

# PODCAST MAGAZINE™

BEYOND THE MICROPHONE

## ROMAN MARS

DIVES INTO THE DEPTHS OF DESIGN

## MURDER, MYTH, & MYSTERY

GETTING YOU INTO THE HALLOWEEN SPIRIT

## TECH YOU SHOULD KNOW'S

# KIM

# KOMANDO

IS IN COMMAND OF THE MICROPHONE

## THE BEST

## HORROR & CRIME PODCASTS

## MELVIN BENSON CONNECTING CHRISTIANS WITH THE CINEMA

## THE VAULT OF HORROR

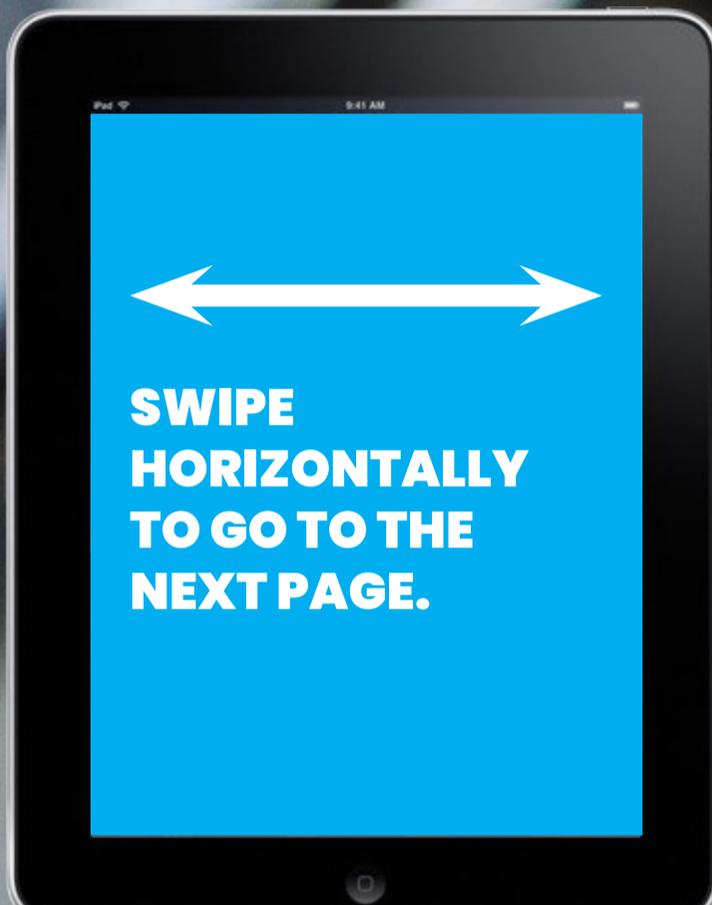
A MODERN-DAY  
TALES FROM  
THE CRYPT





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FEATURE

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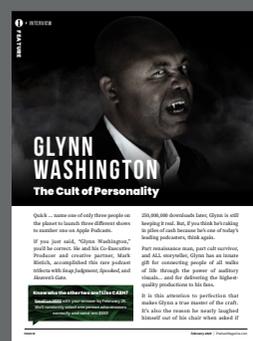


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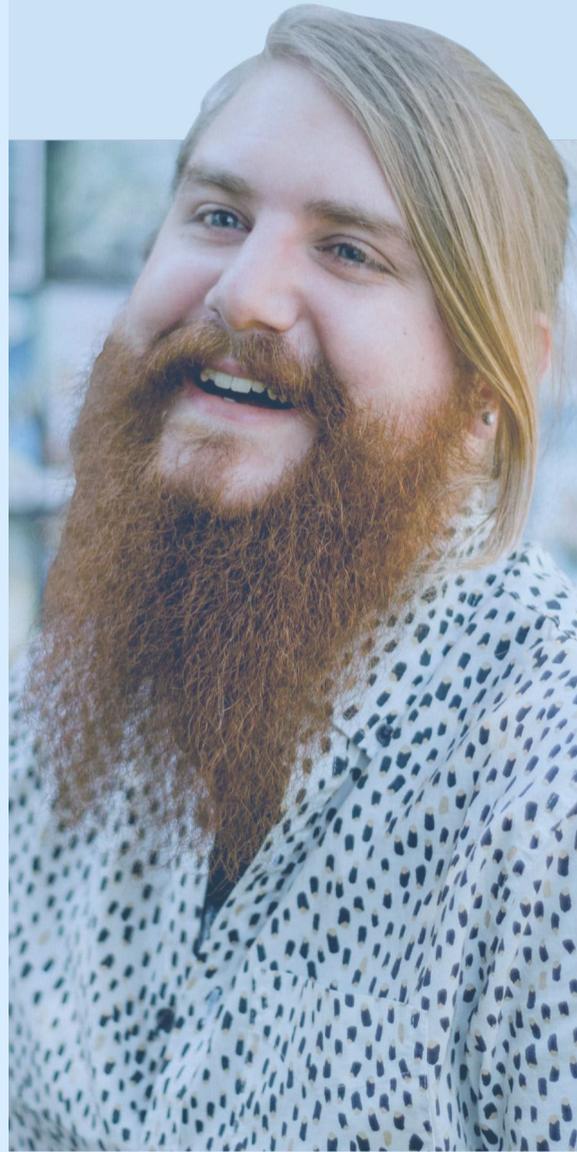
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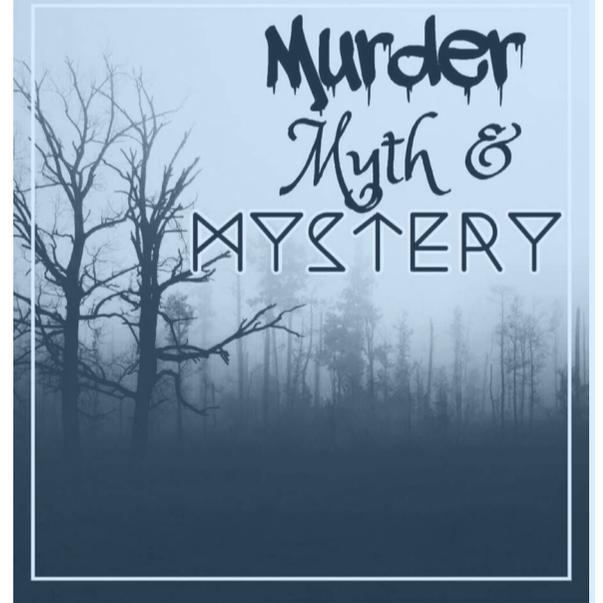
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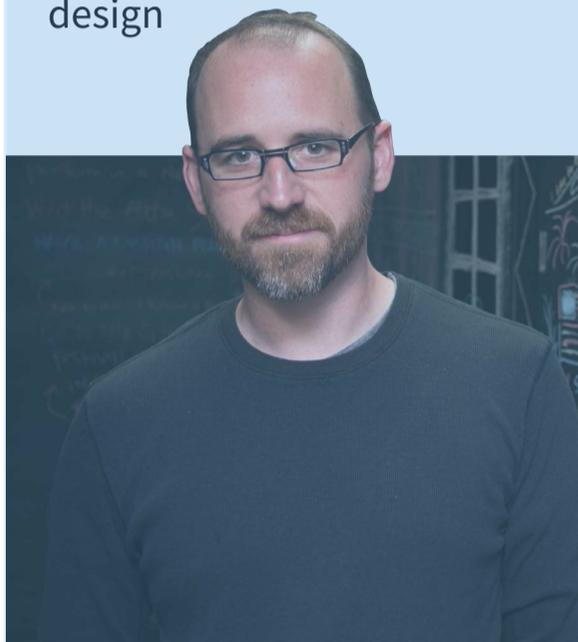
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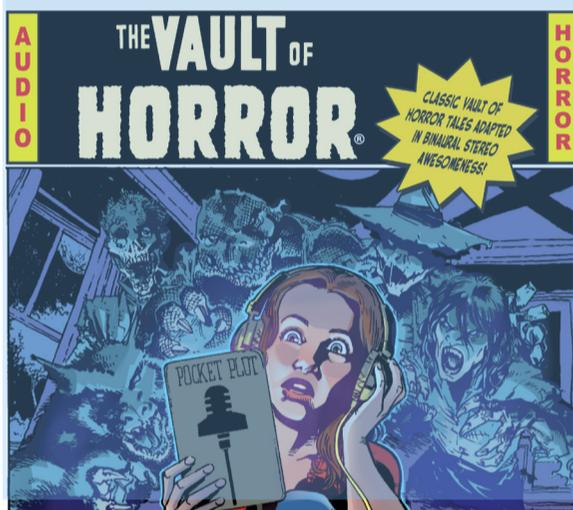
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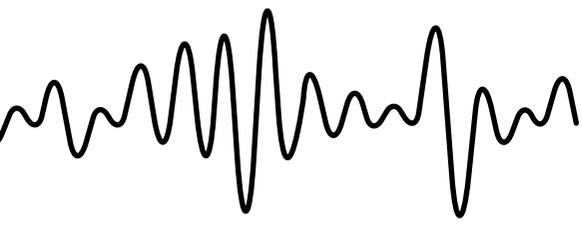
Our look at new technologies, platforms, products and tools that impact podcast culture

### THE PROFESSIONAL PODCASTER

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

### PODCAST MAGAZINE'S HOT 50

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



# FROM THE EDITOR



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

As a 30+ year entrepreneur, I have been fortunate to experience life's incredible sweetness and, conversely, the trials and tribulations that accompany entering into 'battle' on a daily basis.

Over the years, my entrepreneurial fire has evolved into an obsession to study the successful and, subsequently, help others become crystal clear on who they are, why they're here, and how they can monetize and share their singular Gift with the world.

When I'm interviewed, I'm often asked about my personal mantras—the 'codes' I live by that guide me along my path and empower me to set deep anchors into my soul, so I remain on course no matter the obstacles thrown in my direction.

Given the challenges many are facing during these unprecedented times, I felt the timing was appropriate to share these strategies. If you're facing uncertainty, are in a general state of apprehension, or simply want to keep the fire burning in your soul to help those you are most compelled to serve, my hope is that by implementing these tactics, you'll not only reach your desired destination with courage and conviction, but that you'll enjoy each step along your personal journey.

Here are the three mantras I am committed to living by:

**1) Live life like a sniper.**

This requires you to discover your *WHAT*—that is, the ONE thing you were born to do (I share the exact steps for discovering your *WHAT* in my *New York Times* bestselling book, *What Is Your WHAT? Discover The ONE Amazing Thing You Were Born To Do*. Grab a FREE copy of the entire book [HERE: www.WhatIsYourWHAT.com](http://www.WhatIsYourWHAT.com)).

Far too many deny themselves, and the world, their unique Gift, because they allow fear to dictate their existence. The successful understand that their *WHAT* is always bigger than their “but”—the excuses so many set in their own way—and have a clear understanding of their personal G.P.S. (Gifted Path to Success).

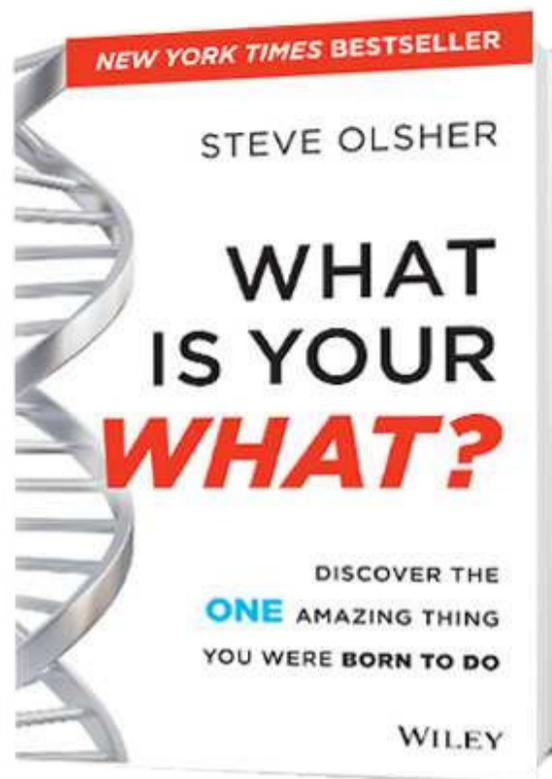
Developing your personal G.P.S. requires you to understand what your core Gift is, the primary Vehicle you will use to share your Gift with the world, and the People you are most compelled to serve.

With your G.P.S. in hand, you will be able to operate with a sniper-like focus as you bring your goals, desires, dreams, and objectives to fruition.

**2) Avoid operating like a windsock.**

It is commonplace to allow the whims of others to dictate the quality of your life (on BOTH personal and professional levels).

When something ‘good’ happens, such as closing a large deal, having someone accept an invitation to a date, receiving



a lovely text, etc., people tend to ‘blow to the right,’ and everything is peachy.

When something ‘bad’ happens, though, such as a large deal failing to close, someone denying an invitation to a date, receiving a not-so-nice text, etc., they ‘blow to the left’ and find themselves in a funk or depression.

Learning to set deep anchors into your soul and maintain balance, consistency, and a warrior-like dedication to persevere regardless of outside influences allows you to own your power and base your self-worth on intrinsic qualities instead of outside triggers.



**3) Dare to be a creator.**

It is incredibly easy to be a critic and, for many, overwhelmingly difficult or unappealing to be a creator. Human beings are natural-born creators. When

we deny ourselves, and others, the Gift of our creation, both suffer.

When was the last time you put something forth for the world to judge not because you had to, but because you wanted to? For most, it was a long, long time ago.

I challenge you to become a creator. Dare to be polarizing. Let people line up on the side of either loving your creations or not. Regardless of which side they fall on, they darn well better know you were here.

Remember, we are all just blips in time within a constantly transforming universe. The only way to affect those who not only share this lifetime with you, but with those of lifetimes to come, is to be *polarizing*... and dare to share your creations with the world.

On September 30, we celebrated International Podcast Day and the more than 1,500,000 podcasters who dare to create. This month, we celebrate the top podcasts in Horror & Crime, Kim Komando of *Tech You Should Know* and *Daily Tech Update*, and more than 100 other awesome podcasts.

As the adage goes, *“If you want to travel fast, go alone. If you want to travel far, go together.”*

At *Podcast Magazine*, we stand shoulder-to-shoulder with those who dare to create. Thank you for going together with us on this journey. 🎧

**“Dare to be polarizing. Let people line up on the side of either loving your creations or not.”**



**STEVE OLSHER**

@ThePodcastMag

# CONVERSATION CORNER

This month's featured 'Letters To The Editor'

Steve, I absolutely loved this story [Letter from the Editor, August 2020]. I just dropped off my oldest son at college and, while not as exciting as being a passenger to his pilot, was also ALL about letting go. But what I also loved about your story was the writing. You weave a great yarn! Thx for making me laugh.

**ZANDRA**  
Email submission



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Pedro Pena III 7:58 AM  
to Gin

I cannot express my deep appreciation for the amazing article you wrote in Podcast Magazine. I read it twice, with tears in my eyes, and never felt more proud in my life. You have changed my life profoundly in such amazing and positive ways, that I am just speechless.

Thank you, thank you, thank you, thank you, thank you, thank you. You have made my day, my week, my month, and my year something special to remember. You have amplified my message of raising awareness for Stuttering. You let other PWS know that they can do anything in this world.

Many blessings to you for your kindness, compassion, and nurturing nature.

Respectfully,  
**Pedro Pena III**  
My Stuttering Life Podcast



**PODCAST HOT 50** SEPTEMBER 2020  
This month's Top 50 podcasts as determined by podcast fans. Vote at [PodcastMagazine.com/hot50](http://PodcastMagazine.com/hot50)

Rank	Podcast Name	Rank	Podcast Name
1	THE OFFICE	26	BEA TO ME RADIO
2	CERTIFIED MAN'S BOY	27	KILLER HARRY
3	WIND AND SCALP	28	LYFE ALIGNED PODCAST
4	REAL LIFE REAL CRIME	29	THE HANDED
5	PODCAST WITH A MYSTERY	30	CRIME & LIP PODCAST
6	CRIMINAL MINDS: A TRUE CRIME PODCAST	31	CASEFILE TRUE CRIME
7	CRIME JUNKIE	32	TRUE CRIME OBSESSED
8	THE MAD TRUE CRIME	33	TRAIL PLAY
9	CRIMEADICS	34	NEXT ON THE TEE
10	THANK GOD CANCER SAVED OUR DIVORCE	35	TRUE CRIME ALL IN
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**Thank You!!**

**No. 12 on the Hot 50!!**

IF IT'S HAPPENING IN HOLLYWOOD, WE'RE TALKING ABOUT IT!

**ITCAF PODCAST**

**itcafpodcast**

On behalf of @jaylowfantastic, @crazyantguy1970, and everybody involved with @itcafpodcast, THANK YOU to all of our incredible fans who voted us into the 12th spot on @thepodcastmag's Hot 50 list for Sept!!

**We'd love to hear YOUR thoughts... the good AND the bad!**

Visit [www.PodcastMagazine.com/feedback](http://www.PodcastMagazine.com/feedback)



# KIM KOMANDO

## America's Digital Goddess

Twelve. That is the number of times I have rewritten this article.

It was easy to get the facts straight each time, but sharing with you the true essence of the woman behind the mic seemed elusive until now. Getting you to feel her spirit, her devotion to her listeners, and to her craft was important to me. How does one, in an article of this length, share a spirit like Kim Komando's?

I've been a fan of Kim's since the first time I ever read something she wrote. Hearing her on the air for the first time, I thought, *"She's got something no one*



Kim on set with production director, Mike James.

else has—passion for technology aligned with a dedication to serving her readers and listeners at a personal level.” As time went by, that devotion has only gotten stronger. She even tried to walk away from the industry once, but had to come back, because she realized she had more to do. More to share. And more people to serve.

In these days of Covid-19 and a work-from-home culture, the wisdom provided over the decades on *The Kim Komando Show* has proven that “The Digital Life” is real and even more relevant today. Kim currently hosts two podcasts in addition to her syndicated three-hour call-in radio show and syndicated newspaper and magazine columns. Her nickname? You guessed it: “America’s Digital Goddess.”

The backbone of Kim’s media empire includes *The Kim Komando Show* and companion website, 500,000 subscribers-strong newsletter, and the app where you

can find all her content. Her *Tech You Should Know* and the *Daily Tech Update* podcasts introduce you to gadgets you didn’t know you really, really, really needed and enlighten you on a side of tech the other shows are not talking about.

One of my favorites episodes is a recent show about Blackstone’s (a multinational private equity firm) purchase of Ancestry.com. Where others talked about the buyout and how good it was, Kim talked about the realities of your DNA data being in the hands of Blackstone.

Think about it: will your DNA data be used differently than originally intended by Ancestry.com? Kim thinks it will be and, as always, she aims to alert you to critical information you need to keep yourself safe in the digital world. That is where Kim diverges from all the other podcast hosts. She digs deep to give you a perspective that will leave you saying, “How come no one else saw that?”

Listening to her show will have you looking below the surface of all the news you hear in the world of tech.

Kim has always had a sense of purpose and has never been afraid of thinking counter to the roles society has deemed ‘appropriate’ for a woman or, in many cases, even a man to take on. While in college, she was often the only woman in her computer science classes. In her career, she has been one of the only consistent voices, male or female, to provide straightforward information about technology and how to use it to enhance your life and business.

Faith, God, and prayer are a big part of Kim’s daily life. She prays before every show that she serves her audience and God. She prays for guidance and for those who reach out to her for help. To say that she lives her faith is something that she would be proud to acknowledge. For Kim, all she does is in honor of serving others.

Remember how I mentioned she once tried to walk away? A few years ago, she stopped everything to simply take a break. She thought, *“I have everything my family and I could ever need, so maybe I should just stop.”* She took a trip to Machu Pichu with her son to reflect, pray, and clear her head, and that’s when she realized she wasn’t done yet. The urge to continue to help others came over her, and her reign as *“America’s Digital Goddess”* exploded even bigger than before her hiatus.



The Kim Komando Show's WestStar Multimedia Entertainment studios

**“Having a team that cares about helping others is critical to my success.”**

Believing you have a purpose bigger than the average person’s takes a lot of faith and commitment. Especially when the “powers that be” in your chosen professions of technology and journalism tell you *“no one will listen to a show answering questions about tech, because ‘The Internet is a fad.’”* Her faith guided her to start her own network, WestStar Multimedia Entertainment, Inc. with her husband, and they have not looked back.

Kim is quick to explain that along with faith, drive, purpose, and ideas that work, having a team that cares about helping others and works together smoothly and seamlessly, like you wish all your devices would, is critical to her success. The look that came over Kim’s face during our



(above and below) On set of The Kim Komando Show



Kim delivered a keynote on cybersecurity at NASA

interview when talking about her team is the dream all entrepreneurs share when they create their business.

To keep her media empire running, Kim has become a master of attention management. She *“doesn’t have the luxury of time”* in her day for activities that do not improve people’s lives. She makes exercise



# KIM

## listens to



**PLANET MONEY**  
Everything you want to know about local and world economics explained the way a really smart friend would explain it.

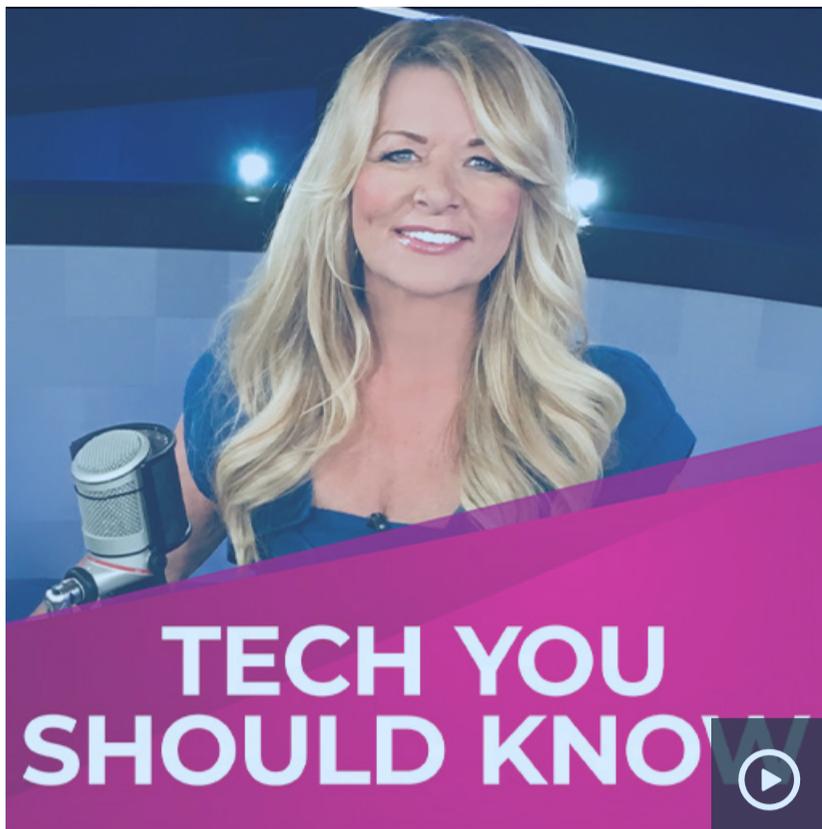


**FREAKONOMICS**  
Find the things you always thought you knew, but really had no clue, and things you never thought you wanted to know, but now do. Interviews of Nobel laureates and more underachievers.



**ROSARY CAST**  
All four sets of mysteries of the Rosary in easy-to-download MP3 files. Prayed by Greg and Jennifer Willits, the founders of Rosary Army.

**“‘The Digital Life’ is real and even more relevant today than ever before.”**



a priority for 45 minutes a day, every day, and practices additional self-care to keep her body and mind functioning at their best. And that includes daily prayer.

She reads every email that comes to her, because she feels that often, there is more to the story than what is written. Sometimes she responds on the show, other times via email, and she is even prone to picking up the phone and calling the writer to dig deeper. She deeply cares about her listeners problems and concerns and strives to provide them solutions—real solutions that can improve their lives even if technology is not the final answer.

Reinvention is another key to her success. Every 18-24 months, Kim reviews her life, her relationships, her thoughts, and her business and lets go of what is no longer needed while expanding on what is. She consistently tries new things and always uses prayer to guide her in

knowing which path to take. As a parent, she understands that as your child grows, you have to grow, too. The same goes for serving the world—you need to grow with the times to stay relevant and needed, or you risk becoming obsolete, like the TV repairman. (If you ever get the opportunity, ask her about the TV repairman story. You won't be disappointed.)

What did I learn from spending time interviewing Kim Komando? That love for others, dedication to craft, digging below the surface of an idea or story even when others are not, and trusting in yourself and someone bigger than you are the keys to success I want to embrace... just as Kim has. 🙏



**Contributing Editor**

Laura Steward  
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*It's All About the Questions* ▶



# UNDER THE RADAR

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



## EVOLVING DIGITAL SELF

Every once in a while, a gem of a show I had never heard of before passes into my sphere of listening, and I get absorbed into exploring a new perspective on a popular theme. Dr. Heidi Forbes Öste covers topics that will make even the most ADD podcast listener happy: from digital transformation, Feng Shui, privacy and security, virtual events, and AI to vibrators, drones, and even staying human in a digital world abound on this show. The



host asks questions from a global, human perspective.

Instead of just interviewing people developing tech, Heidi gets thought leaders in the business, healthcare, and other realms to discuss how they are seeing humanity evolve as AI and digital immersion become the default rather than the afterthought in our daily lives.

I like the flow of the show and am a sucker for a host who asks unusual and thought-provoking questions of their guests.

I'm not really sure this is a podcast that strictly belongs in the technology category. It feels more business, or something else, but I like it.

If you are looking for a show covering many different topics with insight that also takes a good look at technology and the immersion of digital into our daily lives, then I recommend having a listen to *Evolving Digital Self*. 🎧

PODCAST MAGAZINE PRESENTS

# THE BEST HORROR & CRIME PODCASTS

We have officially entered the fall season, and Halloween is just around the corner. What better time to feature the Best of Horror and Crime podcasts? Podcast fans around the globe voted for their favorites, and the results are in! Check out the top 25 for your (spooky) listening pleasure.



**1**

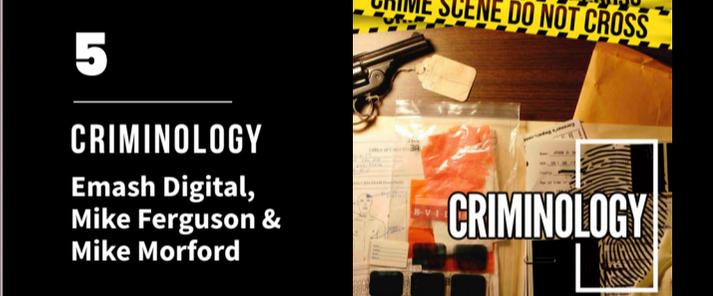
**TRUE CRIME  
ALL THE TIME**

Mike Ferguson  
& Mike Gibson

**2** | **WEIRD DARKNESS**  
Darren Marlar

**3** | **OLD GODS OF APPALACHIA**  
Deep Nerd Media

**4** | **CRIME JUNKIE**  
Ashley Flowers & Brit Peawat



**5**

**CRIMINOLOGY**

Emash Digital,  
Mike Ferguson &  
Mike Morford

**6** | **A PARANORMAL CHICKS**  
Donna & Kerri

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Crawlspace Media

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Nic & Patrick Edwards

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Steve & Kyle

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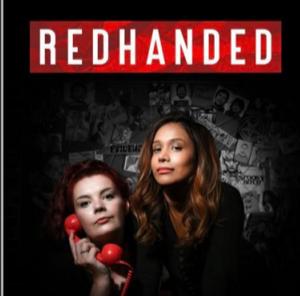
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**REDHANDED**

Suruthi & Hannah



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Samantha Vazquez

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Rebekah Sebastian

**25** | **LET'S NOT MEET**  
Andrew Tate





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**DR. CINDY CORK**

drcindycork@gmail.com

**Topics Include:** Alternative Medicine, Holistic Healing, Health and Fitness

As a pharmaceutical chemist turned holistic optometrist turned transformational coach, she has been helping to open people's eyes and transform the way they see the world for 23 years.

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**JOSEPH DEVLIN**

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**Topics Include:** Author, Self-Help, Coach

Joe Devlin, MA, CAADC, is a respected behavioral health expert with more than 20 years of experience in the specialty of Drug and Alcohol Recovery and Treatment.

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**MICHAEL HINGSON**

mike@michaelhingson.com

**Topics Include:** Author, Life Coach, General Interest

Michael Hingson, blind since birth, was born in Chicago to sighted parents who believed in raising their son with a can-do attitude. He has traveled the Globe speaking to some of the world's most elite.

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**DEBBIE HOWARD**

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**Topics Include:** Author, Business Consulting, Diversity

With the launch of AMI (Aging Matters International) and TheCaregivingJourney.com, Debbie has combined her up-close-and-personal caregiving experience with her 40 years of market research acumen.

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**DOUGLAS MCKEE**

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**Topics Include:** Life Coach, Personal Development, Self-Help

As a Nurse Anesthetist Doug has administered over 40 thousand anesthetics. He can help your audience prevent the negative emotions that cause them so much pain and heartache.

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**ALEXEI MUSIENKO**

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**RHONDA Y. WILLIAMS**

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**Topics Include:** Business to Business, Business to Consumer, Personal Development

A dynamic speaker, author, coach and an R-Soul (Recovering Stressed-Out Leader), with nearly two decades of leadership experience.

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# HOW TO MONETIZE A PODCAST

(Even with a Really  
Small Audience)



What is the last thing you bought? Think about it; what have you purchased recently? Maybe it was a power cord for your new iPhone (because they changed the input again!), a bottle of wine, or a new mask that better matches your outfits. Why did you buy that item? Was it the features, the craftsmanship, or the marketing?

No.

It's because you had pain, and you needed relief. While we don't always think in these terms, anything we buy is relieving a pain and transforming us into something new. It could be minor: I'm hungry and I don't want to be hungry. Or, it could be major: I feel alone, and I want to feel connection with others.

Most podcasters don't think in these terms when they approach their content.

Instead, they talk about what they are interested in exploring, interview guests with little plan, or just build an audience for the sake of building an audience. But the biggest difference between a professional podcaster and one who barely gets by is that focus on pain and transformation.

In any social post, email, or podcast, ask yourself, *“What pain is my listener dealing with now, and what transformation am I offering?”*

*Harvard Business Review* released their “Elements of Value Pyramid” in 2016. It brings together the transformations that content, products, and services offer, like: reduces effort, organizes, simplifies, reduces anxiety, and encourages nostalgia, affiliation, and self-transcendence. For years, as I was retraining my brain to think in these terms, I had these words saved as my computer’s background. It forced me to continuously think about what transformation I was offering to alleviate people’s pain.

In Podcast Launch School, we often say, *“Fall in love with the pain and the people, before you pitch the product.”*

So, how do you actually do this? Here are three quick steps to help you move from blindly creating content to crafting a plan that will lead you to stronger monetization (reread that last sentence—see the pain and transformation?).

First, who are you naturally attracting right now? For example, Melissa Vogel,

## The biggest difference between a professional podcaster and one who barely gets by is that they focus on pain and transformation.



one of our podcasters, hosts the *Bomb Mom Podcast*. It is aimed at helping moms who want to get back in shape, improve their mindset, and become a Bomb Mom. After releasing some episodes, Melissa should differentiate the types of moms she is attracting even more: Are they Type-A achievers? Are they stay-at-home moms who have dealt with depression? Are they balancing work and working out?

This is important, because often, we’re attracting people who have pains we are not addressing.

Next, create a free piece of content to



**When we focus on our listeners and trust they will give us the information to solve their pain, the transformation becomes clear.**

test whether the pain you think you're addressing is actually what your audience wants. Make sure there is a clear call-to-action. It could be a webinar, self-paced video course, or Q&A zoom call. Promote it through your most popular channels, such as email, social media, and/or on your podcast.

This will give you an immense amount of data. If no one signs up for a free webinar with you, how can you ever sell anything? Yes, there are variables—maybe it was the webinar time or the copy. But it also could have been the pain you are addressing. On the other hand, if 500 people sign up, that also gives you more information.

Lastly, once you have a piece of free content that has at least 100 people who have shown interest in it, gather from them their desired next steps. This can

be via email, a phone call, or a survey. Say something like, *“Wasn't that webinar amazing?! We had 200 people join us, and the energy and learning was awesome! It got me thinking about your best next steps, and I'd love to hear what you wish I'd create rather than guess. So, what would be most helpful to you?”*

When we focus on our listeners and trust they will give us the information to solve their pain, the transformation becomes clear. Then, people will purchase... not because of marketing, but because we focused on offering transformation that will move them away from a pain. 🎧

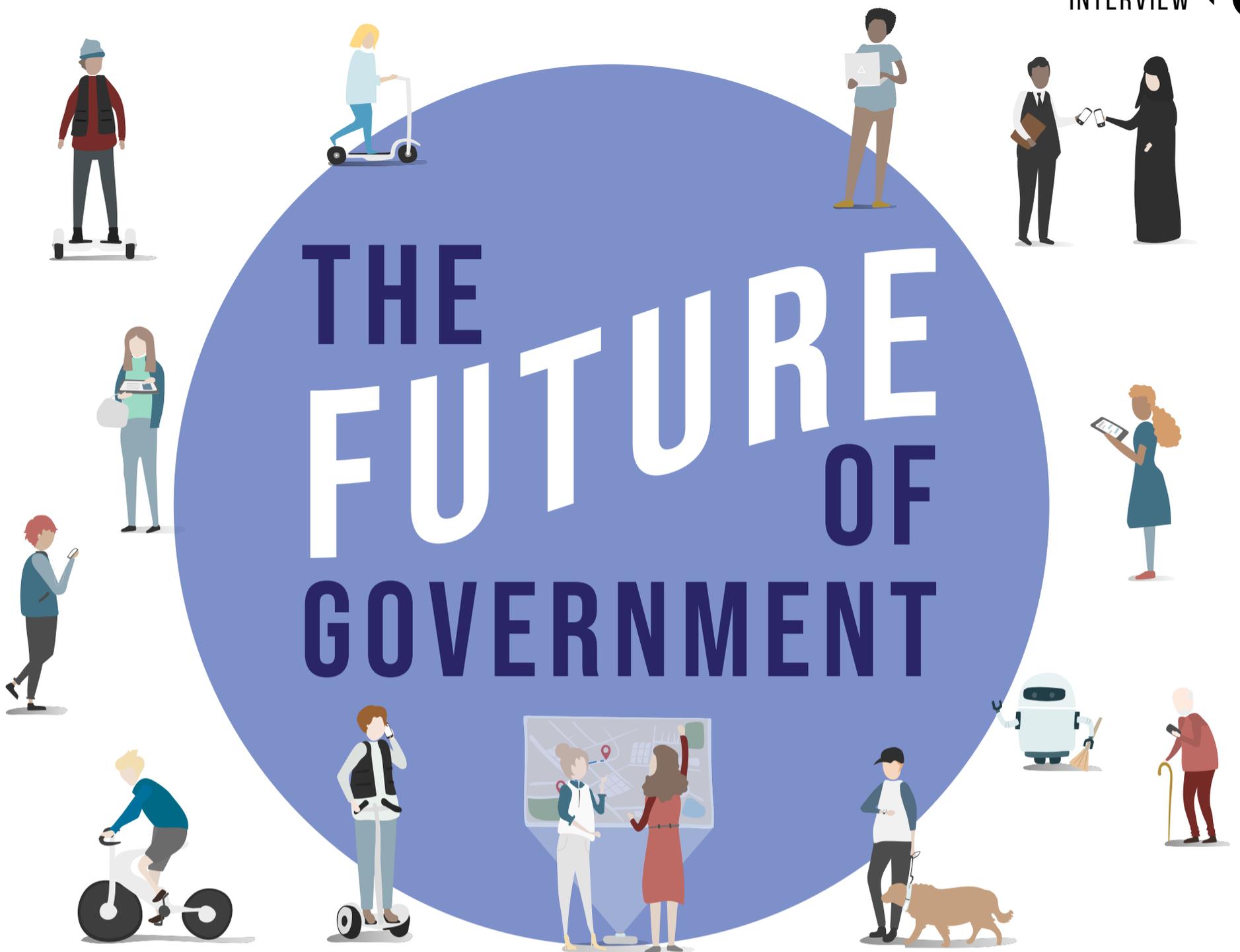


**The Professional Podcaster**

Joe Sanok

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*Practice of the Practice Podcast* 🎧



Have you ever wondered what life will be like for you and your family? Does it promise riches or ruin... love or loneliness? Will you live a long life, or will it be cut short?

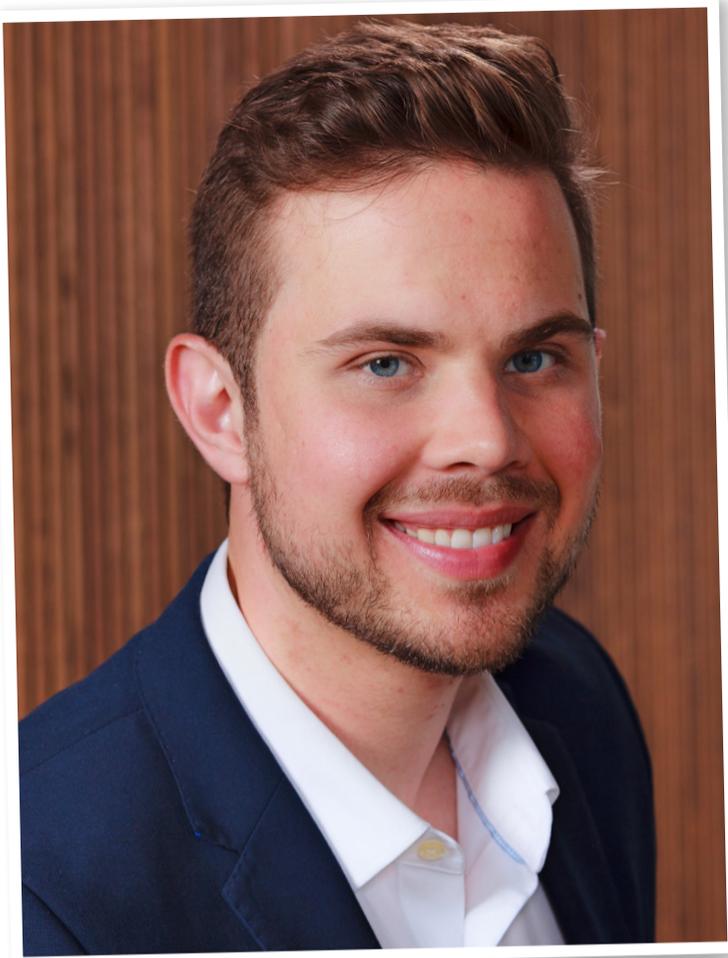
All of us, at some point in our lives, will ask similar questions. The million-dollar question naturally becomes:

What does the future hold?

*The Future of Government* podcast host Joao Sigora sees his future very optimistically. Born in the south of Brazil in a city called Apucarana in the state

of Parana (which borders Argentina), Sigora enjoyed a beautiful childhood. He became interested in public policy at a very early age, which prompted him to learn to speak English in high school when he decided to study political science and international relations. He would go on to become quadrilingual, speaking Portuguese, English, Spanish, and French.

Sigora attended the Blavatnik School of Government at Oxford where he obtained his master's degree in public policy. *"The mission of my podcast is an ambitious one. My hope is to bring together doers*



**“ ‘The question you should be thinking about—and the only one that really matters is—who do you want to serve? Once you know the answer to that, it will be easier to find a rewarding career.’ That was great advice.”**

*and thinkers to discuss what lies ahead for the public sector in the 21st century,” said Sigora. “It’s not a podcast about politics; it’s about policy. I think there are many podcasts about the former and not enough about the latter.*

*“I’m basically trying to fill that gap. I still have a long way to go, but my vision is to help policymakers deliver better government to society. When I was doing my master’s work at Oxford, I had access to so many amazing people doing amazing stuff—like heads of state and Nobel Laureates—and I got to thinking, this information is not reaching policymakers. Their voices needed to reach a larger audience, and so the podcast was born. I wanted a way to get the information to policymakers in a bite-sized way that wasn’t by writing an article or another such medium. In*



*my opinion, there are so many people already doing that. I wanted to be more innovative in my approach.”*

Sigora is a career public servant in Brazil. He is the Coordinator of Innovation Projects at GNova—the Brazilian Government Innovation Lab. Prior to joining GNova, he served in the Brazilian Ministry of Citizenship in areas such as public policy evaluation and international cooperation. He has also been a visiting

researcher at e-Governance Academy in Tallinn, Estonia.

*“With my podcast, I’m trying to reach decision makers in public policy. I want to ensure that the best available information reaches them and influences their decisions. In fact, the chief information officer in Brazil listened to one of my episodes and liked it so much that he then shared it on his social media, so others would listen to it, as well. That is exactly what I want. I thought, ‘Wow, it’s working,’”* Sigora stated.

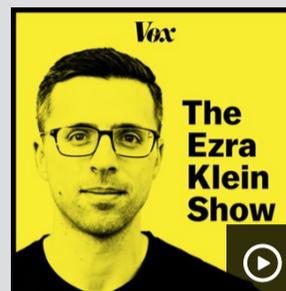
*“After each podcast, I always offer additional resources, such as books, other podcasts, etc. My hope is that after people listen, they will be motivated to delve deeper into more cross-cutting topics and get different perspectives on public policy. Public policy deeply affects our lives, so it’s important to learn more about what the government is doing to improve it.”*

When it comes to pastimes, his favorite is traveling, and he’s visited more than 30 countries so far. He hopes to make that number 100 in the future. He believes the most amazing singer on earth right now is Adele. Sigora also loves to cook, and is known for his signature appetizers and starters. One of his favorite Brazilian desserts is the acai bowl.

The best advice that Sigora ever received was from a dean at the Blavatnik School of Government. *“She said, ‘Since you will be graduating soon, you will start thinking about which companies you want to work for, but actually, the question you*

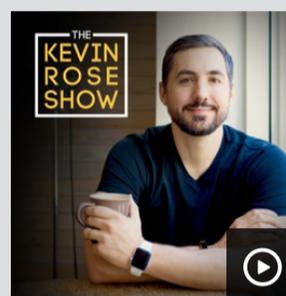
# JOAO

listens to



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should be thinking about—and the only one that really matters is—who do you want to serve? Once you know the answer to that, it will be easier to find a rewarding career.’ *That was great advice,*” Sigora said.

One book that made an impact on Sigora’s life was *Bad Blood: Secrets and Lies in a Silicon Valley Startup* by John Carreyrou. *“This book tells the story of Theranos, the one-time, multibillion-dollar biotech startup founded by Elizabeth Holmes. After reading it, I now take everything with a grain of salt,”* he said.

*“For me, the future of government is people-centered. Sometimes, it’s easy for government to become self-centered. We don’t know what society will look like in 30 years, but we know that there will always be people, and they will always need to be heard. Going forward, I would love to see more evidence-based decisions when it comes to public policy—the best available evidence out there to improve citizens lives.”* 🗣️



**Government Category Director**

Meiko S. Patton

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*The Meiko Show* 🎧



# UNDER THE RADAR

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



## THE FEMA PODCAST

Did you know more than 60% of Americans have less than \$1,000 in savings, making it extremely difficult to recover from an emergency?

On a scale from 1 to 10, how financially prepared are you for a natural disaster?

The mission of the Federal Emergency Management Agency (FEMA) is to help people before, during, and after natural disasters.

*The FEMA Podcast* tells the stories of how they do this, as well as calling the nation to prepare for potential disasters.



When people hear about “disaster preparedness,” regardless of the hazard, they often don’t focus much on the financial aspect of preparedness. Yet having a financial preparedness plan can make all the difference.

In one episode, Alan Becker, the host of the radio program *Retire Right Radio*, joined *The FEMA Podcast* to discuss the importance of putting yourself in the best position to bounce back financially from disaster.

Becker appropriately used a weather-related scenario to illustrate how most people prepare for disasters. He stated that most people prepare for a natural disaster like they would a tornado: quick and fast, sans any long-term planning. On the contrary, the best way to prepare is like you would for a hurricane: they are first seen forming from a distance. Since you know it’s coming, you have time.

I highly recommend this podcast to prepare for the future. 🎧



# AH, THE WONDERS OF DISNEY!



## Princesses, Movies, Magic... and Dudes with *Beers and Ears*?!

When you think of Disney, images of Cinderella’s castle and little girls running around in frilly princess costumes likely come to mind. What you don’t picture, I’m guessing, is two dudes drinking beer and talking Disney!

Casey Wooley and Matt Brown—hosts of *Beers and Ears*—have thrown that princess image totally out the window.

*Beers and Ears* is an interesting departure

from the other Disney podcasts. Casey and Matt, both huge Disney fans, share their stories of how this love came about, and they’re as varied as Disney itself.

Casey became a “true” fan of Disney as an adult. Oh, he watched *Aladdin* as a boy, sure... but he was never really “*into the whole Disney thing.*” His earliest recollection of Mickey is from fourth grade. His school had a contest to create

a poster encouraging kids to read. The theme? “Hats Off to Reading.” So, Casey drew a picture of Mickey Mouse with his hat off, and so began his fascination and love of Disney.

He carried that fascination on from afar for many years. It wasn’t until his future fiancé learned (much to his disbelief) that Casey had never actually *been* to Disney World that the idea of a trip really took shape. In 2010, for Casey’s birthday, his partner surprised him with travel plans, and the two experienced the park as “*adult newbies*.”

Casey said, “*We knew nothing about how to manage the fastpass system or what attractions to go to, but I caught the bug. When you go to Disney World, you realize it’s not just a theme park, but a lifestyle.*”

In 2013, Casey and his partner moved to Illinois, became engaged, and decided to save for a house and wedding. In order to help make that happen, Casey took a second job at the local Disney Store. He moved up the ranks and was promoted to a position of leadership in a neighboring Disney store. He met Matt at this store and they immediately formed a friendship.

Matt grew up watching *Aladdin*, *Lion King*, and other Disney blockbusters of the early 90’s. When the local Disney store opened in his hometown, he was there, and every time his family went to the mall, a stop at the shop was in order. He also went to Disney World as a child, where he really caught “*the Disney Fire*.”

**“When you go to Disney World, you realize it’s not just a theme park, but a lifestyle.”**



Later, as a college student, his parents were going to Orlando for a family wedding and planning a trip to Disney World while they were there. Matt went along.

“*I was in college, and my parents were paying—so, yes!*” It was during that trip that he rediscovered his passion for Disney. “*It’s different as an adult, and even more fun. I’m not a whiny child anymore. So, my parents could have fun, too!*”

Several years later, while between jobs, he applied to “*hundreds of places*” and landed a job at the Disney Store, where he met Casey. After three years of employment there, he ultimately left just this past year



Matt with his Disney shelves.



Casey with his Disney merchandise collection. Disney is his HAPPY PLACE!



📍 Matt and Casey have been friends since 2017 when they first met at the Disney Store and share a mutual love for all things Disney!

to become the Communications Director at his church.

The idea for the podcast (and its name) came to Casey and Matt while they were folding shirts at the Disney Store. They wanted a family-friendly podcast (no swearing) that covered various aspects of Disney. They wanted it to be timeless and general—not devoted to any one particular aspect. They also wanted to stay away from a “serialized podcast,” so listeners would be able to listen to episodes in any order. Finally, they wanted to keep the episodes under 30 minutes as much as possible, ensuring

a quick, easy, and FUN listen for their audience.

Occasionally, the co-hosts will bring on a guest, like a travel agent who specializes in Disney and offers tips and tricks for navigating Disney World travel, or Lou Mongello—host of the *WDW Radio Disney Podcast*. This episode is one of their personal highlights. Casey had met Lou while attending a Star Wars Celebration, where he accidentally “photobombed” Lou’s Facebook live. “I totally Disney geeked out on Lou’s Facebook Live in front of his audience,” Casey laughed.

The two became social media friends, and shortly after launching *Beers and Ears*, Casey reached out and Lou agreed to be a guest. This episode really elevated their fledgling podcast and expanded their audience.

Lou also offered the duo some valuable advice:

*“Whether you get ten downloads or a hundred downloads, every single one is somebody choosing to give you the most important thing in life—his or her time.”*

Casey and Matt have taken that to heart, compelling them to ensure the show is always fun for their listeners.

Matt says, *“I look at our downloads and realize wow... this many people have invited us into their lives! For us, it’s all about the listeners, even on the days it’s just my mom.”*

Casey agrees. *“At the end of the day, it is about the listeners, yes. It’s also two friends having a discussion about what we’re passionate about. If other people find that interesting, awesome. Matt and I are just having a good time with this hobby, and it’s so cool to us that people are willing to come listen to us have fun.”*

Casey and Matt, who are also huge Marvel fans, are particularly excited about the upcoming release of the movie *Black Widow*. They’ve been planning for months to showcase a countdown to the movie by releasing 23 days of podcast episodes featuring a different Marvel superhero/character leading up to the

# MATT & CASEY

listen to



## POD SAVE AMERICA

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



## THE WEST WING WEEKLY

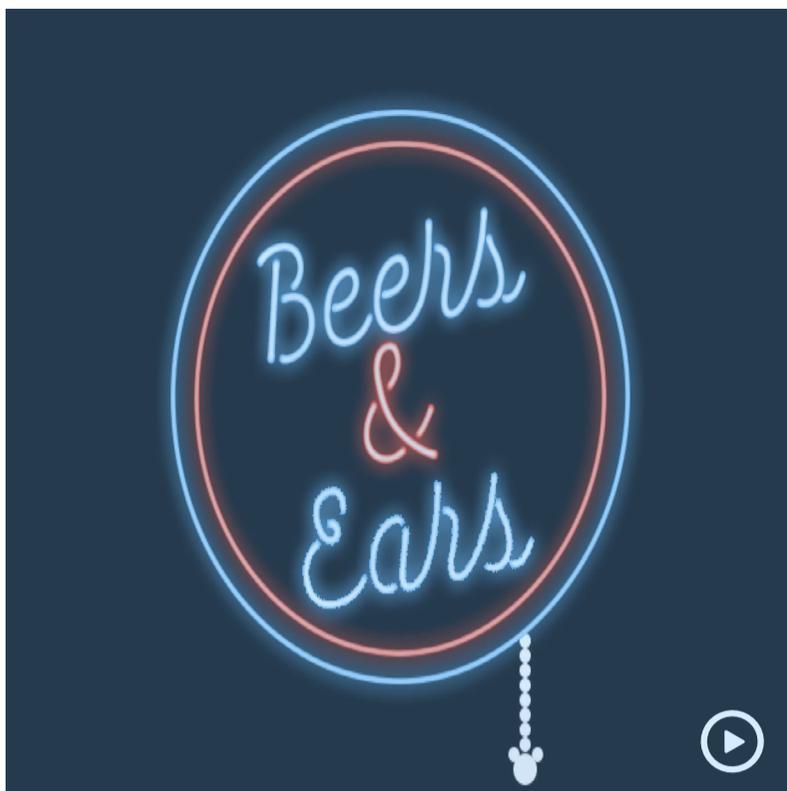
An episode-by-episode discussion of *The West Wing*, one of television’s most beloved shows.



## REPLY ALL

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

**“It is two friends having a discussion about what we’re passionate about.”**



**“For us, it’s all about the listeners, even on the days it’s just my mom.”**

release. They begin with Captain America, The First Avenger. Each episode will only be 23 minutes long, celebrating the 23 movies.

For Marvel fans, it will be worth the wait as they generate even more anticipation and excitement for what promises to be the newest blockbuster hit.

*Beers and Ears* should be on your “must listen” Disney list. You won’t want to “let it go”... 🎧



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# UNDER THE RADAR

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



## HAUNTING U

*Haunting U* is perfect for this month's October highlight! This podcast doesn't have a great deal of sound production with the exception of a few screams and eerie ghost noises.

*Haunting U's* focus is not on scaring you, but on teaching you, step by step, how to turn your house into the haunting envy of your neighbors. (After all, what kid doesn't want to show off the coolest 'haunted' house on Halloween?)

Hosts John Schelt and Keoni Hutton have been friends since sixth grade, and have been 'haunting' others almost as long—by scaring

the you-know-what out of friends by jumping out from bushes. Now, they combine their skills to make amazing, commercial-worthy Haunted Houses.

When it comes to their "real jobs," Keoni is an accomplished set and lighting director. John's specialty is marketing.

Despite their lighthearted, playful manner, these co-hosts take their subject very seriously. Listening to the podcasts is a lesson in creating customer experience. It is interesting to note that this is the podcast's fourth year of production, and the 2017 episodes are still relevant today.

A serial podcast with just a few 30-60+-minute episodes released each year, this one's for all the Halloween lovers out there.

Even if you don't necessarily want to turn your house into the next Haunted Mansion, you could still tune in to make a spine-tingling front porch... and then watch the kids scream as they grab their candy and run! 🎧

# THE SONY WALKMAN HD CONUNDRUM

## Is Better *Really* Better?

Do you have a junk drawer in your kitchen? I think some people call it the “utensil” drawer. You know, the one with some paperclips, one of those big pink erasers, two old keys, a misshapen button, a 9-volt battery, a wing nut, and hiding at the bottom, a sheet of unicorn stickers.

I’ve always had one of those, even as a kid. But something my parents didn’t have is a box of electronics stuff. I bet you have one of those, as well. Mine is full of chargers for phones I no longer have, old phones that no longer work, coax cables, RCA adapters, a rat’s nest of headphone cords, flash drives, and old .mp3 players.

What’s funny is you can almost always find this “box” at someone’s garage sale, but you’ll



never see junk drawer contents on display next to their boxed Christmas tree.

When I saw an advertisement for a new Sony Walkman, I was intrigued. My electronics box doesn't even go back that far, but if it did, there would be a bunch of Sony Walkmans in it. There might be an original iPod or an old Palm Treo in it now, but nothing from before 1986. Nevertheless, as sure as day, I was staring at an advertisement for a \$1,198.00 digital Sony Walkman.

What could it possibly do for \$1,198.00?

My first Sony Walkman was grey. It was the highlight of my life at 14 years of age. I'd shove that Huey Lewis tape in, and for 14 minutes, I'd get solid music (with a background hiss). Then, I'd hear the "click" as it "auto-reversed" to play the other side. (Not having to eject the cassette and flip it over was a cool feature.)

After reading a little bit about the NW-WM1A Premium Walkman, I knew I had to ask an audiophile friend of mine. He's been a connoisseur of Bang & Olufson, Bose, and Klipsch equipment forever. He's constantly striving to find equipment that will perfectly reproduce the sounds of real instruments, which is important to a classical music fan like him.

I don't have that kind of ear.

His first question to me was, "Are you thinking about this for podcasters?"

I said, "No, for podcast fans."

He gave me a curious look and replied,

**In the world of everything connected, the Walkman walks alone. It's not connected; it's not online; it's not like everything else.**

*"I think you should just pick something else to write about, because this Sony Walkman is absolutely not for listening to podcasts for a huge number of reasons. I got a chance to try this Walkman out at the Sony booth at CES, and it's not what you're thinking it is.*

*"First of all, it's an .mp3 player—a really good one. Who's going to download their podcast episodes and then transfer them by USB cord to the Walkman? Nobody."*

And that's true. The only podcast episodes I save to my computer are mine before I release them, and as a backup in case something happens to my podcast. Otherwise, I listen to other people's podcasts via an app on my phone.

And the Sony NW-WM1A doesn't support apps or streaming content. In the world of *everything* connected, the Walkman



walks alone. It's not connected; it's not online; it's not like everything else. The folks at Sony decided to put all their energy into a player that could reproduce sound unlike anything else.

*“And that’s the other problem,” he said. “Podcasters don’t use this kind of equipment when creating and editing their shows. This Walkman produces sound so clear that if you use them to listen to podcasts, all the little cuts they make while editing the podcast, the background noises, and every other noise and hiss will end in your ears. Unless it’s an NPR podcast, I think it could be a disaster for the average listener.”*

His words reminded me of the troubles independent filmmakers had when HD TVs came out. Their edits and poorer equipment were highlighted with the detail of high definition. I could see how that could be a problem with podcasts.

I can't imagine what my podcast sounds like through unbelievably good equipment. But I'm sure with the right headphones, you could hear my kids playing Fortnite in the background.

But if you happen to be an audiophile, someone who knows Erich Kunzel's 1812 Overture backwards and forwards, and you'd love to replicate that perfection while jogging or working out at the gym, the Sony NW-WM1A is worth looking into.

Just to whet your appetite, it features oxygen-free copper cables, is compatible with high-res DSD files up to 11.2MHz,



and can handle all high-res formats. The batteries last 35 hours, and the Walkman does have Bluetooth technology, so you can wirelessly stream the sound to your high-resolution wireless speakers. All for \$1,198.00.

Me? I just want to listen to podcasts when the kids aren't in the minivan. 🙄



**Gadgets, Gizmos & Gear**

Dan R Morris

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

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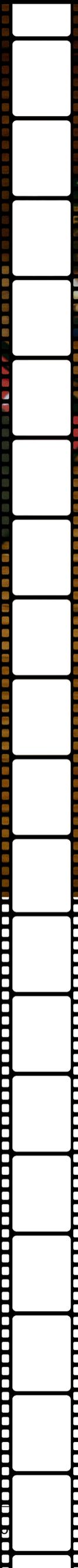
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# RELEVANT BRIDGES:

## Loving Others Through Film Culture

The Evangelical church is losing people—especially millennials—in droves. Horrified by the trend, some Christian leaders wonder how to draw them back. Melvin Benson is one of them, but he’s not waiting for millennials to just show up at church again.

Instead, he is taking the message to them, wherever they hang out... including in the world of horror films.

*“The backhand that Christianity sometimes has toward horror movies misses out on a lot,”* says Benson, lead host of the *Cinematic Doctrine* podcast. *“A lot of children’s stories are even based on instilling healthy forms of fear.”*

Horror movies captivate Benson because of their implicit message about the value of human life. If the viewer does not care about the characters, the ‘spell’ breaks,

and the movie is dull. But in a good film, *“You want to see them succeed in a way that is very different from a romantic comedy.”* Benson uses the shared value of human life as a springboard into deeper conversations.

At a glance, he seems like a “typical millennial.” His long, red hipster beard and blonde hair might make your mind go straight to coffee shop axe throwing and wannabe machismo. But no! Benson is a true geek in the coolest way possible.

Growing up in suburban Philadelphia, his childhood included neither the outdoor play of the country nor the bustling life of the city, but of ample time playing video games. *“Growing up, I was usually playing at a computer screen or having friends over to play games,”* he mused.

Benson recognizes that his experience is unique to his generation and not necessarily understood by older age brackets.

For instance, other generations typically met spouses in person at school or a local bar. Benson met his wife playing a zombie-killing video game. They had similar avatars in the virtual lobby, and she friended him because he didn’t make a big deal about her being a girl. The shared experience in the game allowed them to become friends first. *“I talked about a lot of things with my wife before we ever met,”* he stressed.

No wonder Benson believes in the ability to connect through media! He wishes the

**“There are people like me in the church who the church isn’t talking to.”**





organized church would understand how effective it can be.

*“There are people like me in the church who the church isn’t talking to,”* Benson opined. It is personal for him, having experienced his childhood church congregation shrinking to the point of having to merge with another to survive. Benson blames a reluctance to engage his generation.

*“All I ever wanted was community in the church,”* he reflected. *“And it begs the question, what else is the church perhaps ignoring and not paying attention to?”*

This could very well explain why millennials are leaving organized religion so rapidly.

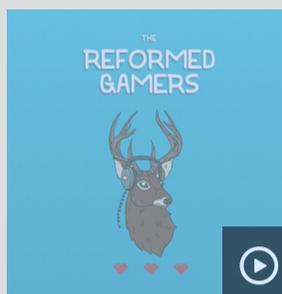
For his part, Benson hopes to reach his peers by *“creating a bridge to others by being interested in the same things.”* Specifically, movies. His podcast, *Cinematic Doctrine*, seeks to connect a Christian worldview with film culture. In this way, the cultural phenomenon of something like a big Marvel movie release becomes the building blocks for meaningful conversation about the nature of life. He hopes Christians enjoy it, and that they learn to have better conversations about movies.

Why movies? There are two reasons.

First, Benson loves them. *“Movies are the only art medium I can think of that can be bad but still give me a great experience,”* he explained. While most people turn off a dull movie—or leave the theater—Benson enjoys them. He wants to discern

# MELVIN

## listens to



### THE REFORMED GAMERS

Join two reformed pastors as they discuss specific video games, or news related to video games, from a Biblical perspective in order to glorify God through gaming.



### POPCORN THEOLOGY

*Popcorn Theology* is a podcast where entertainment and theology meet.



### SHATTERCAST

Discusses trends and news from arts and entertainment industry from a faith perspective.

**“All I ever wanted was community in the church... and it begs the question, what else is the church perhaps ignoring and not paying attention to?”**



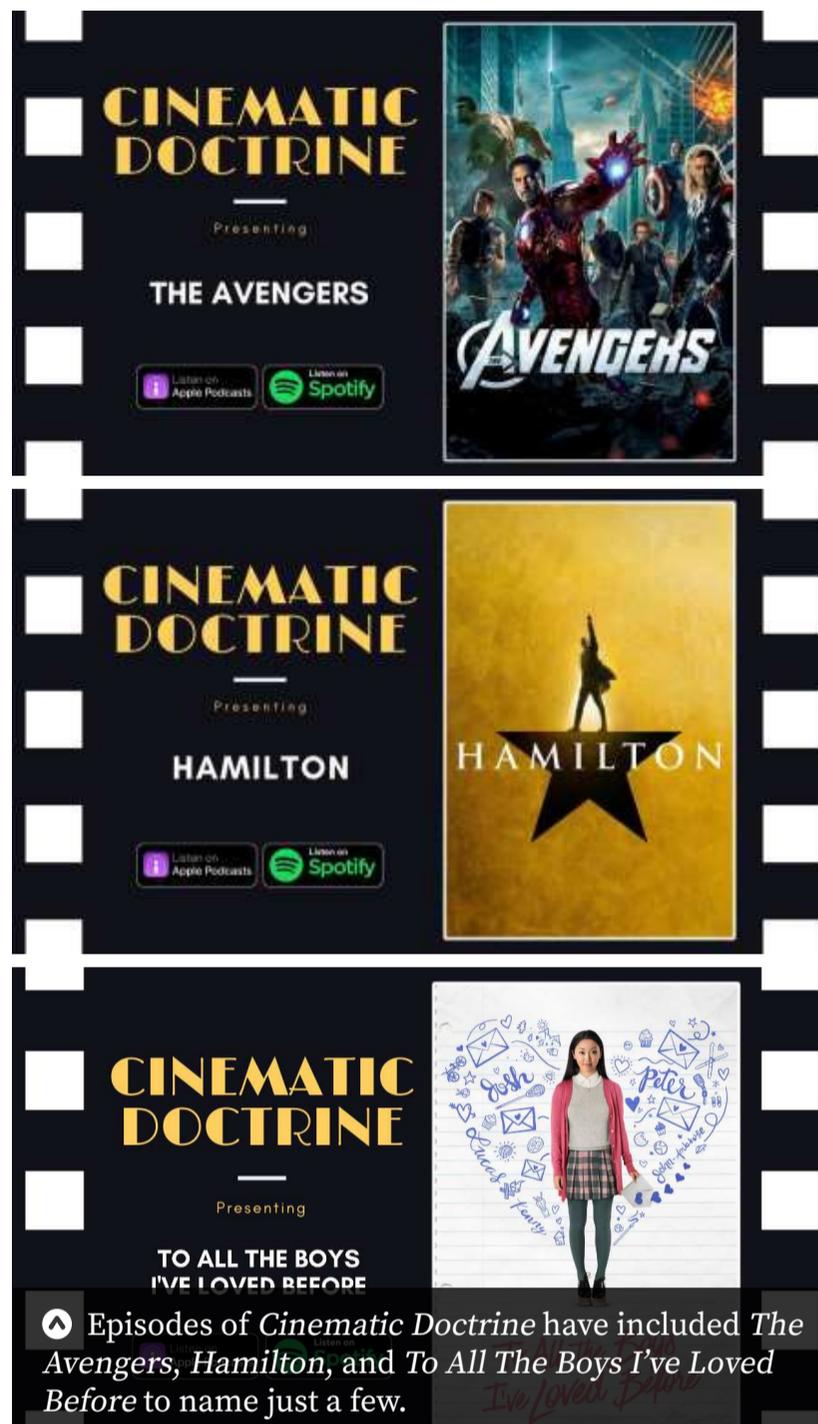
what the director was trying to do and appreciates even a failed effort.

Second, Benson believes they matter because they capture people’s imaginations. *“People are always watching movies,”* he justified. Therefore, the attention movies receive make them a perfect bridge for cultural conversation. Benson addresses moral issues that Christians would traditionally use to critique films. At the same time, he points out positive portrayals of Biblical ideas.

His goal with *Cinematic Doctrine*? *“I hope it helps Christians become a bit more versed in film culture,”* he said.

*“If it’s relevant to culture, it’s relevant to us.”*

All societies pass on their values, morals, traditions, and more through stories. At one time, they were passed around the campfire as nomadic peoples stared at the stars. Now, they are moving pictures that cost a fortune to make. The medium has changed, but the essential function has not.



If Christians abandon art forms like cinema, they cannot and should not complain when it abandons them.

Intrepid new media innovators like Melvin Benson are making sure the message of the church outlives traditional forms of communication. With a little luck, he will reach an entire skeptical generation. 🗣️



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[Halfway There Podcast](#) ▶



# UNDER THE RADAR

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



## THE HOLY POST PODCAST

Strictly speaking, *The Holy Post* does not qualify for an “Under-the-Radar” review. It often charts in the top 100 podcasts in the Religion & Spirituality category. As of this writing, it is number 60.

But that is a travesty, as it should be much higher.

In this space, I encourage podcasters who have put genuine thought into their product and question whether recycling a sermon is even a ‘proper’ podcast. Against that backdrop, *The Holy Post* is a shining example



of what Christian podcasting *should* be.

The show is hosted by Phil Vischer, the creator of VeggieTales, Skye Jethani, a pastor and author, and Christian Taylor, a filmmaker. Each brings something entertaining to the conversation.

For instance, Vischer brings a silly veneer that entertains and lightens the mood. Jethani is the intellectual of the group who always has a thoughtful comment. Taylor often represents the listener, asking questions she knows they are thinking.

In this way, the trio tackles weighty subjects while entertaining, provoking thought, and encouraging the listener. This makes *The Holy Post* an important voice in Christian podcasting that leads the way toward relevant cultural engagement.

Too many Christian podcasters attempt to throw a Bible verse at society in hopes of influencing it. *The Holy Post* crew applies theological insight in the most winsome and thoughtful way. If only we could all be that astute. 🎧





by my dad's desk every day, always on his best behavior. At my request, Oreo even showed our new pup, Lacey, the ropes before he passed on.

James is spot-on when he says, *"I have traveled the world and seen how a love for dogs unifies people across political divides and language differences."*

While on one of his travels, this time to Bangkok, James decided his plans for 2020 must include a dog-centered podcast network with the caliber of guests and the high production value he always wanted to see in a show for those who are as devoted to their dogs as their dogs are to them.

A wealth of ready content and connections have already made the network's show, *Dog Cancer Answers*, an important resource for those dealing with the shock of their dog's cancer diagnosis. After all, James is the publisher of the #1 bestseller in animal health, *The Dog Cancer Survival Guide*, by veterinarians Demian Dressler and Susan Ettinger. (Notably, he is also the author of the book, *How to Meditate with Your Dog*.)

It is estimated that one in three dogs will get cancer, so this show, now in its second season, is a beacon of hope for many pet owners who may not be aware of the best ways to keep dogs healthy or the variety of options available to treat canine cancer, including holistic methods.

Recognizing that now more than ever, we need to celebrate the positive things



Jim with his dog Kanga

***"I have traveled the world and seen how a love for dogs unifies people across political divides and language differences."***

that connect us, the network's team is preparing to launch the flagship show *The Dog Edition*. Head of Talent & Communications Amy Thomases explains:

*"This will be a magazine-format show that will offer tons of topics to appeal to every dog lover, from serious issues to feel-good stories. Our recently launched 101 Dog Stories Contest is designed to help us find talented storytellers, journalists, and of course dog lovers who will submit their*



👉 Jim hosts *Dog Cancer Answers* on the Dog Podcast Network



*stories or interviews. We also envision announcing one winner every month who will get \$100. This winning show will be aired on Dog Edition. We are hoping that some of these individuals will come on board to work with us on an ongoing basis.”*

James adds, *“We’re looking for people who are good content creators with a really compelling story to tell. They also need to be able to record with a good microphone and edit it, so it’s a nice, tight, eight-minute segment.*

*“There are a lot of people who are super-talented and are looking for work right now, so if they love dogs and know how to create a good audio story, we may have an opportunity for them, wherever they are in the world.*

*“I find it rewarding to see talent in people that they may not even see in themselves. I want to give people a chance to*

*experience their own creativity in a way they may never have experienced before.”*

Initially, *The Dog Edition* is intended to air weekly and eventually become a daily show. Each episode will be made up of two or three segments, a combination of high-quality interviews and narratives produced by the network’s team, as well as winning submissions from the contest.

*“I am such a perfectionist,” James admits. “I have a deep respect for our listeners, and I feel that as a podcaster, I have a responsibility to make each episode just the right length. The idea is that you can take your dog for a walk, which will usually be for about 20 minutes, and listen to an episode of The Dog Edition while spending time with your pet.”*

Produced by a remote team of professionals from almost every corner of the globe, this distinctive show will have an international focus.



James, who describes himself as a serial entrepreneur, feels a podcast is a great tool for connecting with dog lovers. *“The intimacy of this medium is ideal for what we’re doing. With the great stories we’re going to tell, it is best for people to create word pictures for themselves as we touch them and likely make them laugh or cry.”*

He sums up his vision: *“I really want to attract a large audience of dog lovers. I’m hoping the show will bring people together.”*

Based on the responses they are already getting to the contest, it’s safe to say that’s already happening.

From their apprenticeship program to recruiting people like Amy, who used to handle New York publicity for Universal Pictures, there is no doubt that James is a man on a mission.

The Dog Podcast Network is the first of its kind, produced to a high standard by

**“I really want to attract a large audience of dog lovers. I’m hoping the show will bring people together.”**



dog lovers for dog lovers. Grab the leash, take your canine companion for a walk, and tune into shows that will move you. 📌



**Kids & Family Category Director**

Ian R. Lobas

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*Men On Purpose Podcast* 🎧

**Got a Kids & Family Podcast suggestion?**

**Let us know! >**



# UNDER THE RADAR

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



## SIMPLE FAMILIES

I'm willing to bet that, after listening to just one episode of Denaye Barahona's *Simple Families* podcast, you'll want to listen again and again.

This one stands out—not only because of the topics, but because of Denaye's unique approach.

She focuses on developing a healthy relationship with yourself, your family, and your home, but it's her audio quality and delivery that really draws you in. I think

it's important to ensure your show is well-mixed and engineered like Daneye's when covering emotional topics.

Denaye is always cool, calm, and level-headed. She has the kind of voice that makes you want to listen, even if the topic wouldn't normally interest you.

I also love the fact that she's upfront with her listeners. She lets you know she is coming from a scholastic background, but the show is based on her real-world experience backed by academic knowledge. With a PhD. in Child Development, she is a clinical social worker with a specialty in child and family practice.

She often points out, "What works for me may not work for you. It's not a one-size fits all approach." She never tries to hit you over the head with anything, and I appreciate that.

Take a listen to the *Simple Families* podcast, and you'll see why Denaye is the right person to remind you to keep life simple. 🎧



# THE HISTORY OF FOLLINGLO:

## A Story of Tragedy

Every family has a story. Not many involve the President of the United States. But even then, some things you just don't talk about.

Jen Hanson-dePaula's grandparents grew up with World War II, Concentration Camps, the Korean Conflict, and the Vietnam War as their perpetual backdrop. They lived among a revolving door of returning soldiers who didn't want to talk about what happened; they just wanted to move on and keep living. That generation built the America we have today.

Without bravado. Without needing credit. Without needing to talk about the tragedies.

Tom Brokaw dubbed them "*The Greatest Generation.*"

Jen's grandparents were part of that history.

The family emigrated from Norway in the 1850s and settled in Story City, Iowa. It was just miles from the then newly crowned state capital of Des Moines, but far enough to have survived the devastating 1851 flood, where 74" of rain fell across the Midwest and completely destroyed many neighboring Iowa towns.

They built a farm they called "Follinglo."



## **[Jen's] family emigrated from Norway in the 1850s and settled in Story City, Iowa.**

It was an architectural marvel, drawing in teachers and their students to visit and learn.

Tending the crops as a family made it the perfect homestead for more than 100 years. Nothing broke Follinglo. Not the Depression. Not the Dust Bowl years. Not anything...

Until December 9, 1968.

That's when it happened—a tragedy that shook Jen's family to the core. It destroyed the farm. It destroyed their sense of peace.

And while Story City rallied around them, the lasting effects of the saga wouldn't end for years to come. Not until two neighbors started a letter-writing campaign. Not until Governor Ray grounded the Air and Army National Guard. Not until President Richard Nixon got involved. It wasn't until the United States Congress passed a bill that closure would finally come.

Many years later, on their way home from one of their normal family visits, Jen

and her husband Marcus dePaula talked about it being the 50th anniversary of the tragedy and how it would be fitting to do something to thank all the people who came to their grandparent's aid.

The problem was, in Story City, Iowa, a celebration is normally a small, shared carrot cake at the local coffee shop. For Jen and Marcus, that wasn't a fitting event for an honor of this magnitude. They wanted to do something truly memorable... to tell the story of every hero who made it possible.

They decided on a podcast.

A podcast could be shared. It could be easily digested and understood. It could be paused so the listener could just rest and think. They wanted a medium where their family could be involved, and they *really* wanted the audience to hear the voices of those affected—to hear the stories from the family members themselves.

Audio could stand the test of time.



For them, a podcast was the simple solution. Marcus had grown up in the church, and at a young age, became the tech/audio guy for their congregation. This led to his moving to Nashville as an adult to further his audio career. Working for musicians, he also found himself doing audio for church and business podcasters. And Jen’s family were storytellers by nature. She’d heard the story of Follinglo farm many times during her childhood. It was in her blood.

There was no other medium more perfect for telling the Follinglo story than a documentary-style podcast.

But they were soon to learn that they didn’t really know the whole story. The Follinglo tales they’d heard were just the tip of the iceberg. And their grandmother, who knew the lion’s share of the details, had passed away.

But not before writing down her account of the events that took place in a 25-page letter—one that Marcus would find to be accurate from one person’s perspective years later. Yet it perhaps opened more doors than it closed.

Finding out President Nixon was involved wasn’t the only “eureka” moment. They also learned the story had been covered by *Time Magazine* and Walter Cronkite, and their research took them to the Iowa State Archives, the Governor’s office, and all the way to D.C. to find more pieces of information at the Library of Congress.



# JEN & MARCUS

listen to



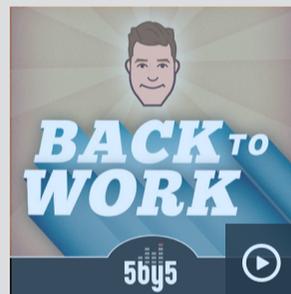
## KAT AND MOOSE PODCAST

A real-life podcast where we explore the quirks of being human.



## SMARTLESS

With Jason Bateman, Sean Hayes, and Will Arnett, this is a podcast that connects and unites people from all walks of life to learn about shared experiences through thoughtful dialogue and organic hilarity.



## BACK TO WORK

An award-winning talk show with Merlin Mann and Dan Benjamin discussing productivity, communication, work, barriers, constraints, tools, and more.



**There was no other medium more perfect for telling the Follinglo story than a documentary-style podcast.**



Walter Cronkite reporting on the Follinglo farm in 1968.

The podcast they produced is nothing less than astounding. Jen’s delivery draws in your heart and makes you want to keep listening, and Marcus’s editing and sound work are perfect. The music and flawless high-fidelity sound would make an NPR engineer jealous.

The scars on the ground at Follinglo have long since been erased. Crops still come up every year, and the family has moved on. But physical evidence of the tragedy often rises to the surface of the soil, and can be heard in the voices of the family members who help tell the story on the *Follinglo* podcast.

But it is the “corn crib” on the podcast cover art, created by Jen’s cousin Katie, that lives as the true marvel. While many teachers and students studied the architectural wonder of a “corn crib,” few spent much time appreciating its location.

For years, the “corn crib” was just thought to be in an odd place on the farm, but on December 9, 1968, it was clear its location was divinely inspired.

To hear the full story that will leave you canceling appointments to catch the next episode, listen to *Follinglo* by Jen and Marcus dePaula. 🎧



**History Category Director**

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[TracingThePath](#) 🎧

**Got a History Podcast suggestion?**

**Let us know! >**



# UNDER THE RADAR

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



## WAR YANKEE

War Yankee is a podcast about the campaign of Ulysses S. Grant during the Civil War. It's told by Navy Veteran Kyle Bondo in narrative style. It's professionally produced with impeccable sound, background music, and effects. But more importantly, Kyle clearly has a personal obsession with the material.

The most compelling part of the podcast for me is when Kyle puts the history into perspective. In Episode 2, for instance, he says, "To really understand what President Lincoln was up against..." and goes on



to break down each issue to illuminate everything that was on President Lincoln's plate, so you can see the kind of stress he was under above and beyond Ulysses S. Grant.

He also regularly uses the "put-yourself-in-the-same-situation" tactic, and breaks it down into today's terms: "Suppose your first day on the job, you heard your department heads were seceding from the company. What would you do?"

If you're a history buff, you'll love this show's focus, because you really go into one period in history in depth. In the case of Ulysses S. Grant's 40-day campaign against the Confederate Army of Northern Virginia, 1864.

Kyle's not afraid to say he's got a Unionist point of view and is presenting as such. No person with passion about his or her point of view can be an expert on both sides. 🎧

# 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-

## MUSIC FOOTBALL & FATHERHOOD

Hosted by: Sebastien Lefebvre and Patrick Langlois



## 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 27,000+ subscribers with a listing in our new feature section

# NEW PODS ON THE BLOCK

Contact us at [ads@podcastmagazine.com](mailto:ads@podcastmagazine.com)

## STRAIGHT UP

Hosted by: Trent

Former NFL wide receiver and internationally successful motivational speaker with 12 million followers on YouTube, Trent's media brings his perspective on the truth you need to know if it's hard to take.

## MAKING SENSE

SAM HARRIS

## BS DE RESISTANCE

Hosted by: Lyssa 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.



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."



A SAFE PLACE FOR CHRISTIANS TO ASK UNSAFE QUESTIONS

## THE RECKLESS PURSUIT

CODY & ELAINE JOHNSTON

Ross

ars, Jim Ross has of Wrestling. From regional territories Executive Vice VE, nobody has a im Ross.



# COME FOR THE TRUE CRIME AND STAY FOR THE MYTH AND MYSTERY!

## Three Friends Dive into Murder, the Supernatural, and Folklore

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The True Crime Category certainly plays an important role in society in that the genre often keeps cases in the public eye (or ear). But sometimes, we just want to just be entertained, right?

Well, what is more entertaining than three friends who not only talk about murder, but also the unexplained supernatural and folklore? That's exactly what you get when you listen to *Murder, Myth, & Mystery*.

This is a true-crime podcast that you can not only enjoy during the Halloween season, but all year round—as exemplified by their fans, as *Murder, Myth, & Mystery* has consistently been voted as one of *Podcast Magazine's* Hot 50 for a number of months now, topping the chart

at number five overall in September.

After listening to a number of episodes and feeling like I was sitting at a table with hosts Mary Pellom, Erik Pellom, and Sara Barratt at a trendy coffee shop, I recently had the chance to have an actual chat with them.

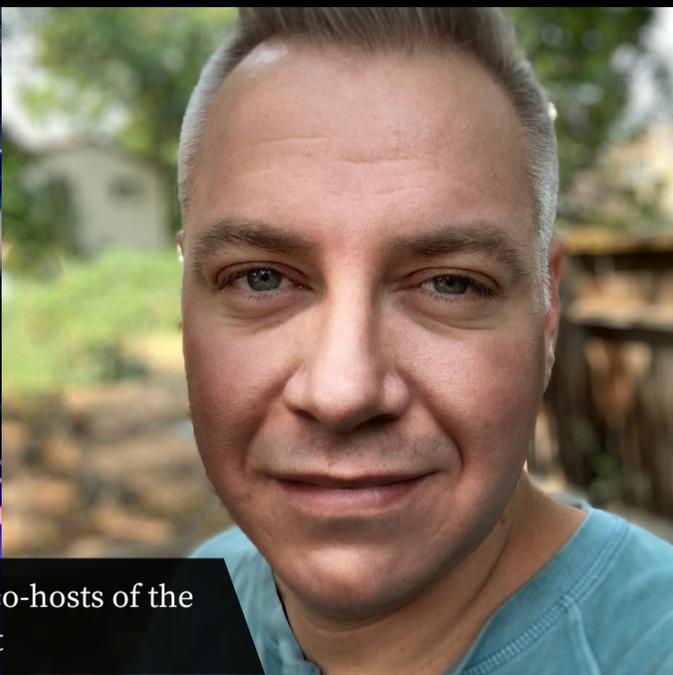
I began our conversation by joking that, even if I hadn't liked their show, I would still eventually have to talk with them since *Murder, Myth, and Mystery* kept landing on the Hot 50.

*"We have the best fans in the world,"* Erik exclaimed. *"Everybody says that, but really, we have developed something close to a family."*

*"That is the exact word I would use,"* echoed Mary. *"Our listeners are just incredible,"* Sara agreed.

I mentioned that I already felt like I was one of their friends, too, having listened to a number of episodes, and asked about the impetus to starting the show. *"I love that you feel like we're friends,"* Mary responded. *"That was the whole premise behind the idea."*

Mary went on to explain that, in the early episodes, they just dove right into the show without having much conversation among themselves. Later, their fans shared how



(from left) Mary, Erik, and Sara, co-hosts of the *Murder, Myth, & Mystery* podcast

much they enjoyed their personalities and encouraged them to have more friendly banter among the three of them before leading into the featured stories.

*“I listen to so many true-crime podcasts,”* Mary continued. *“But I wanted to produce something different. So, I came up with the idea of having three segments...”*—a murder, myth, and mystery segment for each main episode.

They also produce *“minisodes,”* which cover just one topic. *“We let our patrons choose the topics of those,”* Erik explained.

When it comes to the main episodes, content is chosen by the hosts. *“We rotate every week,”* said Sara. *“One week I take murder, the next week Mary takes murder, then Erik takes murder, and so forth. Personally, I am constantly on the lookout for stories. I have a list miles long of topics I want to cover.”*

*“We made an agreement early on to stay away from the ‘big-time’ murders,”* Mary added. *“Like Ted Bundy or other well-known cases. Fortunately, at more than 150 episodes, we still haven’t picked the same topic among the three of us.”*

***“We have the best fans in the world... everybody says that, but really, we have developed something close to a family.”***

We talked about how adding stories on the supernatural and folklore creates a different twist to a true-crime podcast. *“Some of my favorite reviews are when people say, ‘I came for the true crime and stayed for the myth and mystery,’”* shared Mary. *“We have had people say, ‘We weren’t even into mythology, but Greek Mythology is messed up, and we’re into it now!’ We purposely cover the myth in the middle of the show, because most of the time, we have a good time with it. The myth is usually so ridiculous that it*

creates a more light-hearted feel coming off the murder story. It really balances out the episode.”

“Sometimes, we need that,” Sara mentioned. “Hearing the murder stories can be so depressing that we all need the boost.”

“We try to add levity to the show where we can,” Erik pointed out. “It is dark material sometimes. So we try to add levity without being disrespectful. We never joke at the victim’s expense.”

We delved into how the myth portion often allows for many more jokes and laughter. I couldn’t help but mention how disappointed I was to learn that pirates don’t actually begin sentences with “*arrrgh*.” That brought a laugh to all of us.

“Our myths are all over the place,” Erik continued. “Sometimes, the stories are from actual Greek Mythology or Norse Mythology. Other times, they’re just debunking certain thoughts or beliefs in our world.”

“My personal favorite is covering urban legends,” Mary added. “There’s always some factor of truth to the story, and then it builds up and goes a little crazy.”

The mystery segment grabs a lot of attention as well, as the trio covers hauntings, UFOs, and unsolved cases. A few of the topics in that segment so far include the Fairmont Banff Springs Hotel, the Man from Taured, and the SS Baychimo.



# SARA, ERIK, & MARY

listen to



## GOING WEST

Daphne Woolsoncroft and Heath Merryman discuss haunting details of different disappearance and murder cases week by week.



## ASK ME ANOTHER

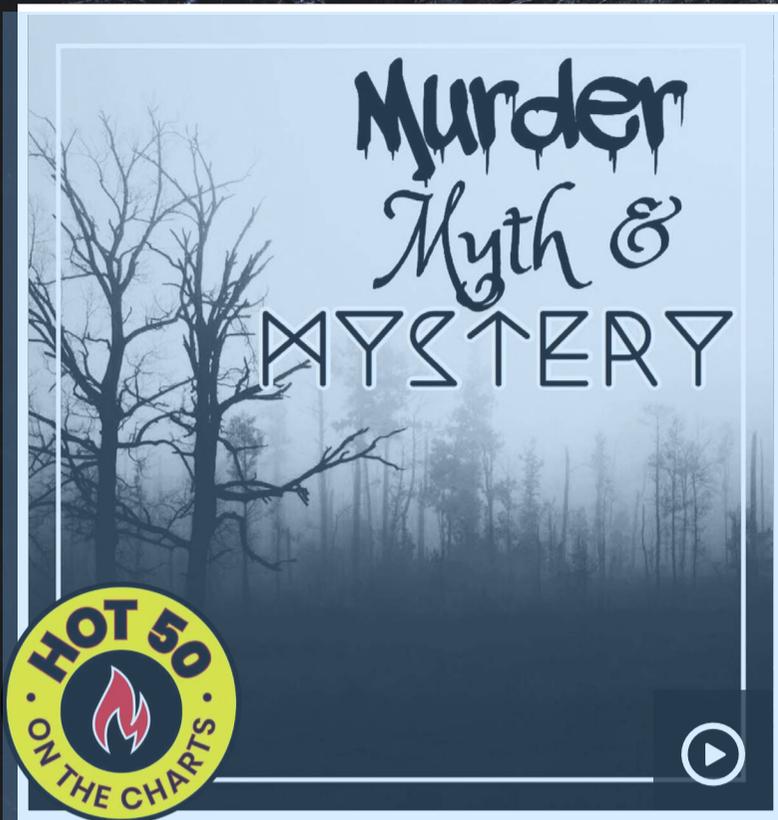
Host Ophira Eisenberg and musician Jonathan Coulton take brilliant contestants on a roller coaster that’ll make you laugh and scream (out the answers)—and barely anyone throws up in a trash can.



## SCARE YOU TO SLEEP

Curl up and relax as I read you a spooky bedtime story! From ghosts in the bayou to serial killers in the 90s, we’ve got everything you need to be scared to sleep!

**“[The podcast] is dark material sometimes. So we try to add levity without being disrespectful. We never joke at the victim’s expense.”**



**“My personal favorite is covering urban legends... there’s always some factor of truth to the story, and then it builds up and goes a little crazy.”**

We circled back to what really makes *Murder, Myth, & Mystery* work, which is the personalities and openness of the hosts. “We are very open about our own struggles,” commented Mary. “Anxiety, depression, and even postpartum. I think that makes us relatable. People shouldn’t be ashamed if they have certain thoughts or problems.”

Speaking as a fan of true-crime podcasts, I shared my one caveat when it comes to *Murder, Myth, & Mystery*—the lack of descriptive episode titles (i.e., Episode #159 or Minisode #119). In order to learn what the episode is really about, you have to go into the information section. This makes choosing a particular episode a little more involved.

“There actually is a method to our madness with that,” Erik replied. “The problem is, we cover three subjects. If you put all three of them in the title, it’s going to be really long. We tried it, but we kept

*running into the restriction on number of characters.”*

Having to delve into the description is a small price to pay to enjoy *Murder, Myth, & Mystery*. So, whether you are looking for something a little different, or possibly trying to get into the Halloween spirit, this is a podcast that is definitely worth a listen. 🎧



#### True Crime Category Director

Kenneth C. Bator

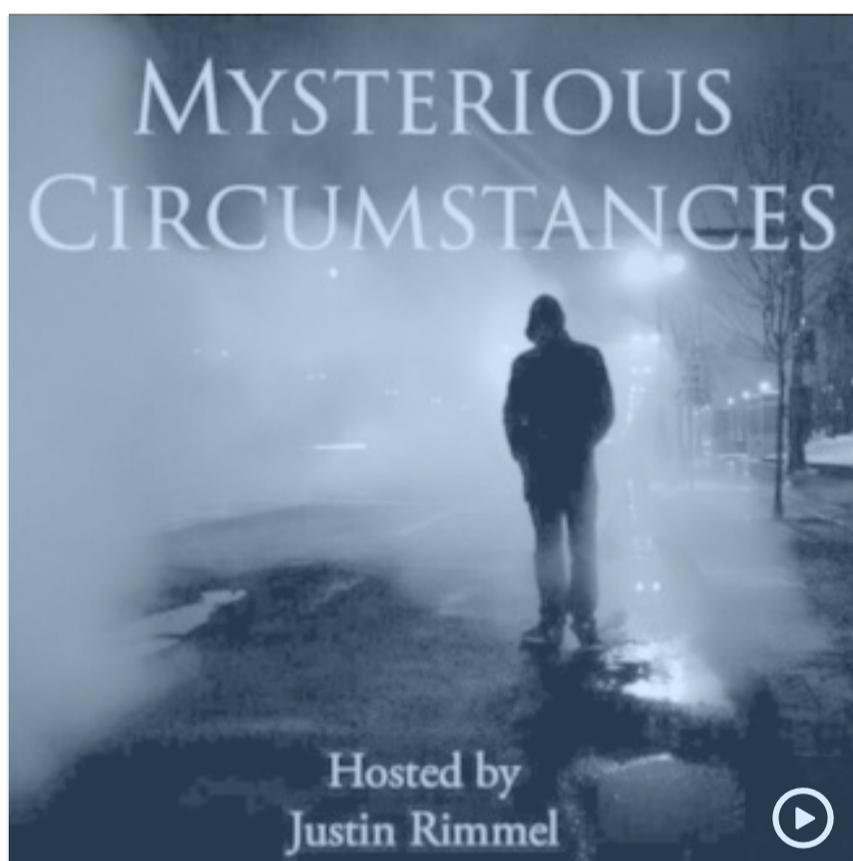
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[Public Safety Talk Radio](#) 🎧



# UNDER THE RADAR

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



## MYSTERIOUS CIRCUMSTANCES

To keep with the Halloween theme, if you'd like to add stories of the occult into your typical true-crime tales, give *Mysterious Circumstances* a listen. Host Justin Rimmel does a solid job of making listeners feel like we are in the room with him while he shares particularly weird cases he comes across.

If old-fashioned true-crime stories are your "thing," you will certainly find them on *Mysterious Circumstances*, too. Being from



Illinois, the episode on "The Starved Rock Murders" was of particular interest to me.

However, if you want to get into a more ghoulish and scary mode, this podcast has that, too. "A Haunting in Michigan" was particularly creepy—a perfect listen for a Halloween-esque night.

Justin does a good job of being a bit skeptical when covering the cases. While he doesn't discount anything paranormal from the start, he does bring in reason and common sense.

The host also makes a practice of responding to his reviews at the end of many episodes, whether they are five stars or of the (less common) one-star variety.

Whether you are looking for something a little different from the typical true-crime podcasts, or a little scarier to fit the season, give *Mysterious Circumstances* a listen. 🎧



▶ INTERVIEW

ARTS



# DIVE INTO THE DEPTHS OF DESIGN

**With *99% Invisible* Host**

**Roman Mars**

Photo credit: Bert Johnson

**“The itch  
for me was  
that I needed  
some kind  
of frame to  
explore all the  
things I was  
interested in.”**

Created and independently produced by Roman Mars, *99% Invisible* began as a collaborative project between San Francisco Public Radio KALW and the American Institute of Architects in San Francisco.

About the inception of the show, Roman says, *“I was in radio because I loved to listen to radio. What really inspired me to be a podcaster was all of a sudden recognizing that I could reach the audience directly without a station manager telling me whether or not it was worth putting on the air, or if it fit with the sound, or if it was right for a certain time of day. The other thing was, quite simply, I had made 99 PI a little ‘module’ for the morning edition at KALW, and my friends didn’t get to hear it at the time it aired. They were like, ‘Well, you need to put it somewhere else.’ I thought okay... I’ll put it on a podcast.”*

Trained as a scientist, Roman was a fan of architecture who also always liked explanatory journalism in general. So when he was approached by Matt Martin, the GM of KALW where he was working at the time, about adding an “architecture minute” segment to cover local buildings (the first of which, he was already consulting on and working on for *Snap Judgment*—the featured cover story for *Podcast Magazine*’s inaugural edition), he liked the idea. He thought about it for a long time before deciding that he could indeed do something like that—however, he wanted to broaden the concept to design in general. This way, he could cover and explain the built world in a way that would support listeners in ‘decoding’ that world in a new way. He wanted to make it a show that was about wonder in the mundane, and from the very beginning, he did.

*“Now, 10 years later, the show has changed and shifted. More people have come on, and it’s developed organically, but the reliance on wonder in the mundane is still at the heart of it. The original show was four minutes long and was never meant to be a huge statement about design. It was meant to satisfy a curiosity or two. So, the whole ‘thesis’ of the show—what it means, what we cover, and why we cover it—is kind*



Roman speaks at  
Podcast Movement 2015



**“I could reach the audience directly without a station manager telling me whether or not it was worth putting on the air.”**

*of this regression plot of different points. Then, you draw a line to connect them... and that is the thesis of 99% Invisible. It always shifts and changes. Sometimes, we cover a lot of big things and ideas, like the design of government, or something like that. And sometimes, it's tiny things, like manhole covers and forks. The itch for me was that I needed some kind of frame to explore all the things I was interested in.”*

He found design to be just broad enough and focused enough to be that frame. It has enough of a center of gravity while being wide-ranging enough for him—if humans made it, then it's part of the purview of the show.

Since the podcast was the *fourth* project he was simultaneously working on at the time of launching, it was his nighttime “extra job.” His goal was to develop himself and his skill set areas like hosting, writing,

producing, and launching a show on his own outside the public radio world. It was because of his deep ties to public radio that the show received a boost from his colleagues and friends who put him and *99% Invisible* in front of their audiences, which helped the show really take off.

The real gamechanger, though, was the Kickstarter campaign in August of 2012. As *99% Invisible* began gaining audience traction outside of the public radio system, the need for funding became real. The massive success of the Kickstarter (Roman met his fundraising goal in the first 24 hours) bypassed the station system and caused an existential crisis in the world of Public Radio. It became the second most funded Kickstarter in the Publishing industry and first in Journalism, raising over \$170,000—enough to pay Roman and another producer and fund the show.

From there, everything snowballed.

Still, while the money was pouring into the Kickstarter campaign, Roman was counting change at home to buy groceries. His advice to anyone considering this route to monetization is to make sure you have the audience to support the goals you are setting for your show first... and that you have plenty of coins in the piggy bank to hold you over just in case!

The success of the Kickstarter caught the attention of advertisers who recognized that Roman had built a connection to the audience and began investing in placing ads on his show. Still, it took one more Kickstarter that brought in twice as much as the first for Roman to see the show as self-sufficient, and he let go of the other jobs he had cobbled together. The Kickstarter model worked so well, though, that he used it a third time to raise \$620,412 from 21,808 backers to form Radiotopia—a curated network of extraordinary, cutting-edge podcasts, including *99% Invisible*, *Criminal*, *Song Exploder*, *Ear Hustle*, and more.

*“I didn’t grow up with a lot of means, so I never overspent. When it came to my business, I never took investments. I grew slowly and deliberately, and that was just always the way I ran the shop. As you do more, you need more and more people, so when I had money, I hired them. That’s just the way it was. So suddenly, I was a boss, which is really weird, because I really was just a kid. I mean, I wasn’t a ‘kid’; I was in my 30s. But I was doing it alone. Not because I had*



# ROMAN

listens to

## BLANK CHECK



### BLANK CHECK WITH GRIFFIN AND DAVID

Not just another bad movie podcast, *Blank Check* reviews directors’ complete filmographies episode to episode.

## NiceWhite Parents



### NICE WHITE PARENTS

If you want to understand what’s wrong with our public schools, you have to look at what is arguably the most powerful force in shaping them: white parents.



### CALIFORNIA LOVE

Walter Thompson-Hernández invites listeners to join him in his family home, on horseback through the streets of Compton, and up into the sky to examine belonging.

**“I grew slowly and deliberately, and that was just always the way I ran the shop.”**



Roman at a TED Talk in 2015

*this great desire to be alone, or I didn't want a station to pay me lots of money to make it. I did it alone because no one wanted me."*

At the time of the first record-breaking Kickstarter, *99% Invisible* had around 50,000 - 100,000 downloads PER EPISODE

thanks to Roman's existing audience and the traction and connection he had with it. That's when Roman knew something special was going to happen.

*"We built a genuine audience that was genuinely curious about the worldview of the show itself, because it was about being curious and engaged with the world and optimistic about design choices that were being made for them that they don't know about or notice."*

Ever wonder why the buttons on your shirts are on one side for men and the other for women? Why the fridge handle is vertical instead of horizontal? Who made these decisions, and why?

Advertisement

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

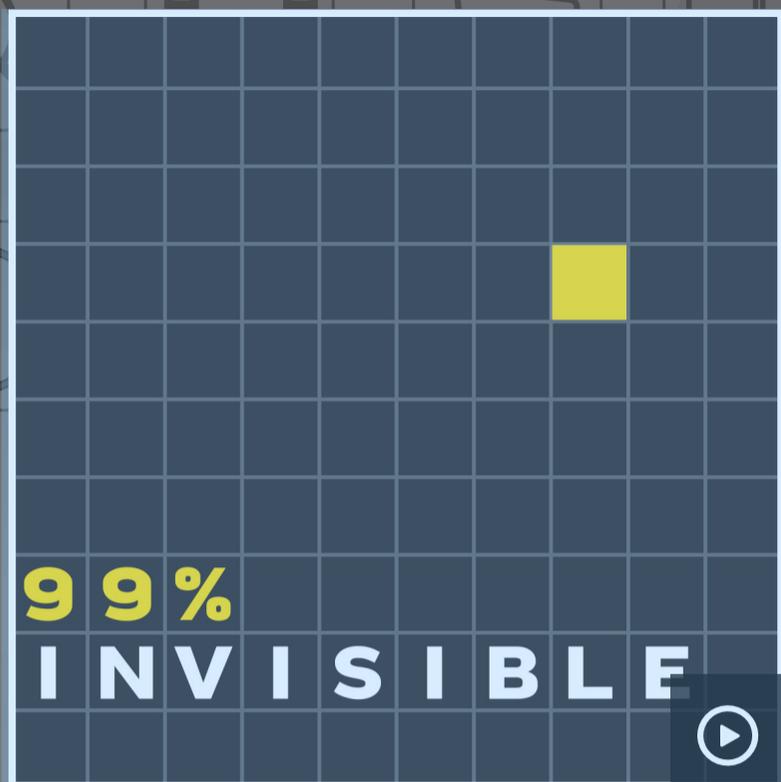


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\*Source: Edison Research Infinite Dial 2019



These are the types of choices designers made for you that Roman’s podcast explores.

Eight years and 450,000,000 downloads later, the show and the shop employs 13 people, has produced over 400 episodes, and has been the Apple #1 Podcast in the Arts Category and #8 in all podcasts.

Recently, Roman partnered with Kurt Kohlstedt to co-author the book, *The 99% Invisible City*, coming out in October 2020.

If you’ve ever wondered about the invention of incubators, or how a new kind of store window mannequin was designed in the 1930’s, or where the “smiley face” symbol originated—dive

into the archives of *99% Invisible*. Every single episode sticks to the core of a joyful exploration and explanation of the built world, which remains at the center of everything Roman and his team create. 🎧



#### Arts Category Director

Anjel B Hartwell

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

*Wickedly Smart Women Podcast* 🎧

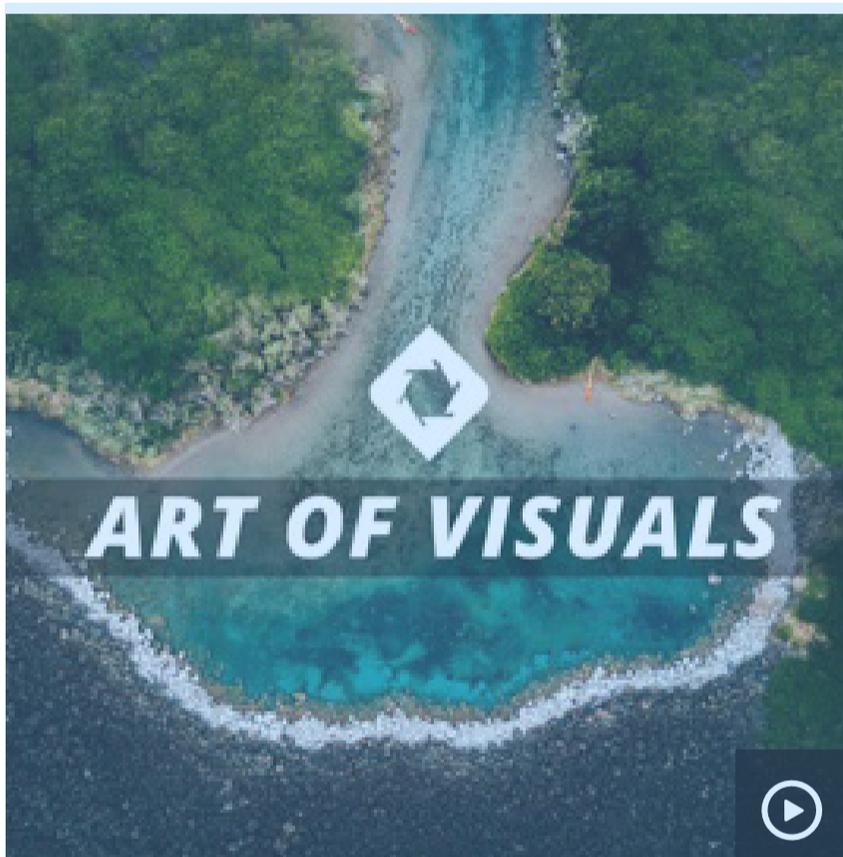
Got an Arts Podcast suggestion?

Let us know! >



# UNDER THE RADAR

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



## ART OF VISUALS

The *Art of Visuals* podcast features a wide array of photographers, Instagrammers, and other talented creatives who are employing visual storytelling to make an impact and generate ROI from digital media.

Host Prince McClinton, CEO of AOV, has rounded up a diverse lineup of guests to inspire their global community of over two million people. Episodes range in length from 30 minutes to over an hour, and many are focused on the intersection of travel



and photography. McClinton is skilled at asking questions that generate in-depth answers about things like how certain shots are captured, what the “on the road” photographer’s lifestyle is really like, and the entrepreneurial side of the business.

Airing since 2017, a review of the catalog reveals that there is some irregularity around the publishing of episodes. However, the overall quality and content of the 119 episodes aired so far is consistently good. *Art of Visuals* also does a good job of highlighting up-and-coming photographers who are relatively unknown, giving them a great platform for becoming more visible in their chosen industry of visual artistry.

This podcast is by creators for creators and offers a diverse array of topics and guests to share the love of capturing moments of beauty and slices of life that are framed by an artist’s eye to move and inspire. 🎧



# ENTER THE VAULT OF HORROR ... If You Dare!

Who could ever forget descending down into the depths to come face-to-face with the grinning skull of the Crypt Keeper as he invites you to watch a tale of horror, mayhem, and gore?

Oh, wait. That was HBO's *Tales from the Crypt*.

This, my friends, is *Vault of Horror*, a brand-new audio drama produced by Pocket Universe Productions and inspired by the 1950s comic book series by the same name published by EC Comics.

And yes, EC Comics created both *Tales from the Crypt* and *Vault of Horror*, along with a third called *Haunt of Fear*. All three featured the same trademark creepy "campiness" where the bad guy always comes to a really gruesome ending.

*"EC Comics is legendary in the world of comic book publishing as it was one of the first comic book publishing*

***"Welcome, dear listeners, welcome to the Vault of Horror! I'm so glad for the company. So few dare to make their way down here... they just don't have the guts!"***



*companies to produce high-quality work in genres that weren't in the superhero vein, like crime, war, and horror. EC Comics truly challenged conventional norms of the time,"* said Lance Roger Axt, cofounder of Pocket Universe Productions and one of the producers and adapters of *The Vault of Horror*. *"It was no wonder they made a lot of enemies very quickly."*

In fact, it was partly in reaction to EC Comics that the comic book industry created the Comics Code Authority, which essentially shut down EC Comics in 1955. *"So-called 'moral crusaders' and opportunistic politicians alike essentially jerry-rigged a really rickety link between comic books and juvenile delinquency that resulted in decades of comic censorship. EC's comics line ended, but thankfully, they still had MAD Magazine, which could operate outside of the rules of the CCA."*

It was Bill Dufriis, another producer and executive director of the podcast, who was the driving force behind bringing *Vault of Horror* to life as a podcast.

Bill, who passed from cancer earlier in 2020, was a legendary force in audio drama and the audiobook industry. Having worked in some aspect on over a thousand projects over the years, including audiobooks, animation, foreign language tapes, audio dramas, etc. He did everything from voicing Bob the Builder to directing the *X Files* audio dramas and narrating hundreds of audio books.

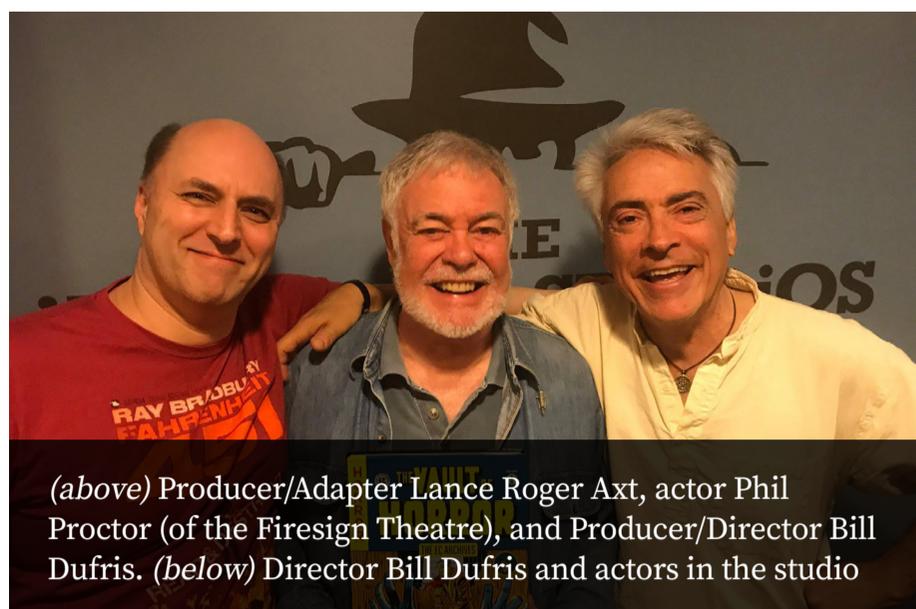
*"What most people don't know is that Bill was a big horror fanatic. He grew up in*

**"EC Comics truly challenged conventional norms of the time... it was no wonder they made a lot of enemies very quickly."**

*Maine, which is also the home of Stephen King. Horror had a very, very special place in his heart because of his love of Stephen King. So, when he discovered the Tales from the Crypt TV show, he wanted to do something with EC Comics. And we had actually approached them back in 2007, but things fell apart. Then, in 2017, he told me he had been having trouble swallowing. One night, he gives me a call and says, 'It's cancer.' It was stage 3 esophageal cancer. He had surgery to remove it and was cancer-free for three years. During that time, he put together a bucket list of everything he wanted to do, and this podcast was on the list. We went back to EC and thankfully, this time we were able to work out a deal."*



(from left) Producer/Adapter Lance Roger Axt, Kevin “The Vault Keeper” Grevioux, and Producer/Director Bill Dufris



(above) Producer/Adapter Lance Roger Axt, actor Phil Proctor (of the Firesign Theatre), and Producer/Director Bill Dufris. (below) Director Bill Dufris and actors in the studio



To bring *Vault of Horror* podcast to life, it was important to keep the balance of creepiness with “campiness.” First, they had to tackle the stories themselves. As they were written in the 50s, they were pretty dated. So, all the stories were carefully updated to fit more with modern times while keeping the spirit of the original books intact.

To capture the “goriness,” they turned to audio.

*“Certainly, the most significant part of the audio production, as well as what brings us the most joy, comes in finding all the ways to let the stories play out as little radio plays from the 50’s with fantastic sound effects,”* Jonathan Woodward, one of the partners at Pocket Universe Productions, said. *“We wanted to make it a really immersive experience, so when*

*you’re inside your headphones, you’re taken into a little world. For example, in the episode ‘Terror in the Swamp,’ you hear the burbling and gurgling of the swamp creature, which is definitely worth the price of admission... which of course, is free. There are so many different ways you can listen to the gruesome hacking up of a person.”*

*“Or the sound of acid going into a person’s face. Or the werewolf biting into a neck,”* added Axt.

*“We want to make sure those sounds are in their full glory. It makes the piece fun while taking some of the tragedy out of the gore,”* said Woodward.

Bill was a perfectionist, and he insisted on a high standard of production when recording the episodes. For instance:



**“There are so many different ways you can listen to the gruesome hacking up of a person. Or the sound of acid going into a person’s face. Or the werewolf biting into a neck.”**

*“What Bill did, and what we will continue to do, is to block out scenes with actors, and have the actors actually move around the studio using one 3D microphone rather than the traditional audio tactic of staying in front of one mic. This makes it not only more immersive, but more fun, as well. You can really hear the actors getting into it, and it becomes more of a true ensemble piece rather than discrete actors working and doing pickups on their own lines. It really forces the actors into conversations with each other through the scenes, and as a result, you get better, far more dynamic scenes that build in your mind.”*

What’s next for *The Vault of Horror* is a second season that is hopefully just as riveting as the first. There is little doubt that it will be, considering the high production values and attention to detail that Bill infused the project with—and that with which the team carries on to honor his legacy. 🗣️



**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



## STATION BLUE

Cute penguins aside, there's something inherently creepy about Antarctica.

I suspect it's the feeling of getting a pretty decent glimpse of what being in outer space might be like.

Sure, there's oxygen down there, but that's about it. As a species, survival is tough without a lot of help.

Which is why the mere description of *Station Blue*, a psychological thriller podcast set in

Antarctica, is enough to send shivers down your spine.

*Station Blue* is about a man, Matthew, who is caretaking one of the research stations alone for a few weeks until the scientists arrive.

Except, is he alone? Or is he slowly going insane?

I love psychological thrillers, so this was right up my alley. I will say, it's slow to develop (a lot of psychological thrillers are), so give it through Episode 2 before deciding whether to continue listening or not.

Also, it does take a little bit to get use to the style. There is a "narrator," which is the voice in Matthew's head, as well as Matthew's dialogue.

Overall, if you love creepy psychological thrillers that keep you unsure of what's 'real' and what isn't, you may want to add *Station Blue* to your listening list. It kept me on the edge of my seat and excited for the next episode. 🎧



CALLIE AND JEFF DAULER:

# FINDING THE *Positive* IN DAILY EXPERIENCES



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## How Gratitude & Humor Can Build Community

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There are times in all our lives when chaos and turbulent waters seem to be at the center of everything we do. These moments may feel hopeless and dark, and sometimes, there seems to be no end in sight. Luckily, though, there is almost always a light that eventually breaks through.

Callie and Jeff Dauler underwent their own turbulent journey, emerging on the other side of their battles with a positive result—*The Upside* podcast.

Jeff is a comedian who was also an on-air radio personality and executive producer for 25 years. Callie has worked in the music and talent industry for 10 years. They initially met on Twitter. Callie was a

fan of Jeff’s radio show, and they were both working for the Recording Academy (local Grammy office). Jeff recounts Callie sending him a message saying, *“Hey, I feel like we should know each other because we know so many of the same people.”* They became friends, and months later, after meeting in person, they became a couple.

After four years of dating, Jeff and Callie got married in 2016. Their wedding on November 2 made the Atlanta news, because Jeff surprised Callie with shelter puppies to help with wedding day stress. As a result, most of the puppies were adopted.

In January 2019, Callie and Jeff suffered a miscarriage, and Callie bravely shared their painful experience on her blog. In May 2019, Jeff was fired from his radio show. Despite their heartbreak and tribulations, Callie and Jeff practiced daily gratitude as they tried to figure out their next steps.

Callie recalls telling Jeff, *“We should do something together—maybe our own show, taking what you know from radio and ‘marrying’ it into a daily podcast.”* For two months, the couple brainstormed their concept and what they wanted to offer their listeners, who included their combined followers/fans from the radio show, social media, and blog.

The most difficult part of their decision to begin their podcast was deciding on a name. They knew they wanted to create a brand that was authentic to them, both as individuals and as a couple.

**“We should do something together—maybe our own show, taking what you know from radio and ‘marrying’ it into a daily podcast.”**



Callie remembers, *“We were looking for one or two words—nothing complicated—that would help encapsulate our message: we want people to be good in every situation, even when it’s hard and very, very real. We started writing down words and spent a super-long time looking up adjectives for ‘positivity’ and things like that in the thesaurus. I came across ‘upside’ and blurted out, ‘What about The Upside?’ And it just clicked.”*

Jeff also recalls, *“The ‘positive, gratitude, affirmation’ space in podcasting is definitely crowded. Gratitude is the core*



of who we are. But we didn't want to lean on that, because it's bigger than just being grateful. It's literally finding the upside. When Callie said it, I was like, 'Wait, say that again!' And then she did, and I knew that was it."

Two months later, on August 8, 2019, *The Upside* podcast launched and had 800 subscribers within the first three days. Due to the podcast's popularity, Callie and Jeff decided to make it a 30-minute daily show. At the Podcast Movement event, Jeff was asked how he was able to podcast daily. "I explained that, for 25 years, I did a five-hour show every single day. So to me, the podcasting process is much more streamlined. A daily show is a challenge, but it's not difficult."

In comparison to radio, Jeff says, "I 1,000% enjoy podcasting. Absolutely. After 25 years, I bought into radio. In order to be successful, you have to beat someone; you have to be the number one person in your market. With podcasting, though, the entire world is your potential audience. So I don't have to be better than anyone else to also be successful. And I think the more people who are putting out quality content in podcasting, the better it is for all of us, which is really, really refreshing, because I like that cooperation. It's very invigorating to not have to interrupt a great story to play a stupid Chainsmokers song."

Because *The Upside* is a daily show, Callie and Jeff are able to share their lives as they unfold. They both have been diagnosed with anxiety disorders and share their

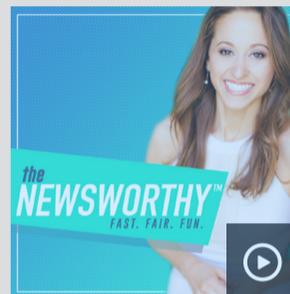
# CALLIE & JEFF

listen to



## CRIME JUNKIE

Crime Junkie is a weekly true crime podcast dedicated to giving you a fix.



## THE NEWSWORTHY

All the news you need in just 10 minutes with an unbiased and upbeat style. We call it 'fast, fair, fun.'



## CERTIFIED MAMA'S BOY

Live, Laugh, Love Your Mom - join Steve Kramer as he attempts to navigate life with the help of his mom, Nancy.

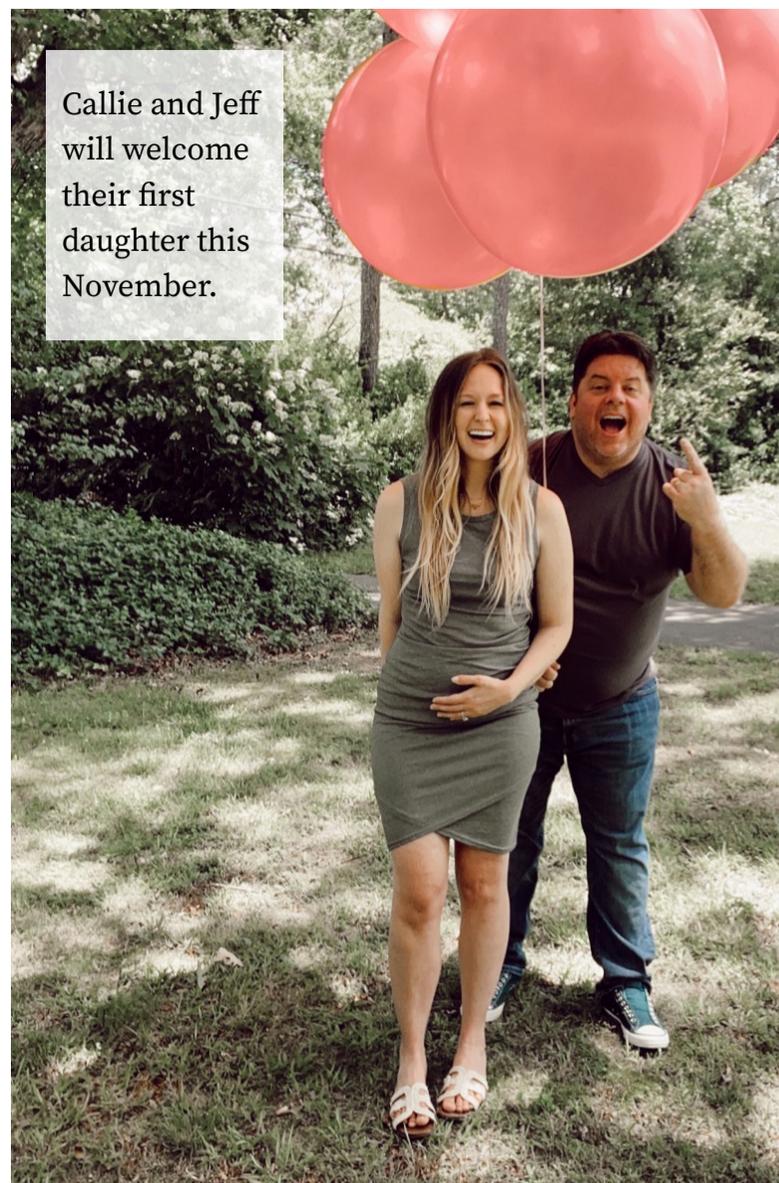
**"For 25 years I did a five-hour show every single day. So to me, the podcasting process is much more streamlined. A daily show is a challenge, but it's not difficult."**

experiences openly. Callie explains, *“Anxiety is such a beast. It’s becoming more and more common for people to talk about it as they feel comfortable. We want to make people feel a little less alone by talking about things that people are scared to talk about, but are quite honestly very normal. Anxiety is **so** normal. Jeff and I both struggle with it. We combat it every day in different ways. Jeff has systems and activities he uses to help him cope with it, like cooking. I take medication for it as well as practice yoga. Honestly, authenticity is so powerful, and I think people are so drawn to it because they want to know they’re not alone.*

*“We get to say, ‘Hey, I have anxiety, and I really struggle with it. It’s super hard for me, and I feel really vulnerable right now.’ I was amazed at the response we received from people saying, ‘Oh my gosh, I thought it was just me.’ It makes you feel less naked and alone when other people relate to you with their stories. And that’s a dialogue that we love to open up, because that’s exactly what we want to help people with—to feel less alone.”*

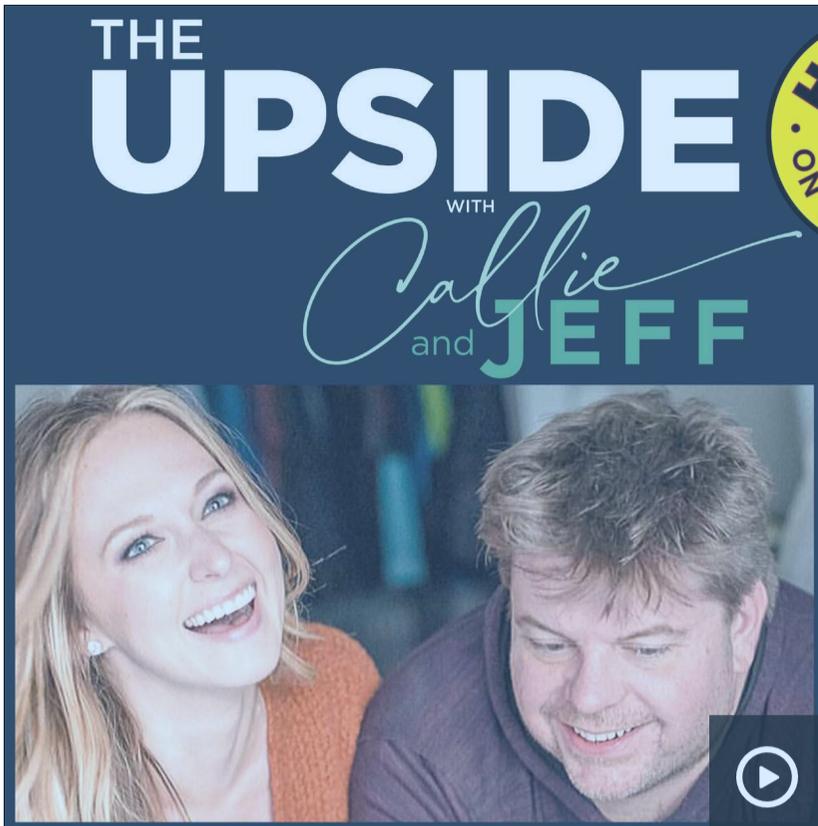
2020 has been a wonderful year for Callie and Jeff. They recently moved into a house they (and their dogs) love, their Facebook following has grown from a community to a family of nearly 16,000 engaged followers, and they are expecting a baby girl in November!

*“Our Facebook community really is like a big family,” Callie said. “We even have house rules, like you have to be kind*



*and supportive to each other. Nobody’s perfect, but we make it a safe space and we make sure that everybody is being respectful. It’s a place on the internet where you can go knowing you won’t be judged or humiliated or yelled at. It can be an escape for people, and we’re really proud of that. I think we’ve been able to cultivate a group of people who want to be better tomorrow than they are today. And that’s really the only common thread that I think most of our listeners have.”*

This summer, Callie and Jeff learned about an eight-year-old child named Austin in their local community who is terminally ill. Austin had three things on his bucket list: going to the Georgia Aquarium and Wild Animal Safari, and spending the



**“Authenticity is so powerful, and I think people are so drawn to it because they want to know they’re not alone.”**

night at Great Wolf Lodge. Jeff and Callie created a fundraising campaign called “The Summer of Austin,” and *The Upside* family’s incredibly generous donations allowed Callie and Jeff to fulfill Austin’s bucket list as well as pay the family’s rent for six months, pay off one of their car loans, provide a monthly stipend to the family for bills, and more.

It is no surprise that *The Upside* podcast has been voted by fans as *Podcast Magazine’s* number one podcast on the Hot 50 chart for four months in a row, while securing a spot on the chart for eight months in a row.

Callie and Jeff’s combined journey through the “dark night of the soul” brought them both to their purpose of “*living in gratitude, finding the positive in every experience, and encouraging others to do the same.*” 📌

Got a Society & Culture podcast suggestion?

Let us know! >



**Society & Culture Category Director**

Gin Keller  
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*Embracing Courage* 🎧



# UNDER THE RADAR

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



## THE DOMESTIC VIOLENCE DISCUSSION

While many domestic violence podcasts focus solely on survivor stories, I discovered one that features a balanced blend of stories, legal information, and encouraging support.

Following the other podcasts I previewed in honor of Domestic Violence Awareness month, I was immediately expecting the host's story. So I was caught a bit off guard when the initial episodes highlighted data and definitions. For example, in Episode 1, in an exercise to define domestic violence, the



host takes to the street to ask random people what they believe DV is. Their answers subtly demonstrate that anyone can experience domestic violence, and that recognizing those in a DV situation is difficult.

What is unique is that while the host is a survivor of domestic violence herself, the focal point is domestic violence, not on her own personal story. Instead, she powerfully weaves her experiences into her episodes, and acts as teacher and healer via her communication style.

Over three seasons, *TDVD* dispels common myths and misperceptions about domestic abuse, survivors, and perpetrators. For allies and survivors, it provides valuable insights, while also speaking to those who may not be aware that they are in a domestic violence situation.

As a former hotline advocate, I believe this podcast is quietly powerful and provides rays of hope. Help is available at The National Domestic Violence Hotline 24 hours per day. 800-799-7233. 📞



# FRANK SHAMROCK

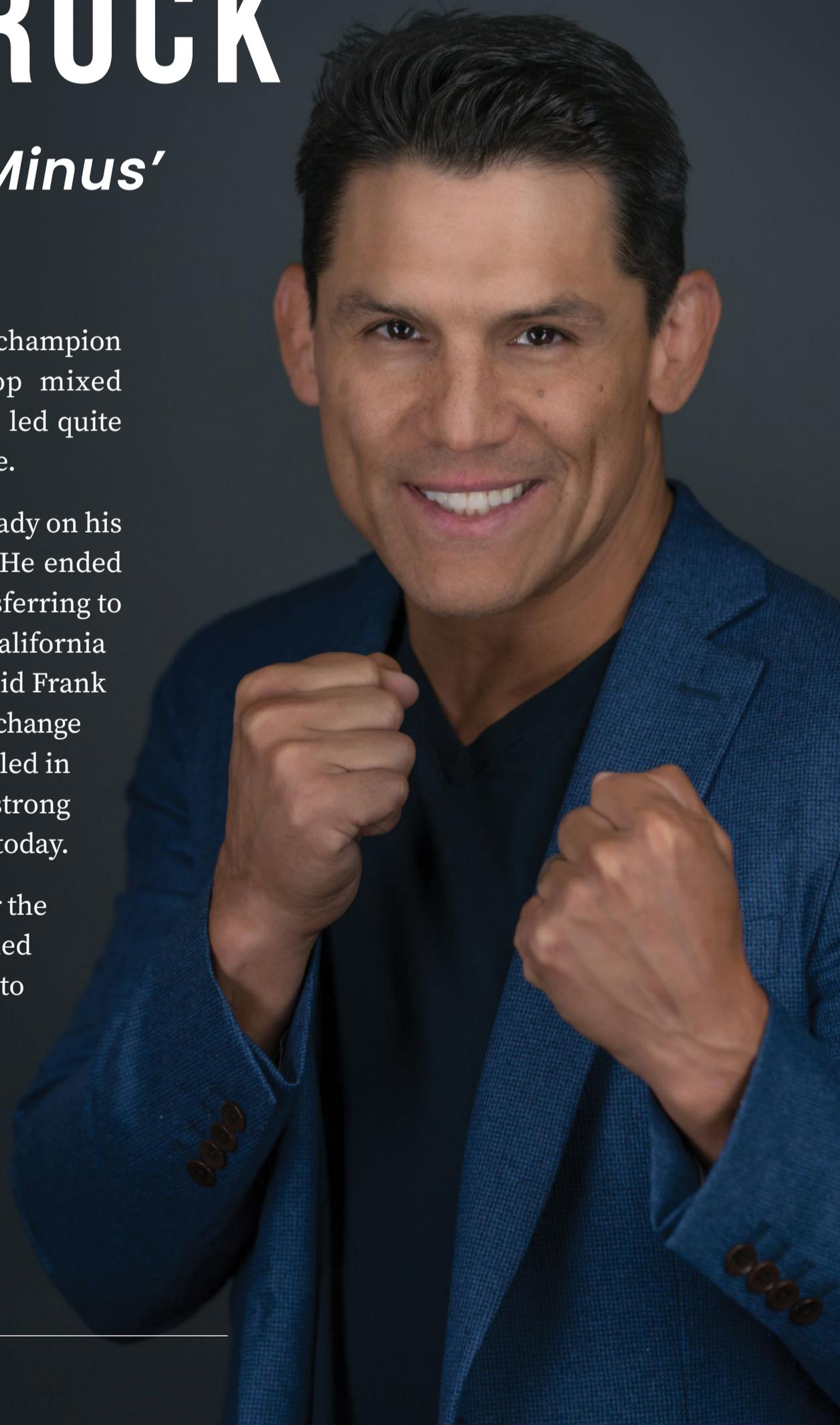
## *'Plus Equals Minus'*

Frank Shamrock—former UFC champion and arguably one of the top mixed martial artists of all time—has led quite an interesting and inspiring life.

At just 11 years old, he was already on his own, traversing a rough path. He ended up in the juvenile system, transferring to the Shamrock Boys Ranch in California at thirteen years of age. Little did Frank know that Bob Shamrock would change his life with the values he instilled in him and ultimately become a strong influence on the man Frank is today.

At 17, Frank returned to jail. For the next five years, though, he relied on everything Bob taught him to turn his life around.

Although Bob's youth camp has supported approximately 2,000 boys at his ranch since it's opening in 1974, Bob adopted only



two—Frank and Ken. Frank looked up to his new brother, who was already an accomplished wrestler. Frank seized the opportunity to train with him, learning everything he could from him before discovering his love of cage fighting.

*“I was ready to stop being a criminal and apply myself to something,”* Frank said, and that is exactly what he did. Over the next few years, Frank turned from cage fighting to MMA, and finally found his “something.”

*“I found the thing that I really like to do. MMA gave me the opportunity to combine my passion with other things I love, like competing and studying. I’m kind of a nerd! It was also incredible to have a team around me.”*

Frank has been fighting his way to the top ever since. In the 1990’s, he was named “Fighter of the Decade” and would go on to win many fights and set several records, including earning numerous titles in other martial arts organizations, such as the interim “King of Pancrase,” the “WEC Light Heavyweight Champion,” and the “Strikeforce Middleweight Champion.”

One of the highlights of Frank’s fighting career was in what is widely considered one of the greatest fights in UFC history—Shamrock versus Ortiz. After brutal elbows, punches, and hammer blows forced Ortiz to tap out at the end of round four, Shamrock championed Ortiz as his *“toughest opponent physically due to his weight advantage and style of fighting.”*

**“MMA gave me the opportunity to combine my passion with other things I love, like competing and studying. I’m kind of a nerd! It was also incredible to have a team around me.”**

This win solidified Frank as perhaps *the* greatest UFC champion in history to date, with an impressive 5–0 title fights record.

Frank attributes his ability to accomplish anything he has ever set his mind on to a self-developed three-role process he calls *“Plus Equals Minus.”*

Frank explains how he developed this formula as a way of identifying mentors in his life, among many other things. The “Plus” references the person who has the info he needs—someone who could give him a “one up” on what he wants to learn. “Equals” references someone who is doing the same things he is, so he can learn from them how to become the best. That person is considered “the equal” until Frank



could learn enough to become the Plus in the situation. Finally, “Minus” refers to someone else who needs the information Frank can then provide to that person—thus becoming the teacher and mentor himself in helping the “Minus.”

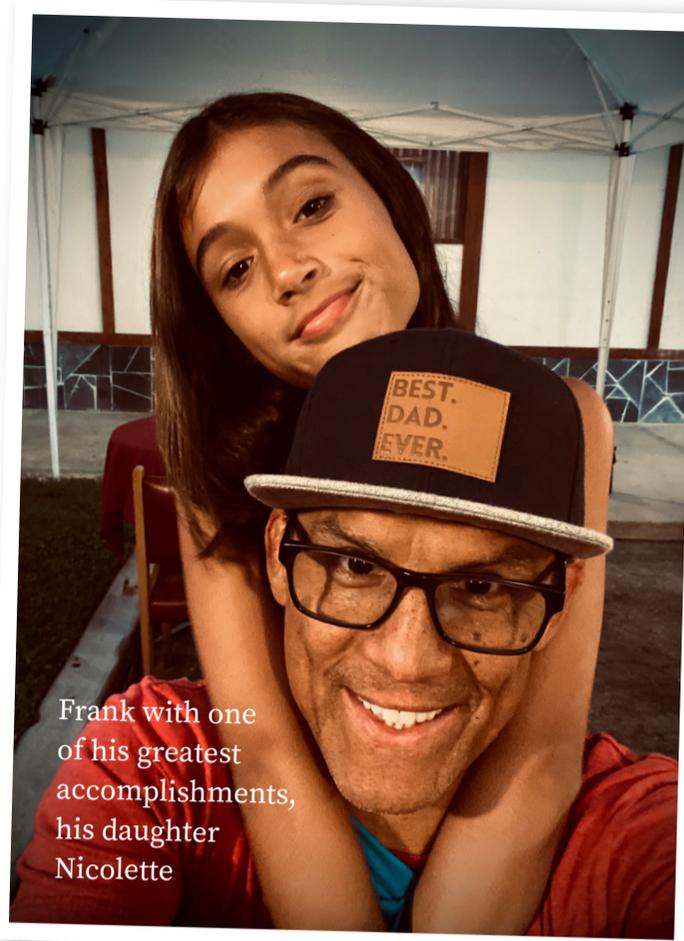
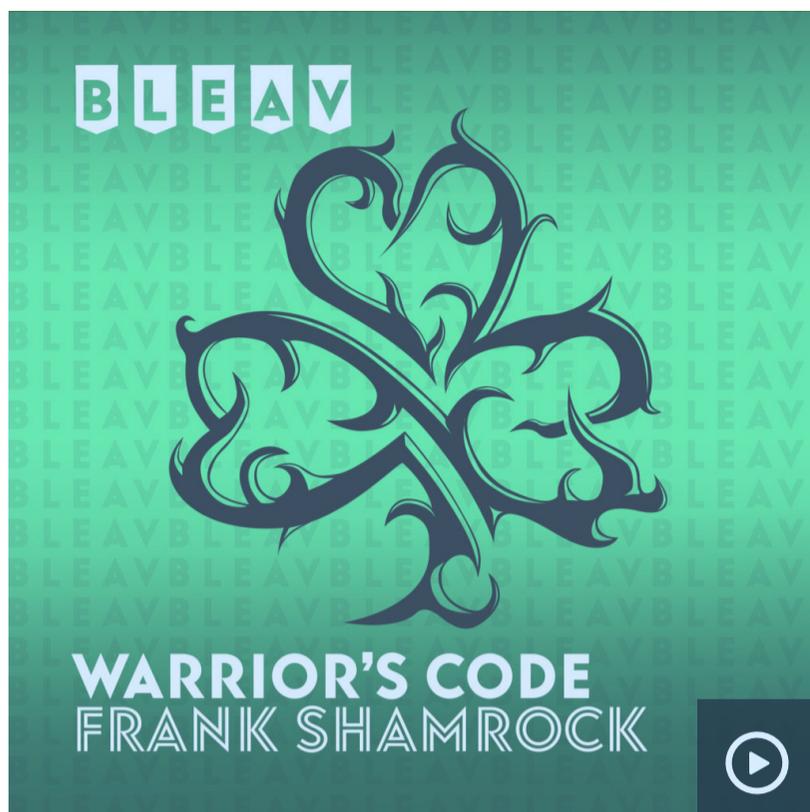
Frank has used this formula in every decision he has made in his life, from those ranging from fighting related to business.

He credits his “Plus Equals Minus” theory and the guidance of Bob Shamrock for all his success. Bob once told him, *“If you build your mind, body, and spirit, when you’re ready on this journey, something will present itself.”* That single piece of advice has always stuck with him and has proved itself accurate not only in his MMA

experience, but in other investments, as well.

Frank retired from MMA on June 26th, 2010. He is now an author, entrepreneur, philanthropist, and social activist. He has also spent time as a color commentator for Showtime Networks, Bellator MMA, Glory Kickboxing, and Combate Americas. Frank has also been a brand spokesman for Strikeforce, VAS, UFC, and K-1 MMA.

Frank spends his current days giving back by mentoring boys on similar rough paths as the one he navigated many years prior. His foundation, The Shamrock Way, helps youths 12 to 17 find their way. He hopes to re-open the Shamrock Boys Ranch in the future.



Frank with one of his greatest accomplishments, his daughter Nicolette

*“A complete stranger stopped and helped me—gave me all this knowledge and a basic set of rules and values.”* Now, Frank endeavors to do the same not only via his foundation, but through his afterschool programs, a battered women’s program to help with housing, and a homeless veteran’s program, as well. He is also the proud father of two children, daughter Nicolette and son Frankie.

Frank has written two books: *Uncaged: My Life as a MMA Champion*, and *Mixed Martial Arts for Dummies*. His documentary, *Bound by Blood*, is available on YouTube.

As if he didn’t keep busy enough, he is also the host of *Warrior’s Code with Frank Shamrock* podcast, airing each week.

*“I got a text from my pastor saying, ‘I think you should do a podcast’; my response*

*was, ‘Why?’ He said, ‘Because people need to hear your message.’”*

Driven to help others just as Bob Shamrock helped him to get where he is today, he has taken his own experience and turned it into one of an incredible comeback—from incarceration to being his best self—a true champion. 📌



#### Sports Category Director

Neil Haley

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[The Neil Haley Show](#) ▶

Got a Sports Podcast suggestion?

Let us know! ›



# UNDER THE RADAR

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



## HOCKEY N'AT

Have you ever yelled at your TV during a hockey game and looked around to find yourself alone? What if instead, you could listen to a podcast that provides an in-depth review of hockey while making you feel like you're sitting on the couch with friends?

*Hockey N'AT* is not your everyday hockey podcast. It gives you commentary and insights on a wide range of hockey aspects, in addition to the plays of the game.

The hilarious hosts are three friends, Matt



Danenberg, Brett Connelly, and Luciano DiTommasio who bring you all kinds of hockey updates in and out of the rink. They love to review underrated and overrated players while also supplying information on trades, eliminations, drafts, and round predictions.

If you are just looking for biased commentary, this might not be the podcast for you. They discuss many of the ins and outs of hockey, but also venture off into topics like the home life of players, and related happenings via social media. I also enjoy how open they are to letting listeners pick their topics. You can leave them a message, and they'll consider your views and requests.

Whether you'd love updates on players, coaches, fans, or NHL teams, this podcast is very informative. They may not be sports broadcasters, but they kept my attention simply by feeling so "close to home" when talking about the love of hockey. 🎧

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# OPTIMAL LIVING REACHES

## 100 MILLION DOWNLOADS

*With 'Nothing  
Required on  
Your Part!'*

Originally, Justin Malik and Lee Rankinen found success in creating hundreds of apps, but they were overworked and unfulfilled. They decided podcasting was for them, going on to create the Optimal Living Daily (OLD) podcast network that recently achieved 100 million downloads with just one of their shows! What is equally amazing is their completely different approach to their shows—they feature no interviews or original content.

Their simple pitch? *“Nothing required on your part.”*

*“We are not experts in personal development, but it is possible to find*

*experts. And instead of doing the typical interview-based show, we thought, what if we get their permission to just narrate their articles? Our goal was to basically start a big catalog.”*

Simple, but genius! When you see the list of big names who have been ‘on’ their podcast, why wouldn’t other experts grant their permission? They get extra free exposure for their work, leveraging what is already out there in the public domain. The *OLD* podcast shares credible, high-quality content, and the listener gets it in a consistent, easily digestible new format that is curated for them.

Their model is something I hadn't really thought of as an option, and I love when someone goes with something outside of the obvious and really runs with it. Plus, without the pressure to create original content, the duo is able to put out greater volumes of powerful work.

*“All we need is the permission. We find the articles and create the audio, which we can send to the expert, too, if he or she wants.”* (Thus, the “nothing required on your part” theme.)

This team of two created the ultimate win-win scenario!

*“Joshua Fields Millburn and Ryan Nicodemus, authors of multiple books on minimalism, like Minimalism: Live a Meaningful Life, were two of the biggest and most well-known authors we reached out to early on. At that time, they didn't have a podcast, and their documentary on Netflix had not been released yet. Getting them on board helped us get bigger and bigger names to feature.”*

*“Our first goal was a thousand downloads a year. We had no idea... we hit that within a few days! We got lucky with the timing—it was the end of the year, and people are really into personal development then.”*

Justin and Lee's first episode was titled “Minimalism and Personal Development.” Shortly after launching it, the “The Minimalists,” Fields Millburn and Nicodemus, launched their own podcast, and actually mentioned Justin and Lee's show on that.

**“All we need is the permission. We find the articles and create the audio, which we can send to the expert, too, if he or she wants.”**

*“It was like a rocket, The Minimalists Podcast was so popular, and they already had an audience of a million-plus readers of their books. They were like, ‘Hey, these guys are narrating our articles—you might want to check them out!’”*

The guys were able to capitalize on that strong start since there weren't a lot of good personal development podcasts out there that weren't interview style at the time. And Fields Millburn and Nicodemus liked their show so much, they actually asked Justin and Lee to narrate their audio books.

I was curious about the challenges the guys had to deal with because of their rapid growth.

*“Just finding the right team members to handle everything when we weren’t big enough to have sponsorship. It took us a solid year to get sponsorship, and that was with doing daily shows.”*

When did they actually hit millions of downloads, receive sponsorship, and really feel like they had built a successful podcast-based business?

Well, they hit one million total downloads in week 25. Currently, they have around 163 million downloads with about 1.3 million downloads a week across the network. With these sorts of numbers, you can definitely attract sponsorship, which they attribute about 99% of their current revenue to.

They started with one podcast, *Optimal Living Daily*, and evolved into producing multiple. Three months after their flagship show, they added *Optimal Finance Daily* to the mix, and four months after that, *Optimal Health Daily*. Five months later, *Optimal Startup Daily* was born, and another five months after that, *Optimal Relationships Daily*. They have only paused one of these shows over this time, which they are re-working and bringing back.

How was it to consistently launch new shows while trying to replicate their initial success?

*“You have to know your audience. We have tried going outside of narration thing just to see what would happen. We got hundreds of downloads with it, but at*



▲ The suite of podcasts available on the *Optimal Living Daily* podcast network tackle topics such as finances, health, and relationships.

*that point, we were in the millions with the other shows that we promoted it on. So, some will be duds.”*

They noted it is getting harder and harder now to get new listeners in 2020. They have also relaxed their production schedule a bit since their seven-days-per-week format. Now, all their shows go out five days a week, with Justin still doing all the edits.

*“My life is just audio editing now and the narration of one show.”*

Having launched five to six shows within a couple years, I wondered about their



# JUSTIN & LEE

listen to



## PODNEWS

The most up-to-date news in podcasting, brought to you daily.



## THE FEED: KEEPING YOU PODCASTING WITH ELSIE AND ROB

Q&A, tactics, and more with veteran podcasters Rob Walch and Elsie Escobar.



## NEW MEDIA SHOW

Be a fly on the wall and hear the opinion of two hall-of-famer podcasters as they discuss the podcasting industry.



strategy, and what has stopped them rolling out more at this point.

*“Part of it is diminishing returns. Podcasts have grown so much, and discovery is harder. The other thing is we grew too fast in the beginning. I was still in corporate America when we started, and Justin was working on our network 24/7 to keep us afloat. So now, we’ve really taken a break from that sort of growth to dial in our processes and hire the right people in the right places. There’s no coming back to that initial scaling mindset. But we’ll likely begin launching new shows before the year is out.”*

With hundreds of millions of downloads, they are certainly achieving optimal podcasting daily! 🎧



### Education Category Director

Adam Lewis Walker  
[education@podcastmagazine.com](mailto:education@podcastmagazine.com)  
*Awaken Your Alpha* 🎧

**“Podcasts have grown so much, and discovery is harder.”**

**Got an Education Podcast suggestion?**

**Let us know! >**

# UNDER THE RADAR

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



## HOUSE OF #EDTECH

The *House of #EdTech* podcast explores how technology is changing the way teachers teach and the impact that technology is having on education.

As a former teacher and dad whose boys have recently gone back to school, I thought this was the right time to review a podcast like this.

Started in January 2014, this show releases approximately 20 episodes a year, with a consistent two episodes per month. One or



two reviews even mention wanting more than two a month, which is a good sign. The host, Chris Nesi, brings on a variety of guests who are in the education field and using the latest technology; however, it is a bit more than just teachers talking to teachers. It consistently offers applicable tools, tips, and tricks.

Always relevant, since March of this year, their episodes definitely take into account the mass lockdowns happening around the globe. Some of those recent episode titles include “How to Teach Virtually,” “How to Live Stream Any Event,” and “8 Tips for Teaching Online.” Clearly, this content is really useful to displaced teachers, student teachers, and parents who are stepping up to homeschool.

The episodes are generally 30-50 minutes in duration with an occasional longer hour+ show. Essential listening for any educator, aspiring educator, or in these times, a potentially reluctant educator at home! 🎧



# *THE MANCAVE CHRONICLES*

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Everyone Has  
a Story

Who is Elias Giannakopoulos?

First and foremost, he's a proud Greek family man—a married Dad to two kids—who lives in a small town in Massachusetts.

He has a fulltime job in IT, and is also the creator and host of *The Man Cave Chronicles* podcast.

Curious how he went from being an IT specialist to podcaster? (So was I!)

The desire to start a show had been 'in his blood' for years. He kept telling his wife, Cristina, that he would do it "someday," and he often joked with his brother Kostas about it, as well, who would say, "No... no, you're not!"

But it was Jay Mohr's podcast, *Mohr Stories*, that motivated him to actually do it.

*"I listened to it all the time. Jay was interviewing comedians, celebrities, and actors. Something just clicked; I always wanted to start a podcast after listening to his show."*

Three years ago, he took action. He impulsively went on Amazon, ordered equipment, and started playing with it. Having no experience whatsoever... no background in audio production... Elias watched a few videos on YouTube to find out what to do with the recordings and declared himself a podcaster. "I just jumped right into it," he said.

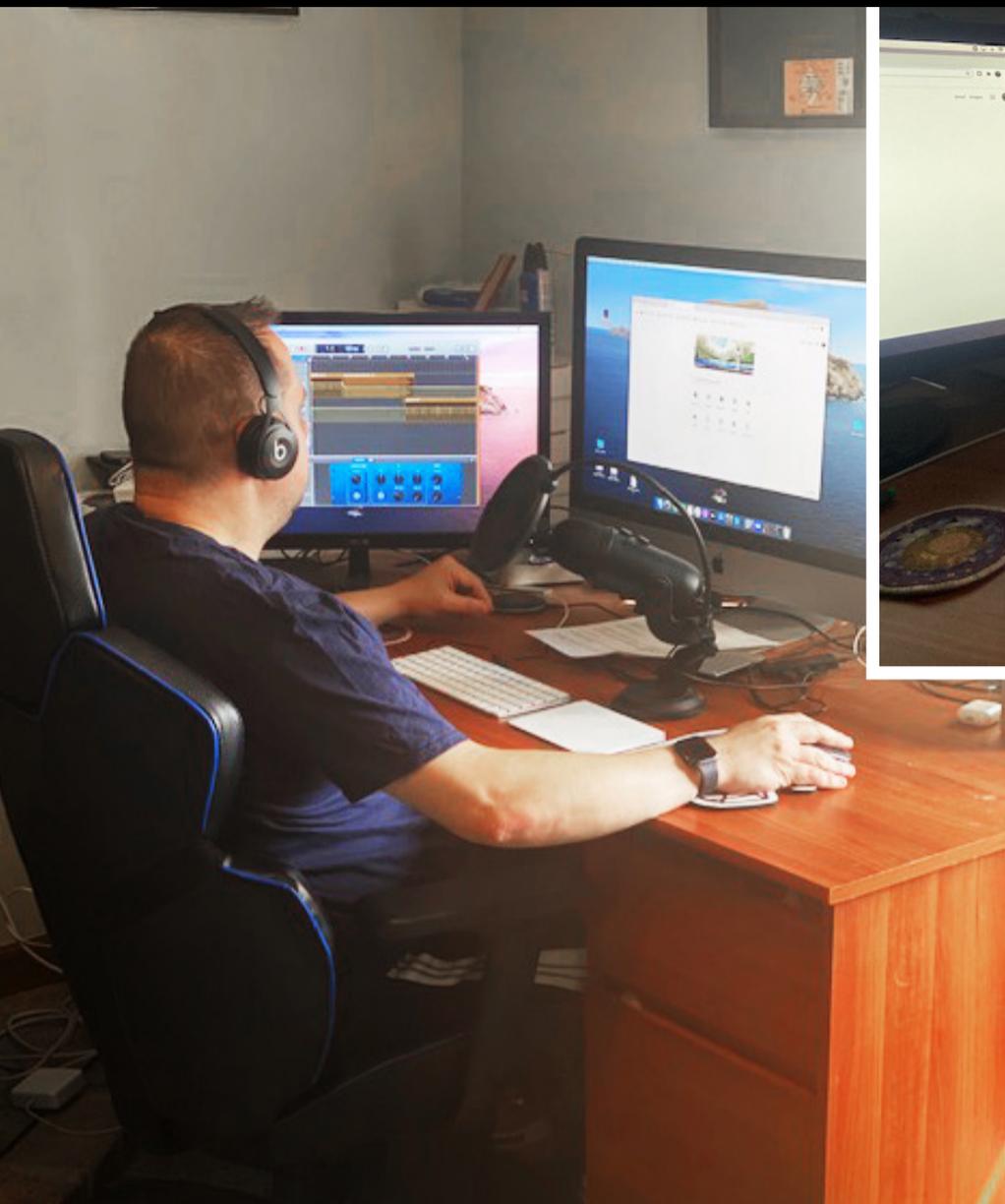
He credits his wife with the naming of the show.

**"Of course, when you're a small podcaster—which I still consider myself to be to this day—you get a lot of rejections."**

*"She said, 'Well, where are you going to record it?' I was like, 'Downstairs in the cave.' She says, 'So why don't you call it 'The Man Cave?' We kept talking, and when I told her my intention for the show—to share people's lives and stories—she said, 'Okay, so why not call it 'The Man Cave Chronicles?' And that's how it was 'born.'"*

Elias launched *The Man Cave Chronicles* on Skype. It started off slowly as he interviewed lesser-known guests, but it wasn't long before it gained traction.

*"It's funny, because my first guest was not even a celebrity. He was an entrepreneur for a boxing fitness gym! A few months into it, I started getting more positive feedback, and bigger names were coming on. It's been a*



📌 A peek into the behind-the-scenes set up for *The Man Cave Chronicles* reveals that Elias does it all! Writing, editing, recording, and more.

*good ride so far. Ok, I'll say it: it's been awesome!"*

That's not to say that it's "easy" for Elias to secure celebrity appearances. Living in a town with a population of less than 20,000 people means he isn't exactly bumping into a ton of celebrities in his day-to-day life. So, he came up with a plan.

*"If you join IMDb Pro, you have access to a lot of PR reps. So I just grabbed their email addresses, and started sending them messages. Of course, when you're a small podcaster—which I still consider myself to be to this day—you get a lot of rejections. I mean, you just can't compete with people like Joe Rogan. But I kept sending emails, hoping one of them would get a bite. And I did get bites. It's especially exciting for me when it's a guest I've been looking*

*forward to getting on the show. Then, in actually talking to him or her, it's just this great high."*

**As Elias mentioned, they don't all say "yes," and he spoke to that rejection:**

*"Some of them hurt, to be honest, because I really look forward to having certain people on the show. In these cases, I just keep pushing through, and try again in a few months. I think eventually, I'll get him or her."*

Clearly, his persistence pays off, as he has interviewed the likes of Diamond Dallas Page, Thomas Ian Nicholas, and comedian Ron Funches. At not even 30 episodes in, he featured Terra Reid of *American Pie* and *Sharknado*.

Yet when *Man Cave Chronicles* launched on iTunes, Elias was nervous. He was worried he'd have all of three listeners.

Now, 216 episodes in at the time of this writing, he is up to 100,000 downloads



of his weekly (and occasional “bonus”) episodes.

Because he doesn’t have a team, Elias says, *“I do everything; I write the show notes and come up with the interview questions. I do the research and the editing. There’s a lot of nights that I don’t get to go to sleep until really late. But it’s my hobby, and it’s really fun.”*

And all the work is worth it to Elias, as he delves into his guests’ personal lives to understand what really makes them “tick.”

*“There are times when I don’t succeed with it, but I try to get as much out of them as I can. Like with my interview with Robert Wuhl from the show Arliss. He was great! We talked a lot about what it was like to work with Robin Williams in Good Morning Vietnam.”*

What does Elias envision for the future of *Man Cave Chronicles*?

**“It’s been a good ride so far. Ok, I’ll say it: it’s been awesome!”**

*“I just want to keep doing it. Enjoy the ride and see what happens. It’s like a game for me. I want to see who I can get next, and how high I can go with it.”*

Elias has a message to those thinking of starting a podcast, too.

*“Just do it because you want to do it, and keep grinding away. Do it because you love doing it, like I do. It’s been such a fun ride. I’m not planning to stop anytime soon.”* 📢



**TV & Film Category Director**

Rob Actis

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*Living the Law of Action Show*

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

**Let us know! >**



# UNDER THE RADAR

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



## THE MANDALORIAN WATCH

If you're a fan of Disney+'s show, *The Mandalorian*, keep reading. If right now you're saying to yourself, "What's The Mandalorian?" keep reading, too. You may find yourself not only tuning into *The Mandalorian Watch* podcast, but intrigued enough to check out the show, too.

*The Mandalorian Watch* is self-declared by the hosts as "the number one podcast in the galaxy for all things The Mandalorian." As a BIG fan of the TV show myself, I can tell you it delivers.



Hosts Alex Maxwell and Mac Lacey launched the show just over a year ago, and have been churning out weekly episodes ever since.

They break down the show's episodes with in-depth analysis and commentary. Plus, they offer hotline calls! And let's just say, the callers get REALLY excited about the inner workings of *The Mandalorian*.

What I like about the podcast is that Alex and Mac deliver the content via conversations between themselves. Listeners are flies on the wall as they cover it all: Mandalorian History 101, Mandalorian Rewatch, The Clone Wars, The Mandalorian Trailer Breakdown, and more. Each episode is a deep dive into the topic of choice.

These guys are total nerds for the show, and they own it. When you listen, you'll hear how much fun they're having while "geeking out" on all things Mandalorian.

Hmmmm... I just might have to interview them. 🎙️



# BEVERLY WALTHOUR:

## A Timely Reminder— We’re More Alike Than Different

***“Get on out there and have fun!”***

In the business category, there’s a lot of deep discussions, tough love, and mindset talk—but not a ton of “fun.” Sometimes, we get so focused on the challenges, the number targets, and doing the hard work that we forget the fun.

*Talking Business with Beverly* is the exception. It keeps that fun front and center, while bringing in all the other pieces, as well. Host Beverly Walthour’s holistic approach to business covers all the bases.

And her path to podcasting was different than that of most podcasters, too. Beverly’s show began on radio and tv. But what started out in traditional media soon made a natural transition into the podcast space based on overwhelming listener demand. (Go podcast listeners—let’s keep it up!)



By adding the podcasting medium, Beverly is able to reach more listeners who can subscribe, download, and listen in on their own schedules—which is key to her goal of showing more female entrepreneurs how to build generational wealth with their own businesses via her advice and conversations with guests.

In each interview and episode, Beverly's approach focuses on going deeper than the “sipping-champagne-on-the-beach” fantasy and into the real and raw conversations about what it really takes to create time and financial freedom. Guests share the 5, 10, and even 20-year journeys they took to achieve the success they have in their businesses today, including the challenges, pivots, failures, and crazy plot twists that inevitably happen along the way.

I have to agree with her listeners and reviews—this podcast is more like listening in on an unfiltered conversation between two girlfriends sitting on the couch than an interview. And that's a beautiful thing.

Listeners also get to hear a diverse variety of approaches to business success... the universal takeaway?

**You have permission to be who you are and to run your business *on your terms*... rather than by what *others* say you have to do.**

That diversity and her guests' stories have also reinforced Beverly's belief that, as humans, we have so much in common.



# BEVERLY

## listens to



### THE DAVE RAMSEY SHOW

Join 16 million+ weekly listeners and tune in for common sense life and money tips. Dave will help you take control of your finances and get to where you want to be.



### THE MICHELLE OBAMA PODCAST: HIGHER GROUND

From marriage to mentors, children to co-workers, this podcast is packed with deep conversations about what matters most.



### SMART PASSIVE INCOME PODCAST WITH PAT FLYNN

The smartest minds in business share the smartest (tested and proven) strategies to build your online business.

**“As entrepreneurs, now more than ever, it's time to get comfortable with being uncomfortable.”**



**“Be who you are and run your business on your terms.”**

*“I’ve been able to connect with so many amazing entrepreneurs through my podcast. Hearing their stories and seeing how much we have in common as human beings is so refreshing. In a world where people’s differences are often the focus, it’s great to know that we are more similar than we are different.”*

One lesson Beverly exemplifies in her podcast, and in her business, is that when you focus on getting out there and having fun, the challenges (like her secret confession that she’s actually an introvert!) don’t stop you. They only fuel you to push past the discomfort, to grow, and to make things happen.

As entrepreneurs, now more than ever, it’s time to get comfortable with being uncomfortable. It’s okay if you get knocked down; just don’t stay there.

*“I once heard a coach, Maru, say the following, and it has stuck with me ever since,”* Beverly said.

*“Take that leap WITH faith and trust that the person you will become will catch it. You can create the type of business, and life, you want. It starts with you DECIDING that you can. Then, taking ACTION toward doing so. So, get on out there and have fun... you got this!”*

Tune in to *Talking Business with Beverly*, and be reminded that you can have it all, and you don’t have to do it all alone. 📌



**Business Category Director**

Michelle Shaeffer

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

[The Art of Giving a Damn](#) 🎧

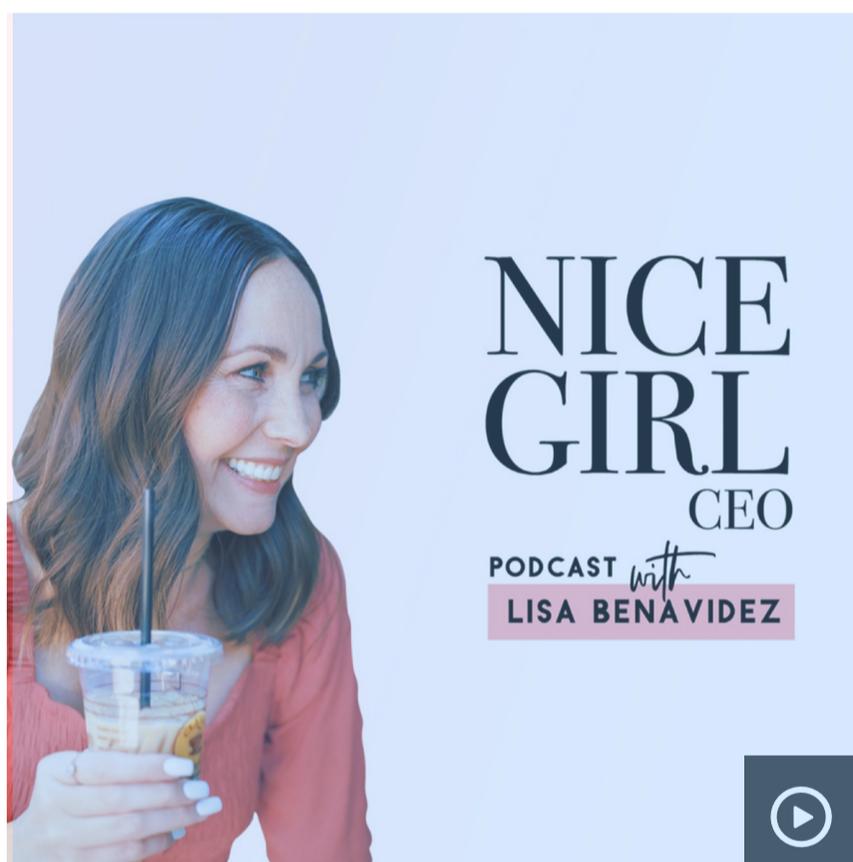
**Got a Business Podcast suggestion?**

**Let us know! >**



# UNDER THE RADAR

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



## NICE GIRL CEO

We all know that, when it comes to business, it's a “dog-eat-dog” world... or is it?

Does it *really* require the aggression of an MMA fighter and disconnected emotionless ‘logic’ of a computer to build a profitable business? Lisa Benavidez and her guests on the *Nice Girl CEO Podcast* beg to differ, and they're ready to prove it #GirlBoss style.

Lisa's candid conversations leave nothing off the table. From struggles with confidence and authenticity to how to really get visible



and grow an engaged following, it's all about simple steps that move listeners forward in business.

What I most love about this podcast is the underlying theme of bravely and confidently doing business *your* way.

With a background in business strategy, event management, and social media visibility, Lisa brings a depth of experience to each topic with plenty of real-world examples. Another plus is that episodes range from just a few minutes to a half-hour or so long, making it easy to fit them into your busy day.

Bottom line: this podcast is a refreshing breeze in the often stodgy and stale world of business advice. Give it a listen.

P.S. May I suggest you take a listen to “Being Selfish the Healthy Way” or “Balancing It All” for practical ideas to survive whatever the rest of 2020 has in store for us? 🎧

# OFF THE CHARTS

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

OCTOBER 2020

## ARTS



### CONVERSATIONS ON DANCE

**Hosted by:** Rebecca King Ferraro & Michael Sean Breeden

Hosted by former Miami City Ballet dancers who have produced nearly 200 episodes featuring dancers, choreographers, directors, instructors, and festival producers.

## BUSINESS

### THE GENTLE BUSINESS REVOLUTION SHOW

**Hosted by:** Sarah Santacroce

Conversations range from marketing to leadership to personal growth, all with a gentle flow and insights with revolutionary power to change your business for the better.



## COMEDY



### BEACH TOO SANDY, WATER TOO WET...

**Hosted by:** Alex and Christine Schnieder

Sibling hosts, Alex and Christine entertain with dramatic readings of hilarious one-star Yelp reviews written by people who need to have their voice heard.

## EDUCATION

### HOW TO CITIZEN WITH BARATUNDE

**Hosted by:** Baratunde Thurston

Listen in to learn new perspectives and practices from people working to improve society for the many.



## FICTION



### WINDFALL

#### WINDFALL

**Hosted by:** Rogue Dialogue

Ever since the castle first appeared in the sky above the city of Windfall, its residents have been building upward. But now, there's something else above Windfall... something far more sinister.

## GOVERNMENT



### LEARNING CURVE

**Hosted by:** Michael Caputo

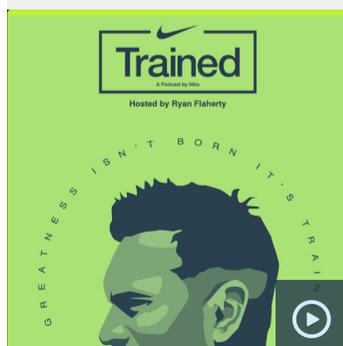
Michael Caputo, HHS Assistant Secretary for Public Affairs, takes you behind the scenes at HHS as the experts explain what they're working on and what you need to know.

## HEALTH & FITNESS

### TRAINED

**Hosted by:** Ryan Flaherty

Greatness isn't born, it's trained. With that in mind, Nike's "Trained" podcast series explores and reveals the cutting-edge of holistic fitness to help listeners reach their full potential.



## HISTORY



### BEN FRANKLIN'S WORLD

**Hosted by:** Liz Covart

It is a show for people who love history and for those who want to know more about the historical people and events that have impacted and shaped our present-day world.

## KIDS & FAMILY

### FAMILY SECRETS

**Hosted by:** Dani Shapiro

Join Dani Shapiro, the best-selling author of the memoir Inheritance, and her guests as they explore astonishing family secrets and uncover the extraordinary lessons the truth can teach us.



## LEISURE



### THE SECRET CABAL GAMING PODCAST

**Hosted by:** Many Hosts

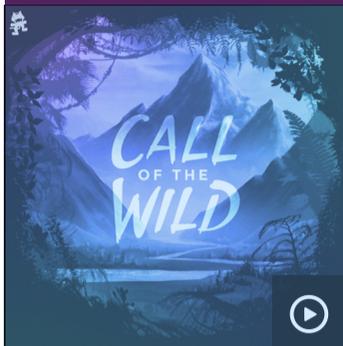
A discussion of all types of games—from card games, board games, role-playing games and more. The podcast is a combo of news, reviews, and discussions about games from all viewpoints.

# OFF THE CHARTS

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

OCTOBER 2020

## MUSIC



### MONSTERCAT: CALL OF THE WILD

**Hosted by:** Monstercat

Whether partying, studying, or dreaming of the next big thing, these are the songs that define your journey into the wild.

## NEWS

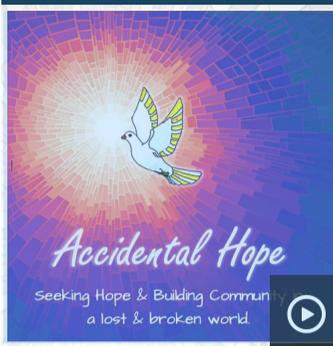
### BBC GLOBAL NEWS PODCAST

**Hosted by:** BBC

The days top stories from around the world by BBC News—updated twice daily and once on weekends.



## RELIGION & SPIRITUALITY



### ACCIDENTAL HOPE

**Hosted by:** Jennifer Eikenhorst

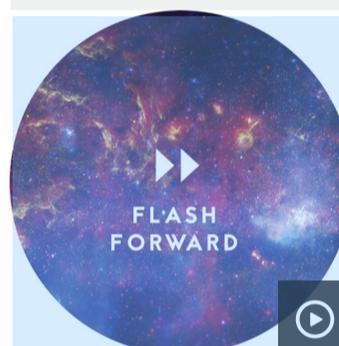
Award-winning host Jennifer Eikenhorst encourages and offers hope to people who have experienced the trauma of causing accidental death.

## SCIENCE

### FLASH FORWARD

**Hosted by:** Rose Eveleth

By combining audio drama and deep reporting, Flash Forward gives listeners an original and unique window into the future, how likely different scenarios might be, and how to prepare for what might come.



## SOCIETY AND CULTURE



### DRIVING THE GREEN BOOK

**Hosted by:** Alvin Hall & Janée Woods Webber

Driving from Detroit to New Orleans while collecting personal testimony about how Black Americans used the travel guide, *The Negro Motorist Green Book*, during the height of segregation for safety.

## SPORTS



### LOCKED ON PENGUINS

**Hosted by:** Hunter Hodies

Featuring a wide variety of guests, Hunter covers game recaps and previews, opponent check-ins, laughs, playoff talk, player evaluation, and more in this daily podcast on the five-time Stanley Cup champs.

## TECHNOLOGY

### IN MACHINES WE TRUST

**Hosted by:** Jennifer Strong and the MIT Technology Review

Talking about the real implications of AI on our lives now and in the future. Exploring how algorithms are deciding how money is given out and more.



## TRUE CRIME



### LET'S NOT MEET: A TRUE HORROR PODCAST

**Hosted by:** Cryptic County

True horror stories written by those who made it out alive. First person accounts narrated and produced in an anthology of terror and suspense.

## TV & FILM

### WATCH WHAT CRAPPENS

**Hosted by:** Ben Mandelker and Ronnie Karam

A daily podcast that revels in all things Bravo. The hosts praise, ridicule, and eviscerate *The Real Housewives*, *Vanderpump Rules*, *Below Deck*, and whatever other crap Bravo throws at us.



## EDITOR'S PICK



### THE SOMETHING SCARY PODCAST

**Hosted by:** Studio 71

Do you wanna hear something scary? Join Markeia every week as they bring you the creepiest ghost stories, urban legends, and folktales.

# PODCAST MAGAZINE RECOMMENDS

We recommend, have tested, and believe in the products, programs, and services shown below.

blubrry



Stats-Hosting-PowerPress  
www.blubrry.com

**Blubrry** is the ideal resource for hosting your podcast media files. They offer affordable prices, great podcast statistics, the PowerPress plugin that makes it seamless to integrate with your WordPress website, and their tech support is superb.

[Click here to get a free month »](#)



click funnels

**Click Funnels'** drag and drop system makes it easy to create landing pages, order forms, product and service funnels, webinars and membership sites along with easy one-click upsells and more. It allows for integration with payment processors, email and Facebook automation.

[Click here for a 14-day free trial »](#)

FRESHBOOKS  
cloud accounting

**Freshbooks** is accounting software that makes it easy to invoice customers, track time, organize expenses, and follow up with clients.

You don't need a degree in accounting to make this work for your business!

[Click for more information »](#)

inmotion  
hosting

We love InMotion hosting! They are one of the longest standing web hosting companies around, having been in the business since 2001.

They have excellent uptime, good server speed, and great 24/7 customer support amongst other things.

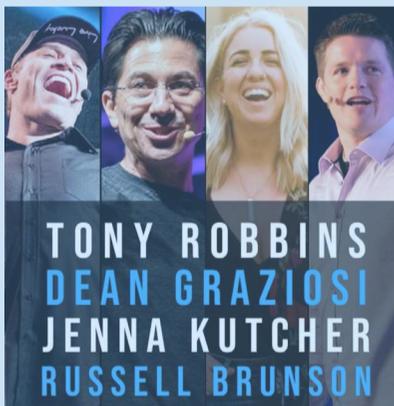
[Click for more information »](#)

KAJABI

**Kajabi** is an all-in-one platform for digital entrepreneurs and small businesses to sell content and digital products online.

Excellent choice to deliver your online course including everything you need all in one platform—your website, CRM, landing pages, and much more.

[Click here for a 30-day trial »](#)



Turn what you know into income. Tony, Dean, Jenna & Russell share how to tap into the exploding digital economy (without creating an online course, digital agency, or a book) by leveraging The "KBB" Method.

**The training is 100% FREE.**  
[Register HERE »](#)

Sendible

**Sendible** is a great tool for managing your social media platforms. It allows for scheduling of posts and a good number of connected services compared to most others. Affordable pricing.

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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)
<b>1</b>	<b>1</b>	<b>THE UPSIDE</b> Callie & Jeff Dauler	4TH MONTH AT #1! 🏆	<b>26</b>	-	<b>SINISTER A CANADIAN PODCAST</b> Kaylyn
<b>2</b>	<b>2</b>	<b>CERTIFIED MAMA'S BOY</b> Steve Kramer & Nancy	2ND MONTH AT #2! 🔥	<b>27</b>	-	<b>INSIDE THE CRAZY ANT FARM</b> Dustin & Logan
<b>3</b>	<b>7</b>	<b>CRIME JUNKIE</b> Ashley Flowers & Brit Peawat		<b>28</b>	-	<b>MYTHS MAGIC AND MURDER</b> Abbie & Kate
<b>4</b>	<b>4</b>	<b>REAL LIFE REAL CRIME</b> Woody Overton		<b>29</b>	-	<b>RAW TRUTH STORIES OF FEMALE INFIDELITY</b> Rebecca Adams
<b>5</b>	<b>10</b>	<b>THANK GOD CANCER SAVED OUR DIVORCE</b> Denny, Amanda, Jamie & Brandon		<b>30</b>	<b>23</b>	<b>THE AMAZING WORLD OF TALKIN SHIZ</b> CJ & Mattx
<b>6</b>	-	<b>THE SANDY SHOW</b> Good Morning Meg Media: Sandy		<b>31</b>	-	<b>LIFE WITH HULA</b> Hula
<b>7</b>	<b>5</b>	<b>MURDER, MYTH &amp; MYSTERY</b> Sara, Erik & Mary		<b>32</b>	<b>5</b>	<b>MURDER, MYTH &amp; MYSTERY</b> Sara, Erik & Mary
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