

JULY 2020 / VOL. 1 NO. 6

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MAGAZINE

BEYOND THE MICROPHONE

IJEOMA ELEAZU

HOSTING THE
#1 ETSY PODCAST

DAN LOK

THE ASIAN **DRAGON**

RACHEL LUNA

IS **WILLING TO OFFEND**

**ZAIBA HASAN &
UZMA JAFRI**

PODCASTING
WHILE MUSLIM

**DR. JOAN
CARTWRIGHT**

GIVING **WOMEN
IN JAZZ** THE
SPOTLIGHT

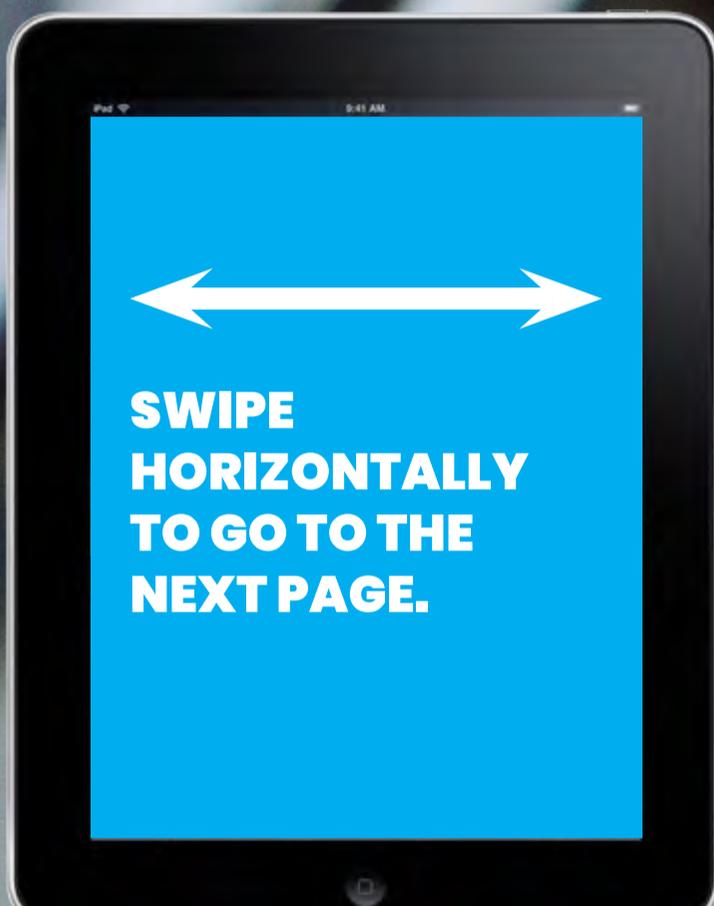
RAMSEY SOLUTIONS'
**DAVE
RAMSEY**

CHANGING LIVES LIKE NO ONE ELSE



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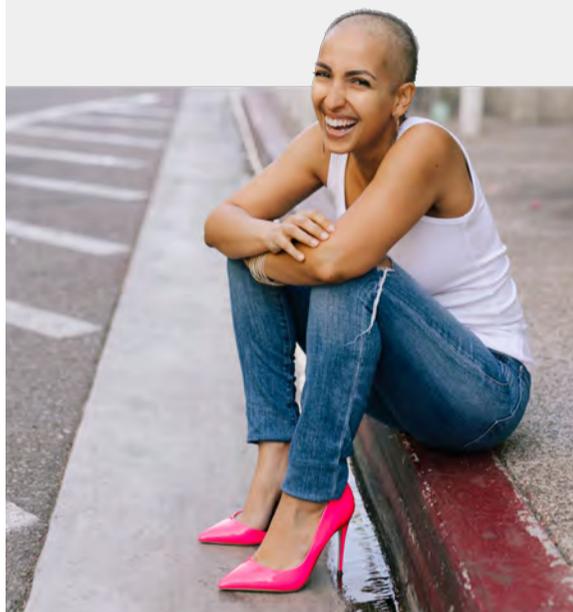
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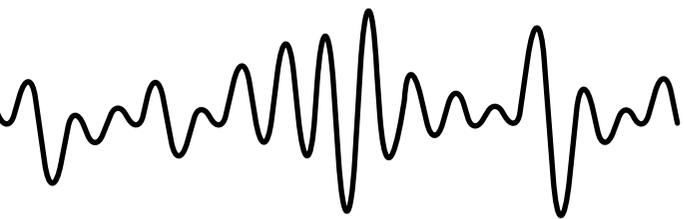
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The industry's only monthly chart highlighting the top 50 podcasts as selected by podcast FANS



FROM THE EDITOR

I grew up just outside of Chicago in the Evanston school district of Skokie, Illinois (yep, confusing for me, too). As a kid, I was completely *unaware* of how skin color could impact someone's life.

Why? Because from grammar school through high school, our classes were comprised of a grand assortment of darn near every race, creed, color, and religion under the sun. From as early as I can remember, I had Black, Hispanic, Asian, Indian, White, Catholic, Christian, Greek Orthodox, Muslim, and Jewish friends.

I was raised under the Jewish faith.

Being Jewish, I have experienced my fair share of prejudice, and still do to this day. I can't tell you how many times I've heard someone use the phrase "*Jewed 'em down*" when referencing a successful negotiation.

Recently, a friend referred to my past behavior as "*kinda Jew-ey.*"

While I'd like to say I have taken these direct and indirect jabs with a grain of salt over the years, they hurt more than I'd like to admit. Time after time, new occurrences added pain to an already tender wound.

In some of these instances, people used these derogatory phrases *knowing* that I'm of Jewish descent. In others, it's unlikely they knew given that I often pass for Italian, Greek, or other nationalities and seldom reveal my faith when such ignorance arises.

I can readily admit that, over the years, I have used my hard-to-pinpoint ethnicity countless times to hide who I am and avoid being labeled as Jewish or discriminated against because of my religious upbringing.

If I'm being totally honest, I've shied away from, and in many ways, denied, my Jewish heritage as an adult *because I am afraid.*



STEVE OLSHER, Founder/Editor-in-Chief

Afraid of being persecuted, beaten, or slaughtered as many of my ancestors were.

Afraid to raise my children in the Jewish faith, in the hopes that they can avoid the same disdain and criticisms I've so often encountered.

Afraid of being labeled as a “money-grabbing,” “penny-pinching,” “Hollywood-controlling,” “kike,” or “enemy of the people.”

Afraid of who I *really* am and what that means.

And, while I wish I could say that I comprehend what it's like to be discriminated against because I'm Jewish, or that I have even an inkling of understanding as to what it means to be Black because of my close relationships with Black friends, I truly have no clue.

I have the luxury of being able to hide behind my difficult-to-label skin color. I can wear a cross and pretend I'm Christian or step away from conversations that turn ugly against Jews (which I have done on innumerable occasions).

You cannot hide the color of your skin if you're Black.

The great majority of Black people cannot hide behind the veil or auspices of being

something they're not, even if they wanted to. They do not have the option of hiding or denying who they are to avoid persecution, denigration, denial, or abuse because of the color of their skin.

Growing up, I was heavily influenced by Black music. To this day, in my mind and to my ears, the best music on the planet is well-produced R&B, soul, and Chicago House music.

This doesn't mean that I understand what it means to be Black.

The majority of the artists on my playlist are Black. The majority of the concerts I go to feature Black musicians. The tattoo on my right forearm reads “*Let Love Rule*”—an homage to Lenny Kravitz.

This still doesn't mean that I understand what it means to be Black.

At 19, I opened a nightclub just off the campus of Southern Illinois University at Carbondale. Our clientele was predominantly Black as was our staff.

And, yet, none of this equates to my understanding of what it means to be Black.

Every night, my wife and I walk our dogs around our neighborhood in San Diego. We walk without fear, often without even seeing a single other resident or car drive by. And, each time, we make it home safely and benefit from the unwavering certainty this will be the case.

This fact—the taken-for-granted feeling of safety and security—was not lost on



me during recent events. I found myself not being able to help but wonder how many Black couples are unable to walk around, with or without dogs, at any point in the day, without the fear of being harassed.

Without the fear of being profiled and attacked by those hired to protect and serve... *them.*

Without the fear of *not* making it back home... alive.

While I can't possibly truly understand what it means to be Black, I can try to understand how bad things *really* are in Black America.

My friend [Thomas KR Stovall](#) doesn't have to try. He recently shared his thoughts on Facebook:



"It feels like I'm in a bizarro twilight zone universe right now.

I have never in my life felt like the incomprehensible amount of injustices, micro-aggressions, and micro-traumas Black people living our Black lives face all day, every day, has 'mattered' to the organized entity called 'America.'

I think I'd be hard pressed to find a Black American who does.

Hear me clearly; I don't say that with anger. I repeat... this is not an angry statement.

I'm saying this in a much more matter-of-fact kind of way—simply a rational, logical conclusion that is generally very hard NOT to come to, based on the sum total of a series of quite predictable experiences you've likely had at some point in your life, if your skin is brown.

This isn't big news. Depending on where you grow up, the overtness and frequency of the injustice, aggression, and abuse, mental and physical, is more deliberate toward Black people.

But as you attain more education, move into new income brackets, and gain access into different zip codes and higher net worth ecologies of people, the aggressions and traumas don't go away.

You just get reminded of your Blackness in between the lines. Stared at, whispered about, followed in stores, bags clutched, doors locked, body language. Physical violence and aggression are replaced by micro-aggressions. Physical traumas are replaced by micro-traumas.



Some are deliberate, and some are not, but all come together as a collection of built environments, visuals, and stories that affirm an omnipresent message that we see and hear and feel everywhere. What's the message?

If you're Black in this country, you're less than, and if you're thought of at all, it's as an afterthought... when the people who DO matter have already been considered and well taken care of.

At best, America is generally indifferent to the daily hardships of being Black in this country. Again, I do not say this with anger. Whether or not we believe it should be different is one thing, but in general, I think Black people know that it is what it is, and we're under no delusion about that.

I have seen my experience as a Black man matter nowhere in the mainstream, and have very rarely seen people who look like me acknowledged in any significant way in America... until the country goes up in flames like a tinder box... and then, in mere days, poof, literally everyone is willing to publicly and definitively state that BLACK LIVES MATTER.

I turn on Amazon; there it is. I log into Netflix; there it is. I log into UberEats and Grubhub, and there it is. I log into gmail, and seemingly every company I've ever done business with is now willing to definitively state that BLACK LIVES MATTER.

I have mixed emotions. But the biggest thing on my mind, and I wonder how many others are pondering this exact same question, is...

*What percentage of these people and companies truly do give a f*ck about me and my Black life, and it just took this perfect storm of events to wake them up to the systemic INDIFFERENCE and OPPRESSION Black people in America face and take a real stand... and what percentage are still indifferent, but they knew they had to say something definite, or risk being burned down too?*

That's on my mind a lot. Only time will tell us the answer to those questions."

Profound thanks to Thomas for sharing his experience and insights.

Black lives have ALWAYS mattered to *Podcast Magazine*.

I recognize, however, that these are mere words. Therefore, we will continue to prove this out with our actions, by highlighting and featuring Black podcasters from across the globe.



A stylized signature of Steve Olshe in black ink.

STEVE OLSHER
@ThePodcastMag

CONVERSATION CORNER

This month's featured 'Letters To The Editor'



@ThePodcastMag your magazine is incredible - everyone needs to subscribe and read - so much valuable information #podcastmagazine #tooposh



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@PodcastToo



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I am at a loss for words! To my surprise and shock, *Knight Reader* landed the number 6 spot in the @podcastmag !!!



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THE DAVE RAMOS



RAMSEY SOLUTIONS

Changing Lives Like No One Else

“If you’ll live like no one else, later you can live like no one else.” — Dave Ramsey

At heart, Dave Ramsey, CEO of Ramsey Solutions, is a “radio guy.” On air for almost 30 years, *The Dave Ramsey Show* is the third largest talk radio show in America and syndicated across more than 600 terrestrial stations.

Given its ‘traditional’ broadcasting roots and ‘old media’ success, it might come as a surprise to some that *The Dave Ramsey Show*, and the myriad podcasts on its proprietary network, collectively beat nearly all other podcast networks in download supremacy.

Yet, for Dave, having his voice heard via the airwaves, via ‘old media’ or ‘new,’ was never the driving factor for dispersing his teachings.

“I have always been focused on a single mission: to share a message of hope and empower people—with their money, relationships, careers, parenting... really,

anything they need to enhance their lives through personal development. I love the radio, yes. But what I love most is helping people.”

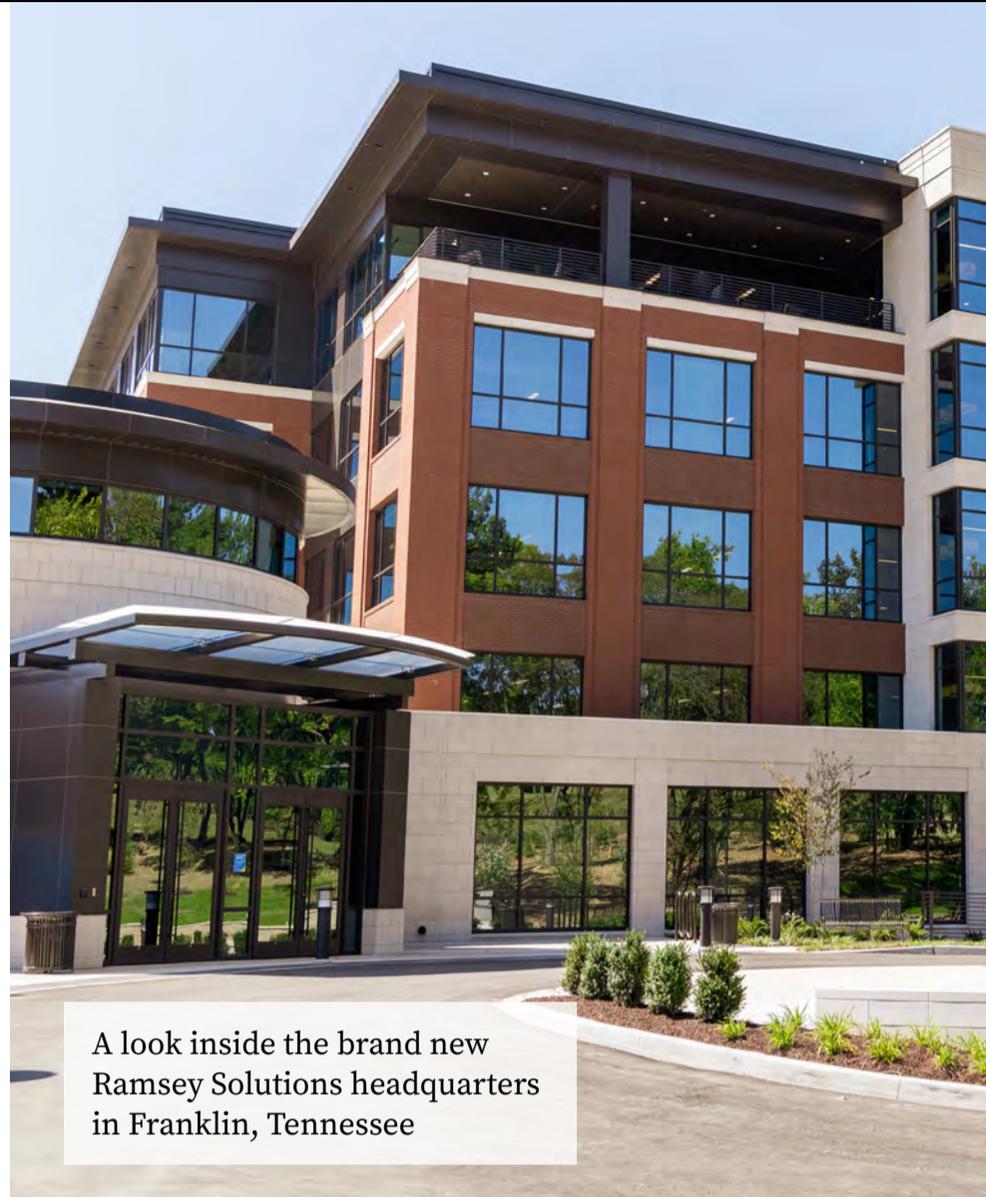
That mission, fueled by a wide array of content, products, programs, and services designed to help those they are **most** compelled to serve is the true legacy of Ramsey Solutions.

Known for the biblically based, commonsense, transformational education they provide to people of all walks of life, the formidable Ramsey squad of approximately 1,000 devoted team members is dedicated to *“work that matters.”*

“We exist for the people outside of these walls. And, when you believe in that mission at a soul level, it’s hard to not love your work,” said Dave.

The Ramsey Solutions team absolutely believes in that mission at a *soul* level. This, in large measure, is the driving force behind the company’s unparalleled success. Named one of *Inc. Magazine’s “Best Workplaces for 2020,”* and voted among Nashville’s best places to work an impressive 11 times, Dave attributes these accolades to the *“incredible leadership”* of his carefully chosen team—one that maintains the company’s artfully crafted culture day in and day out.

“We put a lot of effort into finding the right people—people who have a real depth and breadth of knowledge. Their value system has to match our mission. When we find them, we basically consider them to be



A look inside the brand new Ramsey Solutions headquarters in Franklin, Tennessee

family. We love and lead them, and the cumulative effect of that diligent process is the often-imitated, seldom-duplicated secret sauce to our success. It’s not about one ‘superstar.’ This is a team effort; we’re all in this mission together,” Dave shared.

It should come as no surprise then, that once brought into the fold, team members are encouraged to play to their strengths. These talents are on full display via a wide variety of podcasts, a significant YouTube presence, and an impressive social media following (more than one million strong on Twitter and three million on Instagram).

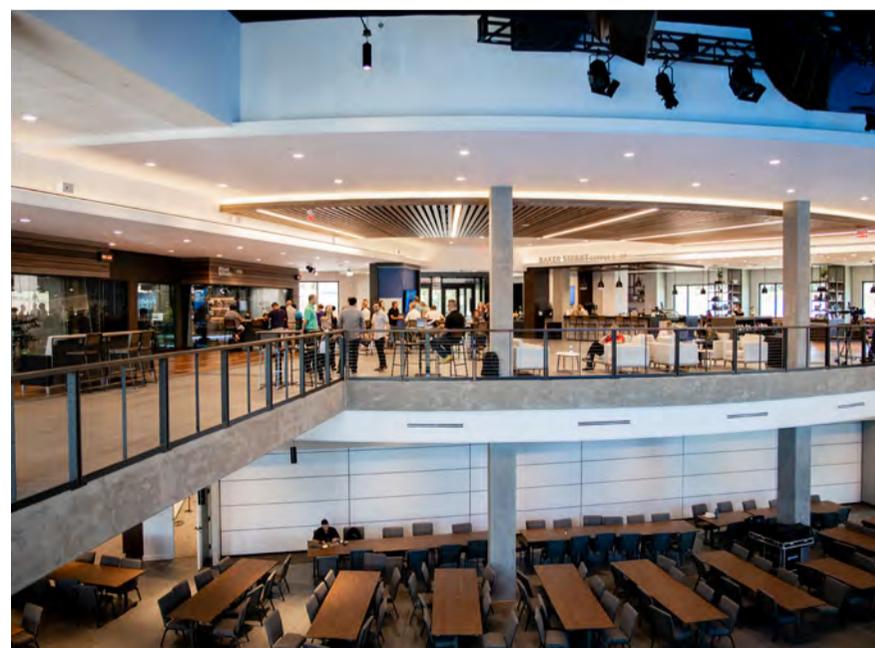
Their podcast portfolio, and aptly named Ramsey Network, includes a slew of popular shows, including *The Dave Ramsey Show, The Christy Wright Show,*



The Rachel Cruze Show, The Chris Hogan Show, The EntreLeadership Podcast, The Ken Coleman Show, Borrowed Future, Work Matters with Ken Coleman, and A Message of Hope.

Its flagship podcast, *The Dave Ramsey Show*, along with many of its other offerings, broadcasts live five days a week from its brand-new, state-of-the-art, architecturally significant headquarters located just outside of Nashville. There, fans from across the globe are able to witness the shows being created firsthand, tour the impressive facility, take photos with the show hosts, and be part of the magic that ultimately reaches more than 17 million listeners weekly across its various distribution platforms.

And, while repurposing the live show into





▲ A select highlight of podcasts on the Ramsey Network



Podcast Magazine Founder/Editor-In-Chief Steve Olsher with Dave Ramsey at the Ramsey Solutions headquarters

podcast episodes seems like a no-brainer today, it wasn't always.

When the idea was initially proposed, Dave's response was not one of skepticism, but rather, unfamiliarity. *"I didn't even know what a podcast was. I remember asking why we needed one,"* Dave recalled.

When it became clear that having a podcast equated to reaching more of those who could benefit from their teachings without having to expend additional time or energy doing so, he was immediately all in.

As early pioneers in the medium, they

cobbled together hour-long episodes based on what worked well in terrestrial radio, with an eye toward modifying the programming format to cater to those tuning in via this 'new media' platform.

These admittedly "naïve" efforts were rewarded handsomely... and people listened in droves.

"We were surprised by the data, to be honest," Dave shared. *"Revenue from the one-hour show was sufficient enough to add a second hour of programming, and then a third. The show, as a podcast, took off from there."*

Took off, indeed. Take their *"Borrowed Future"* series, for example. Comprising eight episodes dedicated to addressing and providing solutions for the student loan crisis, the show has garnered in excess of one million downloads.

"The beauty of podcasting," Dave said, *"is the direct connection to our listeners. There's no 'middleman' like there is in radio. There's no ivory-tower filter."*



“I have always been focused on a single mission: to share a message of hope and empower people.”

Listeners tune in because they choose to, and we can care for them and serve them exactly as we want to. We can also respond to the market much faster and do so in real time.”

Despite generating hundreds of millions of dollars in revenue annually, Ramsey Solutions continues to operate by its defining mantra—that their success is defined not by the number of dollars coming in, but by the number of lives they are able to change.

Long ago, Dave recognized that, in order to achieve their desired level of success and impact as many people as possible, the public needed to hear more than just *his* voice.

Christy, Rachel, Chris, and Ken represent a select handful of the many shining Ramsey Solutions’ stars who compliment Dave’s brilliance. Their roster of on-air talent continues to grow.

Ultimately, the goal of every podcast

under the Ramsey Solutions umbrella is simple:

“To give our listeners even a single piece of information, or story, or touch them with humor, or a combination of the three,” shared Dave, *“that empowers them to believe they can win.”*

“So many people feel trapped. Our greatest joy is in taking those who don’t believe they have a chance at doing well in this lifetime and showing them the truth—that they have MORE than just a chance of creating a life they’ll love—and making them believe it. That’s called hope.”

And, given the extraordinary times we live in, “hope” is certainly something that *everyone*—no matter their age, creed, color, political, or religious beliefs—can benefit from. 🎧



Founder/Editor-in-Chief

Steve Olsher
steve@podcastmagazine.com
Beyond 8 Figures 🎧



▶ INTERVIEW

LEISURE

DANNY PEÑA, OG

On Bill Gates, the Evolution of
Gamertag Radio, and the Key
to Podcasting Success

“The day I stop having fun is the day I stop!”



“Danny Peña is the connective tissue in the gaming industry.” —Rick Kim, MVP Xbox

Imagine... you're a college student gamer, and Bill Gates asks YOU to play one of his games. How do you top that??

You become one of the first successful video game podcast hosts, naturally!

That's just what OG (Original Gamer) Danny Peña, host of the award-winning podcast *Gamertag Radio* did. He comes together with co-hosts Peter Toledo and Parris Lilly to deliver their biweekly podcast filled with news, reviews, exclusive interviews, and roundtable discussions about the gaming and entertainment industry. And let me tell you, the combination is magical,

disturbing, and fun all at the same time! (Yes, they are *that* good together!)

Celebrating 15 years of podcasting success, as well as the publishing of their 1000th episode with the interview of Phil Spencer of Xbox in February, *Gamertag Radio* has had a big year.

Let's go back.

The history and evolution of the show is as much a part of Danny as breathing. His dad was a DJ in the 70's and 80's at the heyday of disco and party music. Danny loved playing with the equipment, and at the age of five, started making his “own” tapes and recording music. He played “talk show” with his brothers... or any family member he could bribe into listening.

Fast forward to the early 90's, and you'd find Danny DJing, spinning hip hop for house and warehouse parties. He would also take over his friends' pirate radio stations, which were of course illegal (and plentiful in Miami) at the time, because they weren't FCC approved. But that didn't stop him—he still continued to broadcast as often as he could.

As his love of music grew, so also began his love of video games. His grandmother gifted him his first Atari 2600, and later, he acquired a Sega Dreamcast. He played the games over a dial-up 56K modem (think: verrrrryyyy slowwww connection). He also listened to an online radio station called 88 Hip Hop, which ended up being one of the main inspirations for his own internet radio show. While the show did not go very far in the traditional sense because of a lack of equipment, it did foreshadow his future.

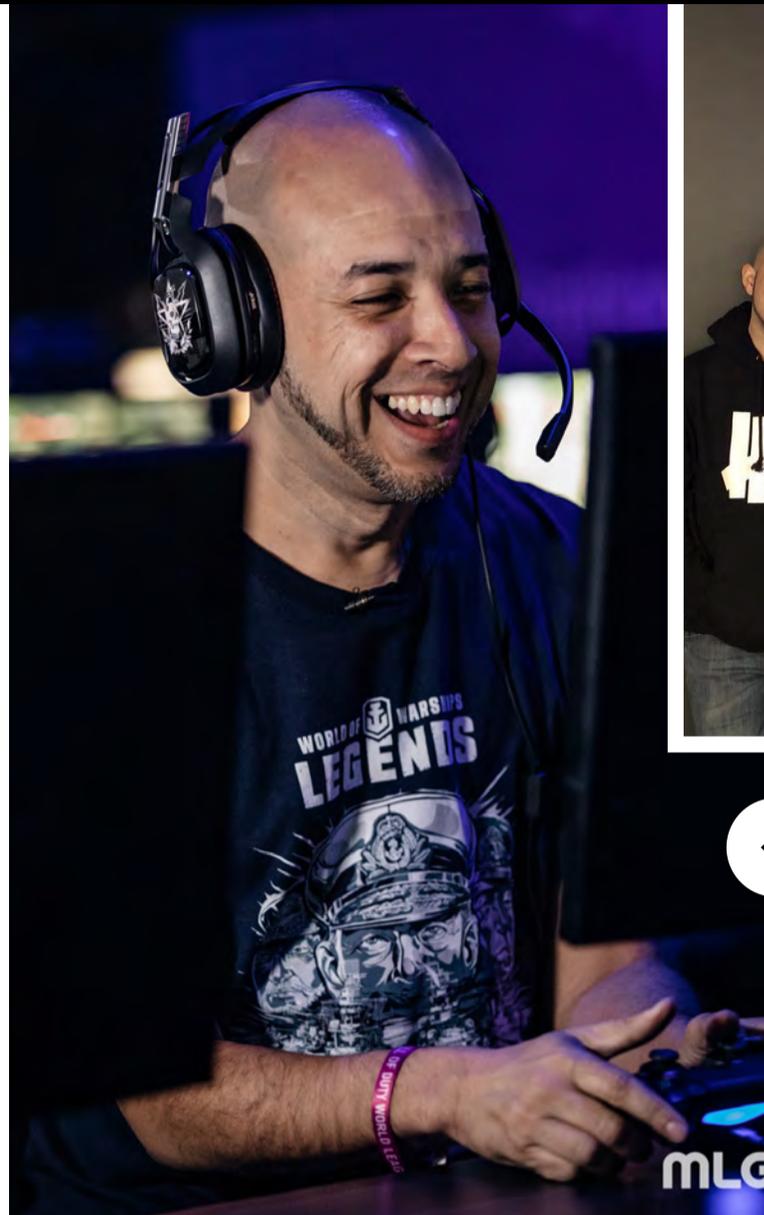
In addition to playing the games, he started interviewing his friends about the games, usually recording over a cassette player. He edited his own tapes using the play... record... pause... play method. Even as a teenager, he started honing his skills and “ear” for editing.

Danny's move to New York in 2001 to attend college proved to be a game changer. As video consoles rolled out to a new generation of players, the marketing of the consoles and games was ramped up to even greater heights. Launches were Event and Spectacles, and invitations were hard to come by.



Taking advantage of proximity, he cajoled a press pass from the promoter of the launch at Microsoft and gained VIP access to the backstage area. He was able to interview some of the pioneers of the industry on his cassette recorder. Shortly after, he received a pre-launch Microsoft Xbox—one of 10—and was invited back to give Bill Gates, CEO of Microsoft, feedback on the gaming system.

In 2005, *Gamertag Radio* was officially launched to the public, on a computer, since podcasts were very new to the game and smartphones had not debuted yet. Listening to a podcast then took effort, but slowly, *Gamertag Radio* gained a following. “*The key,*” says Danny, “*was (and still is) to be seen and to be present. We got out of the house. We attended*



(opposite page) Danny and Bill Gates, former Microsoft CEO, playing one of the first Xbox consoles.

(left) Danny Peña enjoying his love of video games.

(above) Danny and co-hosts Peter Toledo and Parris Lilly at Twitch headquarters in San Francisco.

events. We showed up—not just physically, but mentally as well.”

One of those first events he attended, in June of 2005, was E3 in Los Angeles. *“I had \$20 in my pocket to feed myself and my brother for a week. We ate dollar hamburgers at McDonalds all week. We were so excited! We burned through all our money-making media kits and CD’s of our broadcasts. We handed them out to anyone who would take them. Then... nothing. No one called! No one even paid any attention.”* That is, until iTunes added podcasts to their platform two months later.

Danny believes it’s important for podcasters to know the history of the industry. Today, a podcast can literally be started in a matter of minutes with a smartphone. Technology exists to

broadcast that recording around the world for a relatively small investment of time and money. Manually customizing your own RSS feed is unheard of anymore, much less the starting and stopping of a cassette recorder to edit, as Danny had done.

For Danny, Peter, and Parris, the magic to their success and their longevity is in their community—one that was built over time and with earned trust. They listen to their audience and involve them in the show. They participate in MeetUps, host live events, and they take their audience with them to Academy of Podcasters Hall of Fame induction award shows. *“Too many people are focused on downloads. If you take care of your listeners and include them in your journey, the downloads will*



Phil Spencer, Head of Xbox and Executive Vice-President of Gaming at Microsoft was the featured Gamertag Radio guest celebrating the 1000th episode in February, 2020.

come,” says Danny. That is the underlying philosophy guiding the show and their own journeys.

“We create amazing content for our listeners, and we stay true to our beliefs for our audience. They know when the energy is not there. I still feel the same about our show as I did when I was a kid in my 20’s. The day I stop having fun is the day I stop!” Danny exclaims.

One of the highlights of the incredible journey of *Gamertag Radio* and for the trio, Peter, Parris, and Danny, was Danny’s induction into the Podcast Hall of Fame in 2015 as the first Latino inductee.

Parlaying their podcast into helping the community—raising money and awareness for charities and other community outreaches—Danny even took Unity, a gaming company, to the Dominican Republic last year to lead a

workshop for Latino gaming developers to teach them how to be a part of the gaming industry. “There is so much opportunity for Latinos in the gaming industry,” Danny says. “Each just needs to be made aware of the other.”

Finally, Danny offered some advice to new podcasters:

“Be yourself, have fun, and gain trust. You never know who is listening.” 🎧



Leisure Category Director
Lori Lyons
leisure@podcastmagazine.com

Got a Leisure Podcast suggestion?
Let us know! >



UNDER THE RADAR

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



BEERS AND EARS

When you think of a podcast about Disney, you likely imagine families lining up for Space Mountain and little girls eating breakfast with princesses in Snow White gowns. What you probably *don't* envision is two dudes drinking beer and talking all things Disney!

This is a relatively new podcast in the Disney genre, but oh, is it good! It is well-produced and so fun to listen to.

The episodes run the gamut—from



discussions on rides, to Disney favorites, to Disney trivia. For the most part, the episodes consist of co-hosts Casey Woolery and Matt Brown's bantering back and forth. Occasionally, they have a guest on the show.

I especially enjoyed the discussion about pin tradings with a diehard trader. Another episode featured a travel agent who shared valuable information about traveling to Disney properties and saving money along the way.

Casey and Matt have terrific chemistry and disagree as only good friends can. I love the "Convince Me" episodes, too, in which Casey or Matt try to change the other's mind about a ride or movie.

If you are a Disney fanatic, this is a must-add to your library. Sit back, join the guys in a beer, and enjoy!

Oh... and as for the Invincibles... I'm Team Casey all the way. 🍷



STAY OUT OF THE MUCK!



Hillary Dougherty and Tina Jaramillo Dig into the World of True Crime and Politics

Ready for a totally “Thank you, Captain Obvious” statement? The True Crime Category is a very big space! In order to stand out in the genre, wise podcasters create a niche within a niche, some utilizing a fusion, of sorts. Take, for example, my Under the Radar feature two months ago—*The Great Fail*—a combo of

True Crime and Business. The same goes for *True Crime Obsessed*, a True Crime and Comedy mixture, which was last month’s category feature.

Just as brilliant is the amalgamation of True Crime and Politics in Hillary Dougherty and Tina Jaramillo’s show, *The Muck Podcast*.

“The title is a nod to the muckrakers in the late 19th century—the journalists who were exposing political corruption,” Tina explained enthusiastically. (For those of you who, like myself, are unaware of this historical reference, according to Wikipedia, the muckrakers were reform-minded journalists in the Progressive Era in the United States (1890s–1920s) who exposed established institutions and leaders as corrupt.)

I was of course curious about the draw these dynamic co-hosts have to this specific mixture of True Crime and Politics. *“Tina and I know each other through politics,”* answered Hillary. *“We met while doing volunteer work for campaigns and candidates. She came into one of our meetings wearing a ‘My Favorite Murder’ t-shirt, and I just had to ask: ‘Are you a ‘murderino?’”*

The rest was history. *“We share a love of true crime and of politics—for the good and the bad of both,”* Hillary added.

The pair realized that it would be difficult to stand out with yet another podcast in either category. *“So, we came up with the idea of marrying our two loves,”* Tina said. *“We wanted it to be fun, so while we do cover some darker topics like murder, we also bring in some of the kooky and quirky politician [stories], so it’s a nice mix. I think it’s one of the things our listeners like about the show. It’s a variety and a blend of weird things that have happened.”*

“True crime and politics go so well together, because both are about human

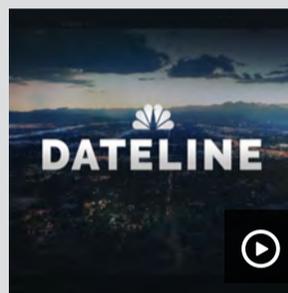
HILLARY & TINA

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“We share a love of true crime and of politics—for the good and the bad of both.”



behavior,” Hillary exclaimed. “Expecting something more from someone who is elected to office is ridiculous.”

“These are just people,” Tina chimed in.

Although we tend to hold politicians to a higher standard because they hold public office, they clearly don’t always live up to that standard.

“Everybody makes mistakes,” Hillary empathized. “Everybody’s human. They’re very likely not going to be the messiahs people are waiting for.”

Agreeing, Tina spoke to the “sociopathic tendencies” of some politicians. “A lot of times, people who seek office do so because of ego, or similar less-than-admirable motivations. People often look to those who have a title like ‘mayor’ as somehow ‘better’ humans. But really, they can just as easily have no regard for ‘right’ and ‘wrong’ as anyone else. They just happened to have been elected.”

“If we say, ‘We’re talking about politics,’ nobody’s going to tune in to listen to that.”

When it comes to *The Muck Podcast’s* fanbase, Hillary said they’re generally more interested in “the true-crime aspect. We emphasize that over politics, because our listeners love the stories. Politics itself can be exhausting. [Our show] is not like that at all. We talk about the crazy, goofy, insane stories that come straight from our history in US politics.”

In other words, “It’s not a boring history lesson,” Tina mentioned. “When people hear the word ‘politics,’ some shut down immediately. They often have a preconceived notion of what that means. That’s why we play with [the promotion], so people understand what it is we are actually doing... and so they don’t tune out before they even tune in.”

“True crime and politics go so well together, because both are about human behavior.”

To illustrate the point, Hillary points to Episode 1: How Many Licks? *“In the promo, we say, ‘This woman licks a guy’s face!’”* she laughed *“We are careful in how we draw listeners in. If we say, ‘We’re talking about politics,’ nobody’s going to tune in to listen to that.”*

While politics may be considered boring by most, true crime is often viewed as a sort of escape. And that is what Hillary and Tina aim to provide, by covering off-the-wall stories like their nearly two-hour long Episode 15: Magical Vagina. Joking with the ladies that such a lengthy episode is a commitment more than a podcast episode, Tina laughed and replied, *“We try to keep it to an hour.”*

Hillary joined in the laughter, reminiscing about the editing process for that episode. *“While I was editing, I was thinking, ‘It’s SO LONG!’ I cut so much out, but there was so much great information.”*

“It really is about escaping,” Hillary segued,



Topics covered within *The Muck's* first season include Doug Danziger (former Vice Mayor of Fort Lauderdale) and Bill Conratt, Jr. (Rockland County's Assistant District Attorney)

“With other podcasts, you know what’s coming. But in politics, you have no idea what’s around the corner. Someone seems like a great person, and then the mask comes off. He’s wealthy, going to Harvard, earning all these degrees, and then all of a sudden, he’s committing a crime.” She went on to say that political crime can be even scarier than true crime, given that *“they have the power to effect entire communities in terrible ways.”*

“And it’s not just on the federal level,” added Tina. *“We have covered sheriffs, school board members, and superintendents who seem like ‘regular’ people, but who are actually scamming millions of dollars, or running guns, or smuggling drugs. It’s wild.”*

To that point, the most disturbing episode they’ve published so far may have been about the judge involved in human trafficking. *“That episode was tough for me,”* remembered Tina. *“He used his power to take advantage of women.”*



That wasn't the only corrupt judge they covered, either. Referring to Episode 12: Patient Zero, Tina said, "The 'Kids for Cash' case was about a judge who sentenced thousands of kids to jail so he could pocket money. The cases that deal with hurting children or human trafficking are horrible, because these people were in an elected position that allowed them to take advantage of people. Those are the hardest ones for me to do."

"I actually cried when I covered the AIDS epidemic," Hillary continued. "Going through those stories was hard. I had a family member pass away from it in 1996, and of course, my family was affected by that. The lack of government involvement

was absolutely horrifying to me. That was the hardest story I ever covered."

True-crime stories can definitely be difficult to cover. But when it is combined with one of your passions, like politics, as in the case of Hillary and Tina, it can be a lot of fun, too.

One thing is for sure... there will certainly never be a shortage of political stories to choose from when finding topics for a true-crime podcast. 📍



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OVERRATED

Ken's Independent Review Of A True Crime Podcast You've Definitely Heard Of... But Might Want To Reconsider Listening To



TRACE EVIDENCE

“C’mon, man!” That’s the line from ESPN’s Monday Night Football pregame show that popped into my mind when I saw *Trace Evidence* listed as the number one podcast on our magazine’s Hot 50 chart—not once, but twice! (Yes... for two months in a row.)

Don’t get me wrong: it is *not* a poorly produced podcast. Steven Pacheco does a decent job of covering the cases. I also appreciate the insight and theories he provides toward the end of the show.



However, after listening to a number of episodes, I couldn’t find a trace (sorry, couldn’t resist the pun) of reasoning to substantiate *Trace Evidence*’s ranking as even one of the top ten true-crime podcasts, much less number one overall.

If you enjoy listening to a host speak into a microphone for an hour straight, it’s a decent show. But I found nothing to differentiate it from many others in the category. I also enjoyed the earlier episodes a bit more than some of the recent installments, which is usually not a good trend.

If you enjoy *Trace Evidence*, should you continue listening to it? Sure! If you enjoy true crime in general, should you give *Trace Evidence* a listen? Probably. Should *Trace Evidence* be listed as the absolute best podcast, not just in the True Crime Category, but overall? Absolutely not!

C’mon, man! 🗣️

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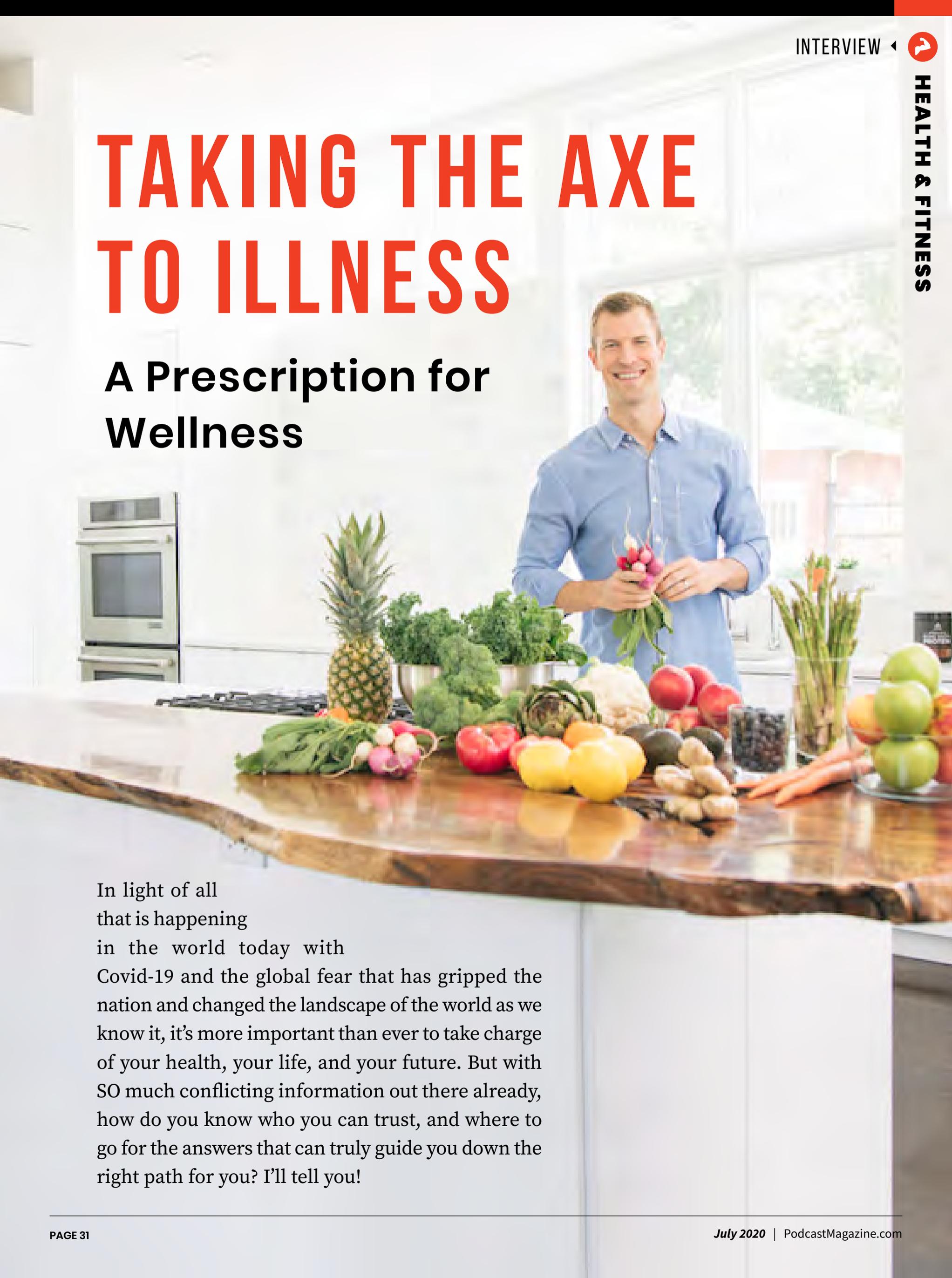
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TAKING THE AXE TO ILLNESS

A Prescription for Wellness



In light of all that is happening in the world today with Covid-19 and the global fear that has gripped the nation and changed the landscape of the world as we know it, it's more important than ever to take charge of your health, your life, and your future. But with SO much conflicting information out there already, how do you know who you can trust, and where to go for the answers that can truly guide you down the right path for you? I'll tell you!

You can trust Dr. Josh Axe, and *The Dr. Axe Show* is where you can turn.

If you are interested in no-holds barred information, advice, and strategies on how to begin *really* taking control of your health, Josh is the man to provide it.

A Doctor of Chiropractic, a Doctor of Natural Medicine, and a Certified Nutritionist, his passion and love for health and wellness began early on, in Dayton, Ohio.

Between seventh and eighth grade, Josh's mother was diagnosed with breast cancer. That was the catalyst for Josh to become a truth seeker.

Remembering his mom as "*always looking so healthy,*" her diagnosis was a bit confusing.

She was his gym teacher in elementary school, as well as a swim instructor, and his father was a semi-pro skier and weightlifter. In other words, Josh was born into a health-conscious family.

But after watching her go through "*rounds and rounds*" of chemotherapy, lose her hair, and undergo a double mastectomy, Josh knew "*there had to be a better way.*" This singular thought became the seed that would later bloom into a career that spanned the globe and positively impacted millions.

Embarking on a journey of discovery and learning, Josh began surrounding himself with people who could teach and mentor him in health and wellness—



“Think for yourself, and stop buying into whatever the media is telling you.”

two of whom were a husband-and-wife team of coaches Josh began working out with and learning healthier eating habits from. This motivated him to become a personal trainer in college.

During his own training sessions, Josh knew the important role nutrition played

in a person's physical health, so he began offering nutritional consults to his clients. Doing so instilled in him a love of natural health that would ultimately become his greatest passion and new career path.

Shadowing his father's friend, a Doctor of Chiropractic who held a master's degree in Nutrition and Applied Kinesiology, Josh witnessed firsthand how to blend areas of natural health to achieve the freedom he was looking for: a functional medicine and whole-systems approach.

He entered chiropractic school and was about a year away from graduating when tragedy struck again—his mother received a second diagnosis of cancer, and this time, she was even more ill. She was put on antidepressants, thyroid medication, and was literally sick and tired all the time.

Bearing witness to her diminished quality of life, Josh was determined to walk her through everything he knew and had learned about natural health, so she would not have to suffer the same debilitating symptoms she'd experienced 10 years earlier.

He started her on a natural regiment that included juiced vegetables, bone broth, and utilizing a multitude of remedies that ancient Chinese, Israeli, and Ayurvedic medicine had taught him (i.e. ingesting turmeric and reishi mushrooms, among many others).

He attacked her cancer with everything he could, and it worked! Within four



DR. JOSH AXE

listens to



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“Quick fixes lead to long-term disasters.”



← (left) Josh speaks at CalJam (Annual Chiropractors Conference) in Costa Mesa

(above) Josh hosting his previous show *The Dr. Josh Axe Radio Show*

months, her tumors had shrunk by 50%!

Today, Josh's mom is an extremely healthy 67-year-old woman who was blessed to celebrate this past Mother's Day as a new grandmother to Josh's baby daughter born earlier this year.

After graduation, Josh opened his functional medicine clinic in Nashville, Tennessee, in January 2008, and has been helping people regain their health by *"removing complexity, creating a detailed plan that addresses the root cause of their illness, and educating them,"* ever since.

Simultaneously, Josh started a three-hour radio show on WTN that was syndicated in five major markets, *and* began a podcast that was on air until around 2013-2014, when he became so busy with his clinic that he let both go. (At one point, he was

ranked right beside Jillian Michaels as the top two podcasts in the health and fitness category!).

Focusing his attention more on his articles and videos while beginning to build his online presence through social media, Josh knew he wanted to reach even more people—and that passion for helping others fueled everything he did.

It wasn't long before a Public Relations firm reached out to him, loving what he was doing, to ask him to appear on *The Dr. Oz Show*. Josh wasn't sure he was ready.

Taking a wise and strategic approach to his growth, he instinctually knew that he "should" have a product to sell, or a book, or something online if he was going to say "yes." But despite his hesitations, he made his first appearance on *The Dr. Oz*

Show just a few months later. As of this writing, he has appeared seven times on the popular TV show.

Wise enough to realize that the exposure wouldn't catapult him into wild fame overnight, he was happy to allow the natural progression of his work and business to evolve in the hopes of creating a global impact.

If it did, it wouldn't be the first time, either. Back in 2009, due to the synergy he had with one of his patients—a swim coach who worked with Olympic athletes—Josh was invited to become part of the Wellness Advisory Council. From there, he ended up attending the 2012 London Olympic Games as a physician supporting USA athletes by providing nutritional and musculoskeletal work to increase their performance. Not too shabby, considering he had virtually no online presence at that point!

Over time, his online presence grew, as did his social media following (now to the tune of nearly 2.8 million followers on Facebook alone). And in 2016, Axe Wellness was ranked #130 on the Inc. 5000 list for fastest-growing private companies in America, and #1 in Tennessee. By 2017, he was #35 in the Inc. 5000.

Josh's subsequent partnership with Jordan Rubin in creating Ancient Nutrition—a supplement company providing products to restore health, strength, and vitality through whole-food nutrients—only solidified his position as one of *the*

“50% of health is rooted in healing emotional issues, and 50% is rooted in the physical. You have to clear the emotional, if you want to address the physical.”



premiere experts to turn to for assistance in taking control of your health and wellness.

Currently, Josh's website, DrAxe.com, is the number one natural health website in the world, with over 17 million unique visitors each month. He also began hosting a new podcast this year, *The Dr. Axe Show*, that already boasts 605 reviews

and an impressive five-star rating. In it, he “explores nutrition, natural health, fitness, and more with renowned special guests in the health and wellness industry.”

All this success has been fueled by Josh’s deep belief in a foundation that was laid down in 400 B.C. by Hippocrates, who is attributed as saying: *“Let food be thy medicine and medicine be thy food.”* His need to educate people to *“think for yourself and stop buying into whatever the media is telling you”* is clearly evident in his approach to each new patient and problem.

Teaching his patients that *“50% of health is rooted in healing emotional issues, and 50% is rooted in the physical,”* Josh advises to *“clear the emotional, if you want to address the physical.”* And he’s more than willing to hold his patients’ hands through the process.

His training in ancient medicine, along with his work in the natural medicine field, has taught him that people *“have really lost the ability to think for themselves,”* because there is so much conflicting information out there. With censorship becoming a real issue, it has become even more difficult for a person to discern truth and fact from lie and fiction. Josh believes that this leads to the search for the *“quick fixes,”* which then *“leads to long-term disasters.”* Thus, his determination to guide others in thinking for themselves and trusting the signs their own bodies reveal.



With his wife Dr. Chelsea Axe, creating healthy and nutritious meals

Josh’s biggest life lesson is this: *“You become who you surround yourself with, and it’s important to build a community of people you are deeply connected to... who you can love and encourage, and who will then do the same for you,”* so you can transform your health and life.

After all, it is *your* mind and body that will be negatively affected if you don’t. The great news? Taking charge of your own health really is as simple as picking up an axe and chopping down that tree... only in this case, the “axe” you wield is comprised of the insights and knowledge from Dr. Josh Axe, and the “tree” is your own willingness to take control and learn all you can about your emotional and physical bodies. 📌



Health & Fitness Category Director

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 Kick Your Buts 🎧

UNDER THE RADAR

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



THE FLOW STATE OF MIND PODCAST

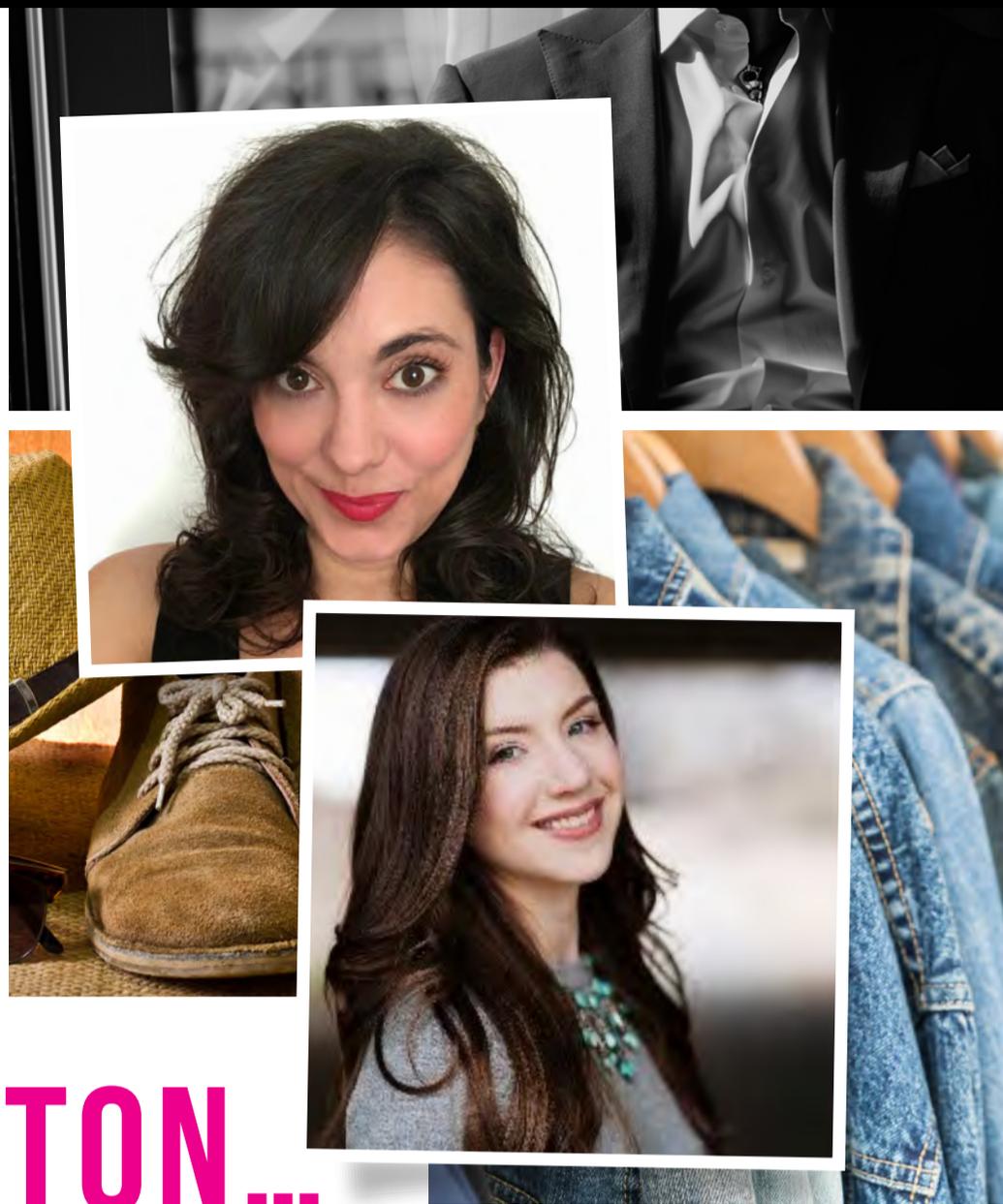
This podcast is geared toward investigating the *“mental state of flow and how to best achieve it consistently.”* The hosts, fitness coaches Erin Dimond and Jordan Dugger, seem passionate about helping others learn about topics such as health, fitness, physique sports, psychology, and business in a way that will help the listener grow and find his or her best flow.

MY LIKES: Their collective passion is evident.

They have a nice conversational style and seem authentic. They bring in a mix of experts, and are willing to dive deep to foster well-rounded discussions.

MY DISLIKES: The continual distracting “pop” sounds and generously used F-bombs (even though it’s listed as “Clean Lyrics”—note, personally, I do NOT mind that, but if you do, beware). Jordan speaks pretty fast, so a slower-processing listener may be turned off. The subcategory doesn’t match the show focus, and I couldn’t find Part 1 of their May 18th episode anywhere, even after going back 25 episodes to find the first reference to “Imposter Syndrome.” In short, it’s a little confusing.

For a show with 131 episodes and 276 reviews, having launched only a year and a half ago, it is worth a listen. Erin and Jordan do a great job of bringing a variety of topics and guests to their podcast... I was simply left hoping *for a little more flow.* 🎧



BUTTON, BUTTON... WHO'S GOT THE BUTTON?

Push the Button for Fashion History by Tuning in to *Dressed!*

April Calahan and Cassidy Zachary did not set out to start a podcast. Both fashion historians with master's degrees in Fashion and Museum Studies from the Fashion Institute of Technology in New York City, the pair actually met when Cassidy assisted April with her first book, *Fashion Plates, 150 Years of Style*. From there, they ended up co-authoring a second book, *Fashion and the Art of Pochoir*.

Following the release of those books,

Holly Frey, host of *Stuff You Missed in History Class* on the HowStuffWorks Network (which was acquired in 2018 for \$55 Million by iHeart Radio), invited April to be a guest on her show.

April and Cassidy really like working together. They also shared a lot of the same interests, including their passion for fashion history, and quickly realized the value of their partnership. April asked Cassidy to be her partner in podcasting. Holly became their executive producer,

and the rest was, shall we say, fashion history!

Launched in February of 2018, the premise for *Dressed: The History of Fashion* was that, with over seven-billion people in the world, we all have one thing in common—every day, we all get dressed.

“Originally, we started out with HowStuffWorks,” April said. “That was our umbrella network. About a year in, iHeartRadio acquired Stuff Media, including the HowStuffWorks podcasting business, and that’s how we came to be under the iHeart umbrella. We were really, really lucky from the very beginning to be approached by a major podcast company and given the opportunity to develop our own show.”

When the show first aired, April and Cassidy were doing an incredible amount of research every week, while also producing, writing, and recording original content. Producing one full-length episode a week allowed them to get their feet wet and work out their rhythm in terms of writing and producing. Since they had worked on two books together, they had some ideas about how the writing part would work. Soon, though, they discovered that writing for a podcast is a very different style of writing. In their first season, they were able to get the flow down.

For the second season, the pair pivoted to more of an interview-style show, interspersing those types of episodes with research-based episodes. From there,



“It became this really fun research quest to uncover the ‘fashion history mysteries.’”

they added a second “minisode” every week, which morphed into the “Fashion History Mystery” segment that evolved from the constant questions they received from listeners.

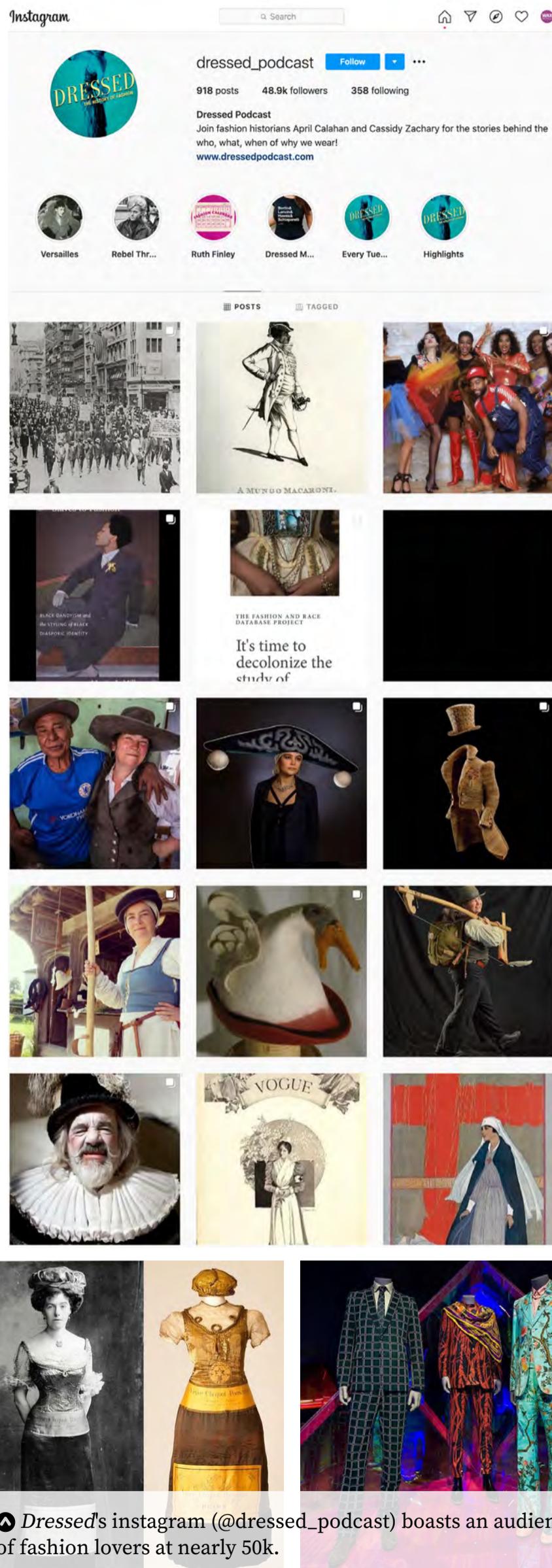
Said Cassidy: “We invited listener questions, and it was so much fun to answer them, especially questions we didn't necessarily know. It became this really fun research quest to uncover the ‘fashion history mysteries,’ and it just turned into the perfect little minisode.”

Because both hosts have full-time jobs, it made sense for them to set up the show in seasons. They take a winter hiatus, during which they spend a lot of time researching, and then launch in to the next season in perfect timing with the start of Fall Fashion Week (which is in February, when designers debut their fashion lines for the following fall).

April and Cassidy are 100% responsible for all the talent and creative aspects of the show content. They do it all: creating the content, developing the ideas, organizing guest appearances, and obviously, hosting the show. Then, they turn everything over to the support team at iHeartRadio, who handles all the back-end stuff as well as advertising and a little bit of social media.

Cassidy and April also run a very robust Instagram feed that they use as a platform, because of course, theirs is a very visual industry. Instagram acts as a visual companion to what they talked about on the show, and they post every single day.

When asked about their favorite parts of doing the show, they agreed that it's all the amazing people they've gotten to meet and interview—like fashion



▲ Dressed's instagram (@dressed_podcast) boasts an audience of fashion lovers at nearly 50k.

journalist and author Dana Thomas, who came on the show to promote her new book, *Fashionopolis: The Price of Fast Fashion and the Future of Clothes*, and the legendary fashion designer Stephen Burrows, who they had the opportunity to interview in New York this past season.

“One of the most special moments for me,” Cassidy said, “was interviewing Tony Vaccaro, a 98-year-old photographer who was a combat soldier in World War II. He turned to fashion photography in the post-war period, and really found beauty there. After all that pain he felt and death he experienced, he found this beauty... it's just this really wonderful, magical story. And, he's still photographing every day to this day.”

This show is a win, win, win, all around. Cassidy and April get to entertain fans as well as meet icons in the industry right alongside their listeners, and their guests have the opportunity to be featured on an extremely popular show.

April summed it up by saying, *“It's so rewarding, building our international community while raising awareness of Fashion History—this crazy thing we love and are privileged to do.”* 🎧



Arts Category Director

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CASSIDY & APRIL

listen to



ALL MY RELATIONS

A podcast that explores our relationships—relationships to land, to our creatural relatives, and to one another.



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.



THE CATCH AND KILL PODCAST WITH RONAN FARROW

Pulitzer Prize winning journalist Ronan Farrow follows a trail of clues from his investigation of Harvey Weinstein to other blockbuster stories about systems that protect powerful men accused of terrible crimes in Hollywood, Washington, and beyond.

“It's so rewarding, building our international community while raising awareness of Fashion History—this crazy thing we love and are privileged to do.”



UNDER THE RADAR

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



THESPIS IN THE GREEN ROOM: A PODCAST

Thespis in the Green Room: A Podcast is a show covering local, national, and international topics in theatre, performing arts, and the business of show. Hosted by Melanie Ann Wiliford and Bruce Meahl, it's a fantastic deep dive into the art and business of producing, acting in, and celebrating the theatre.

Production and sound quality are great, and the selection of guests and topics will keep anyone who has a passion for the theatre and



thespians highly engaged and entertained. The show format features a mix of interviews and topic-centered chats between the hosts about industry news, awards, and seasonal events, with occasional episodes featuring one of the hosts.

Thespians and theatre lovers will enjoy hearing from a member of the cast of *Hamilton*, tuning in to an interview with a Burlesque artist, and/or listening to the report of a stage manager from their trip to a theatre conference convention.

Theatre is of course one industry that has been hit hard by the Covid19 pandemic. With Broadway still closed at the time of this writing, there are a lot of questions around how and when the industry will come back and hit the boards again to deliver great performances to packed audiences. Time will tell, but until then, you can tune in to hear the latest on this show. 🎧



THE ORBITING HUMAN CIRCUS

A Tale of Loneliness and Desire

We zoom in on a small, enclosed space. A dark, womb-like space with walls of metal, where a small figure lies curled, appropriately, in a fetal position waiting to emerge as if he was the main character of a show about to be born.

As a child, did you ever dream you were someone else? Perhaps you had an entire inner fantasy where you were a famous ballerina, or rock star, or star of a famous show.

What might that fantasy sound like as a fiction podcast?

If that intrigues you, you don't have to wonder any longer. *The Orbiting Human Circus* has got you covered!



Co-produced by WNYC Studios and Night Vale Presents, created by musician Julian Koster, and featuring John Cameron Mitchell, Susannah Flood, Drew Callander, Oscar winner Tim Robbins, and more, *The Orbiting Human Circus* follows the story of a lonely young janitor (also named Julian) who lives at the Eiffel Tower. He has no idea how he got there, but he is struck by the fantastical, magical, surreal show that broadcasts from the ballroom, and longs to be a part of it.

“Julian [Koster] comes from a background of making albums, and he was always finding interesting ways to tell stories,” said Christy Gressman, producer of *The Orbiting Human Circus*. *“So, while we certainly draw upon this great tradition of audio drama and radio drama that’s many, many years old, we also like to think of The Orbiting Human Circus as a concept album—or a riff on the concept album. It’s the blending together with that great tradition of audio storytelling that can be so beautiful and so intimate.”*

Gressman explains the idea of the concept album as not necessarily musical, although *The Orbiting Human Circus* does have musical elements.

“It’s incredibly and carefully produced, and lovingly crafted,” she said. *“For instance, we use a lot of historical recording techniques and analog technology. We use a wire recorder from the 1920s. We use a 1930s RCA ribbon mic. We’ve used the 60s AMPEX tape machine. After we get that*



“There will be a sequence of action that is completely (or mostly) conveyed with just the sound design.”

beautiful analog sound, we then translate it back to digital.”

Along with creating a really big, broad, visual cinematic sound design, Koster wanted to tell some of the story with sound.

“Something we’ve done in the show, and in a number of sequences, is to animate using just sound design. So, there will be



▲ Julian Koster (above), host of *The Orbiting Human Circus*, rehearses with a polar bear (right)



a sequence of action that is completely (or mostly) conveyed with just the sound design. For a podcast listener who might be used to hearing talk-show style shows, this might be challenging at first, because it might require a bit more of your attention and focus. But you know, I propose that once you get into it, you will want to give it that sort of focus, because it will (hopefully) suck you in.”

Even the process of creating *The Orbiting Human Circus* is unique. Rather than starting with a storyboard and writers, it all starts in sound.

“We’ve been playing with the process a little, because even though we do have scripts, we’ve really diverged from writing scripts first. Instead, Julian in particular has been just ‘painting’ with audio. So, whether that’s recording the actors and doing an edit of what they improvised, or playing different characters and using that as a foundation for a script, there’s been this process of diving in and working just in audio first. And then, sometimes we transcribe that and construct a script

for an actor. It comes from working in audio first.”

Even though Koster was the initial creator, it’s now become a team project. *“Those who work on our show are incredibly talented people. Of course, as the writer, The Orbiting Human Circus first came out of Julian’s imagination. And it is very much him. But the team is incredibly important, too. As we like to say in the credits, it was developed with the cast and crew. This huge, incredibly talented team came together and created this energy and brought all of these wonderful talents to it. It took shape when the group took shape.”*

Part of that taking shape originated from the image of the janitor and the Eiffel Tower Koster originally had.

“For example, early on—and throughout the process—we do a lot of improvisation with the actors. Julian and John Cameron Mitchell, a very dear friend of Julian’s, began by just playing with the characters ... improvising and imagining how



they could develop them and their relationships, the story, and the world they inhabited. And that's true of the rest of our cast, as well."

Speaking to the main character's fictitious world, Gressman said:

"Of course, there is no ballroom at the top of the Eiffel Tower in this reality, but, in that one, the show is the most popular radio program in all of the world. Julian the janitor remains backstage, longing so desperately to be a part of the show. So, we follow him and the mystery surrounding the ballroom throughout our first season."

One of the major themes of the show is how painful it is to be lonely. *"The only people the janitor interacts with at the Eiffel Tower are his boss, Mr. Chouinard, and the person who becomes his only friend—Coco, the night watchman."*

While *The Orbiting Human Circus* team is working on the next "season," Gressman explained they view it more as *"a series of standalone movies—or another concept album in a series of albums. That's why each one has its own title. The first set of episodes was 'The Orbiting Human Circus of the Air,' and the next was 'The Orbiting Human Circus in Naughty Till New Years,'"* she said.

"Our hope is that people who are new listeners don't have to necessarily go back to square one, but can start from the beginning of that particular set of episodes" which, again, lends itself to the album idea.

"We [also] like to think of *The Orbiting Human Circus* as a concept album... blending together with that great tradition of audio storytelling that can be so beautiful and so intimate."

The beauty of fiction podcasts is how magical and unique they can be. What would happen if you turned the process inside out, starting with the audio, and using sounds as your paintbrush? That's the essence of *The Orbiting Human Circus*. 🎧



Fiction Category Director

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The Write Inspiration podcast ▶

Got a Fiction Podcast suggestion?

Let us know! >

UNDER THE RADAR

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



TALES FROM THE AETHER

I do love a good fairy tale. As a child, I spent hours reading them, along with myths. As I grew older, I discovered there was an entire genre of fairy tale retellings, which I also devoured.

So, I was excited to check out *Tales From The Aether*, an anthology audio drama comprised of original stories.

Overall, I found it to be a fun, modern twist on the traditional fairy tale.

It's also a twist on the fiction podcast genre.

Each “story” has five parts: the trailer, the actual fairy tale told over three episodes, and a Q&A episode with the cast and crew. The Q&A episodes are a nice touch, especially if you're curious about the behind-the-scenes action of fiction podcast creation.

Each story is around an hour long (which means each episode is roughly twenty minutes in length), which is nice. The episodes themselves are easily digestible; plus, there's a talented full cast of actors.

Tales From The Aether is also an official selection of T.O. Webfest in the podcast category. T.O. Webfest—the awards arm of the IWCC-CIWC (The Independent Web Creators of Canada)—is a non-profit association of Canadian web content creators advocating for each other and a better digital media world.

If you like fairy tales and fairy tale retellings, I recommend giving *Tales From the Aether* a try. 🎧



DAN LOK

THE ASIAN DRAGON

Ask 10 people familiar with Dan Lok how they would define him, and you'll inevitably receive 10 different answers.

So, who exactly then is Dan Lok? Combine one part self-made, multi-millionaire entrepreneur with equal parts author, social media sensation, keynote speaker, influencer, internet marketing expert, highly paid business consultant, and martial arts practitioner, and you'd be close to capturing the essence of this modern-day renaissance man.

As if that's not enough, he's also known as the "King of High-Ticket Sales™."

Famous for teaching people around the world how to build a seven-figure business, he is passionate about supporting others in *"unlocking their wealth, potential, and destiny."*

Beyond the jargon and monikers, however, there is ***much*** more to the Dan Lok story. Few know the *real* person behind the name.

“It’s easy to ‘pigeonhole’ someone—to just take him at face value, especially on social media, and put him into a category,” Dan said. *“People only see what you choose to put out there, and I’m careful about what I share online.”*

With that in mind, Dan finds it humorous that people refer to him as a “YouTuber.” Despite his 2.74 million subscribers, assuming he is a “YouTuber” is inaccurate in the same way it is to assume he spends hours and hours on social media to gain the impressive following he has invested years cultivating.

“Yes, I have a big following. Between YouTube, Facebook, and Instagram, my content has been viewed more than 1.7 billion times. But I actually spend very little time on social media—I have a team who helps with that—and my mom, who is quick to call me to tell me to get some content out if she doesn’t see increases in followers. She’s pretty funny,” Dan shared.

“I also have a podcast—The Dan Lok Show—so people say, ‘Oh, you’re a podcaster.’ I have copywriting skills, but I’m not a copywriter. I have speaking skills, but I’m not a speaker. These are just platforms I use and skill sets I have in my tool belt that I utilize to share my message and impact the world. They’re ways to express my purpose and mission, but they’re not who I am,” he explained.

“I’m able to make connections that others cannot make. I learned to be flexible, to adapt, and to extract the best out of every situation.”



To understand the man behind the reputation, we need to go back... all the way back to his origin story, which began in Hong Kong.

An only child, Dan learned self-reliance at an early age. Immigrating to Canada with his mom at 14, Dan’s father stayed behind to tend to business-related matters. Within just a couple of years, his father declared bankruptcy and could no longer send money to his wife and son.

DANLOK



Dan speaks at StartCon 2019 (above) and Closers In Black 2019 (opposite)



Dan knew they had no way to make a living; his mom had been a stay-at-home parent her entire adult life, and Dan was too young to work. *“Terrified”* about their survival, Dan came to the conclusion that ultimately, you can trust no one to take care of you—not even your own father.

A few short years later, his parents divorced... with significant debt to boot. Forced to watch his mom suffer, he adopted the belief that a lack of success equates to an inability to take care of your family. Even as a teen, he was resolute in cracking the success code to ensure he, nor his mom, would ever suffer again.

Accepting his new reality of self-reliance, Dan dedicated his time to understanding how to *“rescue himself.”* He learned

English in less than six months and worked at a local grocery store for minimum wage to make ends meet. In perhaps a tell-tale sign of his future entrepreneurial endeavors, his managers told him he was *“unemployable,”* because he *“doesn’t like being told what to do.”*

He graduated high school and then attended Douglas College in New Westminster, Canada. Not surprisingly, he majored in business, fully intending to combine his passion for entrepreneurship with his love for martial arts by opening a small dojo. Training in karate, he learned about the importance of discipline and focus.



DAN

listens to



MASTERS OF SCALE WITH REID HOFFMAN

The best startup advice from Silicon Valley & beyond. Iconic CEOs—from Nike to Netflix, Starbucks to Slack—share the stories & strategies that helped them grow from startups into global brands.



THE MIKE DILLARD PODCAST

Want to start and grow a life-changing business? Want to learn how to invest, build wealth, improve your relationships, and your health from the best experts in the world? This podcast is for you.

“Martial arts taught me that the art is always the artist. Bruce Lee’s philosophy is about learning what is useful. That is what makes the difference. You have instructors who teach differently, so you learn to take what is useful from all of the different learning methods. While that is difficult in practicing martial arts, the lesson serves me well in business. I am a fairly fast learner, so I’m able to filter and take different approaches and make the connections that others cannot make. I learned to be flexible, to adapt, and to take the best out of every situation.”

Over the next five years, Dan was “obsessed” with attaining success—which, to him, was all about the number of dollars in the bank.

During this time, he also accrued \$150,000

“The real ‘wealth’ [of podcasting] comes from the relationships I build.”

“I succeed because I believe I can. And you can, too... you can accomplish anything—if you don’t give up.”



Dan with wife Jennie

in debt and failed at launching 14 different businesses. He was forced to borrow money from friends, family, and credit cards just to survive.

Despite driving a ‘lemon’ and eating from the expired section in the supermarket for years, he refused to give up, or become distracted from his dream.

He worked every single day, seven days a week, 12 to 14 hours a day, never taking even one day off for five straight years. While his friends spent their time partying, he embraced learning... devouring books and following his rigid work ethic. *“I didn’t have the whole teenage/young adult typical experience,”* he said. *“I was just driven to never see my mom hurt again, so I took massive action.”*

Living by the words of his personal hero, Jack Matson—*“Try, test, adjust, try again, fail, modify, scrap, and start over”*—his efforts began to bear fruit. After a year-

long mentorship with marketing expert Alan Jacques (whom he credits for *“changing his life”*), Dan started a one-man advertising agency, which ultimately led to the launching of a global empire.

By age 22, he was making \$10,000 per month. He then invested the profits from his online business into real estate and reached millionaire status at age 27.

Today, the Dan Lok Organization includes more than two dozen companies all focused on one mission: elevating financial well-being globally by activating wealth skills through education, mentorship, and strategic advantage.

Dan is the Founder and CEO of several elite brands including: Closers.com, Copywriters.com, ScalaPayApp.com, HighTicketClosers.com, HighIncomeCopywriter.com, SellToScale.com, and SalesCalls.com.



“You don’t just start a podcast in the hopes of making a quick buck. I do it because I like it.”

He is currently evaluating partnerships and acquisitions through DanLokAcquisitions.com and DanLokVentures.com.

And he leads the only advisory board in the world that accelerates wealth and freedom by transforming ordinary businesses into highly scalable remote organizations at Dragon100.com.

The Dan Lok Show is just one of the ways Dan chooses to mentor entrepreneurs. *“I get to talk to the most fascinating, successful people in the world—influential business legends. It’s a very powerful platform. It doesn’t cost me anything, and it doesn’t directly earn money. The real wealth comes from the relationships I build. You don’t just start a podcast in the hopes of making a quick buck. I do it because I like it.”*

And so do his fans. Tuning in to unlock their *“greatest success in business and in life,”* this weekly podcast boasts an impressive 4.9-star Apple Podcasts rating. Despite all he’s accomplished, Dan has

a somewhat surprising view of his own success now, as well as a very different definition of the word from that of his 14-year-old self.

“I don’t feel ‘significant,’ really. When people tell me that I’ve impacted a lot of people with my work, I’m looking at numbers—it’s really a very small percentage. I’m 38 years old. I think I have a lot to do, still. Really, I’m just getting started,” Dan said.

Over the years, Dan’s motivations have evolved from survival to security and from ego to legacy. Now, he points to purpose and significance as his driving forces, as well as the definition of success he lives by.

“I succeed because I believe I can,” he said. *“And you can, too... you can accomplish anything—if you don’t give up.”* 📌



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Beyond 8 Figures 🎧

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A photograph of a man sleeping peacefully in a bed with white linens. In the foreground, on a white nightstand, sits a classic black twin-bell alarm clock. The scene is dimly lit, suggesting a bedroom at night.

 **GADGETS, GIZMOS & GEAR**

THE PODCAST ALARM:

15 Minutes a Day to Become a ‘Better’ Human

How many of us want to be “better”? Maybe that means becoming more well-read, or memorizing a famous poem to live by. Maybe it means learning another language, or working on our personal development.

I know I do, and I figured out how I’m going to do it.

When I was 10, I got a clock radio for my birthday. I set the dial to 101.3 KGOT Top 40 Radio to hear the hits. “Break My Stride,” by Matthew Wilder, was in the top 10 at the time and quickly became my favorite song. I absolutely loved it every time it came on.

I’d have that radio turned on every second I was in my room, listening to the tunes. I’d



even set the sleep timer for 30 minutes, and listen to my favorite songs while I fell asleep (which meant my parents wouldn't get mad about the radio being on all night).

Being 10 was great!

But now, I don't listen to Top 40 as much. Casey Kasem is gone, and I just feel like I should be doing something productive with my free time. In fact, I feel like that every time I'm on social media, too—like I'm wasting time. Even worse is feeling that way and then seeing someone post about the stack of books he's going to read.

Holy moly, who has *that much* time?

The answer is, all of us. We each have the same amount of time Jeff Bezos and Elon Musk have ... that Mother Teresa and the Pope have.

My hope is that we begin choosing to use our time differently.

So, I came across something I decided will make me a better human. Maybe it's silly, but I think it's true.

The Podcast Alarm! Yes, it's an app, and a simple one at that. What it does is so logical, it almost doesn't need explaining. You make a playlist of your favorite podcasts, and set the timer for when they should start playing.

So, instead of waking to Matthew Wilder singing "Break My Stride" at 6:00 a.m., perhaps you wake to Joe Rogan, or *Discover Spanish*, or *Tracing the Path*. And the next

[Josh Kaufman] determined it actually only takes 20 hours to learn something.



episode automatically begins when the first is over.

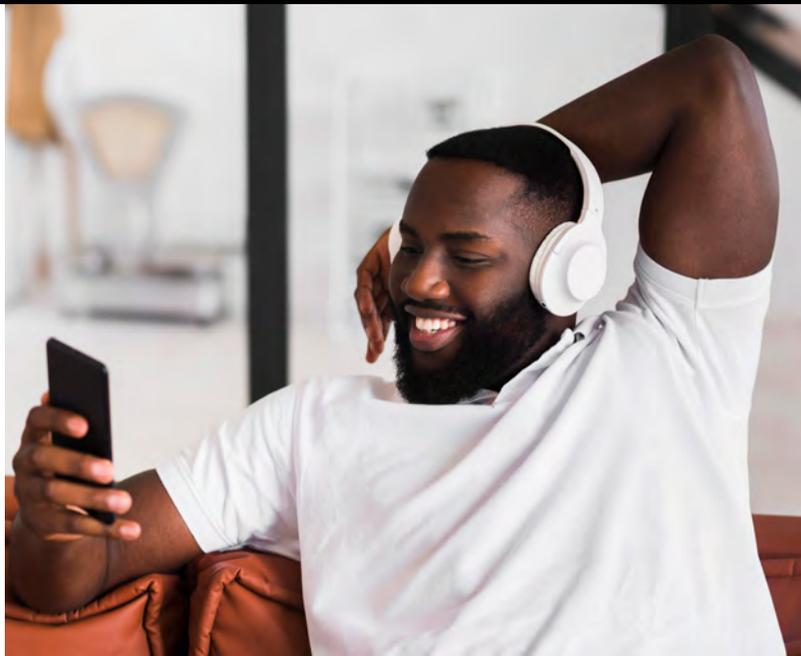
Simple.

And I think it's the simplicity that will enable me to become a better human. For the last few years, I have woken up and immediately picked up my phone. I would check email, Twitter, Facebook, texts, random videos, Instagram, Facebook Stories, and/or even play a game... all while sitting in bed waiting for the day to officially begin.

That's a ton of 15-minute periods during which I accomplished nothing. And



Podcast Alarm



The Podcast Alarm app allows you to schedule when to start and stop your favorite podcasts.

15 minutes adds up. I can't imagine ever becoming a 10,000-hour expert in 15-minute increments, but I'm sure I could do something productive with that time.

I found a TedTalk by Josh Kaufman about how to learn anything reasonably well in 20 hours. He researched the 10,000-hour rule and realized that what it takes to become the top expert in any niche is way different than just learning something. He determined it actually only takes 20 hours to learn something, and he proved it in the TedTalk by playing a ukulele he'd spent only 20 hours learning.

There are only 80 fifteen-minute increments in 20 hours. (That's just under about three months of waking up with my old habits.)

But how can someone add a new 15-minute activity to the day for 80 days? You create a new habit.

According to Charles Duhig's book, *The Power of Habit*, the first thing to do to create a new habit is to incorporate a

trigger every day that enables you to focus on it.

I.e., the Podcast Alarm.

Setting the Podcast Alarm to play a 15-minute episode of *Coffee Break Spanish* every morning at 6:00 a.m. could be that daily trigger for me. And in an amazing streak of luck, *Coffee Break Spanish* is 80 episodes long. Perfect! That's 20 hours of learning Spanish.

Such a simple concept.

And in two months and 20 days, I should be able to speak some Spanish and truly feel like a better human.

Bring on your stack of books. I have Podcast Alarm. 🎧



Gadgets, Gizmos & Gear

Dan R Morris
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TracingThePath 🎧

KEEPING THE GOVERNMENT ACCOUNTABLE

How often do you hear someone say, “I’m sorry. It was my fault. I am totally responsible.” Rarely is such outright honesty heard today. In fact, in many cases, even when fault is admitted, every effort is made to shift the blame to someone else. What has happened to personal accountability?

According to Webster’s Dictionary, “accountability” is defined as an obligation or willingness to accept responsibility or to account for one’s actions. That’s exactly what the *Government Accountability Office (GAO) Podcast: Watchdog Report* aims to do for the Federal Government.

The GAO, known as the investigative arm of Congress, is an independent, nonpartisan agency that exists to support Congress in

meeting its constitutional responsibilities. The GAO works to improve the performance of the federal government and ensure its accountability to the American people. The agency examines the use of public funds; evaluates federal programs and policies; and provides analyses, recommendations, and other assistance to help Congress make informed oversight, policy, and funding decisions.

The work performed by GAO is crucial because they provide Congress timely information that is objective, fact-based, non-ideological, fair, and balanced. Their recommendations lead to changes in laws which ultimately improve our government operations and save not only the government, but also taxpayers, billions of dollars.

Recently, I had the opportunity to interview four of the men involved with the podcast to glean their thoughts about the importance of government accountability.

GAO Public Affairs Managing Director Charles Young is a former journalist who worked on Capitol Hill as Chief of Staff for a few members of Congress before joining GAO. He started the podcast in 2010, before podcasting was considered “cool.” *“It was very low-budget back then. We did it with a handheld digital recorder. Then, we searched for some free and available non-copyrighted music to add to the beginning and end. It was very much a ‘do-it-yourself’ thing,”* Young said.

While most federal agencies have a lot of red tape to cut through in order to get even the simplest things approved, Young said that starting a podcast was not a tough sell. *“At that time, we were entering an information revolution, and if we didn’t keep up with how people were consuming information, we were going to get left behind,”* he said. *“The mission of the podcast is to share fact-based nonpartisan work, and to make sure the American public is aware of it and has access to it.”*

The GAO podcast is a smaller, bite-sized version of the thousands of recommendations they give to Congress in the form of reports. These reports help to improve government and make programs more effective. About 80 percent of their recommendations get implemented.



Public Affairs Managing Director
Charles Young

“The mission [is to] share fact-based nonpartisan work, and to make sure the American public is aware of it and has access to it.”

Because GAO is an independent legislative branch agency, they are able to be objective in the programs they evaluate—many at the request of Congress.

Young is married with two children in their twenties. He was born in Florida, but has called Washington, D.C. home for over 20 years. In his downtime, he



loves to travel. In fact, last November, he and his wife visited Antarctica. He also loves photography. His favorite singer is Jackson Browne and his greatest source of inspiration comes from his parents. Although both are now deceased, he says they taught him how to be a good parent.

The voice behind the podcast is host Matthew Oldham. He has been with the GAO for a little over two years.

In the past, he was stationed overseas in the Navy, and he has worked as a military civilian journalist. Oldham is married and has a nine-year-old daughter. He loves to read and watch sports. His favorite singer is Bob Dylan.

“In the 80’s, there was a video game called Carmen Sandiego, and with the game came this desk encyclopedia. I remember leafing through it constantly. I really enjoyed the trivia and finding out information that not very many people knew about,” he said. Right now, during this time of COVID-19, the person who truly inspires him is his next-door neighbor—a nurse. *“I can hear her leaving very early in the morning and coming home late. She is really answering the call to help.”*

Next up is podcast director Jacques Arsenault. His role is to help with the strategy and planning side of things, ensuring there are enough potential episodes in the pipeline.

Born in Vermont, Arsenault grew up all over New England, but mostly in Bristol, Rhode Island. He’s married with two sons, ages four and seven. In his spare time, he



(clockwise from top) The GOA Podcast: Watchdog Report team includes Matthew Oldham, Christopher Stone, and Jacques Arsenault

loves to bike ride and travel. As of late, he has been listening to a lot of Brandi Carlile.

The best professional advice he’s ever gotten is this: It’s not important to be at the top, or how high up you are in an organization, but rather, how close you are to the center of that organization.

When it comes to his inspiration, he says, *“My wife inspires me. She is a professor at Georgetown University, and we actually live in a dorm on campus. Because of COVID-19, it’s been hard for everyone, but especially the senior class. Their vision of the future has changed drastically. The other person who inspires me right now is*



GAO Podcast: Watchdog Report is the 2019 winner of The Communicator Awards "Award of Distinction"



one of my brothers. He is a music teacher and plays the guitar in bars, but now since COVID-19, he's confined at home as we all are. So, he decided to put on free concerts on Facebook Live every weekend. Then, he started using them as a way to raise money for local charities. He's also been encouraging his followers on Facebook to buy gift cards to help support restaurants, and then he raffles them off during his free online concert. That's amazing to me, to see all he's doing to give back."

The fourth man to round out this stellar, all-star group is Christopher Stone, who has worked for GAO since 2013. He is a photographer/videographer and co-producer of the podcast.

Stone was born in Flint, Michigan, and was raised in Jackson, Michigan. He now calls Dundalk, Maryland home. Stone, who served in the Air Force for nearly 24 years as a broadcast journalist, is married *"with zero kids, although my wife and I have been in a three-year process to adopt her two nephews,"* he said. Because of COVID-19, he jokingly said that right now,

painting rooms is his number one task since everyone is on lockdown orders. But normally, he and his wife like to travel. They've been to 42 countries and went to Tokyo last year for their anniversary. He was a bit embarrassed to admit it, but his favorite singer is Justin Timberlake.

A proud podcast junkie, he (normally) listens to many different podcasts during his long commute to work. The best advice he's ever gotten? *"It was from my father, who said, 'I may not be part of the solution, but I refuse to be a part of the problem.'"*

Last year, the foursome earned the "Award of Distinction" for their podcast titled, *Combating Opioids* from the Season 25 Communicator Awards.

Accountability, integrity, and reliability are the core values of GAO, and the *GAO Podcast: Watchdog Report* aims to reflect that in each and every episode. 📍



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The Meiko Show 🎧



UNDER THE RADAR

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



ALONE TOGETHER: SOUND EFFECT, EPISODE 171

Living in the midst of COVID-19, this podcast episode was really apropos. Host Gabriel Spitzer speaks to Mohr Lone of the University of Washington's Center for Philosophy for Children as they discuss Arnold Lobel's book, *Days With Frog and Toad*.

The story by Lobel begins with Frog leaving a note for Toad. In the note, Frog said that he wanted to be alone for the day. Toad didn't understand, so he sought him out. He found



Frog and asked him why he didn't want to be friends anymore.

Frog told Toad quite the opposite—that he loved being his friend, and that's why he wanted to spend the day alone... so he could meditate and think deeply about the matter. So, for the remainder of the day, the two spent the day alone, but together.

Lobel's deceptively simple narrative conceals important lessons for children and adults about solitude and friendship. Some of them are:

What does it mean to be alone with someone else? Can you be lonely in the midst of other people? Is it wrong to want to be alone sometimes? Is there value in solitude?

This is a great way to jumpstart conversations with your homebound kids about the difference between being alone and being lonely. Also, for parents, do you feel the need to fill every waking moment of your child's time with activity, or can you teach them the importance of a healthy amount of alone time? 🎧



IS BEING AN UNRUFFLED NEW PARENT

OXYMORONIC?

Getting Your Calm On
To Raise Secure Humans



Unruffled: How many new parents would choose that word to describe themselves? Almost oxymoronic, doesn't it seem? Yet, according to Janet Lansbury, it doesn't have to be that way.

When I asked Janet how she chose that specific name for her podcast aimed at millions of definitely “ruffled” neophyte parents, she said:

“About ten years ago, before I started podcasting, I had a blog. A reader told me that my use of the word ‘unruffled’ struck a chord with her, reminding her of how she wanted to be with her children. That stayed in my head, and when the podcast was born, I thought, ‘Unruffled. Yes, that’s a word parents can identify with, and the state they want to achieve.’”

Perfect. So new parents juggling baby, feeding, not sleeping, working, colic, commuting, and the delight of a toddler who learns to say “NO!” now have a new mantra to recite at 3:00 a.m. while walking the floor for the third night straight: *“I’m unruffled. I’m unruffled. I choose to be ‘unruffable!’”*

Janet’s mentor, Magda Gerber, was a huge influence. She led Janet to recognize and share the shifts that are possible when you consider the new being you’ve brought into the world in a different light—as a:

“... complete human being; not that their development is complete, but that they are a whole person who comes into the world with their own ideas, passions, and perspectives. They do not need us to



“[A baby] is a whole person who comes into the world with their own ideas, passions, and perspectives. Our children do not need us to fill them up as if they are blank slates or empty vessels.”



fill them up as if they are blank slates or empty vessels. They are people. We do the best by them if we can relate to them in that way as early as possible.”

This is quite a different perspective for most folks who are just trying to manage their new parental roles as jugglers!

Janet Lansbury’s podcast, *Unruffled*, is wildly popular—150K listeners each month. Having listened to several episodes myself, I understand: Janet breathes possibilities and peace into parenting, advocating for parents to be intrigued, interested, and curious about their child, and to view parenting as a full-on interactive process.

One way to do so is to evaluate your interaction with your baby, who communicates more than you might think. What if there is more to it than meeting basic needs? What if you could better understand what’s really behind your toddler’s frustration?

Janet suggests being a student of your child, and starting early.

She recommends:

“... that we include a baby in life from

the beginning by communicating with them as a person. It feels strange when your baby’s not talking back, I know. Babies are cute, and you just want to pass them around. But maybe the baby doesn’t want to be held by Aunt Lucy right now. So, give your baby that grace. Communicate. Let the baby know what you’re doing with their body. Ask if they are ready to be picked up. Open this door of communication, and learn to calibrate the child’s response. When you do, the baby will show you whether they are ready. Sometimes, you’ll see them vibrating with excitement. You’ll learn to catch a look in their eye or a facial expression that you’ll come to understand.”

Janet’s style as a podcaster is also unruffled: comfortable and easygoing, yet passionate about extending the invitation to parents to become more deeply interactive with their children. In a world that seems to value speed, she invites you to slow down and engage at new levels, in new ways, with those wonderful beings you’ve given birth to.

Wondering what Janet would suggest doing with a toddler in full tantrum



“What if there is more to [communication with your baby] than meeting basic needs?”



“Open this door of communication, and learn to calibrate the child’s response.”

to remain unruffled? Again, shift your perspective; what might you do FOR him or her? She has so many more insights like this to share in regard to her “respectful parenting” philosophy.

One reviewer wrote the following in The Washington Post:

“Lansbury’s approach focuses on respect for the child and acceptance of her emotions and development, but allows for firm parental limits, as needed. Unruffled offers extremely practical and specific advice for common parenting situations.”

I agree. I love the tone and direction of her work. During my interview with her, Janet

was quietly passionate and comfortably intense about her views. I appreciated her perspective as exemplified in the title of one of her books, *No Bad Kids: Toddler Discipline Without Shame*. Having raised three children mostly as a single parent myself, and having been a teacher and school administrator for years, I love her approach, because I know what a difference it makes in the lives of children and their parents.

I also know it works!

Full of heart, knowledge, and first-hand experience in parenting as a mom of two, Janet’s refreshing and informed approach can relieve the qualms parents often feel as they strive to lay the foundations of secure attachment and unquestionable acceptance—the best growing medium for healthy kids.

No matter who raised you and how they did it, you want to be even better for your children, right?

Listen to *Unruffled*. Janet Lansbury offers enlightened parents answers to what they most want to know. But do so only if you want to create a lasting bond with your children that ushers them into the world as secure, stable humans who know they are valued, and who embrace and contribute to life joyfully! 🎧



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



STORY SPECTACULAR

Delightful! Captivating! Host and narrator Angela Ferrari creates original stories and revisits classic ones, sometimes with a twist. Very engaging for young children, this show captures the ear and the imagination with its music, original songs, well-developed characters and the voices that bring them to life, and surprising sound effects.

Angie's creativity is evident in every episode of this old-fashioned storytelling: there's something or someone new to meet,

including ghosts, fairies, leprechauns, insects, seahorses, and creatures great and small. Her charming new tales surprise and enchant. Although no target age group is suggested, it seems like a sure thing for children up to age six or so. Toddlers, for sure!

According to the more than 360 reviews on Apple Podcasts, children are entranced and listen repeatedly. Love the podcast space for setting imagination in motion in limitless ways for kids!

The drawbacks: Using a general speaking voice that engages children without a condescending cadence can be difficult to achieve. And with all the creativity in *Story Spectacular*, not finding a way to incorporate the opening ad into the charm of the podcast is a missed opportunity.

Uplifting entertainment that stimulates thinking and personal development for little people is an art form. Great job, Angie! 🎧



AN INTROVERT'S MISSION TO HELP OTHERS

Ijeoma Eleazu's Journey from Pharmacy – to Etsy – to Podcasts and Beyond

How does an introvert go from shielding herself from the world to becoming the host of the #1 Etsy podcast in the world and the top-ranked podcast in Apple's Business-Shopping category?

The answer... a healthy approach to self-discovery.

Ijeoma Eleazu, host of *Etsy Conversations*, didn't aspire to be the welcoming and insightful host she has become.

The youngest child in her home, she was often seen but not heard. She quietly observed her parents as they took on the role of mediators for the rest of their extended family, witnessing disagreements take place during family gatherings under their roof. Her parents' place within the family inspired her.

"I knew I wanted to help people. I just didn't really know how," said Ijeoma, thinking back on her childhood in Nigeria.

Once Ijeoma reached her young adult years, she began her studies at university, where she realized she had a natural ability in the sciences. As she considered her options, she quickly recognized that career paths requiring constant interaction—like those in the medical field—were not for her, due to her introverted nature. Luckily, a professor recognized her specific talents in chemistry and suggested she pursue pharmacy.

Then began political unrest in Nigeria, which caused the university to shut down, as many of those who spoke out were part of the university community. Students who wanted to continue their studies were forced to places like Europe, Canada, other African countries, and the United States. Fortunately for Ijeoma, she was already a United States citizen, even though that revelation was news to her.

"I knew I wanted to help people. I just didn't really know how."

The Unknown

Ijeoma's parents had studied in the United States, but soon after giving birth to her, they moved back to Nigeria. *"I didn't even know I had an American passport,"* exclaimed Ijeoma. *"I had no idea I was a citizen for the longest."* Leaving Nigeria was incredibly difficult for her. *"I didn't want to leave,"* she continued. *"I had never even considered uprooting what I knew and making a new life in a new country."*

Arriving in California, things didn't get easier for Ijeoma. She was grateful to be in the U.S., but she had difficulty adjusting to the new culture and accents. In Nigeria, she had learned English among many other languages, but when she started her studies at the University of the Pacific, it was hard for her to keep up.





“I was so lost in school. I could understand the books when I read them, but when the teacher was teaching, I could not follow, because I didn’t understand the accent,” expressed Ijeoma. And when she did actually work up the courage to speak, she would be told, *“You sound funny,”* which bred insecurities and further drove her into her shell.

Ijeoma eventually made it through school, receiving her doctorate and starting her career in pharmacy. But something was missing. She had always felt a creative drive, but didn’t know what to do it about it. And then, she found Etsy.

A Safe Creative Space

While still working full time in pharmacy, she opened her Etsy shop, doing personalized calligraphy for weddings. Then, when she realized she couldn’t expand in that field without more time in the day, she moved into printables, which allowed her to easily produce her work at scale. She even began selling crafting supplies after stocking up on items she purchased from a Jo-Ann Fabrics going-out-of-business sale.

Around that same time, Ijeoma discovered a weird-looking purple app on her iPhone, and decided to click on it. She immediately fell down the rabbit hole of podcasts. She began consuming everything she could find, from business podcasts to history podcasts and even language-learning podcasts. She listened to so many podcasts that AT&T sent her a message that she had exceeded her data limits.

When they finally got her back up and running, she began searching for Etsy-related podcasts, but couldn’t find anything. Ebay and Amazon, yes, but nothing on Etsy. Ijeoma was curious as to how others

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had been able to make a living from their Etsy shops, so she decided to start her own podcast to answer that question. And because podcasts were audio based, she could maintain her introverted anonymity.

That was eight years ago, and in that time, she has helped countless people not only learn how to effectively use Etsy, but also to promote their Etsy shops on her podcast and website.

A Greater Purpose

Now, as Ijeoma is getting more comfortable within her own skin, she is noticing a bigger shift in her creative nature—she has discovered how to bring her professional and creative worlds together with her writing, by posting on her blog on her website.

Her next goal? To make medicine more palatable to everyday people. She jokes that medical sites like WebMD are boring, even to her. So, she wants to educate the



public in a creative, fun, and engaging way, so everyone can be equipped with tools to take control of their health.

Though Ijeoma’s mission is to help everyone, she is specifically driven to help marginalized communities. As a pharmacist and a state board inspector for pharmacies and hospitals, Ijeoma has seen firsthand how people of color often get ignored or treated poorly.

“We’re not just poor people who you give second-rate care to,” Ijeoma said, reflecting on her time spent helping communities in Oakland, CA. “I don’t want to 100% leave the health industry, because there is a definite need for representation.”

Clearly overcoming the fears that once kept her playing the introvert role, being in service to others will remain the theme of Ijeoma’s work as she begins writing the next chapter of her life. 🎧



Contributing Editor

Chris Colbert
CEO of DCP Entertainment



HOW DOES IT SOUND?

Fundamentals for Quality Podcast Sound

Chris Curran is a successful music engineer with several album credits including Biggie Smalls, MC Hammer, Naughty by Nature, and many others.

He is also an accomplished podcast engineer and producer, and Founder of The Podcast Engineering School. Host of *The Podcast Engineering Show*, he now

teaches advanced audio production with a focus on achieving deeper, richer audio quality.

In late 2011, Chris heard the word “podcast,” and quickly looked it up. With his background in audio engineering in mind, he thought:

“This is great! I love this. I’m an audio

guy, and am so over-qualified (in an audio sense) for the world of podcasting.’ I really wanted to get into it, so I did. Within six to eight months, I opened a physical podcast studio in New Jersey to produce podcasts for the locals.”

Of course, I had to ask him if the sound quality he hears from many podcasters makes him cringe?

“YES,” he said, followed by a long pause.

“There are many fundamental errors that amateurs make in audio. It’s not their fault, really. They just don’t know better. While your audio quality does reflect on you and your show, really, if you don’t make any major mistakes, you’ll be okay. Podcasts don’t have to be a 10 out of 10 on the quality spectrum. They have to be good ‘enough,’ so people can listen without being distracted by horrendous sound quality.”

Since you, *Podcast Magazine* reader, are reading these words, you’ll have to trust me when I say Chris’ sound quality is really nice! It’s a pleasure, listening to his voice. On the other hand, I have never been so self-conscious about my audio, and how it sounds from the other end! While it seems like Chris has always had his sound on point, I asked about his podcasting evolution from his early days in a physical studio outside of his house.

“I had that studio for three years, and I helped start a couple of local business shows. My strategy was to get local

CHRIS

listens to



THE BANDREW SAYS PODCAST

Helping creators determine how the news affects their careers and projects.



THE CINEMA GUYS

Casual fun film discussions.



THE JOHNNY PODCAST PODCAST

Shines a new light on podcasting with Johnny Podcast’s latest podcast.

“Podcasts don’t have to be a 10 out of 10 on the quality spectrum. They have to be good ‘enough,’ so people can listen without being distracted by horrendous sound quality.”



“One thing I knew was that the show I was doing was unique.”

business owners into my studio first as a guest to experience it, and then as a potential client—someone who might want to start up his or her own show through my facility. It was in 2016 that I realized I wanted to launch The Podcast Engineering Show, which would be all about advanced audio production. Then, in 2017, I launched The Podcast Engineering School, mostly for audio editors and people who want to make a career out of it.”

It wasn't all smooth sailing, though. Chris's biggest challenge along his podcasting journey?

“Clearly, growing my audience. I am not a marketing person. Everyone talks about how great online marketing is, but it's not true for me. I have tried it! I try to put out great content, and go to podcasting events to make friends in the industry. That has been worthwhile.”

While Chris has seen steady growth in his

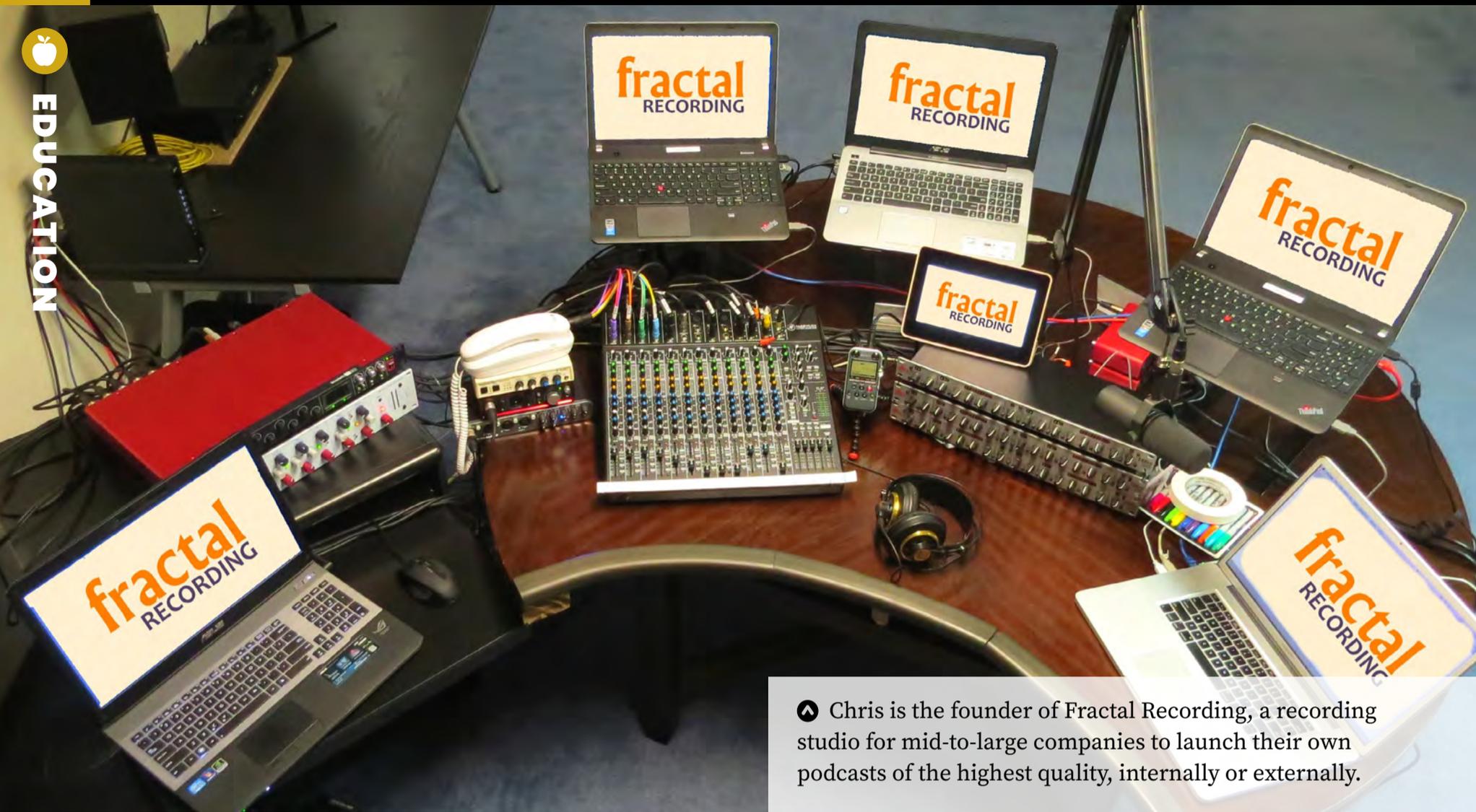
download numbers since 2016, he doesn't focus on the numbers. His podcast exists to help him grow his school—that's it.

“If I only had 50 downloads, but all 50 people signed up to my school paying thousands of dollars each, I win,” he explained.

In the beginning, this was not the case. Like most podcasters, the numbers mattered. However, as a podcast producer for many other shows, Chris got to see other show's download numbers. He quickly learned that you can't just start a podcast and expect your numbers to jump. It just doesn't happen that way.

“The examples people use when talking about download numbers are often from celebrity podcasts. The reason they have download numbers is because they ARE celebrities! You can't compare to that.”

So what did he choose to focus on, instead?



Chris is the founder of Fractal Recording, a recording studio for mid-to-large companies to launch their own podcasts of the highest quality, internally or externally.

“One thing I knew was that the show I was doing was unique,” Chris said.

With Chris’s vast success in the podcasting industry, I had to ask him about some of the key (and easy) mistakes people make as both podcast host and guest on a show.

“First of all,” he answered, *“your microphone technique is vital. It is crazy how many people do podcasts and don’t stay close to their mic! The other thing is your environment. If you are in a room that really bounces the sound around, it’s terrible. You have to be aware of making noise. When you record audio, you have to pretend like you are in a studio. Don’t fiddle and tap things, as all sound comes through. Finally, get a windscreen for a pop filter—if you don’t protect your microphone, the air out of your mouth is going to distort your sound.”*

Let’s just say I have never been so happy that I had my pop filter in place as we recorded this interview!

The message is clear, people:

Do the basic work and sort your sound out! 🗣️



Education Category Director

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 Awaken Your Alpha 🎧

Got an Education Podcast suggestion?

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UNDER THE RADAR

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



THE SECRET TO SUCCESS WITH CJ, KARL & ERIC THOMAS

As an ET (Eric Thomas) aka “The Hip Hop Preacher” fan, I jumped at the chance to review this podcast when making my selection this month.

I first met Eric back in 2013, just before starting my podcast, and what an inspirational dude! I got my signed copy of *Greatness Is Upon You*, was suitably inspired, and watched it all come full circle when I recently handed him a copy of my



book based on my podcast he helped inspire.

From homeless high school drop out to Entrepreneur, C.E.O., and Ph.D., listen in to *The Secret To Success with CJ, Karl & Eric Thomas* to hear firsthand how Eric was able to defy the odds and single-handedly break the negative generational cycles that plagued his family for decades. Join the conversation with ET and co-host Carlas Quinney Jr. and learn how you too can create the life you deserve.

Started at the end of 2015, episodes vary from three minutes all the way to just under three hours! Generally, they seem to average around 60-90 minutes each.

You may know of Eric from his voiceovers on inspirational training videos—it is a great voice, made for stage, and in this case... podcasting. 🎧

FOUR WAYS COMPANIES USE PODCASTS IN THEIR MARKETING

There are *so many* popular podcasts we all listen to... in the categories of comedy, politics, religion, education, fiction, non-fiction, and beyond.

But have you ever thought about the companies behind them?

Have you noticed if the podcast is actually part of a company's marketing strategy? If you have, you likely feel "wooded in" by it as you listen.

This isn't a negative thing at all. In fact, it's actually one of the best marketing strategies all companies have the ability to leverage right now.

With Joe Rogan's exclusivity deal with Spotify for an estimated \$100 million, podcasting is currently gaining even more attention—and using podcasting as a core marketing strategy has many benefits.

Take ZipRecruiter's podcast, *RISE AND GRIND*, for example. Created by the company and hosted by FUBU founder and Shark Tank host Daymond John, this show focuses on interviewing high-performing guests about how they approach their work and find success. Listeners are exposed to ZipRecruiter many times, and the topics discussed are extremely relevant to the company's ideal customers.

Blue Apron's *Why We Eat What We Eat* podcast is an educational style show covering many topics around food and eating. It is perfectly positioned to attract potential customers to Blue Apron because of the subjects discussed.

Let's now dig into how these companies are using podcasts to grow their businesses.

Attracting New Customers

It's probably obvious from the two examples above that podcasts can be created with the intention to attract ideal customers to a company. If you have a job in the recruiting business, why not create a show that will attract the type of people who want to join a service like ZipRecruiter?

If you have a food preparation subscription service, why not create a podcast that attracts people who would be most likely to purchase from you?

When you put out content that grabs curiosity, provides value, and fulfills the desires of a company's ideal customer, the selling of products and services becomes much easier. And, as a bonus, podcasts usually create raving fans. Listeners can't wait to tell their friends and family to listen to the show, too, and boom—it's basically free marketing for the company.

Sponsoring Podcasts

Sometimes companies don't have their own podcast, but they pay to appear on relevant podcasts their target audience

When you put out content that grabs curiosity, provides value, and fulfills the desires of a company's ideal customer, the selling of products and services becomes much easier.



might be listening to. They locate a related podcast through either an agency or their own research and outreach.

Companies will typically pay between \$20-30 per thousand downloads per episode. So, if a company has 10,000 downloads per episode, that means the sponsored advertisement will cost around \$500. Sometimes, there are required minimum investments and different pricing options (like flat rate), but you get the idea.

These types of sponsored ads are typically host read for higher conversion rates. Translation: If the podcast host reads the

ad with his or her own personality and tone, the companies who sponsor will typically see better results from the ads.

Guest Appearances on Podcasts

Another way companies leverage podcasting is by making guest appearances on relevant podcasts. There are many ways companies can find them—one of our favorites is the website ListenNotes.com. Simply type in keywords, topics, brand names, and people’s names to locate podcasts to reach out to.

Many companies will either have an outreach person on their team or will hire a public relations team to get their company leaders featured on the podcasts of choice. This is a great way to give value to a new audience and talk about their brand. It’s a perfect relationship builder, as it grows trust with potential customers.

There is often a win-win for the podcaster and the guest. On the *Hustle and Flowchart Podcast*, Charley Vahler of Vahler Media discussed how he helps manage a podcast for a company that buys and sells businesses. In this show, he made sure that listeners understand all of the main problems and challenges related to buying and selling businesses. He then brings on specific guests to discuss and move past each potential challenge. Bringing on a guest speaker typically provides value to the audience and podcaster while giving the guest speaker a platform to share valuable content and present his or her own brand.

Repurposing Podcasts into Other Media

When a podcast is recorded, it’s typically in audio format only. Smart companies with podcasts realize that a lot of hard work went into creating that audio—so why not repurpose?

Repurposing is the act of taking one media type and turning it into others. For example, an audio can easily become a stylish audiogram video for social media using a tool like Headliner. Or, it can be made into a nicely organized blog post to share on the company’s website.

Creating many pieces of content from an audio podcast helps people discover that podcast via multiple outlets: audio, video, and text. This increases the chances of attracting ideal listeners who might well become customers in the future.

To wrap things up, podcasting is an extremely powerful media type that many companies are now recognizing as sources for growth. It’s the best way to create a relationship with ideal customers on a mass scale thanks to its intimate nature. Companies are able to quickly convert podcast listeners into fans of their brand, and ultimately, into customers. 🎧



The Professional Podcaster

Matt Wolfe & Joe Fier
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Hustle and Flowchart 🎧



COOL, COOL JAZZ... A LITTLE BIT O' BLUES, AND A WHOLE LOT O' SUPPORT FOR WOMEN MUSICIANS

Dr. Joan
Cartwright aka
'Dr. Diva JC'
Hosts
*Musicwoman
Live!*





Dr. Joan Renee Cartwright is a poet, musician, composer, author, historian, and host of *MusicWoman Live!*—a show dedicated to supporting female musicians.

Born in Queens, New York, “Dr. Diva JC” (as she is affectionately referred to) started her podcast in 2008 as a service of Women in Jazz South Florida, Inc. (WIJSF)—a nonprofit organization that promotes women musicians globally.

Covering an eclectic mix of topics related to jazz and the musicians who play it, Dr. Cartwright often features members of the WIJSF who compose and perform their own music. Commenting on the motivation behind the creation of the show, Dr. Cartwright said:

“For 40 years, I toured the world as a jazz and blues vocalist. I worked with hundreds of musicians in five continents

“I worked with hundreds of musicians in five continents and 22 countries... but, when I came home from Europe in 1996, I realized that I had worked with only six women musicians.”

and 22 countries. I sang all over Europe, all over the United States, and in South Africa and Ghana. But, when I came home from Europe in 1996, I realized that I had worked with only six women musicians—three of them in New York before I ever left. So there were only three after that: one from Holland, one from Germany, and one from here in Florida. I saw the lack of support available to women, so in 1997, I began to organize Gaia Fest, which was a celebration of Mother Earth, and that grew into developing the Jazz Women Directory, which is on WIJSF.com, to support women musicians.”

Musicwomen Live! is the broadcast platform of WIJSF that enables women



musicians to be heard globally—especially women who compose and perform.

“There are plenty of women who write music but don’t play an instrument. They write lyrics, yes... but I’m looking for instrumentalists who create songs on their instrument,” Dr. Cartwright explained.

Over the years, she’s produced 300 episodes—at first, each two-hour show included the playing of a female artist’s entire CD. Now, she plays only two songs by each guest, and follows it with an interview of about 30 minutes in length.

Sometimes featuring male musicians as well, Dr. Cartwright said, *“Because men love those women, too!”* And, in the rare case that she features a non-musician, she opens the show with her own music, or that of her daughter’s.

Dr. Cartwright—the only woman in the world with a jazz and blues songbook—shared the

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reason behind the mix: *“Jazz is a child of the blues. The blues gave birth to jazz!”* She’s recorded 11 such songs, which are available online.

Considering herself as a primarily jazz musician, Dr. Cartwright was unsure of where the jazz influence came from for the longest time. It’s funny how the subconscious mind leads you on the right path... and that’s exactly what happened with her:

“I started out singing chants in Catholic churches. I went straight from that to jazz, because my father had all the jazz records—it was the popular music of the day, where I grew up.

“At age four, I was dancing and singing with Bernice Johnson’s Dance Studio. Her husband, Budd Johnson, was a famous saxophonist from Kansas City. He would babysit me between the time my mother dropped me off and Bernice picked me up for dance school until I was eight years old. He would go down in the basement and play his horn. I was internalizing scatting and didn’t even know it! By the time I was 27, I was a bebop singer, but I didn’t know where that came from either. Then one day, I ran into the Johnsons on an elevator in a club in New York City, and it all came back to me in a flash. I put the pieces together...”

Dr. Cartwright also credits her “wonderful” piano teacher in Philadelphia, where she earned her music degree from LaSalle University, for her musical influence. “I didn’t get any more degrees,” she said,

DR. JOAN CARTWRIGHT listens to



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ASALH SOUTH FLORIDA

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THE ARTS REPORTER

Mimi Johnson, aka The Triple Threat, interviews artists from Atlanta, Georgia to Miami, Florida and beyond.

“My father had all the jazz records—it was the popular music of the day, where I grew up.”



Music Woman Magazine's Spring 2020 edition

(below) Dr. Cartwright sings jazz at The Historic Lyric Theatre



“but I’ve written more than 60 songs.”

Some of those songs include “Talking That Jazz,” “Lonely Blues,” “No Love,” and “Blues Medley.” She’s also written songs for the likes of Freddie Hubbard, who recorded her “Sweet Return” for Atlantic Records in 1983 with the Cool Jazz All Stars.

Her favorite guest featured on her show so far? The 92-year-old Jeannie Cheatham, who played with the Sweet Back Baby Blues Band alongside her husband Jimmy Cheatham. She wrote the song titled, *“Meet Me With Your Black Drawers On,”* as well as the book by the same name.

Women in Jazz South Florida, Inc., a 501(c)(3) non-profit organization, is Dr. Cartwright’s pride and passion. Of the 368 members, 224 are musicians, 62 are men, and 14 are students. They come from 14 countries and 22 U.S. states.

Members receive a subscription to *Music Woman Magazine*, a newsletter, and various other services. They also publish CD compilations from women who submit a song for a fee. Those featured get a lot of publicity in the newsletter and on the website, as well as opportunities for collaboration.

When it comes to Dr. Cartwright’s personal inspiration in the way of fellow jazz singers, she said:

“Everybody says I look and sound like Carla McCray. But I scat like Ella Fitzgerald.”

Not bad... being compared to two of the greatest voices of all time! 🗣️



Music Category Director

Raven Blair Glover
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Amazing Women And Men Of Power 🎧



UNDER THE RADAR

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



ROCK N ROLL LIBRARIAN

Considered a monthly “Rock N’ Roll Book Club,” the *Rock N’ Roll Librarian* is co-hosted by Shelley Sorenson, a rocker and former professional librarian, and Christian Swain.

Shelley chooses a book, usually a rock-and-roll biography, reads it on her own, and brings the topic to the show. She relates the entire story and plays the music that is mentioned in the book. Christian purposely does not read it, so he can offer an observer



point of view while asking Shelley probing questions that encourage her to dig deeper into the topic. They relate their own stories to the artists, so we get to know them as well. They have great collaborative energy, and a wealth of rock-and-roll knowledge.

An episode featuring Bruce Springsteen’s book, *Born to Run*, along with the playing of the songs mentioned had this listener hanging onto every word. Other books reviewed are *Face It: A Memoir* by Debbie Harry of Blondie, *No One Gets Out Alive: The Biography of Jim Morrison of The Doors*, and *Aretha: The Queen of Soul – a Life in Photographs*.

The longer the book, the longer the episode—*Born to Run*, a 508-page read, translated into a two-hour episode... but it’s well worth the investment of time to anyone who wants to hear the real backstory of his or her favorite rock-and-roll artist-turned-author. 🎧



ARE YOU WILLING TO OFFEND?

Rachel Luna, host of *Real Talk with Rachel Luna*, isn't playing games. Everything about this show is the raw, real truth. She's willing to give it straight, too... even if it offends.

Forbes named Rachel "one of the most inspiring female entrepreneurs to follow on Instagram," and it's easy to see why. This fascinating former US marine (sporting her "Decisions Determine Destiny" tattoo) is here to inspire and push you to step into what you're here on Earth to do with confidence.

We sat down for a virtual conversation in the middle of the pandemic lockdown, and it was one of the most honest conversations I've ever had.

As we chatted about everything from reality TV to green juice to working from home with family around and how the heck Instagram influencers keep things so perfectly white in their homes, Rachel's mission in podcasting and life was clear. While it's true that she may have launched her show because she was tired of putting on makeup for videos, her purpose is to be fully present for her community and call out exactly what she thinks they need to know about business, life, and

reality, so listeners can become magnets for miracles.

After a triple-negative breast cancer diagnosis back in July 2019, Rachel made the decision to follow her own path for a holistic approach to treatment. She's been so transparent with her audience about it that she literally recorded a podcast episode during her coffee enema. In case that doesn't make it clear, she's determined to live life loud, and without filters.

And she's okay if that offends you. In fact, if you've ever worried about offending others, Rachel's got great advice:

“When you show up however you feel aligned for the day, there will be people who are not rocking with you. There is going to be a percentage of the population you might offend, or you might trigger, or annoy. That's okay.

“You're not responsible for other people's perception of how you're showing up in the world. You're not responsible for the traumas other people have experienced that they haven't healed from. That's not your responsibility.

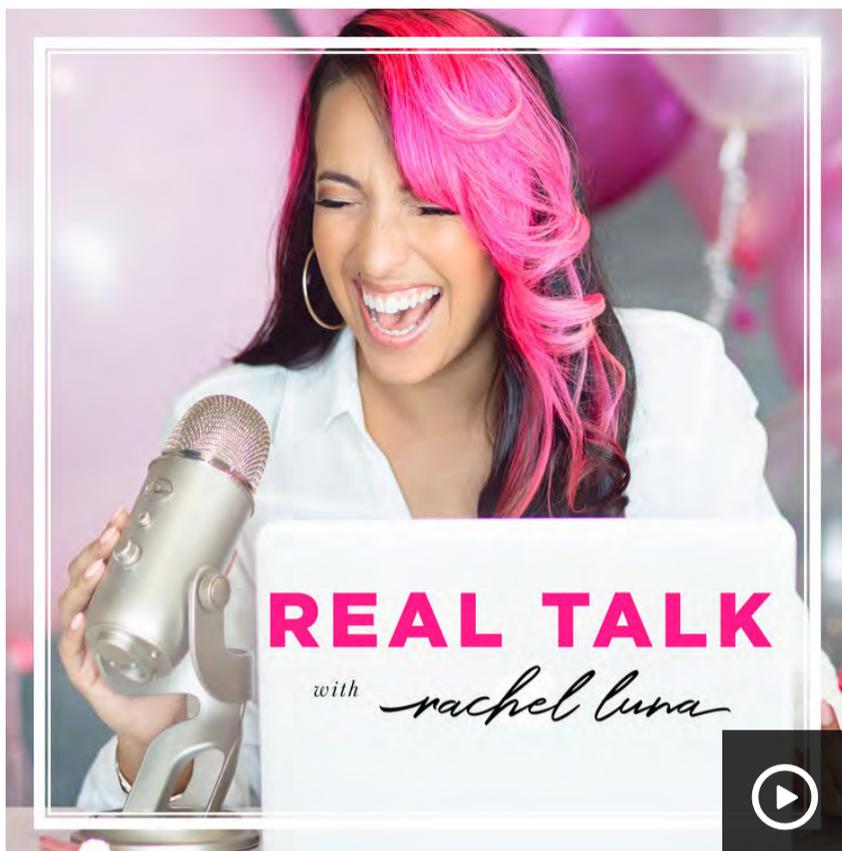
“Your responsibility is to show up and to share the message that you feel led to share on that day. Your responsibility is to heal your trauma, your own wounds, so that when you see someone else showing up in their authentic self—in what's aligned for them—you're not triggered, and you don't respond in anger and negativity. Rather, you get to respond from a place of love.”

“It's okay for you to show up, however you want to show up, exactly as you are.”



Isn't that a great thought? What if we could put aside our own pain and look through a lens of love?

“We all have work to do. And I hope that



“What if we could put aside our pain and look through a lens of love?”

by learning from me, you accept the good parts and the parts that are still healing. They're not bad. They're not dirty. They're not shameful. They're just still healing and growing.”

Rachel's cool with you disagreeing with her, because she's already made the decision to show up and love everyone who will allow her to love them: “I'm here to offend,” she said. “Not because I want to hurt people. But because I want to be true to who God created me to be.”

The number one takeaway Rachel hopes you get from her podcast? That it's okay for you to show up, however you want to show up, exactly as you are.

And if you're wondering which episode to start with, Rachel suggests you play a version of “podcast roulette”—open up the album of all her shows, close your eyes, and be open to a blessing. Do a quick scroll, and just see where your finger lands. Start listening there.

But one warning from Rachel: “You shouldn't listen if you're not ready to be offended. You shouldn't listen if you're not ready to hear someone do it in the most imperfect way. You shouldn't listen if you are expecting something. Just come with no expectations. Just listen for whatever you're supposed to get in the moment. That's what you should be listening for.

“My hope is that you listen to the one episode you need to hear that gives you the permission to offend... the permission to be free and fully self-expressed. I hope it gives you the ability to activate your faith, claim your worth, and build your wealth. That's what I'm here for.” 🎧



Business Category Director

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The Art of Giving a Damn ▶



UNDER THE RADAR

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



**INSPIRED
MONEY**
with Andy Wang



INSPIRED MONEY

What's a former WWE wrestler, retired FBI agent, and famous screenwriter got to do with money mindset? You'll have to tune in and press "play" on the quirky *Inspired Money* podcast with host Andy Wang to find out!

Whether you're looking to launch a side hustle, change your money mindset, grow your wealth, pay down debt, or build the freedom to live life on your terms, this podcast will spark your inspiration and give you practical tips to make it happen.



Through the personal stories Andy teases out of guests, you'll learn how wealth works and be entertained in every episode. Posing insightful questions, Andy dives deep into how successful people think. I love his uncanny ability to ask exactly what a listener is wondering. He proves money doesn't have to be boring, and wealth is achievable, no matter where you start from.

I started with one episode... and six episodes later, I was still taking notes and enjoying the conversations.

Here are three I suggest starting with:

- Episode 133: Overcoming Your Fears with Jaime Harmon O'Connor
- Episode 142: How to Be Wealthy Starting at Just \$500 per Month with Derek Sivers
- Episode 57: Healthier Means Wealthier with P90X with Tony Horton

It's about more than just money—this podcast will guide you toward creating your *best life*. 🎧

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TURNING THE PAGES OF A PODCAST

The Author/Podcaster: A New Norm

You'd think being president, or hitting the most homeruns in the major leagues, or winning an Oscar would be utmost achievements one could experience. But for many, such accolades are mere steppingstones to seeing their name in the pages of *The New York Times* Best Sellers.

Throughout history, we've expected books from ex-presidents, celebrities, athletes, politicians, and already famous writers. Now, that pattern is starting to take hold for podcasters, too. Always in search of new audiences, publishers are recognizing the power podcasters have in turning their shows into best-selling books.





And podcast fans are digging it.



Recently, Houghton Mifflin came knocking on the door of the *Last Podcast on the Left* crew, and the creators got themselves a book deal. Their book, aptly titled *The Last Book on the Left*, was so well-received by their fans that it quickly landed a four-week run on *The New York Times* Best Seller list (not to mention garnering plenty of press coverage, including features in *Rolling Stone* and *The Boston Globe*).

Gaby Dunn is another superstar podcaster who turned her successful podcast into a *New York Times* Bestseller. Unlike *Last Podcast on the Left*, Gaby's book, *I Hate Everyone But You: A Novel About Best Friends*, is completely unrelated to her podcast. She created entirely new material, and her followers turned it into an instant Best Seller. Next, Gaby followed that success up with another book, *Please Send Help: A Novel*.

Gaby took another right turn after that, writing a graphic novel called *Bury the Lede*, which is now being adapted into a television series.



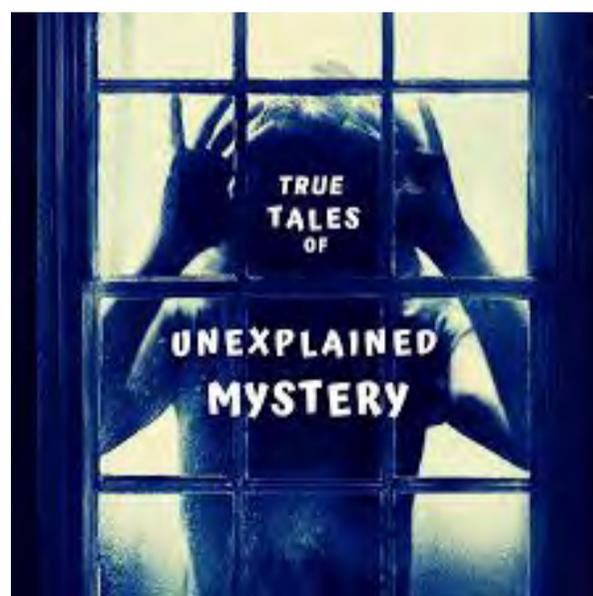
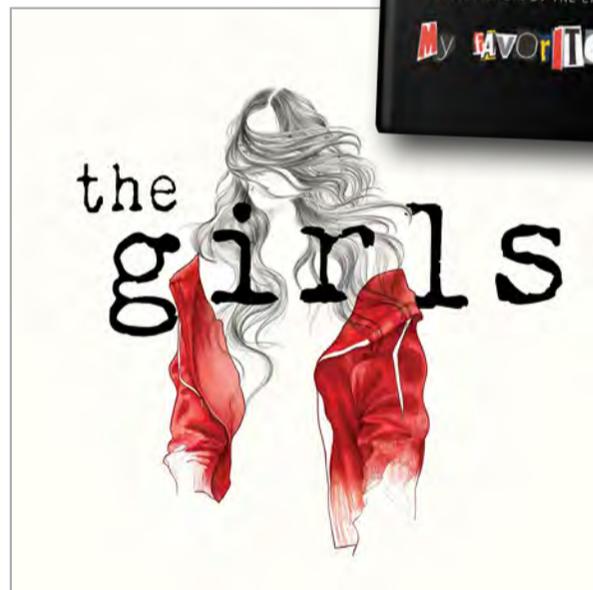
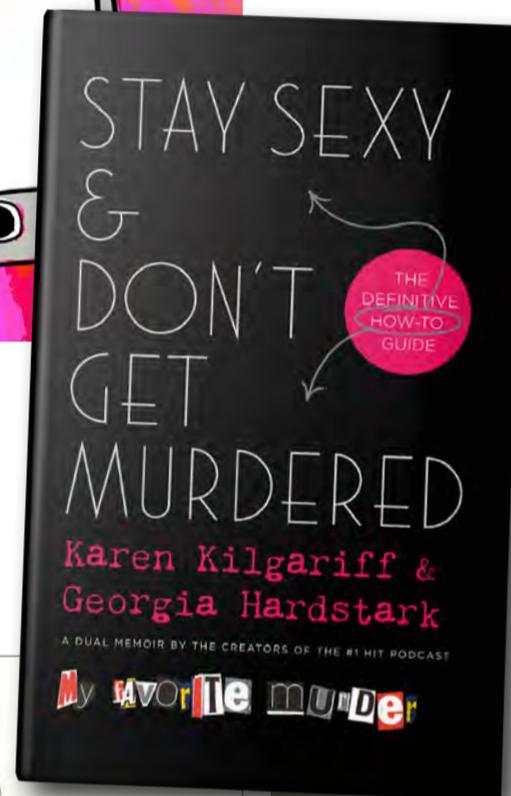
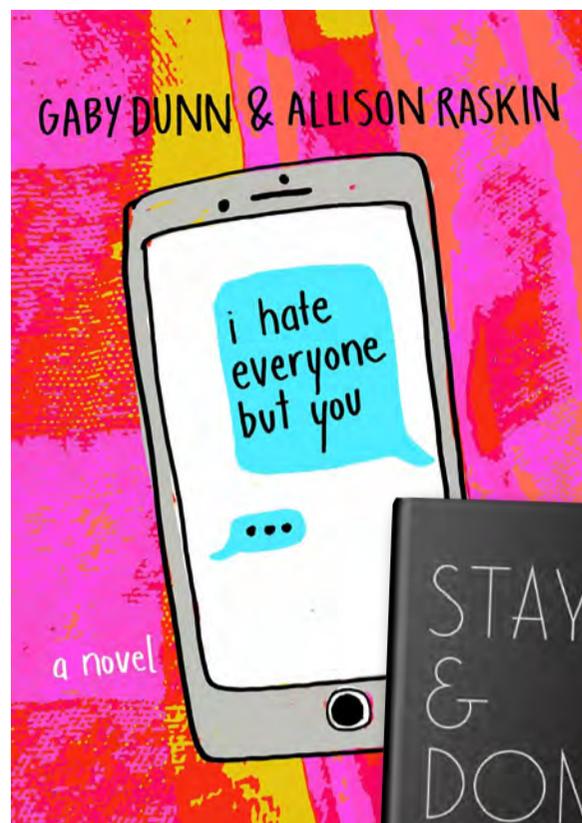
My Favorite Murder, a true-crime podcast, grew to 19 million monthly listeners when Macmillan agreed to take the hosts on as authors. Less than two years later, in May 2019, their book, *Stay Sexy & Don't Get Murdered*, debuted at #1 on *The New York Times* Best Seller list.

While these podcasters haven't traditionally been considered "celebrities," with the help of their adoring fans, they're rapidly turning their success in one medium into success in another and becoming celebrities in their own right.

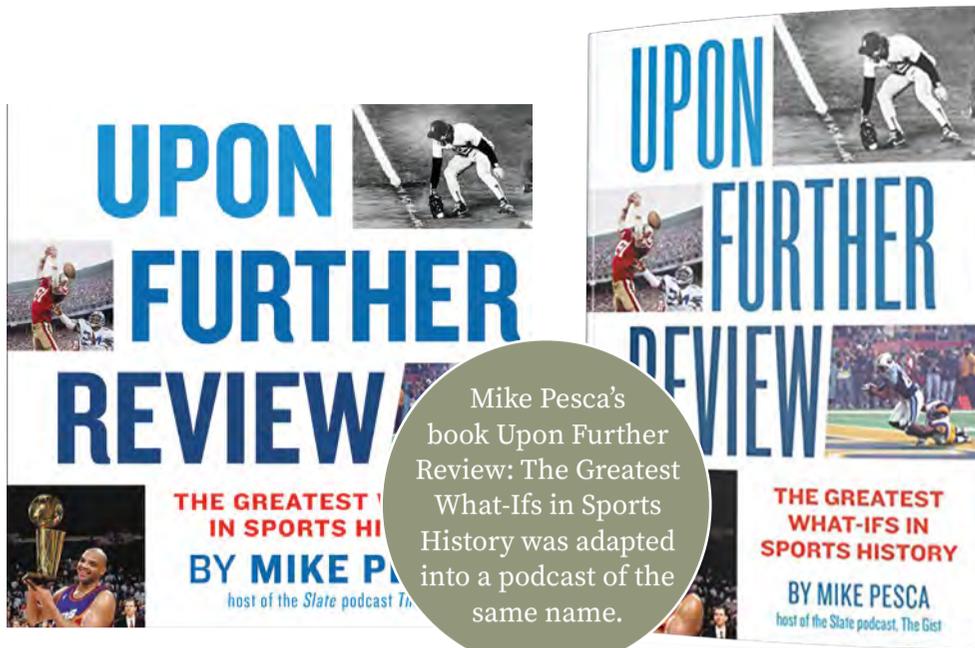
But the story doesn't stop there. Not only has the decision to support podcasters in becoming authors become an easy one for publishers, but publishers have also determined podcasts to be a viable avenue for marketing books.

Courtney Summers, author of 16 books for teen readers, like *Cracked Up to Be* and *This Is Not a Test*, published her latest novel, *Sadie*, through Macmillan Publishing. As part of that book launch, Macmillan created Macmillan Podcasts, a division solely dedicated to using the art of podcasting to market books. They turned her book manuscript into a podcast audio screenplay and recorded it as an audio drama complete with actors, sound effects, a producer, etc. The resulting podcast, *The Girls: Find Sadie* bore a life of its own, gaining its own popularity and creating new book sales for Macmillan.

Steph Young, a young mystery author, also turned the stories in her books into



Books from podcasts and podcasts from books are quickly becoming the norm among the publishing industry.



a podcast, *True Tales of Unexplained Mystery*. Steph had penned 17 books before launching the podcast, and has found great success building a new audience through the audio medium. Her podcast has since grown from two episodes in its first year to three episodes per month.

Perhaps the most interesting case of a podcaster-turned-author is Mike Pesca, host of Slate's podcast, *The Gist*. Prior to hosting this cultural news show, Mike was an NPR reporter who followed his passion for sports by covering related stories and events, like Super Bowls, Final Fours, the World Series, the NBA Finals, and the Olympics (among others). He then wrote a sports book titled *Upon Further Review: The Greatest What-Ifs in Sports History*, and got a book deal with Hachette Book Group.

After publication, Slate decided to turn Mike's book into a limited-edition podcast by the same name.

Books from podcasts and podcasts from books are certainly becoming the norm. So, when you find a podcaster you like, make sure to check Amazon to see if he or she has inked their words to paper. 📖



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HARD-HITTING DISCUSSIONS WRAPPED IN A HUG

When you hear the word “representation,” what comes to mind?

What if I asked you to consider a few more details, and guess the topic of this month’s article? Details like... a Television Producer/Director based in NYC with over 25 years of experience in entertainment... with additional credits that include award-winning documentaries for MTV, and digital content for shows like FX’s *The Americans*, *EMPIRE*, and *SNL*... and films

like *Primal Fear*, *Crouching Tiger Hidden Dragon*, and *Spider-Man: Into the Spider-Verse*.

You might think this one’s about casting and getting an agent. It’s not.

It is about a gem of a podcast called *Reppin*, which is short for “representation.” However, its meaning of representation is a bit deeper.

Hosted and produced by Evelien Kong,

whose credits include all those listed above, *“Reppin is an outlet where insightful and meaningful conversations take place around representation,”* Evelien explained. *“What do you represent? What do you stand for? The conversation includes and goes beyond race, gender, and orientation. It’s also about personal representation, and learning about the values and dreams my guests believe in and fight for; the obstacles they have overcome, the lessons they’ve learned, and the space to pay it forward.”*

Featuring guests from different backgrounds and professions, from actors in popular television series to leaders in the PR world, each is open and willing to be open and vulnerable in their conversations. Some guests you will know, some you will not. Either way, you can be sure you’ll find out who they really are and what they represent.

Giving voice to underrepresented groups via personal stories and experiences, *Reppin* explores social issues to promote understanding, inclusion, and empowerment. Evelien strives to ensure the podcast is equal parts entertaining, life-affirming, and celebratory of the BEST of humanity.

“I’ve been extremely concerned with how things are ‘progressing’ in the world—we are arguing facts. We need to go beyond labels and see how each of us has something to offer. This is my effort to make a positive contribution, so that we have a chance to actually listen to one

“What do you represent? What do you stand for? The conversation includes and goes beyond race, gender, and orientation.”

another. It’s about listening to learn vs. listening to respond.”

Working her way up the production ladder, Evelien has been very successful in the production world. She has worked on a variety of different shows, from digital, promos, bonus features, to new media.

She likes to say she has *“bounced around all over the place,”* and is very *“humbled”* to be able to do what she loves: creating.

And while she admits being very new to the podcasting world, she is no novice when it comes to creating content.

“I obviously knew what a podcast was. I didn’t know what to do with one,

though, because I was so focused on production, television, digital content, and all the things I was used to doing. But last summer, I came up with this idea to sort of marry multiple ideas I've had over the years to give voice to any and all underrepresented groups. I'm very concerned with all of the complexities the world is dealing with right now (and even before the pandemic)."

Speaking to her goal of her show, Evelien said:

"So many of my off-camera conversations were much more interesting than what I was doing on camera. That's not to say that the my on-camera stuff wasn't thought-provoking, but it was just very different. I thought it would be so great to be able to provide the audience at home with a sense of who the people I was talking with really are, beyond what you see through a screen... beyond the resumes... beyond the sort of superficial."

To that end, Evelien provides a more authentic look at, and understanding of, the people behind the talents and insights they bring to their work, so we get a better sense and appreciation of who they really are.

"The best vehicle in terms of learning is storytelling. It's hearing about other people's experiences, because you can get so much from that. It's the easiest and best way to connect on a human level."

It makes perfect sense—stories bring a voice to the hardships and challenges we've faced, and how we overcame them.



It helps us understand how we, too, can make a difference.

"We have to learn to actually listen to one another," Evelien continued, "to start seeing one another for who we really are. In so many conversations, instead of listening, we're just waiting for an opening to get our point across."

Evelien's challenge: to accomplish her goal in a life-affirming way versus a political, heavy-handed way.

"I didn't want to do anything that would send people running to their therapists. There's just too much going on in the world today. We're overloaded. So the trick was to kind of look at all these really critical social issues, but from a slightly different perspective, so it wouldn't be so overbearing."

With Evelien's producer background, her production workflow routine is set:



▲ (from left) Recording with Liris Crosse (model/actress), and (above) on set of the CMT Music Awards

she records for about an hour, and then precisely edits the show down to about 30 minutes.

“I don’t want to fill it with just ‘stuff,’” she said. “I’m always wearing my producer hat. I read as many articles as I can that feature the guest I’m bringing on. I watch past interview clips. I look at their profile IMDb page online. I watch clips of past shows, movie clips, and YouTube clips, and then read their bios. I like to get my hands on any and all information I can about them beforehand, and I take it from there.”

In listening to *Reppin*, I was struck by the feeling I had of eavesdropping on intimate conversations... almost like being a fly on the wall. The way Evelien talks with her guests seems to put them at ease, inspiring them to share some pretty profound moments in their lives.

Evelien recalled the first guest she ever invited on the show, before there even was a show:

“Angie Thomas. She’s a New York Times best-selling author. I called her up, and I was like ‘Angie, I have nothing to show you. But I have this idea...’ I knew what I wanted the show to be, and asked her if she’d come on. I got an immediate ‘yes,’ and she shared some very personal stories with me.”

Referring to *Reppin* as a “creative outlet” and “passion project,” Evelien says, “It’s been incredible, to be able to talk to people who are saying, ‘Let’s celebrate our differences!’ I’ve learned a lot about myself and my own journey and experiences, too.”

Which brings us full circle to the title of this article—I commend Evelien for delivering hard-hitting discussions around tough topics in the form of a warm hug. 🙏



TV & Film Category Director

Rob Actis
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Living the Law of Action Show



UNDER THE RADAR

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



MOVIES THAT CHANGED MY LIFE

A new release in the podcast sphere, *Movies That Changed My Life* is definitely under the radar. (But now it's on mine, and it should be on yours, too!)

IMDb host and producer Ian de Borja sits down with actors and filmmakers to discover the movies that inspired them to create their most significant work.

A few of my favorites:

Writer and director Kevin Smith breaks



down the three movies that changed his life by inspiring him to become a filmmaker and shares what he is working on now, including his role as Skelator in *Masters of the Universe* and the one he plays in the *Mallrats* sequel.

Actor Joel McHale reveals the five movies that changed his life, while also talking about his new podcast and the possibilities of a *Community* movie. (My fingers are crossed for this possibility!)

Judy Greer, star of *Into the Dark*, *Archer*, and so many other great roles shares the four movies that changed her life, including *Pulp Fiction* and *Casablanca*. (If you're not a Judy Greer fan yet, you will be after listening to this episode!)

The show is a fun behind-the-scenes look at how movies have had a significant role in the shaping and influencing of our favorite actors and filmmakers. You should definitely check it out. 🎧



MATT WARD:

Dystopian Fiction Writer, Disruptor, and Hopeful Cynic

According to Dictionary.com, a “disruptor” is “*someone or something that interrupts an event, activity, or process by causing a disturbance or problem.*” Every disruptor I have ever met has a penchant—well, really a driving need—for constant learning and questioning. With an uncanny ability to intently focus when it matters, disruptors also see a need for change and seek a part to play in creating that change. They do not choose to be bystanders.

Matt Ward, the host of the chart-topping podcast, *The Disruptors*, has a bit different definition: “*Someone who challenges the status quo and is willing to have the ugly conversations. Disruptors are willing to do what most people don’t think can or should be done.*”

He hosts the show while writing dystopian fiction, running a business, helping others grow their businesses, and raising a child with his beloved wife. Doing just one of



those roles is not for the faint of heart. All of them together, along with a history as a serial entrepreneur who wants to make a difference in the world, leads me to classify Matt as a disruptor himself.

And what better time to interview The Disruptor himself than during the COVID-19 quarantines and work-from-home orders that were in full swing when Matt and I spoke? After all, this pandemic is, and has been, the biggest disruption to life and business as we know it that has ever existed in most of our current (read: U.S.) realities.

In reading the description of Matt's podcast, I expected to interview an optimist who sees possibility around every corner: *"To not only predict the future, but to create it. We believe we engineer the future we envision, and by working together as one, we can build a better world."* Imagine my surprise when Matt quickly and readily admitted that he is, *"incredibly great at being cynical... good at finding problems with things."*

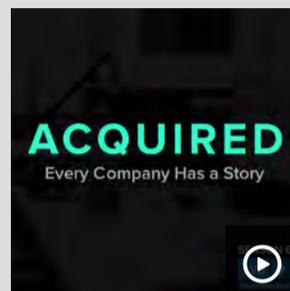
By the end of our conversation, I had a new respect for self-proclaimed cynics who accept their nature and use their power for good.

So, how did this cynic and writer of dystopian science fiction start a podcast with the mission he has? Believe it or not, it was because he realized that, *"If we assume the worst, it's easier to scare people straight before we achieve the worst."*



MATT

listens to



ACQUIRED

Every company has a story, and *Acquired* goes behind the scenes of the biggest tech acquisitions and IPOs of all time.



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 pick winners and losers while having good fun.



UNLOCKING US

Brené Brown expands and explores the ideas, stories, experiences, books, films, and music that reflect the universal experiences of being human, from the bravest moments to the most brokenhearted.



"Go disrupt something, and let's build a better world together."



A sampling of recent podcast episodes highlights the top issues facing the world today, including late-stage capitalism, electric cars, AI, healthcare after COVID-19, Internet censorship, and a few that might surprise you. (Psychedelics, anyone?) What all the episodes have in common is a frank conversation about current and future world needs and the people who have made it their mission to improve the world one idea at a time. Matt's guest list is a "who's who" of his definition of a disruptor.

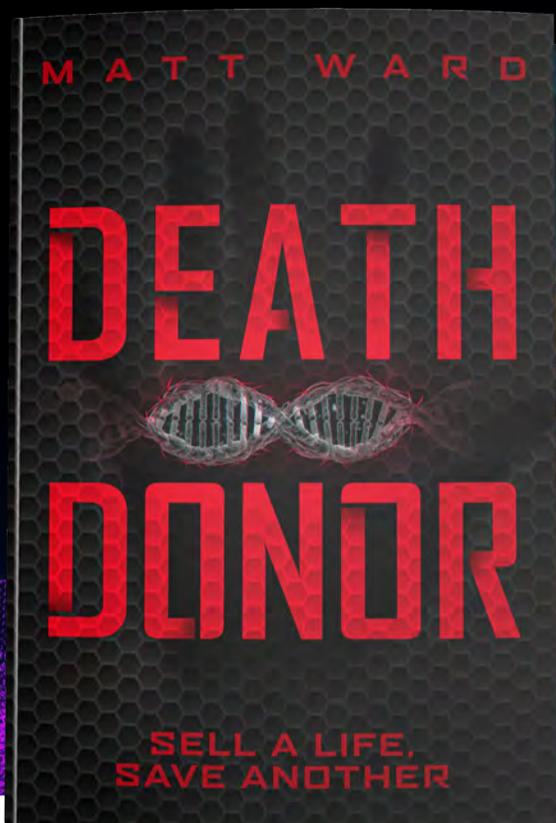
Each guest brings a stimulating perspective on issues affecting the world and their take on related solutions. These interviews generate ideas for Matt's books, including two of his most recent: *Death Donor* and *Cynetic Wolf*. Matt's writing "weaves the big picture ideas from podcast guests with how humanity is diverging quickly when it comes to genetic engineering." Lately, it seems

"[A disruptor is] someone who challenges the status quo and is willing to have the ugly conversations. Disruptors are willing to do what most people don't think can or should be done."



as though the world is beginning to live Matt's books, and it concerns him.

Luckily, though, Matt's worldview, despite his cynicism, gives him hope that humanity can get out of the hole we have gotten ourselves into via creative thinking and a lot more disruption in the way we move forward. That worldview has been cultivated by Matt's life experiences,



Two of Matt's recent publishings include Death Donor and Cynetic Wolf.

including traveling the world with his wife and the recent welcoming of his newborn son. He is currently learning German, amidst his quest for continued learning, because he and his wife are thinking about moving back to her home country of Switzerland.

When I asked Matt if he had a last thought he would like to leave the readers of *Podcast Magazine* with, he said, *“Like anything you build, it doesn’t really get built until it gets broken down first. So, go disrupt something, and let’s build a better world together.”*

The world had been disrupted on many levels even before the pandemic, and the disruption is now increasing at a faster rate as shutdowns and re-openings continue. The ways we used to do business may not be able to resume when the world reopens. How we live our lives is changing as the planet lets us know that

we have changed it, and this might be just the tip of the iceberg.

The world as we know it is being broken down.

If you believe what Matt and his fellow authors of dystopian fiction have written, things will just get more divisive and worse from here.

But Matt, and many other podcasters, also believe that we can still create a future where we all win.

So, are you in? Are you ready to disrupt to make the world a better place? Give us a shout on social media using the #podcastmagazine tag, and let us know how you are changing the world for the better. 🗣️



Technology Category Director

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It's All About the Questions 🎧



UNDER THE RADAR

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



SOFTWARE PEOPLE STORIES

Who says podcasts must be started by “young” people? Shiv Sivaguru, the creator of *Software People Stories*, started his podcast after the age of 60. From there, he added additional cohosts, Chitra Gurjar and Gayatri Kalyanaraman, to expand the perspective of the show. Based in India, the three hosts discuss software development, the people behind the software, and what works when it comes to leading teams. They even cover how comics have led to the development of software.



India has been a driving force in software development for years, and this show not only gives voice to their unique perspective on the leading edge, but also to the world impact software has on how we live and do business.

One of the things I like about the show is the fact that all the hosts have been in the trenches themselves, having experienced their own successes and failures. Working with global teams during the course of their careers, the episodes have a global view many other podcasts in their category do not. The hosts interact well and have a nice rhythm in both their interviews and amongst themselves when they do not feature a guest.

This show would make an excellent addition to your playlist if you are in software development, want to be, or perhaps lead a team of developers. The insights gleaned from guests on their development and creative processes are exceptional, and can apply to other industries besides software development, as well. 🎧



HUMAN COMMONALITIES



How Two Muslim Moms Are Changing the Narrative

What would you do if your 14-year-old son got stopped by TSA at the airport?

Zaiba Hasan faced that exact situation, and “*time stood still*,” she said. Every mother with a son has a moment when she realizes her sweet child is becoming a man. For Hasan, though, that realization brought more than nostalgia and a sense of loss of innocence. After about 40 minutes of questioning, she sat with her son on an airport bench to try and explain what had just happened—what it was that made him more interesting, now, to the TSA.

▲ (from top) *Mommying While Muslim* hosts Zaiba Hasan and Uzma Jafri

“You don’t know anything about Islam, but you know that ‘Hasan’ is a very Muslim name,” she told him. “You’re now looking like a Muslim man, and you’re definitely going to start having some of these experiences.”

It wasn’t the end to the college visit in Chicago she had imagined.

This was all new territory for Hasan, who grew up in a mixed, bicultural family. As a conservative Muslim, religion fascinated her. She also had family who were Christians, so her family celebrated holidays related to both religions. For the most part, they blended right into the South Chicago culture.

Therefore, feeling singled out because of her son’s appearance was foreign.

Hasan called her childhood friend Uzma Jafri—who also happens to be a doctor and certified speaker for the Islamic Speaker’s Bureau of Arizona (ISBA)—for advice. Jafri describes herself as *“a more conservative Muslim.”* Her role with ISBA includes visiting schools to share about Islam, providing what she calls *“Islam 101.”* She had access to resources the average person would not, and she forwarded them to Hasan.

Speaking to the protective feeling she quickly experienced at the airport (as any mother would likely relate), Hasan said, *“Those types of experiences have never happened to me directly. But the fact that I’m seeing them happen to my children put me on high alert.”*

“For some of us, there’s double trauma: every time [911] gets memorialized, the anniversary of the death of our freedom gets memorialized, too.”



Hasan’s life as a Muslim in America has been different than that of other Muslims. For instance, Jafri encouraged her to travel with identification for all her children as a precaution. Few American mothers would even consider doing so, but in a post-9/11 world, identification has been prudent.

Both women describe their experience as having changed dramatically post-9/11. Before then, their religion made them unique in their communities, but it was largely private. Before Islam became more in the public eye, Jafri would pray with her middle school volleyball



teammates before games, and receive respect.

After, though, Jafri felt she had to defend her religion not only to her classmates, but from what people said about it in the media. Her once-respectful peers began asking questions... like the meaning behind a change of color of her hijab, the headscarf some Muslim women wear, implying that the change signaled Taliban movements.

“I like to remind people that 9/11 didn’t just happen to those of us who are of a certain ethnicity. It happened to our entire country,” Jafri said. *“For some of us, there’s double trauma: every time it gets memorialized, the anniversary of the death of our freedom gets memorialized, too.”*

“The burden of being the representative of an entire religion of a billion people is just not fair; we’re from so many cultural places,” Hasan added.

Fortunately, neither Hasan nor Jafri were willing to accept status quo. Hasan started thinking about how she could become a resource for other Muslim moms who faced similar issues. Again, she called Jafri with a specific ask: would she be willing to come on a podcast to help women like them?

“I said, ‘What’s a podcast?’” Jafri exclaimed. Now, of course, she not only knows what a podcast is, but she co-hosts the *Mommying While Muslim* podcast alongside Hasan.

Their goal is to dispel some of the



“You could be sitting next to me in the bleachers at a baseball game, and we would have more in common than differences.”



Faith-associated labels may try to divide, but human commonalities unite.

misconceptions and uninformed beliefs people have about Islam while offering a low-risk method of learning about the Islamic faith and practice. And it's working! A significant part their audience is non-Muslim.

“Most people haven't met a Muslim person in real life,” Hasan said. *Mommying While Muslim* is filling that need.

“We're trying to pave the way for our children to have representation in the country they call home,” said Hasan. To that end, the ladies also intend to create a media company that specializes in representing Muslim voices in a variety of media formats.

For now, though, they focus on *Mommying While Muslim* as a way to support other Muslim moms raising kids. Hasan and Jafri aim to *“bridge the gap”* by focusing on the common thread between all mothers, regardless of their religion—the fierce desire to protect their children

as best they can, and to give them the best life possible.

Faith-associated labels may try to divide, but human commonalities unite.

“You could be sitting next to me in the bleachers at a baseball game, and we would have more in common than differences,” Hasan concluded. 🗣️



Religion & Spirituality Category Director

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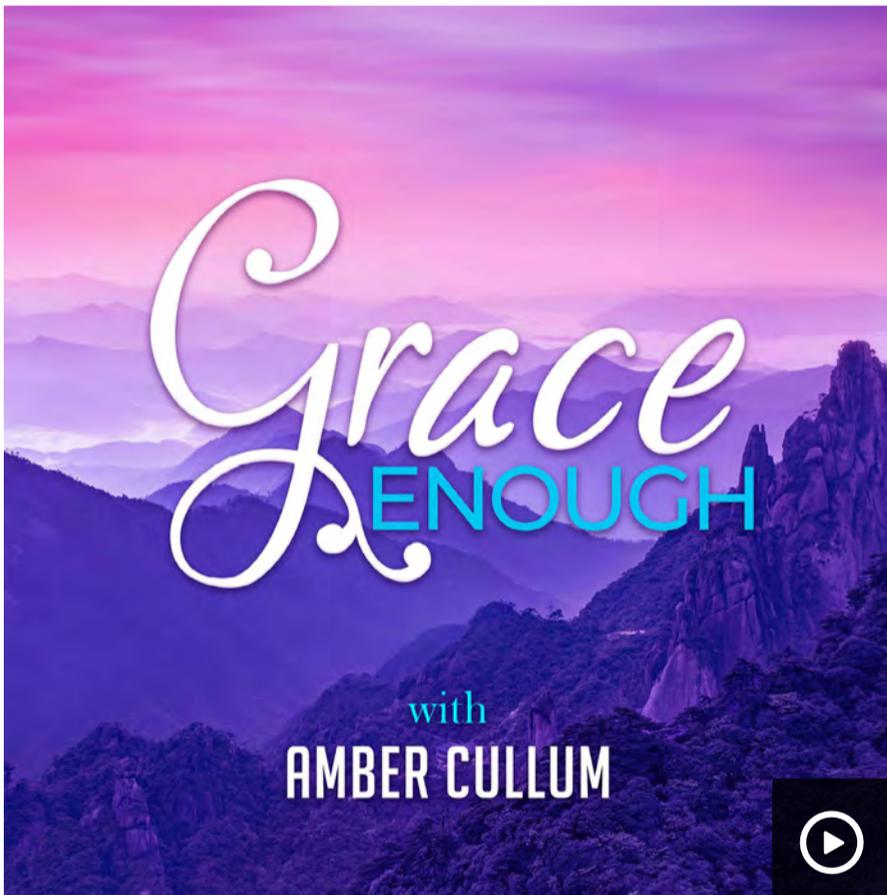
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UNDER THE RADAR

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



GRACE ENOUGH PODCAST

A well-crafted question is pure gold—and some podcasters are better at forming them than others. Amber Cullum, creator and host of the *Grace Enough Podcast*, is in the upper echelon of interviewers. Whether her guests are scholars discussing intricate theology, or a friend doing great work, Cullum always seems ready with another good question up her sleeve.

Thought-provoking questions are the perfect strategy for Cullum's goal: to help Christians understand the role of God's grace in their

lives. Drawing out stories from her guests about their experiences with God's grace, Cullum's ability to listen is admirable. She obviously loves stories and the people sharing them with her. In the end, her passion for her mission serves her audience as well as we listen in on the rich conversation.

The show has excellent audio quality. New episodes publish every Tuesday, a consistency sure to give listeners plenty of content.

Cullum curates episodes with a good amount of variety. Past shows included conversations with Bethany Allen, Joel B. Green, Khristi Adams, and Cullum's husband and cover diverse topics such as atonement theory, managing anxiety, the experiences of people of color, and parenting.

Be ready to engage your mind, as conversations are often theologically rich and tread into deep waters. No matter what part of Christian living you're interested in, the *Grace Enough Podcast* has something for you. 🎧

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Ever wonder how wildly different our world would be right now if Donald Trump had lost the 2016 election? If you appreciate theoretical physics, there IS a parallel universe somewhere in which Hillary Clinton is president, and no matter your political perspective, there is a lot to laugh about on the satirical comedy *BS de Resistance*.

Hosts Lyssa Graham and Dale Leopold spent election night 2016 distraught and horrified. Late that night, they found themselves commiserating on the phone and decided they had to do something. *“It was very Judy Garland: ‘I have a barn; we’ll put on a show. We’ll save the town,’”* says Graham.

“It was as much an actor’s dream to do our own thing as it was a mental health project for listeners in 47 states and 38 countries” says Leopold. *“And our cast,”* Graham chimes in.

Every political satire needs a superhero, so Graham’s then four-year-old son, Jake, became “The Purple Avenger” that night as they dreamt up the deliriously immersive comedy about a Texas mom and her son being unwittingly drawn into shadowy struggles deep, deep, deep in the “Deep State.”

“We knew that we might initially be broadcasting only for our friends, and we knew that our friends loved ‘The Purple Avenger,’” says Graham, a voiceover artist across movies, animations, television, and commercials. *“He has his own little Facebook following amongst our circle*

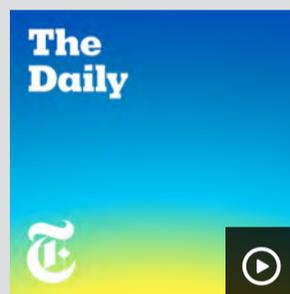
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listen to



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*****t conversation about politics.



THE DAILY

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



POP CULTURE HAPPY HOUR

NPR’s freewheeling chat about movies, music, television, and books.

“If we were making money, we would do it more often.”

—Dale Leopold

of very weird people. So, we thought we would hook them by using something familiar, and fortunately, Jake provides endless amounts of material.”

Co-host Dale Leopold says a lot of the dialog lines in this semi-scripted and improvised comedy satire come directly from little Jake, even though he is played by someone else.

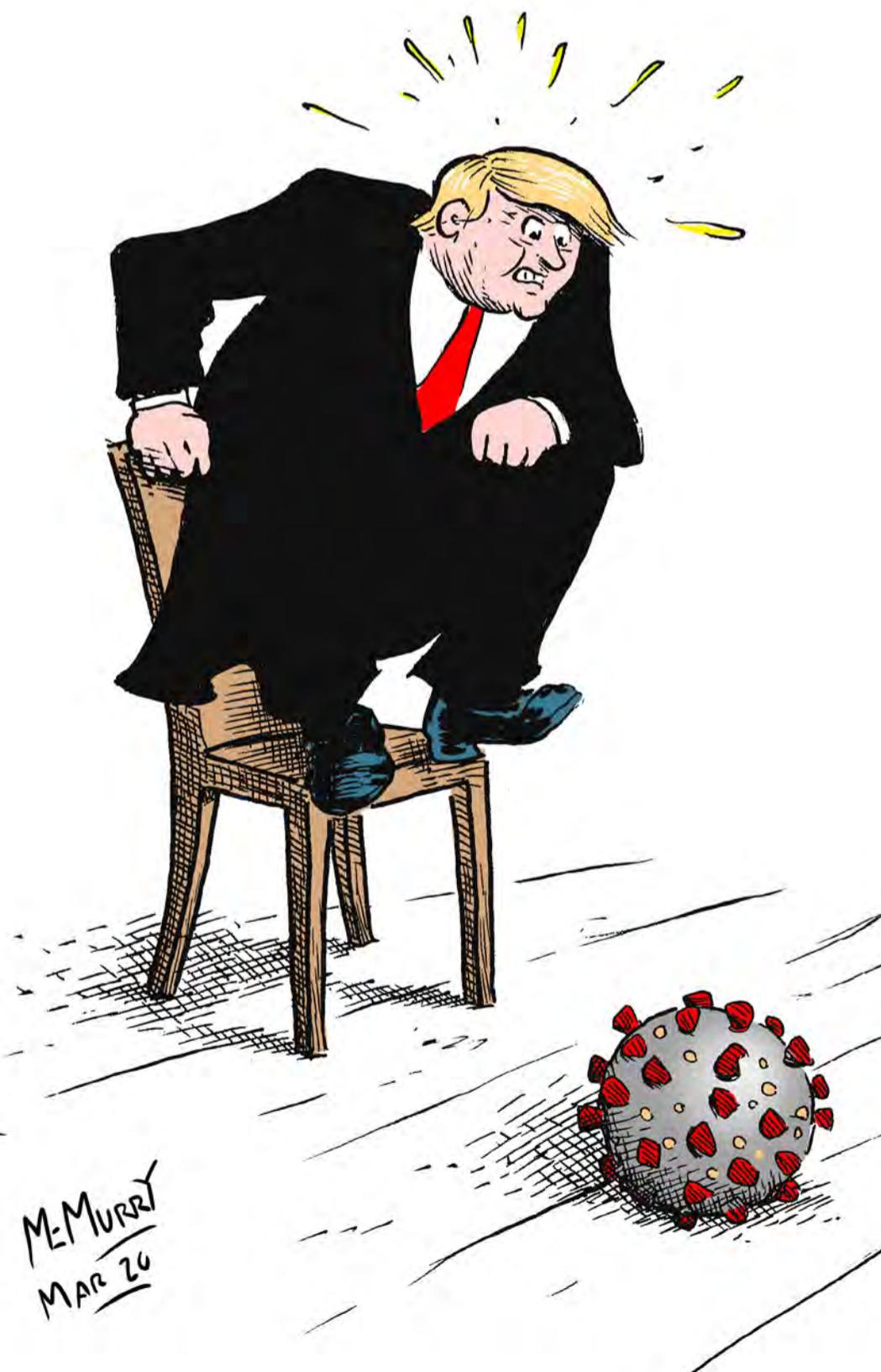
BS de Resistance has a large cast of characters culled from the world of voiceover artistry and standup comedy. “We rounded up our friends and offered them this glorious opportunity to work for no money at all, but promised it would be fun. They bit, falling for it hook, line, and sinker. Now, they are having fun, and other people are like, ‘When do I get a spot on your show?’” says Graham.

Adds Leopold: “Because we have this network of voiceover friends, and they can record themselves professionally, we know that it’s going to be good. And if there’s a certain skill or accent or whatever that we need for a given episode, we say, ‘Oh, French. We can call Liz in New York.’ It’s sort of like *The A-Team*, or the *Dirty Dozen*, putting these people together.”

President Trump has been a challenge for many people, most notably satirists and comedians, because he has a tendency to go beyond even their wildest imaginings. Graham says there have been a number of occasions when Trump’s “Twitterings” have “lapped past the writer’s room” even when they’ve written something they thought “would never happen.”

**“It’s sort of like
The A-Team, or
the Dirty Dozen,
putting these
people together.”**

—Lyssa Graham



“Well,” says Leopold, “we were ahead with the nukes to the Saudis.”

Tune in to this parallel universe with fast-paced dialogue, crazy accents, and plenty of F-bombs to hear about Hillary’s “Bunny Gate,” catch up with the “Civility Fairy,” and/or listen to double agent Rick Perry, secretly working for The Resistance (only when he has his smart glasses on).

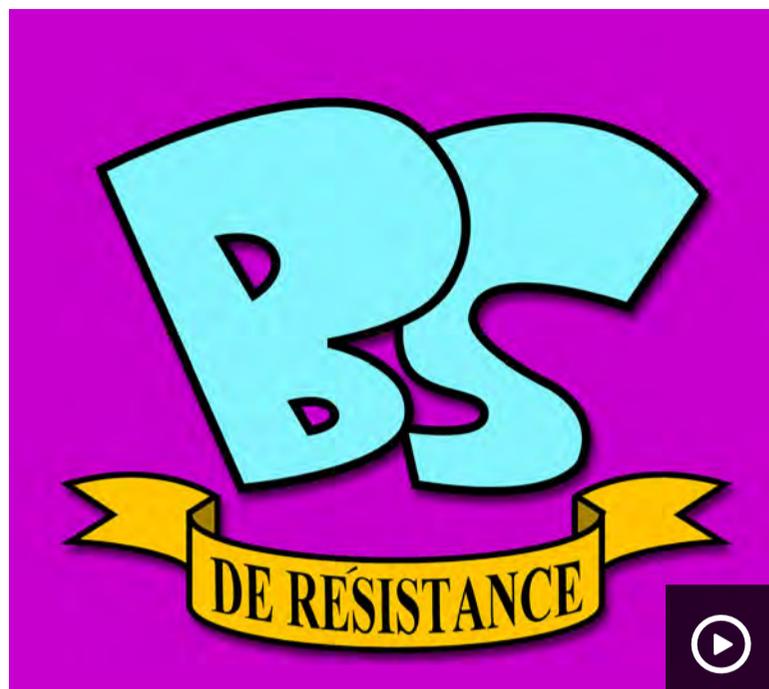
Graham and Leopold collaborate to write *BS de Resistance* before they invite their entire cast to Zoom to add a layer of improvisation.

“Sometimes, it gets a little insane, because everybody is having fun, and then it’s too much,” says Graham. “Improv actors and improv comics, our entire ethos is summed up with, ‘Throw the ball. Throw the ball. Just throw the ball.’”

Then Leopold goes to work on all the professionally recorded tracks, picks the best takes, and edits all the sound effects. He also writes all the lyrics to the original songs in each episode, and musical director Chris Mezzolesta does the melody and arrangement.

The troupe has fallen into a common trap that catches many podcasters who have a loyal tribe, but not necessarily business or marketing experience—they simply don’t know how to monetize. As of now, they publish every three weeks, and says Leopold, “If we were making money, we would do it more often.”

As much fun as they’re having with *BS de Resistance* (which is now on the



interactive Podopolo podcast network, where they can finally make some money for their efforts), Graham and Leopold say they’re dreaming up a new project.

“We’re taking that same crazy nonsense and applying it to cozy mysteries. Think *Murder, She Wrote*, except with the same batsh*t crazy stuff and young people in a miniseries format,” says Graham.

If Trump is a one-term president, *BS de Resistance* may meet the same fate... although a President Biden may be just as much fun.

“We have a plan for our final episode of *BS de Resistance*, when we rotate into *President Pelosi*, and then we’re just going to laugh for 15 minutes and that’s all we’re putting out. That will be it; we’ll be done,” says Graham.



Comedy Category Director

Melinda Wittstock
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Wings of Inspired Business



UNDER THE RADAR

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



THE JOHNNY CARSON SHOW

A blast from the past for the nostalgic among us who love great comedy from a time when the world seemed simpler, calmer, and more optimistic—a time when great comedians like Jerry Seinfeld, Jay Leno, and Ellen DeGeneres got their start.

For 30 years, Johnny Carson reigned as the King of Late Night, entertaining the nation with hilarious monologues, celebrity interviews, and wacky comedy sketches. *The Johnny Carson Show* podcast draws from



the official library of *The Tonight Show* with hilarious clips chosen and curated by Johnny Carson's producers. Host and comedian Will Shriner also provides a unique behind-the-scenes look and insider view of the show and its guests, including Don Rickles, Joan Rivers, Oprah Winfrey, Charles Grodin, Richard Pryor, Eddie Murphy, Rodney Dangerfield, Robin Williams, Jerry Seinfeld, and Garry Shandling.

The jokes and sketches are timeless, if at times a “politically incorrect” lens into pre-woke days when Rivers’ fat shaming Elizabeth Taylor was a running joke, and interviews with women focused more on their looks than brains. All the same, you’ll find yourself laughing out loud in a welcome respite from the heaviness and anxieties prompted by our current times. 🎧



Origins

JAMES ANDREW MILLER

ALMOST FAMOUS **20-YEAR REUNION PODCAST**

The 'Fake' Band Is Back Together!

In 1986, movie director Cameron Crowe and his wife Nancy Wilson were honeymooning in a cabin in Oregon. Nancy was the lead singer of the rock band Heart, and their song, “These Dreams” was number one on the Billboard charts. Cameron was busy turning his hit movie, *Fast Times at Ridgemont High*, into a television series.

Tucked in the cabin, by the heat of the fireplace, the couple created a “fake” band and wrote songs with the idea that one day, they might use the music in a movie.

15 years later, their fake band became a reality in the cult classic *Almost Famous*, which went on to win an Academy Award, two Golden Globes, a Critic's Choice Award, and 15 other accolades.

And now, 20 years later, the cast of *Almost Famous* is coming together for a five-part podcast series to tell the story.

"Origins: Almost Famous Turns Twenty" will become the sixth chapter of Cadence13's leading podcast, *Origins*. Previous chapters focused on *Sex and the City*, *Saturday Night Live*, *Curb Your Enthusiasm*, *Alabama Crimson Tide*, and ESPN. Not only does Cadence13 produce amazing podcasts, but two of the chapters were turned into best-selling books following the success of the series.

Award-winning journalist James Andrew Miller is the master behind the podcast. In "Almost Famous," he talks with Cameron Crowe and the cast to tell the never-before-told stories about the making of the incredible movie. Cameron Crowe, Nancy Wilson, Kate Hudson, Frances McDormand, Billy Crudup, Patrick Fugit, Jason Lee, Zooey Deschanel, Jimmy Fallon, Pennie Trumbull, and Peter Frampton (among others) all take part in the series.

After mountains of research creating the most unbelievable questions, Miller attempts to summon the spirit and enchantment of the original movie. "It's a little bit of a magic trick. He put the band back together," Crowe says.



20 years later, the cast of *Almost Famous* is coming together for a five-part podcast series to tell the story.

All five episodes of "Origins: Almost Famous Turns Twenty" will be available to binge on beginning July 8, 2020, via Apple Podcasts, Spotify, RADIO.COM and everywhere podcasts are available. Listen to the trailer and subscribe to the series at <https://bit.ly/OriginsAF>. 📍



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ARE YOU PODCASTING NAKED?

Attorney Gordon Firemark Sews Up Legal Threads

“I’m Gordon Firemark. I am very happy to appear in this recording, in this interview. You hereby have my express permission to record my voice and to use the resulting recording in any media, whether now known or hereafter devised throughout the universe in perpetuity.”



With a simple sentence, Los Angeles, California-based attorney Gordon Firemark gave this writer permission to use his interview in “*any media’ throughout the Universe in perpetuity,*” thereby protecting us both—the interviewee and the podcaster.

Have you noticed that podcasting is becoming a serious business? With more podcasters entering the fray of broadcasting news and entertainment, Firemark and his Dallas, Texas-based co-host Tamera H. Bennett are leading the way for podcasters to protect themselves and their shows with legal education, news, commentary, and analysis on the monthly *Entertainment Law Update* podcast.

Firemark and Bennett have released 122 episodes at press time tackling the entertainment legal news of the day with thought and occasional humor.

Since the podcasting industry is growing, Firemark recently started recording The Podcast Lawyer™ Live on Facebook at 4 p.m. every Thursday. During this weekly Facebook Live event, he answers podcast law questions based on inquiries received online. Recently, he reported that some larger law firms have been discussing creating affordable “errors and omissions” insurance for podcasters.

Firemark said there are many legal issues facing podcasters, including production and distribution agreements, rights clearance, copyright and trademark protection, privacy, publicity, defamation

“Covid-19 has brought into the open the value and the effectiveness of the Force Majeure Clause—that’s the ‘Act of God’ clause that says we can suspend the operation of a contract.”

issues, and errors and omissions reviews.

Firemark wrote a book on podcast law titled, *The Podcast, Blog & New Media Producer’s Legal Survival Guide*. One thing Firemark is quick to point out is that using a book or online forms is not a substitute for legal advice from an attorney. He offers a custom legal services plan for podcasters called Run It By Legal™.

“Whether you’re a hobbyist podcaster or recognize that you’re operating within an industry, there are some practices and protocols that have been developed in the entertainment industry that can apply pretty well to the podcasting industry, as well, so you can protect yourself and your assets,” said Firemark.

Firemark said that podcasters make three major mistakes that could end up getting them into legal trouble.

Mistake number one is *“not thinking of it as a business,”* but just a hobby. *“I have seen many people get into hot water or disputes they could have avoided with some simple thinking in the beginning.”*

The second mistake Firemark outlines is thinking a podcast *“is just like terrestrial radio.”* He says that traditional radio has certain rules and laws that protect them about how they use music. *“Podcasting is not broadcast radio. So, there are different rules that apply.”*

The third error that many podcasters make is failing to use contracts. *“My crusade has been to make sure that podcasters use a release (the permission statement) like the one I did orally at the beginning of our talk today.”* Firemark also noted that the average person should not attempt the oral statement, because it must be structured correctly. (He does offer a free podcast release statement on his website, if you’re interested.)

Some of the issues covered by Firemark as outlined on his website include the



GORDON

listens to



THE MIND YOUR BUSINESS PODCAST

His mission is simple: show business owners how to make serious cash doing what they’re good at, so all work and no play becomes all work is play.



THE CERTIFIED BADASS ONLINE MARKETING PODCAST

Are you an online entrepreneur who is looking to sell a course, membership, or other digital product? The Certified BADASS Online Marketing Podcast can help.



MORE. BETTER. FASTER.

A show that helps actors, writers, directors, producers, and other show business professionals to set and achieve powerful goals and realize their dreams.

“Even if you’re a hobbyist podcaster... you can protect yourself and your assets.”



Gordon in his recording studio.

use of podcast guest releases, co-host agreements, content license agreements, terms of service, privacy policy, DMCA Agent Designation, FTC Compliance, copyright registrations, and other contracts, as well as other podcast-related legal matters.

“I actually came to the law after a career in media production,” said Firemark. *“So, I know and understand these issues from the inside out. I recognize how challenging it can be for small business owners to access the legal services, documents, and strategy that their larger counterparts get from in-house counsel and outside law firms.”*

The Covid-19 pandemic has tested the Act of God clause, according to Firemark. *“Covid-19 has brought into the open the value and the effectiveness of the Force Majeure Clause—that’s the ‘Act of God’ clause that says we can suspend the*

operation of a contract.” In fact, it was the entertainment industry that was one of the earliest industries to be told to stay home instead of going to work.

Firemark anticipates the likelihood of many lawsuits related to the Force Majeure Clause in the coming months as people move forward.

To heed Firemark’s advice, don’t podcast naked. Get legal advice, and treat your podcast like a business. 🎧



News Category Director

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Women Innovators 🎧

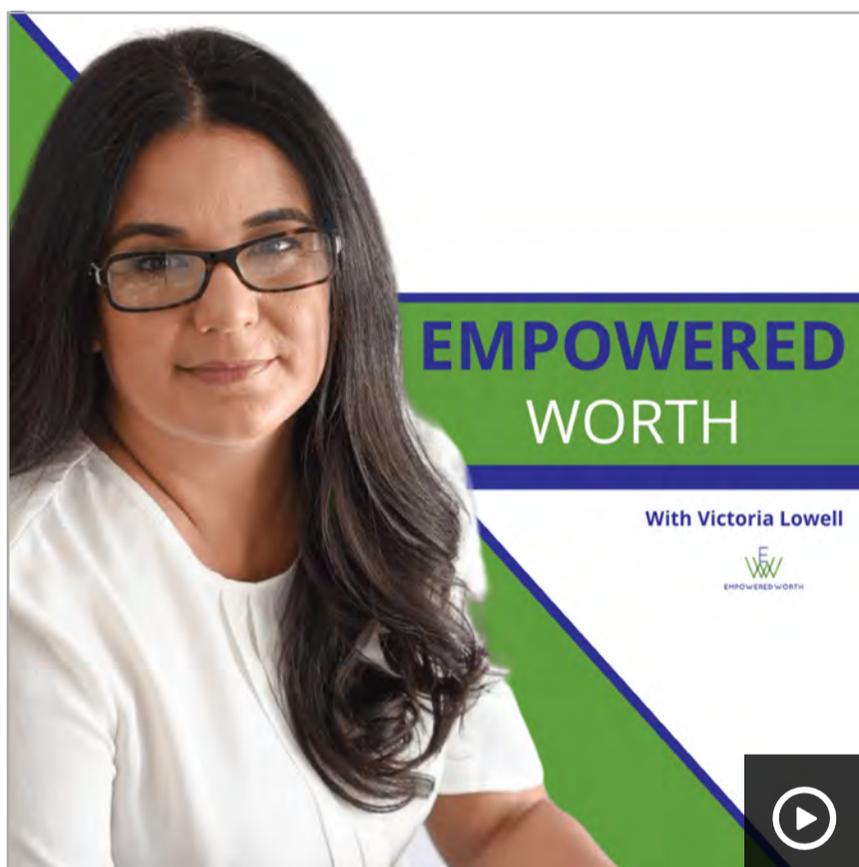
Got a News Podcast suggestion?

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



EMPOWERED WORTH: WORTHY WISDOM FOR WOMEN

Empowered Worth: Worthy Wisdom for Women with host Victoria “Vicky” Lowell is a newcomer to the Apple Podcast Network, but in just a few short weeks, it is rising in popularity with women, already ranking high in the Canadian listings for “Top Podcasts for Women and Finance.” Reviews are touting *Empowered Worth* as “time well spent,” “insightful wisdom,” and “extremely helpful and great questions.”

While Lowell is a financial advisor by

education and training, she is a natural high-level communicator and invites guests who have insight, compassion, and savvy in the world of finances and money. Not only does Lowell talk “big picture” in terms of women and money, but she and her guest go beyond the traditional talk to discuss budgets, dollars and cents, and the hidden figures women need to understand to navigate beyond the obvious money issues and get to the bottom of real-life issues and problems related to the mindset of money, wealth, and empowered worth.

Episodes are dropped weekly, and Lowell has a natural insight that allows her guests to focus on bringing women listeners exactly what they need in the current world environment.

Empowered Worth is a must-listen for anyone interested in becoming empowered beyond financial topics. The reviews are on target, and it’s a good listen—I’d even say “bingeworthy.” 🎧



FEELING THE MUSIC WITHIN

How the Blues Inspired a Podcast

“The whole of life itself expresses the blues. That’s why I always say the blues are the true facts of life expressed in words and song, inspirations, feeling, and understanding. The blues can be about anything pertaining to the facts of life. The blues call on God as much as a spiritual song do.”

—Willie Dixon, Blues Hall of Famer

Lamont Pearley Sr. is the host of the *Jack Dappa Blues Podcast*. While the podcast debuted in 2018, the Jack Dappa Blues Public Media company has been in existence since 2011. Lamont and his wife, Denise, create original content through music, journalism, film, podcasting, and workshops.

Lamont’s journey to blues music began in his childhood—though he didn’t realize the significance of his childhood influences until much later. Prior to his blues “awakening,” Lamont was actually a rapper known by the name “Jack Dappa” in Brooklyn.

“You know to me, hip hop is the great, great grandchild of the blues, and that’s how I got my feet wet in music as a young man. I guess you could say I was documenting the stories of the Brooklyn streets and the culture of Brooklyn in the late 80s throughout the 90s.”

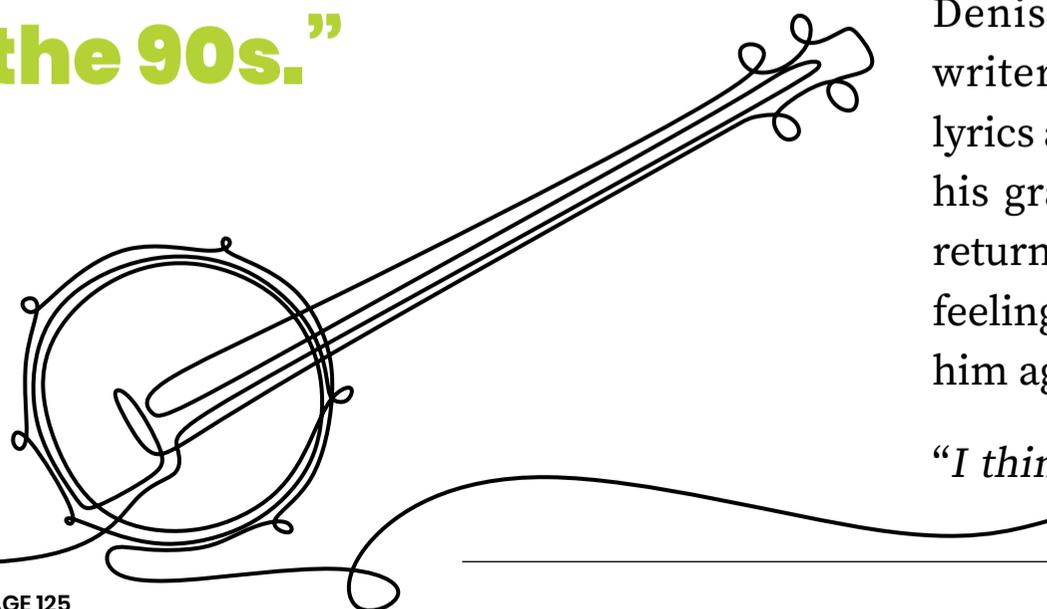
“You know to me, hip hop is the great, great grandchild of the blues, and that’s how I got my feet wet in music as a young man. I guess you could say I was documenting the stories of the Brooklyn streets and the culture of Brooklyn in the late 80s throughout the 90s,” Lamont said.

He recalls going to the country to visit family as a child, meeting at his grandmother’s house, where there was *always* music playing. His grandfather was a gospel recording artist, and they visited BB King’s house on several occasions.

In 2005, Lamont’s father passed away, and it was Lamont’s trip to bury his dad that began his transformation as a musician—including the awakening of a new passion and purpose. When Lamont and his brother arrived at the burial ground in Belle Rose, Louisiana, they were astounded to realize that everyone buried there was a Pearley—in fact, the town of Belle Rose was 90-95% family. *“My brother and I were really bugging out about this newfound information. We could hear the blues playing, black spirituals playing... so much was happening around me,”* he said.

While in film school with his future wife, Denise, Lamont began experiencing writer’s block. He struggled with his lyrics and wasn’t feeling the music. Then, his grandfather passed away, and upon returning to Belle Rose, he experienced a feeling of *déjà vu* as the blues surrounded him again:

“I think I’m telling the wrong story,” he





thought. And the truth came to him: *“You’ll have no problem doing this style of music, because this is what you’re supposed to be doing. This is what you’re supposed to be telling. You’re supposed to be reconnecting your generation, and the generation after you, to this.”*

At the time, Lamont was working in media. It didn’t fulfill him, and he recalls the words his wife said to him while he was writing about blaxploitation films that changed everything:

“You know, babe,” Denise said, “you already know who you are as an artist. You need to tap into that, because you know who you are and what your message is.” Lamont went out and bought a banjo and a guitar, and his musical muses returned to him. He taught himself how to play both new instruments and began writing songs again.

At the same time, he studied the history of the blues and talked with musicians. Upon his wife’s urging to preserve the body of work he was cultivating, the Jack Dappa Blues Heritage Preservation Foundation was founded, and the *Jack Dappa Blues Podcast* was born, both out of *“an urgency to raise cultural and ethnic awareness of African American traditional music and the Black Experience in America.”*

The history of blues music is a like a tree with many branches and deep roots. *“As a music, the blues started in the 15-1600’s in New Orleans, because ‘blue’ really means ‘risky.’ But culture is really the foundation of blues. That being said,*



LAMONT PEARLEY SR.

listens to



ONPOINT

Go behind the headlines. The hosts speak with real people about issues that matter most.



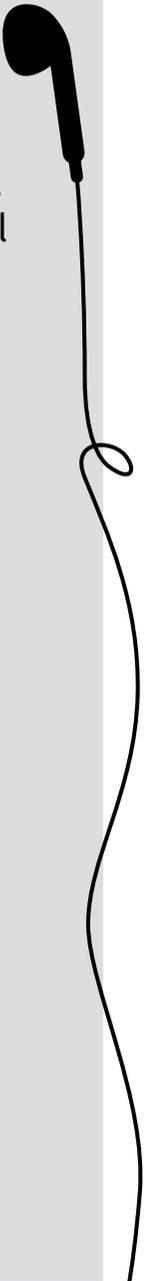
WHILE BLACK

A seriously opinionated podcast bringing you the real and raw on anything happening while black.

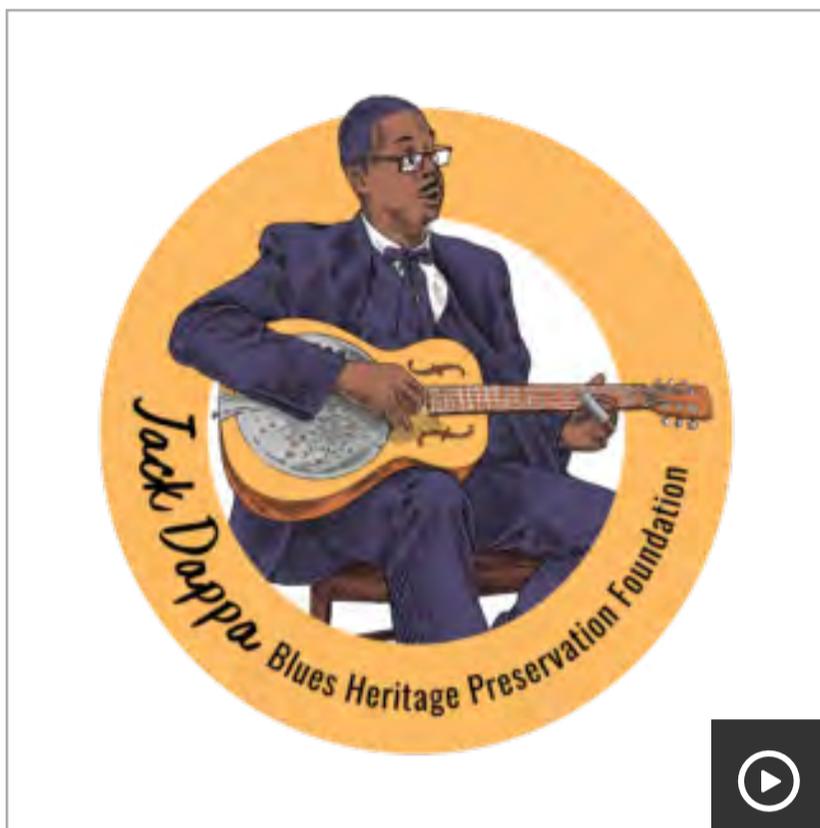


THE DAVID BANNER PODCAST

Bold and unapologetic, David engages in conversations that will make you laugh, push your thinking, liberate your mind, and disrupt the status quo.



“You know, babe,” Denise said, “you already know who you are as an artist. You need to tap into that, because you know who you are and what your message is.”



blues and folk are the same in the big picture, because folk music is music of the folk that represents the folk by the folk,” Lamont explained.

The roots of blues can be found in African music, black spirituals, field hollers, work songs, and African American folklore. Present day, Lamont says that *“rap, hip hop, R&B, soul, and funk are all variations of blues music. Doo wop is a quartet—quartets come from the gospel, gospel comes from black spirituals, and we can go down the line.”*

A recent addition to the Jack Dappa media offerings (which include articles, documentaries, Youtube videos, and the podcast episodes) is their newspaper, *The African American Folklorist*, which promotes African American literacy and supports the cultural and ethnic awareness of African American history makers who are not otherwise taught.



To ensure their children receive this type of education that is generally not included in public school curriculum, the Pearleys made the conscious decision to homeschool their children, creating a curriculum that actively engages and connects their children with their ancestors and their future. The kids learn new media, have musical talent, and understand the importance of history. *“We are creating our own traditions and passing them down,”* Lamont said. *“I’m still learning these things. Because even though some things were ingrained in me, we’re all still learning every day. That strengthens us, keeping us strong as a nucleus, so that when our kids go out and start their lives, they can carry these traditions on.”*



The Pearle Family at the Blues Dance NY hosted by the Jack Dappa Blues Experience

Got a Society & Culture Podcast suggestion?

Let us know! >

One of the greatest thrills and honors for Lamont was his induction into the New York Blues Hall of Fame... not once, but twice! With no formal education in ethnography, anthropology, or music history, Lamont’s first induction was in 2017 as a Great Blues Historian & TV Radio Producer. And in 2018, Lamont was inducted as a Great Blues Artist.

Lamont has big dreams for his foundation, including to provide 10 scholarships to blues musicians who are in desperate need of support or production help to get them touring, etc.

Another of his dreams is to implement the African American Traditional Music Scholarship Fund to “teach children, teens, and adults the basic fundamentals of African American traditional music to advanced levels.”

With the events of 2020, global society is undergoing a cultural and historical transition. There is no doubt that blues music will continue to chronicle history, and that new musical forms of expression

will evolve and branch forward to the future.

According to Lamont:

“African American history and Black music are rarely, if ever, presented in the context of societal shifts, but highlighted more in the regard of a soundtrack to the African American struggle. We aim to enlighten those we serve to the proper historical context of African American Traditional Music as a response to past events that has shifted the community and the environment of African Americans, as well as highlight the adjustments to the relationships within our communities and with other ethnicities. The Jack Dappa Blues Podcast showcases today’s practitioners of the music, as well as tackling the sensitive topics that relate to the experience that birthed and still reflects the blues.” ⓘ



Society & Culture Category Director

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Embracing Courage 🎧



UNDER THE RADAR

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



THE UNITED STATES OF ANXIETY

Hosted by Kai Wright, this WNYC podcast debuted in September 2016. Episode one, titled, “How Did We Get Here and Where Are We Going?” examines our identity as a nation headed into the 2016 presidential election. It’s an exploration of race and class, and includes interviews with residents of Long Island to understand their mindset before the election.

The second season (2017) explores topics like religion, sexuality, and racism. Coincidentally, the episode from May 30, 2017 is titled, “How Politics Turns Violent.” This episode discusses how people move



from peaceful protests to violence.

The third season (2018) explores the historical roles women have held in politics and current women candidates for office. An interesting episode here is the impact that *Playboy* magazine has had on men’s perception of women.

Season four begins in January 2020, and prophetically asks, “Is America ready for a multiracial democracy?”

Prior to Covid-19, episodes focused on race, voting trends, and immigration. After March 26, they examine topics like racism in healthcare, and rights of prisoners and homeless populations during a pandemic. Currently, episodes are focused on the protests, police violence, and the process of transformation.

This podcast is a unique blend of current events and historical observations. While the episodes are engaging and the host proposes intelligent questions, I did find myself feeling anxious after listening. 🎧



***SHANE
“THE HURRICANE”
HELMS***

Professional Wrestler Superhero

Like any comic book hero origin story, Shane “Hurricane Helms”—considered by many as “the funniest man in pro wrestling”—has hit all the marks to become a superhero inside and outside of the ring.

Born and raised in Smithfield, North Carolina, Shane’s “*first memory of wrestling is watching it with my dad,*” he mused.

From there, he began his journey to WWE stardom by refereeing at a local promotion to help pay for his training. At the age of sixteen, he caught his first break and match when a talent didn’t show up. Little did he know that almost a decade later, he would take the world by storm... or rather, hurricane.

In the meantime, he underwent various “reincarnations,” from

boy-band parody heartthrob to a championship resume that even Clark Kent would envy.

Helms began wrestling in WCW—World Champion Wrestling—in 1999. He earned individual titles as a solo competitor, but was equally impressive in tag team competition. “*I was a part of a lot of big events, and pretty well-known as the last guy to beat The Rock,*” Shane proudly reminisced.

Shane has held champion status titles across the board in World Wrestling Entertainment. He became WCW and WWF (World Wrestling Federation) “Hardcore Champion,” and three-time World Wrestling Entertainment World Tag Team Champion with Rosey Ano’i and “The Big Red Machine” Kane.

He is also the longest-reigning WWE Cruiserweight Champion to date, having held the title for 385 days. Despite his many accolades, “*It’s the little moments in your career that you remember most,*” Shane said.

From 1991 to date, Shane has competed in over a thousand matches inside and outside of WWE. He has faced off with The Undertaker, whom he speaks very highly of: “*Any time he talks, you listen, and you learn.*” The list of formidable opponents continues with the likes of Christian, The Rock, Diamond Dallas Page, the “Insane Clown Posse,” The Hardy Boyz, Raven, etc.

Outside of the WWE, Helms has realized



a great deal of success within other televised wrestling companies and independents spanning from the United States to the United Kingdom—from Manchester to Dublin, Scotland and back. He has traveled and performed in various independent wrestling companies such as Chikara Pro (founded by Mike Quackenbush) and Combat Zone Wrestling, among others. The buck does not stop there, though.

From 2015 to 2017, Shane spent time within IMPACT. He also made a guest appearance as the loveable superhero in the “Final Deletion” match created by The Hardy Boyz in 2018. In the same year, he feuded with the up-and-coming star, “The Villain” Marty Scurll for Ring of Honor, fully capitalizing on the “Hero vs Villain” vendetta we all know and love.

After almost thirty years of wrestling success, Helms has hung up the cape and

boots... but his love for the sport remains. Far from stepping away, Shane became a backstage producer after an awe-inspiring return to the “Royal Rumble.” “*There are a lot more opportunities for guys after their pro careers,*” he shared.

Like podcasting, for example. In 2010, Helms created *Highway to Helms* to cover... well, anything he wanted, really! The show had a stint within the “iTunes Top 10” podcasts before Helms suffered injuries from a motorcycle accident, necessitating a break from the world of podcasting. Joining the team behind the *Keepin It 100 with Konnan* podcast, he was inspired to bring *Highway to Helms* back. Discussing a wide variety of topics—from wrestling to travel stories to pop culture to current events and anything else he enjoys—the show’s 4.7-star Apple rating speaks to his ability to entertain, with or without his cape. 🎧



Sports Category Director

Neil Haley

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The Neil Haley Show 🎧

Got a Sports Podcast suggestion?

Let us know! >

UNDER THE RADAR

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



FIGHT COUNCIL

The world of professional independent wrestling holds endless possibilities. The roots of Fight Underground, one such underground fight club, go back twenty-five years. And while the times may have changed since 1995, one thing remains the same: Fight Underground is still the talk of Pittsburgh independent wrestling.

In 2018, “the originals,” founders Quinn Magnum, Paul Atlas, JB Destiny, and Boomer Payne (among others) created the *Fight Council* podcast to ultimately decide



which fighters would be given a chance—and invitation—to showcase themselves for a coveted fighting spot.

Up-and-coming stars plead their case via video as to WHY they should be given a chance at Fight Underground, that the council then views, discusses, and ultimately votes on during show episodes. However, the final vote and confirmation goes through Paul Atlas.

One thing is for certain: Fight Underground's divisions are certainly worth keeping an eye on. Standouts thus far have been AJ Alexander, SCARLETT, Tatiana Rose, and Troy Lords.

You can find Fight Underground on Facebook, Twitter, and Instagram under the username “FUThrowdown.” Not only do they have a highly promising future, but the company is also held in some very bright, talented hands. 🎧

OFF THE CHARTS

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

JULY 2020

ARTS



LOCAL MOUTHFUL

Hosted by: Joy Manning & Marisa McClellan

For obsessed home cooks everywhere! Featuring food news, cookbooks, kitchen gear, restaurants, and recipes, as well as the occasional conversation with cookbook authors, food entrepreneurs, and other culinary professionals.

BUSINESS

THE COMMUNICATE INFLUENCE PODCAST

Hosted by: Sheelagh Caygill

Wondering how to handle a social media PR disaster? Stay creative during challenging times? Reach new clients? You'll find answers to all of those and more in this actionable podcast from journalist and poet Sheelagh Caygill.



COMEDY



GOOD ONE: A PODCAST ABOUT JOKES

Hosted by: Jesse David Fox

If you want to hear great jokes from great comedians like Jerry Seinfeld, Judd Apatow, or Patton Oswalt—and break them down to understand how they were constructed and why they are funny—this one is for you.

EDUCATION

KWIK BRAIN WITH JIM KWIK

Hosted by: Jim Kwik

Kwik Brain is a fun, fast-paced show designed to help busy people learn and achieve anything in a fraction of the time! Your coach, Jim Kwik (his real name), is the brain & memory trainer to elite mental performers.



FICTION



SOLVE THIS MURDER

Hosted by: Dani Siller

Play along with Bill as he collects clues and interviews suspects to solve original whodunit murder mysteries!

GOVERNMENT



FEDHEADS

Hosted by: Robert Shea and Francis Rose

FedHeads are Robert Shea and Francis Rose, who love to talk about the arcana of government management and the people who are trying to make it better.

HEALTH & FITNESS

LUNCHTIME QUICKIES PODCAST

Hosted by: Betsy Johnson

Real life love stories delivering tantalizing talk of romance, love, dating, and sex in 30 minutes or less—your literal “lunchtime quickie.”



HISTORY



HISTORY EXTRA PODCAST

Hosted by: BBC History Magazine team

Featuring interviews with notable historians on topics spanning ancient history through to recent British to American events.

KIDS & FAMILY

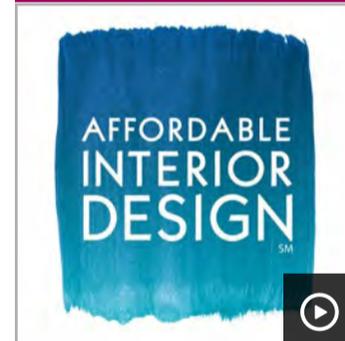
PEACE OUT

Hosted by: Chanel Tsang

What a joy to find this calming podcast: stories, visualizations, and breathing exercises for mindfulness and self-regulation. Age-appropriate coping skills. Yay!



LEISURE



AFFORDABLE INTERIOR DESIGN

Hosted by: Betsy Helmuth

A podcast for DIY Interior Designers that teaches homeowners how to have luxury in their homes for less. Chock full of tips, tricks, and ideas for creating upscale looks for less.

OFF THE CHARTS

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

JULY 2020

MUSIC



HOT GIRLS

Hosted by: DJ Lex on the Decks

Labeled as “musical commentary,” *Hot Girls* is an uplifting listen from London, for the world. It looks to tackle the gender gap in rap music by interviewing female artists, as well as producers and DJs, about their favorite artists.

NEWS

NEWS BEAT: A SOCIAL JUSTICE PODCAST

Hosted by: Manny Faces

A short-form educational and political news podcast focused on social justice and civil liberties issues that melds the worlds of journalism and music.



RELIGION & SPIRITUALITY

Fierce Calling Podcast with Doris Swift

FIERCE CALLING WITH DORIS SWIFT

Hosted by: Doris Swift

Host Doris Swift interviews women taking action where their passion, compassion, and conviction intersect.

SCIENCE

FLOWER POWER GARDEN HOUR

Hosted by: Marlene Simon

Hostess Marlene Simon takes her many years of gardening expertise to gardeners everywhere with this podcast full of information and humor.



SOCIETY AND CULTURE



SILENCE IS NOT AN OPTION

Hosted by: Don Lemon

We live in a society where it's no longer enough to simply not be racist—we must proactively choose to be antiracist. That choice means showing up and doing the work, every single day.

SPORTS



TALK IS JERICHO

Hosted by: Chris Jericho

Chris Jericho, a professional wrestling mainstay in the homes of millions, tackles all topics in walks of life, from entertainment to music to the paranormal, and he never shies away from hot button politics.

TECHNOLOGY

TECHDIRT

Hosted by: Michael Masnick

Each episode starts with an essay followed by a frank discussion about insights into news stories related to changes in government policy, technology, and legal issues that affect tech.



TRUE CRIME



HOLLYWOOD CRIME SCENE

Hosted by: Desi Jedeikin and Rachel Fisher

Desi Jedeikin and Rachel Fisher discuss true tales of crime and scandal involving celebrities.

TV & FILM

BETTER TALK SAUL

Hosted by: Dylan Schuck

A weekly podcast about AMC's original show, *Better Talk Saul* is hosted by Dylan Schuck and features a rotating panel of co-hosts discussing what they liked, didn't like, and everything in between!



EDITOR'S PICK



EVOLVING DIGITAL SELF

Hosted by: Heidi Forbes Öste, PhD

Exploring the human relationship with technology. Discover how leaders across industries evolve to love, appreciate and thrive in the rapidly changing digital era.

PODCAST MAGAZINE RECOMMENDS

We recommend, have tested, and believe in the products, programs, and services shown below.

blubrry



Stats-Hosting-PowerPress
www.blubrry.com

Blubrry is the ideal resource for hosting your podcast media files. They offer affordable prices, great podcast statistics, the PowerPress plugin that makes it seamless to integrate with your WordPress website, and their tech support is superb.

[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.

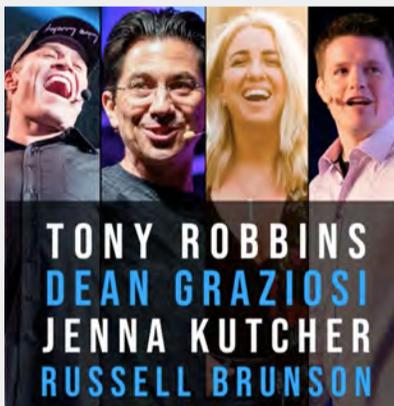
[Click for more information »](#)

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 »](#)

Sendible

Sendible is a great tool for managing your social media platforms. It allows for scheduling of posts and a good number of connected services compared to most others. Affordable pricing.

[Click for more information »](#)

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

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)	THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
1	2	THE UPSIDE Callie & Jeff Dauler	26	-	THEY CALLED THIS A MOVIE The Main Damie
2	4	NEW ENGLAND LEGENDS PODCAST Jeff Belanger & Ray Auger	27	-	ABSOLUTELY NOT Heather McMahan
3	26	MURDER MYTH & MYSTERY Sara, Erik & Mary	28	-	CRIMEAHOLICS Kenzi & Holly
4	14	CRIME JUNKIE Ashley Flowers & Brit Peawat	29	-	DUELING DECADES Nick & Marc
5	-	FOUL PLAY Shane Waters & Wendy Cee	30	-	LIVING WITH LANDYN Landyn Hutchinson
6	23	TRACE EVIDENCE Stephen Pacheco	31	44	THE AMAZING WORLD OF TALKIN SHIZ CJ & Mattx
7	11	BIG MAD TRUE CRIME Heather Ashley	32	-	ARMCHAIR EXPERT Dax Shepard
8	4	SMALL TOWN MURDER James Pietragallo & Jimmie Whisman	33	-	STOLEN LIVES Ali & Oniko
9	9	L.I.F.E CAST PODCAST The Cast of LIFE	34	1	SWORD AND SCALE Mike Boudet
10	-	LYFE ALIGNED PODCAST Crystal Holloway	35	-	WHAT'S YOUR SPAGHETTI POLICY Alex & Jacob
11	-	I UNDERSTAND THAT REFERENCE Rob & Ross	36	-	HERE'S MY STORY Chris Silotto
12	34	UNPREDICTABLY US PODCAST Athena Manuma & Kristy Ferrier	37	-	I SAID GOD DAMN! Stacey & Erin
13	6	GET NOTICED Teia Acker	38	42	SUBLIME TRUE CRIME Dan & Elaine
14	3	MORBIDOLOGY Emily G. Thompson	39	48	MURDER MILE UK TRUE CRIME PODCAST Michael J Buchanan-Dunne
15	-	CERTIFIED MAMA'S BOY Steve Kramer & Nancy	40	-	THE WEDNESDAY PULL LIST! Lex & Simon
16	-	SATURDAY MORNING REWIND Tim Nydell, Gary Lane & Jacob Ruble	41	16	THANK GOD CANCER SAVED OUR DIVORCE Denny, Amanda & Jamie
17	-	CRIMELAPSE TRUE CRIME Eileen & Charlie	42	-	THE REAL QUEENS OF QUEENS Cathy & Fran
18	24	MORBID: A TRUE CRIME PODCAST Alaina & Ash	43	-	TRAILS AND TESTIMONIES Kim Fitz
19	46	CRIME IN SPORTS James Pietragallo & Jimmie Whisman	44	-	TRUE CRIME FINLAND Minna
20	-	TRUE CRIME AND WINE TIME Teri Dusold	45	-	COURTNEY & JOE SPOIL EVERYTHING Courtney & Joe
21	31	CASEFILE: TRUE CRIME PODCAST Mike Migas	46	-	EAST COAST AVENGERS East Coast Avengers
22	-	I THINK MY FRIDGE IS HAUNTED Gemma Sheree & Esther Yann	47	-	HUDDLE UP WITH GUS Gus Frerotte
23	25	COLOR ME DEAD Angel & Nikki	48	-	CONVERSATIONS WITH CONNORS Adam Connors
24	17	MY FAVORITE MURDER Karen Kilgariff & Georgia Hardstark	49	-	THE MAN CAVE CHRONICLES PODCAST Elias Giannakopoulos
25	33	STRANGER DAMIES Mark Myers	50	21	TRUE CRIME GARAGE Nic & Patrick Edwards

OUTRO

A FINAL THOUGHT FROM THE EDITOR

When I first started podcasting in 2009, what appealed to me most about the medium is that it allows *everyone* who has access to the internet to have a voice; to reach almost anyone, almost anywhere, at any time; and, to broadcast one's mission and message in an unfettered and uncensored manner.

Thankfully, this overriding, unwritten, and unspoken 'policy' holds true to this day.

Recently, there have been talks around the need for more structured oversight in podcasting—for defined “acceptable” and “non-acceptable” formats, and for curtailing access to shows that fail to meet “specific standards.”

Translation—there are murmurs of a governing body being created to oversee (*read: censor*) what consumers are able to access via their preferred podcast distribution channel. This ‘oversight committee’ will inevitably have significant impact on the medium we know and love.

What are your thoughts on this subject? Email us at Feedback@PodcastMagazine.com to let us know.

And, of course, we welcome your feedback on the magazine overall. Our goal is to improve month over month, and with your input, we will.

For next month's cover feature story, I sit down with one of the Health & Fitness industry's leading voices, advocates, and to some, most controversial icons... Jillian Michaels. Her take on podcasting may surprise you.

Until then... listen on!



STEVE OLSHER

@ThePodcastMag