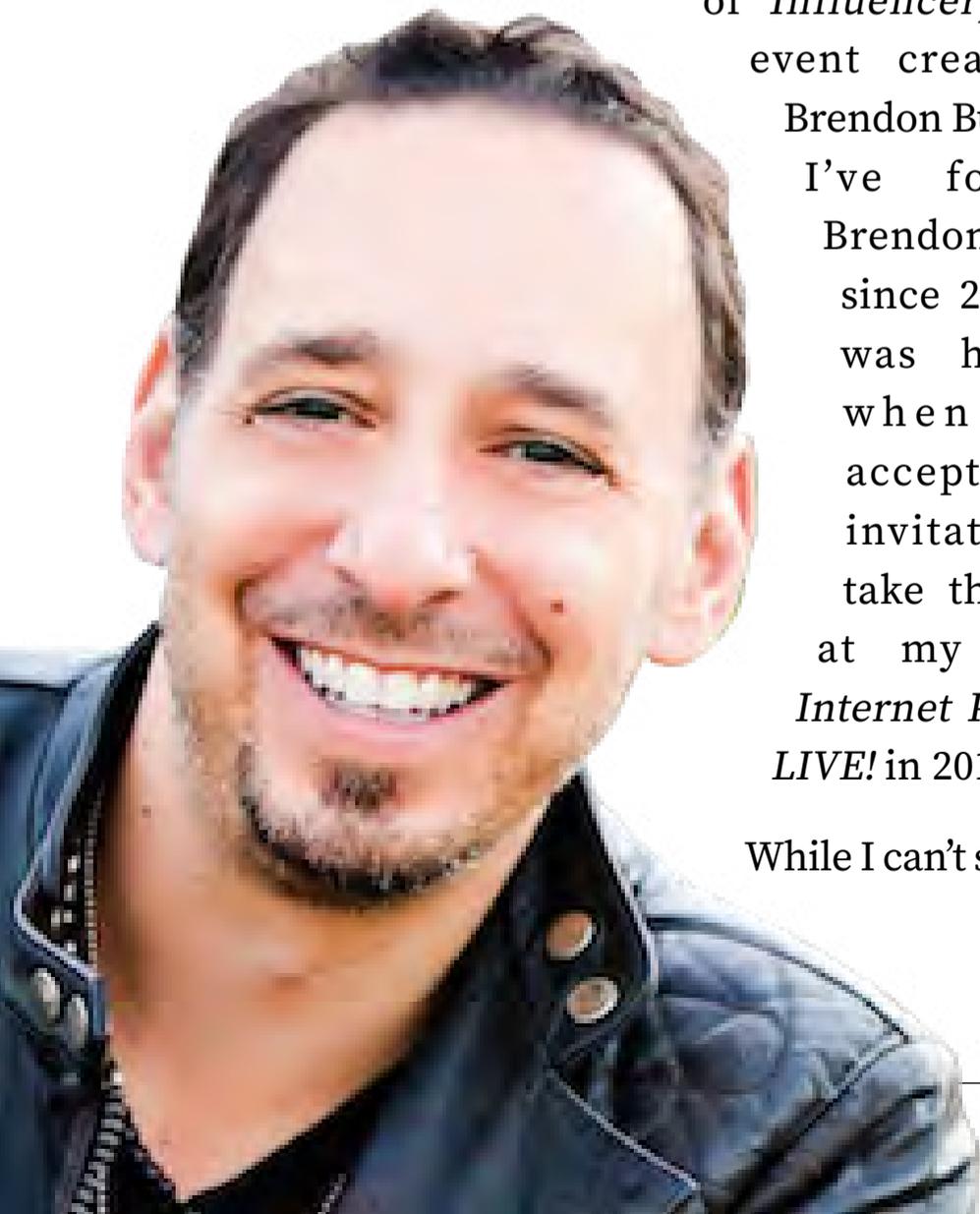
While I can't say we're

'close' (though he did return my text when I asked for places to hang in Portland when my wife and I celebrated our anniversary there a couple of years back), he has had a tremendous impact on my life, and my business, through his teachings, relationship-building skills, boundless energy, and uncanny ability to predict future trends.

As I walked the 2,000-person conference, I couldn't help but notice a single sign promoting the upcoming release of Brendon's *Influencer Magazine*. My immediate reaction? One word: brilliant.

I connected the dots immediately in my mind. "*The magazine will allow Brendon to sit down with leading influencers who will, in turn, share the article with their massive following. He'll develop friendships and relationships with game-changing folks; his list will grow tremendously; he'll generate additional authority, and the concept is absolutely monetizable. So smart.*"

Twenty minutes later, during one



STEVE OLSHER, Founder/Editor-in-Chief

of his teaching sessions, a bolt of lightning hit... “*I wonder if there’s a consumer-facing magazine for podcast FANS?*”

I knew there were publications that catered to podcasters and the podcast industry. But, was there a *Sports Illustrated*, *Wired*, or *Vanity Fair* for podcasting? A publication that would take fans deeper into the lives of the podcasters they love and the stories they can’t get enough of?

I hadn’t seen one. I needed to be sure it didn’t exist. Consulting my good friend Google, I came across a couple of older podcast fan-related publications. Nothing, it appeared, was still active.

“*What would I call the magazine?*” I pondered.

There was only one viable option—*Podcast Magazine*. So, as every entrepreneur does in moments like these, I searched for the right domain. Naturally, my first query was for PodcastMagazine.com.

My innate pessimist kicked in, “There’s no way that domain can be available.” Interestingly, it was... and, it wasn’t.

Someone did own the domain—but, they were selling it for \$2,850. Having bought numerous domains over the years, including Liquor.com and Bourbon.com (paying \$7,500 for both in 1998), I knew

multiple registrars would have the listing. The source registrar would have the lowest price. I found it.

\$2,250 was the asking price.

I’d like to sit here and say it was an easy add-to-cart decision. I can’t. If the domain was \$100, it would have been a no-brainer. At \$2,250, the price was just high enough to give me pause.

I also recognized that buying the domain was but one small piece of the puzzle. To create a world-class publication, I knew we’d have to assemble a cadre of capable writers, designers, podcasters, admin, and others. Plus, each month, there would be deadlines to adhere to, stories to write, hundreds-of-thousands of words to edit, and on and on.

All in, I calculated the approximate cost of launching the *right way*—\$25,000. Coupling that monetary investment with the countless number of hours I would need to personally invest to bring my vision to fruition, and then, weighing that expenditure against the other opportunities I’d have to forego, I was admittedly torn.

Perhaps coincidentally, earlier that afternoon, Brendon had shared an opportunity to join his ‘High Performance Mastermind.’ The investment? \$25,000.

I was seriously considering enrolling. As I swayed back and forth between joining Brendon’s group and launching the magazine, I reached out to Kelly, who has been my right hand since 2015.



“What do you think we should do?” I asked. She didn’t hesitate to deliver her response.

“It’s going to be a significant investment of time, energy, and resources, but it’s an easy decision—let’s launch!” she exclaimed. What Kelly could not have predicted is my being hell-bent on gaining the first-mover advantage, thereby insisting that we launch before anyone else had the chance to do so.

100 days later, our first issue was released with an incredible team of 25+ game changers leading the charge. We haven’t looked back since.

This month, I had the opportunity to sit down with one of my long-time podcast heroes, Adam Carolla, and the Founder of PodcastOne, Norm Pattiz. They are two of the most down-to-earth (and influential) gentlemen in the podcast world today.

And, this being June, we celebrate both the ‘Top 50 Dads In Podcasting’ (**Happy Father’s Day to my dad Harvey and to fathers everywhere!**) as well as leading podcasters serving the LGBTQ community.

We hope you enjoy these features and the incredible stories, reviews, and top podcast picks compiled by our tireless and talented Category Directors.

Oh, and the moral of the Brendon Burchard story?

If you find yourself having to choose

between investing \$25,000 in Brendon Burchard’s mastermind or launching an endeavor you know in your gut needs to be brought to fruition, make sure you have someone like Kelly in your corner.

She’ll make your decision one-million times easier... and, help you get it done.

Ironically, *Influencer Magazine* has yet to launch. I, for one, will be one of the first subscribers when it does.



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! >

GET YOUR FREE LIFETIME SUBSCRIPTION



- Go behind the scenes and into the lives of today's leading podcasters
- Includes showcases, and reviews of both well-known shows and amazing shows that fly under the radar
- Delve deeper into the podcast stories you love
- Get introduced to new, podcast-related gear, products, technologies and platforms
- Get unbiased, multi-variate *Podcast Magazine* categorical charts as well as independent listener reviews and ratings
- And, MUCH more!

Sign me up >

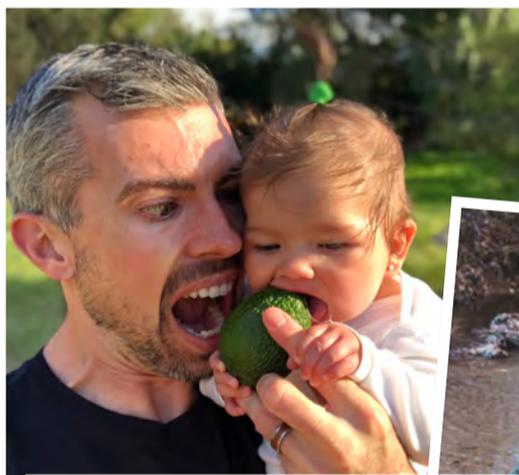
[PodcastMagazine.com]

PODCAST MAGAZINE'S

FIRST ANNUAL

TOP 50

Dads In Podcasting!



On Sunday, June 21, we celebrate Father's Day and honor all of the incredible dads in our lives.

As a father of three, it has become increasingly clear that there is a substantial difference between being a man who participates in creating life, and being a father who nurtures, sustains, and elevates life. The latter is far more challenging... and rewarding.

Today, there are tens of thousands of dads who choose to use their podcasts as a medium to nurture, sustain, and elevate their listeners. Week after week, they share their wisdom about life and business, relationships and love, health and science, parenting, and so much more.

Name the topic, there is a dad who, despite working a full-time job or hustling to bring in enough money to keep the lights on and food on the table, pours his heart and soul into his podcast, hoping his words will positively impact others.

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

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

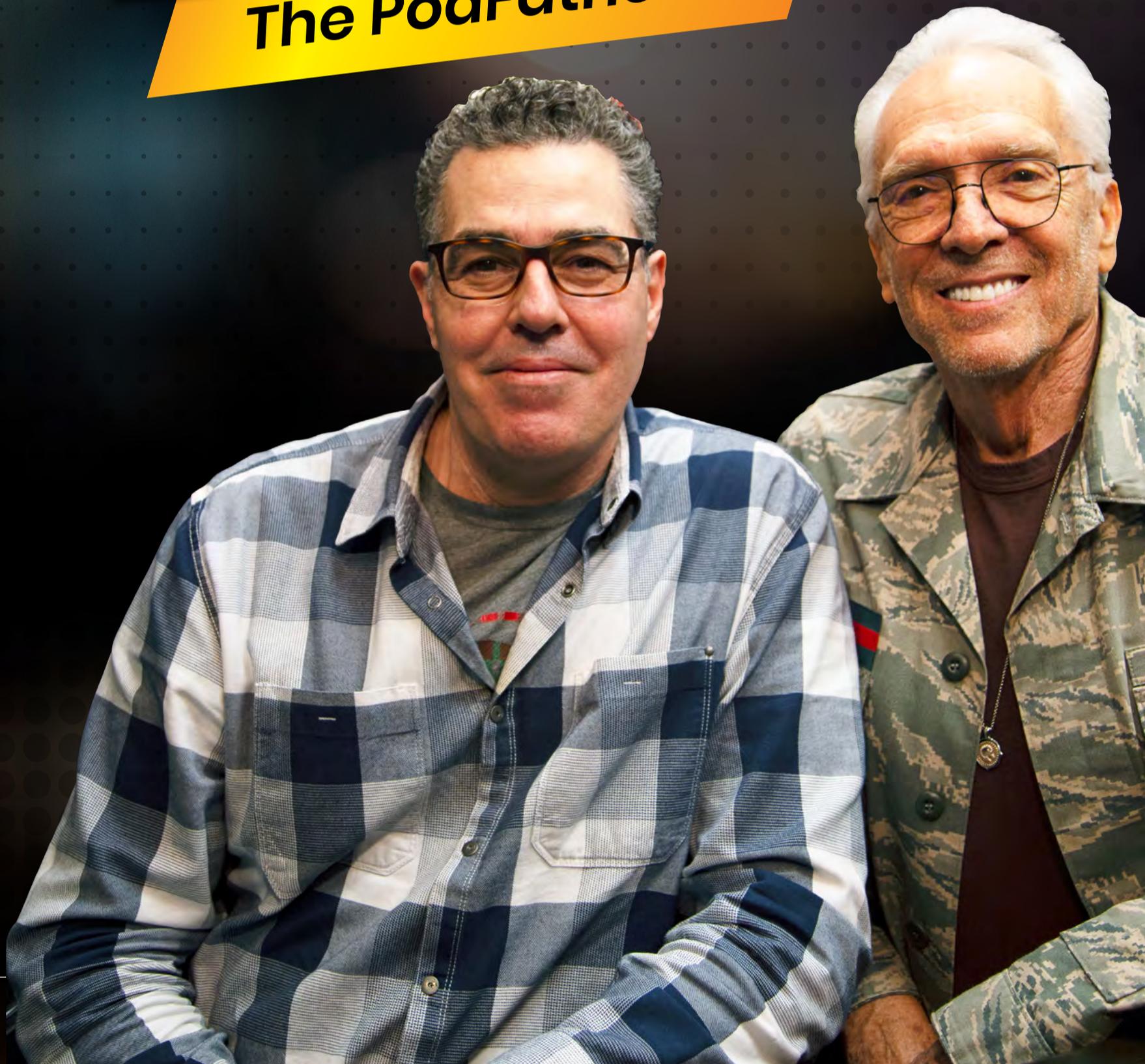
Congratulations to all of the winners, to every dad who podcasts, and to every man who has taken on the role of being a father. We applaud you for your awesome contributions to the world, the world of podcasting, and more importantly, recognize and honor you for being the best father you can possibly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

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



ADAM CAROLLA & NORM PATTIZ

The PodFathers



Given Adam Carolla's long-running track record of leading from the front of the podcast race, it's not only fitting that he is an accomplished race car driver with an impressive private collection of high-performance vehicles, but also that he is the winner of *Podcast Magazine's* "Top 50 Dads in Podcasting" inaugural crown.

And while Norm Pattiz, Founder of PodcastOne, may not have children of his own, few would argue his right to be recognized as The PodFather of podcasting.

Together, Adam and Norm have long been considered two of podcasting's patriarchs—a formidable dynamic duo that will undoubtedly remain at the industry's forefront as we enter the next decade.

Before deciding to forge into podcasting early in the medium's lifecycle, Adam was already a household name thanks to his terrestrial radio career (*Loveline with Dr. Drew*, anyone?) and the now infamous sketch comedy television show, *The Man Show*, which ran on Comedy Central from 1999-2004.

And, Norm? As the founder of broadcasting powerhouse Westwood One, he had already established himself as a successful media icon long before applying his talents to the world of podcasting.

Today, PodcastOne boasts a network of more than 200 shows that, in aggregate, delivers approximately 400 million monthly advertising impressions for their partners across **2.1 BILLION annual downloads**. Their roster includes Shaquille O'Neal, Stone Cold Steve Austin,



“Podcasting is a medium of programs, similar to how television is structured.”

Kaitlyn Bristowe, Jordan Harbinger, LadyGang, Adam, and many other A-listers.

It is, perhaps, Norm's 'supernatural power' for, as Wayne Gretzky put it, “*knowing where the puck is going*” that has rightfully earned him the reputation of having unparalleled clairvoyance. His track record for being at the forefront of emerging trends and recognizing talent poised to go big is uncanny.

Creating the juggernaut that is now one

of the industry’s leading audio networks, however, required the significant investment of time, energy, resources, planning, and... understanding.

After first being introduced to the potential of the medium through PodcastOne’s current President Kit Gray, Norm referred to podcasting as “*the new broadcasting*,” quickly recognizing clear delineations between the platforms.

“Terrestrial radio is a medium of formats, such as music, talk, and more,” Norm explained. *“Podcasting is a medium of programs, similar to how television is structured.”*

To create programming that would appeal to a wide array of listeners, PodcastOne focused on tapping into existing relationships—and influencers such as Adam—who could hold attention on an ongoing basis.

Norm shared, *“There are a couple of people in my world, and probably in everyone’s world, who you hear talk and immediately think, ‘Oh, I want to hear what he has to say.’ Adam is certainly in that very small group.*

“He has a unique ability that I haven’t seen in many, if any, other people: to be able to conduct interviews that shine the spotlight on his guests while simultaneously demonstrating his immense talent... without coming across as overbearing.”

From his earliest days in radio, Adam



← Norm and wife Mary Turner courtside with PodcastOne show hosts—Shaquille O’Neal (*left*) of *The Big Podcast with Shaq* and Tip (*below*) of *expeditiously with Tip* “T.I.” Harris



recognized that he had a unique ability to balance humor, education, and the subtle crudeness required to appeal to a younger, predominantly male demographic. As his following grew, so did his boldness.

“What I’m best at is getting the guests to just the right amount of comfort, so they know I’m on their side,” Adam explained. *“Then, I can ask super-insulting questions and, because they know we’re just having fun, they’ll answer ‘em.”*

Being able to make people laugh at will is certainly one contributor to Adam’s success and a core reason for his remaining at the top of the audio game for so long. Another key component?



Carolla hosts *The Adam Carolla Show* with co-hosts Gina Grad and Bryan Bishop

Teaming up with Norm, who claims that, while he's not truly clairvoyant, his keen business sense has helped him to stay at the top of business world for decades.

"I've been fortunate to be able to assess various business and broadcast entities to determine what it is they might need that they can't do for themselves," Norm said.

"When [Kit] told me about podcasting, I thought, 'Well, geez, this is Westwood One for the digital age without having to filter things through our radio stations and be conscious of radio formats. Given my interest in creating great content, it was nirvana.'"

Having Adam contribute his singular voice to the mix sealed the deal. Norm jumped at the chance to work with the man he considered a legend. From his perspective, everything Adam touched turned to gold, his content was stellar, and his involvement would inevitably lead to exponential growth in terms of audience share, revenue, and credibility.



ADAM & NORM

listen to



THE BIG PODCAST WITH SHAQ

Much bigger than sports, the show is fun, topical, and slightly irreverent. Shaquille O'Neal talks news, entertainment, controversy, and the crazy life of the Diesel himself.



THE JORDAN HARBINGER SHOW

Show after show, Jordan deconstructs the playbooks of the most successful people on earth and shares their strategies, perspectives, and practical insights with the rest of us.



THE STEVE AUSTIN SHOW

Live from Hollywood, CA by way of the Broken Skull Ranch, Pro Wrestling Hall of Famer, Action Movie/TV star, Steve Austin talks about anything and everything that pops into his brain.

"Let history be the one that really tells your story."



“What I’m best at is getting the guests to just the right amount of comfort, so they know I’m on their side. Then, I can ask super-insulting questions.”



Norm’s intuition, once again, was spot on. By all measures, PodcastOne has done very well—having recently been acquired by LiveXLive Media, Inc. for a reported \$18.1M in an all-stock transaction that is slated to close this month.

Of course, with recognition comes the inevitable... criticism. Both admit it’s the price one pays for being in the public eye.

“Everyone enjoys a pat on the back,” Adam said. “We’re living in a time where there’s instant feedback.

“If somebody says, ‘Hey, you did an interview with this guy and you did most of the talking,’ I go, ‘You know what? I think that person might be right. I should look into that.’ I don’t think you should take every negative critique and just dismiss it.

“I think you should absorb it, digest it a little, and kind of wonder, ‘What can I get out of this?’ Because there’s oftentimes kernels of truth in the negative critiques.”

Norm added, *“You don’t go into business expecting to be loved by everybody. A thick skin is required to thrive and,*

ultimately, history will be the one that really tells your story.”

The history books, however, will have to wait awhile for the final chapters of Norm and Adam’s stories. It should certainly be an interesting decade ahead—one stacked with opportunity after the lock-up period for the sale of the stock received has expired and their pockets get even deeper.

Until then, Adam’s intrinsic curiosity and interest in people is sure to keep him on the cutting edge of what’s now, what’s new, and what’s next.

“As long as I’m curious, as long as I’m interested, as long as I’m wanting to try new things... I feel the audience will go along with me on the journey,” Adam shared.

Clearly, no matter where Adam or Norm are headed, there will always be plenty of people excited to go along for the ride. 🎧



Founder/Editor-in-Chief

Steve Olsher
steve@podcastmagazine.com
Beyond 8 Figures 🎧

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#2-50!



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Steve Olsher
Reinvention Radio & Beyond 8 Figures



Debbi Dachinger
Dare To Dream



Matt Brauning
The Driven Entrepreneur



Michelle Shaeffer
The Art of Giving a Damn

...And, MANY more!

“ ”

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

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

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02



911 CALLS PODCAST WITH THE OPERATOR

Hosted by: The Operator & Jack Luna

An award-winning podcast brought to you by The Operator and his trusty junior-assistant, Mr Luna. Each episode presents and dissects the gripping audio from 911 calls made throughout the world.

03

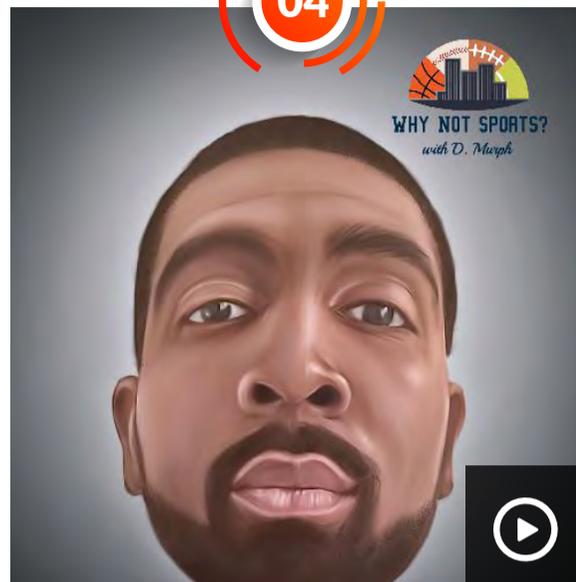
DARK TOPIC

Hosted by: Jack Luna

Host Jack Luna covers the world's darkest stories, while holding you close in an itchy blanket.



04



WHY NOT SPORTS

Hosted by: Derrick Murphey

Former D1 athlete talks about how sports impacts your life as a husband, father, leader, and entrepreneur. Trust me, he find ways to put it all together to make sense.



05

THE SIDE HUSTLE SHOW

Hosted by: Nick Loper

A top-rated podcast featuring the ideas, actions, and results you need to start and grow a successful business.

Because your 9-5 may make you a living, but your 5-9 makes you alive!



KNIGHT READER ◀

Hosted by: Dylan C

Dive into classic and modern literature in a fun and accessible way featuring original and live performed music, voice acting, reading, story telling, and insights into the mind of the author.



EXCELLENT DECISIONS ◀

Hosted by: Robert MacPhee

Host Robert MacPhee and his guests help you and your organization THRIVE by making Excellent Decisions based on vision and values instead of stress and pressure.



MEN ON PURPOSE ◀

Hosted by: Ian Lobas

Featuring the world's most impressive emerging and established *Men On Purpose*, this is the show where we spotlight, celebrate, and elevate the arising model of the Nu Man.



AWAKEN YOUR ALPHA ◀

Hosted by: Adam Lewis Walker

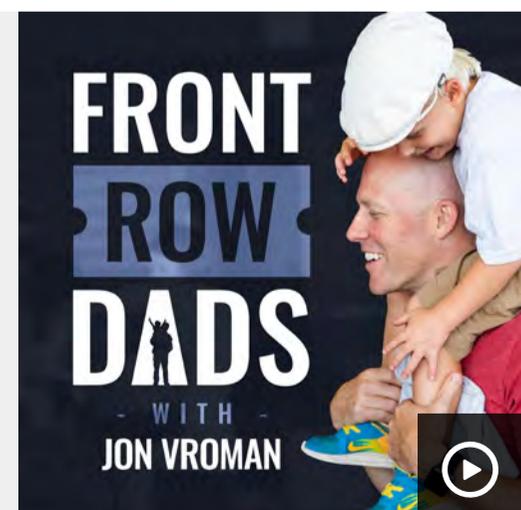
The #1 Mens Development Podcast for tales and tactics to thrive! Interviews with the world's most successful minds and sharing insights along the way.



FRONT ROW DADS ◀

Hosted by: Jon Vroman

This podcast uncovers true stories and finds practical strategies to win as a dad (and husband). Each show highlights the quick actionable habits and routines that help men be better dads/fathers/husbands.





A VIGILANTE STORY

DOLEO



FICTION

PODCAST

A STEADYCHAOS PRODUCTION




DOLEO Ⓜ

Hosted by: Jared L. Cantin & Joshua Cantin

DOLEO tells the story of a truly decent man with a unique affliction who reaches a breaking point propelling him into the world of vigilantism.



HALFWAY THERE Ⓜ

Hosted by: Eric Nevins

Each episode features an ordinary Christian sharing his/her story of spiritual formation on the journey of life with God to offer insights and hope.



DAD CHAT Ⓜ

Hosted by: Greg Rollett & Matthew Goldfarb

For dads who want to have it all and still get home in time for dinner. Business, culture, and life from the dad point of view.



THE DR. AXE SHOW Ⓜ

Hosted by: Dr. Josh Axe

Join Dr. Josh Axe as he explores nutrition, natural health, fitness, and more with renowned special guests in the health and wellness industry.

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**PREPARE TO IMPACT** ▶**Hosted by:** Jon B

Covering topics ranging from starting a personal growth journey all the way to you are a leader expected to grow a team dynamic in a work place.

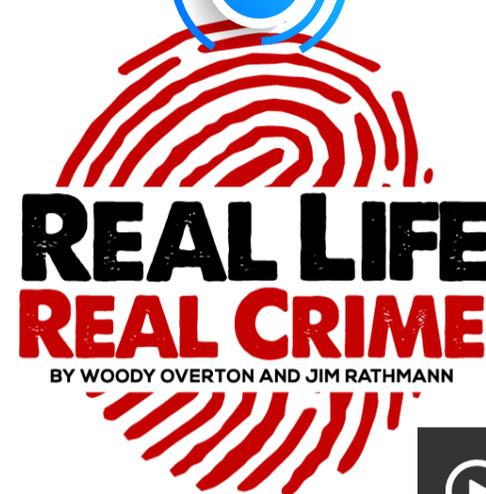
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TALKXCELERATOR ▶**Hosted by:** Adam Lewis Walker

For aspiring TEDx speakers to gain insight into what it takes to land your own own talk. Insider connections and “hacks” to the red spot.



17

**REAL LIFE REAL CRIME** ▶**Hosted by:** Woody Overton & Jim Rathmann

Twisted, gruesome, evil, sometimes funny, but always true. And in-depth look into cases the hosts have worked to provide exclusive perspective and personal knowledge of real cases.

18

THE APPARENTLY PARENT PODCAST ▶**Hosted by:** Eran Katz

For parents who want to find balance and get to the end of the day with a smile on their face, understanding their children and self better.





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THE TEQUILA TESTER

Hosted by: Brent Paugh

Discover new tequila brands and styles while further educating yourself on those you may already be familiar with.



20

THE SUPER JOE PARDO SHOW

Hosted by: Joe Pardo

Incredible business owners and entrepreneurs from around the world are brought together by Super Joe Pardo to discuss their journeys, lessons, and lifestyles.



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THE PURPOSE DRIVEN PERSON

Hosted by: Matthew Leland Cox

A show about overcoming the hardship of a disability by a host who has dedicated his life to helping others find their purpose and to helping families succeed.



22

BEYOND 8 FIGURES

Hosted by: Steve Olsher

Featuring accomplished entrepreneurs who have ALL either exited or currently run businesses that exceed \$10,000,000 in annual sales to share their proven methodologies, tactics, and strategies.



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FIRST CLASS FATHERHOOD

Hosted by: Alec Lace

Living a vision to change the narrative of fatherhood and family life. Featuring interviews with over 250 high-profile dads.



24

LIFE TRANSFORMATION RADIO

Hosted by: Sean Douglas

Telling the stories of WHY we do what we do, highlighting that transformational moment that changed our lives, and how we use it to help elevate the lives of others.



25



BEING DAD

Hosted by: Philip Hartmann

Host Philipp Hartmann became a dad of five under two in 13 months. Featuring unique, inspirational fathers who share their own experiences and stories.



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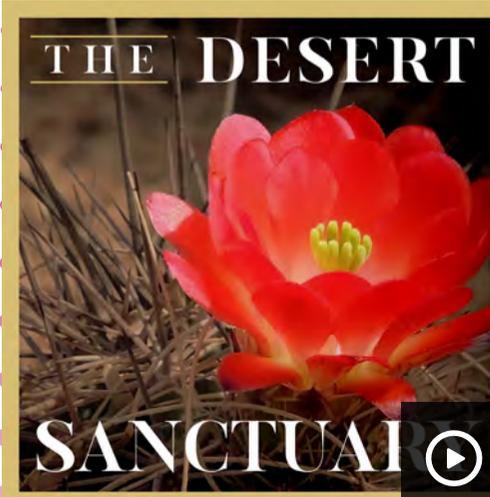
MESSY SPIRITUALITY PODCAST

Hosted by: Jason Elam

Featuring interviews with authors, speakers, and thinkers about finding God in unexpected places.



27



THE DESERT SANCTUARY

Hosted by: Karl & Laura Forehand

Life is hard sometimes! A safe place to express grief, confusion, or even anger. We endeavor to lean toward the contemplative and shy away from politics.

28



THE AFTERWORD ◀

Hosted by: Holland Webb & Amy Bowlin

Bringing producers, creators, consumers, and inventors of words to a common table. A focus on learning how words become catalysts for advancement and cultural progress.

29



CAN I SAY THAT? ◀

Hosted by: Austin & Brenna Blain

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

30

THE COME TO THE TABLE PODCAST ◀

Hosted by: Sean McCoy

Not about discussing spiritual deconstruction, reconstruction, contemplation or The Bible, this show is a conversation based on beliefs and living them out.



31



TRUE CRIME ALL THE TIME ◀

Hosted by: Mike Ferguson & Mike Gibson

A true crime podcast that spares none of the details and delves into what makes killers tick.

32

THE BLAKE & SAL SHOW ◀

Hosted by: Blake, Sal & Mark

An entertaining podcast covering wrestling (WWE, AEW, ROH, NJPW), sports (NHL, AHL, NWHL, NFL) and more since 2013.





THAT ANGER MANAGEMENT CRAP 🎧

Hosted by: Matthew Plotner

Anger is an epidemic in our modern society. Each episode covers a topic related to anger and its many subtleties and nuances.



INSPIRED MONEY 🎧

Hosted by: Andy Wang

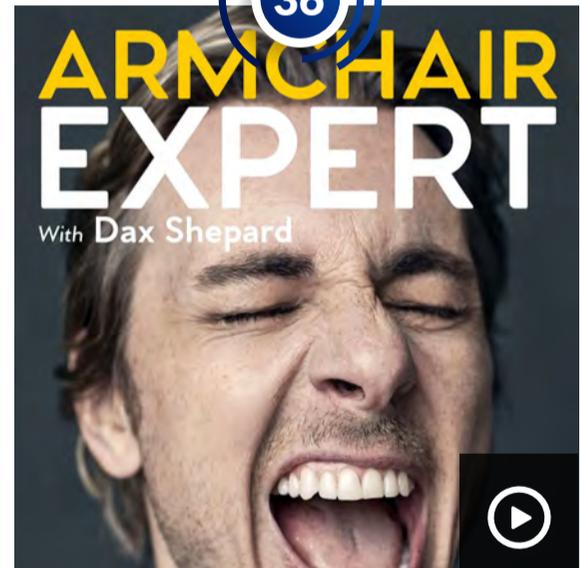
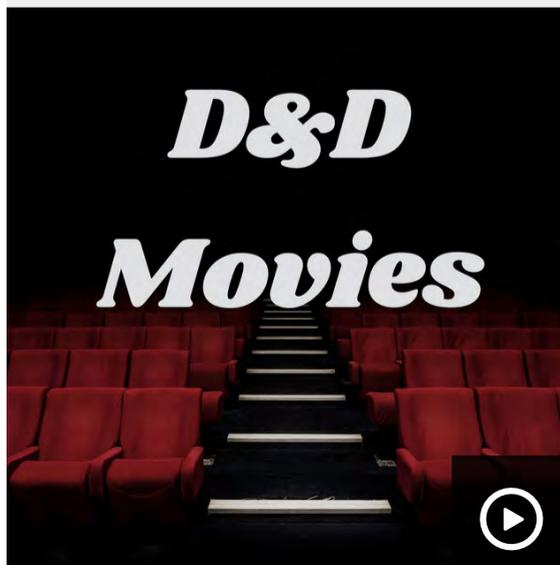
Improve your money mindset with a top influential financial advisor by INVESTOPEDIA. Exploring positive money stories to help you get inspired, shift your perspectives on money, and achieve incredible things.



D&D MOVIES 🎧

Hosted by: James & Madison

Each week, dad and seven-year-old daughter watch a movie and review it.



ARMCHAIR EXPERT 🎧

Hosted by: Dax Shepard

Exploring other people's stories. Celebrating, above all, the challenges and setbacks that ultimately lead to growth and betterment.

37



WYU: WORKING YOUR WAY UP

Hosted by: Erik Matlock

Mobile podcasting capturing face-to-face interviews in pursuit of career and life wisdom focused on the next generation. Offering a map to the minefield of career and personal development.

38

THE WHAT IF PROJECT

Hosted by: Dr. Glenn Siepert

Exploring the question “What if there are ways of understanding God, faith, spirituality, Jesus, church, etc. that are different than the ways in which our traditions have handed us?”



39



TRUE CRIME LAB

Hosted by: JT Hosack

For the people, by the people, for all your true crime coverage. Covering the well-known and the lesser-known true crime and having fun along the way.

40



LEAD AT HOME - WIN AT LIFE

Hosted by: Randall Sean Garcia

If you aren't winning at home, you're not really winning. Winners lead with legacy. We believe if you lead at home, you will win at life.

41

THE SOCIAL MEDIA PODCAST

Hosted by: Simon Scholes

Helping brands and businesses create high-quality content that will help create an emotional connection between you and your customers, giving them a better digital experience.



TOP 50 DADS IN PODCASTING

42



THE RUGBY POD

Hosted by: Andy Goode, Big Jim Hamilton & Andy Rowe

“Pub chat” discussing everything from tour stories to what goes on behind the scenes in the World of Rugby.

43

THE LIGHTER SIDE PODCAST

Hosted by: Joe Grammatico & Tom Koliououlos

The main focus on the National Hockey League, hosts provide their take on the past week in NHL action along with discussion of the week ahead.



44

The Sound Foundations For Parenting Podcast



SOUND FOUNDATIONS FOR PARENTING

Hosted by: Brian Powers & Darren McCarthy

Parenting is the most important job on earth. Offering proven strategies, interviewing pioneers in education, and providing insights into how to be successful parents.

45

RICH RELATIONSHIPS WITH GIL & RENÉE

Hosted by: Gilbert J. & Renée M. Beavers

Illuminating what it means to be intimate with others and what it teaches people about themselves.



46



MILLION POUND MISSION

Hosted by: Adam Schaeuble

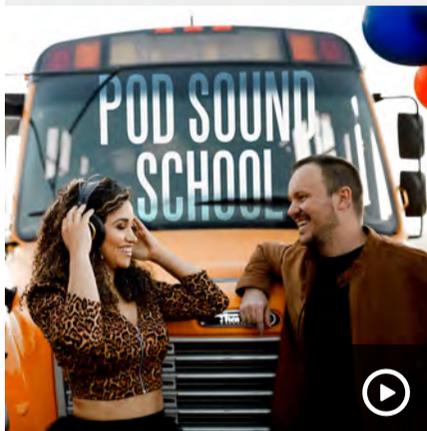
A host on a Million-Pound Mission with a goal of inspiring others who want to get healthy and back in control of their nutrition, fitness, health, and lifestyle.

47

POD SOUND SCHOOL

Hosted by: Studio Steve & Veronica

A fun, highly informative, and educational podcast all about podcasting better. Grow your digital footprint by planning, producing, and launching a high-quality podcast.



48



ONLINE WITH BILL ALEXANDER

Hosted by: Bill Alexander

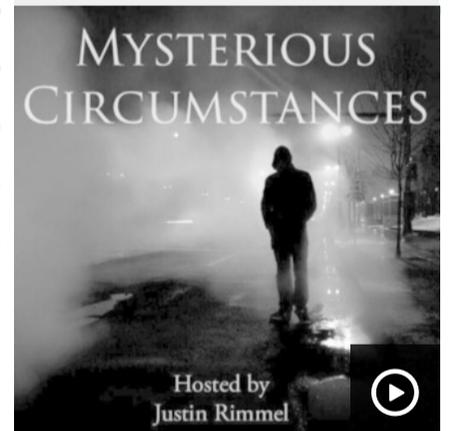
A guest-driven program with diverse and entertaining topics.

49

MYSTERIOUS CIRCUMSTANCES

Hosted by: Justin Rimmel

A detailed and well-researched investigative podcast that dives deep into the unsolved.



MY BROTHER, MY BROTHER & ME



MY BROTHER MY BROTHER AND ME

Hosted by: Justin, Travis and Griffin McElroy

Free advice from three of the world's most qualified, most related experts.

50



CREATE MY FUNNEL

2-DAY INTENSIVE

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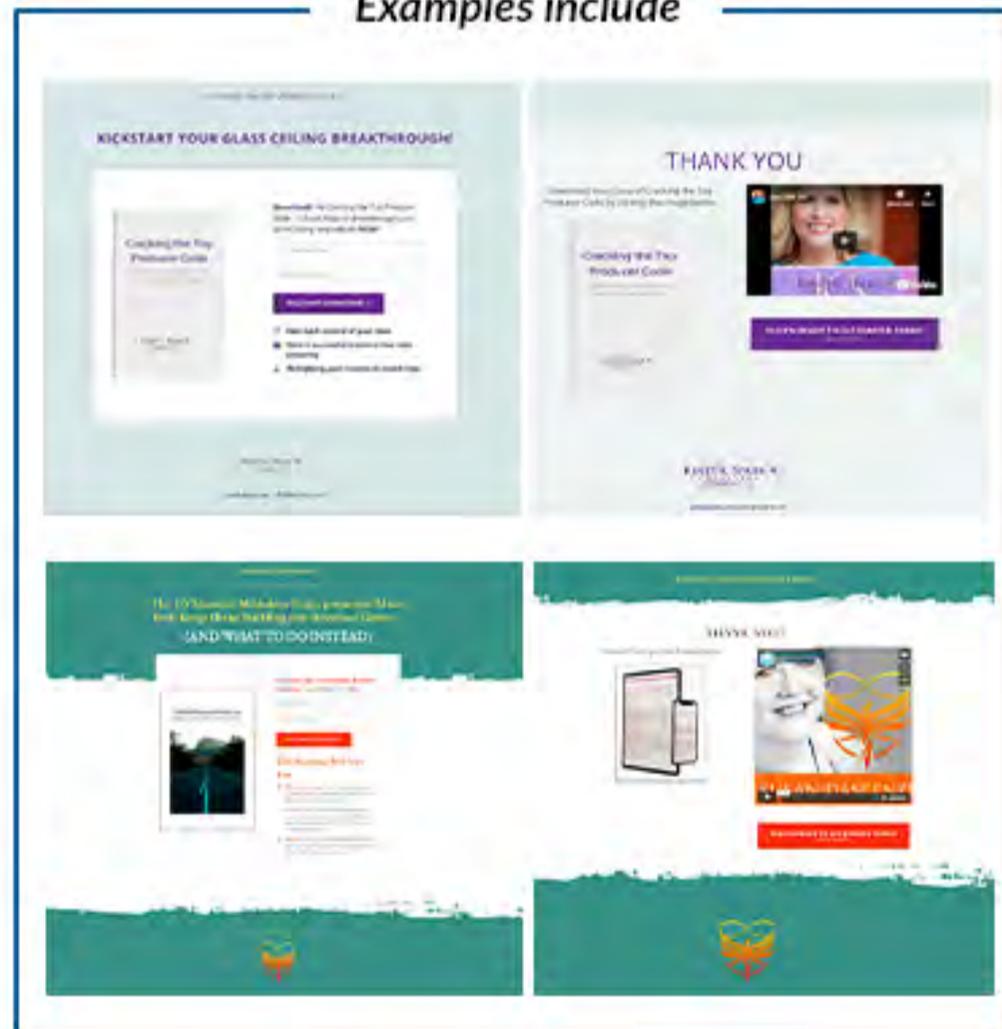
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SHARE A WEE DROP O' SPIRITS WITH DEAR OLE DAD

Cultivating a Taste for Finely Crafted Whiskey with Mark Gillespie of *WhiskyCast*

Mark Gillespie's earliest memories of whiskey are from his teenage years playing home bartender for his dad and family friends. Perfecting the "seven and seven" early on, Mark got his first job in radio the day he graduated high school in 1980.

He went on to spend his entire adult life (40 years this year, in fact) in broadcast media.

It's no surprise, then, that he would eventually combine his love for both—whiskey and broadcast media—as the creator, host, and executive producer of *WhiskyCast*.

In 2005, Mark was working as a producer for a company that was creating content for CNN at a broadcast studio in New Jersey. Although podcasting was still in its infancy then (according to Mark), the “brain trust” decided they needed one.

“I was the poor schmuck who was going to have to put it all together and make it work,” Mark said. *“I already had a lot on my plate, so I was hesitant to jump in. I wanted to research it, and find out what we were getting ourselves into, before we put a longtime brand on the line with a podcast that we might kill after a few weeks because it’s a pain in the neck to produce.”*

Mark had tossed around the idea of doing a whiskey podcast just for fun, so he asked some folks on one of the whiskey magazine message boards whether they would listen to one if he produced it. There were 17 responses, 14 of which asked, “What’s a podcast?” Three replied with “maybe,” and one with, “Yeah, I’d listen.”

That was enough for Mark to load up his recording gear and take off to a whiskey festival in New York that fall.

He started *WhiskyCast* figuring if he killed it after a few weeks, it would be no big deal. There was really no risk. No matter what, he’d get a chance to learn more about something he loved, but didn’t know a lot about. Starting the podcast gave him the chance to talk with experts, learning directly from them.

He completed a bunch of interviews at

“I was the poor schmuck who was going to have to put it all together and make it work.”



the whiskey festival, returned to town, and produced a few podcasts under the *Whiskycast* banner.

“I produced these episodes, and people went, ‘Oh, that’s what you meant by a podcast. Okay, we get it now.’ They started listening, and the numbers went up.”

Mark parted ways with the broadcast studio in 2010. Producing with his own equipment from that point on, it became a full-time gig in 2010.

A natural storyteller with a passion for the craft of whiskey production and a palate

“We’re starting to get more and more exposure; we’re starting to get people to take it seriously. There are great stories to be told.”



(from top) Whisky Festival Blending Table and sample pour

that has been cultivated to distinguish the subtle nuances of a finely crafted bottle of spirits, Mark’s show and platform are now helping bring more coverage to the industry.

“The state of whiskey, podcasting, and whiskey media is sort of where wine was in the early 90s,” Mark explained. *“We’re starting to get more and more exposure; we’re starting to get people to take it seriously. There are great stories to be told. You have people in this industry who have been doing it for 60 plus years. There are families who have been in this business for generations. Others have started it as a second career.”*

“I know of at least three different chemical engineers who had been working as chemists—engineers in the field—and are began playing around with home brewing. They’re now professional distillers who have started their own distilleries. Then, there are people just starting out in the craft distilling world who make it a family affair; they run the farm that grows the grain that the rest of the family distills in their distillery each year.”



With a history going back several hundred years, there are plenty of fascinating stories out there about whiskey. Mark wanted to delve into them all.

The only problem: there was no money coming in.

Mark's wife, daughters, and current business partner intervened.

“They came to me to have one of those ‘come-to-Jesus meetings.’ They sat me down and said, ‘Look, this thing you’re doing is really cute. But you’ve had one job interview in nine months, and we know you’ve been looking, because you want to be able to keep producing the podcast. You gotta let mom take it over, because she knows about business. And selling. And marketing. And you don’t. You suck at it.’”

So, Mark's wife, Christina, took over the business side of Cask Strength Media, and now, the show is fully monetized via advertising. As an added bonus, Mark's time was freed up enough for him to add a tasting panel podcast (on hiatus right now) to the mix while also producing podcasts and doing PR for other organizations

MARK

listens to



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POD SAVE AMERICA

Four former aides to President Obama—Jon Favreau, Jon Lovett, Dan Pfeiffer and Tommy Vietor—are joined by journalists, politicians, activists, and more for a no-b*****t conversation about politics.



TRACKSIDE

The show of record for all things IndyCar. Hosted by Kevin Lee and Curt Cavin, featuring interviews with key members of the IndyCar community and plenty of chances of listener questions and feedback.

“I produced these episodes, and people went, ‘Oh, that’s what you meant by a podcast.’”



Mark Gillespie Interviewing Anthony Bourdain for *WhiskyCast* Episode 525

like *Tales From The Hill*—a show Mark produces for Heaven Hill Distillery.

As of this writing, *WhiskyCast* has aired 813 episodes. Covering a broad range of topics from the economic impact of climate change on grain growers to the latest updates from one of the many festivals held around the world for craft whiskey producers, the show is filled with fascinating news and interviews from industry experts, both historical and timely.

On one of the most recent shows, Mark talks about how distilleries are now making hand sanitizer and giving it away to try and make a difference during the current Coronavirus pandemic.

With Father’s Day just around the corner, *WhiskyCast* might also be the perfect answer to the “Not socks and ties again!” gift-giving dilemma.

Why not celebrate your dad with a nice bottle of whiskey to share together?

The first step, Mark advised, is to find out what kind of whiskey he likes. Is he a bourbon drinker, or scotch? Does he like Irish Whiskey? From there, you can find something premium along those lines.

You can even create a new tradition of getting an engraved bottle to honor him.

And of course, you can tune in to *WhiskyCast* to learn the finer nuances of the different types of whiskey from an industry expert... alongside your dad! 🎧



Arts Category Director

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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



BUTTONED UP

The Buttoned Up Podcast is dedicated to men's style and fashion.

Featuring hosts Brock McGoff (founder and content producer for the blogsite *The Modest Man*) and Jon Shanahan (dad & founder and content producer for the blogsite & YouTube Channel *The Cavalier*), the show offers a wide variety of powerful, interesting interviews with entrepreneurs, content creators, and founders in the men's style and fashion industry. They also have



non-interview-based episodes in which they talk with one another about the show, their own respective businesses, and the state of the men's lifestyle industry.

Listeners can learn about things like the nuances of the best textiles (merino wool) to create socks fit for the boardroom on the episode featuring Nathan James, President of Boardroom Socks. Tune in to hear from Sabir Peele, one of *Esquire Magazine's* 5 Best Dressed Real Men In America in 2010. Discover how to care for your luxury garments in the episode featuring Kirby Allison.

One thing to note about the production is that there is no intro, outro, or midroll, so if you subscribe, expect the hosts to jump in immediately to the conversation they have queued up. The sound quality is superior as Brock and Jon go deep and wide to cover topics relevant to men who know that being "Buttoned Up" is an important aspect in their success. 🎧

SPOTIFY: THE APPLE OF AUDIO INNOVATION

Changing the Podcast Landscape Around the World

Do you recall how forward-thinking the first-generation iPod was? iTunes? The Apple Watch?

While Spotify founder Daniel Ek was beating down the doors to enter the U.S. market in 2008, Apple was the innovative giant in the room. Now that Spotify is the dominant player in audio streaming, it is also quickly becoming the innovative service Steve Jobs would be proud of.

Imagine this:

You grab your running shoes, put on your Apple watch, and head out the door for your morning five-mile jog. Just before you leave, you tap the Spotify app and choose a “Runner’s Playlist.” You take off, and seamlessly, Spotify detects your pace from your GPS and chooses songs that match or challenge your pace.

Now, tempo-based playlists have been

done before, so you might be wondering what exactly is new, here. Well, those playlists only work if you run the same pace the whole time, right?

Investing a great deal of time learning how music and exercise interact, Spotify took one more step forward.

They created music that self-adjusts to your tempo as *you* adjust to the terrain. That's innovation!

Another awesome bonus: About five minutes before you finish your run, Spotify gives you a rundown of the day's news and weather, so you're updated before heading to work.

These “contextual playlists” make recommendations based on the time of day and activities you are doing.

To make that possible, Spotify acquired amazing companies like The Echo Nest, a music intelligence company in 2014. It acquired Seed Scientific, a data science consulting firm in 2015.

And in 2017, it acquired Niland, an artificial intelligence company that focuses on personalization features.

That's *10 years* of music innovation!

Podcasts, on the other hand, were introduced on the Spotify Platform during the “Golden Age” of podcasting in 2015. They've been using their innovative genius to create better experiences for podcast listeners, as well, ever since.

Spotify created algorithm-based playlists specific to podcast listeners.

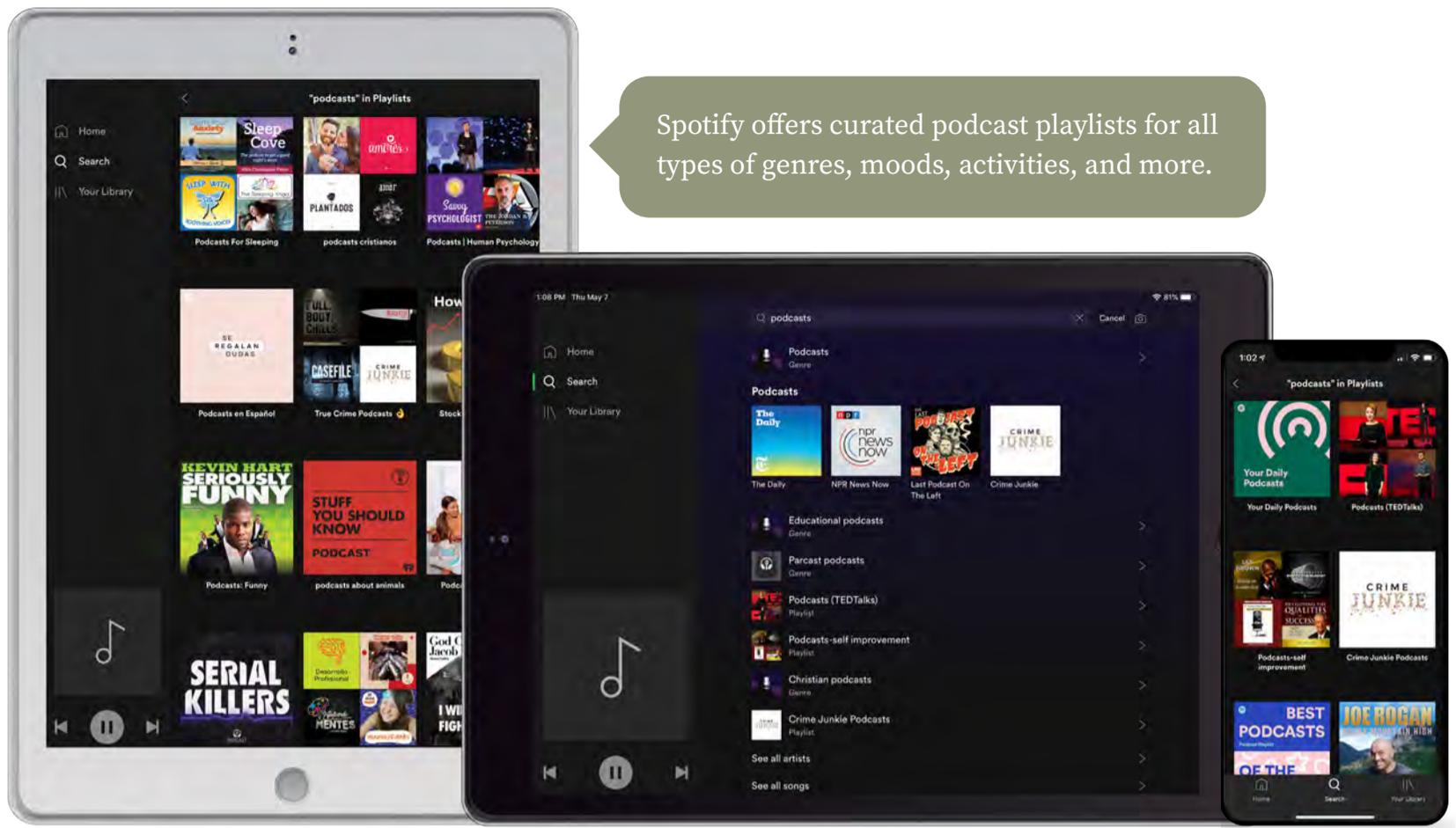


Keeping in mind that:

- Some podcasts are serials and can't be joined in the middle of a season.
- Podcasts often come out once per week, leaving listeners with nothing to do between episodes.
- A podcast listener who subscribes to say, three true-crime podcasts, would probably like another.

Spotify created algorithm-based playlists specific to podcast listeners.

The first offered up the newest episodes of podcasts listeners are already subscribed to, as well as new podcasts



Spotify offers curated podcast playlists for all types of genres, moods, activities, and more.

they'd likely enjoy based on their existing subscriptions.

This month, Spotify has added another level of playlist: editorially curated. Opposite of the algorithm-based playlist, these are intended to provide podcast fans new discoveries based entirely on someone *else's* tastes—thereby acting as a true “podcast discovery” tool.

In the U.S., Spotify has also created:

- The “Best Podcast of the Week” playlist, featuring the freshest, most talked about episodes.
- “Brain snacks,” a playlist for factoid and trivia buffs who just want 20 minutes of engaging content.
- “Crime Scene,” a playlist dedicated to all things crime.
- “Real People. Real Stories,” which focuses on gripping personal stories.

Abroad, there are dozens of other editorial options, like “Soccer in the UK,” “Personal Finance in Brazil,” “Parenting in Mexico,” and in Germany, “Sport, Sport, Sport.”

If their track record with music playlists is any indication, then this is just the beginning of contextual playlist innovation.

As you watch for them, remember not to limit your expectations to things you've seen before. 📌



Gadgets, Gizmos & Gear

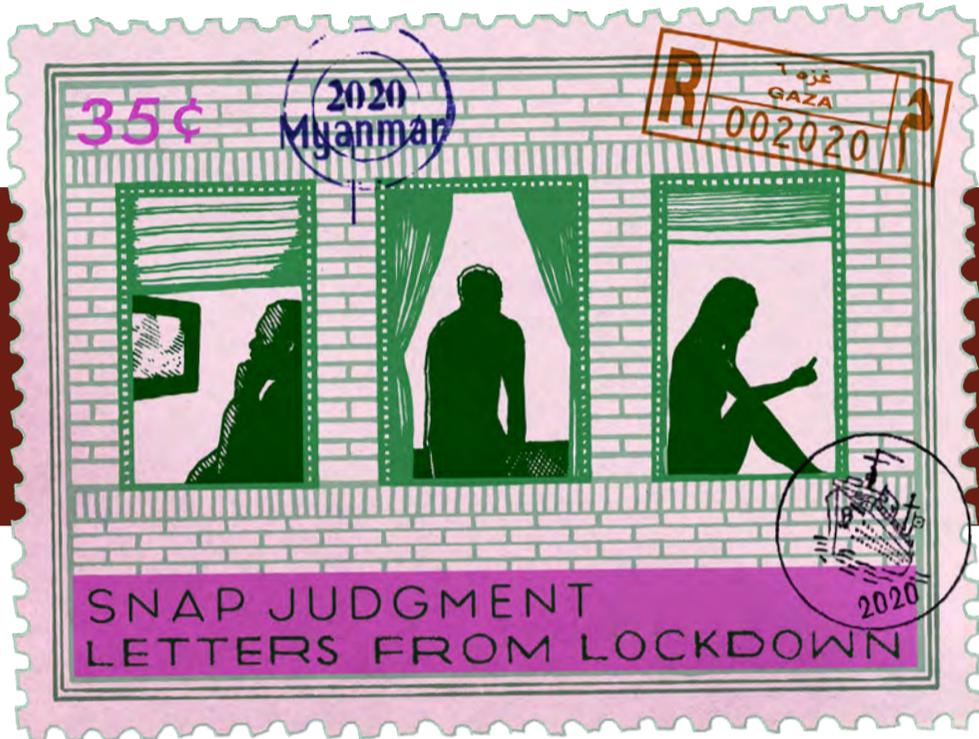
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Got a Gadgets, Gizmos & Gear suggestion?

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LETTERS



FROM

LOCKDOWN



The sheltering pandemic lifestyle has many of us trying new activities to keep our minds and bodies at peace while we isolate. Watching *Planet of the Apes*—all FIVE from the original 1968-1973 series (yes, they released five in a six-year span), attending Zoom trivia night (mastering the just-out-of-frame Google search), and listening to podcasts (duh)—are just a few ways I (and a thousand of my closest friends) have passed time.

There is a sense that the quantity of time available now is greater (our calendar is like a Dali painting come to life), while the quality lacks in comparison to life before. It can

feel intimidating to have what feels like more time but nothing to show for it. As fellow podcaster Scott Galloway has been reiterating, “A crisis is a terrible thing to waste.”

So, the quest for quality begins. As we embark, confronting the personally unknown, it helps to remember that our current reality really isn’t new.

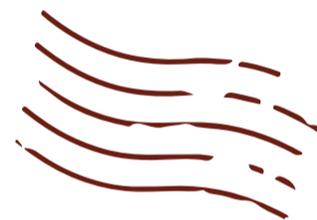
Inspired by quarantine, [Snap Judgment](#), a podcast and radio show from WNYC Studios, brings listeners a new series, “[Letters from Lockdown](#).” The stories offer bits of wisdom from people around the world who share a common thread: this is not their first lockdown, whether due to illness, wartime confinement, isolation at sea, etc.

Hosted by powerhouse [Glynn Washington](#) and composed of a hardcore group of producers, musicians, and creatives, Snap Judgment uses their brand of storytelling (“storytelling with a beat”) to provide listeners with advice and hope in this time of uncertainty. As Glynn noted, “*Many of us are looking for guidance on how to navigate a world turned much, much smaller.*”

The series was sparked by radio producer Naomi Zeveloff who sought practical and/or philosophical advice from people who have lived through closures before. Connecting with a friend from Gaza, the friend laughed about the idea of Americans rushing to stores for toilet paper. “*Don’t get toilet paper,*” she said. “*Get beans!*”



**As we embark,
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Zeveloff pitched the idea to *Snap Judgment*’s Shaina Shealy and Anna Sussman about targeting the moment, using raw voices, getting real lockdown stories, and turning them around with immediacy. Knowing the stories needed to be digestible for people who don’t always connect with podcasts, too, each installment has multiple stories and runs under twenty minutes. Although *Snap Judgment* is known for long-form narrative storytelling, “*We are not against breaking format,*” Snap Managing Editor Anna Sussman said.

When asked about “Letters from



Lockdown,” Sussman said, “We thought it would be a great way to share some love and support between listeners around the world, through stories. We knew we wanted to continue to produce our regular Snap programming, to continue to give listeners meaningful entertainment, but we also wanted to let folks know we are with you. We are all in it together.”

Stories are carefully chosen to inspire listeners—like that of a woman who lived through war and siege in Gaza. During her [lockdown](#), she found a way to drown out the sounds of rockets with her own voice and poetry. The series also tells the [story](#) of a woman who grew up in an ultra-orthodox Jewish community in Brooklyn where her then-husband isolated her from friends, family, and activities for nearly two decades. Through love of dance, she proves her spirit could not be contained by four walls. Another [telling](#) centers on a man from Yemen who was detained at Guantánamo for fifteen years, surviving the brutality and isolation of a detention camp. These people—and the others portrayed throughout the series—persevered through lockdowns often much worse than our own.

“For me, the most important takeaway from these conversations is a reminder of my own power during this pandemic,” says Snap Producer, Shaina Shealy. “I have the power of choice. I can choose to beat myself up for eating popcorn and watching Netflix while so many people are suffering, or I can choose to indulge during my time in solitude. I can cry about the weird new bangs I gave myself, or I can laugh about them. I can allow myself to feel all the emotions. And at the end of it all, I’ll have learned something new to carry me into the next chapter of life.”

The “[Letters from Lockdown](#)” stories are impactful and uplifting, and have the potential to positively change a cooped-up mindset. So, if you’ve already watched ALL of the *Planet of the Apes* and find yourself doing a little soul searching, look no further... just listen. 🎧



Contributing Editor

Marisa Dodge
 Digital Producer
 Snap Judgment + Spooked

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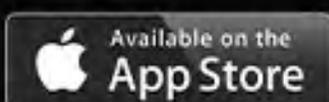
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COMMUNICATION—

More Than Just Talk



Imagine a crowd of tourists viewing a picturesque landscape. Although the entire group beholds the same scene, each person sees it just a little differently. Why, you might ask?

Because each person has a different vantage point. You see, no two persons are standing precisely at the same location focusing on the exact same portion of the

breathtaking scenery at any given time. Rather, each person is intrigued by and in admiration of the part that speaks to his or her own soul.

The same can be said for people listening to David Pembroke's podcast, *GovComms – The Future of Government Communication*.

“When people tune into my podcast, I want them to learn from my guests’ stories. I think that’ll be different for every listener, because we all come to it with a unique set of needs, skills, and understanding,” Pembroke said. “But I hope every listener picks up on how they can organize their team better, how to structure their teams, how to acquire new skills, and how they can learn from their own audience.”

The mission of *GovComms – The Future of Government Communication* is to help government communicators learn how to be effective from their colleagues, so they can execute their own mission to strengthen communities and improve the wellbeing of their citizens.



“My podcast is about having conversations,” Pembroke explained. “I want people who work in government to hear their colleagues and learn from them. Anyone in government who is interested in being more effective in his or her role, or who wants to improve his or her communication, should listen.

“With the COVID-19 pandemic, government now has a great opportunity to better communicate—to become more modern and skilled in how they let citizens know exactly what they’re doing. We’ve gone from an era of broadcast to narrowcast. In the past, media companies told us what to consume and when to consume it. But now, every citizen has control of that information in the palm of their hands.

“That’s why podcasts are so powerful. I believe every government department should have one, so they can tell their stories more effectively. Government must put the needs of its citizens, now more than ever, at the heart of what they’re doing, and they need to be more transparent in doing so.”

Pembroke was born and raised in Sydney, Australia. He started his career in marketing, working for a time for the American multinational conglomerate corporation 3M. But he always wanted to be a reporter, so he became a political correspondent for the Australian Broadcasting Corporation (ABC). He moved to Canberra, Australia’s capital, and spent four years in the Federal



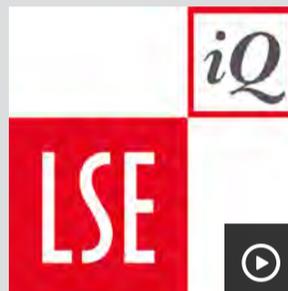
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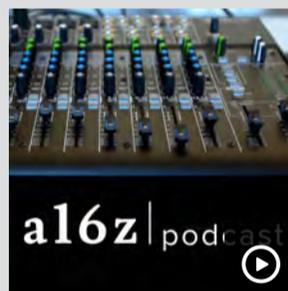
PIVOT

Recode’s Kara Swisher and NYU Professor Scott Galloway offer sharp, unfiltered insights into the biggest stories in tech, business, and politics. They make bold predictions and bicker and banter like no one else.



LSE IQ

A monthly podcast in which asks some of the smartest social scientists—and other experts—to answer intelligent questions about economics, politics, or society.



A16Z

Tech and culture trends, news, and the future – especially as ‘software eats the world.’ Featuring industry experts, business leaders, and other interesting thinkers and voices from around the world.

“When people tune into my podcast, I want them to learn from my guests’ stories.”



Parliamentary press gallery, similar to our White House press corps. In the late 1990's, he left his political correspondent job to start his own company, contentgroup.

“Some of the best advice I’ve ever gotten, I received from my father,” Pembroke shared. “He said, ‘Start your own business when you feel like you can’t.’ In his view, the best way to control one’s future was by starting a business. He was a child of the depression, and he took a big risk and bought a hotel (in Australia, they’re called ‘pubs’). And he was very successful. He started out in life with nothing and ended up a very wealthy man. I launched contentgroup in 1997, and his advice has proven true, because I’ve had a very happy life. I’ve been able to use my business to support the life I’ve always wanted.”

contentgroup is Australia’s most experienced communication agency for the government and public sector. For two decades, contentgroup has been helping its clients tell stories, influence change, and

“With the COVID-19 pandemic, government now has a great opportunity to better communicate—to become more modern and skilled in how they let citizens know exactly what they’re doing.”

strengthen communities. Their evidence-based content communication framework helps government and public sector organizations to communicate policies, programs, services, and regulation with maximum impact.

Pembroke is married with three children—two girls still in high school and a boy about to begin his teaching career. In his downtime, he loves listening to podcasts and reading books like *The Road from*



Coorain by Jill Ker Conway and *Man’s Search for Meaning* by Viktor Frankl.

“After I read Conway’s book, I thought, wow... anything’s possible. She was born in the Australian outback and went on to become the first female president at Smith College in the United States. As for Frankl’s book, there really are no words. It shows the triumph of the human spirit to survive.”

Going forward, Pembroke would like to see government become content marketers, creating useful, relevant, compelling content in the way that citizens like to consume it—via podcasts.

“Government should create their own channels and speak in ways that people understand. Government must become more audience centered. Content marketing, or content communication, has to become the beating heart of every government organization everywhere in the world. No matter where we are in the world, we all want the same things. We have the same needs, concerns, and worries.

“What people want from government is useful, relevant, and consistent content to meet their needs, answers their questions, help them live better lives, and be better citizens. The big test of government throughout the world over is to make sure they create content that’s relevant, and that people will want to actually look at it. That’s what contentgroup does. We help our client’s craft messages that people want to hear.” ⓘ



Government Category Director

Meiko S. Patton
government@podcastmagazine.com
The Meiko Show 🎧

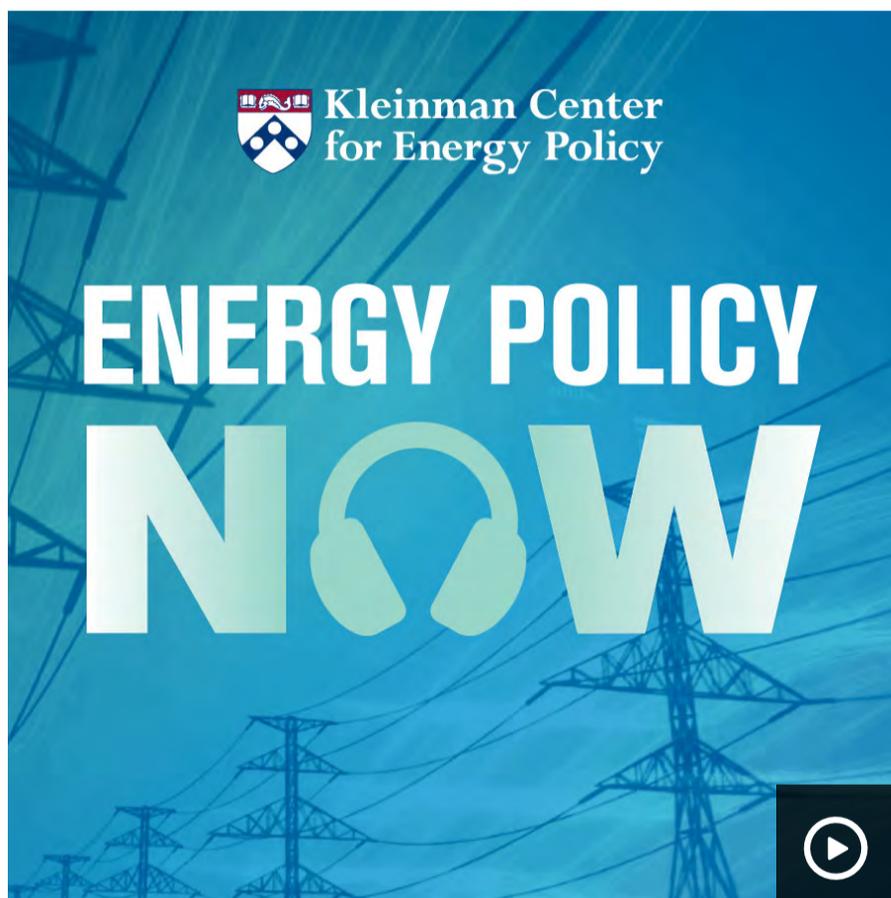
Got a Government Podcast suggestion?

Let us know! >



UNDER THE RADAR

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



ENERGY POLICY NOW

If you're like most people, you don't think about energy. But, without it, we couldn't drive, live in our homes, or even eat food.

Energy gives us the ability to turn on our lights, power our electronic devices, and binge-watch *Netflix*.

Energy affects our daily lives, but most of us take it for granted. But what if, during COVID-19, we had no energy? One of the scariest aspects of that scenario is how it would render us oblivious to what we needed



to do to stop the spread of the virus.

That's exactly why the *Energy Policy Now* podcast, hosted by Andy Stone, should be on your playlist.

Energy Policy Now, a series produced by the Kleinman Center for Energy Policy at the University of Pennsylvania, discusses policy issues that define our relationship to energy and its impact on society and the environment.

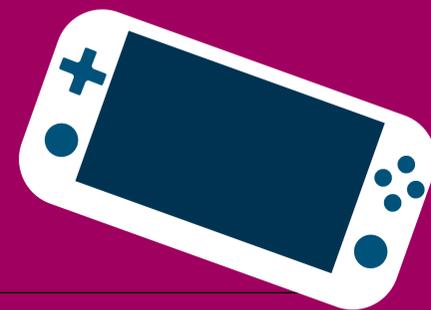
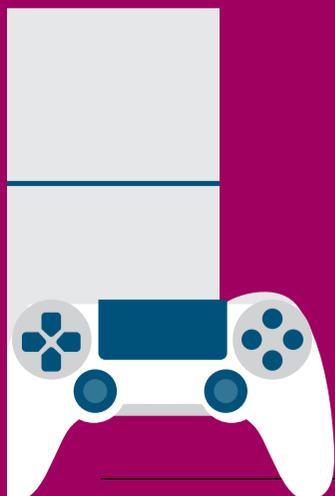
An avid listener left a compelling review that sums up the podcast well: *"This is a fantastic podcast. Host Andy Stone is an agile, knowledgeable interviewer, and his guests include an array of well-placed sources plugged into the energy and environmental scene - including the former mayor of a troubled coal town, an air transportation expert, and a lawyer who can tell you why lithium ion batteries hold the key to the future. Energy policy affects all of us. Listen."*



THE PSYCHOLOGY BEHIND THE GAME:



Applying Larger Fundamental
Truths About Human Behavior
in Gaming and in Life



It's a podcast about economics. It's a podcast about marketing. It's a podcast about customer experience. No... wait... it's *actually* a Leisure category podcast about the psychology of video games!

Jamie Madigan hosts *The Psychology of Video Games Podcast*—a somewhat unique entry in the Video Games category on Apple Podcasts, and well worth the listen. Airing monthly, it brings together experts from all aspects of the gaming industry to discuss how psychology applies to video games as a whole. Occasionally, the discussion will revolve around a popular game, like the longevity of *Dungeons and Dragons*, or the user experience behind *Fortnite*. Usually, though, episodes are based on the psychology of the games overall.

Jamie's love of video games goes way back. "I grew up an arcade rat," he said. "I played every day." Truth be told, not much has changed in that way; Jamie still plays weekly, if not daily.

His challenge, then, was to try to marry his love of video games with his fascination of psychology. To that end, Jamie earned a doctorate in the field of industrial organizational psychology, which basically means (as he puts it), "We make work suck less."

Meanwhile, Jamie began realizing that video games use the same systems in game after game, and players tend to behave the same way in all of them. Jamie also came to notice similarities in the way the games were marketed and sold. Eager to share the connections he was making, Jamie

**"I grew up
an arcade
rat. I played
every day."**



started blogging about six years ago. He quickly built an audience, and in 2015, *The Psychology of Video Games Podcast* was born as an outlet to provide high-quality content to his followers ("Truthfully," Jamie said, "creating YouTube videos just seemed too hard!").

Now, Jamie shares his views on video games and psychology being "a perfect match" with a much broader audience.

Episodes are not typical to podcasts found in the Video Games category. Whereas most other podcasts focus on specific games or game-related news, Jamie brings in experts in the field who have vast and differing experiences working in the world of video games to dive into the systems and "back ends" of the games they feature.

Most recently, Jamie interviewed an economics expert who went into the field



“We use psychology to make work suck less.”



because of a video game he played in high school. After discovering a work-around for buying and selling the tools needed to play the game, the expert used economics to “make more” in the game— setting up a co-op to build more tools. This earned him the title of “villain” in the game, but later, in college, he was encouraged to bring back the notes he took from that experience and use them in his work toward earning an economics degree.

In addition to the episodes that explore the mindset behind some of the more famous games, Jamie and his guests also investigate ramifications of video games, as exemplified in an interesting episode on avatars and our interpersonal relationship with them. The use of avatars from video games has now carried over into our everyday lives and digital world. How we form our personal avatars, and the care we take in doing so, stems from

the video game’s ability to mold our avatars the way we see fit, along with the interaction we have with them.

Jamie also explained how video games are much more involved, psychologically speaking, than we may think:

“They actually employ social and cognitive psychology as well as consumer and industrial psychology. Our podcast covers all forms of psychology, as well as how video games can promote sound business principles in the way they are marketed and developed. Listening to many of the episodes will help business owners examine other aspects of their business in a new light. The podcast can also help calm parents’ fears about their overactive gaming children, and provide them with the ways in which the games might actually be good for them.”

When it comes to choosing his guests, Jamie looks for “academic types,” loving his conversations with “old-school academics” he often meets at conventions or reaches out to after reading academic journals.

The Psychology *of* Video Games



“People love to talk about what they do,” Jamie said, and typically, *“the researchers and behind-the-scenes types do not get to talk to their mainstream audience often.”*

Jamie is a huge fan of listening to other podcasts, too. He keeps up with his industry by tuning in to a variety of game-related shows, including *The Giant Bombcast* and *The Giant Beastcast*. *You Are Not So Smart* is a psychology-related podcast hosted by David McRaney, and *Work Life*, hosted by Adam Grant (an industrial psychologist) are two more of his favorites. He also enjoys honing his writing skills by listening to *#amwriting*—a podcast co-hosted by Jessica Lahey, KJ Dell’Antonia, and Sarina Bowen.

For Jamie, podcasting has become even more than a medium to reach his audience. It’s opened the door to speaking engagements, panel discussions, and lectures at gaming conventions. Thankful for the time freedom it allows (being able to do what he wants with it on his own timeline), it has also led to the fulfillment of one of his bucket list items—his first

traditionally published book entitled *Getting Gamers - The Psychology of Video Games and the People Who Play Them*.

Clearly, doing so sparked his writing flare even more, because his next book, *The Engagement Game - How Your Workplace Culture Should be More Like a Video Game* is set for release in August 2020. This one dives into what video games can teach about employee motivation and engagement, continuous improvement, and employee learning and professional development.

“My podcast has been great for building a platform for my books, too,” Jamie said. And it makes sense; with an impressive 4.9 out of 5-star Apple Podcast rating, avid listeners likely can’t wait to get their hands on Jamie’s books.

This gamer, expert, podcaster, author, and husband is also a dad to two avid video gaming fan daughters! His eldest enjoys online competitive games while his younger daughter loves the social aspects of the game play.

This Father’s Day, if he isn’t playing alongside his girls, you’ll likely find him spending quality family time watching movies and tv. 🎧



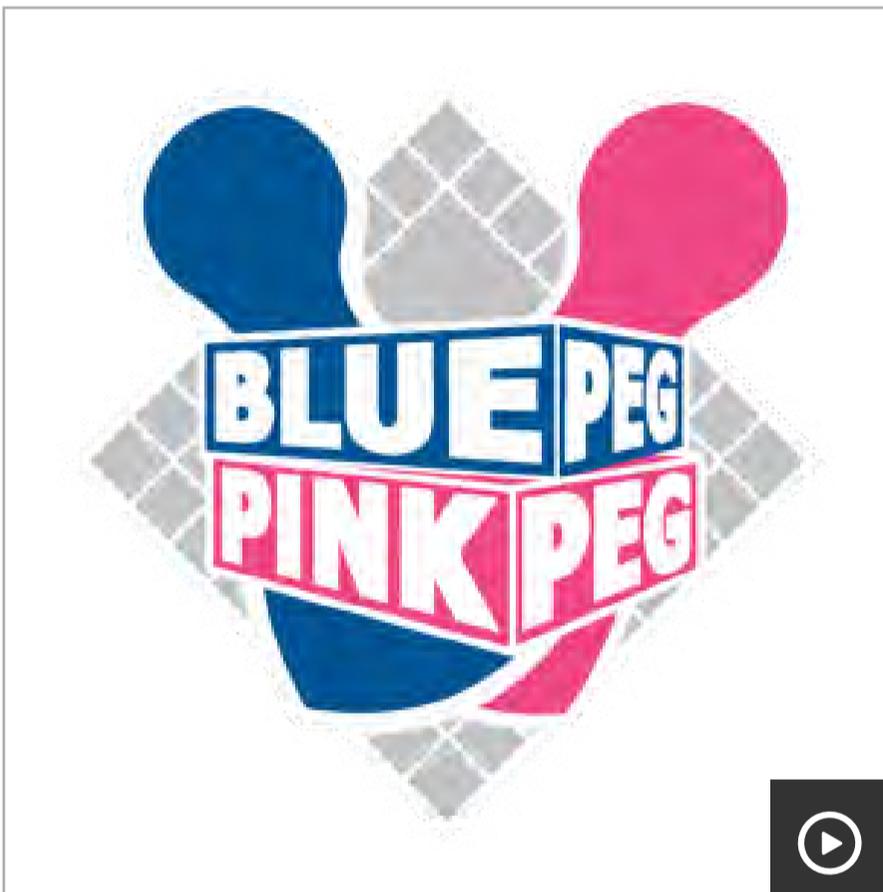
Leisure Category Director

Lori Lyons

leisure@podcastmagazine.com

OVERRATED

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



BLUE PEG PINK PEG

I admit, I've been hesitant to write an overrated review because, well... these are Leisure podcasts! They are born out of a love of anything related to hobbies, games, home, garden, and... you get the idea. These shows are focused on things and/or activities we typically do for relaxation or distraction.

But then I discovered the *Blue Peg, Pink Peg* podcast.

Usually, when reviewing a leisure podcast, I will listen to at least five or six episodes,



from various publication dates throughout the evolution of the podcast.

In this case, I started with the most recent episode—169. I was immediately turned off by the *very loud* music that overtakes the introduction. Yes, it was catchy and fun, but just TOO loud. The good news is that it totally drowns out the annoying episode introduction, which is equally loud and screeching as the hosts take turns yelling to talk over the loud music.

Once the podcast starts, it's actually much better. The three hosts speak in normal voices and impart good information. They are animated, and the relationship between the hosts is easily identifiable. They do tend to go back and forth between “normal conversation” and screeching—at least, that's how it seemed to me. Games *are* exciting and fun, after all... so it is perhaps possible that this reviewer is simply mistaking excitement for screeching. 🗣️



PATRICK HINDS IS 'OBSESSED'!

Joining Forces with Skye Borgman on the Documentary Sensation, *Abducted in Plain Sight*

Patrick Hinds is a true-crime fanatic.

Co-host of the very successful *True Crime Obsessed* podcast with Gillian Pensaville, he punned, “I’m ‘obsessed’ with podcasts. I listen to about 30 hours per week.”

Eventually, his avid listening became motivation to create a true-crime-based show that didn’t yet exist, complete with a touch of humor. “That was the genesis of *True Crime Obsessed*. If nobody listened, we would have stopped after ten episodes.”

People listened, indeed... and about 18.7k of them have left an average of a 4.6 out of 5-star rating, according to Apple Podcasts.

It might not come as a total surprise, then, that he absolutely had to launch *Obsessed with: Abducted in Plain Sight*—a separate podcast based on the well-known and controversial documentary about the kidnapping of Jan Broberg.

Yet one might wonder what inspired him to take on an entirely separate show—the first on his own Obsessed Network—



“The director of the biggest documentary on Netflix reached out to us. We were really honored.”

rather than just run a series about the kidnapping on his existing podcast.

The answer? Skye Borgman—director and co-producer of the *Abducted in Plain Sight* documentary—wanted to team up.

Meeting with both Patrick and Skye via video chat, Patrick proclaimed joyously, *“The director of the biggest documentary on Netflix reached out to us. We were really honored. We also really liked the movie, so Skye and I stayed in touch.”*

Having already listened to all of the episodes of their show, I knew my conversation with these co-hosts would be anything but boring.

With the Fathers’ Day theme for this issue of *Podcast Magazine* top of mind, I began by asking Patrick how covering true crime affects him as a dad.

“Anything that has to do with missing kids or kids getting hurt affects me on a deeper level,” he answered. *“Working*

with Skye on Obsessed with: Abducted in Plain Sight was a challenge, since it is about the abuse of a young girl. Having a six-year-old daughter, I can’t help but take it a little more personally.”

To say *Abducted in Plain Sight* is a “strange” story is quite an understatement. In essence, it’s about a girl who was kidnapped not once, but twice, by the same neighbor, Bob Berchtold.

Whether watching the documentary or listening to the podcast, listeners experience a myriad of reactions as the details unfold. *“Everybody brings their own perspective,”* Skye agreed. *“It is a shocking story. Every range of emotion you can possibly think of, I had myself while covering it.”*

Skye started working on the documentary in 2014 when her (now) co-producer, Stephanie Tobey, happened upon the memoir *Stolen Innocence: The Jan*

Broberg Story, published by Jan and her mother. “*Stephanie was completely obsessed with the book. Get it? ‘Obsessed,’*” joked Skye. (And yes, we all had a pretty good laugh.)

Looking into the details, Skye determined the story was one she definitely wanted to tell. “*I wanted to figure out how something like this could happen,*” she exclaimed. In fact, the Broberg’s tale would go on to dominate a good portion of that decade of Skye’s life.

Patrick and Skye were able to finally meet in person at CrimeCon in New Orleans in June 2019. “*We had a conversation on this perfect New Orleans night,*” Patrick reminisced. “*It was midnight, pouring rain, and we were at this quiet bar. Skye told us all these stories about things that got left out of the movie—plotlines, expert testimony, audio journals that didn’t make it into the film. There was just so much more story to tell. We were definitely inspired.*”

Both ready to deep dive into the story that had become a huge documentary phenomenon, the two joined forces to co-host the new show.

As a listener, I can attest to it being difficult to not let this case consume you. Take, for example, some of the bizarre facts surrounding it. Patrick chimed in with what was his biggest shock:

“*I think it was waiting an entire weekend to call the FBI,*” he said. After it was obvious their daughter wasn’t going to be returned home by their neighbor, Jan’s

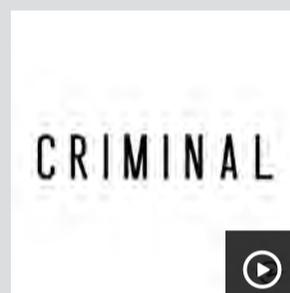
PATRICK

listens to



POD SAVE AMERICA

Four former aides to President Obama—Jon Favreau, Jon Lovett, Dan Pfeiffer and Tommy Vietor—are joined by journalists, politicians, activists, and more for a no-b***** conversation about politics.



CRIMINAL

Stories of people who’ve done wrong, been wronged, and/or gotten caught somewhere in the middle. We are a proud member of Radiotopia, from PRX, a curated network of extraordinary, story-driven shows.



THE PITCH

Real entrepreneurs pitch to real investors—for real money. Each episode takes listeners behind closed doors to the critical moment when aspiring entrepreneurs put it all on the line.

parents were quoted as saying they “*didn’t want to bother*” authorities. “*So, the dad figured, ‘I think I’ll wait ‘til Tuesday,’*” Patrick quipped.

“*People walk away from the movie with a lot of questions,*” added Skye. So, a podcast dedicated to the Brobergs’

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account seemed like the next logical step. *“It was the perfect world to expand on this story.”*

Patrick expounded on the creative process of the show. *“Podcasts can be any length. They can be any style. The podcast we ended up making was different from the one we originally thought we were going to make when we started. That happens in podcasting, and I love that flexibility. The timing was right too, as the premiere of Obsessed with: Abducted in Plain Sight coincided with the one-year anniversary of the film’s launch on Netflix.”*

Instead of simply taking a chronological approach, each of the four episodes Patrick and Skye produced approach the story from a different angle. *“We narrowed it down to ‘buckets’ of information Skye had that the audience had been interested in,”* Patrick commented. Those “buckets” morphed into four distinct perspectives: the one-year-later retrospective from the introduction of the documentary, a profile of the kidnapper, a deeper focus on the parents, and a review of how the film was made.

The 4.9 out of 5-star rating from over 2000 reviews speaks to how successful those episodes were in reaching listeners.

And the Obsessed Network is just getting started! *“I can’t say too much about it, but the network is expanding and growing really fast,”* Patrick grinned. *“We’re just trying to keep up with its momentum.”*

It’s a good bet that one of the Obsessed Network’s biggest fans—Skye Borgman—will be the first to tune into Patrick’s new shows. She apparently has become a true-crime fanatic, too! 📍



True Crime Category Director

Kenneth C. Bator

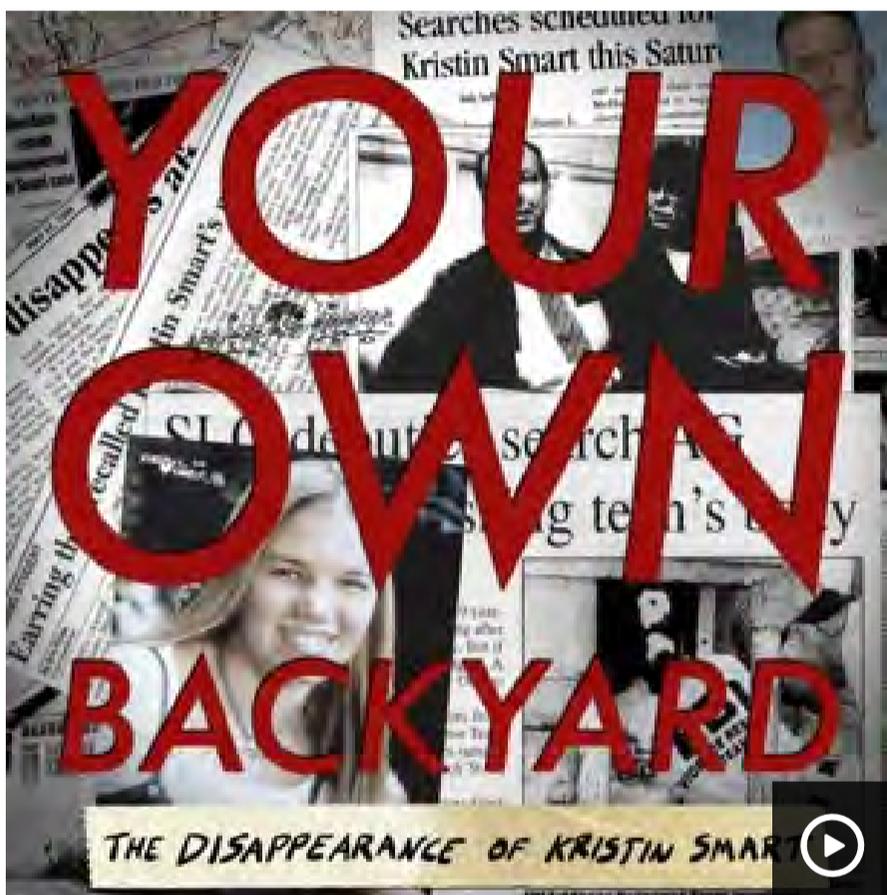
truecrime@podcastmagazine.com

Cool Culture Corner 🎧



UNDER THE RADAR

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



YOUR OWN BACKYARD

This Fathers' Day, daughters and sons young and old will celebrate with their dads.

Unfortunately, Stan Smart won't be one of them. He won't be able to visit with or receive any calls or cards from his daughter, Kristin.

Because she has been missing for over two decades.

Host of *Your Own Backyard*, a documentary podcast series investigating the 1996 disappearance, Chris Lambert superbly digs into the details of Kristin Smart's case.



From an entertainment perspective, Lambert does a terrific job drawing the listener in right from the very beginning. You can feel his empathy for the family, and everything (even the music) in the show makes you eager to tune in to the next episode.

Living in Central California near the area Kristin was last seen nearly a quarter of a century ago, Lambert's genuine interest in the case is apparent.

More importantly, podcasts such as *Your Own Backyard* play an important role in keeping cold cases in the public eye. In fact, on April 22, 2020, CNN reported that, "Investigators in the case of Kristin Smart found 'items of interest' in a search carried out [that day]" after suggesting that Lambert's 2019 podcast "attracted public interest" in the case.

And perhaps most importantly, podcasts like Lambert's give parents like Stan and Denise Smart another avenue to hopefully find some closure. 🎧

 THE PROFESSIONAL PODCASTER

3 WAYS PODCASTERS GET BIG NAMES ON THEIR SHOWS



Interview-based podcasters are always looking to chat with *the* most interesting people and up-level their shows. Many have high hopes of getting A-list celebrities in their category as featured guests for their audience.

When they do, the podcaster often benefits from a bit of a credibility and branding boost. It also opens the door to bringing additional bigger-name guests on their show—initiating a kind of snowball effect.

Unfortunately, most podcasters don't have a great strategy to get the attention of those celebrities, though, or the know-how to get them to say "Yes!"

The good news is that it's much easier to get those big-name folks on your show than you might believe. After all, podcasts are online "stages," and influencers are always looking for the next best stage they can appear on to boost their own brand.

The key: having a solid strategy to outreach, connect with, and foster relationships and gain the trust of potential guests, so they commit to your show.

It's time to dig into some of the more popular strategies podcasters use to get celebrity guests on their shows.

Strategy 1: Relationship Focused

Podcasts are all about relationships. At the end of the day, it's just people talking to people and sharing the conversation with other people, after all!

Approaching podcasting with this principle in mind can go a long way.

Providing the most value to your listeners is of course incredibly important. But following up with previous guests and people in your network is one of the most important "tenets" of podcasting.

For example, we recently interviewed one of the podcasting greats, Jordan Harbinger, on the *Hustle and Flowchart* podcast to dig into this very topic. He is very relationship focused in *everything* he does.

Jordan's approach to maintaining relationships is to add them to his CRM, Contactually, and then keep in touch by contacting them once every ninety days or so. He believes doing so is the only way to maintain a successful relationship.

And guess what? He gets recommendations for big name guests from people in his network all the time!

Guest booking has also become a lot easier for him, as well, because publicists know he's really easy to work with. In fact, being relationship focused even led him to his interview with the late, great, Kobe Bryant.

The idea is to *give without the expectation of expecting anything in return*. Eventually, some of your relationships will result in profits from transactions. Along

The key: having a solid strategy to outreach, connect with, and foster relationships and gain the trust of potential guests, so they commit to your show.



the way, be sure to help your followers out along the way, and stay top of mind.

Strategy 2: Go to Them

Many times, if you want to find the big names, it's best to go to where they hang out.

As an example, we interviewed Dustin Mathews of the *Get WealthFit* podcast. Dustin has interviewed many celebrities, including Danica Patrick and Dennis Rodman.

Each of Dustin's interviews took place in-person, making it easy for the celebrity



to say “yes.” In the case with Danica, Dustin traveled to New York to attend a conference because he knew she would be there. He had some chats with her team prior, and was able to secure an interview with her. He shared that interview with his audience and got a lot of attention.

Sometimes, it’s a good idea to find out which events the A-list celebrities you’re interested in are hanging out at, and coordinate a way to meet up with them to record. Remember, you just need to ask and show up!

Strategy 3: The Dream 100

Another strategy that is extremely effective is something we call “The Dream 100.” We created it ourselves based on a concept by Chet Holmes and influenced by our friend Roland Frasier.

The idea is to make a list of the top 100 people you would love to have on your podcast as guests. The list should be comprised of 80% of people who are a connection or two away from someone in your existing network (easier introductions), and 20% “moonshots”... the Elon Musks and Oprah Winfreys of the world.

Add all names into a Google Sheet (this is important). Then, add a small description to the top that explains why the list exists and that introductions are welcome to feature them on your podcast.

Assuming that you (the podcaster) use a Google-based email like Gmail, you then add a link to the Google Sheet to your email signature. The reason this is powerful is because whenever a podcaster

sends an email with the link in their signature, Gmail will attach the Google Sheet to their email. In other words, it will automatically show the Dream 100 list to each person who receives the email!

So, whenever a podcaster with this setup sends an email to anyone in their day-to-day email conversations, the Dream 100 sheet will show up to the recipient. Because it’s an attachment, people are curious, click on it, and can easily end up making introductions.

From our experience, this is THE easiest way to automatically get introductions to many people on that list. It’s worked for us; we’ve connected with many of the biggest names on our Dream 100 list through this exact process. We receive about two to five introductions per week just because we use this process and tell people about it!

Perhaps the most important strategy to remember of all when trying to get A-list guests on your podcast is to communicate and put yourself out there.

Inherently, podcasting is a long-term build up. Most podcasters can’t kick off a show with the highest sought-after guest on their lineup. But, with great relationship skills, a commitment to value, and authentic, clever, helpful follow up, the sky’s the limit when it comes to who you can feature. 📌



The Professional Podcaster

Matt Wolfe & Joe Fier
propodcasters@podcastmagazine.com
Hustle and Flowchart 📌



THE ACCIDENTAL PODCASTER

Inspiring Fathers to Become First-Class Dads

So, a fellow with four kids, a full-time job as a railroad diesel engine mechanic, and a weekend Uber driver decides to start a podcast to show his kids what it takes to make a worthwhile contribution online.

Simple premise, right? Just show the kids the “why’s” and “how’s,” get them started, and job done. Cool motivation. Cool Dad. Alec Lace’s two boys were excited about the idea, too. They’d make a couple videos and become YouTube stars! *Easy*, they thought. And *very cool*.

Not YouTube savvy, Alec recognized that overnight viral sensations on YouTube were a “thing,” albeit rare. He set out to get up to speed on what really goes into it. Who knew what would grow from simply being an interested, involved, and supportive Dad!

As he researched, Alec discovered podcasting. It seemed a “doable” way to model the dedication, thought, and planning such an undertaking would require of his boys. He could use it



PODCAST MAGAZINE'S

TOP 50

Dads In Podcasting!

Check out *First Class Fatherhood* in our First Annual **Top 50 Dads In Podcasting** feature!

See the full list >
p.10



“...I had a message about fatherhood that I wanted to get out there.”

as an experiment. A demonstration. Just what an amazing Dad would do, right?

“I figured this is a good way for me to put something out there to show them how to invest work into a project. Plus, I had a message about fatherhood that I wanted to get out there.

“Driving Uber on the weekend, I hear so many young men with a negative outlook on fatherhood. When I tell them I have four kids, they look at me like I have four heads. They seem to have the idea that becoming a dad and a family person would ruin their lives—it’s something they want to put off until much later in life, if ever at all.

“I wanted to put the message out there that, ‘Hey, this is the greatest thing that’s ever going to happen in your life! It’s something to embrace and go after!’ So that was the whole premise of the podcast. That became my mission: to try to change that whole negative narrative

on what fatherhood and family life was really all about.”

As if by magic, *First Class Fatherhood: A Podcast for Pops* made its debut, and now, just two years later, it’s going strong with over 40K downloads per episode of its over 340 episodes in just two years. Not only is Alec Lace a dedicated Dad, but he’s obviously an amazingly dedicated podcaster, too, interviewing celebrities and men sporting the nine-to-five lifestyle, military and civilian.

Why the name?

Alec’s Dad was fifty years old when Alec was born. A backup singer for Eddie Fisher in the 50s, he shared old movies with Alec as a child. One stuck with him: *Brother Orchid*, with Edward G. Robinson and Humphrey Bogart. Robinson, a gangster, laid low in a monastery after pulling a job. He’d been shot, and watched the monks living simple lives of service

as he recovered before returning to a life of crime.

The movie made an indelible impression on Alec, who said:

“At the end of the picture, the gangster comes back into the monastery and says, ‘You know, something? I was once a guy that was always looking for class. I went halfway around the world trying to find it, because I thought that class came in nice clothes, fancy jewelry, and big money. But I realized something... that this is the real class—you people and service before self.’ That’s the real first-class position in life. And that’s why I decided to call my podcast, First Class Fatherhood.”

Inspiring! From Deion Sanders, Tom Brady, and UFC president Dana White to Navy Seals, Alec also interviews men with multiple jobs, big businesses, and side hustles to give listeners a broad view of attitudes toward life and fatherhood. He dives deeply into what motivates them, what drives them to be stand-out models for their children, and what they had to go through to recognize their influence in their roles.

Sometimes raw and vulnerable, guests share shifts in their lives that made them into who they are today—focused on the legacies they offer their kids—not in terms of cash and success, but in being human, kind, motivated, and real. Love Alec’s attitude!

“I’ve had the honor of interviewing so many men making a difference, too. It’s like you think, ‘Wow, look at that guy. If I could only be like that guy.’ And then you get a chance to hear him say, ‘You



Lace has interviewed hundreds of dads in his quest to dispel the negative narrative of fatherhood.

want to be like me? I love being a father.’ It gives them a chance to hear a positive fatherhood message from somebody they do idolize for another reason. And that segues into ‘Hey, look! This is a guy who really loves being a dad, and it’s the most important thing in his life. There must be something to it.’”

Yes, Alec, you’re right. There’s something to it! You give your listeners new perspectives, inspiration, and motivation to think deeply about a father’s contribution to the lives of his children, and about the positive possibilities in being a role model. Impactful. There’s definitely something to that. Well done! 🗨️



Kids & Family Category Director

Dr. Rhoberta Shaler
kidsandfamily@podcastmagazine.com
Save Your Sanity: Help for Toxic Relationships 🎧



UNDER THE RADAR

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



THE GOOD THINGS IN LIFE FOR KIDS WITH DISABILITIES

Advocating for children with intellectual disabilities is Genia Stephen's passion. No wonder her podcast is called *The Good Things In Life!*

That's just what she wants for them.

Knowing what is possible, where to find it, and how to advocate for your special needs child is easier with the help and support of those who have already done it. Genia has walked that path.



Her sister and son both having intellectual disabilities, she has the experience and expertise to know exactly which guests, topics, and discussions speak to the heart of issues common to parents of differently abled kids.

From rules at home to social roles to dealing with schools and your own exhaustion, Genia and her guests offer expert insights to optimize the day to day with and for your child.

One of the best things about the *The Good Things In Life* podcast is the feeling of being known. Hearing from people who know your journey—one that can be lonely, marginalizing, and isolating—is validating!

When you have a child with disabilities, your hands are full and time is at a premium. Knowing that Genia and her guests are right there with you, available for you in any spare moments, is the real joy of podcasting.

You're not alone. 🎧

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NICK LOPER

Master of the Side Hustle

Whether one is looking to earn more money, pay off debt, learn new skills, escape the rat race, or gain time freedom, the side hustle has long been a risk worth taking—and it’s created entrepreneurs all around the world. Ironically, when the hustle takes flight, it can replace one’s regular employment and the dreaded 40-hour work week, with the most demanding of bosses—oneself, and the occasional 14-hour workday.

That’s exactly how it went for Nick Loper—Chief Side Hustler at Side Hustle Nation, where he teaches aspiring and part-time entrepreneurs how to “*amplify [their] earning power*” by turning side hustle dreams into growing businesses.

And he’s definitely walked his talk.

As a college student, Nick had already been contemplating the ultimate goal of life: time freedom. Then, his roommate



handed him the book, *Rich Dad, Poor Dad*. It solidified his perspective and planted the seed of entrepreneurship within him.

“It opened my eyes even more to the idea of generating income from assets that cover your expenses. Once you do that, you’re free! That was really empowering for an impressionable 19-year-old youth,” Nick said.

To pay the bills while he went to school, Nick took a house-painting internship with a company called College Works Painting. It was Nick’s first taste of working for profits instead of wages, as he learned how to estimate jobs, hire (and fire) workers, handle customer service, and paint houses.

“I made every mistake in the book,” Nick said. *“There were headaches, but it was also very empowering. Everything was on my shoulders. It was up to me to figure out how to get it right. And I made it happen.”*

Nick went on to work in the automotive industry for Ford as a manufacturer’s rep. Fascinated by the automotive business, Nick said: *“Some of the dealers I worked with had been in business for generations. They had their charters signed by Henry Ford! It was really cool to walk in at 22 years old and play a sales role, going up against some of the best salespeople on the planet.”*

Still, this wasn’t the career path he could envision himself traversing for life. His



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Check out the *The Side Hustle Show* in our First Annual **Top 50 Dads In Podcasting** feature!

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innate entrepreneurial spirit left him with *“no desire to climb the corporate ladder.”* And although he had the constant desire to *“do his own thing,”* he faced the same dilemma so many budding entrepreneurs face: not knowing what that “thing” might be.

“I just needed that one big idea... that escape path,” Nick shared.

That path took the form of Nick’s original side hustle: a comparison-shopping site

for footwear. Nick explained this “*super random niche*” as an affiliate business that paid commissions for helping people get the best price on their next pair of shoes.

Nick knew not to quit his day job until he saw a track record of profit from the shoe business. When that profit reached the point of covering his fixed monthly expenses, he was confident he could spend the 40-50 hours a week he was investing in the day job working on his side hustle, quickly growing it to match the income he was making at Ford.

“One thing that was helpful in that process was that I wasn’t trying to replace a huge salary,” Nick explained. *“My clients come to me all the time saying, ‘I’m making a high six-figure salary. It’s going to be tough to replace.’ That wasn’t the case for me. I was probably making \$50,000 a year. So, I was pretty confident I could get there with the hustle.”*

After three years of dedicating his weekends to building out ads for new shoes inventory, and seeing direct results of that hustle, Nick finally quit his day job. Five years later, it was time for another side project: blogging and podcasting.

The topic? The side hustle, of course.

Pressured by those he was following at the time to host the show because “*podcasting is the future*,” Nick launched *The Side Hustle Show*. Within a year and a half, it became his main focus as the shoe business had been in a state of decline.

He has been self-employed ever since.

No matter your situation, and regardless of how big the dream... freedom is attainable.



The irony of turning teaching the side hustle into a full-time gig isn’t lost on Nick.

“It’s like the old joke, right?” Nick asked. *“How can I make money online? Teach people how to make money online!”*

The podcast, which covers all aspects of starting a business and making money (online and offline), including discussions around small business marketing, sales, websites, social media marketing, blogging, time management, and more, grew three times faster than his blog in its first year.

Now, *The Side Hustle Show* boasts an impressive 4.8 out of five stars rating, according to Apple Podcasts, and generates significant income via affiliate marketing and sponsorships.

Despite the implication of “the side hustle culture” (working 24/7 out of necessity), the term means something different to Nick. In fact, it was a baseball coach who imprinted the meaning on him:

“He said, ‘Look, you’re going to have bad days on the field. You’re going to have bad days at the plate. But hustle never slumps, right? This is the one element of your game you can control 100% of the time.’ That really stuck with me. I later realized that the side hustle is NOT something I need to work a hundred hours a week on. I can do it in the hours that I have to get control of my financial future and life.”

To that end, Nick’s show isn’t necessarily intended for those looking to make a quick buck to get out of desperate times. With so many people saddled in debt thanks to medical expenses, education costs, housing costs, and inflation, the side hustle is often viewed as a way of making ends meet. People sometimes get the idea that it will be an easy endeavor that produces fast results.

While that might be the case in rare situations, *The Side Hustle Show* is intended for those who are in the same position he was when working for Ford:



NICK

listens to



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MY WIFE QUIT HER JOB

Features small business entrepreneurs who are ‘killing it’ online. All guests bootstrapped their businesses and started their own ventures to improve their lifestyle.

“The bigger upside is to create something that can become something bigger than a second job.”

“Your earning potential is limitless. It makes sense to focus on that, and it’s definitely more fun.”

“My guests are generally early career professionals staring down the barrel of another 30 years of climbing the corporate ladder, thinking, ‘There’s got to be something else.’ They aren’t necessarily looking for results right away. Their mentality is to build something, and if it takes a while to get off the ground, that’s ok. The bigger upside for them is to create something that can become something bigger than a second job.”

Perhaps that “something bigger” speaks to the possibility Nick shares with his listeners. Recalling the need for escape he felt himself in his j-o-b-s, he aims to give others hope that there is a way out. No matter your situation, and regardless of how big the dream... freedom is attainable.

“Your earning potential is limitless,” he said. “It makes sense to focus on that, and it’s definitely more fun.”



Nick enjoying time with sons Max (4) and Gray (2).

On track to hit nearly \$400,000 in total revenue in 2020, Nick remains humble. Having received messages over the years crediting *The Side Hustle Show* with saving lives, he said, “You just never know who’s tuning in... who needs to hear your message. That’s what keeps me going every week.” 🎧



Founder/Editor-in-Chief

Steve Olsher
steve@podcastmagazine.com
Beyond 8 Figures 🎧



DOLEO: FROM EVERYMAN TO VIGILANTE

***An Original
Superhero Story***

The most shocking element of the scene before her was not the thick pool of blood puddled beneath her newly adopted son, nor was it the fact that the handle of her fabric scissors protruded from his abdomen. It was the tranquility painted upon on his face.



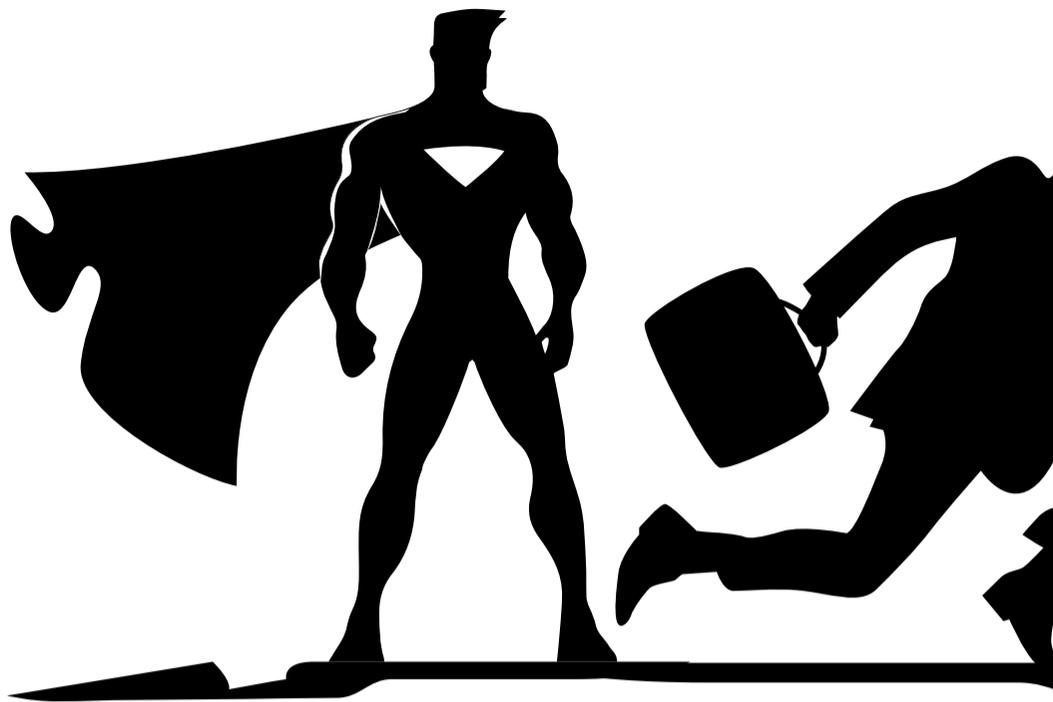
What happens when a normal person with a unique genetic condition that is both an advantage and a disadvantage becomes a vigilante?

That's the story of *Doleo*, an original fiction thriller podcast created by two brothers: author and producer Jared Cantin, and Josh Cantin, audio producer and narrator.

“Our podcast is largely an origin story of an everyman finding his way into vigilantism,” said Jared. *“My brother and I were huge movie buffs in the 80s and big comic book fans before it was cool. I always thought the origin story was the best part of the superhero tale. You get to see his motivations, powers, and how he got to where he is. I find that to be the most fascinating portion of the story. [Conversely,] when it’s jam-packed with huge villains, scenarios, and catastrophes, it overpowers the story. We want to focus on that very difficult decision to step outside of your normal life to try to do something bigger.”*

Doleo tells the story of Ryder Daniels, who has a genetic condition that eliminates sensations of pain, heat, and cold. *“We all think it sounds like a great idea, right? This inability to feel anything. In theory, it would be a huge asset if you are a superhero taking punches, kicks, and bullets,”* Jared said.

“But the reality is, this condition is wildly debilitating. It has very serious consequences physically and mentally. Just think of the problems you’d have if



“I always thought the origin story was the best part of the superhero tale. You get to see his motivations, powers, and how he got to where he is.”

you couldn’t tell your hand was on a hot stove, or if you were walking on a beach and stepped on a sharp stone. You and I would step back, to avoid putting our weight on it. But Ryder wouldn’t. So, while the condition seems like a huge advantage, in many different scenarios, it’s not. It’s kind of cool to explore with this character how different situations are helped or hurt by his abilities.”



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 p.10 >

While *Doleo* is a fiction podcast, it is not considered an audio drama. In fact, *Doleo* was initially written as a novel.

"I published a different book about 10 years ago," Jared said, via a contact given to him by his cousin who once wrote for Marvel. However, the end result was nothing like his original vision.

"They totally changed the title, the imagery... they really changed everything," he said.

So, when fiction podcasts started coming around, he decided to give that medium a try with *Doleo*, rather than pursue the more traditional publishing route.

"Jim Heskett has a podcast called Thriller Fiction Podcast," Jared said. *"He's primarily an author who writes novels, but periodically, he uses podcasting to promote his novels. And he'll read his own books in true audiobook format. He didn't have a lot of notoriety, and I don't know*

how his sales are, but I got into the book and I enjoyed it. And I thought, 'I have a book that's never been published sitting right there. Maybe this is something I should do.' Right around that same time, Josh started a YouTube channel doing funny video mixes. So, I asked him if he would like to flex his editing muscles on a podcast, and he said 'yes.' He regrets it wildly."

Josh jumped in to add: *"So he wrote the book and then approached me about narrating it, too. He'd already tried to do it himself, but he didn't like the sound of his own voice. I thought, 'Sure, I'll try it,' and I did—on a handheld Sony camera. The mic was terrible! The first chapter really wasn't good. Terrible, really. So bad I told Jared he should look for someone else. But, we kept going, and now we're on episode 24. I've gotten a Yeti mic, and I've improved production across the board. I think it's actually pretty decent now, considering there's pretty much zero budget involved.*

It's just two brothers basically enjoying a hobby. It's fun."

Incorporating *"a little bit of the thousands of people I've met over my lifetime"* into his characters, Jared shared some of those links in relation to Ryder's father and his own father. *"The main character has a bit of my insecurities buried in him. And his dad's character has one major quality I took from my dad, who passed away young with early onset Alzheimer's—suffering in silence. Toughness is both a strength and a weakness. It was my dad's strength and weakness that made him shoulder the entire burden alone. While the challenges he faced are completely different from Ryder's dad, there are still parallels."*

In fact, dealing with the reality that their father was getting worse, not better, was the impetus for taking the action to turn Jared's then-novel into a podcast.

"I did a complete rewrite of the entire thing, and added three or four chapters that were designed specifically to leverage the sound qualities and effects of a podcast," Jared said.

The act of turning the book into a podcast was also a transformative personal experience for both brothers. *"I've changed as a writer,"* Jared said. *"I've become more succinct. When you're forced to listen to your work through someone else's voice for so long, you realize you're probably a little too*



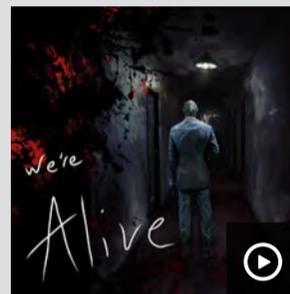
JARED

listens to



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"Toughness is both a strength and a weakness. It was my dad's strength and weakness that made him shoulder the entire burden alone."

Got a Fiction Podcast suggestion?

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“I did a complete rewrite of the entire thing, and added three or four chapters that were designed specifically to leverage the sound qualities and effects of a podcast.”

verbose. I’m also an attorney by trade, which makes it worse! So, it’s been an evolutionary process. It’s been a good learning experience. And I’m glad I’ve been able to do it with my brother.”

As for Josh: “Remember, when I started, I felt like I sucked. I’d never done anything like it before. I’d never recorded anything. I’d never done an audiobook. I’d never done effects creation or anything like that. But now, I feel like I’ve grown so much as a narrator and as an audio producer. Episode one is not necessarily representative of the capabilities of the story. You have to go to at least episode four or five to get an idea of our vision going forward. Because at first, it was going to be more of a traditional marriage of an audiobook with some effects. Now, it’s blossomed into something so much

more than I think we’re both pretty proud of.”

What’s next for *Doleo*? Perhaps something that resembles more of a traditional audio drama.

Jared speculated, “Maybe I write a script and get some people together to do a live read. Maybe we try and build it out that way for episode one, and see if it’s sustainable. It’s hard to say, with our work schedules and family demands. Josh is laughing at me as I say it! I don’t know if that’s a realistic endeavor, but we’ll see.” 🎧



Fiction Category Director

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



UNDER THE RADAR

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



WESTSIDE FAIRYTALES

A *Podcast Magazine* reader alerted me to the *Westside Fairytales* podcast, naming it her favorite. She thought it needed more exposure...

So, I decided to listen. And she was right.

It is definitely a creepy, eerie podcast sharing tales that stay with you.

Westside Fairytales is a horror and dark fiction podcast consisting of short, self-contained stories that are quite... unsettling.

The episodes I listened to weren't particularly



gory (to my relief, as I'm not a big fan of gore), but they are disturbing.

Unlike many fiction podcasts, *Westside Fairytales* appears to be created by one man, Tyler Bell, who does all the writing, narrating, and producing. (If you check out the website, though, the creepy artwork accompanying each episode does appear to have been created by someone else.)

I wouldn't classify *Westside Fairytales* as an audio drama. There's very few (if any) audio effects. Mostly, it's Bell reading one of his short stories in a dramatic fashion (talk about being multi-talented).

If you're looking for a highly produced audio drama with a lot of different sound effects, this show may not be your cup of tea.

But, if you love a good story, one that makes your skin crawl and the hair stand up on the back of your neck, *Westside Fairytales* may be exactly the podcast you've been looking for. 🎧



RICK BARKER

Taylor Swift's Former Manager on Family, Sobriety, and Mentorship

Rick Barker—manager, podcaster, author, and keynote speaker—has made it his mission to help as many musical artists around the world as he can to build, grow, and monetize their fanbase. He earned his chops early on as a manager of Taylor Swift, but what he's most proud of are his personal achievements.

Rick and his wife started dating in their 30's, becoming parents to Brenna, 17, and Logan, 16, a bit later in life.

"I've got two great teenagers, and my wife and I will soon celebrate 20 years of marriage," Rick said. *"My mom was married five times. My dad was married five times. So, my brother and I broke the pattern. I tell my wife that outside of sobriety, she's the longest thing I've ever done continuously!"*

Sobriety is a huge point of discussion for Rick. Because his parents divorced during his childhood, he went to three different high schools. In his senior year, he moved to California, and the stoners took him in. That's when he became addicted to drugs.

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“I went all in. From living homeless on the streets addicted to crack cocaine, to launching one of the biggest stars in the world. I share my story to show that your past does not define your future. I always said, if I ever got a platform, I would share with people the reality of addiction. I want them to see what happened in my life.”

At age 23, Rick got sober, earned his GED, and started taking college classes. Considering himself a life-long learner, he continues to heavily invest in mentors and coaching to this day.

“Through investing in mentorship and coaching, you’re buying your time back. I can learn anything I want from the internet right now—anything technical. But I can’t learn a person’s wisdom, knowledge, and experience without going through everything he or she has gone through to get it. I can borrow it, though... I can buy that knowledge and experience. I’ve done it, and it’s allowed me the opportunity to take my 25 years of experience to affect people all over the world.”

Including Taylor Swift.

In 2001, Rick built a country radio station in Santa Barbara. Record companies brought artists through on tours, but the artists had to recoup all the expenses before getting paid. So, Rick created opportunities for artists to get paid on radio tours. This was a big success, with acts like Little Big Town and Sugarland going on to win Grammys.

And that’s how he got the attention of Scott Borchetta of Big Machine Records. Scott reached out to Rick, saying, *“I’m starting a new record company with a 15-year-old no one’s ever heard of before. I would love for you to be a promoter.”*

That “unknown” was Taylor Swift, who was focused on writing songs, not performing. Rick went on to teach her the ins and outs of radio and the business side of her career.

Rick and Taylor spent 30 days together, and it changed both their lives. She wanted to learn; he wanted to teach.

Six months later, Taylor's family sought Rick out. They explained that they'd talked with every management company in Nashville, and all the big ones turned them down. Taylor's dad posed an important question: *"What would you say if I told you Taylor wanted you to be her manager?"*

"I would say no, because I'm not qualified," Rick responded.

Mr. Swift responded, *"Listen, first and foremost, Taylor trusts you. Second, you believe in her. Third, you're not afraid to ask for help. Many people see that as a weakness... but that 'weakness' has gained our trust."*

Joining Taylor at the beginning of her record career, Rick spent the next two years managing her.

Then, in 2008, he was faced with a decision: he had the opportunity to move from salary to a commission that would make him a millionaire almost overnight. But upon reflection of 2007, he counted 187 days that he was away from his home and family. At the time, Breanna was only 4; Logan was 2.

Rick turned to God.

"I said, 'Okay, God. I'm about to make more money than I've ever made in my life, but at what expense? To pay it all out in alimony and child support? Will my kids even know their dad?'"

Rick ended up working with Taylor for a few



RICK

listens to



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Each episode is designed to help you take immediate action on the most important strategies for starting, scaling, and automating your online business.

"My superpower is being an advocate for and gatherer of like-minded people."



Barker with wife Jill, daughter Breanna, and son Logan

more months before relocating the family to Nashville with his eyes on the future.

Even more in the public eye at that point, people began coming to Rick to help them with their musical careers.

“Sure, we can live on our past accolades,” he said. “But I always tell people, ‘You may come to me because of Taylor—that may get you to listen—but you better ask what I can do for you. The people who come into your world... you better find out what they can do to help you, too. But, more importantly, what are you going to do to help yourself? Because, ultimately, it’s your career.’”

With a goal to affect “millions of people with songs I did not write by teaching creatives how to get their message out,” Rick’s education is ongoing. He studies regularly and attends workshops and classes all with his goal in mind.

“If you’ve got a message that can change people’s lives, it’s your responsibility to find them. It’s not theirs to find you. And that’s what I can help people do.”

In honor of Father’s Day, I couldn’t help but wonder how Rick manages to balance work and family.

“I block my time. Monday is creation day. I block management sessions with my clients. I have time blocked so Logan and I can go fishing. I have Sunday blocked so we can golf. When you have two teenagers, you fight for their time, so you’re just happy with what you can get. Breanna and I do a daddy-daughter trip every year. She once wrote to me saying, ‘Thank you so much for our daddy-daughter trips. They’re very special, and you can have them as long as you want.’”

“That’s when you know you did something right: when your kids WANT to hang out with you!” 🎧



Music Category Director

Raven Blair Glover
music@podcastmagazine.com
Amazing Women And Men
Of Power 🎧

UNDER THE RADAR

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



HIP HOP SAVED MY LIFE WITH ROMESH RANGANATHAN

Romesh Ranganathan, a British award-winning stand-up comedian and actor, hosts the *Hip Hop Saved My Life* comedy podcast. Nominated for Best Newcomer at the 2013 Edinburgh Comedy Awards, Romesh brings his brand of comedy to this show while featuring popular hip hop tracks and guest artists.

Each episode features plenty of chatting about the guests' favorite artists, going beyond hip



hop into other musical genres. Romesh has a way of making all his guests feel completely at ease.

Featuring the likes of Jamie Cullum, who reveals how an early love of hip hop led to his music career in jazz, and rapper-of-the moment Sampa the Great, who chats about her roots, musical influences, and the making of her new album, and singer-songwriter Michael Kiwanuka, who explains how his early love of '70's music led him to hip hop, Ramesh goes deep into the lives of those making their mark in the industry.

According to reviews, it's a *"must-listen podcast for all Hip Hop fans."* Other comments include: *"Diverse range of interesting guests who have a genuine love for hip hop and some amazing funny stories" ... "Brings back lots of old memories of hip hop and introduces me to new hip hop" ... "Rom is hilarious, and I love how the discussions bring old-school hip hop to life. The mix of guests keeps it real..."* 🎧



▶ INTERVIEW

HISTORY



UN-ERASING THE STORIES OF THE ANCESTORS OF THE LGBTQ COMMUNITY

Making Gay History Host Eric Marcus Recovers History for a New Generation

Making Gay History wasn't meant to be a podcast.

In 1988, Eric Marcus left his job at CBS Morning News soon after he was commissioned to write an oral history book about what was then typically referred to as the gay and lesbian civil rights movement. He gathered over 100 interviews that featured the perspectives of gamechangers like Abigail Van Buren (AKA Dear Abby) and Ellen DeGeneres. Even then, it seems he had some inkling that the information he'd collected would be treasured by the LGBTQ community decades later.

"I was hyperaware that some of the people I was interviewing were very old. They were involved at the very start of the movement and might not be around much longer," Marcus recalled. *"A number of the men had AIDS, and I knew they didn't have much time. I must've realized to some degree that one day, these interviews would have value for someone."*

The first edition of Eric's book was published in 1992 and the second in 2002. That's when he donated six-feet worth of cassette tape trays to the New York Public Library. It wasn't until 2015 when he was



taking stock of his assets that he decided the stories he had collected are the kind that can be shared through any creative medium. *“I figured I might as well showcase them using broadcast-quality equipment,”* he said.

And the *Making Gay History* podcast was born.

“The people I interviewed who started the movement, they faced such a hostile world—one in which you could lose your job if you were found out,” Marcus said. *“What impressed me most were the people who had this conviction in the 1950s and 60s, or even the 1940s, that they were right, and the world was wrong. There was nothing wrong with them, and they were going to change the world. It’s mind-blowing and so inspiring that they imagined a world that could be different.”*

One of the most poignant stories Marcus encountered was from Morty Manford, who was present at the Stonewall uprising

“They wrote to tell me how they now felt they had family, they had community, and they had ancestors.”

in 1969 and helped found and became president of the Gay Activist Alliance the same year. At that time, he had just helped found one of the nation’s first gay campus groups while attending Columbia University. Manford made countless contributions to the movement, and Marcus interviewed him in 1989 for the first edition of his book.

Manford’s story is told in two parts on the podcast:

“Not long before he died of complications from AIDS, [Manford’s] mother told me that he’s afraid no one’s going to remember his contributions to the movement,” Marcus said. *“I sent her Morty’s chapter of the book, so she could read it to him. I felt so happy that I was*

able to capture Morty's story and find a way to get it out into the public realm. So many more thousands of people have since been inspired by what he did."

The podcast was adapted into a theatre production called "Making Gay History: Before Stonewall" through NYU Steinhardt's Educational Theatre program. The live performance featured 20 characters from the podcast, and the company completed 10 performances before COVID-19 closed everything down.

"What's interesting to me is that young people today are very interested in the history whether they're gay or not," Marcus said. "For many of them, the LGBTQ civil rights movements was the civil rights movement of their time. We had a couple performances of the play held for middle and high school students, and I was moved watching their discussion. We had a Q&A after the show between the students and the director, and they had really good questions. They wrote to tell me how they now felt they had family, they had community, and they had ancestors."

One of the stories in the play revolved around Bayard Rustin, who was one of Martin Luther King Jr's mentors. He organized the 1963 March on Washington Movement with A. Philip Randolph.

"I asked the students for a show of hands if they'd studied the black civil rights movement," Marcus said. "They all raised their hands. And then I asked, 'How many of you had ever heard of Bayard Rustin



MARCUS

listens to



LGBTQ&A

LGBTQ&A (recommended by *The New York Times*) documents modern queer and trans history.



THE ROAD HERE

The Road Here is a British queer history podcast that shines a light on the stories that have shaped our history; told by those who lived them, in their own words.



DOLLY PARTON'S AMERICA

In this intensely divided moment, one of the few things everyone still seems to agree on is Dolly Parton—but why? That simple question leads to a deeply personal, historical, and musical rethinking of one of America's great icons.

"I didn't know I had a history until I started working on my book in 1988, and I felt I was robbed of it."



before today?’ Not a single hand. The reason he isn’t taught is that he was kept very much in the background of the black civil rights movement because he was gay. Yet he was a principle architect of the movement.”

Marcus said that although there are many hidden histories of America, he’s hoping to recover and un-erase some of it for a new generation of students.

“I didn’t know I had a history until I started working on my book in 1988, and I felt I was robbed of it,” Marcus said. “I imagined what it would have been like for me to be a middle school student sitting in that audience, watching that show unfold, and hearing those stories... what it might have been like had I known I had ancestors. I shared that with the students. I said, ‘I can’t imagine how different my life would have been if I were sitting where you’re sitting now in 1973 when



WHAT WOULD YOUR MIDDLE SCHOOL HISTORY TEACHER THINK?

“He taught history by reading out of the textbook, and made history so boring that I couldn’t imagine ever writing history. So for me, it was a revelation—writing oral history, which was story-based, which made it so interesting.”

I was a middle school student... how transformative that would have been.”

Marcus believes it’s his responsibility to share the stories he’s gathered over the years, and remarkably, he gets to do that in a way that allows people in over 200 countries to listen. The stories provide context for those who feel that we haven’t gotten far enough in the movement, and to see how far the movement has actually come and what people sacrificed to get to where we are today. 🗣️



History Category Director

Leah Falyn

history@podcastmagazine.com

Wander By Proxy Podcast 🎧



UNDER THE RADAR

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

THE HISTORY OF IRELAND



THE HISTORY OF IRELAND

Hosted by Kevin Dolan, *The History of Ireland* offers bite-sized pieces of Ireland's history in a seemingly ongoing lesson.

Diving into the juicier parts of Ireland's history, including stories of spies and assassins, each short-form episode is centered around the stand-out characters and events that occurred after the Irish War of Independence.

Making it clear that he is not a historian,



but an enthusiast who moved to Australia and realized he wanted to learn more about his home country, Dolan shares the stories with a calming enthusiasm that makes you mentally lean in.

Episodes are light-hearted, well-researched, and go by in a flash—especially since they seem to average around 15 minutes each. Dolan also reminds you of anecdotes mentioned in previous episodes, which makes everything link together nicely.

Overall, the podcast provides an interesting look into the history of Ireland from someone who wanted to learn more about his country's history alongside his listeners. 🎧

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WHEN 1 + 1 = 4

A Formula for Ultimate Health and Deep Love

Most would argue that there is no exception to the rule: $1+1=2$.

It is clearly impossible to manipulate those basic numbers to equal anything other than two.

But those people haven't met Dr. Jesse Chappus and Marni Wasserman, nor borne witness to how their collective passion, grit, and love of health and wellness has created a "new math."

1. Dr. Jesse Chappus: Chiropractor-turned-professional podcaster, living in Windsor, Ontario...

+

1. Marni Wasserman: Certified Nutritional Practitioner and Natural Chef, living in Toronto, Ontario...

= at that time, 2 people who lived nearly four hours apart, in two very different worlds. Sort of.

Let's go back nearly seven years to see how their worlds collided to create a “*new math.*”

Heavily involved in the health and wellness world, Jesse and Marni already knew each other from the industry. Marni then reached out to Jesse to see if he wanted to go for a run sometime (knowing he was into marathons).

Separated from her former husband, what started out as a simple sharing of a passion for health and wellness between two people evolved into a first date—a bike ride halfway between their hometowns.

Both in their 30's and extremely passionate about helping others improve their health and overall wellness, they began to share another passion... for each other.

That presented a challenge, though, as they were living close to 400 miles away from each other.

Since Jesse owned a successful chiropractic practice and Marni ran a successful cooking school, they had



limited time available. They decided to see each other on the weekends.

As their relationship blossomed along with their separate businesses, it became apparent that at some point in the future, a decision would need to be made about who would live where and who would start his or her business over in the other's hometown.

For many couples, this scenario would present a multitude of challenges, some of which could very well turn out to be insurmountable. After all, both were already so well-established in their respective hometowns.

But that wasn't the case for Jesse and Marni.

Jesse loved his chiropractic work, but he was also nurturing a new seed that had just started growing inside of him prior to he and Marni beginning to date—that of podcasting. He had begun co-hosting a show with a friend, and even though he only recorded a small number of episodes at that point, the fire of a new passion had been ignited.

About a year or so after they started dating, and about a year after his original podcast ended, Jesse and Marni started *The Ultimate Health Podcast* in September 2014.

Going in to the project, the pair knew and agreed on the following: they were extremely passionate about sharing their individual health and wellness messages (having been blogging on their individual websites for years), they wanted to share their messages to a broader audience to really empower others, and they wanted to cover a wide range of topics as experts in their fields.

What they didn't know was that this “side hustle” intended to share collective information would not only end up their full-time business, but that it would also ultimately reveal the answer to the who-would-move problem.

For nearly three years, the couple commuted to see each other, recording their new podcast only on the weekends. They marveled at how many people they were able to entice to give up a Saturday or Sunday to be a guest on their show.



JESSE & MARNI

listen to



GOOD LIFE PROJECT

Unfiltered conversations about living a fully engaged, fiercely connected, and meaning-drenched life where every story matters and is told in an inspiring, intimate, and disarming manner.



THE LIFE STYLIST

Thought-provoking interviews with prominent health experts in spirituality and personal development covering a wide range of topics designed to live your highest level of human potential.



THE RICH ROLL PODCAST

A deep dive with the world's brightest and most thought-provoking thought leaders to educate, inspire, and empower you to unleash your best, most authentic self.



“It is so important to have connection and community [when building a life you love].”



Jesse is more about simplicity and keywords; Marni is more of the creative, poetic one.

Jesse, being technically savvy, detail-oriented, and a stickler (in a good way!) for learning all he can about his guests, and Marni, being creative, poetic, and utilizing a more feminine approach, found that the name came easily (based on Jesse's love for simplicity, keywords, and research) and the structure and format evolved organically after testing out a variety of factors (another example of how these two people, together, created a magical formula that worked!).

The couple finally began recognizing their full strengths in the podcasting space.

It was no different in their relationship, either.

In 2016, about a year and a half after they started the podcast, Jesse decided to give up his practice in Windsor and move to Toronto. Noticing the growth

of their show, and having already obtained one sponsor (due to Marni's close relationship with a company she was affiliated with through her cooking school), they took a chance that the podcast would continue to grow and become a full-fledged business that could support them both. This risk of closing a thriving chiropractic practice (he did think about opening a new practice in Toronto, but realized his deep love really was for podcasting and sharing their messages with the world) to focus on building their podcast business was huge, but they both had trust and faith in the process and each other.

They moved in together, and their lives flourished: the podcast grew, they gained additional sponsors, and are currently sitting at over 14 million downloads with approximately 300+k downloads



← (left) Jesse and Marni recording in their studio.

(below) A family pic with daughter Sarelle and dog Goji.



per month. Their relationship moved to the next level about a year and a half ago when they got married. Marni closed her cooking school, they moved back to Windsor, and brought a beautiful now four-month-old daughter, Sarelle, into the world in early 2020.

By focusing on their six Pillars of Health in life and love as a theme of their podcast, Jesse and Marni have learned how to change the formula for ultimate health and love by creating a true and lasting partnership in everything they do.

They are both fiercely enthusiastic about supporting each other in taking charge of their own health and learning how

to balance the requirements of life day to day as podcasters, business owners, married partners, and now, as parents.

Agreeing that *“it is so important to have connection and community”* when building a life you love, they credit their success in business and life to listening to and honoring one another—focusing on strengths while recognizing and supporting the challenges each brings to the relationship by being a bit “older” when they started their lives together.

The importance of this belief of “partnership and team” is a common theme throughout their podcast—the pair even weaves their sponsors’ ads into

“That synergy and connection went on to create a successful podcast, business, and partnership that includes unconditional love, respect, passion, and commitment to ultimate health.”

their current episode topic in creative ways that show their deep commitment to ONLY aligning themselves with sponsors they 100% believe in and use themselves. As Jesse and Marni both pointed out, *“If even one ingredient is something we don’t believe in, we won’t form a partnership with them.”* And now, they’re actually at the point of having to turn sponsors away, not only because of their beliefs, but because they have so many! Talk about integrity!

So... how does 1+1 really = 4?

Well, Jesse and Marni’s *“new math”* formula was built on the following foundation:

1 (Jesse) + 1 (Marni) = 4 (Love, Family, Integrity, and Freedom).

And that synergy and connection went on to create a successful podcast, business, and partnership that includes unconditional love, respect, passion, and commitment to ultimate health.

These two humble, integral, authentic, and loving people, along with their beautiful daughter and Australian Shepherd dog, Goji, now enjoy life on THEIR terms: spending six months of the winter in a warm climate in the U.S., sharing their messages with the world, feeling deep gratitude for the complete freedom in their life and business, and doing what they love in ultimate health and deep love. 📍



Health & Fitness Category Director

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

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



THE LINDSEY ELMORE SHOW

From her opening, it's clear that Dr. Lindsey is mind-body-soul centered and open to all types of topics to help her listeners find fulfillment amidst chaos.

She focuses on having conversations with *"thought leaders, doctors, creatives, spiritual 'gurus,' and game changers who inspire you to pursue your dreams, overcome obstacles and leave your mark."* This is a promise Lindsey makes in the opening of every episode of the 13 released since its January 27, 2020 launch, and each episode delivers.



In the short time this show has been out, Lindsey has covered a wide array of topics: sleep, sex, being your authentic self, achieving your dreams, health and diet, human rights, and much more.

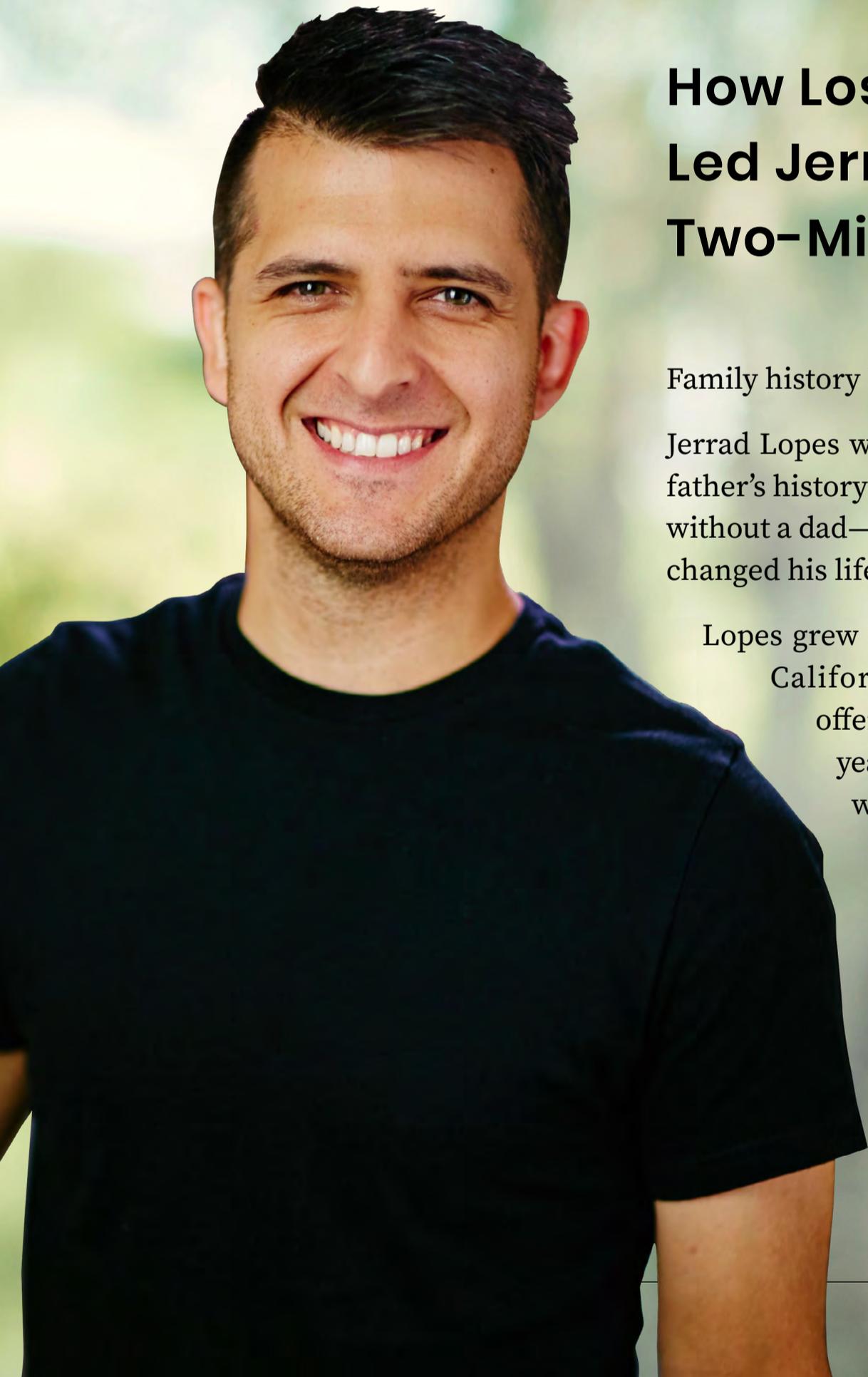
Dr. Lindsey, a trained pharmacist, empowers women to live their best life and stand in who they are at their core from the triad of mind/body/spirit. Her passion is evident, her interview style is conversational, the sound quality is good, and her guests pack her episodes with powerful tips and tools that can be immediately applied by the listener.

Lindsey created this show because she wanted to deal with common issues related to a woman's life, business, and relationships with more than a strictly one-sided approach and bring on guests who have heart- and soul-based expertise and who operate from a multi-faceted approach.

I say Lindsey has hit the mark! 🎯



FROM NO DAD TO *DAD TIRED*



How Losing His Identity Led Jerrad Lopes to Two-Million Downloads

Family history has a way of repeating itself.

Jerrad Lopes was on the verge of repeating his father's history—leaving his children to grow up without a dad—when a desperate Facebook post changed his life forever.

Lopes grew up in the ghetto of Sacramento, California, and remembers gangs offering him drugs as early as seven years old. His father was a musician who found the road easier than raising a family, so he wasn't present in Lopes' life... nor did his parents ever marry. Lopes' grandfather wasn't around, either, as he was absent from his father's life, as well.

"I think my mom started to take me to church at seven or eight really out of desperation.

She just needed some help,” Lopes reflected.

In church, Lopes found the role model he lacked in the pastor. *“The guy I was looking up to was actually the guy standing on stage talking about God,”* he said.

Embracing his environment, he looked for ways to share Bible messages he and his friends resonated with. He kept a journal to keep track of his ideas as they came to him. And in time, telling people about God brought out his natural leadership abilities.

By third grade, Lopes was organizing his own church services during recess. The principal noticed, and had a talk with him to offer guidelines. Then, in middle school, he organized a weekly Bible study. There was so much interest that the school district was forced to adjust bus routes, so kids could participate. His friends began calling him “Pastor Jarred,” and the role settled deep into his identity.

“I’ve always loved telling curious people about God in a way that makes sense to them,” Lopes explained.

Professional ministry was the next logical step after graduating high school, and Lopes held a variety of positions, from youth pastor to worship leader, cementing his identity as a successful pastor.

Then, Lopes started his own church with a friend. Unfortunately, the new ministry *“went sideways,”* he said. *“We were really good friends and terrible co-laborers.”* His golden touch in ministry seemed to have run out.

“The guy I was looking up to was actually the guy standing on stage talking about God.”



And he was out of more than a job. Lopes lost friends who suggested he was not cut out for the pastorate. For the first time since elementary school, no one called him “pastor,” and losing the title felt like losing part of himself. Ministry was all he ever wanted to do, and he wondered if he would ever be on a church staff again.

Having to abandon his dream marked the start of a season of depression and anger for Lopes. As his emotions escalated, he vowed never to return to Christian ministry and pursued business interests instead. The tension he carried inevitably spilled over into his relationship with his wife Leila, as well. Arguments became more common. *“I thought we were going to end in a divorce,”* he admitted.



Lopes describes with humility the night that everything came to a head. During a heated argument with his wife, he spewed words designed to hurt her. When she teared up, he remembers feeling like he was winning the argument. To this day, he regrets the immaturity of the thought.

He was also completely unprepared for what his wife would say next.

Every night, Leila set her alarm clock to wake her at 2:30 AM, so she could get up and pray that God would capture Lopes' heart again. *"What can you do with that?"* he asked. *"You can't slam the door and stomp off mad when your wife says she's praying for you."*

So, the hard reflection began. He remembered being a kid in Sacramento playing basketball in the driveway. Instead of focusing on his dad's absence, he imagined his dad coaching him. He allowed himself to really feel what that would have been like. *"Which of these stories do I want to give to my kids?"* he asked himself.

Knowing he was not being the good husband or dad he wanted to be, he wrote a vulnerable Facebook post to express his feelings, and it quickly gained an audience. Dads reached out to say they understood and also needed help. Mommy bloggers started sharing the post, too. Soon, it was viral, and Lopes looked for a way to maintain the burgeoning community.

He started a Facebook group, naming it "Dad Tired" on a whim.

JERRAD

listens to



THE BIBLE PROJECT

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



THIS CULTURAL MOMENT

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



THE JOE ROGAN EXPERIENCE

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

"I've always loved telling curious people about God in a way that makes sense to them."



Today, *Dad Tired* is a full-fledged nonprofit ministry with a complementary podcast that has been downloaded over two-million times. “*What I thought was a small group of guys encouraging each other has turned into full-time work now,*” he said.

Every year, he tells thousands of men that God loves them for who they are not what they can do. “*God tricked me back into ministry. I’m talking to more people, but it was never my plan,*” Lopes says.

Lopes, who believes many men wrestle with shame as they try to navigate their own relationship with God, went on to write two books to help men become stronger fathers.

Explaining how leading a family in a spiritual life a man does not fully understand himself is impossible, Lopes often points his brothers to a simple truth when they are too ashamed to believe it:



“*God has not bailed on you. And he will not bail on you,*” he says.

Back at home, Jarred and Leila are changing the direction of their own family, too. When dinner is over, the family recites a catechism of sorts, affirming their identity as loved by God.

And he is in the driveway coaching basketball.

“*I get to be for my kids what I always wanted as a kid,*” he says, emotion evident in his voice.

Thanks to Leila’s prayer and Jerrad’s choice to be vulnerable, embrace weakness, and accept God’s eternal love, the Lopes family is creating a new history. 🎧



**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



THE MORTIFICATION OF SPIN

Reformed podcasts often feel stodgy because they use orchestral bumper music and hosts who take themselves way too seriously. They tend to emphasize the education value of podcasting and neglect entertainment and inspiration. The last thing you expect from them is *fun*.

The Mortification of Spin podcast is the antidote to boring reformed podcasts everywhere. From the first rock notes of the introduction to the songs added to the outro—often thematically connected to the content—this show is fun and engaging.

Hosts Carl Trueman, Todd Pruitt, and Aimee Byrd discuss timely theological topics from a reformed perspective. The cohosts have an easy rapport, clearly enjoying each other's company. They also laugh a lot! While they don't always agree, all three subscribe to the same slice of the theological spectrum.

Recent episodes covered the value of denominations, the progressive Christian movement, and Byrd's latest book. The mix of conversations between the hosts, occasional question-and-answer episodes, and interview episodes offers a balanced variety of content. The hosts work hard to be encouraging, but conversations can feel a bit critical toward non-reformed Christian traditions.

The show is well-produced, and the audio quality is clear and excellent.

The Mortification of Spin is right for listeners with an already reformed view or those who are interested in exploring the tradition. 🎧



 GADGETS, GIZMOS & GEAR

PODCASTING MOVES OUT OF THE BASEMENT

and onto Main Street

Drive around any city in America, and you'll surely see record stores and recording studios for music and musicians. You'll see galleries and painting studios for art and artists. You'll see bookstores and book club groups meeting in Panera, for books and authors.

But it is rare to run across anything built for podcasters.

Podcasting is still the wild, wild west of the media world, existing almost entirely in earbuds and in basements across America. As a fledgling industry, there have been very few places where podcasts interact with our physical space.

Until now.

Like most creative endeavors, it's big names that are the first to venture into the



public eye of podcasting. Dave Ramsey built a public recording studio designed for live audiences, and Lore now tours the country having adapted their podcast to the stage.

And just like that, commercial recording studios designed for podcasters are popping up all over the U.S. In Nashville, TN, The Russell, a boutique hotel, offers a podcast studio on premises for local podcasters and hotel guests to use. You can even find a directory of places offering similar services at [PodcastRental.com](https://www.podcastrental.com).

The Portland Pod in Greater Portland, Maine, is one such place.

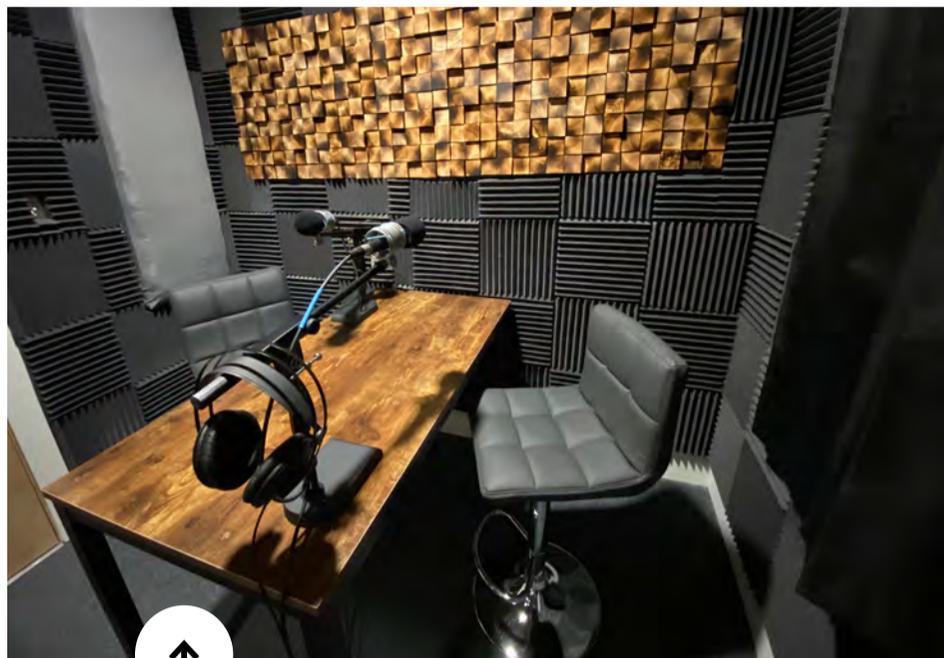
Started in 2018, The Portland Pod is a complete turnkey solution for individuals and companies who/that want to connect with their audience via podcast, but don't necessarily want the learning curve of recording, editing, and publishing, nor the stress of finding a dedicated space for erecting a soundproof studio. Not only that, but they also offer access to voice-over artists, an in-house composer, video, film, and art creation, and even manage Facebook ads to promote their shows.

Basically, The Portland Pod invites individuals and companies to come in, sit down, deliver their content, and sit back and relax while the finished product is produced and promoted for them.

But the real value of The Portland Pod



The Portland Pod invites individuals and companies to come in, sit down, deliver their content, and sit back and relax while the finished product is produced and promoted for them.



(above and left) The Portland Pod is a complete turn-key solution for those looking to podcast without having to know everything it entails.

is in its founder, Tanner Campbell. Tanner is more than a studio owner; he is a veteran podcaster having gained over 90,000 subscribers for his podcasts. Tanner originally spent years as a hobby podcaster while editing other people's podcasts as a side gig. And then, in 2018, he noted the rising interest in podcasting, and took a big risk: he quit his job, and started The Portland Pod.

Soon, you'll be able to drive around Greater Portland and, glancing out your window, actually see a sign just like Subway, Game Stop, and Barnes & Nobles for The Portland Pod Podcasting Studio.

Not every commercial space is set up for podcasters to rent studio time, however. Some companies opt to overcome the learning curve, build their own studio, and create podcasts in-house. One of

those such companies is in Malibu, California.

Down the street from Zuma Jay Surfboard and the offices of Dunn & Bradstreet on Pacific Coast Highway is a new podcasting company, CurtCo Media. Not to be mistaken as new to media, though, as Bill Curtis, its CEO, spent 30 years building his media presence and knowledge base. Over its lifespan, CurtCo Media published over 70 magazines, including *The Robb Report*, becoming experts in the craft of delivering content, building paying audiences, and providing value for advertisers.

They also felt their unique skill set would translate to podcasting perfectly.

Even though CurtCo mastered the craft of making content fit the size of a page, a two-page spread, and ¼-page ads for audiences with short attention spans,



CurtCo Media's state-of-the-art oceanside studio has seen its fair share of upscale clientele, including Ted Lieu, Jill De Jong, and Alfre Woodard.

they've always wanted to create longer-form content. Podcasting offers the medium for doing so.

Podcasters regularly consume content that is 20 minutes, 40 minutes, and two hours in length, which is plenty of time for a group of people to sit down and thoroughly discuss a topic behind a mic.

Bill's experience taught him that the true magic happens when people sit down together in person versus connecting via video phone. So, he talked with the experts at Yellotech to get help building a state-of-the-art studio that is so much more than a typical space.

To make his guests comfortable, they have created a complete resort-like atmosphere,

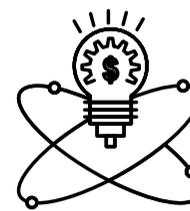
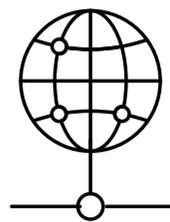
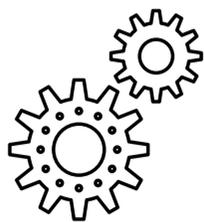
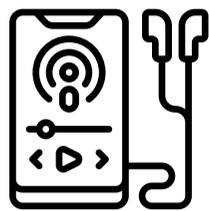
offering an upscale experience to clients like Congressmen Ted Lieu, supermodel Jill De Jong, actress Alfre Woodard, and director Gurinder Chadha. And because the host and guests get to be in the same space, their podcasts are truly unique.

Podcast studios like The Portland Pod and CurtCo are still in their infancy nationwide, but someday soon, you'll begin hearing it... *"Sorry, I have to leave early; I have an appointment at the podcasting studio."* 🎧



Gadgets, Gizmos & Gear

Dan R Morris
 prodreviews@podcastmagazine.com
TracingThePath 🎧



THE EVER-FRUSTRATING SEARCH FOR THE ELUSIVE TECH PODCAST:

How to Find the Right One for YOU

Being a geek and loving geek things used to be uncool. Not anymore. Geeks wear the badge proudly and are in high demand in virtually every industry as technology takes center stage in our daily lives. Staying current on the rapidly advancing trends and solutions that seem to change almost daily can feel overwhelming to geeks and non-geeks alike.

So, how do *you* keep up? How do you get the real story, from insiders, about the latest news, developments, thinking, and controversies? Podcasts, of course!

Normally, I interview a podcaster to showcase in this category. But, since I have struggled each month to actually find technology podcasts to listen to, beyond those that are typically top of the charts, I

thought you might, as well. That's why I'm dedicating this month's article to helping *you* find the right ones for you.

What I did not expect when I started as Technology Category Director for *Podcast Magazine* was how many shows I expected to find in the category that were really categorized under a different one, like science or news or business. And the reverse is true, as well. I found shows that had nothing to do with technology at all, or that maybe had one episode in the entire show that focused on it. Podcasts on topics like drinking, home building, business, *30 Animals That Made Us Smarter*, and news on just about everything *except* tech are listed as technology podcasts. There are shows

claiming to be about tech on Fishing and ADHD, even. Makes you wonder who is checking on the categorizations.

I will clue you in: no one.

Anyone who has a podcast can choose the category for his/her/their show. There is no verification process. Some hosts/producers will even move their shows in and out of categories in order to improve their rankings or gather new listeners who they think might be interested in their content. This might also explain how some shows also seem to top the charts even years after their last episodes airs.

When I started doing a deep dive into those shows, and who produces them, I also noticed that the majority come from the broadcast space—Vox Media, NPR, BBC, TWiT.TV, PodcastOne, The Verge, and a few others seem to dominate. Some also came from the same producer—in one case, a single host had close to ten shows.

I struggle to find lesser-known shows that are still recording new content. The ones I have found so far, and profiled in previous issues, have great voices that provide unique perspectives on the topics they cover. And I know there are more out there that I am just not finding.

Niche shows on coding, voice, AI, the Dark Web, iOS, Mac, and even the Apple Watch are interesting if you are hoping for an in-depth look into one aspect of technology. More shows in the category focus on technology news or commentary

LAURA

listens to



BUSINESS OF TECH

Each day, the flood of technology news hits. *The Business of Tech* podcast focuses on the news you need to know, covering both the story and why it matters.



SCREW THE COMMUTE

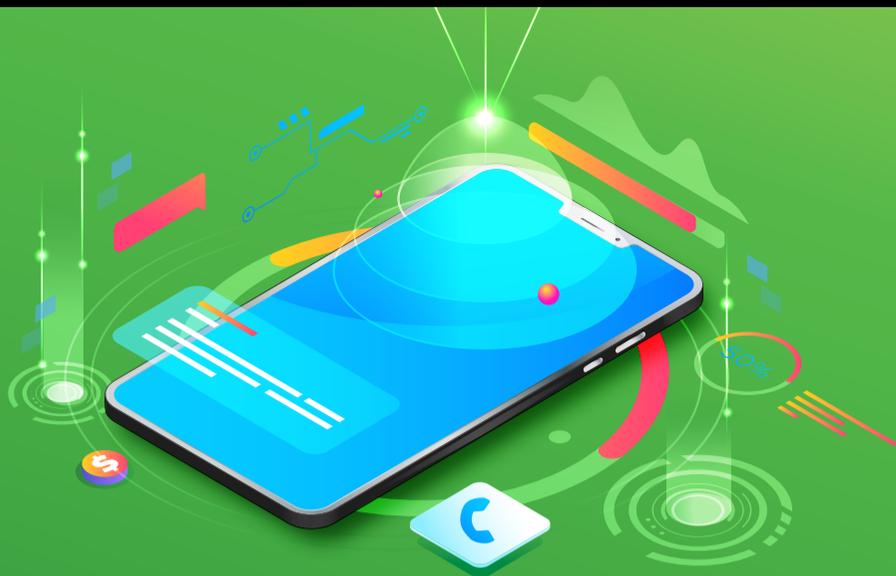
The entrepreneurial podcast dedicated to getting you out of the car and into the money.



JOIN UP DOTS

Entrepreneur podcast *Join Up Dots* brings the best entrepreneurs, business advice, and how to make your online business stress free all with laughs and fun.

than any other topic. With so many focused on commentary, you can pick and choose differing perspectives on similar issues and practically change them up every week, if you can find them. I enjoy listening to shows like these that attempt to stay unbiased and present facts and



Got a Technology Podcast suggestion?

Let us know! >

perspectives that allow me to come to my own conclusions.

It is a shame that Apple removed the subcategories under the Technology category because it would make it easier to search and find specific shows. All the podcast platforms out there, like Apple Podcasts, Stitcher, Pocket Casts, Podchaser, and Google Podcasts seem to deliver the same 5-10 podcasts when you do a search. Even Googling “technology podcasts” brings up recommendations of the same top podcasts to listen to... perhaps because many of those lists come from tech magazines or major tech websites. Either that, or those top shows just have a big machine behind them that keeps the PR rolling in making it easier to find their shows.

Don't get me wrong; the shows that quickly pop up are good shows with good hosts who do their homework. I enjoy listening to them and learning from their episodes. Yet there are other ‘quieter’ shows that have exceptional content as well, with hosts who are in the trenches doing the work in addition to commenting on it.

If you are not sure how to find anything besides the typical ten that top the charts, try searching specific topics. Consider:

- Technology podcasts AI
- Technology podcasts Voice
- Technology podcasts News
- Technology podcasts Software
- Technology podcasts UK, Australia, etc.
- Technology podcasts Spotify, Stitcher, Apple Podcasts or any other platform you listen on
- Technology podcasts Podcast One, Vox, etc

I encourage you to dig a bit deeper. Search a little differently. The gems may be hard to find, but they can sure be worth the search.

Now, I am posing a challenge to all of you, my readers: send me lists of the tech podcasts you are listening to or that you find in searches. Listen to them and send me your favorites—I may interview or review them here and mention your name!

Let's make this a team effort to share the wealth and variety of shows that are out there just waiting to be discovered! 🎧



Technology Category Director

Laura Steward
 technology@podcastmagazine.com
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



UNDER THE RADAR

I have always been a Windows person, so for a podcast focused on Apple app development and iOS to capture my attention, it must be above average. Hosts Marco Arment and David Smith have created an entertaining and informative show that showcases their knowledge and enthusiasm for all things Apple.

With no episode over thirty minutes, *Under the Radar* is also more accessible in a COVID world where the average work commute is less than five minutes to a home office next to the



couch. Many podcasts have been listened to on the way to work or on a run, so to discover an exceptional show that understands that not everyone has a long attention span is a find.

Marco and David use their 30 minutes wisely. The episodes never feel rushed, yet are filled with nuggets and insights about topics ranging from WWDC in the time of Covid-19, Apple store scams and App testing to the End of an Apps Life. There is something for every Apple platform lover.

I especially enjoy the fact that they are willing to question the powers that be at Apple, rather than just biasing the show to promote Apple and Apple Apps.

Developers themselves, the hosts are in the trenches doing the work, and that is apparent in the depth of commentary they share on each episode. Rather than hosting from the sidelines, Marco and David tell you the real story, from all sides, and kind of make me want to develop an app for the app store at Apple! 🎧

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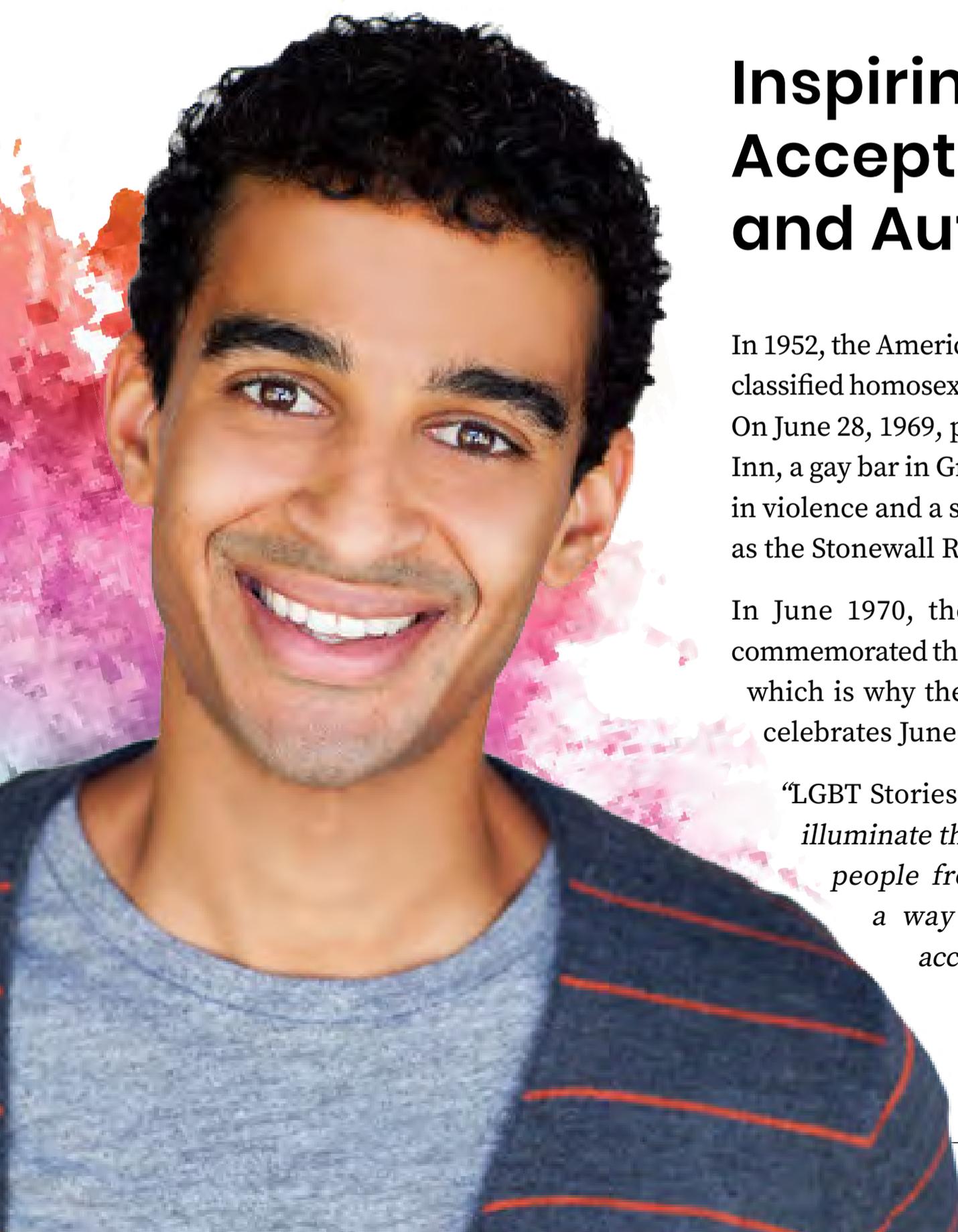
UNITY THROUGH UNDERSTANDING

Inspiring Self-Acceptance and Authenticity

In 1952, the American Psychiatric Association classified homosexuality as a mental disorder. On June 28, 1969, police raided the Stonewall Inn, a gay bar in Greenwich Village, resulting in violence and a six-day protest now known as the Stonewall Riots.

In June 1970, the first Gay Pride march commemorated the anniversary of Stonewall, which is why the LGBTQ community now celebrates June as Pride Month.

“LGBT Stories is a podcast that aims to illuminate the intimate lives of LGBTQ people from around the world as a way to light a path toward acceptance among all people,” said host Kevin Gerdes.



Kevin has always been a performer. Growing up, he'd imagine the posters on his bedroom wall an audience and perform in front of them rather than watch television or movies like most other kids. Ironic, then, that his path led him to television.

An adventurous risk taker, he decided to move to Hollywood, sight unseen, following a breakup from a three-year relationship. His dream of becoming an actor/singer came to fruition when he landed a role as an extra on the show *Glee*. In 2010, he became a regular on the NBC show *Outsourced*. After working 10-16-hour days for many years, Kevin took a hiatus from acting.

He also took a 'hiatus' from addiction, which led to his recovery. Over a period of three years of attending 12-step meetings, Kevin, who has always loved stories, was inspired by those he was hearing from others. Questions began forming in his mind that would end up becoming the seeds of his new path.

"First, I wondered what it is that gets people in the industry positions that they're in and in life as adults. What was it about their environment? Second, because I had been in the 12-step program, I was in rooms with people I'd never met, talking about very intimate, personal things—about our lives and our stories. So, I think those two things came to me, and I was like, 'Oh, I want to start telling the stories of people's lives,'" Kevin explained.

"I want to start telling the stories of people's lives."



Because of his experience in television, Kevin first thought of starting a YouTube channel for his show, *Real Life*. It was actually his cousin who pointed him in the direction of podcasting by encouraging him to listen to the podcast titled *Strangers*, because she thought Kevin sounded like the host, Lea Thau. Kevin listened to three episodes and realized that podcasting was the route to go with *The Real Life Show*.

Over time, Kevin learned that the content he was providing wasn't very niche. *"It was not focused, and it was vague. Listeners didn't really know WHY they were coming to listen to the show. It couldn't draw a specific audience. And with podcasting, you need to make shows for a specific audience,"* he shared.

He soon realized that much of what he was sharing centered around LGBTQ



topics, and those episodes were the ones receiving the best response. Kevin recalled, *“Basically, I had this internal conversation with myself about what it would look like for me to start a show about the LGBTQ community. And that was actually a pretty big internal battle that I dealt with before starting that show.”*

LGBT Stories debuted on December 1, 2016, and Kevin hasn’t looked back since.

The opening episode is deep and heartfelt. *“LGBT Stories documents the struggles, hardships, questions, joys, eye-openers, and more that many in the LGBTQI community have faced as they’ve opened up with the public, their families, and most importantly, themselves about their true identity, the decision to come out, and what life is like today for them,”* Kevin shared.

Over the past three-and-a-half years, the podcast has adapted and flowed as Kevin grows and evolves. Spirituality is a common component of the show as guests share their stories of the intersection between their sexuality and their religious beliefs and experiences. Kevin, who self-identifies as a Christian, shares his faith openly throughout his episodes.

Kevin often gets emails from listeners about how they are struggling with their identity and are listening to his podcast to feel less alone and isolated. The most difficult emails are the ones he gets from 12-13 year olds saying they have no



KEVIN

listens to



BIBLEPROJECT PODCAST

Expanded conversations around the Biblical theology behind our popular Bible videos.



THE RUBIN REPORT

Join Dave Rubin for real conversations, real news, and one-on-one interviews with some of the most intriguing names in America today as they break down politics and current events.



STRANGERS

True stories about the people we meet, the connections we make, the heartbreaks we suffer, and those frightful moments when we discover that WE aren’t even who we thought we were.



“I escaped through music for hours and hours. I lost all sense of creativity and imagination.”



Kevin interviews singer Olivia Ooms for an online show.

support... no one to talk to and asking for advice from.

Kevin empathizes. He remembers being a creative child—that is, until he began to be bullied in fourth grade. *“From that time till about 11th grade, I was shut down. I was depressed. I think all bits of creativity just left me, and the only thing I did was go home, into my room, and listen to music. I escaped through music for hours and hours. I lost all sense of creativity and imagination,”* he reflected.

Although not anticipating this type of responsibility as a by-product of his podcast, Kevin also now provides resource information for various hotlines.

A unique aspect of *LGBTQ Stories* is that, as the host, Kevin waited until October 2019 to begin sharing his personal story in detail. Over the years, he has sprinkled information here and there, but it wasn’t until last year that he made

the decision to have a weekly episode titled, “Me.”

Looking to the future, Kevin has set up a GoFundMe campaign for his podcast and possible documentary and is currently auditioning for guest appearances on TV shows and voice over content for Audible.

If you are looking for a show that shares LGBTQ stories in an authentic way with a host who bares his heart and soul with strength and courage, look no further. 🎧



Society & Culture Category Director

Gin Keller
societyandculture@podcastmagazine.com
Embracing Courage 🎧

Got a Society & Culture Podcast suggestion?

Let us know! >



UNDER THE RADAR

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



EVERYTHING IS ALIVE

This may be one of the most unique podcasts in the Society & Culture category! Hosted and created by Ian Chillag, *Everything is Alive* debuted July, 2018. Now in its third season, it has received numerous “Best Podcast” awards. I chose it for this review because of the related surprise factor.

I thought it was going to be a philosophy podcast. Imagine my surprise when I discovered it's actually interviews with inanimate objects!



Episode 1 is an interview with a can of cola named Louis.

The genius behind it is that Louis becomes real by sharing truths that we (consumers) take for granted about inanimate objects. Louis delves into a discussion about the afterlife, and whether his body (can) will be recycled, and if he is a can or a soda, or something more?

Through the seasons, listeners are introduced to objects like a grain of sand, a pumpkin, a balloon, a subway seat, a pregnancy test, a newspaper, a tattoo, and a stethoscope. Every item has a name and unique experiences in their respective life journeys.

As humans, we often anthropomorphize animals and deities. This podcast takes objects we take for granted and explores deeper connections between them and humans, leaving listeners with joy, appreciation, and inspiration. 🎧

IKE TAYLOR

Host of the *BLEAV* *In Steelers* Podcast

Ike Taylor's unbelievable journey to stardom is one many people would have deemed impossible. Reaching the highest level in football as a two-time Super Bowl champion, this outstanding player for the Pittsburgh Steelers could have easily had a completely different life—one that would likely culminate in jail or early death.

Born in New Orleans—the murder capital of the world, at the time—Ike dealt with a lot of challenges and was forced to grow up fast. Despite the school's efforts in reducing fighting caused



by things like wearing the “wrong” colors by requiring uniforms, violence was fairly common.

“It kind of prepared me for life,” Ike said. “By the time I was 13 years old, I had a 20-year-old mindset. I was already used to facing adversity.”

An all-star baseball and basketball player, Ike would soon turn his attention to football.

When the family moved to North Carolina, Ike’s mom encouraged him to play football in the hopes that it would help keep him away from gang involvement and crime, and out of trouble in general.

Her plan was solid; from age nine on, Ike proclaimed (out loud) that he would play in the NFL.

Eventually, the family moved back to New Orleans. Despite the tough circumstances surrounding him, Ike was mentored by older kids at school. And even though those kids made some bad decisions and were prone to getting into trouble themselves, they were quick to step up and guide Ike whenever he chose a similar path. They really looked out for him, when he was in need, and they provided him with the “young buck” nickname that followed him.

Ike said, *“They’re a big reason I represent that high school even now. It’s a pride thing, that they raised me. They took care of me. They even gave me shoes.”*

It was Ike’s principal, Dr. Joe Murray,

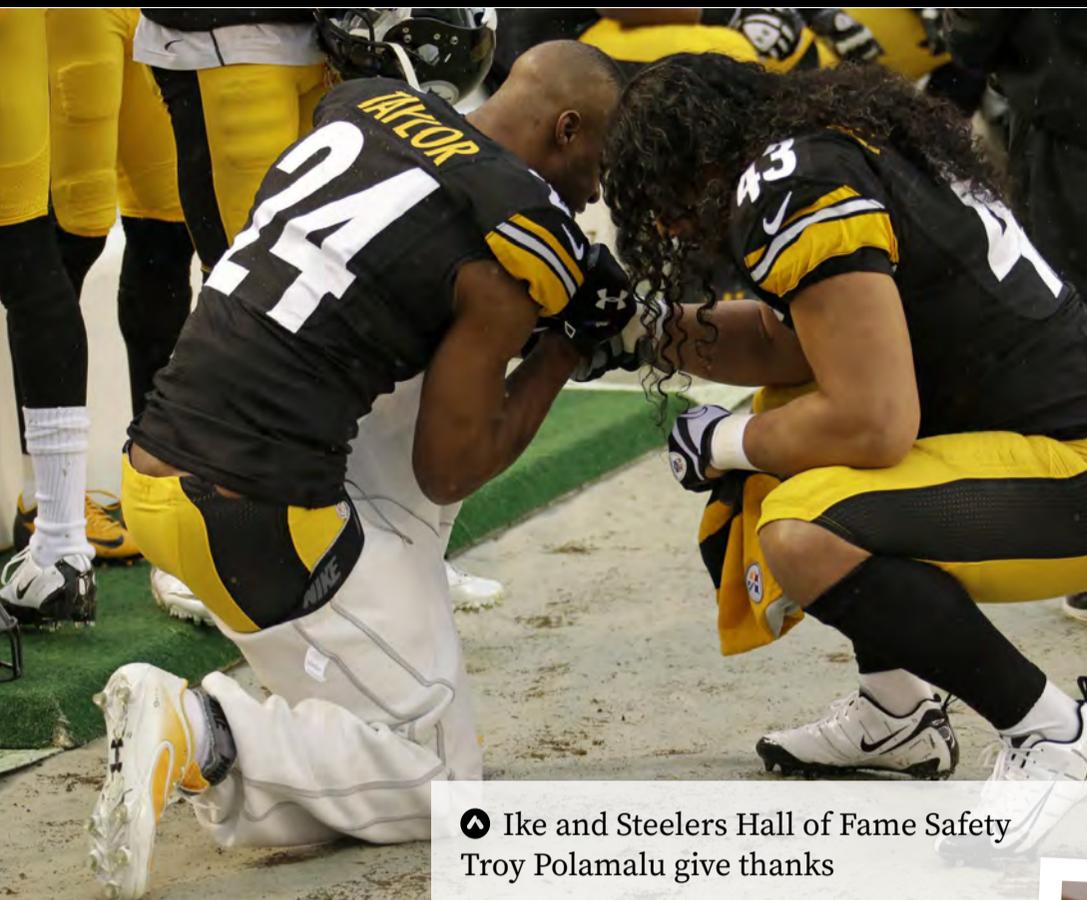
“By the time I was 13 years old, I had a 20-year-old mindset. I was already used to facing adversity.”



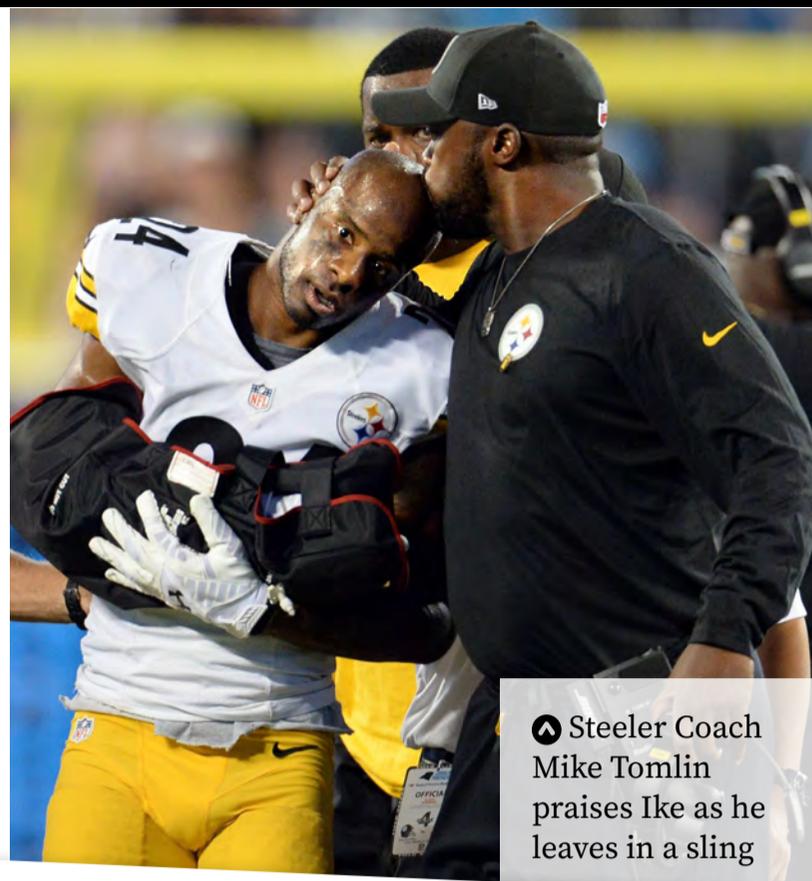
who introduced him to the University of Louisiana, where he himself had been a football player. Dr. Joe took Ike under his wing, bringing him to visit the campus and see the team.

Following in Dr. Joe’s footsteps, Ike attended U of L, too. However, when he started making choices that resulted in his grades slipping, his mom was very disappointed in him.

Taylor said, *“I slid a little bit, and momma called me crying. She saw that my grades*



⤴ Ike and Steelers Hall of Fame Safety Troy Polamalu give thanks



⤴ Steeler Coach Mike Tomlin praises Ike as he leaves in a sling



⤴ Ike is happy for his next career as a host

weren't good and asked me what I was doing. As soon as I hung up the phone, I did a complete 180. I had tunnel vision. I locked in the classroom. I locked in spiritually. And I worked even harder to make sure my mom and sisters would be taken care of someday. I didn't party, or drink, or curse, even. My goal was to get my mom out of the situation she was in."

His hard work paid off.

Earning a scholarship, Ike also played as a running back before his coach, Gary Bartell, switched him to corner. Ike had

the size, and the Pittsburgh Steelers drafted him in the fourth round of the NFL draft.

Steelers coach Dick LeBeau ran a very complex defense. His intention was to confuse the offense, but it made the preparation very difficult. Ike said, *"It was like Chemistry to me. One of LeBeau's coaches, Ray Horton, simplified it for us, though."*

Driven to be the best, Ike kept working hard, showing the Steelers coaches he was all in.



“ I didn’t party, or drink, or curse, even. My goal was to get my mom out of the situation she was in.”

Ike went on to play in three Super Bowls, winning two. Recalling his first win, Ike shared the team’s motivation for the game: to get a first Super Bowl win for teammate Jerome Bettis.

Playing in Jerome’s hometown of Detroit, Ike said, *“The guys in the locker room were unselfish. It was all about winning it for Bussy. We cared more about each other than ourselves.”*

Speaking to that, some of the players even slept and ate at Jerome’s mom’s house during the week of the Bowl.

Fast forward to today: Ike makes his off-season home in his native New Orleans. He trains with Tom Shaw in his Speed, Power, Agility, Reaction and Quickness (SPARQ) Training Program, primarily at

Disney’s Wide World of Sports Complex in Orlando, Florida.

Each summer since 2005, he’s also run the FaceMeIke Football Camp in New Orleans for local youth.

No stranger to giving soundbites to the media, Ike started a podcast on the BLEAV Podcast Network. Never afraid to say what he feels, Ike said, *“The BLEAV Podcast Network is up and coming. Podcasting is where I want to be. You get to be your own producer and write your own script. Give me a topic, and I am ready to roll.”* 🎧



Sports Category Director

Neil Haley
sports@podcastmagazine.com
The Neil Haley Show 🎧



UNDER THE RADAR

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



TALKING GOLF GETAWAYS WITH MITCH LAWRENCE

Talking Golf Getaways is a podcast about golf travel with producer and host Mitch “McHickory” Laurance. Having developed his love of golf after being introduced to the sport by an actor friend, he was hooked, and now, he connects with golf journalists, architects, and global golf travelers to talk about their favorite destinations and experiences.

Mitch knows a thing or two about entertainment. Before becoming a



podcaster, he was an actor, appearing on a host of TV shows and movies, including one of my personal all-time favorites, *Eddie & The Cruisers*. You might also recognize him from *Not Necessarily the News*, and several other recurring roles on television series like *L.A. Law*, *Matlock*, and *Dawson's Creek*. Guest roles have ranged from *Laverne & Shirley*, *CHiPs*, *The Outer Limits*, *One Tree Hill*, *Prison Break*, *MacGyver*, *Beauty & The Beast*, *Empty Nest*, and *Jake and the Fatman*, among others.

The oldest member of the GolfTripX team, Mitch brings wisdom, experience, and much better stories to the golf/travel table than his cohorts. Alongside his co-host, long-time road and talk partner Darin Bunch (Video Host for GolfTripX), he mixes four decades of golf and travel passion with former careers as an actor, ESPN Commentator (Championship Billiards), and golf TV Host (*On The Green Golf TV Myrtle Beach*). His resume includes more than 300 interview-based podcasts. 🎙️



MY BROTHER, MY BROTHER AND ME (AND OUR DAD)

Edibles, Trolls, and a Multimedia Empire

Check out *My Brother, My Brother and Me* in our First Annual **Top 50 Dads In Podcasting** feature!



Most podcasters create the podcast they need for themselves—and yes, self-administered audio therapy was a motivator for the hilarious brothers who created *My Brother, My Brother and Me*. Their shared goal? To continue spending quality time cracking jokes with each other after all moving away to different cities 10 years ago.

“It came out of a having an excuse to talk to each other once a week,” said Travis McElroy, who, together with brothers Justin and Griffith, created the weekly comedy advice podcast to answer questions submitted by listeners or found in Yahoo! Answers. They also feature “guestperts” like Jimmy Buffett, Elizabeth Gilbert, Lin-Manuel Miranda, Al Roker, Dan Savage, and others.

“If you’re too afraid to make jokes about it, it gets scarier.”

—Justin McElroy

Recently celebrating their 500th episode, the McElroy’s grew up in a “radio family” with dad Clint encouraging the boys’ impersonations, comedic one-upmanship, and skits, sometimes even putting them on air at his Huntington, West Virginia radio station.

“That’s literally the entire reason we’re doing what we’re doing, which is both a compliment and a critique,” laughed Justin. “We grew up in a world where it normal to record yourself talking, making jokes, doing skits, and presenting them for people. We had no inhibitions.”

Travis added, “We just grew up connecting through humor, performance, and doing theater together. Dad would act and direct, and we were in shows together. We just got used to the performing part.”

The wildly popular improvisational show, known to many as *MBMBaM*, has often topped the podcast charts with the McElroys’ wild, comic tangents and wealth of inside jokes. In fact, it has evolved into a small media empire.

Take the episode in which Justin took some time off from the show to care for his newborn, and he, Travis, and Griffin got together with dad Clint to play *Dungeons & Dragons*. The episode was so popular,

it spun out into a biweekly comedy adventure podcast, *The Adventure Zone*, on Maximum Fun Network. Featuring the family solving puzzles, fighting enemies, and leveling up their characters in a series of cinematic and humorous encounters, this hilarious show morphed into a two-time *New York Times* bestselling graphic novel series. *The Adventure Zone: Balance* gets a home on NBC's Peacock streaming service this summer as a side-splitting fantasy animated series that follows an unlikely, poorly equipped trio and their beleaguered Dungeon Master as they reluctantly embark on a quest to save their world. And the third book in the series, *The Adventure Zone: Petals to the Metal* debuts July 14.

All this thanks to dad Clint's 60-year passion for comic book collection. "And so, I forced my love of comics onto my children by barraging them with comics," Clint said.

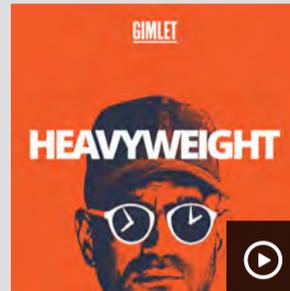
The brothers also found a way to use their podcast to troll themselves into being cast in their favorite film franchise, the upcoming *Trolls World Tour*—the sequel to 2016's *Trolls*, starring Justin Timberlake and Anna Kendrick. In it, they play characters called Techno Beat Drop Button, Country Music Tear, and Hard Rock Tear.

Back in 2017, the McElroy brothers, inspired by Justin's three-year-old daughter (well, in addition to the "legal edibles" in play), recorded a pilot for what would become a long-term project, a joke-y-but-sort-of-serious podcast all about getting



MBMBAM

listen to



HEAVYWEIGHT

Join Jonathan Goldstein for road trips, thorny reunions and difficult conversations as he backpedals his way into the past like a therapist with a time machine.



HELLO FROM THE MAGIC TAVERN

A podcast from the tavern of the Vermilion Minotaur, where he interviews wizards, monsters, and adventurers.



2.0

Will and John Wiesenfeld try to improve things that are – fine. Take email, art, or laundry, chairs or barbeque, for example.



themselves cast in *Trolls World Tour* and documenting their progress.

"My sister-in-law, Riley, told me that there were YouTube stars who had done cameos in the first *Trolls* movie," said Justin. "And as these edibles took effect, it started to occur to us that if they let YouTube people



← An enthusiastic audience awaits MBMBaM's 2019 *Become The Monster* show

do it, they might let podcasters in, too... if we worked really hard at it."

Wait! What? "You guys ingested edibles?" father Clint deadpans. "Ugh. All right, after this interview, we're having a talk."

Phase two of their mission to "impress their kids," they say, is to not be cut from the film. As Travis put it, "We're set to be in *Trolls 2*—if we don't f*ck it up."

"If we are cut from the film, we need a f*cking riot," Justin chimed in. "It needs to be the biggest deal on Earth!"

The McElroys are part of a growing trend of major media and Hollywood trolling popular podcasts for new content.

Yet, they say their ambitions to grow their multimedia empire is somewhat like riding a roller coaster. "Melinda, this is not an exaggeration. The Universe is both trying to lift us up and keep us in our lane simultaneously," Justin said.

To illustrate Justin's point, in 2016, the brothers did a show on NBC's *Seeso*, and "they were like, 'Season 2, let's do it!' They

shut down the next day," Justin explained.

Next came the global pandemic the very moment *Trolls World Tour* was set to make its debut, and all the theaters shut down. And, the very week they were to appear on *The Tonight Show*, it too was cancelled because of the Coronavirus.

"Every step forward we take, the world tries to stop us and tamp us back down," Justin mused.

Coronavirus has also impacted *My Brother, My Brother and Me*, as the brothers face a new challenge: how to be funny during a global Pandemic, and when it's appropriate and acceptable. Justin's take: "If you're too afraid to make jokes about it, it gets scarier, but you don't want to be insensitive to people who are facing financial ruin or who lost a family member."

All of a sudden, the types of listener questions they riff off of changed: "We're getting a lot of 'I haven't been outside in weeks,' 'I've lost my job,' and 'How do I work from home?'" Travis explained.

At first, the brothers wondered how to deal with it. Griffin added, *“We’re all fairly anxious people, so not letting that paralyze us ... it’s another thing we struggle with.”* But then the realization came: they were true experts at the ‘stay-at-home’ gig, having always recorded from home. *“This is our territory. This is our moment to help people. Like, yeah, you shouldn’t wear sweatpants all the time. You’ll get sleepy and won’t do good work.’ This, we can talk about,”* Justin joked.

The tightknit McElroy family says the toughest thing about Coronavirus has been not being able to see each other.

They also miss the live shows they started recording a year into MBMBaM. *“It’s a nice reminder that you’re not doing it in a vacuum,”* said Justin. *“The longer we go without doing a live show, the more it starts to feel like, I don’t know, ‘shouting into the void’ is probably too strong. It just starts to feel emptier.”*

All the same, the brothers’ improvised antics are proving a panacea and welcome distraction: *“People reach out to us to talk about how much they appreciate the release,”* said Travis.

Now, the brothers have gotten married and have families of their own.

Other than family, “giving forward” is the most important thing to the McElroys, who have raised hundreds-of-thousands of dollars for their Huntington, WV hometown. *“We’re blessed to have listeners who are incredibly generous,”*



said Justin. *“They formed a group called My Brother, My Brother and Me Angels, and they often fill the list of all our asks to help the homeless and kids who won’t have Christmas presents. They’re always asking, ‘Is there anything more we can do?’”*

The brothers say they are eager to hit the road and get their live shows going again. *“It’s so good to see people laugh face-to-face.”*

And, to see their father in person on Father’s Day.

Wondering how to celebrate yours?

“Just take edibles, apparently,” laughed dad Clint. 🍓



Comedy Category Director

Melinda Wittstock
 comedy@podcastmagazine.com
 Wings of Inspired Business 🎧



UNDER THE RADAR

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



GOOD FOR YOU

What's a stand-up comedian to do when there's no Netflix or HBO special to tape?

Coronavirus put a lot of standuppers out of business—so Whitney Cummings (along with her robot) turned to the podcast mic to interview her friends, other comics, celebs, experts, and weirdos.

Tune in to hear episodes like Bunker #2, from Whitney's panic/podcast room, to learn all about farting couples in lockdown, crazy porn, and disinfectant wiping. Hear from



guests like Steve-O talking about his new podcast *Wild Ride!*, addictions and disorders; Melissa Villasenor from *Saturday Night Live* on how to avoid masks looking “maxi-paddy,” sending nudes during lockdown, flirting, and why guys don't ask her out; or author David Sedaris on how he handles signing autographs, the c-word, and his penchant for truly great postcards.

Fred Armisen is particularly engaging on the topic of humblebraggers and stage fright, while Foo Fighters David Grohl on EP2 is definitely where you should start if you want to know the difference between comedy and rock.

Conversation is unscripted, irreverent, and provides insights into a whole range of issues you never knew you cared about—until now. Nothing is sacred in this weirdly wonderful podcast interview show, where even Coronavirus has its hilarious side. 🎧



‘LOVE YOURSELF, AND THE WORLD WILL LOVE YOU IN RETURN.’

—Chris Antie

The *What About Our Life?* podcast is a celebrity-based show that has literally become an overnight success. Celebrating LGBTQ couple Chris and Will, it revolves around the charmed lives of these two Prince Charmings. And wow! What a life they have led! Strap in and hold on tight; this is an E-ticket ride.

It all started at the Walt Disney Company, where Chris and Will first met. Together, they worked in the theme park division, which then moved them into television, working on several episodes of *Hannah Montana*. After spending time working with the Disney Production, The Disney Animation Division, Chris and Will left Disney to move over to Universal, where

they played their respective parts in the building of the Harry Potter exhibit.

Chris and Will have worn many hats: writers, producers, and talent management. Building names for themselves, they’ve also made incredible connections along the way. And, as if that weren’t enough, Chris is also a celebrity chef, and Will performed as an actor on the first few episodes of the second season of the *Hannah Montana* show.

Now, for the fairytale moment that brought Chris and Will into the world of podcasting...

Having both previously worked with iHeart media in various roles, they



“Really, we just have interesting conversations a lot of people find amusing.”

happened to be in an office at a location in Baton Rouge, Louisiana, when one of the program directors came up with the idea of Chris and Will doing a podcast show.

They both replied in unison: *“What’s a podcast?”*

And so the education began. Intrigued, they discussed their goals, should they take it on.

Both wanted to become more involved in the business of Hollywood, in general, associating their lives with the lives of their listeners. They wanted to give it a sort of “home-base” feel where casual conversations take place—like easy conversations with friends over the phone.

“Our show revolves around our entire life and experience with all the different

corporations we’ve worked in, how we mix into it, where we’ve been, who we’ve met, and what we’ve been a part of,” Chris explained. *“Really, we just have interesting conversations a lot of people find amusing.”*

From there, the hosts began featuring celebrity guests—like Katie Leigh, who has done a lot of voiceover work for Disney. The reaction they received to that show was tremendous.

They then reached out to another friend of theirs—Alan Gilmore, designer of multiple *Harry Potter* films and exhibits. He rarely does interviews, but for Chris and Will, it was a go. Right after that episode was released, their numbers skyrocketed, and the hosts who had really just entered the podcast space accomplished the nearly impossible: amassing a huge following of listeners in very little time.

“That’s when we sort of went ‘Okay... we’re definitely seeing success in episodes with a celebrity guest!” Chris said.

They also quickly learned the importance of staying on their toes and expecting the unexpected during their interviews.

“We were in the middle of interviewing Anson Williams from Happy Days,” Chris shared, “and in the middle of the interview, all of the sudden, the line was disconnected. So, we had to call him back to redo it again. And then it did the same thing about two or three more times. Then, after the fourth time, we both thought, did we offend him? Ask something we shouldn’t have? We later discovered that he was apparently



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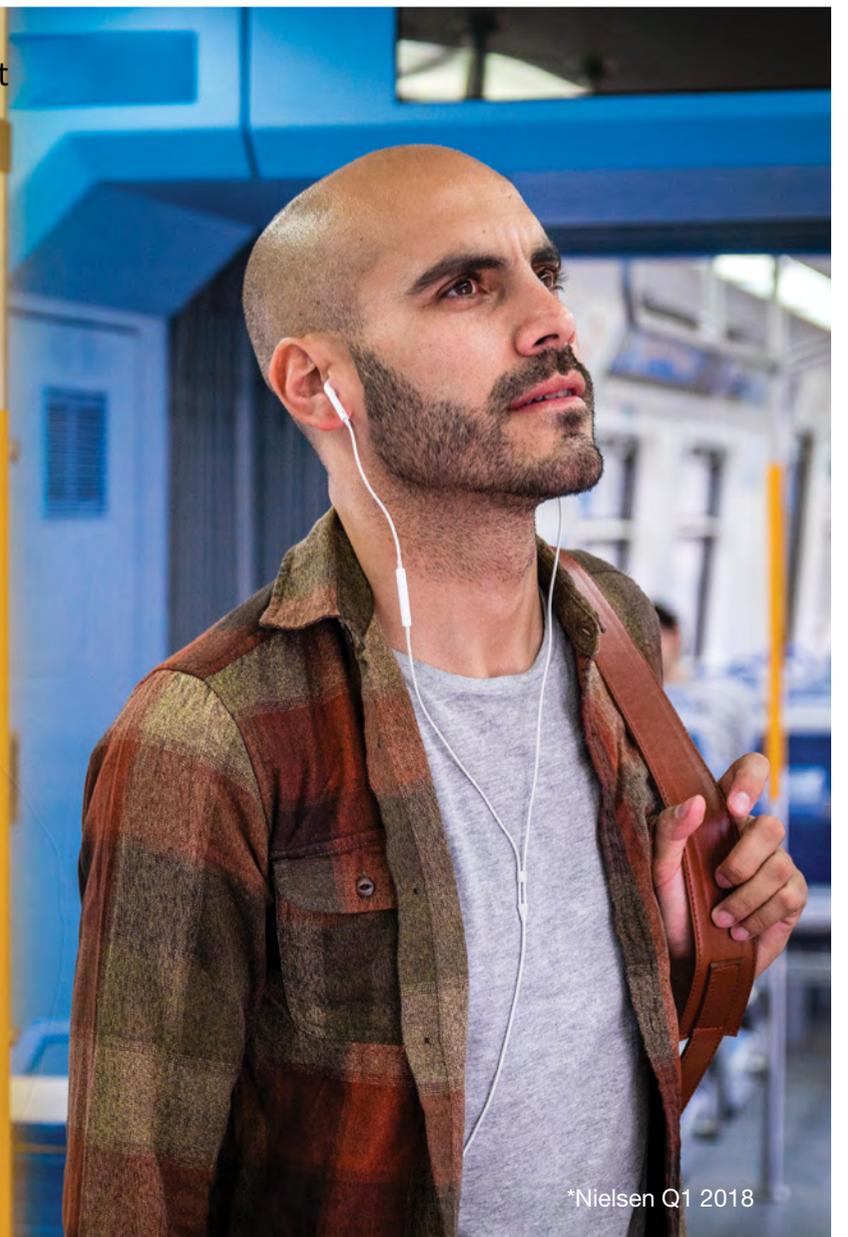
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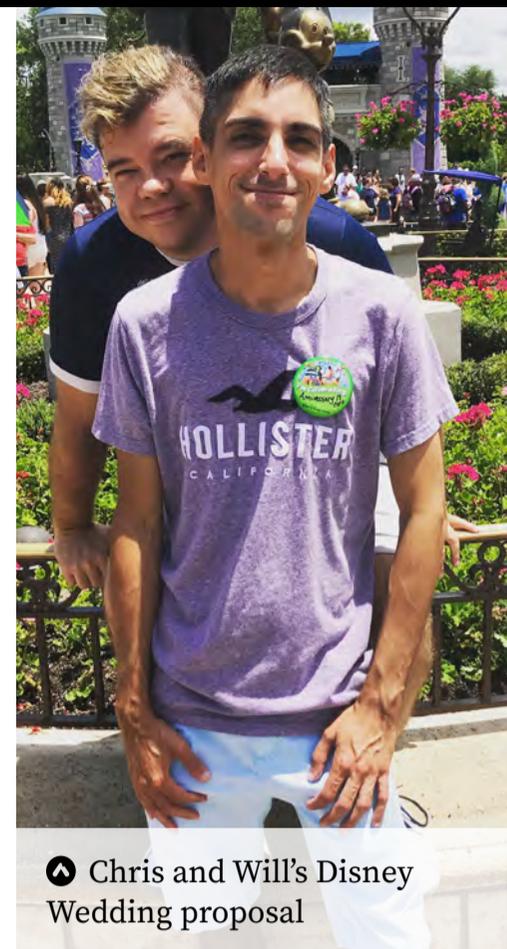
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Chris and Will's Disney Wedding proposal

← (from left center) Friends Shawn Murray and Shawn Henry with Will and Chris celebrate with the cast of Disney's Festival of The Lion King

tapping the phone as it was on his ear, and he kept accidentally disconnecting.”

Never knowing what is going to happen, especially in the pre or post show, Will explained, *“It’s really just spontaneous. It comes out of nowhere, and it makes you feel really good.”*

Both hosts are equally passionate about the quality of the show, too. And they have had some pretty amazing mentors along the way to guide them.

“We have had a lot of connection with the Disney family, including the late Roy Disney. And the one thing about his philosophy is that everything is a show; no matter how it’s presented, it’s a show. We bring that philosophy into our podcast.

Whether you take an hour of your time to listen in, or 20 minutes, you’re dedicating precious time to listening to us. We want to make sure that we keep you entertained for the entire time you’re there,” Chris said.

Together now for over 20 years in both a professional and personal relationship, Chris and Will spend just about every second of their day together. They are being recognized for the Legacy Award in Orlando for the LGBTQ community, and have been invited to many charity and pride events as well as having received endorsement opportunities. They even did an exclusive interview with Macy’s for the Macy’s Thanksgiving parade!

“We just live our life, staying away from negativity and accepting each other as we are.”

How have they “done it all” so successfully?

“We just live our life, staying away from negativity and accepting each other as we are,” Chris said.

“Exactly,” Will chimed in. “And we have complete trust. Because if we don’t trust each other, what is there?”

Having listened to their show and conducted this interview, I can tell you this: Chris and Will have a gift for making people happy. They bring out the best in others, making their desired positive impact on the world. And they certainly meet their goal of making people laugh and smile.

Their message to you, dear readers of *Podcast Magazine*?

“Remember to love yourself, and the world will love you in return,” Chris said. “This is your world, your life, to do whatever you feel the need to do.



Do it the way you want to do it. Don’t second guess it because of somebody else’s opinions or thoughts. Advice is solicited; it’s not required. The only way to get through anything in life, whether in something as complex as reaching a certain level of success or as simple as learning how to ride a bike, is to just believe in yourself and love yourself enough to do it.”

“And, have the confidence in yourself to do it,” Will added.

The gracious hosts of this show don’t care where their listeners come from or what their lifestyles are. Accepting of all people from all walks of life, Chris said, “We’ll like you for exactly who you are.”



TV & Film Category Director

Rob Actis

tvandfilm@podcastmagazine.com

Living the Law of Action Show



UNDER THE RADAR

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



TALKING SOPRANOS

I am going to say it right here upfront; this is a five-star rated podcast. (As a die-hard *Sopranos* fan, I know better... I don't want to be swimming with the fishes like "Big P*ssy!")

Co-stars Michael Imperioli and Steve Schirripa host *Talking Sopranos*, a show re-watch podcast. It is such a fun ride that I searched out all my blue rays of the *Sopranos* to re-watch after listening in.

They go through episode by episode of the famous show that aired from 1999-2007, starting with the pilot, covering it all: the



inside info, behind-the-scenes stories, and little-known facts that could only come from those on the inside.

Of course, what would a re-watch podcast be without additional interviews with other cast members, producers, writers, production crew, and special guests? Don't worry; they do that, too!

I enjoyed this podcast, because it is such an easy-to-listen-to, casual conversation. These guys are such pros! Along with talking about the *Sopranos*, Michael and Steve also share candid conversations about the entertainment business, their friendship, and all the folks they've met along the way.

This is a must listen for all *Sopranos* fans.

Full disclosure (shhhh, it will be our little secret): I really was almost fed to the fishes by the editing team, because I was late getting my articles in this month. Why?

Because I was binge-watching and listening to all things *Sopranos*! Don't judge, and please keep that to yourself. 🗣️



MANNY FACES
PRODUCER & HOST

THE MANY FACES OF MANNY FACES

Saving America with Hip Hop

“If Hamilton and 60 Minutes gave birth to a podcast, it would be News Beat.”

—Michael “Manny Faces” Conforti

Imagined and inspired by schoolhouse rock and the success of *Hamilton* on Broadway, award-winning new media and hip-hop journalist, scholar, podcast professional, and kidney-donating dad Michael “Manny Faces” Conforti takes podcast news to a higher level by blending the grit and flavor of original hip-hop lyrics with stories from journalists and newsmakers conveyed in their own voices.

“We tell really important stories in a very unique and compelling way,” said Manny Faces, who also produces and hosts *News Beat*, a podcast that blends investigative journalism, progressive issues, music, and original hip-hop verses. *“It’s a marriage of music and information to tell stories,”* he added.

News Beat was launched by Morey Creative Studios, longtime publisher of the award-winning *Long Island Press*, to continue the mission of truth-telling and journalistic integrity that guided the Press for its nearly 15 years of publication.

Produced by Jed Morey, President of Morey Creative Studios, and with Editor-in-Chief Christopher Twarowski and managing editor Rashed Mian, *The News Beat Podcast* is a short-form educational and political news podcast focused on social justice and civil liberties issues, while melding the worlds of journalism and music.

Some of the hip-hop artists who provide original lyrics for the show are Recording Artists Silent Knight and LiKWUiD.

“We elevate journalistic storytelling through interviews with experts, thought leaders, academics, and activists coupled with original verses from musicians and independent hip-hop artists to foster a deeper connection with listeners and deliver an alternative narrative on some of the most pressing issues, events, and people shaping our world,” Manny Faces said. *“News Beat utilizes verse, beats, and*



MANNY

listens to



THROUGHLINE

The past is never past. Every headline has a history. We go back in time to understand the present. Feel the moments that shaped our world.



THE WEEKSVILLE PROJECT

Each story is a moment in time focusing on a key member of that generation. Thoughtful narration acquaints us with the very real history of Brooklyn, N.Y



THE MOTH

The Moth has presented thousands of true stories, told live and without notes, to standing-room-only crowds worldwide.



**“Hip Hop
can save
America!”**



“It’s a marriage of music and information to tell stories.”

audio to educate, inform, and inspire our readers and listeners—interacting with the public on a whole new level in the process.”

News Beat also covers breaking or news of the day. So far in 2020, that coverage has included COVID-19, mass incarceration, and attacks on the free press.

It has been honored by the New York Press Club as the best podcast in 2018, and by the Religion News Association.

Manny Faces also produces other top-rated podcasts, combining his unique background as an alternative journalist with his love of hip hop and social justice.

Center for Hip-Hop Advocacy

In 2015, Manny Faces founded The Center

for Hip-Hop Advocacy, a non-profit organization dedicated to increasing public awareness of hip-hop’s important artistic and cultural contributions.

Saving America with Hip Hop

Building on the success of his new media programs, Manny Faces produced the *Hip Hop Can Save America* podcast in an effort to use hip hop and culture in inspiring ways across myriad disciplines.

It explores the innovative, inspiring, and sometimes-surprising ways in which hip-hop music, culture, and sensibilities are being applied in areas such as education, science and technology, and health and wellness, among others, to improve lives, livelihoods, and communities throughout the nation and across all demographics.



“... when you give your kidney, you are helping two people.”

👁️ Manny Faces with daughter and kidney transplant recipient, Porsha.

Harvard Graduate School of Education dubbed *Hip Hop Can Save America* “*The World’s Smartest Hip-Hop Podcast*,” and “*recommended material*.”

According to Manny Faces, the mission of The Center for Hip-Hop Advocacy is to broaden public perception of hip-hop music and culture. “*The Center focuses on highlighting hip-hop’s complete story—past, present, and future—from an independent perspective, to educate and inspire while protecting and promoting the cultural, artistic, and community-based aspects of hip hop as a whole*,” he said.

A Father’s Gift: Kidney Donation

While Manny Faces is an advocate for all things hip hop, he is also an advocate for organ (specifically kidney) donation. A father who loves his children, he had the

opportunity to give one of his kidneys to his 28-year-old daughter, Porsha. In April, father and daughter celebrated the one-year anniversary of that kidney donation.

“Donating a living kidney is very safe,” Manny Faces explained. “And it not only helps the person who receives the kidney, but it helps move someone else up on the deceased kidney list. So, when you give your kidney, you are helping two people.”

According to DonorCareNet.org, there are 100,000 people currently waiting for kidneys in the United States. Get facts about kidney donation at DonorCareNet.org or from the National Kidney Foundation at Kidney.org. 📍



News Category Director

Tami Patzer

news@podcastmagazine.com

Women Innovators 🎧

Got a News Podcast suggestion?

Let us know! >



UNDER THE RADAR

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



DOG CANCER ANSWERS

The brainchild of producer and host James Jacobson, The Dog Podcast Network's premiere program, with 57 episodes at press time, is *Dog Cancer Answers*.

Each episode is designed to be a perfect listen as you walk your dog. Focusing on finding and providing cancer answers for dog lovers, Jacobson differentiates a dog "owner" from a dog "lover" by the way a person views his or her dog: if it's like a family owner, he or she is a lover. And dog lovers seek help for their dogs, so they can live high-quality lives.



Dog Cancer Answers is produced with high-quality sound and features interviews with veterinarians and other dog experts who care about canine health. Jacobson says that one out of three dogs develop cancer, so it's vital for dog lovers to get the news they need to keep their dogs comfortable while living longer lives. Recent episodes include a deep-dive conversation with Dr. Demian Dressler about CBD Oil for Dogs; another current episode is with Dr. Nancy Reese about COVID-19 and dogs.

DPN is now hiring remote hosts and correspondents who are open to all things dog, and who can meet the following criteria:

1. Must Love Dogs.
2. Must Love Podcasting.

With high production values, great conversations, and high-level guests, *Dog Cancer Answers* is a must-listen for dog lovers. 🎧



Are YOU Ready...
**TO TAKE THE
RED PILL?**



Ali Brown—host of the popular podcast, *Glambition® Radio with Ali Brown*—is one of the earliest and most influential women in the entrepreneurial space.

When we met to chat about her adventures in podcasting, Ali quickly described herself as “*basically unemployable.*” She went on to explain that, while she’d done amazingly well in school and in the corporate world, she was disappointed in the journey. As she changed jobs and tested out different positions, none of them felt like the right fit—they certainly weren’t fulfilling or things she loved.

Then, while working at an ad agency, a glimmer of hope walked in the door: a freelancer named Eric. Ali jumped at the chance to find out more about how this guy had created an opportunity for himself that gave him the freedom to come and go as he pleased.

And that was it—Ali took the red pill. She bought Bob Bly’s *Guide to Freelance Writing Success*, and dove into the world of freelance copywriting. She had no idea then how valuable her copywriting skills would become.

As her freelance business grew, people began asking her about how she was marketing her business. So, she bought another book, this time about how to sell eBooks online. Next, she wrote an eBook, and began offering courses about how she was marketing her business with an email list. Anything she tested that worked, she taught.



That process evolved her business into an Inc 500 company.

Ali shared: “*Giving myself permission to adjust the model as I evolve and shift has been key to my continuing success. Most people need to give themselves permission to do that—to take the red pill.*”

Part of Ali’s personal evolution was the launch of the *Glambition® Radio* podcast she’s now 200+ episodes deep in. But it didn’t happen the way you might think.

In 2014, her business had become a massive machine with a huge team, endless launches, complicated marketing funnels, and very specific formulas. And it all worked. But Ali was creatively starved.

One afternoon, while on a call with her entire team, she announced, “*I want to do a podcast.*”

“Giving myself permission to adjust the model as I evolve and shift has been key to my continuing success. Most people need to give themselves permission to do that—to take the red pill.”

Her team responded immediately, getting strategic and mapping out a launch plan with upsells, downsells... the whole nine yards. Ali stopped them.

“I’m doing a podcast because I want to do a podcast. I want to have amazing conversations with the women leaders I’m meeting. I think it’ll be great for my networking, and it’ll be great for me. I know that we could be doing a lot more with it, but I want to do it just for me.”

And she did. Tackling a variety of topics, Ali shifts from bedroom talk and saucy

conversions (check out the episodes with Dr. Jordan Wiggins or Cindy Gallop, founder of Make Love Not Porn), to hard-charging, high-level business strategy with ease.

When I asked Ali about her favorite episode, she teased the episode with Jennifer Cam, whose metaphor for the affiliate game couldn’t be repeated.

Ali recognizes she’s not a mass market brand (taking that red pill, again). Getting clear on her lane freed her to stop comparing and worrying about where her podcast is on the charts. Now, she enjoys a comfortable “knowing” that her audience falls in love with the truths she shares.

And clearly, she’s given herself permission to have fun with her show!

Ali’s advice to you, the *Podcast Magazine* reader?

“Start something you love, and make it so delicious, it becomes one of the best parts of your week.” 📌



Business Category Director

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

Got a Business Podcast suggestion?

Let us know! >



UNDER THE RADAR

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



AFFORD ANYTHING

Are you ready to *finally* get better control of your finances, for real? Check out the podcast *Afford Anything*. As host Paula Pant says, "*You can afford anything—but not everything.*"

With 266 episodes and 2,000+ reviews, you'll quickly realize you've found a library full of truly useful, realistic money advice with a decision-making focus.

Afford Anything is packed full of interviews with entrepreneurs, early retirees, millionaires, investors, artists, adventurers, scientists, psychologists, productivity



experts, world travelers and "regular" people all sharing how they've intentionally created the lives they desired.

In current news, Paula and guests are breaking down the potential long-term effects of government stimulus packages, stock market swings, emergency funds, ethical investing, and more. She also recently shared her personal experience with testing positive for covid-19 and her lessons learned.

Oh, and with Paula's number one rule being to "adopt the anti-budget," you know you won't be hearing the same old cookie-cutter type financial management advice on this podcast. You'll discover how to start a blog, travel for free, successfully invest in real estate, build a rental empire, and so much more, so you can create the financial and time freedom that allows you to escape average and create an amazing life.

Switch out of default mode and into an optimized, deliberate life by discovering how to make smarter daily decisions. 🎧

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OFF THE CHARTS

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

JUNE 2020

ARTS



OBSESSED WITH DESIGN

OBSESSED WITH DESIGN

Hosted by: Josh Miles

Designer Josh Miles interviews hot designers—from branding and illustration, to industrial design and architecture—to learn what makes them tick. He's got a great voice and high production quality. Plus, he's a DAD of two!

BUSINESS

THE ROB BAILEY SHOW

Hosted by: Rob Bailey

With nearly 400 five-star reviews in less than two months since launch, this podcast is coming in hot! A no-BS look at whatever's new in Bailey's head about business, goals, personal discipline, and more.



COMEDY



BS DE RESISTANCE

Hosted by: Lyssa Graham and Dale Leopold

Irreverent, fast-paced, and deliciously immersive anti-Trump political satire following a Texas mom and her precocious four-year-old as they're drawn in to a struggle with the Deep State and its enemies.

EDUCATION

STRAIGHT UP

Hosted by: Trent Shelton

Former NFL wide receiver turned internationally successful motivational speaker with over 12 million followers on social media brings his powerful and honest perspective to bring you the truth you need to hear - even if it's hard to take.



FICTION



BENLUNAR

Hosted by: Simon Maeder

A fantasy fiction podcast for children and young adults that tells an epic adventure story reminiscent of *His Dark Materials* and *Harry Potter* featuring original music, poetry, and voice acting from an award-winning writer and performer.

GOVERNMENT



GOVERNMENT ACCOUNTABILITY OFFICE (GAO) PODCAST: WATCHDOG REPORT

Hosted by: GAO staff

Featuring interviews with GAO officials on significant issues and new reports, the Watchdog Report is recorded, hosted, and produced by GAO staff.

HEALTH & FITNESS

ESSENTIALLY YOU WITH DR. MARIZA

Hosted by: Dr. Mariza Snyder

Reinventing your health with safer, more effective natural solutions and powerful lifestyle changes, so can become the CEO of your health.



HISTORY



PAX BRITANNICA

Hosted by: Samuel Hume

A narrative podcast covering the empire upon which the sun never set. Beginning with the accession of James VI of Scotland to the throne of England, it follows the people and events that created an empire that dominated the globe.

KIDS & FAMILY

DAD CHAT

Hosted by: Greg Rollett & Matthew Goldfarb

Fairly new weekly podcast with and for busy dads "who want to have it all and still get home in time for dinner." Real, raw, honest talk about relationships, life, and kids from the dad point of view.



LEISURE



HELL ON WHEELS GARAGE-BUILT PODCAST

Hosted by: Jason Hallman

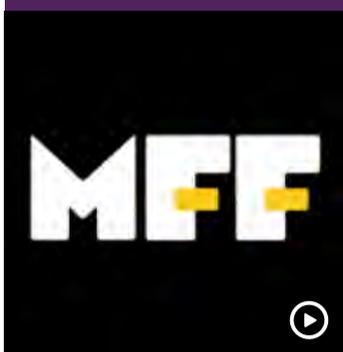
A podcast for fans of custom-build motorcycles and choppers. Guests are names in the industry. A rocky start, but gaining momentum with now regular episodes.

OFF THE CHARTS

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

JUNE 2020

MUSIC



MUSIC FOOTBALL & FATHERHOOD

Hosted by: Sebastien Lefebvre and Patrick Langlois
Simple Plan guitarist Lefebvre and Musique Plus journalist Langlois introduce listeners to new music while allowing fans a glimpse into the private lives of the hosts.

NEWS

CAPABILITY AMPLIFIER

Hosted by: Mike Koenigs and Dan Sullivan
Join Mike Koenigs of the SuperBeing Accelerator and Dan Sullivan of Strategic Coach®, to amplify your capabilities, value, status, and authority on the Capability Amplifier podcast.



RELIGION & SPIRITUALITY



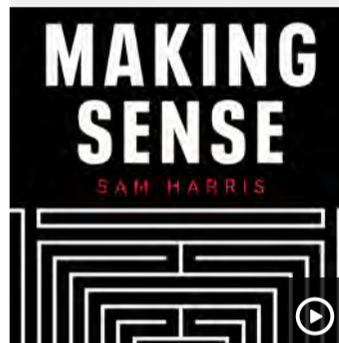
THE RECKLESS PURSUIT

Hosted by: Cody and Elaine Johnston
Their tagline says it all: A safe place for Christians to ask unsafe questions. Cody and Elaine explore with grace and care questions others are afraid to ask.

SCIENCE

MAKING SENSE

Hosted by: Sam Harris
Join Sam Harris—neuroscientist, philosopher, and best-selling author—as he explores some of the most important questions about the human mind, society, and current events.



SOCIETY AND CULTURE



UNLOCKING US

Hosted by: Brené Brown
The podcast debuted in March and quickly became a top-rated show in Society & Culture. Interviews are warm, thoughtful, and vulnerable. My favorite is the interview with Alicia Keys!

SPORTS



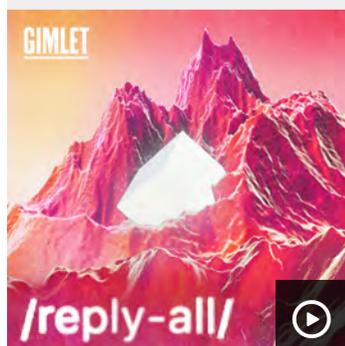
GRILLING JR

Hosted by: Jim Ross
For over forty years, Jim Ross has been the Voice of Wrestling. From referee in the regional territories to becoming the Executive Vice President for WWE, nobody has a story quite like Jim Ross.

TECHNOLOGY

REPLY ALL

Hosted by: PJ Vogt and Alex Goldman
According to *The Guardian*, this is “a podcast about the internet’ that is actually an unfailingly original exploration of modern life and how to survive it.”



TRUE CRIME



DEVIL WE KNOW

Hosted by: Aaron Bluey
Devil We Know brings the truth in real-life horror, in stories that chill the bones. True crime tales of criminals who live two lives—of the dangerous strangers that have lived two doors down.

TV & FILM

WILDRIDE! WITH STEVE-O

Hosted by: Steve-O
Comedian and jackass star Steve-O has hilarious and honest conversations with celebrities in his mobile podcast studio. Some of the first guests: Tony Hawk, Dr. Drew, Ronda Rousey, Demi Lovato, and Shaq.



EDITOR'S PICK

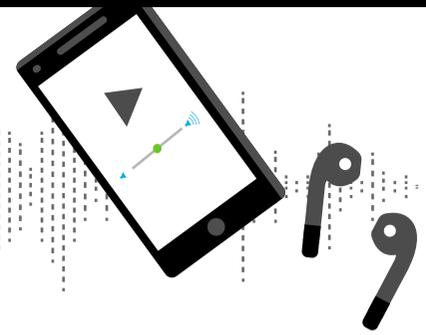


KNOW PAIN, KNOW GAIN: ENTREPRENEURSHIP MADE REAL

Hosted by: Jay Rooke
Features fireside chats with leaders who have a story worth sharing and lessons worth hearing. Fans will gain insider insights and applicable takeaways about the entrepreneurial journey not found in MBA programs.

IN YOUR EARS

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



PLANT BASED EATING FOR HEALTH PODCAST SHOW

Hosted by: Kathleen Gage

Plant Based Eating for Health Podcast Show is for those who either currently promote a whole food, plant based, oil free, unprocessed foods, lifestyle or are eager to learn how to do so.

The show focuses on healthy eating, compassion for animals and kindness to the planet.



GLOBAL NOMAD HACKS

Hosted by: Dr. Heidi Forbes Öste

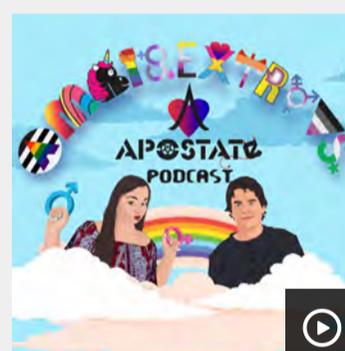
Global Nomad Hacks podcast focuses on stories, secrets, challenges and joys of life as a global nomad, digital nomad, expat and third culture family, raising and being global citizens. Global mobility and remote work are no longer a novelty or purely for pleasure for many, we have much to share.



TRAILER TRASHING

Hosted by: Joey Rinaldi, Derek Blythe and Charlie Weinshank

Trailer Trashing is a podcast where two comedians and a sound guy review and critique movie trailers. Each episode has a wacky theme that links movies that are loved, hated and forgotten. It's fun and easy listening for those who love movies, comedy, and especially the late great Roger Ebert.

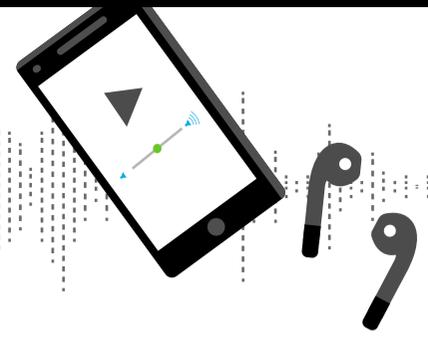


AMBISEXTRIOUS APOSTATE

Hosted by: Natalie Armstrong and Paxon Schen

A podcast about a bisexual ex-Mormon chick realizing there was nothing wrong with her, but with the world she was raised in. Our goal is to share our story and create an avenue for others to share theirs. A diverse and inclusive podcast for cult survivors, LGBTQIA+ individuals and allies.

IN YOUR EARS



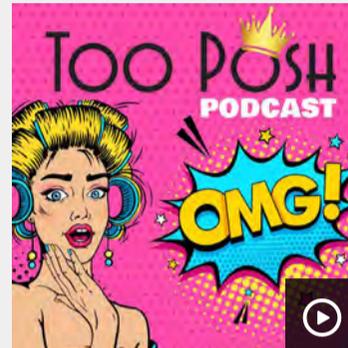
Your 'buds' will thank you for introducing them to these shows



THE RAYGACY SHOW

Hosted by: Rayson Choo

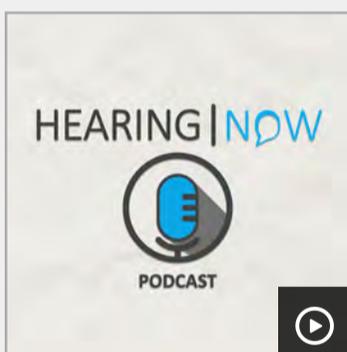
The Raygacy Show is the channel where we pick the brains of the best entrepreneurs you have in this world such as Gary Vee, Grant Cardone and etc to find out from them what are some of the simple and effective steps that millennial entrepreneurs can take to experience success in the swiftest and most effective way possible.



TOO POSH PODCAST

Hosted by: Gabrielle Gilmore and Marcella Raneri with co-hosts Bernie Diamond, Gino Raneri, and Miss Polly

Our podcast is Sassy, Open, Candid, Honest, Funny, Controversial. We bring a wealth of knowledge, experience and empathy on many different levels. We interview interesting guests and connect to their life stories. Every episode has "Party with Miss Polly" and "Question of the Day" segments where we discuss outrageous topics.



THE HEARING NOW PODCAST

Hosted by: Steven Taddei, AuD

Join us for an in-depth look at music, our ears, and your overall hearing health. Learn to protect your hearing, take control of your hearing loss with industry insights, explore cutting edge technology for sound. We're here to answer questions and get you hearing your best. Welcome to the show!



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We recommend, have tested, and believe in the products, programs, and services shown below.

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Blubrry is the ideal resource for hosting your podcast media files. They offer affordable prices, great podcast statistics, the PowerPress plugin that makes it seamless to integrate with your WordPress website, and their tech support is superb.

[Click here to get a free month »](#)



click funnels

Click Funnels' drag and drop system makes it easy to create landing pages, order forms, product and service funnels, webinars and membership sites along with easy one-click upsells and more. It allows for integration with payment processors, email and Facebook automation.

[Click here for a 14-day free trial »](#)

FRESHBOOKS
cloud accounting

Freshbooks is accounting software that makes it easy to invoice customers, track time, organize expenses, and follow up with clients.

You don't need a degree in accounting to make this work for your business!

[Click for more information »](#)

inmotion
hosting

We love InMotion hosting! They are one of the longest standing web hosting companies around, having been in the business since 2001.

They have excellent uptime, good server speed, and great 24/7 customer support amongst other things.

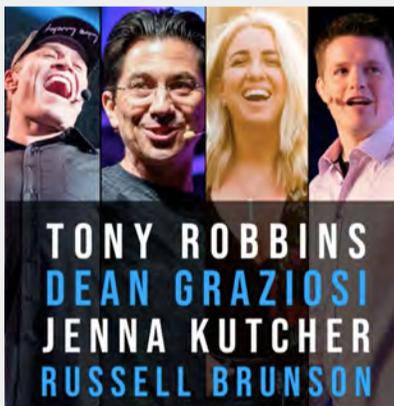
[Click for more information »](#)

KAJABI

Kajabi is an all-in-one platform for digital entrepreneurs and small businesses to sell content and digital products online.

Excellent choice to deliver your online course including everything you need all in one platform—your website, CRM, landing pages, and much more.

[Click here for a 30-day trial »](#)



Turn what you know into income. Tony, Dean, Jenna & Russell share how to tap into the exploding digital economy (without creating an online course, digital agency, or a book) by leveraging The "KBB" Method.

The training is 100% FREE.
[Register HERE »](#)

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Sendible is a great tool for managing your social media platforms. It allows for scheduling of posts and a good number of connected services compared to most others. Affordable pricing.

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

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)	THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
1	17	SWORD AND SCALE Mike Boudet	26	7	MURDER MYTH & MYSTERY Sara, Erik & Mary
2	4	THE UPSIDE Callie & Jeff Dauler	27	-	INVISIBLE CHOIR Michael Objiway
3	22	MORBIDOLOGY Emily G. Thompson	28	21	TRUE CRIME ALL THE TIME Mike Ferguson & Mike Gibson
4	5	SMALL TOWN MURDER James Pietragallo & Jimmie Whisman	29	-	KILLER RABBIT Adam, Sam & Benson
5	-	UNDISCLOSED Rabia Chaudry, Colin Miller & Susan Simpson	30	-	I UNDERSTOOD THAT REFERENCE Rob & Ross
6	-	GET NOTICED Teia Acker	31	19	CASEFILE: TRUE CRIME PODCAST Mike Migas
7	-	EXTRAORDINARY STORIES PODCAST Barry Henderson	32	-	WHAT'S YOUR SPAGHETTI POLICY Alex & Jacob
8	-	BLOODY MURDER Barney Black & Tara Sariban	33	-	STRANGER DAMIES Mark Myers
9	3	L.I.F.E CAST PODCAST The Cast of LIFE	34	-	UNPREDICTABLY US PODCAST Athena Manuma & Kristy Ferrier
10	-	TRUE CRIME BULLSH** Josh Hallmark	35	-	BRING ON THE WEIRD William Green & Elijah Meadows
11	-	BIG MAD TRUE CRIME Heather Ashley	36	-	SPURTABILITY James Creange & Joe Lozito
12	-	GEEK TO ME RADIO James Enstall	37	-	HELLBOUND WITH HALOS Kevin & Sully
13	38	CRIMINOLOGY Mike Ferguson & Mike Morford	38	-	ALL THE THINGS THAT KEEP US UP AT NIGHT Paige Elmore
14	6	CRIME JUNKIE Ashley Flowers & Brit Peawat	39	-	TRUE CRIME GUYS Lorne & Michael
15	16	REDHANDED Suruthi & Hannah	40	-	WITHOUT WARNING Sheila Wysocki
16	-	THANK GOD CANCER SAVED OUR DIVORCE Denny, Amanda & Jamie	41	-	THE WICKER MEN James Creange, AJ Panzica & Hank Kilgore
17	13	MY FAVORITE MURDER Karen Kilgariff & Georgia Hardstark	42	-	SUBLIME TRUE CRIME Dan & Elaine
18	30	LAST PODCAST ON THE LEFT Ben Kissel, Marcus Parks & Henry Zebrowski	43	-	MAMA NEVER TOLD US Jennifer, Lisa & Amy Scott
19	-	TRUE CRIME SOUTH AFRICA Nicole Engelbrecht	44	35	THE AMAZING WORLD OF TALKIN SHIZ CJ & Mattx
20	-	THE GOOD, THE BAD AND THE SEQUEL Doug & Jaime	45	47	MOMS AND MURDER Mandy & Melissa
21	18	TRUE CRIME GARAGE Nic & Patrick Edwards	46	8	CRIME IN SPORTS James Pietragallo & Jimmie Whisman
22	50	TIMESUCK Dan Cummins	47	-	OUTLANDER CAST Mary & Blake
23	-	TRACE EVIDENCE Stephen Pacheco	48	10	MURDER MILE UK TRUE CRIME PODCAST Michael J Buchanan-Dunne
24	-	MORBID: A TRUE CRIME PODCAST Alaina & Ash	49	-	DARK TOPIC Jack Luna
25	9	COLOR ME DEAD Angel & Nikki	50	-	OUR TRUE CRIME PODCAST Jenn & Cam

OUTRO

A FINAL THOUGHT FROM THE EDITOR

In this year of firsts for *Podcast Magazine*, this issue checks off yet another box on our long list of goals for this magazine. From day one, we have strived to highlight shows from across the podcast spectrum that fly under the radar and have yet to secure the recognition they rightfully deserve.

Our ***Top 50 Dads In Podcasting*** feature is a perfect example of bringing this mission to fruition. Rather than go to the charts to provide additional exposure for shows that already garner their fair share of attention based on ratings, reviews, downloads, and subscriptions, we asked our readers to vote for *their* favorite dads in podcasting. And, vote they did.

We couldn't be happier that the large majority of shows that made the list are from podcasters who fall outside of the lists of 'usual suspects.' And we have every intention of continuing to ask you, our loyal readers, to vote

throughout the year for **your** favorite podcasts—for both the **Monthly Hot 50** » (www.PodcastMagazine.com/hot50) as well as our ongoing special features.

Next month, I sit down with one of my podcast heroes, Dave Ramsey. I have been a fan of Dave and the myriad Ramsey Solutions shows for years.

I'm excitedly anticipating being able to ask him how he's doing, in anticipation of his patented answer... "*Better than I deserve.*"

Until then... listen on!



STEVE OLSHER

@ThePodcastMag