

AUGUST 2020 / VOL. 1 NO. 7

PODCASTMAGAZINE.COM

# PODCAST

MAGAZINE™

BEYOND THE MICROPHONE

**NATHAN CHAN**  
FNDG HIS WAY  
**TO SUCCESS**

**MARIA**  
**HINOJOSA**  
GIVING VOICE TO  
**THE VOICELESS**

**FRANCIS ROSE &**  
**ROBERT SHEA**  
THE DYNAMIC  
**FEDHEADS DUO**

**KC WAYLAND**  
KEEPING THE  
**ZOMBIES ALIVE**

**SPOTIFY**  
THE UNDISPUTED  
**PODCAST KING?**

**JILLIAN**  
**MICHAELS**

**FIT, LOUD & UNAPOLOGETICALLY PROUD**



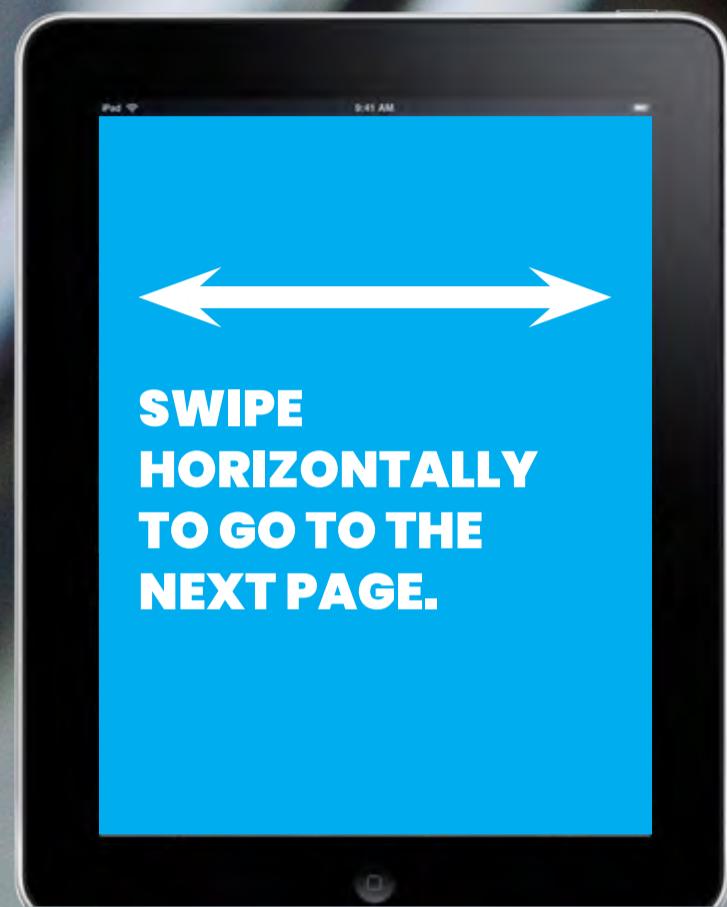


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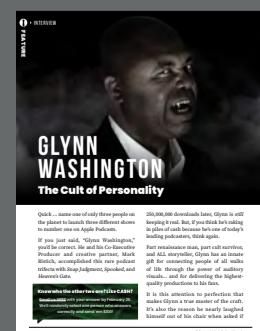


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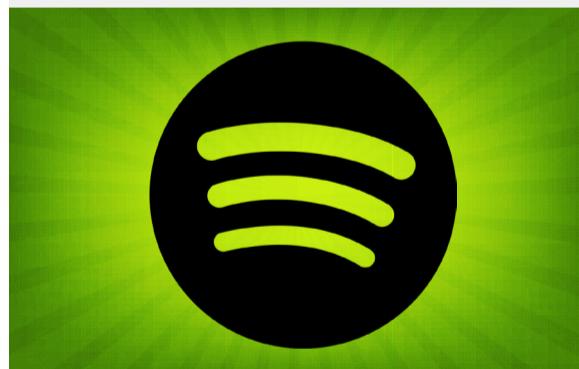
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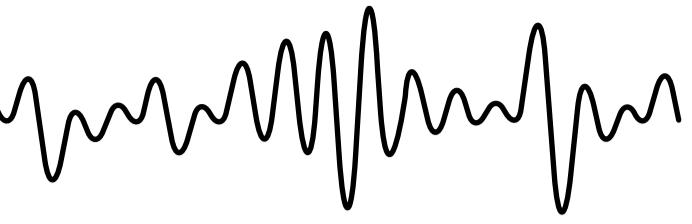
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### LAURA WILKINSON

Pursuing gold one show at a time





# FROM THE EDITOR

In last month's Letter From The Editor, I spoke candidly about my relationship with Judaism... and Black people. (If you didn't have a chance to read it and would like to, you can do so here: <https://link.medium.com/lUuJcAMhe8>.)

The responses received ran the gamut from supportive to derogatory. I read each email with an open heart and mind, often through tear-filled eyes.

A few that particularly hit home follow...



**Marissa S. wrote:**

*"Oh no, you took the bait and caved to left leaning media propaganda. I can assure you that BLM and all of the violence their minions perpetrate has little to do with equality for black people."*

**Janice G. wrote:**

*"I too was brought up Jewish, and have experienced all of the slurs, derogatory looks, etc. I never forget that millions of people died because of their religion, beliefs, color, etc.*

*I also do not know what it is like to be Black. I was on a call yesterday with a friend from the U.S. (I am Canadian) and she said something very profound to me.*

***She said she is a Black woman, and don't tell her you don't see her color.***

*She said that denies a part of who she is. See her as a Black woman and all that it means.*

*I stopped wearing a Star of David because I was tired of looking over my shoulder. I am a proud Jewish woman. However, I have that option.*

*I feel like I don't know what to do. No one wants to be patronized. No one wants to have to tell someone how to behave. All I can do is be better in my circle, where I can make a difference to those I interact with.*

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

# "All I can do is be better in my circle, where I can make a difference to those I interact with."

I can't change the world—just the little piece I come in contact with. I will do this with everyone, no matter if your skin is Black, Red, White, or anything else. I will strive to be more open to who people are, taking into consideration their background, beliefs, etc. and honoring them for that.

I only have control over what I do. I am working on that.

**Lester (slightly edited) wrote:**

"I truly enjoyed reading your letter that I could detect came from your heart. You were addressing a current issue from your own personal experience that provides you with some natural inherent mitigating options, with empathy for Black people who do not have those natural inherent mitigating options when dealing with issues of racial bias and discrimination.

I must commend you for doing a phenomenal job. It is one of the best that I have read from a non-Black person in recent times. I'm a Black male, the holder of three law degrees (professional & specialized) and other professional credentials. I'm treated with respect by those who personally know me and have knowledge of my background.

**Outside of that context, however, the color of my skin goes before me**

**wherever I go and even when I do not open my mouth to say a word.**

I am routinely put in the bucket of someone to be wary and suspicious of; to closely watch and unobtrusively follow around when I go shopping in certain stores; someone to spend more time with checking and double checking of IDs when I show up at certain banks where I'm not personally known, to conduct certain transactions relating to my own account, etc.

In addition, on a professional level, the bar for me is often raised much higher to scale than for any white colleague, and if my qualifications exceed that of, particularly, a white male, my method of acquiring such qualifications are sometimes subtly questioned. This kind of treatment does not manifest itself only from Whites; it also surfaces when relating with many other racial groups, which, themselves, ironically, are not considered of equal status with Whites.

*Like your Black friend Thomas quoted in your letter, I have chosen not to be bitter. Life is too precious and brief. I pity the perpetrators and deem such behaviors as evidence of insecurity, fear, and ignorance over which I have no control and keep moving. Thanks again for your candor and much blessings to you!*

**Roger H. wrote:**

*"Thank you for taking the time to write this important and poignant post. When I was young, I worked at a pharmacy. It was a small-but-busy neighborhood pharmacy in a town near Philadelphia.*

*My boss, Dr. Bernard Farbman, had just bought a new 1952 Chrysler. He lived above the store with his wife and two young children. The first night he took possession of the vehicle, he parked it on a side street next to the pharmacy.*

***During the night, someone had taken a sharp rock and scratched "Jew" in large letters on the sides, hood, and trunk of his beautiful car.***

*I was already at work when he first came down from upstairs and noticed the damage. He seemed to take it stoically, but I could see the pain in his eyes.*

*This experience occurred when I was 15, and it made me aware of religious, racial, and ethnic bigotry, and how damaging and painful it can be.*

*But, as you indicated in your post, unless you're Black, one can't fully understand the Black experience in this country, especially when you're a White, Anglo type, like I am.*

*We must all dedicate our time, energy, and, in fact, our lives, to reversing and eradicating racial injustice once and for all."*

**And, the last letter I'll share is from Kia B., who wrote:**

**"We must all dedicate our time, energy, and, in fact, our lives, to reversing and eradicating racial injustice once and for all."**

"Dear Steve,

*This isn't related to podcasting or the magazine. I see your emails come in. Honestly, sometimes I read them. Most times I save them for later. Your heading today made me stop.*

*Thank you for your words and your honesty. I am an African American woman. I grew up going to grade school and high school with mainly Italian and Irish kids, and I often had the feeling of wanting to escape ridicule by hiding who I was. But, I couldn't.*

*When I attended university in upstate New York, I met a lot of Jewish students. I remember one guy in particular, who I really liked, saying to me that we were the same, because we were both minorities. I remember smiling, but feeling really angry without being able to articulate why.*

*Now I understand. He could have hidden who he was if he chose to. I never could. People weren't going to cross to the other side of the street if they saw him coming. Or hide their purse if he sat next to them. Or follow him in stores. Or tell him directly to get out. Or tell him he was admitted to university because of affirmative action without knowing his scores were much higher than most. He certainly wouldn't have experienced one of his first publicly assigned clients out of law school request a white lawyer instead of him because of the colour of his skin.*

*No, we were not the same, and to insinuate it is yet another microaggression that we have to endure which says our unique and painful experience doesn't matter. It can be acquired by people who have a painful but totally different experience, simply because they have no real interest in ours.*

*I would never assume what it would be like to be Jewish and face the discrimination that many face, but at least you are able to own your own history, culture, and pain, largely without the fear. I live in the UK, married to a Brit, and even he remarked recently when discussing the Black Lives Matter movement, that it was best to look forward, not back.*

### ***There is indeed a lot of work to be done.***

*Until now, not many have wanted to truly discuss our history. It's a thing of the past, right? Everyone loves our music and can take it for their enjoyment or mimic the style while refusing to acknowledge the roots from which it is derived.*

*Women add fillers to their lips and silicone to their bums to attain features they feel are attractive without acknowledging the people who carry them naturally. Everyone wants a piece of us, but no one wants to see the value of the whole of us.*

*So, I wanted to write this to thank you.*

*Thank you for acknowledging and seeing us, Steve.*

*Thank you for sharing Thomas Stovall's eloquent piece.*

*More awareness, sharing, listening, and understanding is what we need to understand and honour our differences while realising they make us a stronger part of the whole. One race. The human race."*

While I wish we could print each and every note, email and social media post received, my goal is to provide a sense of the broad range of responses, each representing varying ends of the discussion spectrum.

I'm honored and humbled by the depth of vulnerability and raw emotion shared. Let's keep the conversation going.

### ***Listen on!***



**STEVE OLNSHER**

@ThePodcastMag

# CONVERSATION CORNER

This month's featured 'Letters To The Editor'



**Some would say “Wow, you were #6 last month and now you’re #13. What’s not understood is that I wanted to see how many people outside of my city and usual audience would vote for me without having to make a post or plea to vote.**

I'm still in the TOP 20 and on the TOP 50. As always, I'm humbled by the tools, the teaching, and the exposure Steve Olsher and *Podcast Magazine* has awarded me.

**TEIA ACKER, HOST, RESILIENT LIVING**

Thank you for selecting *Thespis* as your topic and for all the positivity in your piece.



These have been difficult times for all of us and I have been contemplating the future of *Thespis in the Green Room*. Your endorsement has ignited a new flame of purpose and determination in me, and for that, I am ever grateful.



**MELANIE, PRODUCER & HOST,  
*THESPIS IN THE GREEN ROOM:  
A PODCAST***



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# JILLIAN MICHAELS

## Speaking Her Truth

Jillian Michaels is widely known as an outspoken “tough love” personal trainer, television personality, entrepreneur, and author of multiple best-selling books.

And, while her extraordinary dedication to fitness and helping others create sustainable, healthy, and fulfilled lives is what has propelled her to stratospheric fame, what many may not know is the primary driver that led to this career path—being ruthlessly bullied and tormented about her weight by childhood classmates.

During these formative years, she entered the world of martial arts to build her strength so she could better protect herself from these sometimes-physical attacks. She quickly progressed through the ranks, and as her skills improved, so did her self-confidence.

*“Practicing martial arts, of course, helped me to lose weight and get*



*stronger. More importantly, it increased my self-esteem, changed my self-image and gave me a better sense of self-worth. Perhaps, not surprisingly, as my confidence grew, the bullying stopped.”*

Becoming an expert in martial arts, combined with additional challenges faced during her early teenage years, provided her with the inner fortitude to persevere—an invaluable component of her personality that would ultimately become an integral part of her unique ability to help transform the lives of others.

At 13, Jillian’s parents were navigating a horrible divorce. Struggling at school, unhappy with her weight, and dealing with the inner demons that were beginning to whisper about the “wrongness” of being gay, she recalls a specific sparring session at her dojo when her karate teacher side-kicked her into the corner of the studio, knocking the wind out of her.

*“I started to cry. I tapped out. ‘You knocked the wind out of me!’*

*“And he kicked me again! I was like, ‘Wait, what are you doing?!’ And I’ll never forget it... he said, ‘So help me God, if you do not fight your way out of this corner, I will break your ribs.’*

*“I thought, ‘Oh my God!!’*

*“But then it dawned on me—I remember saying to myself, ‘You can cry all you want, and you can play the victim card as much as you want, but you’ll die on that cross in this corner.’ So, I did what I needed to do and fought my way out.”*

Jillian credits this experience with teaching her the difference between empathizing with

**“I care enough about people that I speak my truth and am authentic in my message—I have to move beyond what people think of me.”**

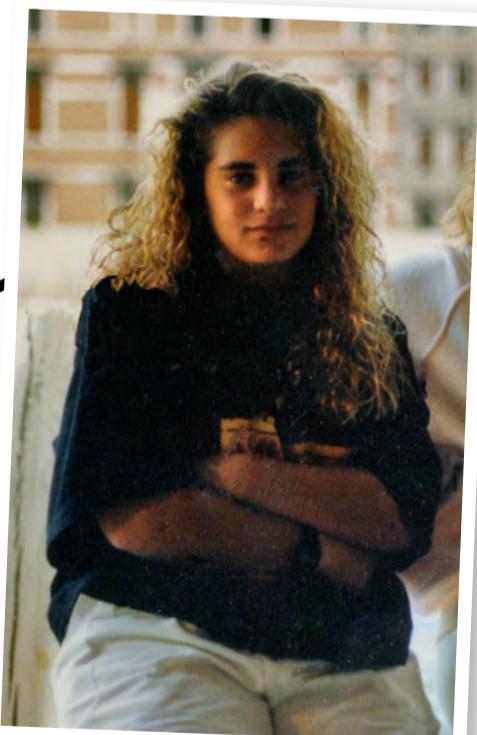


Photo credit: Jillian Michaels

▲ Throughout her teen years, Jillian struggled with body image issues and bullying from her peers

someone who is being pushed to his or her personal brink and moving him through his pain, versus sympathizing with someone in a way that allows him to give up—thereby providing false messaging and the validation of one's darkest fears and insecurities.

*"When you have that 'Oh you poor thing ... you've had enough' type perspective, you're basically telling that person that she is weak. A victim. Incapable. That day in the dojo, my teacher taught me that you can empathize with someone while teaching her to believe she is capable. At once, it was like, 'I get it—it sucks not being able to breathe right now! But I am capable of this and will accept nothing less.' What I learned is that, when you take a stand for people and help them shift into the vision of who they can be, you guide them to become a more powerful version of themselves. You have the chance to see who a person really is, even when she can't see it for herself."*

Though today, it's hard to imagine Jillian pursuing a different career path, it took many years for her to realize that fitness lit a fire in her soul.

As she was training for her black belt as a teenager, she admittedly "fell into" training others. Still, she says, "It didn't click. When I felt strong physically, I was empowered. I was more resilient in all facets of my life. However, I never considered fitness or martial arts to be something I would do for a living."

At 24, Jillian chose to leave martial arts in favor of getting a "real" job. She became a



**"I will not lie because it's popular. It's not honorable to spare feelings when something is costing lives and solutions are at hand."**



junior agent at a talent agency and recalls “never being more unhappy or making less money.”

Three long years later, she left—a decision that would set the trajectory for her now-famous professional life.

*“I remember thinking, ‘Oh God, what am I going to do? What am I going to do with my life?’ I fell back into training to pay the bills, working in a sports medicine facility as a physical therapy aid.”*

There, Jillian learned how to guide clients in the rehabilitation of their injuries.

Graduating to personal trainer, she began growing the practice, largely via referrals. “I was waking up happy every day again,” she said... and that’s when the seed of entrepreneurship bloomed—deciding to open her own facility.

She partnered with another personal trainer and both sold everything they had and maxed out their credit cards to pursue their shared dream. Some of their existing clients invested in the facility as well as Jillian’s mom. Skysport & Spa—a Beverly Hills penthouse fitness facility offering chiropractic physical therapy, massage, and personal training—was born.

Shortly thereafter, Jillian, via referral, was hired as a personal trainer on what ultimately became one of the most popular reality television shows of all time, *The Biggest Loser*. Known as the

“toughest trainer” in the history of the show for her hard-hitting coaching style, some have compared her to a drill instructor who pushes her clients past the point of exhaustion.

Like most in the spotlight, she has her fair share of fans and critics. She has even been accused of “fat-shaming” and being “fat-phobic,” to which Jillian responds: *“I get it. People only see through their own lens—through what is in their heart and head. Take someone from the Body Positivity Movement. She may have no idea what I’m actually saying, which is hey... there’s no shame in this. You have felt marginalized for such a long time. I understand how painful it has been for you, and you’re absolutely right... no one should judge you based on your body. But, while beauty is in the eye of the beholder, and everybody has worth, value, and merit, health is a matter of science. I advocate for embracing your health and accepting simple scientific facts.”*

For every person who considers Jillian a “monster,” you’ll find many more who consider her to be a hero. Jillian says neither is accurate.

With 40,000 Americans dying from obesity-related health issues every month and a “Googleplex” of studies detailing how deadly this disease really is, Jillian has no expectations when it comes to “convincing” people who refuse to see these issues for what they are.

*“There’s no money in my message,”* she said. *“I’m fighting for the souls in the*

*middle. It's about being brave enough to be real. I care enough about people that I speak my truth and am authentic in my message—I have to move beyond what people think of me."*

Jillian's mission is simple—to empower people through health and wellness. Viewing health as an entry point to rebuilding one's self-image, self-worth, and self-esteem, she stands by the fact that, when people feel stronger physically, they feel stronger and are more resilient in other facets of life, too.

*"It's about contributing to one human at a time. 85% of those who lose a large amount of weight will put it back on. It's the same with any addiction. You quit smoking; you start again. You stop drinking; you start again. These habits, emotions, thought patterns, and behaviors exist as a means for psychological survival—they're in our psyche. That's why one small victory is really massive success. It's not easy for people to change. Contributing in any way to someone's journey or transformation in a positive manner is an honor. That's my measurement of 'success.'"*

Enter podcasting—another measure of Jillian's accomplishments.

More than ten years ago, Jillian hosted a two-hour radio show every Sunday morning. Although it was very popular, she eventually burned out on committing to going live week after week, deciding to end the show after an extended, successful run.

# JILLIAN listens to



## STARTALK RADIO

Astrophysicist and Hayden Planetarium director Neil deGrasse Tyson, his comic co-hosts, guest celebrities, and scientists discuss astronomy, physics, and everything else about life in the universe.



## SCIENCE FANTASTIC WITH DR. KAKU MICHIO

Listeners from all walks of life tune in to hear Dr. Kaku discuss today's hottest and most relevant scientific/cultural topics.



## THIS AMERICAN LIFE

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

Eventually, she missed it enough to reconsider... as did the countless listeners who wrote to her asking for her to get back on the air. When her business partner brought up the idea of podcasting, she was immediately interested.

*"I approached my producer from the radio show about it. So, we went to a studio and just started talking. I didn't have any idea how we'd get listeners if we launched a podcast. We basically adopted Kevin Costner's message in Field of Dreams—'If*



*'you build it, they will come.' And they did. We even got an award from Apple for the show. I can honestly say that podcasting is 100% a pure passion project."*

The allure of podcasting, Jillian shared, is that "Podcasts allow you to have a direct connection with your audience. There are no gatekeepers or people manipulating you or what you say or do. There's no click bait. It's very pure. Whatever is in your heart can come right out of your mouth. It's an extremely authentic medium, and anyone can do it. Plus, podcasts are now being turned into major television shows and motion pictures. Some are even bigger than major news channels. Look at Joe Rogan, for example. Millions listen to that show month in and month out. You want to be heard around the world? Say it on The Joe Rogan Experience."

True to her "give-it-to-you-straight nature," Jillian spoke to the power of the podcast in terms of creating personal transformation:

*"There are no more excuses for achieving your desired goals," she said. "Podcasting makes information and education accessible to you no matter what changes you want to make. Whether it's learning how to meditate, work out more effectively, or speak a new language, these free resources are literally at your fingertips. So, utilize them."*

Few can argue that Jillian achieves tremendous results for her clients. Her success can be attributed to a combination of "ambition, resilience, dumb luck, and effort," she said... and perhaps most importantly, her honesty:

*"I'm just not afraid to say what most people are afraid to say. I will not lie because it's popular. It's not honorable to spare feelings when something is costing lives and solutions are at hand. Yes, there's a way to say and do it that may be less direct than the path I take, but the truth is still the truth, especially when it comes to your health."*

Robert Frost famously said that it was in traversing the path less traveled that "made all the difference." Fortunately, for millions across the globe, Jillian has been willing to forge, and stay true to, her singular path. ☀



#### **Founder/Editor-in-Chief**

Steve Olsher

steve@podcastmagazine.com

*Beyond 8 Figures* ▶



## Staying Crafty with

# CRAFT HANGOUT

From the two-year-old coloring with crayons to the grandmother in her rocking chair knitting and crocheting, crafting spans the ages and can be enjoyed by anyone, at any time, in any place. In the simplest form, you perhaps might need a pen and paper. In the most complex, you could be working with huge pieces of equipment and dedicated workspaces to the art.

Like most things, your crafting abilities can expand as your expertise grows. And with it being a \$45B industry in the U.S. alone, there are indeed successful craft-based businesses.

Eliza Kapitan, an avid crafter, entered the world of podcasting after searching for an educational crafting show that crossed several categories and had an entertaining vibe. It turned out to be a tall order. Since she couldn't find what she was looking for, she created it! In 2018, the *Craft Hangout* podcast was born.

*Craft Hangout* is unique in that the episodes range from interviews with guests who are involved in very simple crafts often taken to the next level to CEO's of companies that support the crafting world. Eliza, along with co-hosts Leeloo Thatcher and Jessie Katz Greenberg, have created a podcast that highlights, celebrates, and lifts up the crafting world. All three are passionate crafters, each with their own "specialty," and they share a love and passion that shines through every episode.

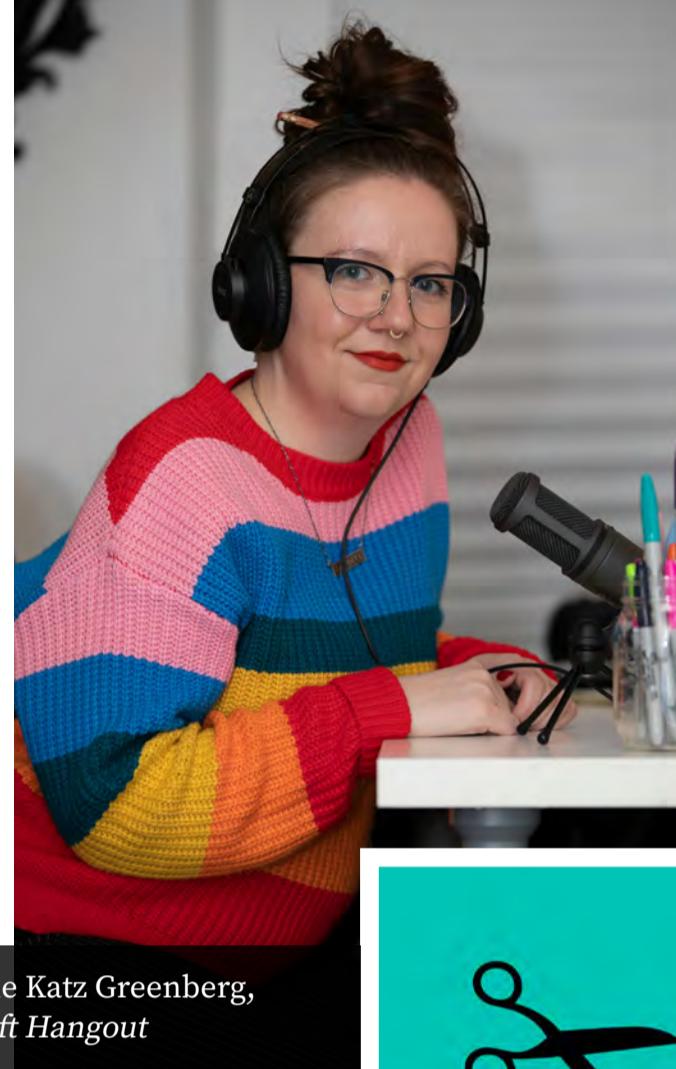
Each co-host is multi-talented and brings her own unique background to the show. By day, Eliza works for a watch company, but by night, she's focused on the podcast, editing it for her audience and working on her crafts. She spends a lot of time making sure she is giving her audience a great experience. Her craft passion is making jewelry, and she enjoys making things that "you can't figure out" the materials used.

**"Podcasting is like a roller coaster—it's really very one way. We love when fans reach out!"**



Leeloo's passion is string art, originating from the string art table numbers she made for her wedding. Not realizing Leeloo wanted to keep the numbers, a friend took one as a keepsake. In a friendly exchange, the table number was "held for ransom" for a replacement string art baby present. This experience jumpstarted her love for that particular art (despite Leeloo's New York city apartment neighbors being less than thrilled with her constant hammering). When Leeloo is not with hammer in hand, she is a lingerie fashion designer. When it comes





▲ (from left) Eliza Kapitan, Jessie Katz Greenberg, and Leeloo Thatcher co-host *Craft Hangout*

to the podcast, she also helps find guests to interview.

Jessie's craft jam is hand lettering and illustration, which she then incorporates into patches and embroidery. She also integrates recycled materials into her designs. She is the resident social media and video expert, which combines her love of teaching crafts with her professional experience and expertise, and also led to her new job with the video app Jumprope. In an ironic twist, just two days after starting her position with Jumprope, *Craft Hangout*'s featured guest was—yup—the CEO of Jumprope! Several months prior, they had reached out to Eliza about appearing on the podcast and happened to mention they were looking for a craft content director. Funny how life works, isn't it?



Eliza initially started the show with different co-hosts, but by the end of the first season, life changes took both of them in a different direction. Eliza and Leeloo had been friends for years, and Leeloo occasionally made guest appearances on the show. They had so much fun, they decided to make it permanent. They met Jessie at a craft event, invited her on as a guest, and from there, to co-host. The trio, now good

friends, enjoy recording from Eliza's home, along with a bottle of wine and brie.

It is extremely important to them that their listeners feel they are first and foremost. They love to hear from their community, and invite even more interaction. "Podcasting is like a roller coaster—it's really very one way," Eliza said. "We love when fans reach out!" Comments on Instagram like, "Wow, Craft Hangout is changing my life" gives them fuel and encouragement to continue on their path. They view the show as a great avenue for connecting with the creative community.

The episodes of *Craft Hangout* vary from entertainment to educational. They serve the craft hobbyist as well as those who want to make a business out of their craft. They each have their favorite episodes and guests, but the common thread is always the love of craft.

If you're just starting out in the crafting world, the three agree that the best way to begin while avoiding overwhelm is to simply sketch with on paper. It's easy to do and can be done anywhere.

If you're a more experienced crafter who is looking to take your hobby to a business, the ladies advise starting with the crafts you love, as their featured guests have done. For example, in the episode with guest Marisa Morrison, they talk about Marisa's building her business based on elevated summer camp crafts that many of us enjoyed as kids. Or, the

# CRAFT HANGOUT

## listens to



### MY FAVORITE MURDER

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



### CREATIVE QUESO PODCAST

About the business of being creative and the creativity behind running a business.



### HOW I BUILT THIS

A look behind some of the best-known companies and the movements they've built.

**"You aren't a crafter unless you've had a craft fail."**



(left) Jessie and Eliza “hanging” at Craftcation

(above) The crew preparing for a Friday night recording session - Emergency Brie on its way!

guests are using crafts to create works of art.

The topics covered vary even further, as in those that celebrate the mindset of crafting, or like in the episode featuring Stuart Semple, who creates cool products for everyday use.

Another favorite topic is craft fails—an inevitable part of the process. “*You aren’t a crafter unless you’ve had a craft fail,*” Eliza explained. Leeloo and Jessie agree, admitting to having some major ones themselves (like those Jessie refers to as “*looking like barf on a bracelet*”). Most of their “fails” involved trying to replicate a craft they had already completed. So, rest assured, you’re in good company with your fails!

*Craft Hangout* is a podcast with a “mix of art and business and just great people,” Eliza said.

Eliza, Leeloo, and Jessie will continue to be inspired by—and inspire others with—all the great works out there. In the meantime...

Stay crafty! ☺



#### Leisure Category Director

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**Got a Leisure Podcast suggestion?**

**Let us know! >**



LEISURE

# UNDER THE RADAR

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



## Homemaker Chic

WITH ANGELA REED  
& SHAYE ELLIOTT



### HOMEMAKER CHIC

I admit; I'm a podcast music snob! I prefer easing into a podcast and preparing myself to listen with soothing voices and music. Boy, did I look forward to settling into *Homemaker Chic*!

Co-hosts Angela Ree and Shaye Elliot have created a fun podcast that combines family, farm, and a bit of sass in their episodes. They are accomplished individually—both owning farms, having successful YouTube channels, and large social media presences—

but together, they are dynamite. Though they live 2000 miles apart, they still manage to bring a next-door-neighbor quality to the show.

In the episodes I previewed, the intro is lively and upbeat, yet strangely comforting. Angela tends more toward decor discussion with a Parisienne flair, while Shaye leans more toward food. They both share a love of gardening, which goes a long way in providing food for their large families. (Between them, they have 10 children!)

The episodes cover a lot of ground, and sometimes, they just chat. It's like eavesdropping on great conversations about "everyday life" with two moms. When listening to the podcast, my emotions ranged from laughter, to eye rolls, to "so glad it's not me," to green-eyed envy!

*Homestyle Chic* is a fun addition to any playlist that you can listen to while taking care of your own homestead. ☺

# TAP INTO YOUR LIFE AND CHANGE THE WORLD!

## One Man's Journey to Overcome Social Anxiety



What does a computer scientist, professional juggler and sketch comedy/drama performer, and small business owner coach have in common?

They're all the same person—Gene Monterastelli—who suffered from social anxiety.

Gene's journey into the public eye began in his 20's, when he and his childhood buddy began performing their juggling/

comedy routine across all 50 states, through five provinces in Canada, and as the opening act for Pope John Paul II to a crowd of about 30,000 youth when the Pope came to St. Louis, Missouri in 2000.

Gene knew he could command stages of thousands feeling "fine" and in control. But when it came time to ask the bus driver to break at a specific stop, or answer his own phone, he couldn't do it.

He would wait until someone got off the bus, no matter where, and then walk to his car... however far away.

The social anxiety Gene suffered is a common type of anxiety disorder. According to the National Institute of Mental Health, it can be summed up this way: “A person with social anxiety disorder feels symptoms of anxiety or fear in certain or all social situations, such as meeting new people, dating, being on a job interview, answering a question in class, or having to talk to a cashier in a store. Doing everyday things in front of people—such as eating or... using a public restroom—also causes anxiety or fear. The person is afraid that he or she will be humiliated, judged, and rejected.”

To be clear, this fear is so strong, it feels beyond a person’s ability to control it, which can become debilitating, thereby preventing him or her from going to work, school, engaging in everyday activities (like in Gene’s case), and basically living a full life.

Gene was comfortable on stage because the people who came to see him were already primed to engage. He could read the energy of the room and determine how to best do so. But in smaller social settings, he had to get past that initial “entry” point—that moment when you first meet and try to engage with someone. That was the challenge for Gene.

He explained:

*“It was the perception, at a subconscious*

**“I couldn’t tell the bus driver where to stop or answer my own phone, but on stage, in front of thousands, I was in control.”**



*level, that I was not worthy of their time—if I tried to engage, I’d be wasting their time.”*

Gene became aware of his need for a solution that would enable him to continue to grow—both in his business and his life.

That solution came in the form of “tapping”: the Emotional Freedom Techniques (EFT) used by millions to release traumas, phobias, fears, cravings, and a multitude of emotional issues that hold people back from living their best life.



He learned the technique in his early 30's, and after six weeks of consistent use, his social anxiety seemed to have vanished!

Gene decided to test it out in the mother of all social situations—online dating.

He tapped all the way to his first date and experienced no social anxiety whatsoever!

Gene dove deeper and deeper into the world of tapping to understand the science and evidence-based research behind this fantastic resource.

In 2007, he began the *Tapping Q&A* podcast to “play” with the medium. He started it as a hobby—a simple resource for others who might be experiencing issues that tapping could help alleviate.

He had no vision. No “business” plan. No idea of what it was going to be. He was simply inspired to share the technique that was truly changing his life.

By 2009, releasing a new episode three to four times a month, he was driven by two things: 1. The amazing free training he received from his guests while being their “classroom of one,” and 2. He knew people in the transformational space do a “crap” job of marketing themselves. This was a way to share resources and build his email list.

But then, about nine months into his podcast, someone emailed him to ask him to “sell some stuff,” so his audience could buy it. Gene began to develop small-ticket items for purchase: he’d simply record an audio, email his list, and offer it for nine dollars.



About six months later, things got real: someone else emailed him and asked him if he did phone sessions. In that moment, Gene knew this “hobby” was becoming a business. And as a self-employed entrepreneur since 1997, he became quickly aware of what he was being asked to do: to step into the role of “businessman.”

He developed his website, created an investment opportunity for people to hire him one on one, and his coaching business began taking off.

For the next six years, Gene operated as a “generalist,” helping people overcome their challenges through his programs and services that utilized tapping as one of the main tools. About seven years ago, he “niched down” to specializing in helping small business owners eliminate their self-sabotage.



Because he had always loved marketing, and he knew he wanted to reach more people, Gene began using ingenious marketing skills to grow his blog and podcast.

An avid follower of Gary Craig (the man who created the first more populous version of EFT, which was based on Roger Callahan's original work around Thought Field Therapy), Gene considered Gary's newsletters goldmines.

He compiled a list of all the contributors to those newsletters over a one-year period and emailed 255 of them in three days, sharing his ventures in the world of tapping. He received 26 responses: 24 positive, one negative, and one from a Founding Master of the work (a "Founding Master" is one of a very small group of people personally certified via a training by Gary Craig in his original techniques and program). That Founding Master, Dr. Pat Carrington, indicated she'd call Gene within 24 hours to touch base about his blog, since she was publishing a new book that had an entire chapter dedicated to the very topic Gene had just written in length about.

As Gene waited for her call, passing the 24-hour mark, that familiar anxiety kicked in. But when he was able to access his computer, he found five frantic messages from Dr. Pat about how she hadn't been able to get a hold of him. Realizing his dyslexia had caused him to transpose one of his telephone numbers, his anxiety resided, and he reached back out to the good doctor.

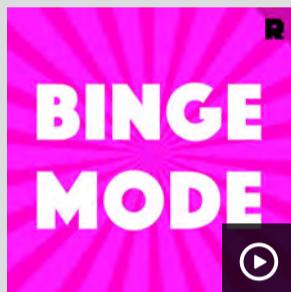


## GENE listens to



### NO SUCH THING AS A FISH

The writers of the hit BBC show huddle around the microphone and discuss the best things they've found out this week.



### BINGE MODE

Mallory Rubin and Jason Concepcion dive deep each week into their favorite topics of the moment, re: Harry Potter, Star Wars, and Game of Thrones.



### WHO SHOT YA

A movie podcast featuring a comedian, film producer, and film critic who share news, reviews, and in-depth insights into film.

**"It was the perception,  
at a subconscious level,  
that I was not worthy of  
their time—if I tried to  
engage, I'd be wasting  
their time."**



(left and above)  
Gene speaks to an  
audience at  
Pamela Bruner's  
Empower event

steve cozart | photography

Once they connected, the relationship blossomed. Dr. Carrington featured Gene in her book, and he wrote for her newsletter for about 18 months. He became more well-known for his assistance in emotional release.

As his podcast grew in popularity, Gene's opportunities to travel the world and help people exploded. He was invited to be a part of a group of people helping children in the Philippines after a Tsunami hit, and he began training all over the world.

The feedback Gene receives from those he has helped in high-conflict and trauma-stricken areas (like a gentleman located about five hours outside of Cairo during the Egyptian war, and the one in Japan who was working in a Nuclear

Reactor during the floods, trying to figure out how they all wouldn't die) confirms the impact he is making. Both said, "*I'm sleeping through the night BECAUSE of your podcast!*"

Still, Gene is an unbelievably humble man, who not only now touts being a "*fabulous gatekeeper of my time and attention,*" but who also holds true to his integrity and firm in his self-worth and value.

And not once since his six weeks of tapping long ago has he felt *any* social anxiety!

His goal is for people to understand that "*Emotions are never the enemy. Resistance is never the enemy. It's most important to have a proportionate, well-informed response*" to the experiences



**“I’m  
responsible  
TO my clients,  
but not  
responsible  
FOR them.”**



people have that create the misinformed and disproportionate responses that cause them pain. He believes that tapping is one of about eight million modalities that can help a person do just that.

It's important to Gene to share, inform, and allow every person he works with to decide what is right for him or her—tapping or otherwise. *“I'm responsible TO my clients,”* he said, *“but not responsible FOR them.”*

As for his performing days...

He still performs about 20 days per year (down from the approximate 240 days per year in his early 20's). Having already impacted around 1.1-1.4 million youth through his work with Catholic ministries over the last 25 years, he now enjoys a different level of impact: *Tapping Q&A* is downloaded about 14,000-20,000 times per month; his archived episodes (sitting at around 466 at the time of this writing)

receive daily downloads; and he has a full schedule of travel that continues to take him around the world to teach, share, and inform with the freedom and authenticity that come from his experience with—and in overcoming—social anxiety.

It's no exaggeration to say that Gene is changing the world by teaching others how to choose the filters they wish to view the world through.

A truly remarkable story of a man who tapped his way into transforming his life! ⚡



#### **Health & Fitness Category Director**

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*Kick Your Buts*

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<https://tfttapping.com/>



# UNDER THE RADAR

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



## RELATIONSHIP ADVICE

This already popular podcast, with over 1,200 reviews spanning six years and 255 episodes, is all about relationships and sexuality.

As a Licensed Therapist who has spent five years as a Sex Therapist myself, I know these critical issues are very challenging for couples to talk about.

Hosts Chase and Sarah Kosterlitz do a fantastic job of incorporating all aspects of relationship challenges into each episode, regardless of the specific guest or topic.



Rated as the number one relationship advice podcast in Apple Podcasts, this show provides “tools to help you communicate better, resolve conflict faster, increase intimacy and passion, decrease stress, improve your sex life, and SO MUCH MORE.”

This is the first five-mic rating I've given an Under the Radar show—and it's deserving.

Chase and Sarah work well together and interact patiently with their guests. They ask great in-depth questions and tackle difficult topics that many likely want to ask, but are too afraid to. The sound is fantastic, and they consistently produce weekly.

The only *minor* drawback I have is more personal—I dislike advertising at the very beginning of a show. I get why it happens, but it makes me want to immediately fast-forward.

If you'd love a new podcast that deals with honest, vulnerable, and real issues that affect intimacy, sex, and overall relationship connection, check this one out! ⚡



# THE HAPPY HERETIC

## Keith Giles Shares the Love

Heresy has an upside.

*“Surprisingly, there are a lot of great things about being a heretic,” said author of the popular Jesus Un series Keith Giles. “I’m not afraid of all those things I used to be afraid of. I have a lot more freedom.”*



Leaving his fear-based Christianity took Giles some time. He grew up in Texas, the heart of the Bible belt, attending a denomination with strict doctrinal enforcement. One was either in or out depending on his or her beliefs. He bought the hermeneutic that used fear of eternal damnation as a motivator for church attendance, involvement, and giving. Meanwhile, he emerged as a leader, which naturally led to the pastorate.

*"If you feel a call to minister, you have to become a pastor. There is just no other model,"* Giles shared.

Giles was licensed and ordained as a minister by the denomination, but he would not stay there.

When he and his wife, Wendy, began visiting a different church with friends, their world started to open up. This new church valued the supernatural (without being weird) and social justice, which the couple found attractive. The change was refreshing, but a bigger one was coming.

While helping the poor, the Gileses began envisioning a church that would give away *one hundred percent* of the offering to help others. It was a radical idea that

was not met with approval by church leadership. They did it anyway, serving the poor from their house church for the next eleven years.

During this season, another shift took place in Giles' thinking that would bring about his final break with the rigid worldview of his upbringing. He stopped thinking about his faith as something for after death alone. Instead, he came to see his faith as something to be lived, not merely believed. *"It rearranged all the spiritual furniture in my heart and mind,"* he said.

He no longer focused on getting his theology 'right,' preferring instead to align his actions with his beliefs.

*"My Christianity shifted really quickly from being all about orthodoxy to orthopraxy: Am I experiencing transformation instead of information?"* he explained.

This change had consequences from unexpected sources: people in his own faith tradition.

Others came out of the woodwork to criticize, and he started hearing the word "heretic."



*"It's a threat when someone changes his mind," he rationalized.*

He recalled sitting in a Sunday service while his pastor preached a sermon against him.

*"As I'm following Jesus more directly, I am suddenly being attacked by my brothers and sisters in the body of Christ for being a heretic... for doing exactly that," Giles said. "That was really disheartening and shocking."*

Giles admits that, at first, he did not handle the opposition well. A passionate and persuasive person by nature, he came out of the gate trying to argue his way to acceptance—a strategy he found ineffective.

Instead, Giles shifted to what he considers a “multilayered” strategy.

First, he continues to share his message, but no longer argues about it with those who do not share his perspective. *“It's like bringing warm bread out of the oven,”* he said. *“I don't need to be a bread salesman.”* Rather, Giles chooses to engage with others, in a spirit of appreciation of differences and learning.

Second, in an age when the label no longer earns you a personal bonfire, Giles embraced the “heretic” label. *“Anytime people call you a heretic, all they are really saying is, ‘I have a certain view of Christianity. You disagree with me on a couple of points, and that makes you a*

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



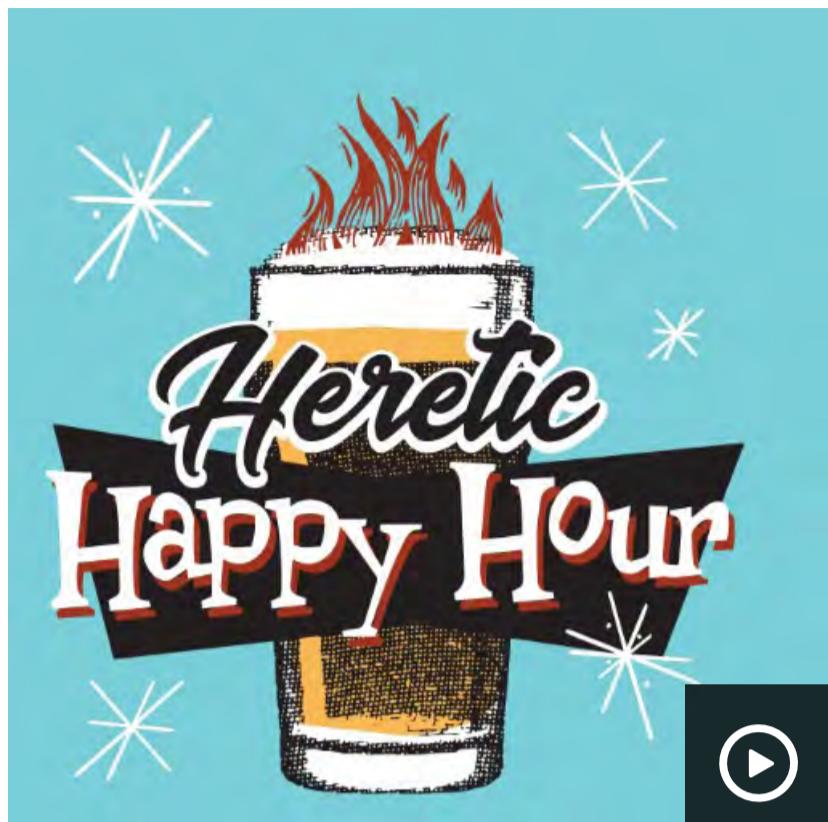
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\*Source: Edison Research Infinite Dial 2019



*'heretic.' It's just a way of attacking and dismissing people you disagree with."*

Embracing the label also meant giving the podcast he co-hosts a humorous name: *The Heretic Happy Hour*, complete with a logo featuring a flaming pint of beer.

While he's is admittedly poking gentle fun at his critics, Giles genuinely cares for them and wants to be in conversation. He often engages with those he disagrees with online and on the podcast, another benefit of being a "heretic."

*"I can actually see other human beings as human beings. I don't see them as lost or saved, Christian or non-Christian, or right or wrong," he said. "I just see people as people God loves—people made in God's image—who I love dearly, too."*

This love has empowered him to no longer be afraid of those who see the world differently. *"I get to listen to people I disagree with, without feeling threatened."*

**"I just see people as people God loves—people made in God's image—who I love dearly, too."**

*I've actually learned a whole lot from it,"* Giles said.

The critics are still out there—look no further than the reviews of his books on Amazon to find them. Giles takes it in stride, though, knowing the conversation is just the beginning of the journey. ☀



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Category Director**

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*Halfway There Podcast*

**Got a Religion &  
Spirituality Podcast  
suggestion?**

**Let us know! ›**



# UNDER THE RAJAR

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



## LETTERS FROM HOME

Dear Readers,

I hope this letter finds you rested and ready to engage as the school year and autumn season approach. If you are looking for new audio content to keep you company while you work and study, I have the perfect podcast for you.

It's *Letters from Home* with host Meg Glesener.

In a world where we keep hearing about shortening attention spans, Glesener is proving that long-form content can not only survive, but thrive... in a podcast. She curates a wide variety of stories with compassion and



grace. Recent episodes have featured guests who are overcoming anxiety, childhood trauma, and horrific accidents.

Glesener is an empathetic listener, caring for both her guest and audience as the interview develops. Her ability to relate and understand undoubtedly comes from her own story of overcoming abuse and rejection, and ultimately, finding acceptance in community.

*Letters from Home* releases new episodes every other week. Audio quality is fine, having improved from its start like many shows. The show excels at inviting the listener into a safe conversation about difficult subjects and experiences.

I'm confident you will like it.

Your friend,

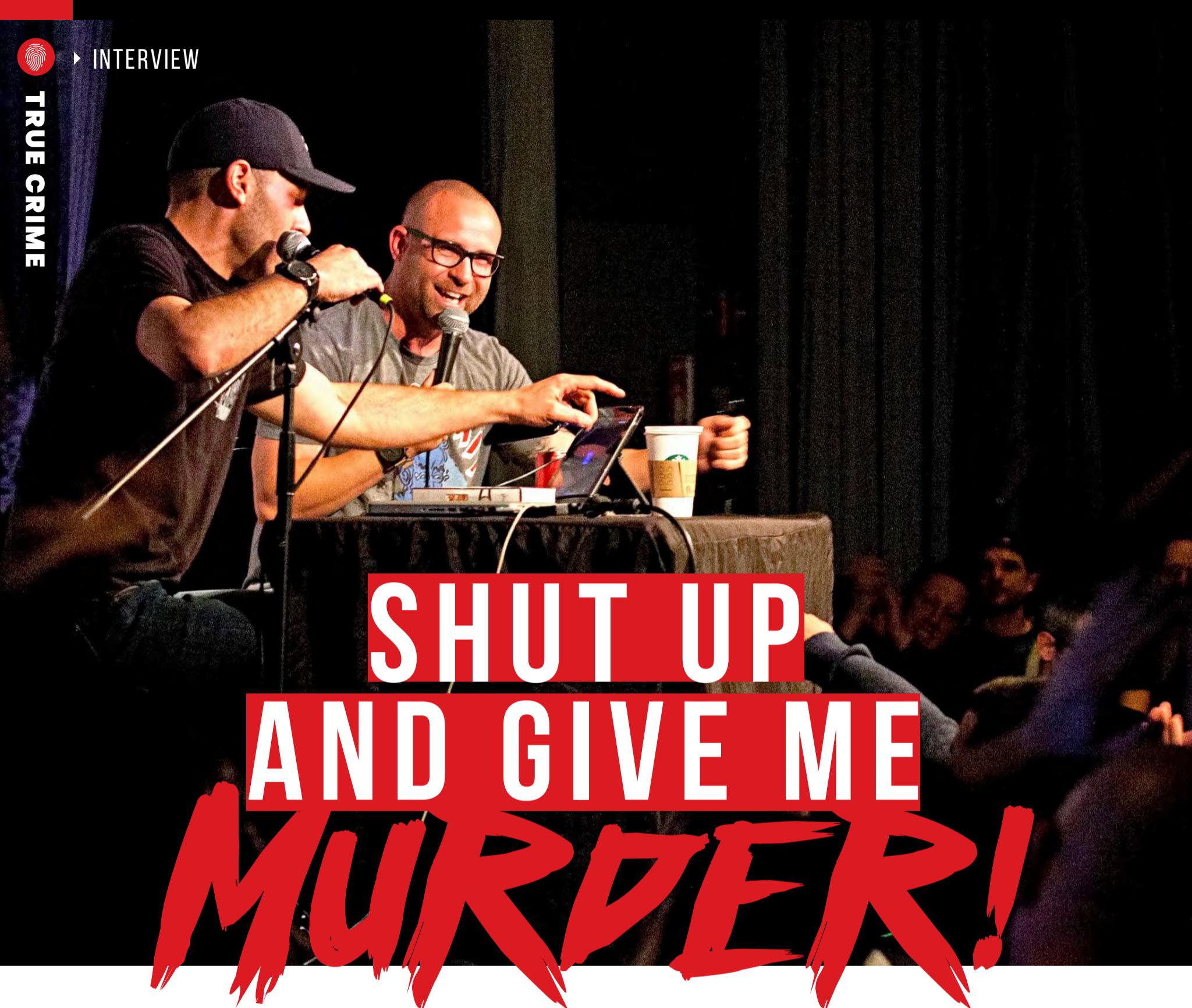
Eric

P.S. If you listen to and enjoy *Letters from Home*, let Meg know you learned about it in *Podcast Magazine*. She will be thrilled to hear from you! ☺



INTERVIEW

TRUE CRIME



# SHUT UP AND GIVE ME *MURDER!*

**Comedians James Pietragallo and  
Jimmie Whisman Find the Humor in  
*Crime in Sports***

In my recent features, I've covered the fusing of Politics and True Crime and Business and True Crime in podcasts, so why not Sports and True Crime? As it turns out, when you mix the two with humor, you get a triple combo better than pizza, garlic knots, and beer while watching the World Series!

That's the beauty of *Crime in Sports*—a podcast started in early 2016.

Comedians James Pietragallo and Jimmie Whisman turn two guys cracking jokes about athletes who screw up their lives in the strangest ways into the best laugh-fest escape you could ever want. Having worked their way into the ears and hearts of listeners around the world, they've also landed on *Podcast Magazine's* Hot 50 Chart for a number of months now.

*"That's our baby! Crime in Sports is what started this,"* exclaimed Jimmie, referring to their true-crime-comedy-podcast empire which also includes *Small Town Murder*. *"We're really proud of it, because it's what got us into podcasting."*

With two successful podcasts under their belt, I asked if they feel they are comedians who produce podcasts, or podcasters who happen to be comedians. *"We are always comics first,"* answered James. *"That's where everything comes from. That's our base."*

*"Comedy is so difficult without a credit,"* added Jimmie. *"You're pretty much pigeonholed into whatever geographical area you're in to get an audience. With podcasting, you have the world."* (By "credit," Jimmie referred to the need to have a TV or movie credit in order to be a headliner.)

*"We went from opening for other comics at local clubs to selling out theatres all over the country on our own,"* James pointed out. *"Podcasting allowed us to do that. Otherwise, it would have taken us 15 years to do it, if we were even able to at all."*



**"We are always  
comics first."**

As we continued to discuss their successful strategy of using podcasting to propel their career, we delved into the reasoning behind a true-crime-based show rather than one specific to the comedy genre. *"The market [Comedy Category] was flooded, and continues to be flooded, with the 'comedian-interviewing-comedian' show,"* James said. *"We can't compete with a hugely famous comic who does that."*

Instead, they decided to choose a topic and make it extremely humorous. *"I wanted a show about criminal athletes. That's interesting to me,"* James continued. *"And I wanted it to be funny. That's what I wanted to hear, and it didn't exist."*

Now with over 200 (and counting) of published *Crime in Sports* episodes, it certainly exists today.



(from left) Jimmie Whisman and James Pietragallo perform *Small Town Murder* live

## CRIMEin SPORTS



There would be more installments if they covered their stories in parts, as their episodes tend to run a bit long. Case in point, each of the June episodes went well over two hours. “*More people listen when they have the whole story,*” commented Jimmie. “*It’s a credit to James and his commitment to finding everything there is to know about a story. This way, you get a whole picture of who somebody is and what somebody did in one episode.*”

“*If we’re going to break somebody’s balls, we better have all the information,*” James chimed in. “*I never want to be called ‘lazy’ with the show. Plus, our most-listened-to episodes are our longest ones. I’m not sure why that is, but I’m happy our listeners [enjoy them].*”

After a few more laughs among the three of us, I asked each what they thought were the strangest stories they’ve covered so far. “*Mitch ‘Blood’ Green,*” James yelled without hesitation, referring to episode #156, which aired on April 8, 2019. “*He started a street fight with Mike Tyson, which is the craziest thing anyone has*

*ever done in any of our stories. This was in ’86 when he was heavyweight champ of the world!*”

“*He challenged him while Mike Tyson was obliterating men with rules in place in the ring,*” Jimmie chimed in. “*I also enjoyed the story of the boxer who had a wife and children, but left the country and created a life with another woman, and ended up shooting her.*” This refers to episode #207—“*A Mushy-Minded Murder—the Audaciousness of Del Fontaine,*” which aired on May 4, 2020. Apparently, long episodes and crazed boxers are popular on *Crime in Sports*!

Given the joy both James and Jimmie have for live events, I wondered what’s next for this duo, as they face the challenges that come with performing in a world with COVID-19. “*We have a full tour that’s been rescheduled for the third time this year,*” James laughed. “*We’re just waiting for everything to clear up, so we can get back on the road. We can’t wait. We’re comics. We love doing live shows.*”

*"I just want this world to go back to 'normal,' so we can get back to touring and meeting the people who support us,"* Jimmie added. *"I miss 'em!"*

While they are waiting, James and Jimmie are working on a new podcast to add to their media company. *"Vile Human Beings is coming out soon,"* explained James. *"Basically, we take two terrible people from history, debate who was worse, and award a winner at the end. Who's worse... Dahmer or Bundy? Who's worse... Stalin or Pol Pot? Let's talk about it! But let's get into the little things, too, like who would be most likely to leave the toilet seat up."*

Fortunately, until touring begins again, we can hear from this duo on a weekly basis. *"Had we not done [these podcasts], comedy wouldn't exist for guys like us right now,"* Jimmie pontificated. *"We're very lucky that we are retaining our audience. People are sticking with us in the podcast world. When we do go out on the road, they will still be there. Had we not done this, we would be screwed."*

*"We would have had to start over after months off without the shows,"* added James. *"We are very lucky. The podcasts are the best things we have ever done. They have really given us a career that's viable, and we are so thankful for our audience."*

Personally, as a member of their audience, I can honestly say we are thankful to have *Crime in Sports*. While we may not have too many athletes performing just yet, we can have a hearty laugh about some of their stories, thanks to James and Jimmie. ●

# JAMES & JIMMIE

## listen to



### BILL BURR'S MONDAY MORNING PODCAST

Bill Burr rants about relationship advice, sports, and the Illuminati.



### THE JOE ROGAN EXPERIENCE

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



### THE DOUG STANHOPE PODCAST

Comedian Doug Stanhope hosts discussions with individuals he meets on the road and at home in Bisbee, AZ.



#### True Crime Category Director

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*Public Safety Talk Radio*

Got a True Crime  
Podcast suggestion?

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# UNDER THE RADAR

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



## REAL CRIME PROFILE



### REAL CRIME PROFILE

I have particularly enjoyed the professional approach the hosts of *Real Crime Profile* bring to the cases given their expertise and backgrounds: Jim Clemente, a former FBI profiler, Laura Richards, a criminal behavioral analyst and advocate who worked for New Scotland Yard's Homicide Prevention Unit and Violent Crime Intelligence and Analysis Unit, and Lisa Zambetti, a Casting Director for CBS' hit drama *Criminal Minds*.

Given their recent coverage of the George Floyd case, as well as their episodes on the



topic of Examining Race and Police Conflicts, I had to give them a mention. The hosts did an admirable job of covering the facts as well as the need for change, especially in policing, while also being respectful to the many honorable men and women within the law-enforcement profession.

There are times when emotion and opinion do overshadow facts on the show. However, it wouldn't be a good podcast without those elements. Besides, who doesn't get emotional when breaking down *Tiger King*!?

Most importantly, without emotion and opinion, you wouldn't have poignant quotes like this one from Jim Clemente in Episode 259: "*The rhetoric, in my mind, must change to be inclusive and all encompassing. Every human has the responsibility to make sure nothing is happening to hurt other human beings.*"

Well said, Jim. And well done, to all involved in *Real Crime Profile*. ☀

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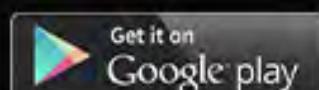
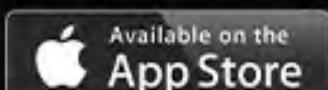
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# THE DYNAMIC DUO

When you think of DC Comic's characters Batman and Robin, you likely immediately reflect on the strong camaraderie the two shared. One without the other was a foreign concept—much like peanut butter without jelly, or eggs without bacon.

*FedHeads* podcast's co-hosts, Francis Rose and Robert Shea, display that same brotherly affection, mutual trust, and sincere admiration for each other. Another point of similarity is that by day, DC Comic's characters possessed a day job, but by night, their alter egos emerged. The same can be said of Rose and Shea:

both have full-time day jobs, but by night, in a sense, they emerge as the dynamic duo you listen to on their podcast.

After Shea made a guest appearance on Rose's radio show many years ago, the two exchanged contact information and eventually struck up a friendship. A few years ago, when the company Shea works for, Grant Thornton LLP, considered starting a podcast, Shea reached out to his friend Rose for advice. Now, 100 episodes later, it has morphed into an amazing, light-hearted podcast that aims to entertain as well as educate.

When it comes to boring government technical jargon-based podcasts, listeners will often sit idly by as their eyes glaze over in tedium. That's why *Fedheads* stands head and shoulders above the rest. "*Robert has been doing this for a long time. He knows the material and the people intimately. He has an uncanny ability to talk about government matters in a way in which not only people understand, but find delightful—and dare I say fun—to listen to,*" Rose said.

By day, Francis Rose is host of *Government Matters* on WJLA/ABC7 and NewsChannel 8 in Washington, DC. He has covered the federal government since 1998, including for *C-SPAN* and *WTOP/Federal News Radio*. Francis's first book, *The OPM Cyber Breach: An In Depth Look at the Worst Cyber Attack in Government History*, is available on Amazon. His 30-year media career includes stops at America's leading broadcasters, including *ABC Radio*, *CBS Radio*, and *Westwood One*.

Rose has hosted GM for the last four years, and before that, he worked at *Federal News Radio* for nearly a decade. "*I've been in this government space for about 15 years, and it has been a wonderful experience. I've gotten to meet and interview some great people and make lasting friendships,*" he stated. "*What I discuss on GM is basically the same things that Robert and I discuss on the podcast, but with a slightly different editorial bent. If you look back at my track record, my career has been in radio since the mid 1980's. Podcasting is such a great*

**"Podcasting is such a great format, because you can produce a show, and people can consume it whenever they want."**

*format, because you can produce a show, and people can consume it whenever they want. But when I started in the audio business, if you didn't hear it as soon as it was put out, it was gone forever. Now, nothing is ever gone.*

*"Our core listening audience is about 50,000 to 75,000 people who are responsible for administering \$1T dollars in spending every year. That's the reason I'm so passionate about what we do and the information we dispense. But, it's not just the money; the information is important to the operation of the country. It's important that the people in our government have as much information as possible to improve the way federal dollars are spent and the way people do their jobs, which ultimately leads to a government that 'we, the people' want."*

Rose is originally from York, Pennsylvania,

but has called D.C. home since 1992. He has a 20-year-old son who truly inspires him, because as he says, “*My son has this beautiful ability to draw good people to him... because he's such a good guy.*”

The best advice Rose ever received was given in the form of great criticism.

*“It was early in my career in radio, and my boss had just gotten fired. This new guy was running the radio station, and he called me into the office. In the nicest possible way, he told me to get out of the radio business, because he didn't think I had what it took to make it and have a future in it. That talk with him motivated me to work harder than I ever had instead of just breezing by on my talent. I am grateful he told me that. The last thing I heard about him was that he was selling suits in a department store... go figure.”*

The other half of this dynamic duo is Robert Shea. By day, he is a consultant at Grant Thornton LLC, one of the world’s leading organizations of independent

**“Our core listening audience is about 50,000 to 75,000 people who are responsible for administering \$1T dollars in spending every year.”**



audit, tax, and advisory firms. Shea has almost 15 years of direct experience in the Federal Government. He served as the Associate Director for the U.S. Office of Management and Budget; Senior Management Counsel for the Senate Committee on Governmental Affairs; and Professional Staff Member for the House Committee on Government Reform.

So when it comes to all things government, Shea knows his stuff. He started the *FedHeads* podcast in 2018 under the Grant Thornton umbrella. “*When we first began, I was a little skeptical, because I didn't think it would have an impact. And honestly, I wasn't sure if the workload would be worth it. But to my surprise, it has been much easier to do it than I thought. It does have a great impact, and it's extremely fun, especially with Francis by my side. He is one of funniest guys you'll ever meet, and he brings the information to life when we do our weekly 20-minute show,*” Shea said. “*We interview a lot of our clients from Grant Thornton,*

*but we present information in the way of thought-leadership—not marketing. What our clients talk about are things that other companies can implement, and if they need help putting it all together, then my company can help with that as well.*

*“The government community consists of a very tight-knit group of people who work hard trying to figure out how to make taxpayers’ dollars go a little further, and the best ways to prevent waste, fraud, and abuse. I’ve been working hard to improve the operations and performance of government for a very long time. We aim to provide information that will help make all the gears in government continue to hum and work more efficiently.”*

Shea is a seventh-generation native of Houston, Texas, but now calls Alexandria, Virginia home. As Rose would say, “*Robert married up*,” and Shea agrees. “I am constantly impressed and in awe of my wife. She has a way of handling things that would ruffle most people, and she has such a level-headed disposition,” he said. They have three daughters.

The piece of advice that has stuck with Shea to this day was uttered by his uncle who raised him: “*Get up early, make your bed, and get after it.*”

Every week, Rose and Shea do just that on *FedHeads*. ☀



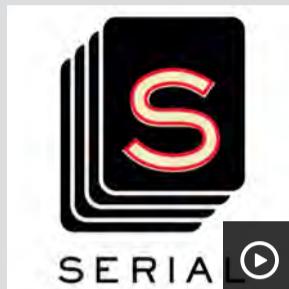
#### Government Category Director

Meiko S. Patton

government@podcastmagazine.com

*The Meiko Show* ☀

## ROBERT listens to



### SERIAL

*Serial* unfolds one story—a true story—over the course of a whole season.



### ROOT OF EVIL

When Elizabeth Short, also known as The Black Dahlia, was brutally killed in 1947, it gripped the entire country. More than 70 years later, it remains America’s most infamous unsolved murder.

## FRANCIS listens to



### THE JOHN BATCHELOR SHOW

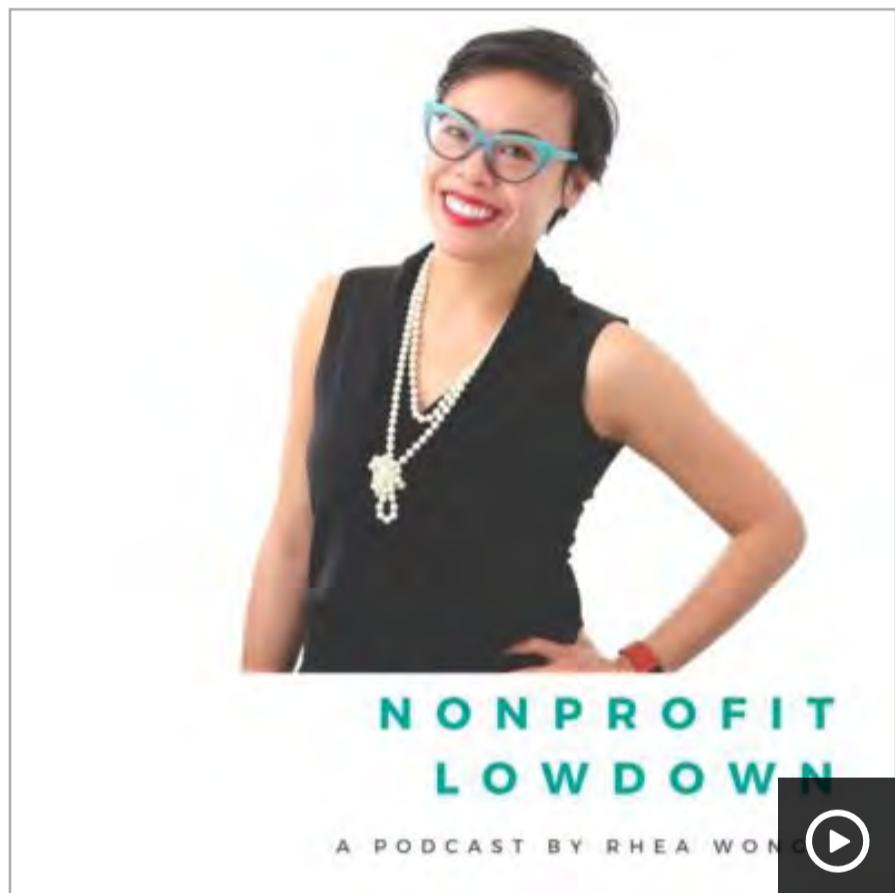
On September 12, 2001, the day after the fall of the Twin Towers, WABC-AM in New York City recruited John Batchelor to go on the air until Osama bin Laden was either killed or captured. John has been on ever since.

**“Get up early, make your bed, and get after it.”**



# UNDER THE RADAR

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



## NONPROFIT LOWDOWN

One of the hardest-hit sectors during the COVID-19 pandemic has been the nonprofit sector. Fundraising is a staple in the nonprofit community, but right now, it has all but come to a halt.

In Episode 80 of the *Nonprofit Lowdown*, host Rhea Wong discusses the topic of fundraising in a crisis—and what nonprofits can do—with Kara Logan Berlin.

For example, Berlin suggests that nonprofits get on the phone and call all their donors to



simply ask how they are doing. Reminding us that fundraising is relationship-building, what better time to reinforce you care and strengthen those relationships than right now? Most people aren't doing that, so it's also a chance to for you to stand out.

Another suggestion she gave was to let your donors know that, even if they can't pay for your services, you can still help them. When they have the money, they can pay you.

Third, she suggested now is a great time to recheck your priorities as a nonprofit. If you need to cut certain positions, take a long hard look at doing so, along with what needs to be done to streamline your processes.

Wong ended the program by stating, "An economic virus the size of an asteroid has hit us." Truth—but it doesn't have to define us... especially nonprofits. ☀



# MARIA HINOJOSA, TRAILBLAZER

## Creating Platforms for ‘Invisible’ Communities

Through Maria Hinojosa’s work as a journalist at organizations like CBS, NPR, PBS, and CNN; as the founder and CEO of Futuro Media Group; and as a host/co-host of popular podcasts like “*In The Thick*” and “*Latino USA*,” Maria creates opportunities and a voice for women, people of color, and other marginalized communities.

Throughout her life, Maria has been *the first.*

Maria was born in Mexico City. Her father was a medical doctor who dedicated his life to research, with a particular focus on helping the hearing impaired. When she was a young child, her father accepted a job as a medical researcher at the University of Chicago, and the family moved to the United States.

Here, Maria's mother took her daughter to demonstrations and protests during the late 60's and 70's, exposing Maria to civil rights leaders including Dr. Martin Luther King, Jr.

The moment Maria saw him became "an essential part of who I ended up being as a budding American," she shared.

Maria's family also came together to watch programs like *Meet The Press*, *60 Minutes*, and the evening news. The journalists they watched documented the Vietnam War, violence against non-violent protesters, and corruption in the White House, and the world Maria witnessed alongside her parents came to shape her future.

*"I understood that democracy was about participating," said Maria, "not just voting."*

Despite the respect she and her family had for journalists, Maria never dreamed she would become one herself. During that era, none of those reporting looked like her: no Latinos, no people of color, and no women.

**"I understood that democracy was about participating... not just voting."**

### Deeply Rooted

Growing up on the south side of Chicago in the multi-cultural neighborhood of Hyde Park, Maria was extremely proud of her 'Mexicanness.' Though she was the only person of Mexican decent in her grammar school, she regularly reported back about her family's trips back to Mexico to visit family and ancestral sites. These trips were seminal for her as she experienced her home country before the influx of tourists created restrictions around indigenous structures at Chichén Itzá, Uxmal, and Teotihuacán.

Back then, Maria told me, "We were running up and down those pyramids like they were our homes."

Despite growing up in a diverse environment, Maria was hyperaware of the fact that no one around her was like her. Experiencing imposter syndrome, Maria learned that “*Being invisible in the world around you is detrimental to your mental health.*”

She decided then that, should she ever really ‘make it,’ she would create a space for young people—specifically females of color, immigrants, and LGBTQ individuals—to understand that they can and should be seen.

“*If you’ve never been invisible, then you don’t really understand how important it is for people who have been to be present and visible,*” she explained, also noting that “*There are people out there who look nothing like us, and who want to know about how we’re experiencing the world.*”

With that knowledge, Maria began to create that space for voices like hers.

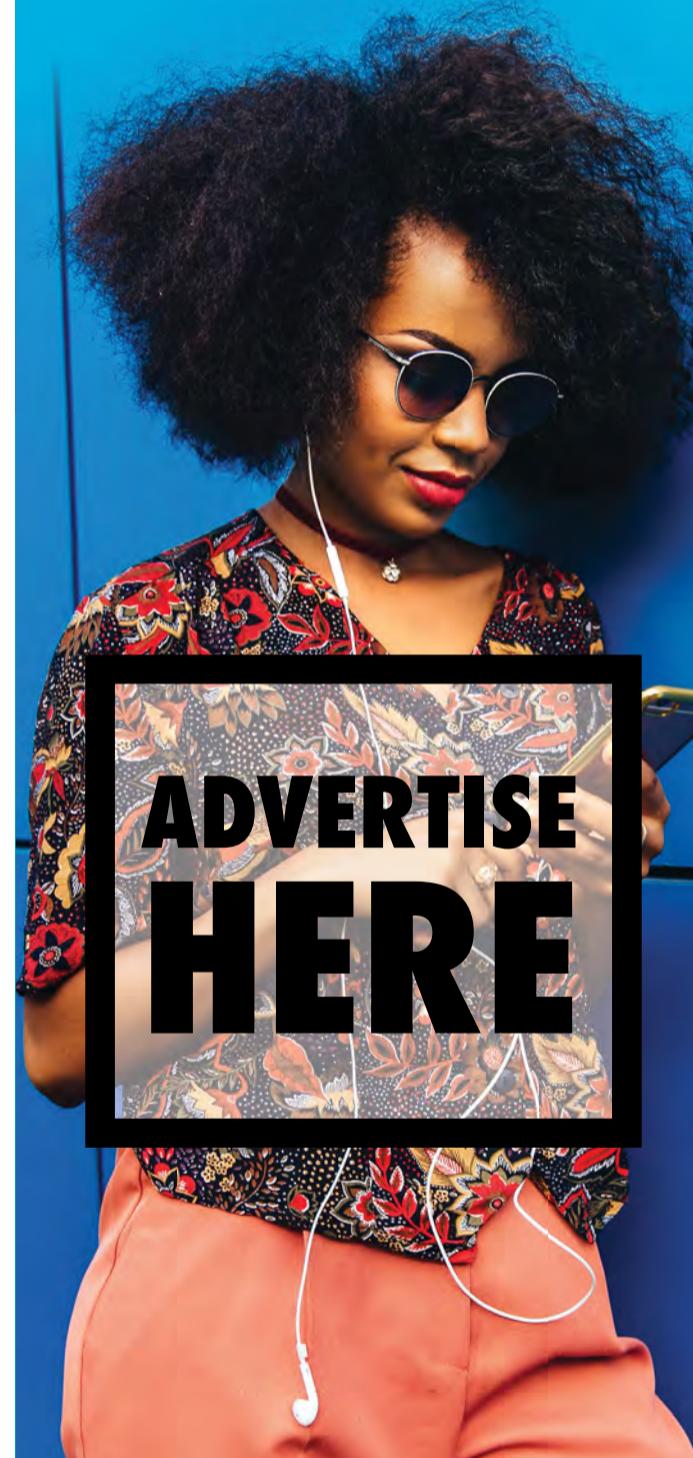
### A Decade of Firsts

During her years at Barnard College, Maria began working at her college radio station, eventually obtaining an internship at NPR’s *All Things Considered*. After several attempts at securing a permanent position and multiple rejections, Maria was hired as one of founding assistant producers with NPR’s *Weekend Edition* with Scott Simon in 1985. This made her the first Latina to be hired in the newsroom at NPR.

In 1991, following political pressure from members of congress representing the Corporation for Public Broadcasting who set requirements for more Latino/Latina voices on-air, Maria was hired as NPR’s first Latina general assignment correspondent.

In 1993, Maria Martin created the radio program *Latino USA* at the University of Texas in Austin, and Maria was named co-anchor.

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Reporting for America *By the Numbers* on PBS in Cleveland

And in 1997, Maria joined CNN as their first Latina correspondent.

In 2010, NPR, who distributed *Latino USA*, began looking at discontinuing the show.

That same year, Maria had approached CNN about hosting *60 Minutes*.

Their response?

Basically, to wait until one of the older white men got sick or died, and try again. Maria was stunned.

*"Is this a joke? Am I supposed to laugh? Are you serious? I cried,"* Maria recalled, *"And that's when I decided to form Futuro Media."*

Heading up the non-profit, Maria convinced NPR to give her one to two years to expand the production of *Latino USA*. Despite their general consensus that it wouldn't work, her vision proved to be fruitful.

*Latino USA* went on to win a Peabody

Award and a Robert F. Kennedy Award, as well as getting picked up by multiple radio stations as it came to have the fastest growing audience of any show at NPR.

### Vision for the Future

To this day, Maria is baffled by the lack of foresight shown by news organizations. Back in 2010, she had noticed that the Census showed a 43% growth of Latinos from 2000-2010, most of whom were born in the US.

Now in 2020, those numbers have only increased, showing that Latinos and people of color are the new majority. *"Minority" is a word I never use. Just as you'll hear me refer to any human being as an 'illegal.'"*

Over the years, news organizations have come to Futuro Media to 'poach' her racially diverse staff. While Maria is happy for the opportunities provided to people on her team, she is simultaneously frustrated that these organizations don't



Reporting live from a native american reservation  
for *America By the Numbers*



acknowledge the importance of going to conventions for the National Association of Black Journalists and National Association of Hispanic Journalists to find young journalists of color to bring into the media fold.

The future is extremely bright for Maria, Futuro Media Group, and its programs. Maria says that, while the first decade of launching the company was hard and scary, the atmosphere has definitely shifted. Now, it's more like, "*Let's have fun and create mind-blowing creative projects,*" she said.

*"Everything we do is aligned with the nature of Futuro Media—to see through the lens of POC (people of color) or BIPOC (black, Indigenous, and people of color). That is our 'raison d'être.'*

With *Latino USA* recently moving from NPR to PRX; *In The Thick* setting the tone for deep political conversations; and *Futuro Media Podcast Labs* creating

economic and class diversity in the podcast space, Maria says, "*I feel too much responsibility [to retire]. Which brings me a lot of joy.*"

All of these major accomplishments only scratch the surface of Maria's life and the impact she is making on the world.

A wife of 29 years and the mother of two, she is also the author of *Once I Was You: A Memoir of Love and Hate in a Torn America*, which includes documentation around important policy issues.

Maria will also soon make her big screen debut in the film, *In The Heights*, which was written by Quiara Alegría Hudes and directed by John M. Chu (*Crazy Rich Asians*). ●



#### Contributing Editor

Chris Colbert  
*CEO of DCP Entertainment*



# STEP INTO THE ART SCHOOL STUDIO

**Learn How to  
Make Money from  
Making Your Art!**

When Leah Badertscher first started The Art School, and subsequently, *The Art School Podcast*, she did so with the specific intention of merging the pragmatic with the spiritual. She had longings to create things in the world in a way that was good for her soul and would evolve her as a person.

According to Leah, “*Those two things go really well together, I think. If it’s not pragmatic, it’s not spiritual to me. And if it’s not spiritual, it’s not pragmatic.*”

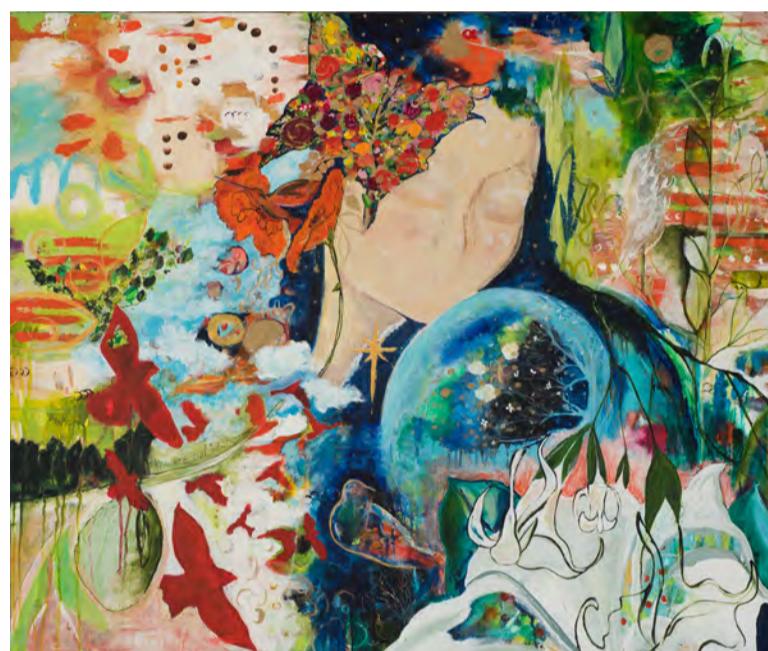
Leah went looking for a way to fuse her creative capacity to paint and write. She sought mentorship, structure, and training to help her do so in a way that would not only benefit herself, but others, too. Of course, at the end of the day, she also wanted to be able to make a living from her creativity.

After searching far and wide, gathering only smatterings of guidance here and there, she was unable to find even one place that brought together creativity, intuition, spirituality, and psychology with a pragmatic, business-minded entrepreneurial approach.

Finally, it became clear—she needed to fuse all her eclectic interests and passions together to create what she was craving. The Art School is that place. Opened in 2018, the school is a place where “*creative powerhouses, visionaries, and leaders come to discover how to bridge the gap between the dream and getting it done, between having the ideas and the potential, to becoming a creative force of*



▲ Badertscher's "She Rising" (40x40 original, acrylic on canvas)



▲ "You Are Not Alone" (40x40 original, acrylic on canvas)

**“If it’s not pragmatic, it’s not spiritual to me.”**

*nature who actually builds that dream out in the world.”*

Her first group coaching program turned out better than she expected. It was the ultimate experience for her students who came in with a dream and then worked on their own creative process as well as the universal.

*“I believe that harnessing the Creative process—with a capital C—is an innate, inherent part of being human. And if you get in touch with that inherent ability we all have, with that creative life force we all have, and develop it, you can apply it over and over again in all areas of your life.”*

Speaking to her curriculum, Leah says, “*I made up a lot of it on my own. I was told by really great coaches that yes, you can make money doing certain things, but art is probably not one of them. And I just didn’t believe it. I questioned. What if there are two roads? One is a continuous submission to the way things are traditionally done. The other, though, acknowledges that being creative isn’t only about making art. It’s about being your own creative authority. Maybe that’s writing the narrative of your life. That sounds more fun! And maybe, the more you do that, the more people you attract who are like you... and you can be an example for them.”*

When it came time to start her podcast, Leah took all the tools she had applied to creating The Art School and brought them into her new creative expression, too. That included defining ahead of time how



**“I made the decision in advance to make the show something that would be good for my soul and for my creativity... and to put great energy into it.”**

she wanted the experience to be for her. She knew she needed to leave behind perfectionism, calling in a new way of being. She recognized the public nature of this new endeavor, requiring her to really put her own beliefs “out there,” as she modeled a different way of operating in both the art world and the coaching world.

*“Once it’s out there, it’s just there. People can think what they’re going to think. So I made the decision in advance to make the show something that would be good for my soul and for my creativity... and to put great energy into it.”*

Leah thinks that the energy with which you create something is the energy that permeates the whole process and “product.” It’s also what people receive. She knew she didn’t want people receiving her insecurity, or her perfectionism. So, she made herself a deal that for at least the first year, she was going to be disciplined in her thought processes. She would make every single episode herself, deciding ahead of time that each was wonderful. After each episode, she would accept that it was absolutely fantastic as is, and exactly what it should be. Any further judgment was not up for conversation.

She chose to surrender to the process, enjoy it, and let her voice continue to develop while giving herself the grace of being a beginner.

She said to herself, “I’m going to do 52 episodes before I even let myself evaluate



## LEAH

### listens to

#### ON BEING

Groundbreaking Peabody Award-winning conversation about the big questions of meaning—spiritual inquiry, science, social healing, and the arts.



#### WORDS THAT MOVE ME

Master mover, Dana Wilson, taps into 15 years of industry experience, and talks to some of the best in the entertainment biz—those who have “been there and done that,” so that you don’t have to... do it alone.



#### THE GOOP PODCAST

Gwyneth Paltrow and goop's Chief Content Officer Elise Loehnen chat with leading thinkers, culture changers, and industry disruptors—from doctors to creatives and CEOs to spiritual healers—about shifting old paradigms and starting new conversations.

**“It’s about being your own creative authority... and maybe, the more you do that, the more people you attract who are like you... and you can be an example for them.”**



# The Art School PODCAST

with Leah Badertscher



*how this is going. The only thing I'm allowed to think is, 'This is good, Leah. You're doing something good.' And then at the end of 52, maybe I'll lift that up and decide, okay, are there things I want to evaluate? What's working? What's not? What do I want to do differently? I simply decided ahead of time that podcasting would be a kind, loving, creative process for me."*

As an artist, she considers the choice to listen to her show an act of faith. Podcasting is a very interesting medium—despite being in front of a microphone and laptop, unable to see the faces who are listening, you are still connecting with people. You're speaking right to them. To Leah, when someone leaves a review

or reaches out to her to say, "I love your podcast. I feel like you're just talking to me," it's a profound gift—a miracle, even.

*"Every time that happens, it's like wow... it never gets old. Receiving feedback is one of my favorite parts of the process—which is ironic, since it's absolutely the part I can't control."*

What an amazing example Leah has become in the realm of being your own creative authority! Tune in to her show for more role modeling and inspiration. ♫



## Arts Category Director

Emerald GreenForest  
[arts@podcastmagazine.com](mailto:arts@podcastmagazine.com)  
*Wickedly Smart Women Podcast*

# UNDER THE RADAR

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



## THE FOOD CHAIN

Most of us no longer live the way our ancestors did—off the land, directly from the soil under our feet. Food production has become a globalized and industrialized process. *The Food Chain* podcast examines this process, as well as the impacts it has on the environment, local cultures, and people.

Acknowledging that everything is connected to and impacts everything else, the show examines the business, science, and cultural



significance of food, as well as what it really takes to put it on your plate.

The global Covid-19 pandemic has put a massive focus on the food supply and how our agricultural systems may be contributing to the creation and spreading of global pandemics. One episode that goes deep into this topic is titled, “Is Our Food Creating Pandemics?” It takes the listener on a deep dive into how choices around monoculture, clearing land, and condensed areas of breeding of animals for food have had a direct effect on zoonotic diseases.

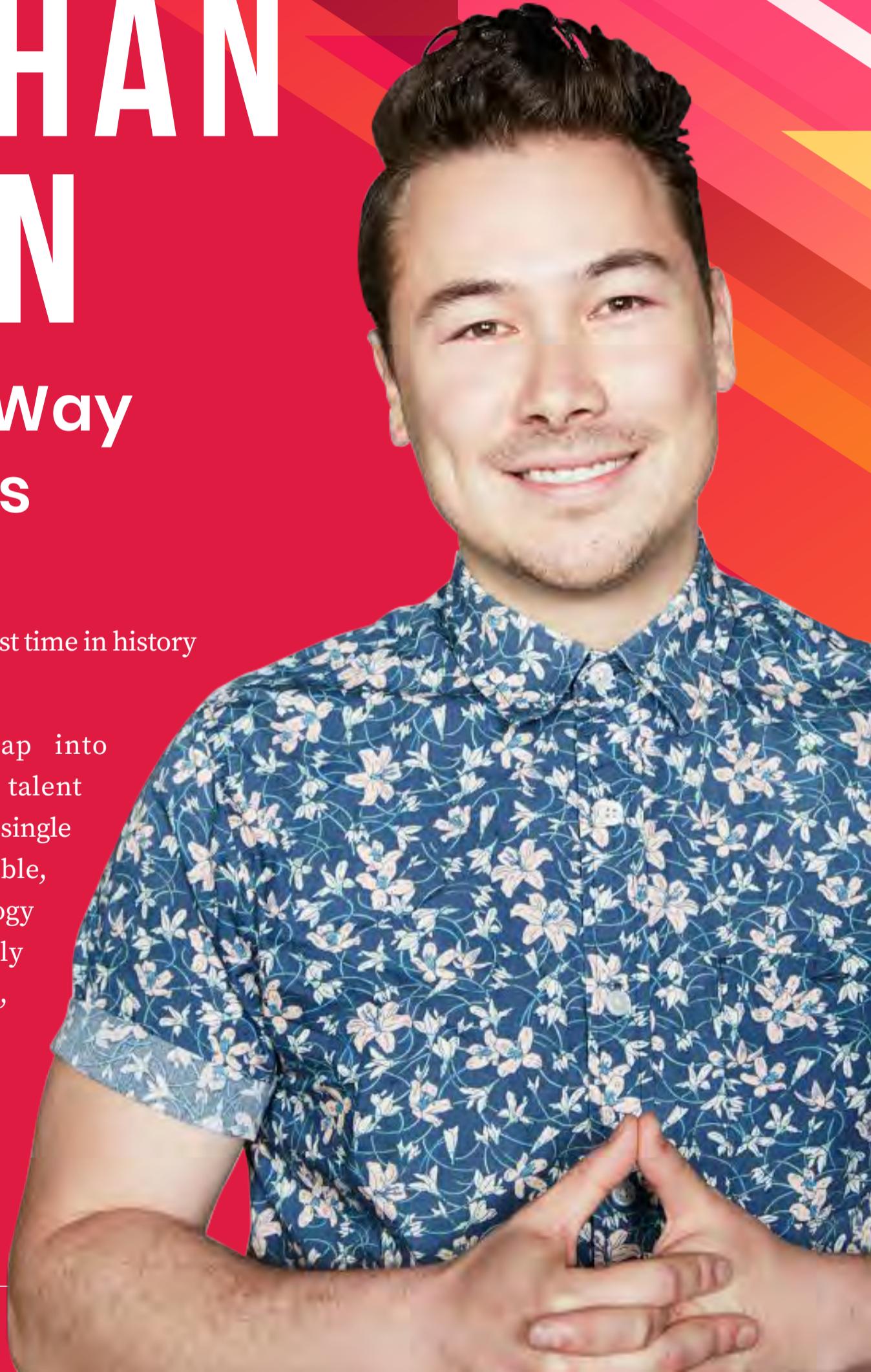
Produced by the BBC World Service, host Graihagh Jackson has a soothing voice as well as a penchant for digging deep to get to the facts. Featuring in-depth interviews with some of the most esteemed voices in science as well as in the food industry, Graihagh also offers special “My Life In Five Dishes” episodes which feature chefs and food writers. ●

# NATHAN CHAN

## FNDG His Way to Success

Arguably, now is the greatest time in history to be an entrepreneur.

With the ability to tap into proficient, gig-economy talent from across the globe via a single mouse click and affordable, all-encompassing technology that empowers virtually anyone to launch, market, and monetize darn near any product, program, or service at moderate cost, we are living in unprecedented times.



Enter Nathan Chan, CEO and creator of Foundr—an independently published global media and education company whose mission is to help aspiring entrepreneurs achieve their life and business goals—and, in large measure, the model upon which the launch of *Podcast Magazine* was based.

Foundr distills the lessons of the greatest founders—practitioners—of our time into magazine articles, blogs, podcasts, books, and courses. Their focus? Actionable business-building advice, as opposed to theory.

“*Just an average guy*” who knew nothing about entrepreneurship, startups, marketing, or how to build a business, Nathan’s original intention was simply to speak to some of the most successful entrepreneurs and founders in the world to find out exactly what it takes to become one... and then share those findings.

Concerned that the educational market for entrepreneurs was oversaturated with “gurus” who seemed more interested in making money off those who long to build something that *really* matters than actually supporting and guiding them to do so, he sought to create a leading resource for “helping today’s entrepreneurs build tomorrow’s leading businesses.”

It all started with *Foundr Magazine*.

**“When you establish meaningful relationships, you have the ability to manifest practically any interview you want.”**



In 2012, while working his day job in customer support at a travel company, Nathan published the first issue of *Foundr Magazine* (which he then considered a “passion project”) featuring the interviews he had conducted, hoping that his readers could learn from them, too.

Roughly one year later, Nathan decided to expand upon his mission. His new, much loftier, objective? “*To build a household name entrepreneurial brand that impacts*

tens of millions of entrepreneurs every single week with our content and bring true entrepreneurial education to the masses to drive humanity forward.”

### Nathan has never been one to think small.

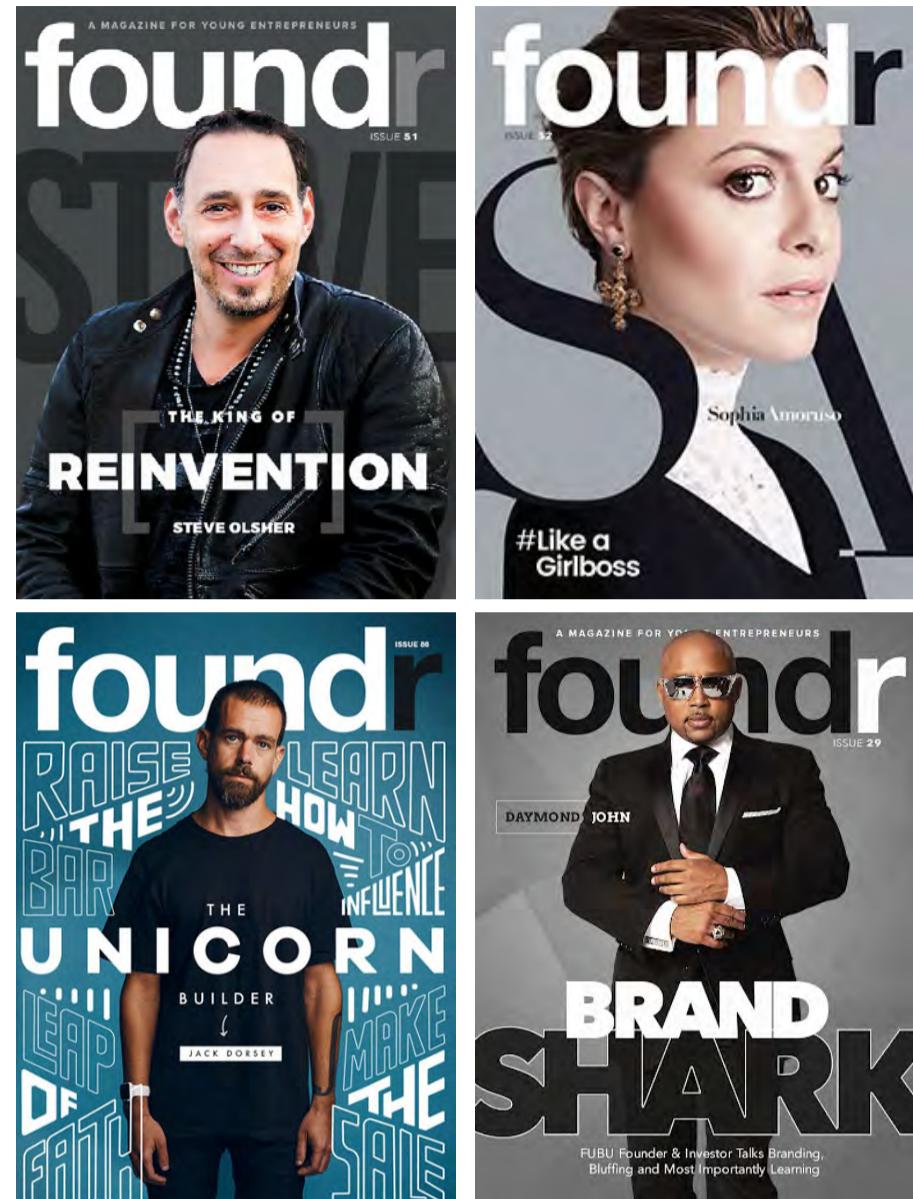
Driven by this vision, he quit his day job and, despite some misgivings, kicked off *The Foundr Podcast* shortly thereafter.

*“I definitely had some ‘mental roadblocks’ going on,”* he explained. *“I called my friend, who is now my head of marketing, Dave Hobson, and explained how I wanted to launch the show. But I was worried about publishing the interviews for free in the podcast world when people were paying to read about these exact same stories in the magazine. Dave challenged me to do it, and said, ‘Let’s just see what happens.’ To this day, we haven’t received a single complaint.”*

*The Foundr Podcast* showcases Nathan’s interviewees’ processes, failures, and critical lessons learned, and provides actionable strategies that listeners can leverage to build their own successful businesses.

His first interview subject: entrepreneurial kingpin Sir Richard Branson—an admirable feat for any podcaster, let alone one at the beginning of his podcasting journey.

*“Seven years ago, podcasts were nowhere near as big as they are today,”* Nathan said. *“What I learned quite quickly early on is that, to stand out, it’s all about your contacts and connections. When you*



▲ *Foundr Magazine* features many of the world’s most successful entrepreneurs.

establish meaningful relationships, you have the ability to manifest practically any interview you want.”

And that he has. Inviting listeners to “Stand on the shoulders of giants and learn from the greatest minds in business today,” Nathan has personally interviewed the likes of Arianna Huffington, Tony Robbins, Jessica Livingston, Seth Godin, and, ehem, Steve Olsher.

Speaking to his desire to provide content in different learning modalities to reach as many people as possible, Nathan explained the mediums (magazine, podcast, video, etc.) he uses to distribute

Foundr's content as "a different experience. Some people love to learn by reading. Some prefer visual learning and watch vlogs. And of course, there's audio, via podcast. Each channel offers a unique experience."

Clearly, his strategy is effective. Foundr boasts new offices in New York and Melbourne, numerous online courses, a widely followed blog, an Instagram following of 2.4M+, more than 20,000 *Foundr Magazine* subscribers, and 300 published episodes of the *Foundr Podcast* (generating several hundred thousand downloads per month and a 4.9-star Apple Podcasts rating).

Nathan attributes much of his success to those around him: "*It wouldn't have been possible to get my company to where it is right now without an incredible team.*"

He also credits his mentors and coaches—Steve McCloud, in particular. The two met through the Entrepreneurs Organization Network and Nathan consults with him on a weekly basis. Steve also leads Foundr's strategy days, during which the team discusses "what's worked, what hasn't, and what we need to focus on for that quarter. *Steve is an incredible coach and leader. I'm learning so much from him,*" Nathan said.

The biggest lesson gleaned from his coach so far "*is being in personal alignment and generating alignment across the team—getting them on board with the vision we have and providing the systems needed to implement and see things through. We've got their buy-in from the start of the year*

# NATHAN

## listens to

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**"There is no doubt that podcasting is only going to get bigger."**

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**ENTREPRENEURSHIP PODCAST**

**foundr**  
W/ NATHAN CHAN

*and every quarter on. I spend most of my time now coaching people on the team, working on new initiatives, and ensuring that our content meets our standard for impacting people's lives," he shared.*

Nathan has big plans moving forward, which include building a line of products around books, creating more online courses (Foundr's primary revenue generator), an educational platform (think online business school), and the licensing of the brand to capture other markets (i.e. Foundr Africa, Italy, Romania, India) with the translation and repurposing of content.

He also intends to create a podcast network to scale existing content.

*"There is no doubt that podcasting is only going to get bigger. When you have more than one show, they can all elevate and promote one another. We can give people a platform, and that's what I aim to do."*

With that in mind, Nathan offered the following tips for building a successful podcast.

**"We follow the 'If you win, we win' philosophy."**

*"First, get on as many shows as possible, particularly in your space. The more guest appearances you make, the faster you can grow your podcast. Second, ask for reviews. We have well over a thousand reviews on Apple across all the different countries, and that's so important. Third, stay constantly aware of how you can differentiate yourself in the marketplace. For us, people might not know much about me as the founder, but they know the brand—they know we have the ability to get in touch with hard-to-reach people."*

Foundr aims to continue to share everything they learn with their community in full transparency. "We follow the 'If you win, we win' philosophy," Nathan said with a knowing smile.

Fortunately, for all of our sakes, it doesn't appear that their winning streak is in jeopardy anytime soon. ☺



#### **Founder/Editor-in-Chief**

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*Beyond 8 Figures* ▶

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# THE ‘REAL’ ZOMBIE APOCALYPSE:

## How Kc Wayland Does Zombies

*They were taking big chunks and shoving them in their mouths... they were like animals, and they sure as hell weren’t like us anymore—not with those eyes.*

One minute, U.S. Army Reserve Soldier Michael Cross is in college.

The next, he’s in the middle of the zombie apocalypse.

In the hot podcast, *We’re Alive*, produced by Wayland Production and created and written by Kc Wayland, life comes at you fast.

Debuting in 2009, *We’re Alive* recently hit the 200M-download mark. While the main story arc is wrapping up, there are spin-off shows as well, like *Lockdown*,

*Goldrush*, and the newest addition, *We’re Alive Descendants*.

*“It’s a really long-running serialized audio drama series that basically follows the survival of a bunch of characters through the zombie apocalypse in downtown Los Angeles,”* said Wayland. *“I think we’re up to about 60 hours of material now, over the course of the series, and we feature a total of 100 different voice actors.”*

Wayland has, in his words, a very “weird” background. He was a broadcast

engineer in the military, so he has a lot of knowledge about the technical side of things like satellite-transmission systems and computer-embedded systems. He also has a writing degree from Chapman University, and has written screenplays.

*"When We're Alive started, I was doing a lot of different stuff, including short films and documentary editing. One of the things that was limiting was being 'stuck' in the short story genre. I saw audio as an opportunity to be its own storytelling device. Back then, in 2009, podcasts were just barely on the cusp of coming out. I remember saying, 'Oh, this is a great delivery medium!' You can have an entire serialized show through the podcast download feed. And since it was public, anybody could download, which meant we now had the ability to get the show all over the world. Plus, you could do a really big story."*

At the time, the "big" story he wanted to tell was about zombies, and he wanted to tell it on television.

*"No one had done it yet; it was before The Walking Dead days. I was like, 'Oh, I'll start an audio drama!' I wanted to do it in serialized fashion, thinking maybe it would be adapted for television one day. And then, the next year, The Walking Dead came out. At that point, we were doing such a great job in audio alone, which also gave us the ability to put the listener in any environment in the world. So, I figured why not just keep doing the audio, and build it from there?"*

**"The infected also continuously adapt to what the humans are doing. So, it evolved into a cat-and-mouse type game between the humans who are trying to survive and the infected who are trying to improve themselves."**



In case you're under the impression *We're Alive* is just like *The Walking Dead*, perish the thought.

Wayland explained:

*"The interesting thing about our zombies—who we refer to as 'infected'—is that once the infection gets into the body, the mind sort of takes a backseat. It's like being in a theater, and having to watch what happens through the 'eyes' of the screen. Also, in our world, they retain a lot of the knowledge and intelligence they had before the infection. So, they're smart."*



• *We're Alive* cast and crew



*They actually lay traps, and some are so unique that they can communicate and orchestrate others. There's a lot more complexity underneath the hood of the zombie cover. They are much more of an engaging enemy.*

*"I had watched other zombie shows, and the zombies were just rambling on, even if they were missing major muscle groups. They could still walk, and that didn't work for me scientifically. I wanted to make them living, breathing creatures. If they bled out, they would die. If their airways were restricted, they would die. They would follow the mammalian traits we have as humans. In our story, the infected have so many capacities that the characters are continually trying to 'one up.' But the infected also continuously adapt to what the humans are doing. So, it evolved into a cat-and-mouse type game between the humans who are trying to survive and*

*the infected who are trying to improve themselves."*

Needless to say, there is a lot of research behind a show that has lasted ten years and generated three spinoffs. Wayland goes the extra mile to ensure the whole series not only hangs together, but that it also actually ends with a satisfying conclusion.

*"I have piles of hundreds of hundreds of pages of different story arcs and backgrounds," said Wayland. "I've actually even had to do the math around the survival rate in different countries and the contributing factors that would affect the numbers of survivors. We have to pay attention to the details, because in this case, the number of survivors changes the environment and the equation of what happens."*

He brings that attention to detail to the audio side of the podcast, as well.



▲ We're Alive is the flagship podcast, spawning multiple spin-offs including Lockdown and Goldrush

*"There's one thing I learned about audio from the animation field—when you record everyone separately, the chemistry is not the same. There's a lot of energy mismatches. [With animation,] you sometimes have a visual, so you can make the separate recordings work with the visual as your guide. But with audio, the human ear can so easily detect things that don't match or don't work. So, I wanted to make this as genuine as possible by recording everyone at the same time. This way, all their mics match. The room atmospheres match. You don't have to worry about the echo from one person's room not matching the echo of another person's room, thereby creating a mismatch."*

Because they are able to control these technical aspects, the actors can focus on making the scenes come to life. *"The highly emotional scenes in the series are at that emotional level because the actors are right there with one another, and they have built relationships."*

Even the zombies were painstakingly researched. *"We've meticulously designed each of the zombies. When you hear them calling in the distance, the calls themselves mean something. They are communicating with each other.*

*"Audio is one of the few mediums that don't require sight. With a book or movie, a person has to use his or her eyes. This is the one medium that relies on you as a listener to fill in the blanks. Whatever you 'see' in your mind as you listen, the scariest monster, is the one we've created, which is kind of nice. It becomes like a participatory storytelling device—it's not just what we do, but what the listener puts forward, as well."* ♪



#### Fiction Category Director

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*The Write Inspiration* podcast ▶



# UNDER THE RADAR

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



## CURIOSITY MATTER ANTHOLOGY

When Mark Twain said his famous quote, “*A classic is something that everyone wants to have read and nobody wants to read*,” he definitely wasn’t referring to *Curious Matter Anthology*. (Never mind that Twain is long dead.)

Jonathan Pezza, creator, writer, director, and editor of *Curious Matter Anthology*, has created a fabulous way to experience the classics—by transforming them into a fiction podcast.

(The English major in me is thrilled!)



*Curious Matter Anthology* highlights the works of H.P. Lovecraft (author of *The Alchemist*), Philip K. Dick (*Blade Runner* and *Total Recall* are two films based on his work), Robert Bloch (the writer of *Psycho*), and others.

This is not just a podcast in which famous short stories are simply read. Pezza goes one step further to adapt them for the podcast medium, incorporating sounds, dialogue, music, and more, so they’re closer to an audio drama than a fictional reading. By doing so, he really brings them to life.

In addition, Pezza includes some interesting behind-the-scenes episodes to provide a deeper understanding of how fiction podcasts are created (spoiler: they’re a LOT more complex than an interview/talk-show format).

Check out *Curious Matter Anthology* and see what you think. (Note that most of the stories are spread out over two to three episodes, so make sure to start with the first one.) ☀



# MAGICAL KINGDOM ADVENTURES

## No-Guilt Disney Lovers Unite

One of the benefits of being a category director for *Podcast Magazine* is that we are able to choose the podcasts we feature.

So far, 2020 has been a year of seemingly non-stop global crises and challenges. Personally, I found myself daydreaming about a happier place—Disney’s magical kingdoms—and following stories about the theme park’s plans for re-opening around the globe.

That’s also how I found the *No-Guilt Disney Podcast*, which combines the talents and passions of three women.



At the heart of the podcast is Patty Holiday, who is also the host of the *No-Guilt Fangirls Podcast*. Patty, podcaster, writer, marathoner, and mother, is also a travel agent who specializes in Disney packages.

Theresa Mabe is co-host number two, and she has a passion for Disney and her stuffed, mini traveling companion, Gertie the dinosaur (from the 1914 animated short film by American cartoonist and animator Winsor McCay, and who is of course featured at Disney's Hollywood Studios). In 2014, Theresa was diagnosed with macular degeneration, a nerve disorder that leads to progressive vision loss. She became an advocate for digital accessibility and a blogger about the same topic. She's a big fan of the way Disney is adapting Disney+ content for accessibility.

Jane Mayo is co-host number three. She's been a lifelong fan of Disney and reality television (think *Real Housewives*). She met Patty via an online community for runDisney (the road race division of Disney Sports Enterprises, a unit of Disney Parks). An avid podcast listener, she is also credited with planting the seed for the *No-Guilt Disney Podcast*.

"For me," Jane said, "podcasts are a way to escape and feel connected to people about the things that I love." It makes sense, then, that she went in search of a podcast focused on Disney. When she wasn't able to find one that gave her the "friend-factor feel," she told Patty that she needed to start a podcast.



▲ (from top)  
Patty Holiday,  
Theresa Mabe,  
and Jane Mayo  
are the co-hosts  
of the *No-Guilt*  
*Disney Podcast*

So, Patty started the *No-Guilt Fangirls Podcast*, which is all about entertainment, movies, and television. Having been a follower of Theresa's Gertie the Dinosaur on Twitter, Patty featured Theresa (who quickly became one of her favorite guests) regularly on the show.

Soon, Patty realized that the most popular episodes they published were those centered around Disney-related topics. That's when Patty called Jane to run the

**“For me, podcasts are a way to escape and feel connected to people about the things that I love.”**

—Jane Mayo

idea for the Disney podcast by her, and when Jane was quick to support it, Patty asked her to co-host.

From there, Jane recommended that Theresa (who she had met via the *No-Guilt Fangirls Podcast*), join as another co-host.

Patty recalled, “*It was like dominoes went into effect once we decided we wanted a Disney podcast. We also wanted it to be different... to be our version of what Disney Parks and the experiences there really mean. That meant we for sure weren’t going to do trip reports.*”

Within two months, they launched the *No-Guilt Disney Podcast* and a complementary Facebook group. They were pleasantly surprised when listeners they didn’t know began leaving reviews and asking to join their group.



Jane visits the Jedi exhibit as she looks the part

Theresa said, “*The podcast is working. We have diverse knowledge among the three of us, and that’s something people connect with. It doesn’t matter where they are in their Disney fandom or how much knowledge they have about Disney in general. They can find bits from the three of us that they can connect to.*”

Jane agreed, reiterating, “*I think that’s one of my favorite things about the podcast. We each bring a little different perspective, and we’re each in a different place on our own Disney journeys. There’s so many opportunities for a listener to connect, and I think that that really hits home.*”

Jane is the only host who actually lives near Walt Disney World. In fact, it only takes her eight minutes from leaving her apartment to arrive at Hollywood Studios. Fortunately, as a season passholder, Jane is able to visit the parks whenever the mood strikes.



*"It's convenient for me, and it makes me happy at the end of a bad day. I can go get a Mickey bar or take a walk. Even if it's just being there and listening to the sounds of Disney, for me, there's no greater therapy."*

Patty's last trip to Walt Disney World was in January for a Disney marathon weekend. She was scheduled to return in April for a Star Wars Rebel run, which has since been postponed. Theresa was scheduled to visit the park on the very day WDW closed.

All three ladies eagerly anticipated the re-opening of Walt Disney World in July. For them, the closure necessitated the longest stretch any of them had in getting their Disney "fix."

On a recent episode of their podcast, Patty and Jane shared their experience using the My Disney Experience app to plan their upcoming trip, which included making reservations for the re-opening. Overall, they gave the experience a "thumbs up" despite some technical glitches.

For Theresa, the My Disney Experience app has become an integral part of her visits to the parks.

*"The app has become one of my favorite things. With not being able to see well, the app's screen reader provides all the menu items. Anybody can place an order without that 'I'm-jumping-into-this-and-don't-know-what-to-expect' anxiety. I appreciate that Disney has always been aware of this need for people who are*

## JANE, THERESA & PATTY listen to



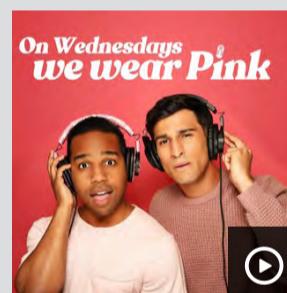
### EVERYTHING ICONIC WITH DANNY PELLEGRINO

This podcast breaks down reality TV and iconic pop culture moments.



### BLIND ABROAD

James Rath, a legally blind filmmaker connects with diverse people from around the world who champion accessibility. It's an exploration of how disabilities intersect with cultures and societies.



### ON WEDNESDAYS WE WEAR PINK

Josiah Rizzo and Benji Jones share a humorous discussion on the impact of pop-culture and the part it plays in defining our generation.

**"It doesn't matter where [fans] are in their Disney fandom or how much knowledge they have about Disney in general. They can find bits from the three of us that they can connect to."**



*visually impaired, and they're inclusive. I think for them, it doesn't matter what your background is or where you're coming from. When you go to Disney, you have an amazing, memorable experience that you can take with you, especially if it's the one and only time you have a chance to go. They want to make sure to provide those memories. And it doesn't matter how exactly you experience it... whether it's the same or different from someone else. They want you to take back that special feeling Disney World gives you."*

Patty, Jane, and Theresa are funny, down-to-earth, and honest in their podcast episodes. They don't all agree on which rides or parks are the "best." Nor will they discuss the Star Wars attraction until Theresa has her own experience—she doesn't want any spoilers!

**"It was like dominoes went into effect once we decided we wanted a Disney podcast. We also wanted it to be different... to be our version of what Disney Parks and the experiences there really mean. That meant we for sure weren't going to do trip reports."**

If you are a Disney lover who is missing the magic of the happiest place on Earth, try this podcast for a walk down memory lane of your first visit to Disney—your inner child will thank you for the experience! ☺



**Society & Culture Category Director**

Gin Keller

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*Embracing Courage*

**Got a Society & Culture Podcast suggestion?**

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# UNDER THE RADAR

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



## SUPERNATURAL WITH ASHLEY FLOWERS



### SUPERNATURAL WITH ASHLEY FLOWERS

Podcast host Ashley Flowers is no stranger to podcasts.

Her first is the highly rated *Crime Junkie* podcast, which makes sense, since she admits being “crime-obsessed since birth.” She is also on the board of directors for Crime Stoppers of Central Indiana.

Her other podcast, *Supernatural*, debuted on March 11, 2020, and at the time of this writing, has nineteen published episodes. It’s part of the Parcast Network, whose website



states, “Most mysteries can be solved by looking at the facts. But sometimes, the facts don’t lead to a logical explanation, and the truth lies somewhere in the unknown.”

This weekly podcast is an X-Files fan’s dream! Episodes are 30-45 minutes long, each presenting a true-crime story with a supernatural twist.

What I enjoyed about the format of the podcast is that the “facts” of the case are presented to the listeners first. It appears that the case can be easily explained or closed. But then, Ashley shares additional information that takes the listener down a completely unforeseen path.

For example, episode one (“The Lead Masks Case”) examines the 1966 deaths of two men wearing masks made of solid lead. On the surface, the facts point to two men who were traveling, robbed, and left for dead on a hillside.

A deeper investigation, though, leads the listener to a true X-Files conclusion! ☺



# 'PRETENDING' TO BE A MARKETING PODCAST:

**Matt Wolfe and Joe Fier Talk About the  
REAL Currencies of Business**

You might assume a podcast called “*The Hustle And Flowchart*” would be about... well, hustling... and flowcharts... and business.

But I’ll let you in on a little secret: it’s only ‘pretending’ to be about business. Really, it’s a self-improvement podcast masquerading as a marketing podcast.

Let’s rewind.

Meet hosts Matt Wolfe (the “Tech Guy”) and Joe Fier (the “Networker”) of Evergreen Profits.

Matt and Joe started podcasting a decade ago with *The Online Income Podcast*. Just a year prior to that, they'd gone full time with their online business.

Their early podcasting studio consisted of a stack of mattresses on the floor as a table and snowball microphones each connected to a separate computer recording individual audio files that had to be edited back together. (Clearly, that was back before podcasting became as easy as it is today.)

Matt brought his introverted tech background in audio engineering to the mix, whereas Joe brought his extroverted networker and connector skills. Together, they 'mind-melded,' combining their areas of genius to create the rapidly growing *Hustle And Flowchart Podcast*.

And from what I can tell, the partnership sure does work. These two guys genuinely like each other and have a blast hosting their podcast together.

From Matt's perspective, "We really feed off each other... and we come at our interview styles from completely different directions. I just don't think either one of us would make content as good on our own as we do when we combine it."

Joe adds, "I like riffing back and forth, throwing the ball back and forth, because you get different perspectives. That's what I love about Matt and me. If you're just one dimensional, one perspective, one sided, you're not going to serve your audience as best you could."

**"We wanted to have cool conversations and 'nerd out' while chatting with smart people."**



In all honesty, for the first seven years, neither Matt nor Joe took their podcasting too seriously. Without systems in place, their episodes popped up sporadically... and they both realized what they were

doing wasn't the most effective way to build a show. So, they hit "pause," set some goals, and created solid systems. And those shifts have resulted in two consistently kick-ass episodes a week ever since.

Their new goal? To have cool conversations and "*nerd out*" while chatting with smart people in their networks, and to share those conversations in a way that could build a platform to intentionally attract a community of business builders.

Traditional monetization strategies have never been top priorities for the pair, because they realized the true value of their podcast was in alternative "currencies":

**Networking:** Their podcast has provided

a "foot in the door" to almost anybody they've wanted to get to know. Quoting Tim Sanders, they explained, "*Your network is your net worth.*"

**Knowledge (aka "Free Consulting"):** When you interview smart people and get to ask whatever questions you want, you're essentially stacking up free consulting sessions from experts who bill thousands of dollars an hour.

**Credibility:** Appearing on camera next to Jay Abraham, Roland Frasier, Rich Schefren, and other business legends instantly created authority for Matt and Joe.

Yes, business is all about generating currency. Sometimes we forget, though, that networking, knowledge, and

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\*Nielsen Q1 2018



**“Your network, your knowledge, your credibility, and your influence are all valuable currencies.”**

credibility are all types of currencies that we can build and exchange later for other currencies in our businesses.

Intentionality around building their network sets Matt and Joe apart. In fact, they're *so* intentional about it that they've got a spreadsheet they call their “Dream 100” list.

It's a list of everyone they could think of who they wanted to connect with and interview on their show. 50% of the people on their list were just one connection away. Most of the others were a few connections away, and a few were more like “moon shots.” What they quickly discovered as they shared their list was that you never know who is connected to who.

Matt and Joe include their “Dream 100” list via Google docs spreadsheet in their email signatures. This way, every time they send an email, the recipient sees that list and has the opportunity to make

introductions and connections. And it works! They're rapidly expanding their network (and their net worth) with their podcast.

As affiliate marketers, the platform Matt and Joe have built allows them to share unbiased recommendations of products, services, books, and more that their community gets excited to check out. This influence is yet another form of currency that pays off in business.

So remember, beyond money, your network, your knowledge, your credibility, and your influence are *all* valuable currencies. The wallets are getting fat for the guys over at *The Hustle And Flowchart Podcast*—and they're quick to share the wealth with their community. ●



#### **Business Category Director**

Michelle Shaeffer

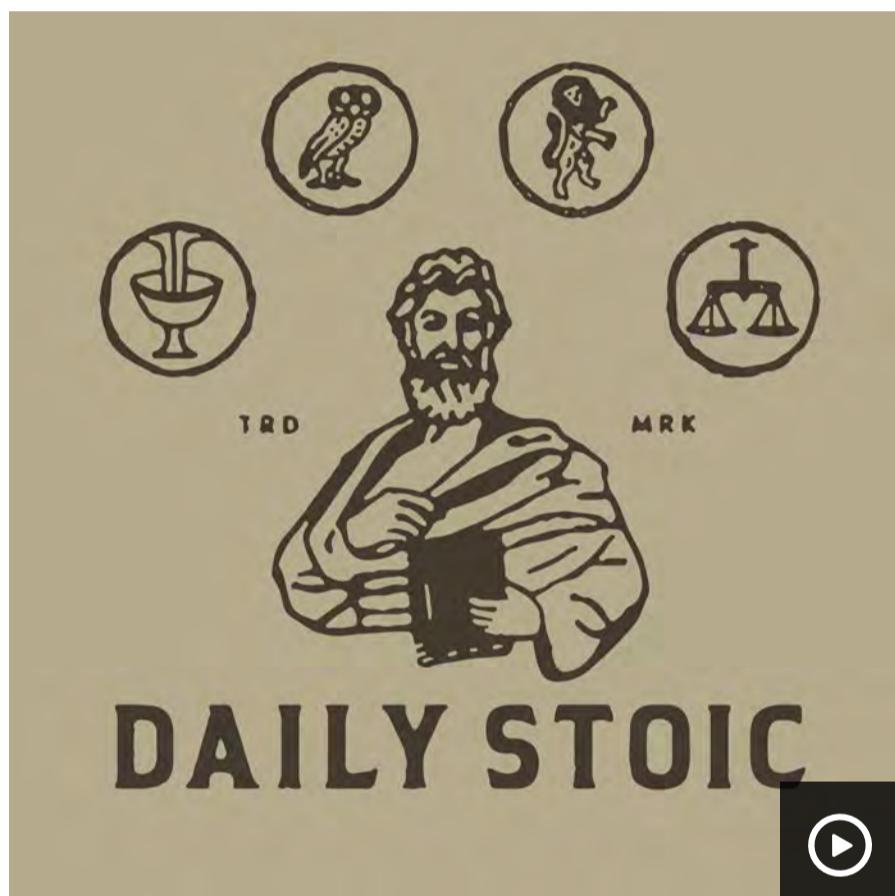
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*The Art of Giving a Damn*



# UNDER THE RADAR

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



## DAILY STOIC: ANCIENT WISDOM FOR EVERYDAY LIFE

*“Would you have a great empire? Rule over yourself.”* —Publius Syrus

If you've felt a little (or a lot) out of control lately, tune into the *Daily Stoic: Ancient Wisdom for Everyday Life* podcast with Ryan Holiday, author of *The Obstacle Is the Way*, among other best-selling books.

This podcast will bring you stillness and peace in a chaotic time, while guiding you to consider the ancient Stoic philosophies.



Featuring short (most are less than five minutes) daily meditations inspired by ancient Stoics around the virtues of courage, justice, wisdom, and temperance, you can fit this podcast into your day no matter how busy you are.

On the weekends, the podcast dives deeper into conversations and interviews with people from all walks of life who've turned to the teachings of Stoicism for guidance.

Instead of avoiding tough topics and conversations, Holiday tackles them head-on with grace and logic rooted in empathy and understanding of human nature.

Here are a few episodes I suggest starting with:

- All You Need Are a Few Small Wins Every Day
- Bring on Your Wrecking Ball
- It's Never a Straight Line

Subscribe to this one and make it part of your daily routine. And don't forget: “MEMENTO MORI”—(Remember That You Will Die)—our time is limited, so live a life of purpose! 🎧



GADGETS, GIZMOS & GEAR

# THE EVOLUTION OF PODCATCHING

## How Many Apps Will You Need?

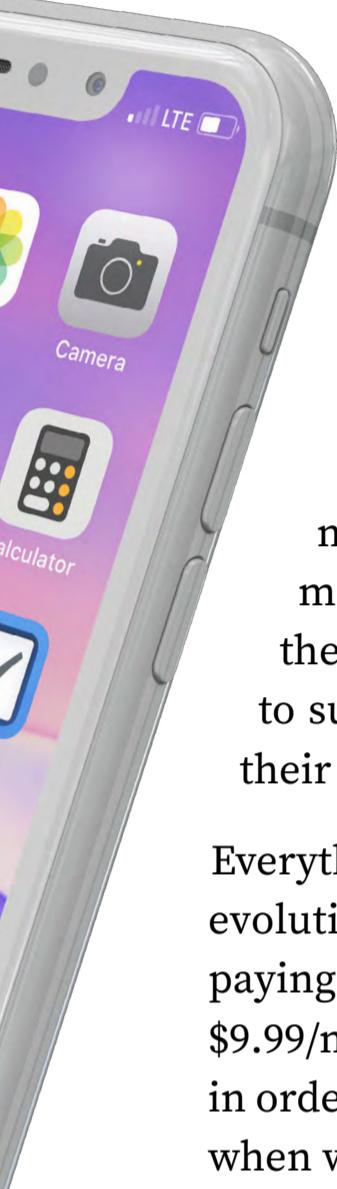
Butchers and bakeries have been around since the beginning. Long before grocery stores, you'd get your meat from the butcher, your bread from the bakery, and your milk from the milkman who showed up at your door. Even markets and grocery stores coming on to the scene didn't mean the end of butchers and bakeries; it just meant they had to have higher standards to compete with convenience.

We all know you can get good bread at the grocery store, but if you want a warm, fresh loaf that will just make your dinner guests cry with joy, you should probably go to the bakery.

Is the reverse happening in the entertainment world?

For a while, every movie or show you'd ever want to watch was on Netflix. Then Amazon came around as a competitor, also offering a bit of everything. There was quite a bit of overlap between the two, but you'd rarely run out of options subscribing to both.





And then Disney decided they wanted a bigger piece of the pie, so they slowly restricted their content to only air on Disney+. Similar to the bakery in the grocery sphere, you now must subscribe to Amazon, Netflix, and Disney+ if you want access to the best animated movies. Rumor has it that Sony may be next to do the same, taking their assets in-house and forcing you to subscribe to another service to see their films.

Everything about these scenarios makes evolutionary sense... unless you're the paying customer. How many services at \$9.99/month will we have to subscribe to in order to have the same options we had when we paid for cable?

Maybe the only thing we need to do is realize that we never *actually* watched 99% of what was available from either place anyway. We actually "self-specialize."

This same evolution is now happening in the Podcast world.

Wondery, the indie podcast producer and network, has launched its own app. We've featured at least five of Wondery's podcasts in the magazine this year and know they put out stellar material. With the app at their fingertips, when a show in their network becomes uber popular, how hard would it be to make it exclusive to the Wondery app?

Doesn't seem too far-fetched after hearing

**Everything  
about these  
scenarios  
makes  
evolutionary  
sense...  
unless you're  
the paying  
customer.**



about Joe Rogan's move to Spotify. Spotify is hoping Joe Rogan's fans don't look for a replacement in the iTunes library, but instead move to Spotify. If Wondery did the same thing—if they took your favorite podcast out of iTunes and moved it exclusively to an app, you'd now have three podcast icons on your phone home page.

The logic totally makes sense. Once a



network gets your attention with one show, they could easily cross-promote other shows and keep you listening longer. That means more exposure for their advertisers and more money to keep creating great shows.

But what if Frito-Lay, Coca-Cola, and Budweiser do the same thing? How many different stores would you choose to go to in order to get the same groceries purchased from one place today?

The good news is, the butchers and bakeries survived. They even took on a much more important role. And we're happy to visit them when our needs require it.

The evolution of podcasting will likely be the same. Specialization will occur. Many more ideas will fail than succeed. And in the end, we'll get exactly what we're

willing to pay for, and advertisers will be in front of the exact audience they need.

Be part of the evolution of podcasting. Provide feedback. Leave reviews. Unsubscribe. And purchase as many podcasting-related things as you can find that make your heart sing.

The fun is just beginning. ●



#### Gadgets, Gizmos & Gear

Dan R Morris

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TracingThePath

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

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# CONFIDENCE AND ENCOURAGEMENT, FOUND:

## ***Dean Olson, StrongWriter On The Radio***

Dean Olson is an award-winning songwriter/producer and host based in Orange County, California.

Since childhood, he has had two driving passions in life: music and radio, both of which he has dreamed about incorporating into his life when he “grew up.”

His third driving passion is his wife, Mona. Ever since meeting her almost 40 years ago, she has fueled and inspired his dreams... which came to include raising

a beautiful family alongside her. That specific dream took precedence over his music, for a while—but once his kids “flew the nest,” his music-related aspirations came knocking on his door again, and refused to go away until he answered.

So he began pursuing that dream of making music again, but found he really needed some help.

As a forty-something newcomer on the scene, he struggled, and wished there



(left) Dean and his wife Mona visiting Disneyland, their “home away from home.” (above) Dean shooting a video in Huntington Beach playing the song “A Boy In Love” about the day he met his wife.

were people on similar paths who could support and cheer him on during his low points.

Fast forward to today. Dean is now the host of *StrongWriter On The Radio*, a podcast that allows him the opportunity to gain knowledge, insights, and inspiration every day from his guests.

Although his podcast features celebrities in the music industry, it's not a celebrity-driven show. However, he realizes that listeners will believe those they've already heard of.

He says, “*It’s like passing down the lessons from the best in the business to the listeners. Having the big names come on the show makes me feel like I can puff out my chest and say, ‘Listen! Because I can bring you somebody who has some real street cred with some great things to tell you.’*”

However, overall, *StrongWriter On The Radio* is about music creators from all walks of life. Dean loves learning from each of his guests, and then passing on their knowledge, advice, experience, and personal stories to his audience.

Now, let's talk about Dean's “special sauce.”

Dean listens to a lot of other music podcasts to learn from those who teach music fundamentals and how to get started in the industry, so he can pass that on to his listeners. But when it comes to his guests, he's more inclined to ask the tough questions to provide a well-rounded conversation. His interest is really in the human element, or the soul of the songwriter.

He explains: “*The soul of the songwriter is more of what’s in your heart. Many of my guests can be moody; they have ups and downs. They can be insecure, and*

*lack confidence... we all get to those low points where, day after day, things are just not happening, and you think, 'I wonder if I need to change my tune' (pun intended).*"

Dean says it's about getting to the core of who they really are. He has his guests go to that "deep place" to capture their vulnerability. He feels doing so helps them, too, by strengthening their soul as they are reminded of who they are. Plus, it helps everyone—himself, his guests, and their listeners—to keep positive when negative things happen. After all, the "If we got through it, anyone can get through it" encouragement goes a long way.

Dean adds, "*Take it from somebody who always had the dream to make music and be on the radio. I'm combining the two, and now, it's wonderful! There are still times when I feel uninspired; I might start the negative self-talk, which is bad for anybody to entertain. But then, I remind myself of who I am. It's like an old cliché I once heard: If you wake up in the morning, and songwriting is what you think about, or music is what you think about, that's your soul speaking to you. This is what you are; this is who you are. You need to constantly be reminded of that, because you could easily forget and get sidetracked with other things that don't really matter.*"

Dean draws from his own show to gain confidence and encouragement, and feels that those are two important factors that he wants to impart to his audience.

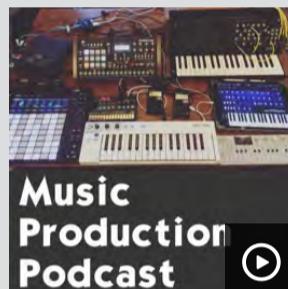
As a host, Dean's goal isn't to teach people himself; he brings on guests who remind

# DEAN listens to



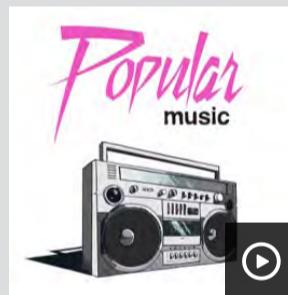
## MUSIC AND THEORY PODCAST

Is it music, or is it theory? Or could it be music theory? Stephen, an accomplished musician, and Mike, not an accomplished musician, talk tunes and other thought-provoking topics.



## MUSIC PRODUCTION PODCAST

An exploration of music production through informal discussions about technique, philosophy, gear, and creativity.



## POPULAR MUSIC: THE PODCAST

Pop music podcast with Analise Nelson and Omar Najam as they take a walk through history highlighting favorite albums.

**"I might start the negative self-talk, which is bad for anybody to entertain. But then, I remind myself of who I am."**

**StrongWriter™**  
On The Radio  
*With Dean Olson*

his listeners of what they probably already know—that they don't want to give up.

*"If someone has a dream to make it big as a singer-songwriter, but starts to feel stuck, my guests will bring in those confidence and encouragement elements. They'll remind that person, 'Hey, you can do it. Don't worry. There's always a path forward, and the sun's gonna come up tomorrow.'"*

Dean's guests all share the same basic message, but in different ways. Each one has a different way of telling his or her story, and it's very inspiring.

*StrongWriter On The Radio* might seem an unusual title for a podcast hosted by someone in music, but it fits Dean's drive to combine his writing skills with his desire to be on the radio.

Speaking to his inspiration, Dean said:

*"One day, it came to me that I want to be*

**"If you wake up in the morning, and songwriting is what you think about, or music is what you think about, that's your soul speaking to you. This is what you are; this is who you are."**

*a strong songwriter. Eventually, it became StrongWriter On The Radio because I finally began following my real dream... I AM the strong writer on the radio! This revelation was a big deal for me, so the name represents the evolution of a man with a dream to not only create music, but to also broadcast on the radio. The show came from those simple desires."*

It may have taken him a while to get here, but Dean lives true to his show's name everyday... and it's safe to say his long-time dream is fulfilled. ☺

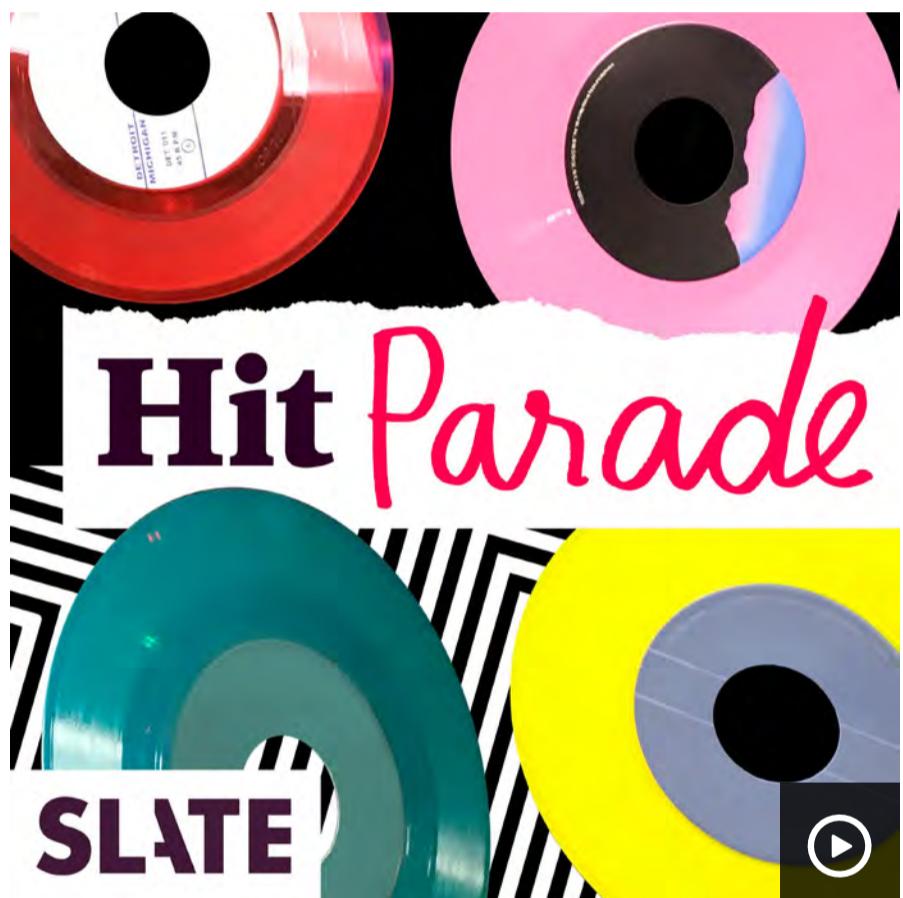


#### Music Category Director

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*Amazing Women And Men Of Power*

# UNDER THE RAJAR

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



## HIT PARADE

What makes a song a smash? Talent? Luck? Timing? All that—and more.

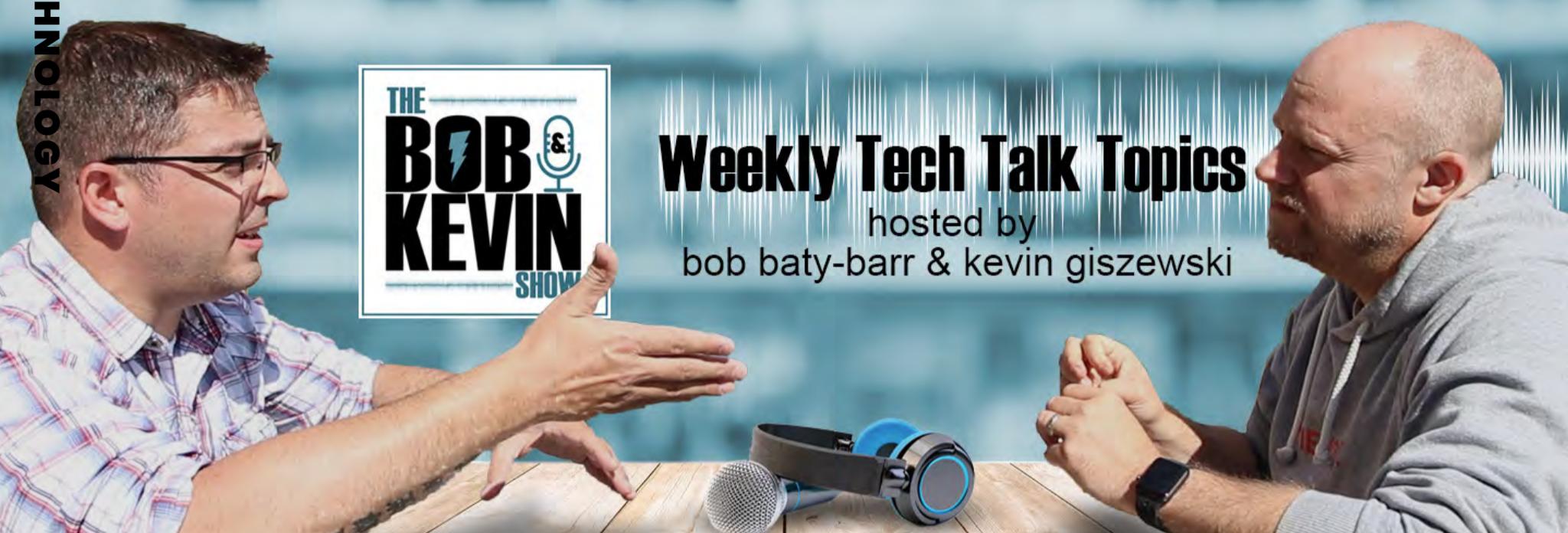
Chris Molanphy, pop-chart analyst and author of *Slate Magazine's Why Is This Song No. 1?* series tells tales from a half-century of chart history. Through storytelling, trivia, and song snippets, Chris dissects how songs you love—or hate—dominated the airwaves, made their way to the top of the charts, and shaped your memories forever.



You'll learn fun facts—like who *actually* originally wrote and performed your favorite song... or where your favorite band made its first appearance. As one reviewer says, "*Every time I listen, I learn something about an area I am well-informed about and it always expands my mind.*"

For example, one episode focuses on how the nickname "Piano Man" stuck with Billy Joel after his first Top 40 hit back in 1974. Although he became famous for playing piano, few of his big hits feature it. It was just a story Joel crafted to stay on top of the charts.

In true reporter style, Chris goes deep into music commentary offering the listener a broad sweep of his knowledge of music. Unfortunately, in the wake of COVID-19, there is now a small fee to access Slate's Full *Hit Parade* episodes. Recent shows offer a three- to seven-minute preview, which leaves this listener wanting more. ☺



## Weekly Tech Talk Topics

hosted by  
bob baty-barr & kevin giszewski

# THE BOB & KEVIN SHOW

Tech, Comedy, and Friendship

I am probably showing my age right now, but as I interviewed Bob Baty-Barr and Kevin Giszewski, the hosts of *The Bob and Kevin Show*, I realized how Carol Burnett must have felt in a skit with Tim Conway and Harvey Korman. Kevin is Tim Conway and Bob is Harvey Korman on their show, and I sat there half the time trying not to burst out laughing.

When Kevin admitted that he will often try to trip Bob up on their unscripted

technology podcast, it was like being on the set of *The Carol Burnett Show*, watching Tim Conway's efforts to make everyone on stage laugh and break character during the live show. I know their podcast is in the Technology category, but I think they could easily fit in Comedy, too!

In addition to classic comedy, I love a good origin story, and this duo has a great one. Not quite on level with Superman,



**“What if we did a show where we ate hot wings and talked tech?”**

Wolverine, or Captain Marvel, but a good one. Two American geeks—one a software engineer, the other a coder who prefers to lead teams of developers—meet at an open-source software conference, Codegarden, in Copenhagen where one, the engineer, begins to wonder if the other is stalking him.

The rest, as they say, is history.

Their very first episode, housed on YouTube, came about after Kevin was driving and had the thought, “What if we did a show where we ate hot wings and talked tech?” So, they did. After a while, they switched to an audio-only podcast using Zencaster. Then, in a never-ending quest to have the best audio possible, they switched to recording the shows locally using their own equipment while talking to each other. They’ve gotten so good at doing the show this way that it now only takes Bob a short time to merge the two individual audio streams into one. While

Bob does the audio engineering, Kevin creates the episode artwork.

Bob and Kevin are family guys at heart who have learned to balance raising kids, working from home, leading teams, and having an addicting podcast where no subject is off limits... except ones they have no interest in. Keeping the show fresh is top-of-mind for them, and once they have been back and forth on Slack and decided on a topic, they block out all conversation about it until show day. Then, the hounds are unleashed, and the conversation goes wherever the questions lead.

A key piece of their strategy to find topics is social media. They look on Twitter for trending topics and differing viewpoints. As Kevin says, they “watch for the Twitter outrage of the hour,” review Techcrunch and other top tech streams, and then pick the topic that “puts [them]selves first.” Yup, them first. Not what you expected



to read, but this is critical to what makes their show intriguing. They have passion for their topics and want every word to be “*authentic, genuine, and unscripted.*”

Remember I said they are family guys? Bob shared that several episodes have come from conversations with their kids. As they were growing up, the kids asked Bob and Kevin, “*Why don’t you leave to go to work like normal dads?*” (Obviously, a pre-Covid conversation. Now, no kid would think it odd for a parent to work from home.) That question led to a great episode about how they each work from home.

Keeping topics “evergreen” is also their mission and makes it interesting to go back and listen to older episodes of the show. Topics may not feel current, yet they manage to stay relevant as the guys pose questions to “*bring to light topics that need to see the light of day*” now and in the future. Not many shows I listen to walk that line of having current and evergreen episodes.

Bob was the quieter of the two during the interview, but is no less passionate about life, their podcast, and their friendship. Living in Boulder, Colorado, he loves to get out with his family and hike in their “backyard”... more commonly called the Rocky Mountain National Park. He used to play guitar, but discovered his son was much better at it, so Bob gave his guitars to him. Kevin spends free time playing guitar in his church worship band and has quite the collection of all types of guitars.

# BOB & KEVIN

## listen to



### THE JOE ROGAN EXPERIENCE

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



### STARDATE: SUPPLEMENTAL

A Star Trek podcast about the ships not named Enterprise, on all the series incarnations, by the Brothers Weems. A comedic take on the other, more explosion-prone ships of the fleet.



### CANDID CONTRIBUTIONS

Podcast for opensource developers by four UK women in the trenches. Not your usual developer podcast.

**“[We] pose questions to bring to light topics that need to see the light of day.”**



Kevin (above left) and Bob talk all things technology news, social media, artificial intelligence, robots and more! Tune in to hear about “Alien Technology” (episode 42), “The Tech of Weed” (episode 52), or “Remote Work” (episode 21—very appropriate for our current state of affairs!).

He would love to be playing some Pink Floyd in a band somewhere, he said, but the church band fulfills his need to play. Guaranteed you will find both Bob and Kevin with their families before and after work is done. They were both quick to point out they have postponed recording shows to spend time with family.

Some of their show titles are not what you would expect from a tech podcast. Take a look at “Suzanne Somers for 500 Please,” “Black Mirror Season 6,” and “Even Assault Vape Pen Ban,” and you will instantly know what I mean. Others are a slightly different spin on the traditional tech: “The Tech of Weed,” “Speedboats vs Aircraft Carriers,” and “Social Media and Your Mental Health.” When I asked why the sometimes-obscure names, Bob and Kevin said the titles all come from comments made during the episode. What does that mean for listeners? A treasure

hunt. You never know what nuggets lurk behind the titles, so just have fun and click on whichever one intrigues you most.

My biggest takeaway from interviewing Bob and Kevin, and from listening to their show, is that these two hosts are family men first and friends and geeks forever. Not a bad combination for a podcast. ☺



#### Technology Category Director

Laura Steward

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*It's All About the Questions* ⓘ

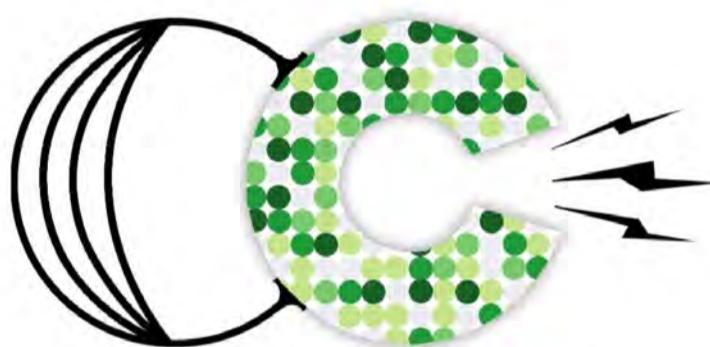
**Got a Technology Podcast suggestion?**

**Let us know! >**



# UNDER THE RADAR

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



## CANDID contributions



### CANDID CONTRIBUTIONS

Expect insight, ideas, and idle chatter about the opensource software community from four U.K. developers: Lotte Pitcher, Carole Logan, Laura Weatherhead, and Emma Burstow.

I've always wondered what it is that makes some of the brightest minds in software development come together to create and share software that is changing the world, and this show gives glimpses.



The hosts are just starting out with their podcast and have refreshing voices. They are still finding their way, but each episode shows improvement in quality and content over the previous. You do not often get to hear female voices on tech podcasts, and this one has four—all in the trenches doing the work they talk about. A gem in the making.

You can't really get an idea what an episode is about from the title, as they consist of one word, like “Empathy” and “Remote,” yet I think that reflects the personalities of the hosts which are really beginning to shine through. I especially like the episode titled “Yes.” These engaging hosts share stories about how they had to learn to say “yes” to presented opportunities rather than think they don’t have the skills.

I look forward to seeing where this show goes and will be watching, rather listening, because I think one day soon, I will be doing a feature on them. ●

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THE PROFESSIONAL PODCASTER

IS SPOTIFY BECOMING



THE LEADER IN  
PODCASTING?

There's a new podcast champion coming to town to knock Apple off its throne.

It seems inevitable at this point that Spotify will dominate the podcasting world in the months, if not years, to come.

Podcasts are becoming extremely popular in the mainstream, and there is some very big investment money being thrown around. Because of this, podcasting is most likely going to change for everyone involved: listeners and hosts.

Spotify is heavily going after Apple to become the leading podcast platform, investing massively in this space by acquiring podcasting powerhouses Anchor and Gimlet Media for \$340M. They are rumored to have paid Joe Rogan at least \$100M for a limited-time exclusive contract (the most popular podcast on the planet). They're also launching tons of exclusive shows, including one that will pay Kim Kardashian to host it, and more.

And they're effectively tempting listeners away from Apple and other platforms.

The stats don't lie—month after month, Spotify is gaining listenership not just from Apple, but from other platforms worldwide. Millions of listeners are moving to Spotify to listen to Joe Rogan's podcast alone, so it's likely their other deals will pan out very well, too.

Our own podcast, *The Hustle And Flowchart*, has seen our Spotify listeners double in numbers in each of the last three months.

## The stats don't lie—month after month, Spotify is gaining listenership not just from Apple, but from other platforms worldwide.



Quite possibly, Spotify is becoming the Netflix of podcasts.

So, why is this all important?

Let's break down the five ways that Spotify is changing the look of the podcasting world, and what it means for you:

### **Joe Rogan & Other Exclusives**

Just a couple of months back, Joe Rogan announced his plans to move his podcast to Spotify exclusively for a period of time. Besides the rumored \$100M he receives, Joe will still retain the rights and creative freedom in his show. To listen or watch his podcast, you'll soon need to use the Spotify app only—no other player (like



Apple Podcasts or YouTube) will have access to it.

Spotify is partnering with other celebrities, like Kim Kardashian, to run their podcasts, and their new exclusive shows will also likely draw listeners in.

It will be interesting to watch how this changes listening behavior and Spotify's growth. Joe Rogan's show alone accounts for more than 200 million monthly listens and views. That's a whole bunch of people who will be migrating to the Spotify platform.

Will you, as well?

## Video Streaming

It was recently announced that Spotify will be coming out with video streaming on their platforms. That means, soon, you'll be able to watch some of your favorite podcasts and music videos *right in the app*.

Apparently, you'll also be able to switch between audio and video versions of content on the fly. So if you're in your car, you'll listen to audio. But if you're at home and want to sit back, relax, and watch your show, you'll simply flip to the video version.

Now, Spotify can compete with YouTube and possibly Netflix. There's a lot of work to be done to get there, I'm sure, but Spotify is definitely shaking things up.

## Taking Over the World

Apple has long been the leading podcast platform, but those days are dwindling.



Voxnest's "The State of the Podcast Universe" report said, "Looking at growth percentages, during the first five months of the year in the US, Spotify saw an increase in listens by 32 percent, where Apple only saw a 13 percent increase. From a global perspective, they made even more significant progress by increasing total podcast listens by 51 percent compared to Apple's 20 percent."

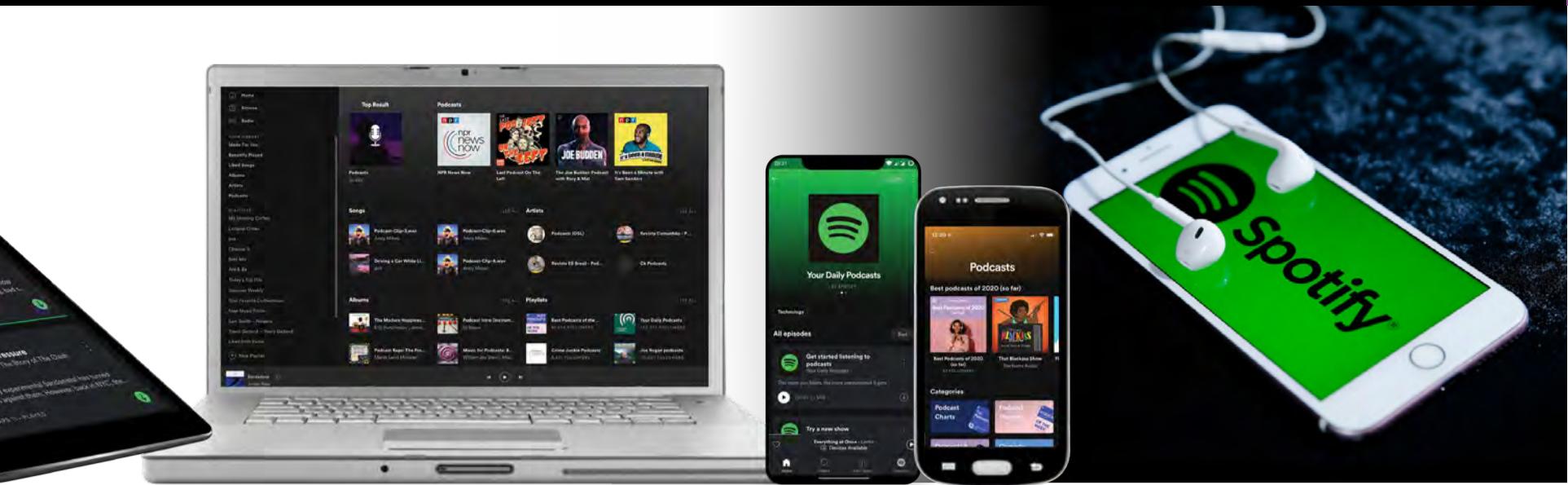
Spotify hasn't captured the majority of the US-listener base yet, but it does have the majority in California, New York, and New Jersey.

Look out for more podcasters shouting out "Spotify" as the place to follow them and listen to their episodes. Based on these numbers, you're likely about to hear many callouts to Spotify over other platforms going forward.

## Spotify Ads

Spotify's somewhat new advertising platform now includes the targeting of podcast audiences. This gives anyone the ability to run ads to listeners (users with the free plan of Spotify) during podcasts.

Do you know how Facebook makes the majority of their money? You probably



guessed it—through their ads. This is the same type of profit center Spotify wants to capitalize on. It's a fairly simple ad platform compared to Facebook's at this point, but it'll likely keep evolving.

This could be a great place for businesses to advertise to relevant podcast listeners. It's worth a test!

## Podcast Charts

Another recent addition are the podcast charts in Spotify—a simpler version than Apple's. When podcasters refer to “ranks” or “charts,” they are typically referring to the charts on Apple that rank podcasts in various categories and criteria.

With the addition of such charts in Spotify, shows have a better chance of getting discovered on their platform. Podcasters will want to take full advantage of the charts to get more listeners. Likely, there will also be strategies podcasters can use to climb the ranks... similar to SEO and Google rankings.

It's a great win-win here, and another attractive feature in Spotify that will help podcast listeners find new shows they're interested in while growing the listener base of podcasts.

## What Do You Think?

All in all, Spotify is showing some serious commitment to becoming the absolute leader in the podcasting space.

They've got it all covered: from owning the production and distribution systems (Anchor and Gimlet) to investing in partnerships with influencers to bring in new users (Joe Rogan and others) to building a platform that will house audio and video experiences that's unmatched (video streaming, etc.), to a solid monetization model to support it all (free with ads or subscription).

As a podcast listener, podcast host, or anyone in between, make sure to keep your eyes on the powerhouse that is Spotify. ☺



### The Professional Podcaster

Matt Wolfe & Joe Fier

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*Hustle and Flowchart*

### Sources:

[Voxnest. 2020 Mid-Year Preview: The State of the Podcast Universe](#)

[The Motley Fool. Is Spotify the Next Netflix?](#)

[Forbes. Joe Rogan Takes \\$100 Million To Move Podcast To Spotify, Drops Apple, YouTube](#)

INTERVIEW

SPORTS



# LAURA WILKINSON

Diving into Inspiration



As children, we grow up hearing stories about heroes. Whether in our own family lineage, in magazines, or on the television screen, every generation has been inspired by heroes.

Some of those heroes dedicate their lives and passion to sports—like Olympic gold medalist Laura Wilkinson.

Born in Houston, Texas, Laura fell in love with gymnastics after seeing Mary Lou Retton achieve incredible feats. *"I was about 13 when I saw Mary Lou Retton do that perfect 10 vault. I realized I was not going to be at that level in gymnastics,"* Laura recalled.

So, Laura began exploring other sports, and after much trial and error, found her way to the water. Her experience in gymnastics helped her advance quickly as a swimmer. However, she was kicked off her high school swim team nine months later for being *"too old."*

The next year, Laura made the U.S. National Team, won her first U.S. National title, and earned a bronze medal at the World Cup. Talk about proving the doubters and naysayers wrong!

At the age of 22, Laura became the only American diver to ever win a gold medal at the renowned Goodwill Games. The following year, in 1999, she won her second NCAA Division 1 title, and decided to leave her college scholarship behind to return home and pursue her Olympic dream.

Achieve it, she did. In the Sydney 2000 Olympics, Laura jumped from eighth place over five final-round dives to become the first U.S. woman in 36 years to win platform gold—with a shattered foot.

From there, Laura decided it was time to follow another dream—that of becoming a mom. While raising four children, she also remained part of the diving sport from 2012 through 2016 by serving as NBC Olympic commentary correspondence.

**PURSUIT OF GOLD**  
WITH LAURA WILKINSON

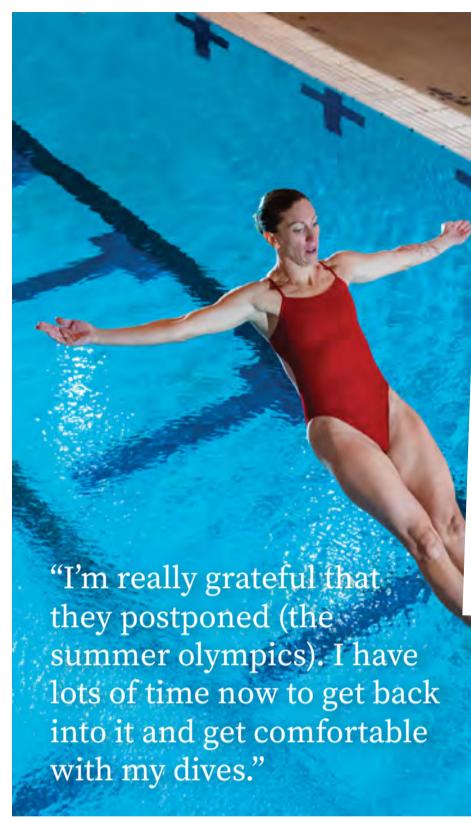
It was in 2016 that Laura returned to the water. *"For an hour every day, I just started playing in the pool for some mommy time,"* she said. And it was as if she had never left her water "home." With the support of her coach, she placed second at nationals in 2017.

Her comeback continued for a year, until degenerating discs required surgery to avoid looming risks.

Despite the obstacles Laura has encountered—from the high school swim team debacle to her physical injuries—nothing has stopped her. Her strong mindset after surgery had her back in the pool training by spring of 2019.

Due to the pandemic, Laura has had to get creative while everything is on hold. The upside—even her kids have been bitten by the athletic bug!

*"I borrowed some mats from our gym,"* Laura said. *"I'd be up in the game room trying to do my little (zoom) workout with*



*"I'm really grateful that they postponed (the summer olympics). I have lots of time now to get back into it and get comfortable with my dives."*

*the Olympic diving team, and my kids would be crawling all over me and trying to jump into the workout."* Her oldest daughter (nine) is following closely in her mom's path, having taken up diving a few years ago, and Laura's children continue to be hugely supportive of her and her career.

Despite the ongoing restrictions of the pandemic, Laura remains busy and active, explaining that she *"like[s] to pave new roads."* She is working on a book and has launched her very own podcast!

It's called, *Pursuit of Gold*, and in it, Laura sits down with people throughout the Olympian spectrum to help the next generation of (and existing) athletes. ●



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*The Neil Haley Show* ▶

# UNDER THE RAJAR

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



## THE ART OF WRESTLING WITH COLT CABANA

Throughout his career, Colt Cabana has proven that funny equals money in the world of professional wrestling.

Nineteen years since his wrestling debut, Cabana has been successful balancing comedic and technical wrestling in WWE, Ring of Honor, and the fairly new All Elite Wrestling. As a commentator, he has a gift for bringing any match to life. And now, Colt has taken his talents into the world of podcasting.



In *The Art of Wrestling*, he sits down with fellow wrestlers to showcase the down-to-earth challenges, growing pains, and triumphs they face doing what they love most. Colt continuously pushes the envelope to cover all aspects within the world of wrestling with humor. With guests like CM Punk, Matt Cross, Shawn Spears (formerly Tye Dillinger), Warhorse, and Edge among others, Cabana leaves no stone or topic unturned. He and his guests are unapologetically brash, but no doubt make the industry a better place.

Topics range from general conversations with friends and documenting travel to his current "Quarantine Series." He keeps things fascinating yet also fresh.

You can find "TAOW" podcast on Soundcloud, as well as older episodes on Cabana's Patreon ([patreon.com/ColtCabana](https://patreon.com/ColtCabana)). ●

# HEATHER BROOKER

## Blazing Trails in Hollywood



It all began with Heather Brooker's desire to connect with other parents and moms in the entertainment industry.

Wife to her husband Chris, mom to their seven-year-old child actor, Channing, and an actor herself, she wanted to find a creative outlet to connect with other moms.

*"When you're a mom or parent in the entertainment industry, you don't get to go to an office and work nine to five. You don't get to swap stories and commiserate with other parents. It's just not like that."*

A lover of podcasts, Heather realized she could start one of her own to nurture that need for connection she (and surely other parents in the industry) felt.

*"I figured, I'll just set up my microphone, invite somebody over, have a cup of coffee or glass of wine, and talk about what it's like to be parents. We could even chat about our favorite movies and TV shows—what we're watching as actors. We*

really get excited about that sort of thing! And it just grew from there," Heather said.

From launching *Motherhood in Hollywood* five years ago, to booking guests, editing the episodes, building the website, creating social media, and show promotion and publicity, Heather does it all.

*"As a mom in Hollywood, my goal was to show that not everybody in Hollywood is A-list. You know, gorgeous, red-carpet ready, the 'perfect' mom. We're just ordinary, average people who have a passion for acting, performing, and telling stories. And we also love our families. So, I wanted to show how it is possible to be a parent, have a family, and pursue your dreams in an industry that isn't always family friendly."*

When Heather, a big-time goal setter, puts her mind to something, she makes it happen.

*"When I moved out to LA, I joined The Groundlings and started performing improv and sketch comedy all over town. And I got an agent, because one of the things I wanted to do was to be on The Office. Within two years of moving here, I booked my first episode on that show, and then, I booked appearances on Grey's Anatomy and Private Practice, too."*

In addition to acting, Heather said, "I also have a job. I'm a reporter for NBC in Los Angeles. That really came out of creating my podcast."

Wondering how? When *Motherhood in Hollywood* started gaining traction on social media (complete with her then two-year-old daughter's voice in the intro), it really resonated with those around her... like her news director when she was a writer and people from NBC.

*"Many years ago, I traveled all over the world using my journalism degree as a reporter. I went to Africa, the Middle East, Europe, and all over the United States, as well. Telling stories and being a reporter is*

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[ads@podcastmagazine.com](mailto:ads@podcastmagazine.com)



Heather is the entertainment reporter for NBC Los Angeles and covers red carpet events like the Academy Awards.

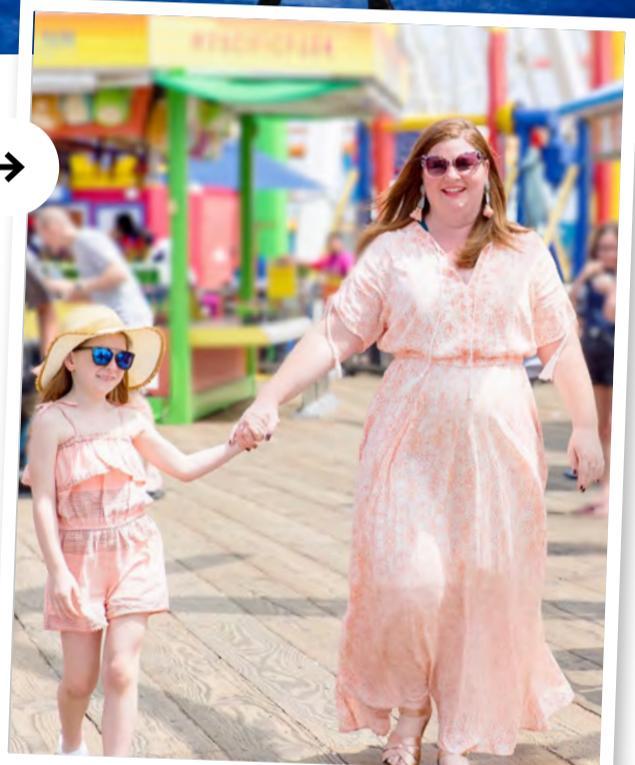
*great, and I really missed the element of making people laugh... of being silly. Now, as a news reporter on crime, I can't really do that. It's not really appropriate. So, I decided to let reporting take a backseat, and I became a news writer."*

All of this led to the creation of a new position specifically for Heather at the network, and she became NBC's first-ever digital entertainment reporter. Since then, she's carved out a whole niche.

*"I was the first person in the LA market to be a digital entertainer and reporter, and definitely the first at NBC LA to do it. Now, I've made it my own, and I still have Motherhood in Hollywood! I feel fortunate to have carved out this path for myself, so I can remain in the entertainment industry. Thankfully, I still get to tell stories, share my personality with people, and make people laugh. I can still talk about movies and TV shows, and bring joy to others."*



● Making Kelly Clarkson and Pitbull laugh at what was probably a very corny joke, while attending a special event for the movie *Ugly Dolls*.



Heather and daughter Channing share events and places to visit in Southern California and beyond on her podcasts and social media platforms.

*It's challenging to get a steady job doing anything in the entertainment industry, so I feel very lucky."*

*Motherhood in Hollywood* has grown leaps and bounds since Heather first hooked up a mic to her mac computer, opened up Garage Band, and started texting people to ask if they wanted to "come over and hang out" to record episodes.



## motherhoodinhollywood

I'M NOT A PERFECT MOM, BUT I CAN PLAY ONE ON TV!



Now, about 200 shows later, she has an impressive five-star Apple rating, and gets pitches from publicists pretty regularly.

*“They’ll say, ‘I have this client who is a perfect fit for your show,’” Heather said, “And I get to decide if I feel it’s a good fit.”*

Heather was quick to point out that despite the name of her podcast, it is *not* just a show for moms.

*“It’s about my story and my journey, and the stories of the cool and interesting people I get to connect with and talk to. It’s really more about entertainment rather than solely parenting; it’s definitely more of an entertainment-driven show.”*

Finally, when it comes to the power of podcasting, Heather has a message to you, my dear reader:

*“The thing I love most about podcasting is that you have control. My show is mine.”*

**“Podcasting is very empowering. I cannot reiterate that enough to anybody who is thinking about starting a podcast. Just start.”**

*So often in Hollywood, we don’t have any control. So much is up to somebody else to decide—when we speak, what we say, what we get paid, etc. I love the fact that I’m in charge of Motherhood in Hollywood. I decide when I tape my show, who I talk to, and what we talk about... podcasting is very empowering. I cannot reiterate that enough to anybody who is thinking about starting a podcast. Just start.”* ●



### TV & Film Category Director

Rob Actis

tvandfilm@podcastmagazine.com

*Living the Law of Action Show*

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

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# UNDER THE RADAR

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



## THE HOLLYWOOD INTERVIEW

If you like classic Hollywood history, may I present to you... *The Hollywood Interview* podcast! Host and producer Alex Simon has interviewed over 600 pretty big names in cinema over his 20-year career to date.

*The Hollywood Interview* is an audio experience built around interviews with the greatest and most influential moviemakers of our time. You will realize you are in for a cinematic treat from the very beginning as you are drawn in to reminisce about fantastic



films. This is your chance to listen in to the stories and life experiences of awesome directors and actors spanning their careers.

What makes this podcast unique and fun to listen to is that Alex has taken his print interviews from over the years and recreated them with professional voice actors.

He brings the interviews to life with the dynamic inclusion of audio from the actual movies to celebrate the art of filmmaking.

The first six episodes feature interviews with Sidney Lumet, Lauren Bacall, Patrick Swayze, Dennis Hopper (in two parts, because Dennis is just that cool) and Helen Mirren.

Even though it is a pretty new podcast on the scene, the reviews provide well-earned and deserved praise. If this is just the beginning, I am looking forward to seeing how the show matures over time. ☀



# RAISING THE BAR WORLDWIDE

## Get the Podcasting Drinks In!

The podcast world can be a small one. This was very clear as soon as I began speaking with Chris Menning in Bangkok, who I quickly discovered was originally from the same area of England as myself. This international medium really connects us all!

Chris is the host of *On The Back Bar*, a podcast featuring interviews with

industry leaders and experts in the world of bartending, cocktails, wine, and spirits.

*“Podcasts have been my favorite route to education,”* Chris said. *“I love listening to them. A lot of my background in hospitality over the last 10 years involves talking to amazing people all around the world. Whether they’re champagne producers or world leaders in the bar*

*trade, every time I heard their stories, I thought, ‘Wow... this is incredible; more people need to hear this.’ When I started my show, I don’t think there was much going for podcasts in the drinks industry.”*

What started as a passion project is now a key piece of Chris’s business ventures. I love the fact that his podcast is very niched, and figured that was strategic to avoid getting lost in the sea of podcasts out there.

“100%,” Chris confirmed. “*You definitely need to niche down, and bartending is a very niched and a tight network already. I have evolved to talk about more topics, but all within the bar industry.*”

I was curious about his route into the industry.

“*I kind of fell into food and drink. It all started with my working in a student bar, pulling pints. That grew into working in Michelin-starred restaurants and high-end hotels around the world.*”

However, after a decade in the industry, Chris wanted to shift from the long hours he put in to the more social aspect. He wanted to do something more, but still remain in the community.

“*At my last place of work, they had to close the restaurant for four months of refurbishment. Luckily, they gave us half pay. I did what I think most people would do—bought a one-way ticket to Asia!*”

Chris realized Bangkok was where he wanted to be, and he has lived there for

**“Podcasts have been my favorite route to education.”**



two years now. He runs a website called Gastronomer Lifestyle, and *On The Back Bar* is an offshoot of that. He also creates city guides recommending the best places in the world to eat and drink. He explained:

*"I still wanted to be a voice and continue to connect with people in hospitality. It has been a way for the bar community here in Asia to connect with the Western world."*

I wondered about Chris's biggest surprise and challenge in his relatively short podcasting journey.

*"At first, I thought no one would listen! But it's grown better than I anticipated. A lot of the people I contacted for interviews were so up for it and open. I think podcasting is a fantastic way to open doors. The greatest benefit for me has really been connecting with industry leaders I have looked up to throughout my career who I can now call 'friends.'"*

As far as challenges go, Chris says it's sometimes difficult connecting with people in different time zones. Some of his interviews have been at 4:00 am! It was actually 11:00 pm for Chris when we spoke.

So, where does he see podcasting, and specifically, his podcast going in the near future?

*"I do a weekly show right now, and I plan to start doing more non-interview-based shows. I just took over running a cocktail bar here, and I'm designing a whole new*

# CHRIS

listens to



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## THE SIDE HUSTLE SHOW

The ideas, actions, and results you need to start and grow a successful business.



## EATER'S DIGEST

Everything you need to know about the world of food each week.

**"The greatest benefit [of podcasting] for me has really been connecting with industry leaders I have looked up to throughout my career who I can now call 'friends.'"**



*cocktail menu and beverage program. I'd love to document all of that... my process, how I do it, and what inspires me," he shared.*

Monetization comes via sponsorship from his Gastronomer Lifestyle website. He is also creating "The Blue Plate Awards" to celebrate the best places to eat and drink in Asia.

To wrap up our chat, I had to ask for a good cocktail recommendation for our readers.

*"I'm really into flavor manipulations and infusions, which you can do a lot of at home. 'Fat Washing,' for example. Get some coconut oil, melt it, mix it with vodka or gin, and leave it in a container for about six hours. You then put it in the freezer, and the fat solidifies, but the alcohol doesn't. So can you strain the alcohol off and keep all that coconut flavor. This is perfect for coconut martinis! You can do peanut butter and bourbon and olive oil and vodka, too. There are lots of*

*different routes to take. Come to my bar and I'll sort you one out," he invited.*

Cheers to that (as the world seems to be opening up again), and cheers to Chris's already successful podcasting journey!

The world of cocktails has become one of the most exciting and innovative industries there is, and it's time we learned more about it. ☀



#### **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 RICH ROLL PODCAST

With over 75 million downloads, this is one of the world's top podcasts.

Host Rich Roll is an ultra-endurance athlete and author of *Finding Ultra*—a book about his journey to becoming one of the world's fittest men. The podcast picks up where his book finished and could never go. Having written *Awaken Your Alpha* and using podcasting as a tool for future book research myself, I can definitely relate to that.

I have not been a long-time listener, but



I can say Rich is a thoughtful and curious interviewer who brings on fascinating guests. Browsing the thousands of reviews, I can see that listeners have been tuning in for years.

However, there are recent mentions of a change in the “vibe” of the show. The common issue in many of the reviews relate to Rich’s “extreme” views and volume of advertising, sponsorship, and selling within the shows.

You can't blame the guy for making a living, but going too far will put many a listener off and keeps this review from being five stars. Hey, with a podcast of this size and success, you're bound to get some criticism, right? It seems most listeners love the roots of this podcast, and don't want it to stray too far from its origins!

You have built something great over the last eight years, Rich. Great work! ☺



# POP-UPS PODCASTS: ON-DEMAND NEWS

## NPR *Coronavirus Daily* Pivots to *Consider This*

The word “pivot” became a buzz word in the early days of Covid-19, and the Coronavirus is still a hot topic during the summer of 2020.

On June 29, NPR (National Public Radio) pivoted to launch a new daily news podcast called *Consider This*, which is rebranded from *Coronavirus Daily*—a news podcast launched March 18 to cover the pandemic—that appears to have waning interest with news podcast listeners.

In the afternoon time slot, *Consider This* is the counterpart to *UP First*, the morning news podcast. *Consider This* has close ties to *All Things Considered*, including the four hosts.

Neal Carruth, Senior Director of on-demand news programming at NPR told Caroline Crampton of Niemanlab.org that *Coronavirus Daily* was up and on air only six days after it was approved. In six weeks, its audience grew by more than 56 percent.

*“We’re pretty confident that Coronavirus Daily was both the fastest launch in NPR history and the fastest-growth audience of any podcast,”* said Neal Carruth.

NPR is developing more short-form news podcast content as it rapidly responds to news events and trends. Current podcasts include: *Up First*, *The Indicator from Planet Money*, *Shortwave*, *NPR Politics*, and *Life Kit*. Carruth said many news producers are

responding to news trends with pop-up podcasts to cover hot news topics like the 2019 Impeachment Hearings.

According to Carruth, the idea behind *Up First* and *Consider This* is to broaden the story lines and coverage for listeners. He explained how the shows will cover a broad spectrum of stories, including debates over race and policing, the presidential election, and other timely news topics.

Pop-up podcasts will continue to make up part of the podcast landscape as news trends occur. In 2020, listeners can expect more social, cultural, and economic news-based podcasts, as well.

## A Closer Look at Some of NPR's News Podcasts

### ***Up First***

NPR's *Up First* features the news you need to start your day. It highlights the three biggest stories of the day, with reporting and analysis from NPR News *in 10 minutes*. This show is available weekdays at 6:00 a.m. ET, and is hosted by Rachel Martin, Noel King, David Greene, and Steve Inskeep. Now, it's also available on Saturdays at 8:00 a.m. ET, with hosts

Lulu Garcia-Navarro and Scott Simon. Subscribe and listen; then, support your local NPR station at [donate.npr.org](https://donate.npr.org).

### ***All Things Considered***

Make sense of the day. Every weekday afternoon, Kelly McEvers and hosts Ailsa Chang, Audie Cornish, Mary Louise Kelly, and Ari Shapiro present you with the major stories of the day *in less than 15 minutes*, while featuring the reporting and storytelling resources of NPR.

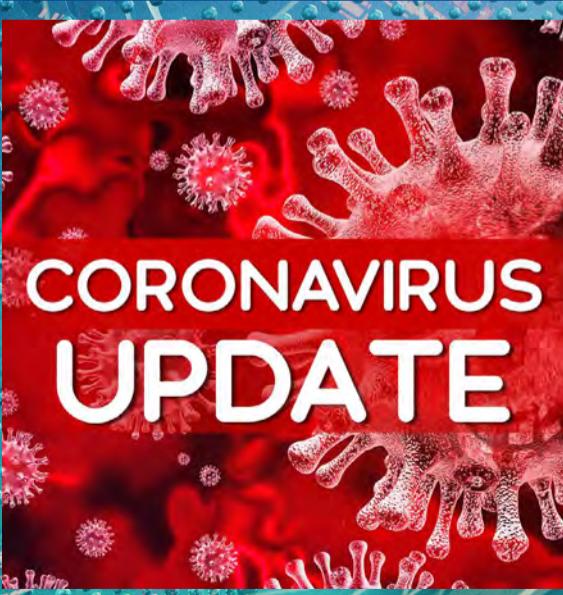
### ***Rough Translation***

How are the things we're talking about here in the U.S. being discussed elsewhere in the world? Gregory Warner follows familiar conversations into unfamiliar territory. At a time when the world seems small, but it's as hard as ever to escape our echo chambers, *Rough Translation* takes you places.

### ***The NPR Politics Podcast***

Every weekday afternoon, NPR's best political reporters explain the big news coming out of Washington and the campaign trail. They don't just tell you what happened... they tell you why it matters.





## Coronavirus Pop-up Podcasts

### ***Coronavirus Daily***

A podcast hosted by Mike Simpson and Charles Feldman for KNX Newsradio focused on daily news about the global Coronavirus pandemic.

### ***Coronavirus: Fact vs Fiction***

A CNN podcast hosted by Dr. Sanjay Gupta covering the latest news about the coronavirus from experts to help families stay healthy.

### ***Bringing America Back: What You Need to Know***

An ABC podcast hosted by Aaron Katersky providing news updates specific to the U.S. with both medical and economic news. Featuring Dr. Jennifer Ashton, who answers viewer questions.

### ***Coronavirus Global Update***

A daily roundup on the spread of coronavirus from BBC World Service.



#### **News Category Director**

Tami Patzer

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*Women Innovators*

**Got a News Podcast  
suggestion?**

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# UNDER THE RADAR

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



## APPLE NEWS TODAY

Just like a sweet McIntosh, *Apple News Today* is brand new and shiny.

This daily news show just dropped off the tree on July 15, 2020. Hosted by two journalists, former WNYC hosts Shumita Basu and Duarte Geraldino, the show runs Monday through Friday and is considered a news "brief," with episodes coming in under 10 minutes.

*Apple News Today* is up against popular players like NPR and *The New York Times*, whose podcast *The Daily* recently hit a billion downloads.



*Apple News Today* is also creating audio versions of print stories and featuring them on their subscription service, Apple News+. This news is important, because audio is becoming more popular as an increasing number of people tune in to podcasts.

Local news is going to get some attention, too. Apple editors are curating news in major U.S. cities including Houston, Los Angeles, New York, and San Francisco.

This podcast is quickly becoming a boon to local news lovers who are now able to listen to local news narrated by pros and curated by local journalists. This development is vital to renewing local news, which has been somewhat difficult over the last 15 years as local media struggled to serve their communities in the new media space.

On the International front, Apple News+ is also featuring French language audio newspaper coverage in Canada. 🎧



# RELATIONSHIPS, RESOURCES, RESULTS, AND BALANCE...

## How Do You Define Yourself?

Are you a high-performing male entrepreneur?

Do you have your priorities in order?

If you've been wondering how in the world you'll ever balance your business with your family life, you need to listen to Jon Vroman's *The Front Row Dad Podcast*.

Jon has been sharing the valuable lessons he's learned about winning as a dad and husband while balancing a thriving career with dozens of high-profile audiences. In fact, I met him at the Gobundance mastermind years ago in Lake Tahoe, where he was a keynote speaker. He fascinated me, because he was so focused on being the best dad possible... and business came after that.

At that time, I wasn't that guy. I was very success driven. My wife and I had just had our daughter a month before, and I

couldn't wrap my head around how I was going to prioritize my time and balance everything. I was actually experiencing a lot of anxiety as I tried to figure out how to be a great dad, a great husband, and a great business owner, while still juggling everything else in my life.

I knew I needed the right mentors—men who were my age that I could model. After I heard Jon speak, I just had to listen to his podcast.

Fast forward to today. With everything I've learned along the way, I share a similar passion for helping men to be evolved, educated, and empowered to live the life of their dreams without any restrictions.

Jon is open about his journey, too. "*Prior to having kids*," he said, "*I was reading personal growth books and was already*



**"I didn't start the show because I have all the answers and wanted to tell everybody what to do. I started the show because I wanted answers."**





## TEDxTraverseCity

John Vroman enjoying every minute of his TED Talk as the audience soaks up his great info.

*absolutely committed to being the best dad on the planet when I became a father.”*

The true test came when his first son was born. Jon was in the early stages of his business as a speaker, coach, and author. He thought to himself, “*My son’s a newborn; he doesn’t really know how hard I’m working. Besides, I’m doing this for my family.*” Jon kept thinking that if he worked hard enough, he would eventually have the financial freedom and free time to be the amazing dad and husband he always wanted to be.

Many entrepreneurs will tell you they don’t even notice the years flying by. And, if you’re like Jon, you’re moving from strength to strength in your business, saying “yes” to every opportunity because, after all, how can you say “no” after working so hard and sacrificing so much?

Before Jon knew it, in the blink of an eye, his son was six years old.

Suddenly, it dawned on him that if he didn’t make a change, he would be the guy

**“Everybody has some genius that we can highlight.”**

who gets to the end of his life and says, “*Well, I built this great business, but I was an absent father and a terrible husband.*” In that moment, he knew that his role as a father was more than just paying bills and providing for the future.

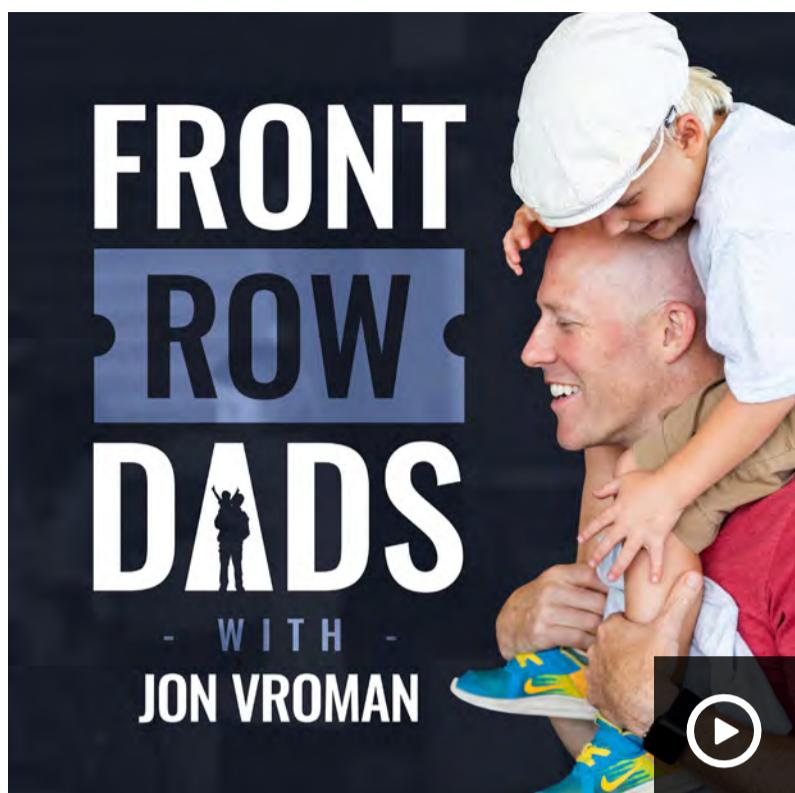
The time to step up was now.

He hosted a three-day event and invited 30 men. The only rule was that no business talk was allowed. “*We just talked about fatherhood,*” he recalled. Their conversation also turned to the concept of needing to be a great husband in order to be a great dad. Other related topics came up, too, and Jon realized that, “*We all had masterminds for our businesses, but we didn’t have one for our family life.*”

And just like that, *The Front Row Dad Podcast* was born.

Jon figured out why entrepreneurial men like him tend to give their best hours to their business: because it’s easy! Oops, the cat’s out of the bag, now.

Men hide at work. It’s true! It’s much easier to be the boss in the workplace than it is to get your children to do what you want them to do. Parenting can be difficult, especially if you haven’t been educated about it. That’s why his podcast means so much to Jon and to his listeners.



The world of podcasting is the perfect fit for Jon's personality because of his natural curiosity and fascination with people's different approaches to life. Even after 180 episodes, he is still fired up about the unique wisdom each guest brings.

He points to two guests in particular who had a profound impact on him: Jim Dethmer, who talked about "Being Present with Your Wife and Kids," and Dr. Zach Bush, whom Jon refers to as one of his "favorite human beings on the planet."

Dr. Bush has impressive medical credentials, but what really stands out for Jon is this doctor's spiritual connection to the world. He emphasizes the importance of taking care of the earth and our bodies, and living healthy, regenerative lives.

Jon strongly believes that great dads don't only take care of their kids; they take care of *all* the kids in the neighborhood, and they care about our global community—for this generation and generations to come.

Jon's mission is to bring this kind of wisdom to the world. He humbly says, "*I'm a dad who's just trying to figure out a thing or two. Everybody has some genius that we can highlight.*"

This philosophy reflects the proven *Front Row Dad* system—the engine that makes everything work. It is built on the concept that relationships are important, and within relationships, you'll find the resources. Then, when you apply those resources, you'll get a result. You assess whether the result is the one you want, and if it isn't, you go back to the drawing board.

Jon says, "*Each person I meet has been put on my path for a reason. It only takes one resource or question or suggestion to get a result and change the game.*"

Viewing himself as a work in progress, he says, "*I didn't start the show because I have all the answers and wanted to tell everybody what to do. I started the show because I wanted answers.*"

*The Front Row Dad Podcast* touches lives in a powerful way thanks to Jon's conviction that we need to put time and energy into our families. If you feel the same, take a listen. You'll be glad you did. ☀



#### Kids & Family Category Director

Ian R. Lobas

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*Men on Purpose Podcast* ▶



# UNDER THE RADAR

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



## THE HOLDERNESS FAMILY PODCAST

When was the last time you and your family had a bucketload of fun? I'm telling you, when you watch *The Holderness Family Podcast*, you'll wish they were a part of your own family! These guys are freakin' hilarious, but what really got me hooked is that they are warm, kind, and as authentic as they come.

Dad Penn and mom Kim have so much fun making music videos with their kids—they



clearly don't take themselves too seriously. The best part is the kids have a say as the family solves challenges together and creates song parodies about them. Penn and Kim are constantly empowering their children to make choices for the family, giving them room to fail and grow, which I love.

I first became aware of the Holderness Family when I saw one of their viral FB videos about Christmas jammies, which now has over 17M views! It's these song parodies that have earned the family a massive following on Facebook and 546,000 subscribers on YouTube, with anywhere between 50,000 and 17 million views per video.

In contrast, their podcast is severely underrated with only about 1,200 reviews. It's like none other and deserves just as much attention as their videos. Do yourself a favor—stop watching Netflix, and spend some time with the Holderness Family. You'll have a blast! ☺



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# OFF THE CHARTS

PODCAST MAGAZINE's Top Podcast Picks Of The Month

AUGUST 2020

## ARTS



### CRAFTLIT

Hosted by: Heather Ordover

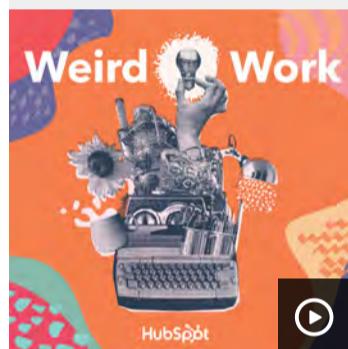
No time to pick up a book? Not anymore! This weekly annotated audiobook podcast presents curated classic literature in a serialized format. Host Heather Ordover "teaches to the joke" by filling in any relevant tidbits before listening to the next chapter of the book.

## BUSINESS

### WEIRD WORK

Hosted by: Sam Balter

Unemployable? Not cut out for the 9 to 5? Let *Weird Work* blow your mind with the options available to follow your passion and make a living. It's a fascinating collection of business success stories that are weird, wild, and wacky.



## COMEDY



### CALL HER DADDY

Hosted by: Barstool Sports

Follow along Alex Cooper and the Daddy Gang as they exploit the details of their lives, making you feel a hell of a lot better about yours. Relationships, sex, social scenes, embarrassing moments, and more.

## EDUCATION

### ACHIEVE YOUR GOALS WITH HAL ELROD

Hosted by: Hal Elrod

A weekly podcast dedicated to empowering and equipping you with practical advice and strategies to achieve your goals and dreams.

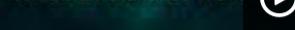


## FICTION



### FAR-FETCHED STORIES

BIWEEKLY FANTASY FICTION



### FAR-FETCHED STORIES

Hosted by: R.E.M. Verberg

An ancient being who almost destroyed the world is now helping the humans rebuild it—but when he runs out of options to save the people he loves, can he keep his destructive powers in check?

## GOVERNMENT



### THE BUSINESS OF GOVERNMENT HOUR

Hosted by: Michael Keegan

*The Business of Government Hour* features a conversation about management with a government executive who is changing the way government does business.

## HEALTH & FITNESS

### MI LIVE

Hosted by: Jay Woith and Brad Dieter

A very new daily nutrition talk show that answers the most important nutrition questions and offers real talk with no fluff while giving you the scoop on nutrition and fitness.



## HISTORY



### GHOST TOWN

Hosted by: Jason Horton & Rebecca Leib

Take a trip to haunted hotels, abandoned malls, deserted amusement parks, paranormal experiences, infamous true crimes, and weird historical and cultural events.

## KIDS & FAMILY

### THE PAST & THE CURIOUS

Hosted by: Mick Sullivan

A history podcast for kids! We love to share the stories of spies, funny foods, George Washington's foibles, early advancements in cartooning and ballooning, and much more!



## LEISURE



### HOME SCHOOL'D

Hosted by: Tracy Pendergast and Aaron Ramsey

Giving you the knowledge to help you to turn your house into the home of your dreams.

# OFF THE CHARTS

PODCAST MAGAZINE's Top Podcast Picks Of The Month

AUGUST 2020

## MUSIC



### THE MUSIC PODCAST FOR KIDS! ↗

Hosted by: Mr. Henry and Mr. Fite

*The Music Podcast for Kids* is a fun and educational podcast and a great way to get in a music class even when they're not in school. There's something new to learn with every episode.

## NEWS

### TODAY, EXPLAINED ↵

Hosted by: Sean Rameswaram

News comes at you fast. *Today, Explained* is your all killer, no filler, Monday to Friday news explainer hosted by Sean Rameswaram and featuring the finest reporters.

Mon  
Tue  
Wed  
**Today Explained**  
Thu  
Fri

## RELIGION & SPIRITUALITY



### WISDOM-TREK ↩

Hosted by:  
H. Guthrie Chamberlain, III

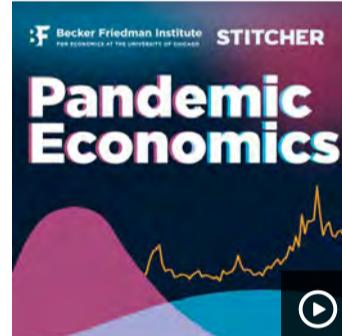
Audio journal-style podcast with short, valuable daily episodes that help you pursue a life of wisdom, discipline, and insight that creates a lasting legacy.

## SCIENCE

### PANDEMIC ECONOMICS ↵

Hosted by: Tess Vigeland and Eduardo Porter

Insights from top economists to help you navigate the economic impact of the COVID-19 crisis. Topics range from global trade to the changing meaning of work.



## SOCIETY AND CULTURE



### RED TABLE TALK ↗

Hosted by: Jada Pinkett-Smith, Willow Smith, and Adrienne Banfield Norris

Inspired by their Facebook Watch show, three generations of women openly and candidly discuss topics of interest. Listeners are invited to join the intimate conversations around the table.

## SPORTS



### ALL THE SMOKE ↗

Hosted by: Matt Barnes and Stephen Jackson

Known as fiery, intense competitors during their on-court careers, Matt Barnes and Stephen Jackson now serve as mentors to numerous players throughout the league within the NBA. They dish on the latest news and drama from on and off the court.

## TECHNOLOGY

### PAUL'S SECURITY WEEKLY ↵

Hosted by: Paul Asadourian, Larry Pesce, Jeff Man, Joff Thyer, Lee Neely, Doug White, and Tyler Robinson

Interviews with folks in the security community, technical segments, and security news. The topics vary greatly between episodes.



## TRUE CRIME



### CANADIAN TRUE CRIME ↩

Hosted by: Kristi Lee

Stories of some of the most heinous, controversial, heartbreaking, and thought-provoking true crime cases, told by an Australian living in Canada.

## TV & FILM

### THE McMILLIONS PODCAST ↵

Hosted by: James Lee Hernandez and Brian Lazarte

This show takes you even deeper into the story of the fraud ring that rigged the results of the McDonald's Monopoly game and how the FBI tracked them down.



## EDITOR'S PICK



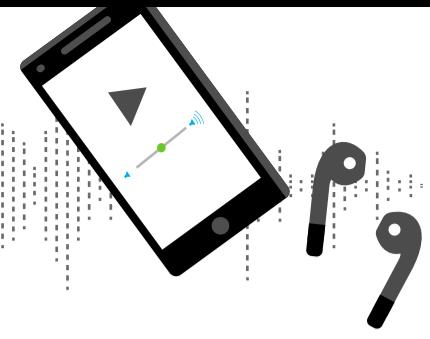
### DIVINE SEXUALITY ↗

Hosted by: Victoria Vives Khuong

*Divine Sexuality* provides a framework from which women can talk about and resolve emotional issues related to body image issues, unresolved trauma, and negative conditioning.

# IN YOUR EARS

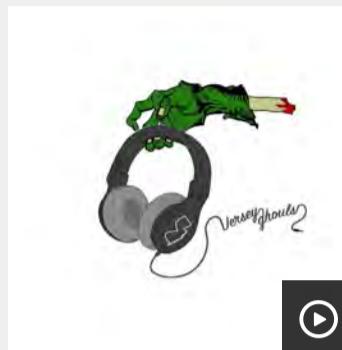
Your 'buds' will thank you for introducing them to these shows



## DATES & MATES WITH DAMONA HOFFMAN

**Hosted by:** Damona Hoffman

Confused about dating today? Crave insight on your relationship? Certified Dating Coach & TV Personality Damona Hoffman demystifies modern love with celebrities and experts in dating, marriage, breakups and hookups. You will laugh, you will cry, and you will believe in love again.



## JERSEY GHOULS

**Hosted by:** Jacki Giorgianni and Marissa Pona

*Jersey Ghouls* is a horror film and culture podcast straight out of the Garden State. Jacki is the fangirl and lover of all things 80's horror, while Marissa is the feminist who enjoys the academics side of things. Together they share laughs and plenty of hot takes.



## BEYOND 8 FIGURES

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

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

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# NEW PODS ON THE BLOCK.

Check out these awesome, brand new pods... and be sure to show 'em some Rating, Reviewing, Subscribing & Downloading love!



## UNLOCKING US ↗

Hosted by: Brené Brown

The podcast debuted in March and quickly became a top-rated show in Society & Culture.



## MUSIC FOOTBALL & FATHERHOOD ↗

Hosted by: Sébastien Lefebvre and Patrick Langlois

Guitarist Lefebvre and journalist Langlois offer listeners a glimpse into the lives of the hosts.

## STRAIGHT UP ➤

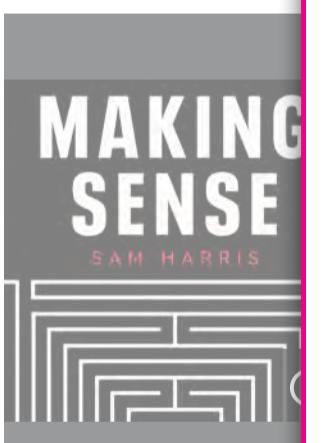
Hosted by: Trent S.

Former NFL wide receiver and internationally successful motivational speaker with over 12 million followers on social media brings his perspective and honest perspective on the truth you need if it's hard to take.

## GET THE WORD OUT

**Have you launched a new podcast in the last 60 days?**

We can help you get the word out to our 24,000+ subscribers with a listing in our new feature section



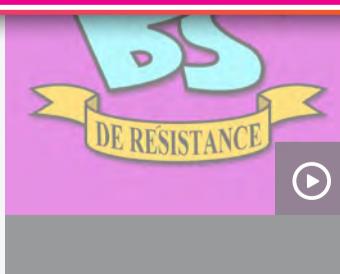
# NEW PODS ON THE BLOCK.

## BS DE RESISTANCE

Hosted by: Lyssa C. and Dale Leopold

Irreverent, fast-paced, and deliciously immersive anti-Trump political satire following a Texas mom and her precocious four-year-old as they're drawn in to a struggle with the Deep State and its enemies.

Contact us at [ads@podcastmagazine.com](mailto:ads@podcastmagazine.com)



According to *The Guardian*, this is “*a podcast about the internet*” that is actually an unfailingly original exploration of modern life and how to survive it.”



# PODCAST™ 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.

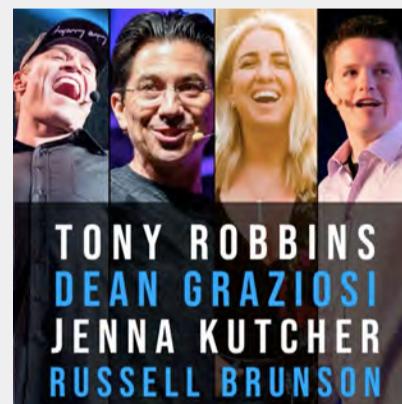
[Click for more information »](#)

**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 »](#)



**TONY ROBBINS  
DEAN GRAZIOSI  
JENNA KUTCHER  
RUSSELL BRUNSON**

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.  
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**Sendible**

**Sendible** is a great tool for managing your social media platforms. It allows for scheduling of posts and a good number of connected services compared to most others. Affordable pricing.

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PODCAST™  
MAGAZINE

# HOT 50

AUGUST 2020

This month's Top 50 podcasts as determined by podcast fans. Vote at [PodcastMagazine.com/Hot50](https://PodcastMagazine.com/Hot50) »

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)	THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
1	1	THE UPSIDE Callie & Jeff Dauler	26	6	TRACE EVIDENCE Steven Pacheco
2	41	THANK GOD CANCER SAVED OUR DIVORCE Denny, Amanda, Jamie & Brandon	27	32	ARMCHAIR EXPERT Dax Shepard
3	15	CERTIFIED MAMA'S BOY Steve Kramer & Nancy	28	35	WHAT'S YOUR SPAGHETTI POLICY Alex & Jacob
4	7	BIG MAD TRUE CRIME Heather Ashley	29	38	SUBLIME TRUE CRIME Dan & Elaine
5	4	CRIME JUNKIE Ashley Flowers & Brit Peawat	30	-	THE WEDNESDAY PULL LIST! Lex & Simon
6	-	JONES.SHOW: THOUGHT-FULL CONVERSATION Randall Kenneth Jones	31	13	GET NOTICED Teia Acker
7	3	MURDER, MYTH & MYSTERY Sara, Erik & Mary	32	47	HUDDLE UP WITH GUS Gus Frerotte
8	42	THE REAL QUEENS OF QUEENS Cathy & Fran	33	-	IT TAKES GRIT Rebecca Louise
9	23	COLOR ME DEAD Angel & Nikki	34	10	LYFE ALIGNED PODCAST Crystal Holloway
10	-	REAL LIFE REAL CRIME Woody Overton	35	-	NETWORKWISE PRESENTS: CONVERSATIONS WITH CONNORS Adam Connors
11	31	THE AMAZING WORLD OF TALKIN SHIZ CJ & Mattx	36	-	NEXT ON THE TEE Chris Mascaro
12	12	UNPREDICTABLY US PODCAST Athena Manuma & Kristy Ferrier	37	8	SMALL TOWN MURDER James Pietragallo & Jimmy Whisman
13	-	SO WIZARD PODCAST Markellus, Aubrey & Joey	38	-	EPIC FILM GUYS Epic Film Guys
14	-	NETWORKWISE PRESENTS: WHO'S WHO IN HR Adam Connors	39	-	FEARLESSLY FACING FIFTY Amy Schmidt
15	-	THE NAUGHTY WORDS PODCAST Chris & Car	40	18	MORBID: A TRUE CRIME PODCAST Alaina & Ash
16	25	STRANGER DAMIES Mark Myers	41	-	WTFAMICOM: A GAMING PODCAST Dan & Nick
17	-	ON SECOND WATCH Tim, Chris, Dana & Spaz	42	-	OFFICE LADIES Jenna Fischer & Angela Kinsey
18	26	THEY CALLED THIS A MOVIE The Main Damie	43	46	EAST COAST AVENGERS East Coast Avengers
19	-	SYLVIA & ME Sylvia Beckerman	44	34	SWORD AND SCALE Mike Boudet
20	-	3 SPOOKED GIRLS Jessica & Tara	45	-	THE BASEMENT SURGE John & Frank
21	-	RED HANDED Hannah McGuire & Suruthi Bala	46	-	THE WILDER RIDE Alan Sanders & Walt Murray
22	-	CREepy CAFFEINE Whitney Robinson & Danielle Trujillo	47	-	ASSORTED GOODS Dan Felton
23	-	SATURDAY MORNING REWIND Tim Nydell, Gary Lane & Jacob Ruble	48	-	BRING THE MIO Sami, Heather, Des & Leti
24	49	THE MAN CAVE CHRONICLES Elias Giannakopoulos	49	-	CREWS & CLOUT Bryant Crews & Nick Clout
25	-	HOLOSKY Steve & Kyle	50	17	CRIMELAPSE TRUE CRIME Eileen & Charlie

# OUTRO

## A FINAL THOUGHT FROM THE EDITOR

We sincerely hope you enjoyed this month's issue!

Next month, we feature the man many credit with helping the medium of podcasting shift from that of being a "cottage industry for hobbyists" to a mainstream audio platform that rivals traditional broadcasting options and allows anyone with a mission and message to attract listeners from across the globe.

Yup... we sit down with the one, and only, John Lee Dumas of *Entrepreneurs On Fire*. John is largely recognized as the creator of the daily podcast, a lifestyle pioneer who singlehandedly led more entrepreneurs to Puerto Rico than anyone else, the originator of fully transparent monthly income reports, unparalleled mentor to tens of thousands of podcasters via Podcasters' Paradise, creator of detailed online trainings, inspiring keynote presenter, and much more.

If you think you know John, you'll be in for a pleasant surprise as he reveals a deeply personal story he has seldom shared before.

This interview, plus the all-new **Podcast Magazine Hot 50** (vote [HERE](#) – [www.PodcastMagazine.com/hot50](http://www.PodcastMagazine.com/hot50) – for your favorite podcasts), our monthly 'Under The Radar' and 'OverRated' reviews, candid interviews with today's leading podcasters, and much more... all coming at ya next month in our biggest issue yet.

Until then... listen on!



STEVE OLNSHER

@ThePodcastMag