

SEPTEMBER 2020 / VOL. 1 NO. 8

PODCASTMAGAZINE.COM

# PODCAST MAGAZINE™

BEYOND THE MICROPHONE

**DAN PASHMAN**  
TO SPORK OR **NOT**  
TO SPORK

**PEDRO PENA**  
STUTTERING HIS  
WAY TO **SUCCESS**

**SCAACHI KOUL**  
IS THE OPPOSITE  
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**ISAAC BRUCE**  
FROM THE SUPER BOWL  
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**ANNIE F. DOWNS**  
WHY SHE'S TAKING A  
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*Entrepreneur*  
on  
*Fire*

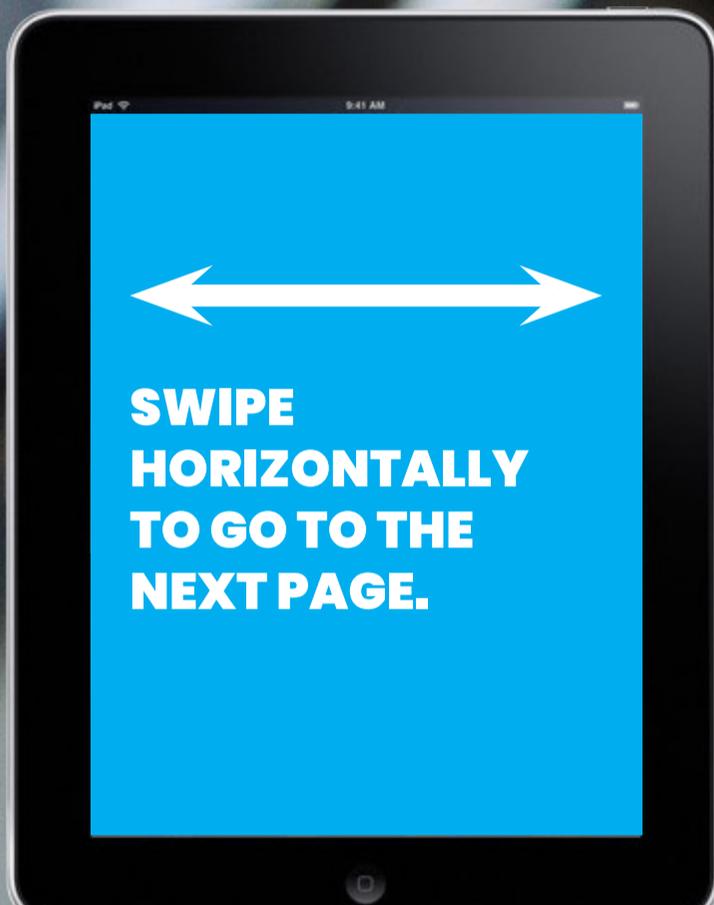
# JOHN LEE DUMAS

INSIDE THE MIND OF A **PODCASTER ON FIRE**



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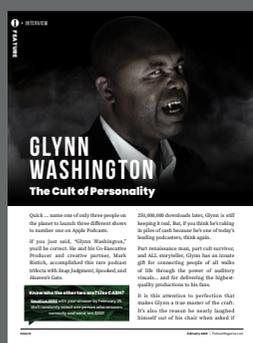


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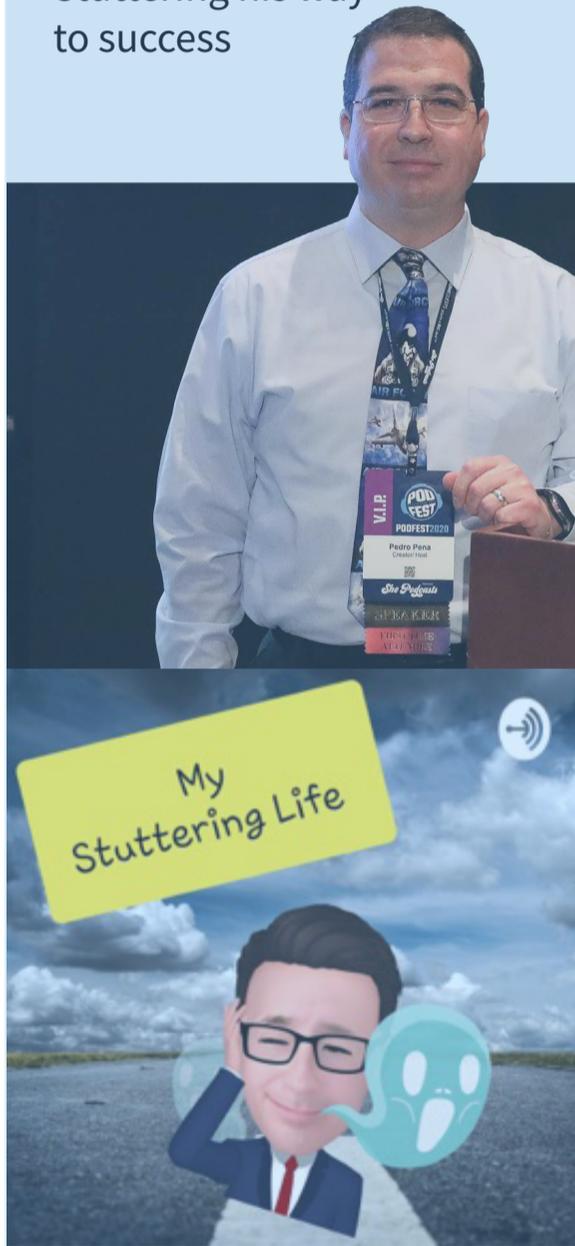
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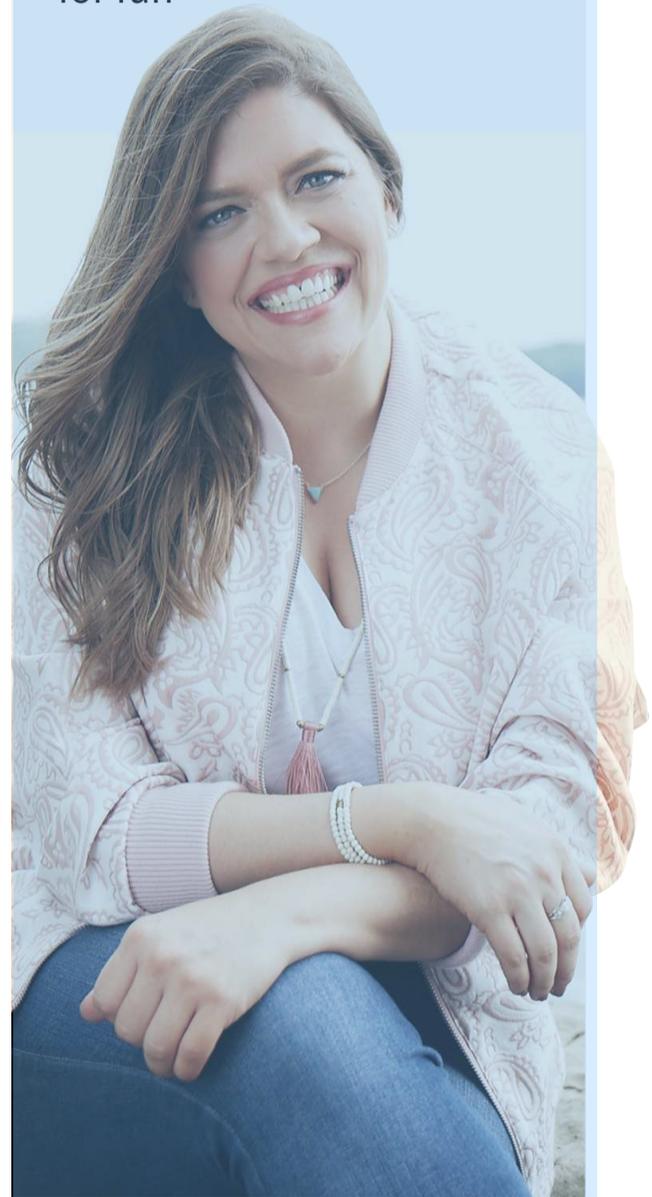
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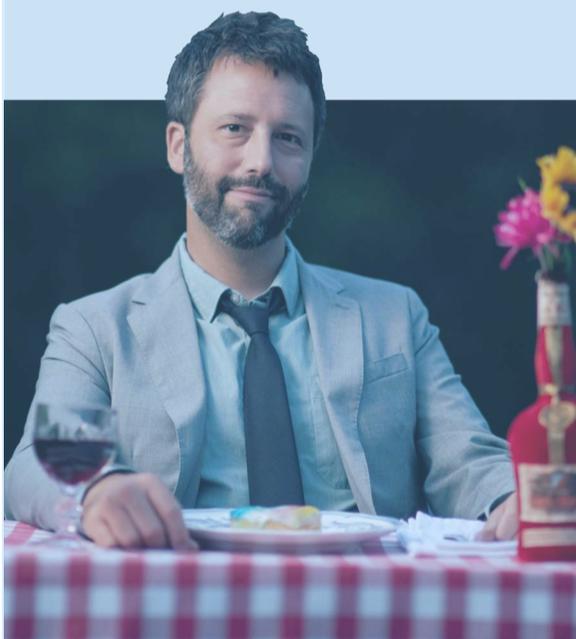
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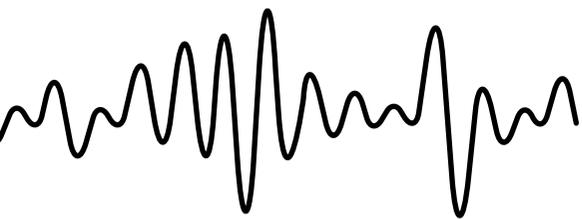
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The industry's only monthly chart highlighting the top 50 podcasts as selected by podcast FANS



# FROM THE EDITOR

Recently, my 16-year-old and I embarked on a four-day scavenger-hunt-style Father/Son getaway.

We were provided with a stack of numbered envelopes that contained the address of each destination along with the time to leave our current location. We were instructed to open each envelope in order and avoid “peeking.”

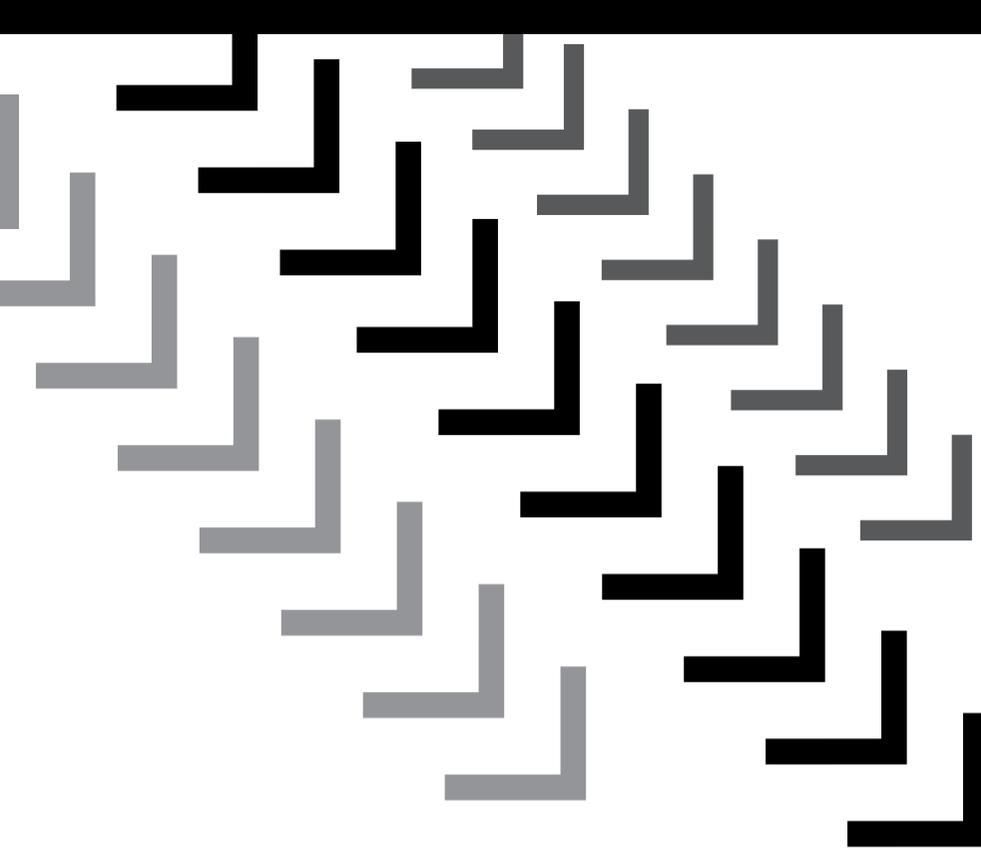
Our ‘travel coordinator’ who put together the entire trip (inclusive of booking the hotels, identifying fun restaurants to dine at, and even ‘exercises’ for my son and I to complete together along the way) was

an attendee from the most recent New Media Summit. There, she shared that she had put together a similar experience for her husband and son. When she offered to create an adventure like that for us, I jumped at the opportunity.

Given the pandemic, we opted for an agenda that allowed us to drive from our home to each location. Our coordinator asked me to fill out an application before the trip to identify our mutual interests, what I was hoping to get out of the adventure, what my son might like to get out of it, etc. We had no idea what to expect.



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



“Ok,” I said to myself. “No big deal. We’ll fly planes on a flight simulator. This will be cool.” I had my son open the envelope.

It read (paraphrasing): “Isaiah, today, you will be flying a plane. Have fun. Soar high. You’ve got this!” He wasn’t thrilled. After a several-minutes-long pep talk, he agreed to enter the building. We met our instructor, who couldn’t have been more than 25.

### **I gave myself a pep talk... lol.**

Knowing that my son would be flying a plane for the very first time, and that my life would be in his (and our 25-year-old instructor’s) hands, this quickly became the ultimate exercise in letting go.

The three of us got in my SUV and drove through the private entrance to John Wayne airport in Orange County. Security waved us in (there was no small part of me hoping they’d deny our instructor’s credentials), and we drove toward our single-prop Cessna.

It was far from new. Though I didn’t ask, my hunch is that the plane was older than the combined ages of my son and the young man who now held my life in his hands more so than anyone... ever.

Our instructor went through the required safety protocol, gave us the thumbs up, and said, “Let’s go.” There was no turning back.

Isaiah confidently stepped into the front seat. If he was nervous, it certainly didn’t show. I went into the back seat

After an incredible first day that, among other activities, included private coaching from an NBA instructor (we aren’t big basketball players, but it certainly was a memorable activity), on the morning of day two, we pulled up to a corporate complex with multiple buildings.

Building 5, Suite #104 was the destination address. The sign read “DUC Sports.” We posited that we were in for a morning workout given that we are both into fitness—my son loves working out, and I have been practicing Brazilian Jiu-Jitsu for over 20 years, so fitness was on our list.

The door was locked. I took a step back and a deep breath, hoping not to replicate one of the experiences from our first day (we were booked at K1 Speed to race go karts, but they were shut down by the city due to the pandemic *after* the reservation had been booked). I looked up and realized we were at Building 1, not 5.

We got back in the car and drove to Building 5. The sign read “OC Flight School.”

and fastened my seat belt... tight... and, cried. (It wasn't a full-blown meltdown, just a couple of solid tears and a few 'Hail Mary's'—if you read my Letter From The Editor a couple of months ago, you know that I'm a Jew—I wasn't about to leave any stone unturned.)

After a few simple instructions, we made our way toward the runway. Clearance from the tower was received. Isaiah was completely at the controls with our teenage captain (ok, fine, he wasn't a teenager, but he might as well have been) telling Isaiah what to do *as he was doing it*. I could hear everything through our connected headsets.

The last thing I remember being consciously aware of as we picked up speed heading down the runway was holding my breath for what seemed like an eternity and hearing this small handful of words (which I fully expected to include a significantly larger amount of specifics)...

**“When our speed reaches 55, pull up.”**

Mind you, Captain Youngblood didn't indicate how hard Isaiah should “pull up,” how fast he should do so, when or if he should push down, etc. Given my druthers, I would have greatly appreciated



**“Building his confidence and belief that he can do *anything* he puts his mind to apparently was the purpose of this exercise.”**

not being in the presence of a man with such an affinity for mincing words.

It took every last ounce of energy and restraint to keep my mouth shut. If Isaiah didn't feel like he needed more instruction, I wasn't going to push him to ask for additional details. Building his confidence and belief that he can do *anything* he puts his mind to apparently was the purpose of this exercise.

I would have been ok if we accomplished the same result by tackling the creation of origami cranes.

This was clearly an opportunity for **me** to learn. In this case, to learn more about who I am as a man, how I interact with, and attempt to control, my surroundings and, certainly, how to be a more impactful (read: quieter and less-bossy) parent.

Isaiah confidently and successfully flew us along the Pacific for more than half an hour, and there were few indicators this was his first time ever piloting a plane. Eventually, I let go of my kung-fu grip on the seat and released the tension in my feet which were planted firmly into the floor.

The only reason he didn't land the plane was because the tower gave us a clear directive to land sooner than anticipated, given a long line of incoming jets. Our instructor removed his pacifier and guided us home safely.

While Isaiah was not overly enthusiastic in *how* he shared the experience with others in subsequent conversations (he,

too, is a man of few words), I know it was life-changing for him. It certainly was for me.

As we celebrate International Podcast Day on September 30, I'd like to take a moment to recognize the nearly 1,500,000 podcasters who choose to share *their* words and positively impact our lives on a daily basis. We applaud your willingness to soar with strategic abandon and openly discuss your hobbies, expertise, and stories, while often introducing us to people we love.

Your commitment to the podcasting craft universally enriches our lives and helps so many in countless ways across the globe.

Happy International Podcast Day!

Listen On!



**STEVE OLSHER**

@ThePodcastMag

# JOHN LEE DUMAS

*(Just call me 'JLD')*

## Podcaster on Fire

John Lee Dumas has always taken great pride in forging his own path. He is largely recognized as the creator of the daily podcast, a lifestyle pioneer who singlehandedly led more entrepreneurs to Puerto Rico than almost anyone else, the originator of fully transparent 'monthly income reports' (more on this in a moment), and unparalleled mentor to tens of thousands of podcasters via Podcasters' Paradise.

***"As an Officer and platoon leader in Iraq, I was responsible for others living, dying, or getting severely injured. I grew up real quick at 23 years old."***

Given the impact he's had on the industry, it's difficult to fathom this Podcast Hall of Famer nearly bailed on launching his award-winning show, *Entrepreneurs On Fire*, because he was nervous no one would listen.

Fortunately, JLD isn't one to fear much in his life—especially after serving eight years in the U.S. Army.

It is, perhaps, this lack of fear that extended to his becoming an innovator and developing previously underutilized methods of monetizing his podcast. One of his early initiatives? Having his assistant search Amazon and email the author of every soon-to-be-released business book about sponsoring his show.

*“I had her reach out and let the authors know that her boss, John Lee Dumas, has a podcast called Entrepreneurs On Fire and the audience is an ideal fit for their teachings,”* he shared. *“The offer was simple—sponsor an episode for \$300, and we'd give them a one-minute ad at the beginning of the show to pitch their book.”*

One of his first sponsors? Yours truly, in conjunction with my book *Internet Prophets: The World's Leading Experts Reveal How to Profit Online*. The return on our investment was substantial.

Today, JLD would be hard-pressed to offer one minute of airtime for \$300, as the

**“I grew up with an understanding of the freedom being an entrepreneur could provide.”**

average sponsorship cost is nearly \$3,000 per episode. And, while ad revenue is substantial, it represents just a small fraction of his company's annual haul.

All in, they're projected to generate gross revenue of \$2.5M in 2020... COVID or no COVID... and, they haven't had a single month with gross revenue under \$100,000 since October 2013.

With an average Apple podcast rating of 4.8, the show features interviews with more than 2,000 of the world's most successful entrepreneurs, including Tony Robbins, Seth Godin, Gary Vaynerchuk, Barbara Corcoran, Tim Ferriss, and many more.

**Clearly, JLD has mastered the game of podcasting.**

Of course, it wasn't always this way. To understand how he arrived at this point, let's go back in time.

John grew up in a small town in Maine with a population of just over 2,000. His father was the *'Atticus Finch'* of the community—a lawyer who hung out his shingle and, over his 35-year career, taught his son what it means to be an entrepreneur... and a father.

*"I loved how my dad was always present," he recalled. "I would get home from school and ask him if we could do something, and he'd say, 'Let me move a couple of things around; I'll be right there.' He would always adjust his schedule so he never missed one of my games. He worked really hard, but on his terms. I grew up seeing that and understanding the value and freedom being an entrepreneur could provide."*

JLD also credits his father with instilling in him an appreciation for transparency around money. While many parents hide their finances from their children, his dad showed him *everything*—monthly income reports, expenditures, revenue... he was *"an open book about money,"* John said. *"I wasn't going to be one of the high percentage of kids who graduated high school knowing trigonometry, but not knowing how to balance a checkbook. I learned those skills from my dad. Knowing why he had to let a secretary go after a bad month... things like that... it was very eye-opening."*



**"Discipline means 'being a disciple to a plan of action.' So, create a plan of action and then be a disciple to execute that plan."**

**[Following in these footsteps of transparency, JLD's company does what few private companies do... each month, they release a detailed income report—complete with down-to-the-penny numbers showing the exact amount of gross revenue, expenses, and net income, displayed in clear sight at the top of their home page.]**

After high school, John knew he wanted to go to college—but not just any college. He had his eye on a prestigious, private

Catholic school in Rhode Island that would cost nearly \$50,000 per year to attend. Never one to give up on something he desired, he pursued a ROTC scholarship, knowing that the Army would cover every expense.

Not surprisingly, he was awarded the scholarship... plus \$75 of “pocket money” per week. He secured every dollar he needed to go to the school of his choice... and then some.

He graduated debt-free and spent the next eight years as an Officer in the U.S. Army. This experience had a “massive” effect on his success as an entrepreneur.

**For one, it taught him discipline.**

*“Discipline is not something I had going into college. It was something I had to implement being an ROTC cadet. Then, when I became an officer and was sent to Iraq for 13 months as a platoon leader, it was really instilled in me. I was in charge of four tanks and 16 men for 13 months during a war. Without discipline, you’re either going to die, or you’re going to be responsible for someone losing his life or getting severely injured. I grew up real quick at 23 years old.”*

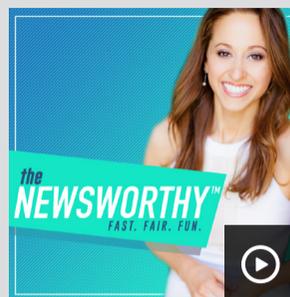
That discipline carried over into the rest of his life as well. Quoting his commanding officer at the time, he said:

*“Discipline is defined as ‘being a disciple to a plan of action.’ So, create a plan of action and then be a disciple to execute that plan. And remember, a good plan now is better than a great plan later.’ That’s*



# JLD

## listens to



### THE NEWSWORTHY

Erica Mandy is like a trusted friend who always ‘gets’ both sides. She’s a veteran journalist who was tired of talking heads, alarmist headlines and monotone voices, so she created something different.



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### BUSINESS WARS

Netflix vs. HBO. Nike vs. Adidas. Business is war. Sometimes the prize is your wallet or your attention. Sometimes, it’s just the fun of beating the other guy. The outcome of these battles shapes what we buy and how we live.

*one huge lesson the Army taught me. You do the best you can in the moment and execute upon that. Because if you wait to come up with a perfect plan, the bullets are flying, the bombs are dropping, and you might not live to execute that plan. So, you must make it happen now with the information you have. That’s the*



# Entrepreneurs *On Fire*



*mentality I apply to entrepreneurship, too.”*

After the heartbreaking loss of four of his platoon members, Captain Dumas left the Army in 2010. Writing letters to the families of those who made the ultimate sacrifice was “*heartbreaking*,” he said, and taught him another invaluable lesson:

*“I’m able to put things in perspective. No matter how bad things are, I think, ‘You’re not getting shot at. You’re not in danger. You’re not in a war right now, so things could be much, much worse.’ It’s easy to find happiness when you consider life from this perspective. I don’t let small things ruin how I feel overall.”*

He went to law school briefly after leaving the military, then into corporate finance and, ultimately, into commercial real estate. But, the pull toward entrepreneurship and the freedom it has the potential to provide was never far from his mind.

It was during this time that he became “*a massive fan*” of podcasting. When his neighbor heard him complaining about having to listen to sports talk radio about the San Diego Padres, she said, “*Why don’t you listen to podcasts?*” She quickly showed JLD how to access them with a couple of clicks. He was immediately hooked.

*“I thought, ‘Oh my God... I can literally choose what I want to listen to whenever I want!’ It opened up a whole new world for*

me,” he said. “And I’ve loved the medium ever since. Even then, I knew it was going to explode; how could it not? It’s free, on-demand, targeted content. And you can capture people’s attention in a very focused way. I knew I had to get in on it.”

That’s exactly what John did.

“For two years, I consumed podcasts every single day. I had them playing in the background no matter what I was doing. And then, the lightbulb went on. I saw a huge void—why wasn’t there a daily podcast featuring interviews with successful entrepreneurs? And, just like that, the idea for Entrepreneurs On Fire was born.”

Over the past seven years, his company has generated in excess of \$16M in revenue while consistently netting more than seven figures each of those years. Quite a far cry from his original definition of success—“being able to pay the bills.”

After holding court on the top of the mountain for far longer than he ever could have imagined, his view of success is meaningfully different today.

“Being ‘successful’ now boils down to one word,” he said. “Freedom.”

That freedom includes living in Puerto Rico in his dream home, traveling the world with his long-time partner Kate, and having the emotional and financial security that goes hand in hand with the substantial wealth that makes this enviable lifestyle possible.



Popular entrepreneurial guests on *Entrepreneurs On Fire* include (from left) Tony Robbins, Barbara Corcoran, Gary Vaynerchuk and Seth Godin.

**He absolutely deserves to enjoy the fruits of his labor—he has worked tirelessly for it.**

With all that JLD has achieved in his 40 years on this planet, if you’re wondering if there’s anything more for him to accomplish, the answer is unequivocally “yes.”

“I want to have an even bigger impact on this world. If there’s an earthquake here in Puerto Rico, which there are, I’d love to have the means to swoop in and write a \$10 million check and just say, ‘Let’s take care of this situation now.’ I’m not quite there yet, but that’s something I’d love to attain.”

Based on his track record of success, it seems inevitable that he’ll light the fire needed to turn this vision into reality. 🎯



**Founder/Editor-in-Chief**

Steve Olsher  
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*Beyond 8 Figures* 🎧



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janelle@emerginglifecoaching.com

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**SHERRY ANSHARA**

sherry@sherryanshara.com

**Topics Include:** Alternative Medicine, Coach, Holistic Healing

Sherry Anshara utilizes her experience and expertise as a Medical Intuitive and Success Coach as the foundation of her groundbreaking work with Cellular Memory, which she calls the Anshara Method.

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**SHERI BERKE**

sheri@sheriscw.com

**Topics Include:** Business Consulting, Money and Finance, Coach

With over 30 years experience as a business advisor and an MBA, Sheri now works as a Business Strategist and Reinvention Guide (a change agent) for women professionals and business owners.

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**DR LORI BETH BISBEY**

loribeth@drloribethbisbey.com

**Topics Include:** Sex / Intimacy, Relationship Coach, LGBT

Dr Lori Beth Bisbey is a psychologist, sex & intimacy coach, author, speaker & podcast host who has spent the past 30+ years helping professional people to create & maintain meaningful relationships that contain sizzling sex.

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**DR. MANON BOLLIGER, ND**

media@drmanon.com

**Topics Include:** Health and Fitness, Healthcare, Entrepreneurship

As a Naturopathic Medical Doctor and CEO of Bowen College, Dr. M (Manon Bolliger) has trained over 2,500 healthcare practitioners in her "body-mind" methodology and helps people take ownership of their choices in health.

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**PETER BURKIN**

pburkin@gmail.com

**Topics Include:** Education K-12, Life Coach, Entrepreneurship

I want to inspire people, so they can bring out their unique genius. I want to help eradicate self-bullying, suicide, mass shootings, genocide and war.

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**SEAN BUVALA**

seantells@gmail.com

**Topics Include:** Business Consulting, Sales Coach, Entrepreneurship

Your audience will leave an interview with Sean with new, applicable ideas and paths to follow to better communicate their own work. Sean Buvala has been engaged in business storytelling and communication since 1985.

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**JORDAN GOLDRICH, COO, MCEC**

jordan@jordangoldrich.com

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

Jordan Goldrich partners with senior executives who have an uncommon desire for results, lead their teams and accomplish the mission. He believes they are critical for success in our volatile, complex, and uncertain times.

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**KATHY  
GOUGHENOUR**

kathy@expertvtraining.com

**Topics Include:** Business to Consumer, Business to Business, Business Coach

Kathy Goughenour teaches professional women how to create their own work-at-home Virtual Assistant and Virtual Expert® businesses so they too can enjoy the freedom, flexibility, and financial security they desire.

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**OLYMPIA  
HOSTLER,  
MBA**

olympia@womenchoosewealth.com

**Topics Include:** Business Consulting, Marketing, Money and Finance

Olympia is an award-winning business consultant and speaker, a Fortune 500 companies' partner, and a leader of the highest national security programs worth billions of dollars.

[View full profile →](#)



**MICHAEL  
KNULST**

michael@thedigitalgrowthgroup.com

**Topics Include:** Business, Entrepreneurship, Small Business

Over the past 25 years Michael has built 3 multi-million dollar businesses and has created more than 75 million dollars on new business and today he runs businesses in Consulting, IT and Mental Healthcare.

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**DINNY  
LANSDOWNE**

dinny@inspiredmentors.com

**Topics Include:** Business Consulting, Small Business, Personal Development

Dinny's business journey has honed her ability to see the Big Picture, connect the dots and assist others to not only see their path, but own their power, get in gear and get results from a state of fast flow, ease and grace.

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**BRIAN  
LUDWIG**

brian@brianludwig.ca

**Topics Include:** Business Coach, Money and Finance, Small Business

For the last 30 years, Brian has worked with individuals and small businesses to identify and develop solutions for a diverse range of financial, taxation, and business issues.

[View full profile →](#)



**SHANE  
MECHE**

smeche@yahoo.com

**Topics Include:** Personal Development, Food, Author

As a Distinguished Professor from the Exemplary School of Southern Gentlemen, Shane offers sage advice, inspirational wisdom, and motivation to consider, with an occasional bit of humor cloaked in sarcasm for any who dare listen.

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**HARRIET  
MORRIS**

info@theshiftinside.com

**Topics Include:** Diet and Nutrition, Health and Fitness, Holistic Healing

Harriet Morris is The Eating Coach and for the last 7 years has been empowering women & men to achieve up to a 95% drop in binge eating without feeling deprived or bad about themselves.

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**VAISHALI  
NIKHADE**

vaishalinik9@gmail.com

**Topics Include:** Entrepreneurship, Spirituality, Business Consulting

Vaishali believes in making the invisible visible. Intuition is the invisible vehicle that when recognized and acknowledged can lead to knowing answers that are not otherwise obvious.

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**ANNA  
PARKER-  
NAPLES**

annaparkernaples@icloud.com

**Topics Include:** Business Consulting, Podcasting, Business Coach

Anna Parker-Naples is a bestselling author, host of UK no.1 podcast *Entrepreneurs Get Visible* and international speaker. She coaches entrepreneurs to gain more impact and influence through podcasting.

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**TONY  
PISANELLI**

tonypisanelli@live.com

**Topics Include:** Life Coach

Corporate professionals whose careers are threatened by change or are drowning in deep dissatisfaction turn to Tony Pisanelli to reinvent themselves and develop a strategy that secures and sustains their employment future.

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**RIKKI  
QUINTANA**

rikkiquintana@hoonarts.com

**Topics Include:** Arts and Culture, Entrepreneurship, Women's Issues

Rikki founded HoonArts Fair Trade in a blind leap of faith, after retiring from her law career. With customers on 4 continents, HoonArts is helping to empower over 100 artisans, most of whom are rural women.

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**DEBRA  
RUSSELL**

debra@debrarussellcoaching.com

**Topics Include:** Business Coach, Business to Business, Entrepreneurship

Debra Russell is an elite Certified Business Coach, Keynote Speaker and Professional Development Trainer, and holds a Master level Certificate in Ericksonian Hypnosis and NLP.

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**NEFERTITI  
SAN MIGUEL**

etnia.fusion@yahoo.com

**Topics Include:** Arts and Culture, Education, General Interest

Nefertiti San Miguel is an international mixed media artist, Ikebana practitioner, metal smith and jewelry designer, performer, balloon twister and cultural diversity advocate who has long been raising eyebrows in many different industries.

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**CLIFFORD  
TODD**

clifford.todd@me.com

**Topics Include:** Business to Consumer, Life Coach, Entrepreneurship

I've always been first or last. Fortunately, more firsts than last. First non-MD in a summer intern program for medical residents; first economist for the AMA; first simultaneous econometric consultant to >100 large medical groups... the list goes on and on.

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**JOANNE  
WILLIAMS,  
LCSW**

anxietyimplified5@gmail.com

**Topics Include:** Psychology, Health and Fitness, Happiness Coach, Healthcare

Joanne Williams, LCSW is a 30 year veteran licensed mental Health professional Specializing in Emotional Support Animal Certification and Simplified Anxiety Solutions.

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**ARIEL  
YARGER**

arielyarger@gmail.com

**Topics Include:** Life Coach, Parenting, Spirituality

I am a life coach for mothers, specifically, mothers of young children (birth-3 years old). I work with mothers through crisis moments, difficult behaviors, or events that seem difficult or unmanageable.

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# PIVOTAL MOMENTS

## Bringing Positivity and Light to Darkness

For many of us, it was Porky Pig who introduced us to stuttering, also known as stammering. The original voice actor (circa 1935), Joe Dougherty, was a person who stutters (PWS), and even after he stopped being the voice of the famous cartoon character, the stutter remained.

The facts:

According to The Stuttering Foundation ([www.stutteringhelp.org](http://www.stutteringhelp.org)), more than 70 million people (approximately 1% of the world's population) stutter. In the United States, there are approximately three million PWS. This speech disorder can begin as early as two years of age, and males are four times as likely to be afflicted than females. While some people stutter for life, others may not. Fluency—the ability to speak without stuttering—is often a source of additional



self-internalized pressure for the PWS to work toward.

Patience and compassion go a long way when communicating with a PWS.

When Pedro Pena was five years old, he had a highly traumatic experience with a German shepherd. The dog bit him, and suddenly, he was no longer able to speak. For one year, he was silent, and when he finally spoke again, it was with a stutter.

Pedro recalls how isolated he felt in elementary school. He was bullied and ridiculed, and ate his lunch in the janitor's closet or behind the school. Pedro shared, *"You know, I, I had no friends. I had zero friends growing up, because nobody wanted to hang around with the kid who spit when he spoke and sputtered and muttered and, and had facial jerks and tics and eyes closing and arms flailing."*

From second grade through college, Pedro developed a survival strategy of skipping the first two days of school just so he wouldn't have to introduce himself in class. Before that decision, he had stood in front of a class and, because "P" was a difficult letter for him, stuttered, "P,P,P,P..." When a bully shouted, *"Porky Pig,"* the classroom erupted in laughter. From that day forward, Pedro vowed to never put himself in that position again.

In high school, Pedro discovered the drama club. He fondly remembers, *"They welcomed me in, and I felt I felt that I belonged. There was no judging. They basically told me that I can do whatever I want if I put my mind*

**"For a lot of us, we had to fight we had to fight every, every hour, every minute, every second."**



*to it."* He was asked to play the Cowardly Lion in the Wizard of OZ performance, and he eagerly agreed. But on his way home, his naysayer voice (aptly named "Oscar" in honor of Oscar the Grouch) kept repeating that he had no business being in a play... that he was a failure, and would inevitably crash and burn.

Pedro shares, *"I thought, okay, I have people who believe in me. I have people who say I can do this. So, I took that script, and I learned it top to bottom, front to back. For weeks and weeks and weeks, I practiced. And once I got on stage, I tell you, I wasn't Pedro. I was the lion! And the lion did not have a stutter. He spoke fast, but you know, he didn't have have a stutter. So I was in a play, on a stage, and I could see the people in the audience*



*looking amazed, with their mouths wide open, because they knew I had a stutter.”*

After graduation, people suggested that Pedro could qualify for disability. Instead, he chose to immediately join the Air Force. Upon arrival at the Military Entrance Processing Center, someone asked Pedro if he stutters. Pedro confirmed. They then escorted him to a private room and left him sitting there, waiting.

*“That was a pivotal point in my life. I was pulled aside. And, and that’s when all of your dreams, and all of your hopes of just wanting to be somebody just fall to the floor. I mean, if my heart would have been able to jump out of my chest, it would have. Finally, a captain comes in with a piece of paper. Inside, I thought, ‘Oh, please... this this cannot be my last day in the military. I just got I just got here.’ He gave me this piece of paper and tells me if I can read all the commands, I’m in. There were 20 of them. I said, ‘Okay.’ I mustered up everyone’s positive energy for strength, because I knew if I couldn’t do it, I was going home. And I will have proven everybody who didn’t think I’d make it right. I knew that THIS will not be the last chapter of my life. It turns out that joining the Air Force was the best thing I could have ever done, because I traveled the world, and got to work with people who were wonderful and supportive.”*

Once Pedro completed his enlistment, he began college, eventually earning his master’s degree in Industrial Organizational Psychology.

Pedro speaking at Podfest 2020



Pedro has spent many years in speech therapy, learning breathing techniques, meditating, and studying personal development. He shared with me the incredible amount of energy and time many people who stutter spend on just getting through the day. For example, before going to a drive-thru, he may spend up to thirty minutes deep breathing and practicing his order. It may take him 40 minutes to record a voicemail, and he has actually passed out in interviews, on sidewalks, and even cancelled job interviews out of fear. Many nights, he would return home from work and just crash on the couch from mental and emotional exhaustion.

Then, four years ago, after reading books by personal development leaders Les Brown, John Maxwell, and Mel Robbins, Pedro had a mindset shift. *“I mean for a lot of us, we had to fight we had to fight every,*



PodHouston community meetup

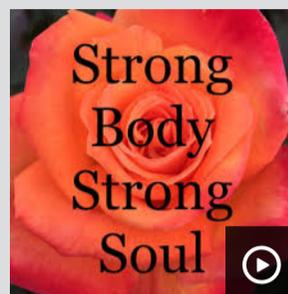


*every hour, every minute, every second. We have to fight. Growing up, I wanted to be like everybody else. I wanted to be with the ‘in’ crowd. I wanted to hang out and be with everybody else. But I couldn’t. I couldn’t. And so later in, in life, I learned I’m different. I’m different, and different is okay. Different is cool. I said, ‘I’m done. I’m done.’ I said, ‘That’s it. I don’t care anymore. I don’t care if I stutter. I don’t care if you make fun of me. I don’t care if you laugh at me, mock me, tease me. I just don’t care.’ And once once I told myself that, everything lifted. I mean, decades of shame, guilt, anguish... everything just left me. And here’s the cool part: once I did that, and said, ‘Okay, Pedro stutters. I love Pedro. I am confident in Pedro,’ everything changed. People tried to tell me that fluency equals confidence. Actually, it doesn’t. I am confident from within.”*



# PEDRO

listens to



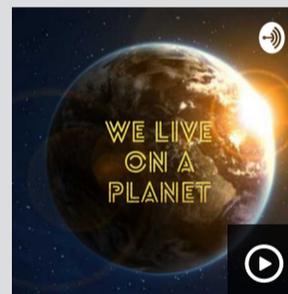
## STRONG BODY STRONG SOUL

The highs and lows of life! Inspiring stories, meditation, spirituality, personal training, and hilarity. Come along for the ride—half the fun is getting there.



## HUGO'S POSTS

Hugo is a full-time father, husband, real estate agent, and part-time chicken farmer who always has something to post and rant about.



## WE LIVE ON A PLANET

Be curious, not judgmental. Discussions center on life, recovery, mental health, and any other topic under the sun.

**“I’m different, and different is okay. Different is cool... And once once I told myself that, everything lifted. I mean, decades of shame, guilt, anguish... everything just left me.”**



Pedro took a giant leap of faith and started a YouTube channel to help other PWS feel less isolated and alone. Ultimately, that resulted in his desire to start a podcast. Again, there were people in Pedro’s life who tried to get him to give up on his dream, saying no one would want to want to listen to someone who stutters on the radio.

Pedro began learning about podcasting anyhow, crediting Dave Jackson’s *School of Podcasting* and David Hooper of Big Podcast for getting him started on his podcasting path. Two years ago, he recorded the first episodes of his podcast, *My Stuttering Life*, in his SUV, on his phone! Now, he receives messages from listeners around the world who thank him for his positivity and inspiration.

This past March, after four months of breathing exercises, practice, and preparation, Pedro spoke on stage at Podfest. He admits to being extra nervous, having learned that his mentors, Dave and

David, would be in the audience. Still, he triumphed over the fear, and now, Pedro, who was once afraid of being in the limelight, has a bigger goal of becoming a TedX speaker!

Pedro’s podcast features only guests who stutter. And now, thanks to Pedro’s inspiration, two of his former guests have started *their own* podcasts, as well!

*“All those years of growing up with a severe stutter, and people calling you ‘stupid,’ and ‘slow,’ and and people constantly telling you that you’re never going to get a job; you’re never going to get married; you you will never have a career. Just stay home and apply for disability, and that will be your life. I heard that for years and years and years. And, you know, once you hear that, you tend to believe it. But I said, ‘No!’ And with with with podcasting, I am using a new audio medium with an audience from around the world. And to, to, to read the emails from people I don’t even know, from Pakistan, from Brazil, from Australia, that my podcast is their light in, in their dark world. I mean, I mean, that just has a profound, a profound impact.”*

Pedro and his podcast are a light for people experiencing stress, fear, and isolation. His courage, humor and creativity will inspire anyone to move forward with his or her dreams and goals! 🎧



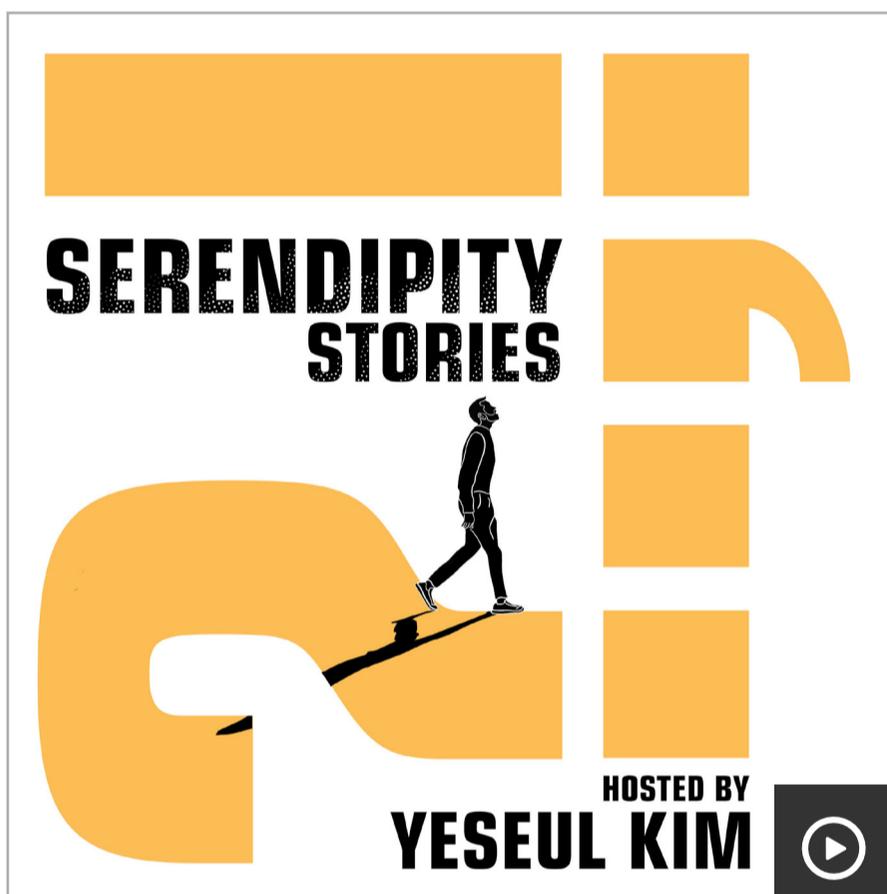
**Society & Culture Category Director**

Gin Keller  
societyandculture@podcastmagazine.com  
*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



## SERENDIPITY STORIES

TedX speaker Yeseul Kim hosts *Serendipity Stories*, a new podcast debuted in May. She says, “We might call it luck, fate, a freak accident, or a coincidence. But over time and with a bit of reflection, when we find meaning in those special events, we call it ‘serendipity.’”

Episodes published thus far feature interviews with guests who experienced “moments of serendipity that forever changed their life trajectories.” Listeners meet Joanna Kalafitas who had a brush with



death, Rafiya Sultana, who was on the brink of suicide, Katherine Kylila Rice, who left West Point after two years, and Tyler Grace, who was chronically ill and bedridden as a child. The guests of episode two and three discuss gender and race inequities as part of their life experiences that are also at the heart of their transformation.

Each guest has a remarkable story of resilience and shares serendipitous moments that opened the doors to healing.

Listeners who are familiar with Joseph Campbell’s work in comparative myth and religion will recognize the “hero’s/heroine’s journey” shared in each episode. Yeseul is gifted at asking the questions that open the door for guests to share their stories of self-acceptance and purpose with authenticity and candor.

As Joseph Campbell said, “We must let go of the life we have planned, so as to accept the one that is waiting for us.” 🎧

# THE ART OF PODCASTING:

## Little-Known Ways a Host Makes It Great

We've seen what is possible with a great podcast: large platforms like Spotify offers millions for an exclusive deal, products mentioned immediately sell out on Amazon, and raving fans part with their hard-earned money to get exclusive content ... and, they tell all their friends.

Podcasting is an art.

And it's one that isn't fully understood ... unless it's *you* behind the mic.

As a listener of podcasts, you're there because you either like the host of the show, love the topics discussed, are interested in the guests, or all of the above.

What you might not realize is that the podcast host of the show you love is doing *a lot* of work "under the hood." It isn't very obvious, and the details are seldom heard.

But when you start to understand the passion, preparation, and evolution of a podcaster, you'll see where the "heart" of a podcast really lies. And that heart is typically what makes a podcast standout from the hundreds of thousands online now.



Let's jump into the non-obvious efforts great podcast hosts are making and the things they are doing to keep you coming back for more.

### Insatiable Curiosity

Curiosity might have killed the cat, but it's also what drives podcast hosts further to make great episodes for their listeners! Without this crucial skill, an episode would sound dull and trite. It's not likely to keep your attention.

Well before podcasting, Albert Einstein said this about curiosity: *"The important thing is not to stop questioning. Curiosity has its own reason for existing. One cannot help but be in awe when he contemplates*

*the mysteries of eternity, of life, of the marvelous structure of reality. It is enough if one tries merely to comprehend a little of this mystery every day."*

E i n s t e i n  
nailed it.

When you are genuinely curious, the mysteries around a person or topic start to reveal themselves in ways that weren't obvious before.

In podcasting, not only does the host and

**When you start to understand the passion, preparation, and evolution of a podcaster, you'll see where the "heart" of a podcast really lies.**



guest benefit, but the listener goes along for the ride. Having curiosity as a host also leads to a much more conversational sounding podcast. Listening in, you feel like you're overhearing an amazing conversation at a party that you can't help but lean in to hear.

And that leads us to...

### Making Guests Feel Comfortable

Once a host has shown genuine curiosity in the person he or she is chatting with or about the topic at hand, guests will generally start to open up. This is how



hosts ‘break’ their guests from sounding scripted. It’s how hosts can get to the details that aren’t typically shared elsewhere.

Joe Rogan is a great example of how being obsessively curious can lead to a guest feeling very comfortable. With his vast curiosity and interjections of his relatable stories, he gets people to share and act in ways they don’t normally in public.

A simple way to combine curiosity and making guests feel comfortable is to prepare and use what ex-FBI hostage negotiator Chris Voss calls “calibrated questions.” This is explained in depth in Voss’ book, *Never Split the Difference*—an amazing resource in understanding language and how to make people feel comfortable. (Of course, podcasting isn’t really life or death, but we can still apply Voss’ teachings.)

Calibrated questions usually start with the words “how” or “what.” They put the ball in the other person’s court by giving a response that exposes his thinking. For example, a question can start with, “I’m curious...” and then follow it with the “how” or “what” component. This is one of the quickest ways a host can draw their listeners in and get their guests to open up in a way others can’t.

When a host uses active listening, has curiosity, and asks questions that are geared toward diving deeper into a subject, it’s like magic. Guests are comfortable and open to sharing things they normally

**When a host uses active listening, has curiosity, and asks questions that are geared toward diving deeper into a subject, it’s like magic.**



wouldn’t, and it makes for a much more enjoyable listening experience.

### **Podcasters Make It a Party**

From an outside perspective, it seems there are more than enough podcasts out there for everyone’s liking. All the categories are covered, and there are hundreds of thousands of active podcasts. So, why create another?

This is the exact type of thinking that stops a lot of aspiring podcasters in their tracks. So if you’re contemplating starting a show, this is probably one of the most important hurdles to get past!

This analogy may help...

Over the three-year evolution of our podcast, *Hustle and Flowchart*, we've found our voice and made the podcast our own party.

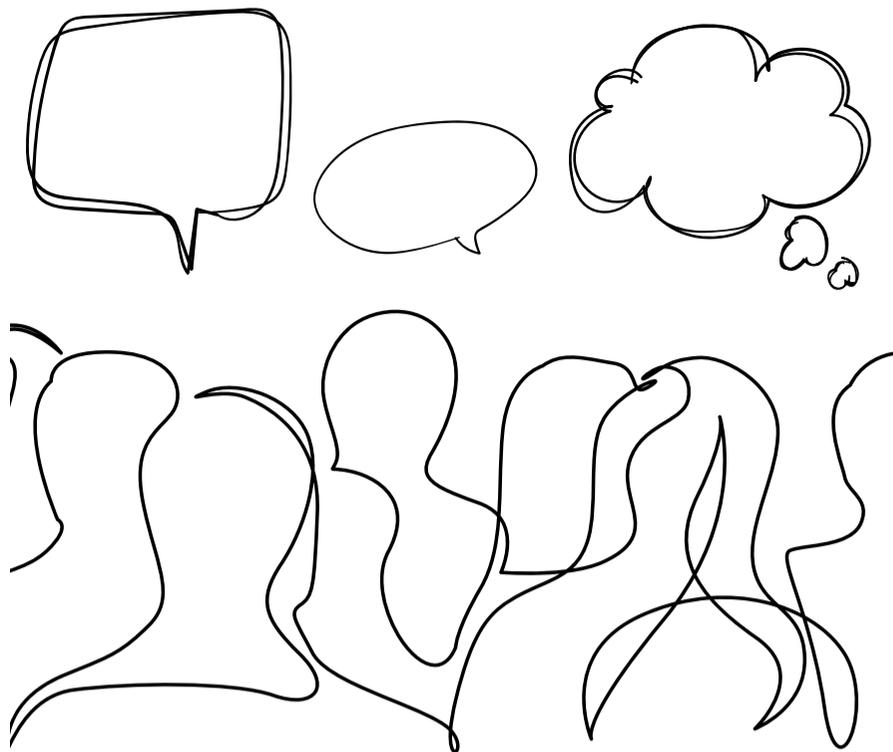
Imagine you have a party at your house, and you invite a bunch of people over. There will likely assemble in small groups. You'll notice that some of those "bubbles" grow... likely because the people in it are interesting, and great conversation is happening. More and more people start listening in and joining the group, even if they don't engage.

This is just like growing a podcast following!

When a podcaster understands that her podcast is HER party—that it's HER house—the quality of her episodes improve.

Hosts evolve. They then become more selective with their guest selection, making choices based on their own curiosity and what serves their audience best.

They'll also speak in a way that is more aligned with their beliefs and experiences. This will attract listeners who can relate and want more. And then, those listeners will tell their friends



about the podcast, and it has a snowball effect.

So, the podcast is the host's house, the podcast guest is the featured guest, and the listeners want to hang out with the host, featured guest, and other party attendees.

These are the things that lead to all-around better episodes comprising a truly unique show. And *that's* why there can be hundreds of thousands of more podcasts, and it still won't be a too-crowded space.

I recommend listening to a few of your favorite podcasts specifically for these points. They might be subtle, but they make all the difference.

And if you're a podcast host, try them out yourself! 📌



**The Professional Podcaster**

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



# LEADERSHIP STORIES

## How Storytelling Affects the Brain

Did you know that stories are more powerful than a slew of facts and figures?

When processing facts and figures, only two areas of the brain are activated, whereas a well-told story engages many additional neural pathways. That's why learning a language with just facts and figures is difficult, but when stories are incorporated, retention is easier.

A story activates parts in the brain that allow the listener to turn it into his/



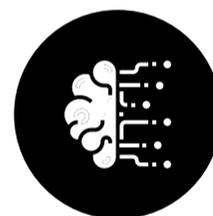
her own ideas and experience. When the brain sees or hears a story, its neurons fire in the same patterns as the speaker's brain—a process called “neural coupling.” “Mirror neurons” create coherence between a speaker's brain and that of his/her audience members.

Stories activate multi-sensory cortices in the brain. Characters in stories generate emotional associations that allow us to identify with them. Those emotions are neural activators that motivate us to move closer to or farther away from something. These emotional responses are deeply embedded in our brain, and they drive our motivations and behaviors.

That's why *The Business of Government Hour* podcast produced by the IBM Center is so captivating. Host Michael Keegan delves into hour-long conversations with top government executives and thought leaders and invites them to tell their leadership stories.

“We were a podcast before podcasts became sexy,” said Keegan. “The show, which initially began as a radio show called *The Business of Government Minute*, is more than 20 years old now. We're a podcast, yes, but we're

**A story activates parts in the brain that allow the listener to turn it into his/her own ideas and experience. When the brain sees or hears a story, its neurons fire in the same patterns as the speaker's brain—a process called “neural coupling.”**



*still on terrestrial radio as well, on WFED, Federal News Network.*

*“I get a weekly opportunity to sit with a government executive and talk about what he or she is doing on the front lines. As my guests reflect on their strategic priorities and the challenges they face, I simply act as a conduit to let them tell their story. It's a true informational and educational platform to stimulate listeners to learn from another person's or organization's journey.*



“Our core listening audience is federal government executives who run programs at the highest level in our country. University professors are using our show as a way to educate students interested in obtaining their master’s degree in Public Administration or Public Policy, and those in graduate school. These professors know that our podcast gives great understanding into how real leaders deal with real-time problems. Our sweet spot is the Executive Branch of the government. We talk with leaders about what happens after a bill has been passed and what they do to best implement it.

“We believe stories are the best way to deliver our findings. I’ve had the pleasure of interviewing Dr. Anthony Fauci twice, and the stories he told are very apropos, especially today facing this global crisis. We discussed his work from a leadership perspective. Our podcast helps connect people with concepts that have already been proven, so they don’t have to start from scratch. It’s all about learning from people who have already done it successfully.

“I believe one reason having these conversations is vital is that oftentimes, it’s hard to get things moving in government. I attribute that to a compliance mindset, which isn’t bad overall, because government must run by a set of rules and regulations. But when the people in charge get so bogged down with compliance that it stifles imagination, collaboration, and innovation, then problems arise.

“Our podcast helps get executives unstuck, because once they share their

# KEEGAN

listens to



## THE LEADERSHIP & MANAGEMENT BOOK PODCAST WITH WALLY BOCK & ART PETTY

Art and Wally talk about the books they read and then share their perspectives via their podcast.



## BUSINESS OF GOVERNMENT STORIES

Narrated stories of many of the most influential events that have shaped government over the past generation.



## 22 HOURS: AN AMERICAN NIGHTMARE

A D.C. power couple’s 10-year-old son and housekeeper held hostage for nearly 24 hours and murdered inside a burning D.C. mansion.

**“We were a podcast before podcasts became sexy.”**



*stories with us, then the people listening can implement that exact strategy for themselves and their team. We offer a snapshot-in-time conversation that can be accessed anytime, on demand.*

*“Having good leaders in government is essential. Citizens expect their government to deliver, and the system is only as good as the people who make it up. Our government leaders are public servants, so they need to have access to the best information out there to truly serve the people.”*

*Keegan loves hosting the podcast, because “I enjoy getting to know people and working behind the scenes. I hope that after people listen, they are inspired to dig deeper into the topic, and selfishly, I hope they’ll subscribe,” he said.*

*Keegan was born in Brooklyn, NY, but currently lives in the Washington D.C. area with his wife of 18 years. In his downtime, he loves to read, work out, paint, and drink wine.*

*A book that made a major impact on his life is Creating Great Choices by Roger Martin. “This book was very powerful, because it’s all about integrative thinking and the paradigm of how we approach choices—from passively accepting them to actively creating new ones. It made a profound impact on me because it makes you ask yourself if you’re really making choices in life, or just accepting the ones given to you. The integrative thinking focuses on the forces and the belief that there are better answers, even if they’re not immediately evident. So, you’re always testing to see if your choice is the right one to make.”*

*Another book that Keegan highly recommends is True and False: Heresy and Common Sense for the Actor by David Mamet. “I’m not an actor, but the author is a playwright and storyteller. I’m trying to figure out how to take this book and couch it into a leadership story. Fundamentally, it’s telling actors how to tell a story, and the podcast is about*

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*leadership stories. There's a quote in the book that I really like that says, 'Deny nothing, invent nothing, accept everything, and get on with it.' To me, that's action leadership... really getting involved. That's why I believe this book can be applied to more than just actors. To me, it underscores emotional intelligence. When he says, 'accept everything,' he doesn't mean you accept mistreatment, but rather you accept reality and take emotional control by being empathetic to the situation and people you're dealing with. It's a great read even for us non-actors."*

Keegan continues to be inspired by his parents who are both deceased. *"My dad was an engineer and my mom was a homemaker. So, my dad had a really precise mind, and my mom had a really caring heart. I am one of seven kids, and you can still see those same qualities resonate in all of us today. My parents had a great life, strong faith, and an amazing love story. It just goes to show how impactful stories are and why our brain remembers them."* 🗣️



#### **Government Category Director**

Meiko S. Patton

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

*The Meiko Show* 🎧

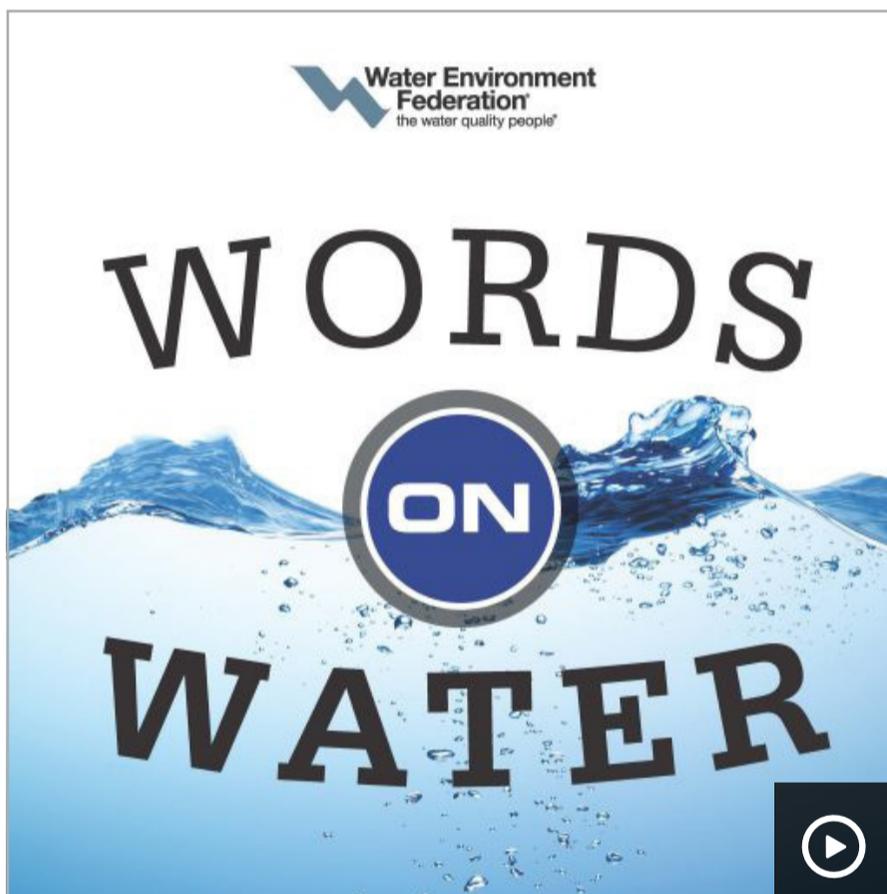
**Got a Government Podcast  
suggestion?**

**Let us know! >**



# UNDER THE RADAR

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



## WORDS ON WATER

Did you know that your body is approximately 60 percent water? Water is an integral part of cells, organs, and tissues, making it an essential to your overall health and well-being.

Because your body loses water through breathing, sweating, and digestion, it's important to rehydrate. And for most of us, access to water is easy, but globally, one in nine persons—nearly 800 million people—lack access to safe water at home.

That's why the Water Environment Federation (WEF) podcast, *Words On Water*, is so important.



Since 1928, WEF, a global water sector leader, has provided water-quality professionals with the latest water-quality education, training, and collective knowledge to improve water quality around the world. That mission extends to other water-related topics, as well, like how to better clean up oil spill emulsions in oceans.

*Words on Water* host Travis Loop recently interviewed U.S. Stockholm Junior Water Prize Winner and recent high school graduate Zoe Gotthold. Her winning experiment involved her development of “six prototypes to promote oil flocculation at the water’s surface and increase the efficacy of traditional oil spill remediation techniques.”

This podcast is a powerful tool to educate people on the overall importance of water—which is integral not only to every human being, but also to sea life—like the penguins Zoe loves, which inspired her experiment in the first place. 🎧



# FUN AND FRIENDSHIP

## Annie F. Downs' Winning Recipe

Annie F. Downs loves boiled peanuts.

*“They have a cooked green bean texture,”* she explained enthusiastically. To get them, Annie recommends looking for a gas station in her home state of Georgia, and then, for a crock-pot sporting burnt edges. Despite sounding more like a health code violation than culinary delicacy, Downs exclaimed with a charismatic laugh, *“I’m a happy evangelist for all things boiled peanuts!”*

To say I was entertained during this interview is an understatement. Even as a child, she was funny and imaginative. She recalls riding her bicycle through the farm country while interviewing *herself*—a foreshadowing of her career.

Downs' effervescent personality isn't all that surprising when you consider her family. Her father, for example, works as an accountant while doing stand-up

comedy on the side. Perhaps Downs' natural inclination to entertain comes from him.

*"One of my grandmothers was a librarian, and the other set of grandparents owned a bookstore where I worked every Saturday," she added. Clearly, someone in this family was destined to become an author, and it turned out to be Downs.*

As an adult, the combination of Downs' creative energy and literary disposition led her to explore various ways to access her talents for entertaining and teaching in a career. Naturally, she became an elementary school teacher, and used her gifts in that regard for five years. *"I always knew my skill set was entertaining people long enough for them to learn something,"* she said.

Today, she has a thriving business as an author, speaker, and podcaster.

In 2012, friends of Downs' asked her to interview them to promote their book launch. Without a means of publishing the interview, they suggested that she start her own podcast. Her reaction was immediate: *"That sounds fun!"*

Those three words became the title of her show and the signature of her platform.

As spontaneous as it seems, being fun is a conscious decision for Downs and her team. *"If we get people on the fun level, then we get to go deeper,"* she explained.

In other words, having fun becomes a 'currency' to engage on deeper issues.

**"I always knew my skill set was entertaining people long enough for them to learn something."**

*"It's not accidental on our side. People laugh at the things we show in our office on InstaStory and YouTube," she said. "If I do that consistently, people feel like we are friends already. Then, when I want to talk to them about racial reconciliation, or what's going on in our country, or their faith life—the things I think are really important—they listen, because they already trust me. All of this is strategic."*

Downs endeavors to be friends with everyone—her guests and her audience. *"It's one of the things I want most in the world,"* she said.

Of course, that can get tricky when it comes to befriending people on both sides of the issues Downs discusses on her podcast, especially in today's polarized environment. Downs admits it sometimes comes at a cost. People question why she would even listen to some of her guests.



*“It leaves me without a camp sometimes,” she said. “The furthest people on any spectrum think that I’m weak and unwilling to take a stand when really, I have taken a stand; it’s just not theirs.”*

Her conviction is always about friendship—not intellectual purity. *“If I only have guests on that agree with the big ten tenets of my life,” she said, “then what I’m actually modeling is that I can only be friends with people like me.”* Instead, Downs is living proof of a better way... an approach to relationships (and hosting a podcast) that starts with listening. Essentially, Downs allows herself to disagree, while saying, *“Watch me be friends with them anyway.”*

Her vision for a world where people on opposite sides of any issue can talk and still be friends may be exactly what we need to stem the current tide of polarization.

Now, Downs is expanding her vision from *That Sounds Fun* to a new network by the

same name. Considering it *“an amusement park of podcasts,”* it has something for each segment of her audience, including the small-but-committed number of male listeners.

*“I wanted a place to release shows that really matter to people. I want the listeners to think ‘I can trust these other shows here,’”* she said. *“And I also want to provide a community for the hosts.”*

Downs also spoke to the privilege it is to serve her audience. *“What an absolute sacred honor for these listeners on the other side to give us a full hour in their head,”* she said. *“They could pick anything... and they choose to trust us with their actual mind. That is a huge responsibility that I don’t take lightly,”* she said humbly.

Her recipe for success blends fun, friendship, and discussion around serious topics, and it definitely works for her. With over twenty-five million downloads, *That Sounds Fun* undoubtedly connects with her audience.

And her network promises to take her on a whole new adventure. 🎧



**Religion & Spirituality  
Category Director**

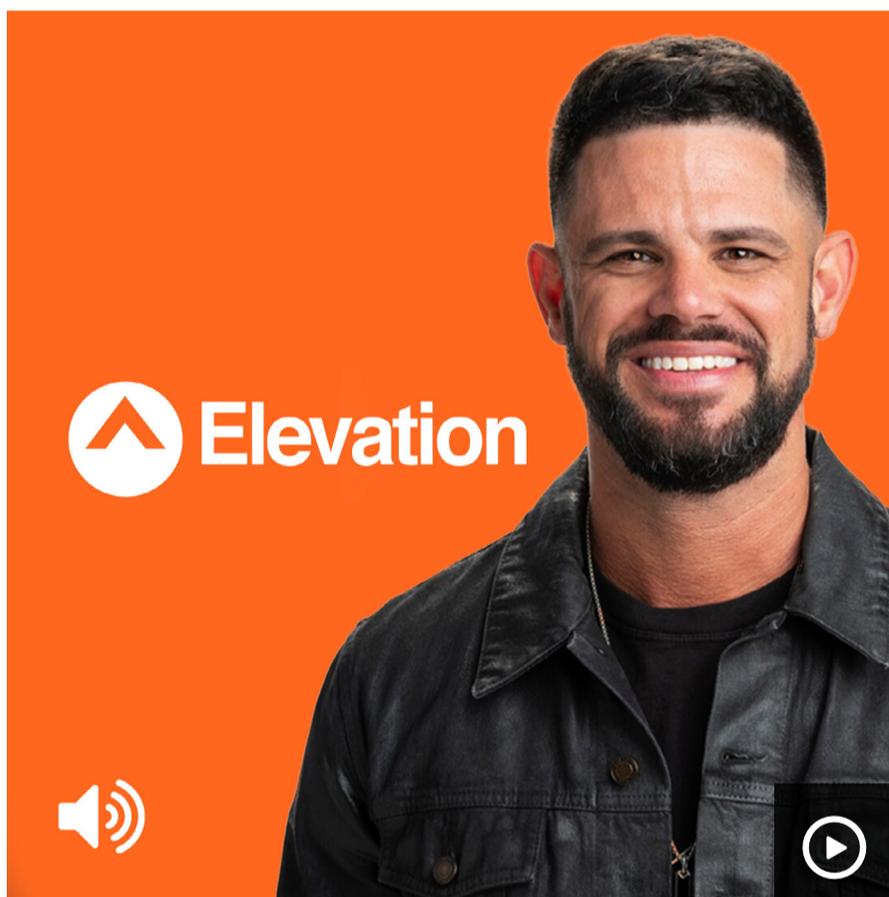
Eric Nevins  
religionandspirituality@podcastmagazine.com  
*Halfway There Podcast* 🎧

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

**Let us know! >**

# OVERRATED

Eric's Independent Review Of A Religion & Spirituality Podcast You've Definitely Heard Of... But Might Want To Reconsider Listening To



## ELEVATION WITH STEVEN FURTICK

The wide variety of uses for podcasting is beautiful. It can not only inform, but entertain, inspire, and so much more. It's intimate and *deeply personal*.

Scan the Christian category charts, though, and you will find that the simple dispensing of information dominates. It begs the question, what is behind the overuse of information sharing in Christian podcasting?

Take for instance *Elevation with Steven Furtick*, a show consistently at the top of the



charts. By many standards, the podcast is fantastic. The audio quality is excellent, the host *is* charismatic, and they publish regularly.

But the content consists solely of the church's Sunday sermons. Thousands of churches across the world do the same. Is this why the Christian category has the highest number of shows, but fewest listens?

In this reviewer's opinion, solely sharing sermons is a lazy way to podcast.

Plus, podcasting is the great equalizer of our time. Today, *anyone* with a microphone and a mission can share stories to truly inspire and encourage. *That is* podcasting at its best!

*Elevation with Steven Furtick* is a fine podcast for what it is—recycled content.

But imagine what might be should a pastor with so much talent reimagine *how* he interacts online. Creating new content for the medium would take his listeners beyond the church service into deeper thinking—which has even greater potential to impact his followers. 🗣️

# 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 24,000+ 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 internationally su motivational spea 12 million followe media brings his p honest perspectiv the truth you need if it's hard to take.

## MAKING SENSE

SAM HARRIS

## BS DE RESISTANCE

Hosted by: Lyssa 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."

/reply-all/

# 'SMALL TALK SUCKS'

Heather Ashley  
Crushes It with  
*Big Mad True Crime*



Solo podcasts can be tough. I know this from experience—when I listen to some of my earliest podcasts with no co-hosts, no guests, no music, and sometimes no clue, I don't think I'd give myself even a one-mic rating for that entire first year.

One person who does rock the solo podcast in the True Crime Category is Heather Ashley of *Big Mad True Crime*. The show caught my eye when it landed on the *Podcast Magazine* Hot 50 earlier this year. I was hooked as soon as I heard the intro: “*Small talk sucks, so let's dive in.*”

That line alone infers that we are going to have a conversation with Heather, and that's exactly what it feels like even though she is doing all the talking. Heather is

an expert at making you feel like she is speaking *with* you and not at you, and her storytelling talent shines through as she emphasizes points to drive home to her listeners like, “*She had been shot in the torso ten times. Ten!*” It truly feels like you are one of a bunch of friends sitting in her living room as she engages you with her dialog.

The quote above was from the episode titled “The Murder of Rachel DelTondo,” which aired on May 31, 2020. And that's just the tip of the iceberg! Already engaged, you can imagine how excited I was to actually have the chance to have a real conversation with Heather.

I spoke with her about the obvious popularity of her show, and asked about



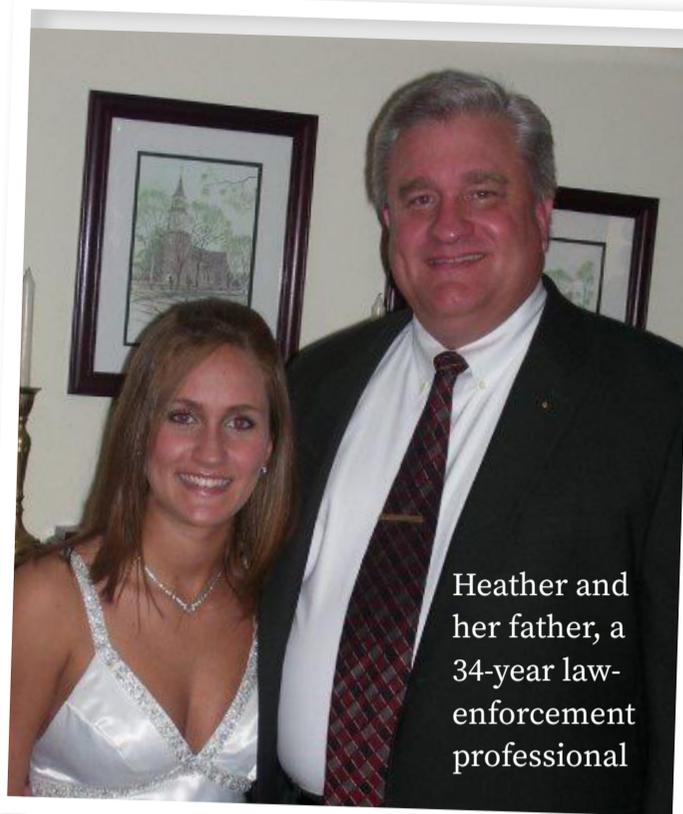
her initial motivation to launch *Big Mad True Crime*. “I grew up around crime,” Heather replied. “I was raised by a cop, so my bedtime stories at night weren’t about princesses and peas. They were recaps of my dad’s calls from the day.”

She mentioned that the stories and details her father shared with her progressed as she became older. It was part of the impetus for her gravitation toward shows such as *Dateline* and *20/20*. Then, one case in particular really piqued her interest.

“There was something about the Chris Watts case,” Heather explained, referring to the incident on August 13, 2018 when Watts strangled his wife and their two daughters. “I just couldn’t get enough of it.”

“It didn’t make sense to me that all this happened, yet so little was being reported in the repetitive one-hour documentaries on television,” she continued. “I got a hold of the discovery documents and decided to read all 1,960 pages. It took four months, but as I read, my mind was exploding! I couldn’t understand why the details in the court documents were never mentioned in the documentaries. I don’t know why, but I felt compelled to share it with people. I cared so much that I wanted other people to care.”

On August 24, 2019, Heather launched *Big Mad True Crime* with the Chris Watts case comprising the first seven episodes, and things snowballed from there, and Heather hasn’t stopped since.



Heather and her father, a 34-year law-enforcement professional

**“I was raised by a cop, so my bedtime stories at night weren’t about princesses and peas. They were recaps of my dad’s calls from the day.”**

I quipped that, given how Heather came from a law-enforcement family, she perhaps missed her calling to become a cop herself. “I think I’m a little rogue,” Heather retorted. “I’m a little hard to tie down. I think if I was ever told, ‘You can’t look into this as hard as you want and you have to work on this instead,’ I would probably answer ‘How ‘bout NO?’” She went on to say that her tenaciousness in solving the case would probably make her hard to work with in a traditional police role.

Given that *Big Mad True Crime* is only in its first year and the category is a pretty crowded space, I asked Heather what makes her show different from all the rest?

*“I never go in just to tell a story. I always want to make sure that I bring something new to a case, or I’m accomplishing a goal with it. That goal might be to make sure something doesn’t happen again. So, how do we do that? Or maybe it’s making sure a girl’s story is told, because what happened to her never should have happened in the first place. I always have a goal in mind, because I never want to tell a terrible story just for the ‘fun’ of it.”*

Now that Heather has moved past the Chris Watts case and onto other crimes, I was curious as to how she chooses the subject for each of her episodes. *“All the cases I cover are by request,”* she revealed. *“I am always open to requests whether they come through Facebook, Instagram, or email. I try to be really engaging. I do crime talk live every Monday at 9 PM, too, to talk with people about the case of the day.”*

This process of being open to her fans suggestions has given Heather a wide range of cases to choose from. *“I have over 500 on my case list,”* she stated. *“They’re numbered and in alphabetical order. I use Google’s random-number generator to let Google pick the case I work on from the list. I like the fate aspect of it. I never know what I’m getting into. It’s worked out really well.”* Heather commented that this

# HEATHER

## listens to



### COLD

Susan Powell vanished on Dec. 7, 2009. Her body has never been found. West Valley City Utah police suspected Susan’s husband, Josh, had murdered her. They never arrested him. *Cold* uncovering never-before-heard details.



### THE OFFICER’S WIFE

Georgia police officer Matthew Boynton radios for assistance after hearing gunshots. Officers find his wife inside a locked closet with an apparent gunshot wound to her head. The investigation changed the lives of one family forever.



### IT WAS SIMPLE: THE BETTY BRODERICK MURDERS

Thirty years after five bullets, two coffins, and one California prison inmate, why can’t we look away from Betty Broderick? A four-part podcast that premiered May 26, 2020.

**“I want to feature cases that you can’t get everywhere else.”**



approach has kept the show from possibly being pigeon-holed into covering cases specific to women, or men, or unsolved cases, etc.

Personally, as a fan of true-crime podcasts, her process works for me. I joked with her that as connected as I am to the Tylenol murders story, I don't think I can listen to another podcast episode covering it. I love that many of the cases covered on *Big Mad True Crime* are ones that I hadn't heard of yet, which makes me want to listen that much more.

*"I have a rule about that, actually. When somebody else has done a fantastic job of covering a case, I don't do it,"* Heather added. *"I don't want to bring you something you can get somewhere else, and I don't want to step on the toes of somebody who worked really hard to present a fantastic case."* As an example, she references the *Cold* podcast, and how it covers the Susan Powell case in depth. *"I could never bring any more to Susan*

*Powell's case than Cold has. I have to give credit where credit is due. Cold crushed that. I want to feature cases that you can't get everywhere else."*

I commented that when listening to her podcast, it feels really intimate... like we are having great conversations with her in her home. She let me in on how she prepares her scripts for the show.

*"I start researching from day one of the crime. I try to cover it in order until we get to present day. Then, I talk to my husband. I talk to my friends. Then, I write it out the way I would tell my friends and family about the case."*

It's clear from the early popularity of *Big Mad True Crime* that this process works.

It is obviously working for Heather, as well. *"If I could do this job for the rest of my life, it would be amazing. I get to live my dream life doing my dream job!"*

This is great to hear as many fans, including myself, are ready to "dive in" to more *Big Mad True Crime*. 🎧



#### **True Crime Category Director**

Kenneth C. Bator  
[truecrime@podcastmagazine.com](mailto:truecrime@podcastmagazine.com)  
 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



## I'LL BE GONE IN THE DARK

When you have a case that has been covered so well and in such depth through both an HBO documentary and a bestselling book, it makes it that much harder to create a quality companion podcast to the story. Nevertheless, that is exactly what Nancy Miller pulls off as the host of *I'll Be Gone in the Dark*—a podcast about the Golden State Killer.

It would have been easy to just regurgitate what was in the book or what was covered



on the documentary in a slightly different way. Fortunately, that is far from what Nancy produced, and the podcast clearly stands on its own. With additional interviews and deeper insights, I found myself looking forward to the next episode of the podcast released in conjunction with the related HBO show every Sunday night.

Whether covering additional commentary from the survivors or detectives who worked this case, or digging deeper into the writing of the book by the late Michelle McNamara, as a listener and true-crime fan, you feel like you are getting an inside look that others may not. If you have only read the book and/or watched the documentary without listening to this companion podcast, you are missing big pieces of this complex story. 🎧



# *The Eating Experience:*

**IT'S ALL IN THE DETAILS**





**“We’re all eating every day. But there’s a lot of little details of the eating experience that we don’t notice.”**

When you come from a family of people who are obsessed with food and love to eat, it’s not surprising that you’d grow up to become a famous award-winning host of a food podcast.

Launched in 2010, *The Sporkful* has won the James Beard Award, Webby Award, and Saveur Award for “best food podcast.” It has a 4.6-star rating with over 3000 reviews written in the decade it’s been on the air.

Host Dan Pashman graduated from college 20 years ago with a dream to host his own radio show, which ultimately morphed into hosting a podcast. Working as a producer of various radio shows—first at Air America Radio with Mark Marin, Rachel Maddow, and Al Franken, and then at NPR to create shows—his goal of hosting never left him.

Coming of age during multiple recessions, he had a front-row seat to the tumultuousness of the internet and technology disrupting radio and traditional media. That put a wrinkle in his hosting dream as he landed jobs on shows that kept getting canceled. Laid off from six jobs in eight years, he finally reached the point of contemplating leaving the world of media to attend law school. Fortunately, though, some friends of his were starting podcasts, and Dan had the foresight to jump into the space as well, in 2010.

Says Dan: *“I figured [podcasting] is the future, so I might as well get in on it now. What podcast can I host? What do I have*





Live Show In Theatre Taping -  
Portland Oregon



*something to say about? I'd worked a lot in news and politics, but I didn't think I had anything interesting or different to say about either of them. But I always sort of had this idiosyncratic approach to food and a lot of opinions about it. And so I thought, well, maybe that's what it could be."*

The creative intent behind *The Sporkful* was around something that happens a lot with food: revealing something that's been in front of you all long, but that you never took the time to notice.

*"We're all eating every day. But there's a lot of little details of the eating experience that we don't notice. And because I'm kind of an obsessive person, I notice them. Our goal is that, in every episode, people will learn something and feel something—that's kind of where it all begins. My other goal is to make sure it is constantly*

**"I figured [podcasting] is the future, so I might as well get in on it now."**

*changing and evolving. That's important, if you're gonna do a show for this long and still be excited to do it."*

Dan's not a chef, so in its early days, *The Sporkful* was not about cooking. It wasn't about restaurants. He didn't even want to have chefs on as guests. Rather, it was

about obsessing over the tiny details of the eating experience.

*“It was like, let’s spend 20 minutes talking about the idea of surface area to volume ratio of ice cubes. Or, how many things can you put into a grilled cheese sandwich before it ceases to be a grilled cheese? And what’s the best way to get your money’s worth at an all-you-can-eat buffet? These kinds of like really pressing issues, you know?”*

His grounding in food came from his upbringing. It was a topic of conversation for his whole family, and something they always looked forward to. When they went on vacation, his mom planned all the meals a month in advance.

*“I just love to eat,” Dan said. “I was not the most adventurous eater growing up. I’ve gotten more adventurous now, but I’ve always just taken a lot of pleasure in food, and I liked to tinker with it. I’m a sort of obsessive, detail-oriented personality. So even in my 20s, I didn’t want to order the egg-and-cheese sandwich from the diner. I would get an omelet with an English muffin on the side, so I could cut up the omelet and place it in the English muffin and make my egg-and-cheese sandwich exactly the way I wanted, instead of trusting someone else to assemble it.”*

His friends would always speculate...  
*“What’s Dan gonna do this time with his English muffin?”*

*“It was a thing to watch. I was this sort of sideshow freak. Friends of mine who*



# DAN

listens to



## REPLY ALL

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



## SLATE CULTURE GABFEST

Slate’s critics debate the week in culture from highbrow to pop.



## BY THE BOOK PODCAST

Half reality show, half self-help podcast, and one wild social experiment. Join comedian Jolenta Greenberg and culture critic Kristen Meinzer as they live by the rules of a different self-help book each episode to figure out which ones might actually be life changing.

**“How many things can you put into a grilled cheese sandwich before it ceases to be a grilled cheese?”**



*have known me for a long time can't believe I turned this into a career."*

After launching *The Sporkful*, Dan landed a book deal with Simon & Schuster. Four years into hosting the show as a side project on nights and weekends, it was picked up by WNYC New York Public Radio, and podcasting became his full-time job. At the same time in 2014, his book *Eat More Better: How To Make Every Bite More Delicious* hit the bookstores, and Dan became a well-known name in the food world, ultimately being featured on *The Today Show*, *Radiolab*, *Guy's Grocery Games*, NPR's *Morning Edition*, *WTF with Marc Maron*, *Planet Money*, *Beat Bobby Flay*, *Freakonomics Radio*, and more.

In 2017, *The Sporkful* moved over to Stitcher, where Dan happily reports that it is thriving both creatively and financially. Periodically, he also does live shows. Last year, they did 12, some of which were outside the orbit of New York and in front of live audiences in theatres

in Portland, LA, Chicago, Minneapolis, Orlando, Charlottesville, Richmond, and Washington, DC.

Whether he's happily munching along with a Southern Baptist matzah expert, discussing what makes seltzer sparkle, or cautioning candidates who are running for office against eating corn dogs, Dan's passion and quirkiness shine through, which makes this show so popular and entertaining.

What's next for Dan?

*"This is a little bit of a sneak preview here... next year, we are launching the biggest, craziest, most ambitious Sporkful project ever—I am setting out to invent a new pasta shape, get it made, and actually sell it!"* 📌



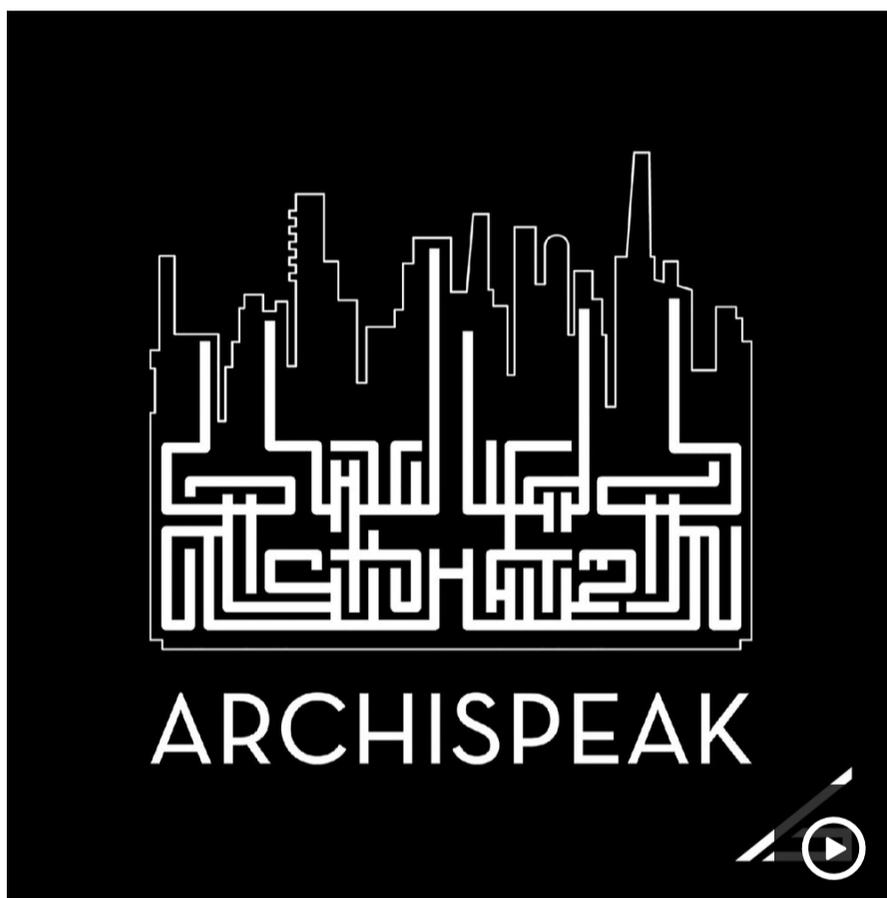
**Arts Category Director**

Anjel B Hartwell  
 arts@podcastmagazine.com  
 Wickedly Smart Women Podcast 🎧



# UNDER THE RADAR

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



## ARCHISPEAK

If you're an architect or have interest in architecture, this is for you! Show production quality is superior, but the content is what really takes you down deep into the belly of the building of buildings.

Now in its eighth season, the show is hosted by Evan Troxel, AIA Director of Digital Practice at HMC Architects in Ontario, CA, Cormac Phalen, AIA Senior Associate at Ayers Saint Gross in Baltimore, MD, and Emeritus Architect Neil Pann. Show topics



covered are both broad and deep, and the passion the hosts have for their profession is obvious in every episode.

Listen in around the holidays if you want to find great gifts for the architect in your life. Or, dive deep into the series of episodes about how technology is changing the field and the challenges that are arising as “old school” architects exit the industry and new ways to practice (that are more heavily based in storytelling and leaning on computer-assisted design to convey the intent of a building design to all stakeholders involved) arise to bring a building to life.

No matter which episode you tune in to, you'll be educated and entertained. You may even develop your own enthusiasm for exploring ancient and modern ways of design in creation of the spaces in which we live, work, love, and interact with our fellow humans. 🎧



# EVERY DAY IS A SCHOOL DAY!

**A Guide to Home Projects and Improvement**

School... the word brings to mind rows of desks, tests, recess, and homework! But in the case of the *Home School'd Podcast*, it conjures up fun ideas, projects, and how-to's for your home.

Co-hosts Aaron Massey and Tracy Pendergast bring their combined talent, know-how, and love of DIY together to educate today's homeowners on every aspect of their abode—from the humble to “not-so-humble.” Topics range from buying a home to creating a first-class movie theater to living a sustainable lifestyle, and literally everything in between.

The *Home School'd Podcast* is different in many ways. One of those ways is in how they carry the “schooled” theme throughout the show. The addition of the “Study Hall” episodes is cleverly brilliant. In these follow-ups, they put the previous guest's expertise to practice or provide further insight into how the information shared can be used by everyday homeowners.

For example, in one episode, they interviewed a couple who started AirBNBing and now own several properties for short-term rental. In the accompanying “Study Hall,” Aaron and Tracy discussed the pros and cons of the AirBNB business, highlighting and reviewing key points from the previous episode. They do this with most of the teaching episodes, and it really works to bring the lessons home.

*Home School'd Podcast* is less than a year

**“We want our guests to shine. We want them to TEACH, not just talk about themselves. We genuinely care for our guests and have a vested interest in their success.”**



old, but Aaron and Tracy have previous podcasting history. Not only have they worked together on a different podcast owned by a network, but their friendship and work history go back even further.

Aaron has had a successful DIY YouTube channel for years (named “Mr. Fix It DIY,” natch). Tracy was a successful commercial actress in Los Angeles prior to starting her family. Meeting through a friend of Aaron's wife, the match was perfect. They did several videos together through the



**“If you have a home, ultimately, you are going to be faced with a task you don’t know how to do. We want to prepare you for it, whether you can do it yourself or you need to hire it out.”**

years and remained friends when not on camera.

Aaron’s love of DIY started at a young age as he worked alongside his realtor dad on investment properties doing repairs. After graduation, Aaron moved to Los Angeles, where he started working in the TV production industry—most notably on location with *Survivor* for several seasons and other adventure shows. Later, he realized he could combine both of his worlds by producing DIY videos for YouTube.

During this time, Tracy and her husband were starting their family. Tracy

discovered that being an actress while pregnant was “*not happening*,” and she missed the creative outlet. She nurtured her creative side by nesting and realized that it was a great creative expression for her. She started making videos about what she was doing and how, and they were well-received. Ultimately, it became a full-time brand and passion for her.

Later, Aaron started looking for a co-host for his upcoming podcast, because he didn’t want to host alone (he doesn’t like to hear himself talk that much!). He wanted someone he could talk and have fun with, and thought a female could

offer a different perspective. He reflected on the work he had done with Tracy before, and the two teamed up. When that podcast came to an end, the pair started planning their own show—with their own voices and visions.

At the time, they were both renovating their homes, too, so the partnership and new podcast came naturally. They decided early on that their platform would be to educate their audience in all manners of homeownership. The goal? To speak to homeowners no matter their type of home—and there are many. From the van lifestyle to tiny homes to mansions, most homes have some commonalities. But no matter what, in each and every lifestyle, home is home.

Aaron and Tracy also recognize that ability levels are not the same. Part of educating their audience includes enabling them to decide whether a project is a DIY, or if professionals should be called in. And if listeners do call in help, they take their education a step further to ensure they have the knowledge to make informed decisions about how they hire.

Another benefit of renovating their own homes is that these co-hosts bring in professionals *they* need to learn from, too, so they are their own ideal audience! They ask the questions they know their listeners would like to know the answers to, as well. Tracy says, *“We are the eyes and the ears of our listeners from a student standpoint.”*

*“We will take passion and knowledge*

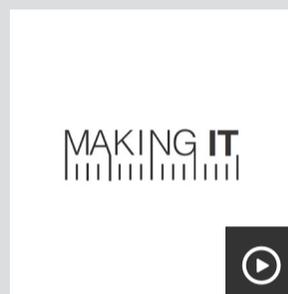
# TRACY & AARON

listen to



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**“Every day is a school day. Just because we are adults doesn't mean we have to stop learning.”**



# HOME SCHOOL'D

educating today's homeowners



**“We are the eyes and the ears of our listeners from a student standpoint.”**

*about a subject over flash,” added Aaron. “We want guests who are fun to listen to and knowledgeable—that’s what keeps the audience’s attention.”*

Tracy agrees. *“We want our guests to shine. We want them to TEACH, not just talk about themselves. We genuinely care for our guests and have a vested interest in their success.”*

As the podcast moves into its next semester, Aaron and Tracy’s goal is to have an evergreen resource library of shows for homeowners. Ultimately, it will have different stages—or grades of experience needed—kindergarten to MBA to guide a person’s selection of episodes.

They also have a shared goal of showing the next generation that DIY is achievable... and they can watch their parents role model that success.

*“If you have a home,” Aaron said, “ultimately, you are going to be faced with*

*a task you don’t know how to do. We want to prepare you for it, whether you can do it yourself or you need to hire it out.”*

Tracy wants to *“encourage people to stop and think about whether the task is something they can learn and explore what they’re capable of.”*

*“Every day is a school day,” she said. “Just because we are adults doesn’t mean we have to stop learning.”*

The bell is ringing... are you ready for today’s homework?

Go listen and learn from Aaron and Tracy! Then, find a home project for you and your family.

Class dismissed. 🎧



**Leisure Category Director**

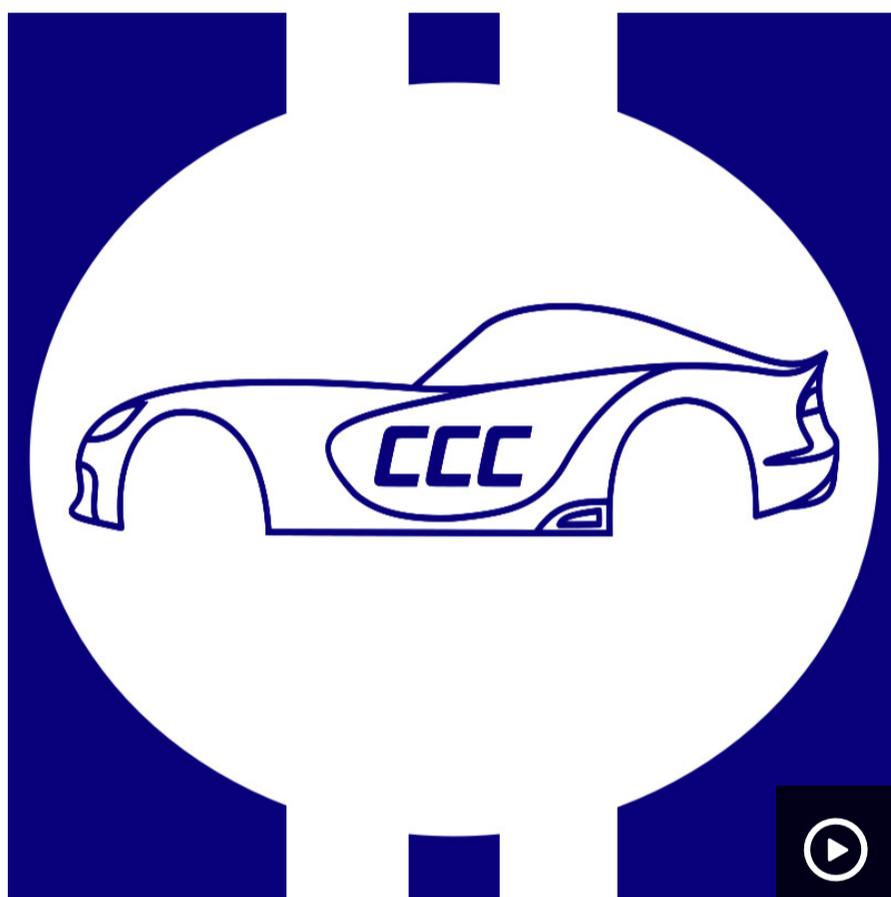
Lori Lyons

leisure@podcastmagazine.com



# UNDER THE RADAR

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



## CODY'S CAR CONUNDRUM

When researching for this segment, I often speed-listen to different podcasts in the Leisure category. In this case, what caught my attention was the 17-year-old host's bio, in which he talked about cars. The next thing that caught my interest was the episode that covered the host's experience in getting his learner's permit.

Hmmm... I started listening.

This podcaster's knowledge and love of cars rivals that of "gear heads" years, or maybe



even decades, older. I was a doubter. Trust me when I say Cody certainly doesn't *sound* like a seventeen-year-old! He is easy to listen to, with a terrific speaking voice that defies his age.

*Then, I learned that host Cody Wagner started this podcast when he was **thirteen** years old!*

*Cody's Car Conundrum* covers the gamut of automobiles, from everyday drivers to trucks to Kias to Dodge Vipers. Cody takes a model of car and thoroughly reviews it—a format I really like. The episodes are shorter, generally running about 25 minutes or so each, which is enough time to thoroughly cover the car from headlights to taillights.

His knowledge of cars is outstanding.

This podcast is for you if you are interested in cars, think you may be interested in cars, or are researching a new model to buy. There is no conundrum here. 🎧

# THE “SMART”-ENING OF PODCASTS

What do you do while listening to a podcast?

Are your hands free? Or are you typically multi-tasking?

According to MarketingCharts.com, 52% of people listen to podcasts while at work, 42% listen while driving, and 16% while working out at the gym. (That doesn't even include guys like me who listen while mowing the lawn.) For the most part, podcast fans listen whenever they can “lean back” and tune in.

On the flipside, rarely are you working, mowing the lawn, or exercising while reading a book, attending a concert, or taking online courses. Most other kinds of content consumption require you to “lean in,” pay attention, and interact. Podcasts are truly different. That puts them in a category of their own, making podcasting the perfect medium to test “interactive” technologies.



Amazon and Google led the way in voice interaction with their smart speakers, which allow users to make requests by verbalizing a specific phrase or word. Last year, both Spotify and Pandora realized the need to take advantage of this type of communication, so they created “hands free” features that allow listeners to interact without taking their hands off the steering wheel.

For them, a podcast like *3D Escape Room: Frequency*, which is similar to a choose-your-own-adventure novel, would be best consumed with voice-activated interaction since oftentimes, their listeners can’t exactly scroll down and click the next link. The ability to say, “Skip to Episode 3” while driving, for example, dramatically changes the user experience.

And while these advances are great for podcasters and listeners, these companies have just begun to revolutionize the experience for advertisers. Advertising revenue is the source of money that enables you to listen to your favorite podcasts for free. But advertisers face a difficult road. Not only do their advertisements and messages have to resonate, but they must do so long after you’re done listening, driving to work, or mowing the lawn, and are back on your computer.

Spotify and Pandora are testing a new idea to help.

Consider the model YouTube uses. An ad plays before a video, and then a button pops up that allows you the ability to

## WHAT DO YOU DO WHILE LISTENING TO PODCASTS?



**52%**  
WORK



**42%**  
DRIVE



**16%**  
EXERCISE

exit the ad in favor of the video. If the ad interests you, you can listen to the full-length message, and then click a link to go to the corresponding website. That hasn’t really been an option for podcasts... until now.

Spotify and Pandora have expanded their voice-activated features to create the YouTube-like experience for podcast advertisers. For example, during one of these new, interactive voice ads, a listener can say “yes” at the end of a message if he or she wants to listen to a full brand message, giving advertisers the same opportunity they have on YouTube. While



they won't currently be able to click a link and go to a website, a similar option is in the works.

RespondFast, another company focused on interactive audio, has created an opportunity for podcast listeners to respond to advertiser offers by giving a voice command directly to their smart speaker (or smart headphones) while listening to the show. An advertiser creates a special phrase that, when uttered by the user, generates a text message with a link.

For example, let's say you hear an advertisement for an upcoming concert tour. The advertisement might state, "Hey, if you want tickets, just say, 'Open RespondFast' right now, and then say, 'Order Tickets.'" Upon doing so, the listener's phone would then receive a text link to buy tickets.

This would finally give advertisers a way to directly interact with podcast listeners... something that has truly never happened before.

In other words, there is now a new future for audio.

In researching this article, I began to think about watching the Jetsons on television as a kid. Surely, we thought, by the year 2020, there would be flying cars, voice-activated robots, and jetpacks for everyone. In the 1980s, we watched David Hasselhoff talk into his futuristic "smart watch" and tell his car to drive around the building and wait for him.

While we're certainly behind in the

## NEW TECHNOLOGY

**An advertiser creates a special phrase that, when uttered by the user, generates a text message with a link.**

progression of flying cars, Tesla *is* now making cars that drive by themselves. Still, we are a long way down the road from talking to our smart watches and voice commanding our vehicles.

Maybe this is the beginning of that future that has always seemed so distant. Maybe, podcasts are the bridge to the Jetsons lifestyle. 📍



### Gadgets, Gizmos & Gear

Dan R Morris

prodreviews@podcastmagazine.com

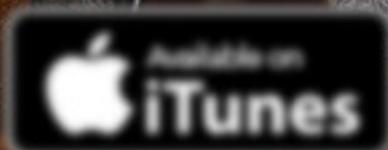
TracingThePath 🎧

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

Let us know! >

# LAUNCHING SOON ON ALL OF YOUR FAVORITE PODCAST PLATFORMS!

Each month, Rob Actis counts down the **Top 50 podcasts** in the land, takes you behind the scenes with today's leading podcasters and dives deeper into the shows podcast fans can't get enough of!



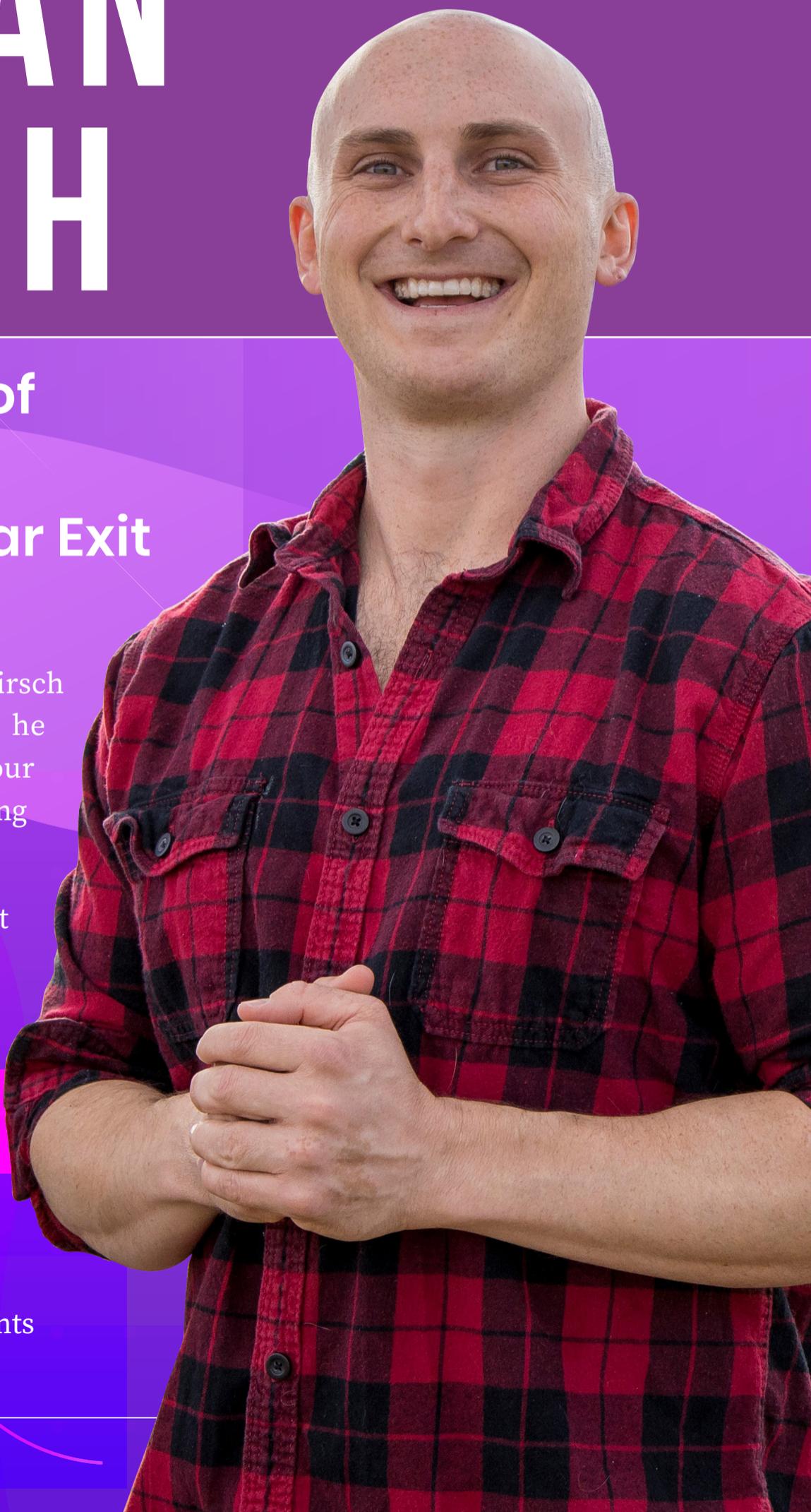
# NATHAN HIRSCH

## Riding the Power of Podcasting to a Multi-Million-Dollar Exit

Less than one year ago, Nathan Hirsch exited from FreeUp—the company he built and grew to \$12M in just four years—thanks in large part to leveraging the power of podcasts.

How did this young entrepreneur, just 26 at the time of founding FreeUp, achieve such success?

Before FreeUp was even an idea in Nathan's mind, he sold other people's products on Amazon—to the tune of surpassing \$25 million in sales in just over six years. Throughout that time, however, he struggled with hiring virtual assistants



and freelancers who could effectively support him in the ways he needed.

To find capable talent, he would do the same as most entrepreneurs—post an ad on one of the various job sites, receive 50+ applications, and painstakingly interview each viable candidate. Then, inevitably, after investing meaningful time into hiring and training the right people, after just a few months, weeks, or in some cases days, many of them unexpectedly quit leaving him high and dry.

*“Time is everything when you’re an entrepreneur,” Nathan said. “I kept looking and looking for what I needed without finding a reasonable solution.”*

**Recognizing the need for a better, faster and more effective method of hiring... FreeUp was born.**

His vision was to provide business owners with fast access to a hand-picked network of top freelancers in eCommerce, digital marketing, web development, and other areas of expertise who have already been vetted for skill, attitude, reliability, and communication.

The primary objective? To save clients the time and frustration that so often go hand in hand with the hiring process. Removing the guesswork from the equation, FreeUp provides access to *the top one percent of online talent*, so clients can hire the best candidate in just *days* instead of weeks or months. It also serves as a “hub”

**“Time is everything when you’re an entrepreneur.”**



for freelancers who want to find clients online.

To launch the company, Nathan invested \$5,000 to create the technology that would fuel the beta version of the marketplace. At first, the platform simply allowed clients to log in and have optics on their freelancers, and for the freelancers to clock in and out when working on the projects they were hired to complete.

*“And that was it,” Nathan said. “The software did absolutely nothing else. People had to email me their requests; we would charge credit cards and email invoices. It was a lot of manual work, but we got it to market and people loved it from the beginning.”*

In short order, FreeUp began receiving thousands of applicants every week—virtual assistants, freelancers, and people

from agencies all over the world who all wanted to provide their services.

FreeUp's operational model is simple:

A request for talent or a specific task to be completed is posted. FreeUp fills the request within 24 hours and provides 24/7 support for both parties. If the hire quits for any reason, FreeUp covers replacement costs and helps find a new contractor.

*"I built it to fit my own needs," Nathan shared. "I had never built a brand or a business before. I never had a reason to run Facebook ads or do any kind of marketing. It was all brand new. The aspects that were so important to me, and that became the foundation of the company, were pre-vetting, speed, customer service, and protection."*

The company grew quickly due to two key initiatives:

- 1) FreeUp's referral program, which pays 50 cents to the referring party for every hour billed... indefinitely. In 2019, they paid out over \$250,000 in referral disbursements. And,
- 2) Marketing the platform through podcasting—being a guest on hundreds of shows, recruiting podcast hosts to be affiliates and, eventually, launching their own podcast.



As a podcast guest, Nathan was able to establish himself as a credible authority and introduce listeners to strategies they could leverage to build their businesses through outsourcing. By recruiting the podcast hosts as affiliates, they were more likely to say "yes" to having him on and more prone to encourage their respective tribes to give FreeUp a try since they would be compensated for each listener who did.

**Getting booked, however, wasn't always as easy as he had hoped.**

*"At first, I got rejected a lot," Nathan laughed. "It's just something you just have to accept going into it."*

The power of persistence is key, and Nathan is a self-proclaimed "hustler." He kept at it, in some cases for years, to land spots on shows he just wouldn't allow himself to give up on.

Upon realizing that podcasting is hands-

down the most effective way to grow a company organically, Nathan created his own show—*Outsourcing and Scaling with Nathan Hirsch*—to provide expert advice on how to “bootstrap a business from the ground up without any outside funding and scale a team, so you can stay focused on the growth of the business.”

Suddenly, with his new podcast under his belt, people began reaching out to Nathan to be on their shows... even those who had previously rejected his pitches.

Going all in on podcasting as a key marketing strategy, Nathan hired a PR person to pitch him. This investment was almost immediately rewarded when Nathan secured an appearance on none other than our cover feature—John Lee Dumas’s—show, *Entrepreneurs On Fire*.

Following a last-minute cancelation, Nathan’s PR rep contacted him and said, “JLD needs you on in 20 minutes.”

“So, I’m driving home from the gym as fast as I can. I’m lucky I didn’t get pulled over. I run inside, change my shirt, and show up. John grilled me for an hour. I’m sure you’ve listened to his podcast; he holds nothing back. He’s direct and to the point. This was one of my first podcast experiences, and I definitely wasn’t prepared. I can’t even listen to that episode now, because I know I tanked so hard. But people heard about FreeUp from the show, hundreds signed up, and word-of-mouth marketing took off from there. This was a huge deal for us, because at the time, we had about 50 clients. That’s when



# NATHAN

listens to



## STUFF YOU SHOULD KNOW

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“People heard about FreeUp from [my appearance on *Entrepreneurs On Fire*], and word-of-mouth marketing took off from there ... that’s when I first really felt the power of podcasting.”



**“Podcasting is an incredible platform to share your story... it’s imperative to talk about the good and the bad.”**

*I first really felt the power of podcasting.”*

Since then, Nathan has appeared on more than 300 podcasts. One lesson learned over the course of his experience in being a guest on someone else’s show is to not be hampered by expectations. He went into some of his interviews expecting awesome outcomes that never came to fruition. The opposite held true, as well.

*“Sometimes, it’s the smaller audiences that end up having the best ROI,”* he explained, *“Because they’re comprised of the perfect people who need to hear from you.”*

Nathan attributes more than 70 percent of FreeUp’s growth to his guest appearances on podcasts. Out of the \$12M in revenue generated in 2019, he estimates that somewhere between \$6M and \$9M can be tracked directly to podcasts—his own as well as his guest appearances.

The beauty of podcasting in terms of scaling a business organically is multi-faceted: not only does one have the ability to increase visibility as thousands

of people are reached at once, but there is (generally) no cost. It’s also possible to appear in front of the same people multiple times, creating the invaluable “know, like, and trust” factor.

Equally significant is *“Networking with other hosts, meeting awesome people, and creating partnerships and future collaborations,”* Nathan shared. *“And then there’s the backlinks. As a result of appearing on so many shows, FreeUp was everywhere! Our domain authority went up, too. There are so many reasons to love the medium!”*

Having his own podcast absolutely built Nathan’s credibility with other podcasters and influencers. And, while it certainly helped him get booked on more shows, he has become crystal clear that securing guest appearances is only step one. To truly put the platform to work for one’s business, he recommends utilizing a proven strategy for making each guest appearance as memorable as possible.

*“The key,”* Nathan revealed, *“Is to never*

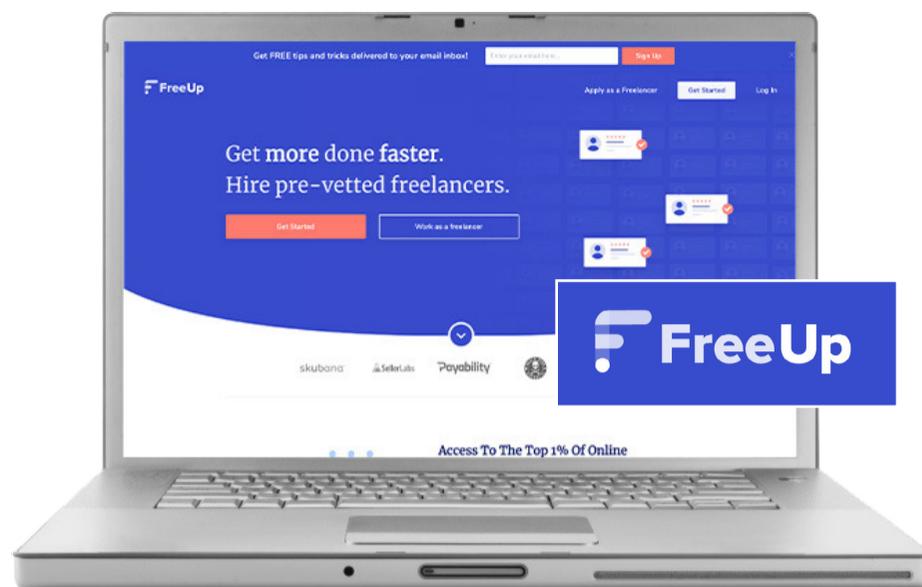
*go in with a straight pitch. You have to leave your ego at the door. Podcasting is an incredible platform to share your story... your mistakes and failures... it's imperative to talk about the good and the bad. Most importantly, be sure to add value for the host's community. This demonstrates that you have respect for the time and effort he or she has expended building the show."*

Living proof of the effectiveness of his podcasting perspective, *Outsourcing and Scaling with Nathan Hirsch* boasted ~200,000 downloads in its first six months and has a perfect five-star Apple rating.

At the start of 2020, Nathan was made an offer he couldn't refuse—the acquisition of FreeUp. Considering it a win-win for everyone involved, Nathan's primary concern was to make sure they were setting the company up for even greater scaling, and that their clients, freelancers, referral partners, and internal team were taken care of.

*"When we told our internal team, there were tears. Connor and I shed some of our own; we were going to miss the people we had built relationships with. But I've checked in with them, and they've told me how awesome everything is going and progressing. Everyone's happy, and we love that."*

Luckily for the new owners, Nathan had recorded nearly 50 episodes of *Outsourcing and Scaling*, so they had a bit of a buffer before picking it up and making it their own.



▲ FreeUp allows clients to get fast access to top virtual assistants and freelancers around the world

As for Nathan, he has since answered “the people’s calling” by co-founding Outsource School—an education platform company working to educate entrepreneurs on how to effectively hire and scale with virtual assistants through in-depth systems, software, community, and support.

*“We didn’t just wake up one day and hire 35 people and cross our fingers and hope it worked. We interviewed them, we onboarded them, and we trained them. And most importantly, once we invested all of that time into them, we kept them around for years to come. Now, we teach others exactly how we did it.”*

There is little doubt that podcasting will be an integral part of their growth strategy. 📌



**Founder/Editor-in-Chief**

Steve Olsher  
 steve@podcastmagazine.com  
*Beyond 8 Figures* 📌



# THE EFFECT OF AN ABSENT FATHER

## From Oprah's Life Class to a Podcast

Did you grow up with an absent or distant father?

Have you considered the effect this may have on your life?

I am well-aware that not everyone had the experience I had growing up. My father has always been a really great role model—a very present parent who taught me a lot about leadership, business, and life, as well as how to be the best dad I can be for my own children. Recognizing that each person has his or her own story, I am always keen to learn as much as I can

about the people I serve in my coaching practice. I need to understand what they've been through to be able to give them the guidance and help they truly need.

That's why the *Absent Father Podcast* caught my attention. Rodney Mueller sits down with people from diverse backgrounds to discuss the impacts, in all areas of their lives, of growing up with an absent father, how to overcome those impacts, and the “superpowers” they have created along the way.

One of Rodney's guests in his expert series was Dr. Scott Mills, who is passionate about making the world a better place. In the interview, Dr. Mills made a statement I've found to be true, as well: *"We have had a notion that men are supposed to be strong, and we are supposed to forget the things that have happened in our past."*

In that episode, the discussion focused on trusting life after that trust has been broken by those we love. Dr. Mills stressed the importance of having the capacity to flow and work with life and its twists and turns. It's a concept we can all relate to.

Have you ever thought about the fact that we generally want to be "perfect" parents, even though realistically, we'll all make mistakes? For me, one of the most significant concepts that comes through in several *Absent Father Podcast* episodes is the fact that every parent is doing the best he or she can with the resources he/she has. Thanks to Dr. Mills, I now understand that some people are terrible parents because *what they have is not enough*. But if their adult children don't stop blaming them, and start moving away from the "you-messed-me-up" mentality, they'll never release themselves from the hold that negative energy has on them.

Rodney Mueller never knew his father in his childhood years. He met him in his teens, but they never really had a relationship. Still, he understands his father's reality was one with little resources to deal with the fact that *his* father was murdered the year he was

**"We have had a notion that men are supposed to be strong, and we are supposed to forget the things that have happened in our past."**

born. From there, his dad's life was marked by abuse and going in and out of foster homes. Clearly, as an adult, Rodney's father likely wrestled with the pain of his past.

As Rodney got older, his anger over his father's absence from his life turned into an interest in self-help. He later assumed he was over the impact of having an absent father, but in 2012, he realized he was still a work in progress.

At the time, he was about six months into his new business as an executive coach. *"I had just quit my job six months before, and I had all the experience and everything to be successful, but I was really struggling. I was stuck financially. Instead of figuring out how to get clients, I found myself on Facebook,"* he recalls.

This day of procrastination eventually



Rodney with his family

led to the creation of a powerful podcast. While browsing Facebook, Rodney came across a post from Oprah Winfrey’s Life Class. It invited people to share their absent father story, and Rodney did. A few weeks later, the producer called, and he ended up being a guest on Oprah’s Life Class for fatherless sons. During the interview with Oprah, well-known life coach Iyanla Vanzant asked Rodney’s wife a question that really stuck with him:

*“Are you afraid that your husband will abandon you the way his father abandoned him?”*

It hit Rodney like a ton of bricks. It forced him to rethink how he had been impacted by growing up with an absent father.

That life-changing moment helped him to see that maybe the reason his business wasn’t growing was because he needed to heal to get his values and sense of self-worth in order. A few weeks later, he wrote a blog post sharing the thoughts he

was mulling over. He went on to write a second post, but didn’t intend to publish either of them.

But then it occurred to him that, if his posts helped even one person, it would make publishing them worth it. So, he did... and from there, he wrote more blog posts and created the [absentfatherproject.com](http://absentfatherproject.com), which became the *Absent Father Podcast* in 2017.

He found his voice. He also saw a lot of similarities among the experiences of people who had grown up with an absent father, and he wanted to help.

He decided that a podcast was the best medium for him, because it allows for a level of depth and connection that you really can’t get in any other medium. *“There are none of the distractions you get with video—like our human tendency to be concerned about visuals or our appearance.”*



Rodney loves the fact that a podcast allows space for an authentic human conversation, and that it doesn't have to be overly produced, since people love a podcast that feels natural and real.

Since publishing his first episode, individuals reach out to him from all over the world to say how deeply the stories shared on *Absent Father* resonate with them. It seems the podcast suddenly makes them aware of the effects of having an absent father, or a dad who may have died young, and the resilience they have developed as a result.

Rodney sums up his experience as a podcaster this way:

*“There’s value in sharing your unique*

*voice with the world and having the world reflect that back. There’s something very healing and empowering about that.”*

Whether the guest is a single mom or a man conceived through artificial insemination and raised in a bi-racial lesbian household, each episode of the *Absent Father Podcast* holds some inspiration for all of us that there is no such thing as “normal,” and that our reality is truly what we make it. 🗣️



**Kids & Family Category Director**

Ian R. Lobas

kidsandfamily@podcastmagazine.com

*Men On Purpose* 🎧

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\*Source: Edison Research Infinite Dial 2019

# OVERRATED

Ian's Independent Review Of A Kids & Family Podcast You've Definitely Heard Of... But Might Want To Reconsider Listening To



## GIRL TALES

When *Girl Tales* kept popping up in our feeds and was recommended on a bunch of different websites, I thought it would be great for my four-and-a-half-year-old daughter.

Unfortunately, my daughter and I simply weren't entertained.

We're always searching for new stories that will entertain us. It's also important to me to empower my daughter to form her own opinions while providing her with tools to strengthen her mind, confidence, and courage.



After listening to one episode of the *Girl Tales* podcast, I thought maybe it wasn't the right show. We gave it another shot, and another... but something is missing, and I think I know what it is.

Hosts of other kids' podcasts are so passionate and enthusiastic that they hook you. We didn't get that level of excitement from *Girl Tales*. Also, the mic techniques and sound quality of the episodes with multiple cast members weren't great—as if the members' individual parts and episodes are recorded at separate places and then mixed together.

This is pretty contrary to the podcast description: “*With energetic voice actors and professional sound design, these audio plays burst to life at the touch of a button.*”

Honestly, this isn't fun, to write an overrated that could potentially hurt someone. However, we learn through feedback, and I hope this might help them get things on track. 🗣️



# ***GASLIGHT:***

## **Who Can You Trust?**

*911, what's your emergency?*

*Hello, my daughter went to a graduation party last night, and she didn't come home. She hasn't been home yet.*

# GASLIGHT

One day, eighteen-year-old Danny had a bright future ahead of her. She was about to graduate from high school, and the world was at her feet.

The next, she had disappeared. No one had a clue what happened to her.

That is, until 10 years later, when her best friend Becca opened the door to find Danny standing there.

*Gaslight* is a 10-episode star-studded narrative fiction audio drama produced by QCODE. Written and directed by Miles Joris-Peyrafitte (*As You Are* and *Tank Girl*), it stars Chloë Grace Moretz (*Kick-Ass* and *Let Me In*) and Kelsey Asbille (*Pair of Kings* and *One Tree Hill*) among other famous actors.

*“It’s a story of two old friends reconnecting and never really knowing who to trust,”* said producer David Henning. *“And all of a sudden, Danny just shows up out of the blue. It’s a very intimate reconnection between two best friends after a really long separation. It’s pretty tense at first, and awkward, but through their conversations,*

**“It’s a story of two old friends reconnecting and never really knowing who to trust.”**

*‘interviews’ with others, and a series of flashbacks, we soon discover where Danny had been all those years—in a cult.”*

The idea of creating an entire universe around a cult was one of the inspirations for *Gaslight*.

*“Miles is from a small town in upstate New York near where the NXIVM cult—which preyed on many celebrities over the past few years—was founded. A lot of Miles’ friends who lived there had touch points with the cult. For instance, there were doctors, midwives, and delivery drivers who all came in contact with cult*



◀ What a podcast tracking shot of *Gaslight* looks like in real life.

members. Yet Miles noticed how we only ever hear about the celebrities who were involved in it. So, what about everyone else? We wanted to examine the much bigger world of the cult.”

Having access to talent like Chloë and Miles is a double-edged sword—scheduling can be tricky.

“Miles had a few other television and film projects he was working on, but luckily, he found a window—a week of availability for principal recording—so we jumped on it. We got him out here to work on the show, and we had a lot of fun,” David shared.

Miles had a strong influence on most aspects of the podcast.

“It was nice working with Miles as a creator,” David said. “He was so hands-on. He wrote and directed the music. He helped with casting. He was all over it. Sometimes, creators are like, ‘Yeah, I trust you. Just show me what you come up with.’ Miles was beyond invested. He would say things like, ‘Introduce me to your artists. I want to handle that.’ And we did.”

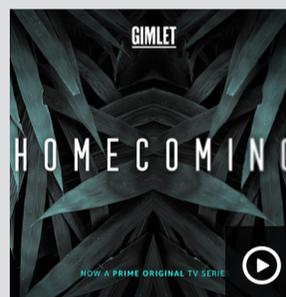


## DAVID listens to



### THE WHITE VAULT

Explore the far reaches of the world’s horrors. Follow the collected records of a repair team sent to a remote arctic outpost and unravel what lies waiting in the ice below.



### HOMECOMING

*Homecoming* centers on a caseworker at an experimental facility, her ambitious supervisor, and a soldier eager to rejoin civilian life.



### 36 QUESTIONS—THE PODCAST MUSICAL

A three-part podcast musical starring Jonathan Groff and Jessie Shelton.





**“We wanted to examine the much bigger world of the cult.”**

Miles hands-on approach also extended to the audio, having invented something called “the podcast tracking shot.” Instead of using a camera to track the shot visually, it’s a type of audio “tracking” that allows the listener to track what the actors are doing through sound. David explained:

*“We did a lot of experimentation. We went to my house, and using a sort-of crazy microphone, basically built a sound-bed map of my house. Then, we went to a big soundstage and taped out a scale version of the house. I mean, I live in Los Angeles, so the house is a shoe box. We were able to replicate that in the studio.”*

*“This way, the actors can move around on the soundstage. And that’s one of the big differences of our shows—we get all our actors on the stage instead of in a booth, and we track them... kind of like theater. For example, we’d tell Chloë, ‘Your character is going to the bathroom.’ And she would literally walk down to the room we had taped off like a bathroom, which*

*corresponded to the bathroom in my house. This creates a very realistic audio experience. As a listener, if you want to get the full effect, you really need to be wearing headphones.”*

Next up for *Gaslight*?

Exploring the even bigger world of the cult.

*“Miles has so many more touch points. While we were still working on the first season, he shared a ton of stories with us that will take us in new directions going forward.”*

While the concept of “gaslighting” arguably moved into the public eye with the movie *Gaslight* starring Ingrid Bergman, *Gaslight* the podcast pushes it to even more extreme levels.

Who can you really trust?

Can you even trust yourself? 🗣️



#### **Fiction Category Director**

Michele PW (Pariza Wacek)

fiction@podcastmagazine.com

*The Write Inspiration* podcast 🎧



# UNDER THE RADAR

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



## THE BLACK TAPES

*How do you feel about paranormal activity? The Supernatural? Ghosts? Spirits? Demons?*

*Do you believe?*

*The Black Tapes* is a serialized fictional docudrama podcast about one journalist's search for truth, her enigmatic subject's mysterious past, and the literal and figurative ghosts that haunt them both.

*The Black Tapes* messes with your head on a couple of levels. First, the creators did a

fabulous job of making it sound like an actual documentary. While you're listening, it's really easy to believe you're following a real-life story.

Second, the website continues the illusion by highlighting Alex (the journalist) and Nick (the producer) as actual people when, in fact, they're fictional characters. There's even a website for the Strand Institute, which is the organization Alex is investigating.

I had to keep reminding myself that what I was listening to was NOT real. Why? Because if you start to think it IS, it is truly terrifying.

On the flip side, it took a little bit to really draw me in. The documentary style is so different than what I am used to that it took a couple of episodes for me to really get into the flow.

But, once I did, I found it extremely addicting.

If you like *The Exorcist*, and other possession/demon stories, *The Black Tapes* is right up your alley. 🎧



# ARMED WITH A CURIOUS MIND

## Telling the Tech Stories That Need to Be Told

Neil Hughes was driven to pick up the microphone by a yearning to connect with people beyond the keyboard. With over four million article views, thousands of shares, and more than 50,000 readers a month on LinkedIn, Neil wanted to engage with fans of his writing in a unique and meaningful way. So, he created his first podcast, *Tech Blog Writer*.

His fans must have had the same yearning, because his now daily rebranded podcast, *The Tech Talks Daily*, has over one million downloads and is listened to in over 165 countries. The show features interviews with tech leaders, entrepreneurs, CEOs, thought leaders, and even the occasional celebrity about how technology is transforming their businesses and our lives.

Yet all those numbers I just mentioned do not matter to Neil. His focus is always to serve first, and he is armed with a curious mind and a couple of killer catchphrases to open and close his shows. Neil believes that “*Tech works best when it brings people together.*” He says it is the “education piece” that gets him.

I think it is the love of stories that drives him.

When you listen to any episode, the one component that stands out is how Neil draws the stories and the passion out of his guests. He wants to “*tell the stories that need to be told*” and address “*the elephant in the room*” when he is interviewing a guest who might not want to speak about the tough questions that call out to be answered.

As of the writing of this article, *The Tech Talks Daily* has 1300 episodes logged. Neil still finds time to produce, host, and manage additional podcasts for Citrix, Netgear, and a select few other top-tier technology companies.

Podcasting is his passion, and the podcasting realm he loves to hang in is not the one filled with celebrity and corporation-based shows, but rather, that of the everyday podcasters who strive to put out content even when they cannot see movement.

Neil credits David Ralph, host of *Join Up Dots*, for lending him a helping hand, support, and the advice that has lifted him higher in his podcasting craft. They met when Neil reached out to David as a fan of David's top-rated show. At that time, Neil was still in a 9-5 IT job. They became friends over the years, and Neil respects him greatly.

That is who Neil is as a person—grateful for those who have inspired him and helped him and a Go-Giver in the world of podcasting. He feels it is his *“responsibility to get the stories out while lifting newer podcasters up”* in the same way he was.

Podcasting had always allowed Neil to meld his three passions in life: technology, music, and travel. While traveling to tech conferences around the world, he would always find a venue to listen to some live music and meet up with guests he interviewed for his show. Now, COVID-19-related travel restrictions prevent him

**“Some days, it feels like my head is going to explode, because there is so much information coming my way.”**

from getting out of the U.K. as he would like (and from listening to live music in out-of-the-way locales around the world), but he still gets to share his message as he pursues his love of tech on his shows. Episode topics range from AI to fintech, NASA, email automation, robotics, the future of sports, cybersecurity, apps, and more.

What I find interesting is that, even after 1300 published episodes of just *one* of his podcasts, Neil's curiosity has never waned. If anything, his curiosity and zest for learning has grown, and his questions consistently drive his interviewees even



Editing a podcast outside Room 217 at the Stanley Hotel - the room that inspired Stephen King to write *The Shining*

Neil and Gary Vaynerchuk meet up in Las Vegas

deeper into sharing as he draws out conversation beyond the surface level of the topic.

*“Some days,” Neil says, “it feels like my head is going to explode, because there is so much information coming my way. But ultimately, that’s OK.”*

Because for Neil, it is not just about reporting on the technology. He wants his guests to share their knowledge, skills, and failures as they developed revolutionary technologies or new ways of doing business and took their leaps from theory to practical application—and how these types of advancements affect the average person on an everyday basis. That goes back to his mission for the show: to connect how technology is changing our businesses and lives, and to demonstrate how technology works best when it brings people together.

There might not be a “noble cause”

behind every guest on the show, yet one can sense Neil would love for everyone developing tech to have a noble cause in mind to change the world in a positive way.

Considering the number of people banging down his door to get on his show, I was surprised that there is one elusive guest he has not yet been able to land—Elon Musk. When I asked, “Why Elon?” his response was perfectly Neil:

*“He thinks bigger. Bigger than his city, his state, his country, and even this planet.”*

If you have a connection to Elon Musk, let Neil know... because he too thinks bigger, and encourages his guests and listeners to think bigger, too. 🎧



**Technology Category Director**

Laura Steward  
technology@podcastmagazine.com  
*It’s All About the Questions* 🎧



# UNDER THE RADAR

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

## The Women in Tech Show



### THE WOMEN IN TECH SHOW: A TECHNICAL PODCAST

What I love about this show is what it is *not*. It is not a show about being a woman in tech.

It *is* a show about the tech being developed by real women in tech and what they think about. Think of this podcast as a place to hear about the next great idea or to see who will be the next Anita Borg or Sally Ride.

Hidden Figures, the book and subsequent movie, opened the world's collective eye



to the fact that women have been on the cutting edge of STEM for longer than the term “STEM” has been around. This podcast highlights amazing women in tech, so you don't miss out on their lessons.

Host Edaena Salinas created a series within a series that showcases the Anita Borg Abie Award winners. If you don't know where to start listening, I recommend those episodes. Abie Awards “*honor distinguished women, whose achievements and life stories demonstrate that all of us have the power to improve our world, individually and collectively.*” Edaena does a beautiful job getting them to share their stories.

After that, just have fun. Explore topics as diverse as biotechnology and water pollution or indigenous women in tech. You won't be disappointed. 🎧

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# GROW YOUR FOLLOWING WITH HASHTAGS, CONSISTENCY, AND AUTOMATION

## Darran Bruce of #TheDJSessions

There's more to music than making music.

There's more to podcasting than broadcasting a show.

When it comes down to it, both are about running a business and building an audience.

It's no different for Darran Bruce, executive producer of *The DJ Sessions*, a Seattle-

based podcast and livestream that features electronic music and interviews with DJs who share live mixes on the show.

Darran is driven, no doubt. He's one of the few people who have been able to bring a truly new and unique concept to podcasting—one that grew from his diehard love of nightlife and music.



*“It’s been a wild ride,”* Darran reminisced on the 15 years that took him from TV broadcasting to digital media: *“We were one of the first video podcasts in the iTunes Store. When we debuted, we took position 48 in the video podcast section, and we saw our downloads go from 1,000 to 10,000 to 50,000 a week... then 75,000... and all the way up. We were seeing 300,000 downloads of our podcast each week, and we quickly went from position 48 to 23.”*

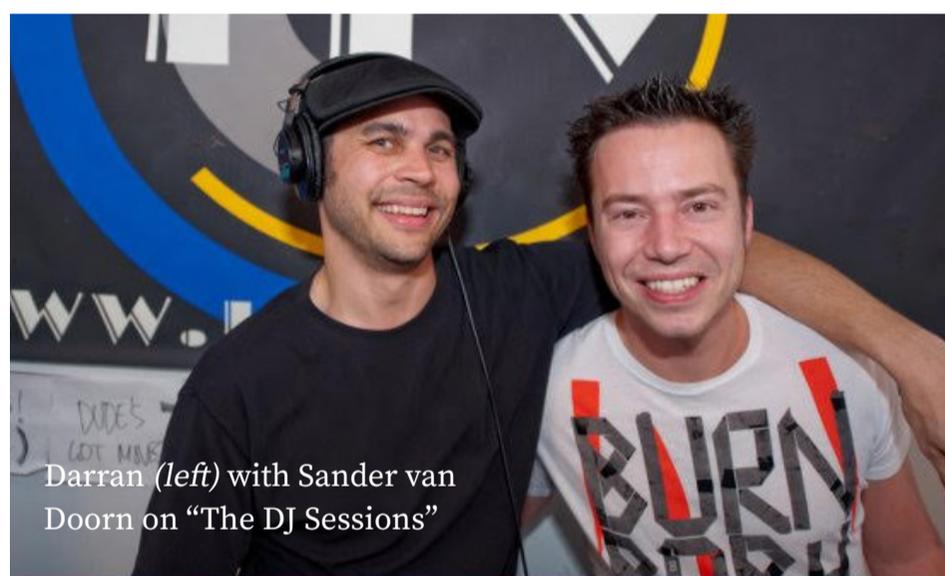
With more than 1,800 episodes produced over the last nine years, *The DJ Sessions* has featured a long list of international artists like BT, Simon Patterson, Jes, and Thievery Corporation, to name a few. *The DJ Sessions* has also featured hundreds of top-talent local DJs.

How does a dance-music-fan-turned-podcaster reach such heights of success?

Here are Darran’s top tips:

**Own your own hashtags...** for your brand, your name, your domain name ... and push them out on every platform. Darran started on Facebook in 2009 and attributes his growth in part to being an

“The DJ Sessions” Silent Disco at Freaknight

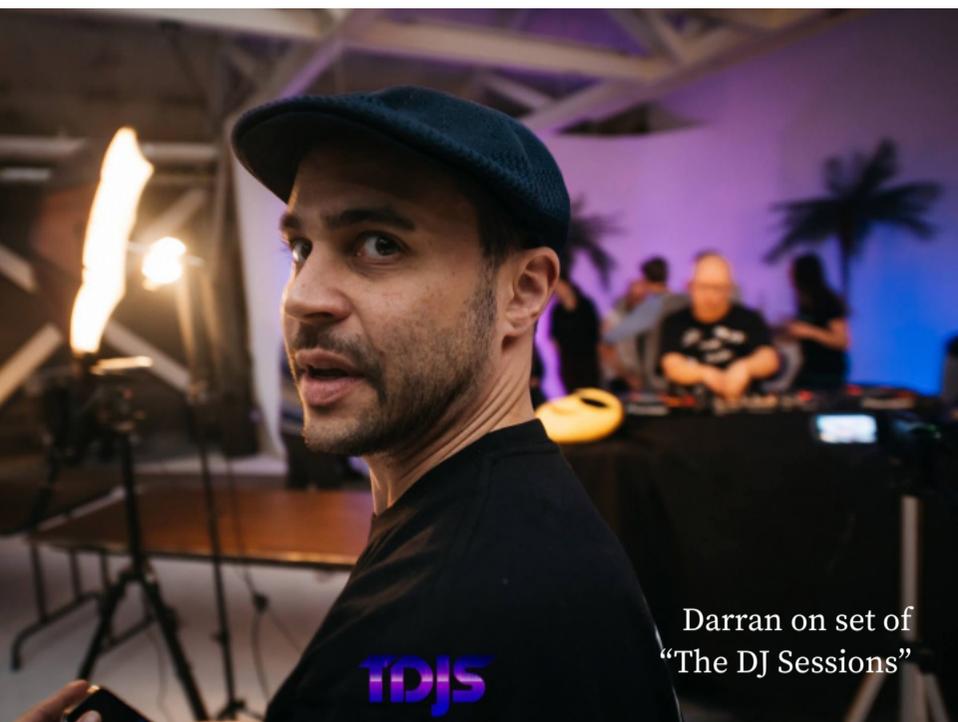


Darran (left) with Sander van Doorn on “The DJ Sessions”

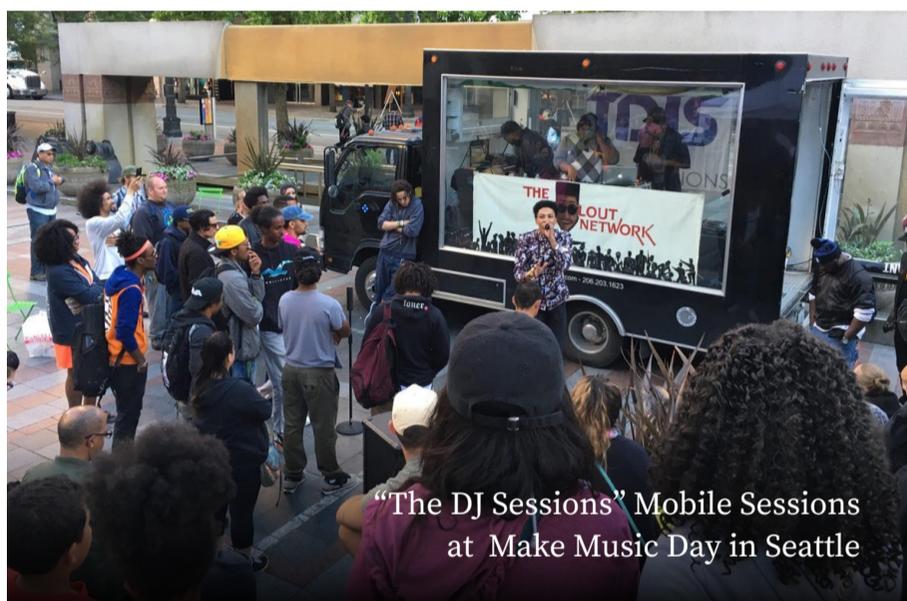


With Mr. Sam (left) doing a “Rooftop Sessions”

“The DJ Sessions” (TDJS) is a live streamed/podcast series featuring the hottest electronic music DJs with live mixes and interviews streamed to a global audience.



Darran on set of "The DJ Sessions"



"The DJ Sessions" Mobile Sessions at Make Music Day in Seattle

early adopter of the platform—before the changes to the algorithm. Now, Twitter and Instagram are trendier and more impactful thanks to the help of the mighty hashtag—the strongest organic tool on social media.

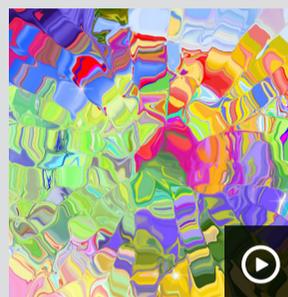
Darran says, *"It's important to know the power of hashtags. They help posts get visibility, even if there aren't followers on the account. You can have zero people following you on Twitter and Instagram, but use the right hashtag, and a million people can see your post."*

**Show up consistently.** Once you build a following by using your hashtags, people start looking to you as a content provider they can trust. When delivering content, you have to be consistent. If you're going to



# DARRAN

listens to



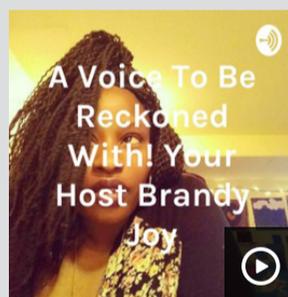
## OUR PASSION IS TRANCE

If trance music is your thing, this is the podcast to listen to. Hosted by Serjey Andre Kul, WEB, Nicolas Villa, and Magilla Gorilla. They provide hours of pure trance-inducing bliss by various artists.



## THE DK PROJECT PODCAST

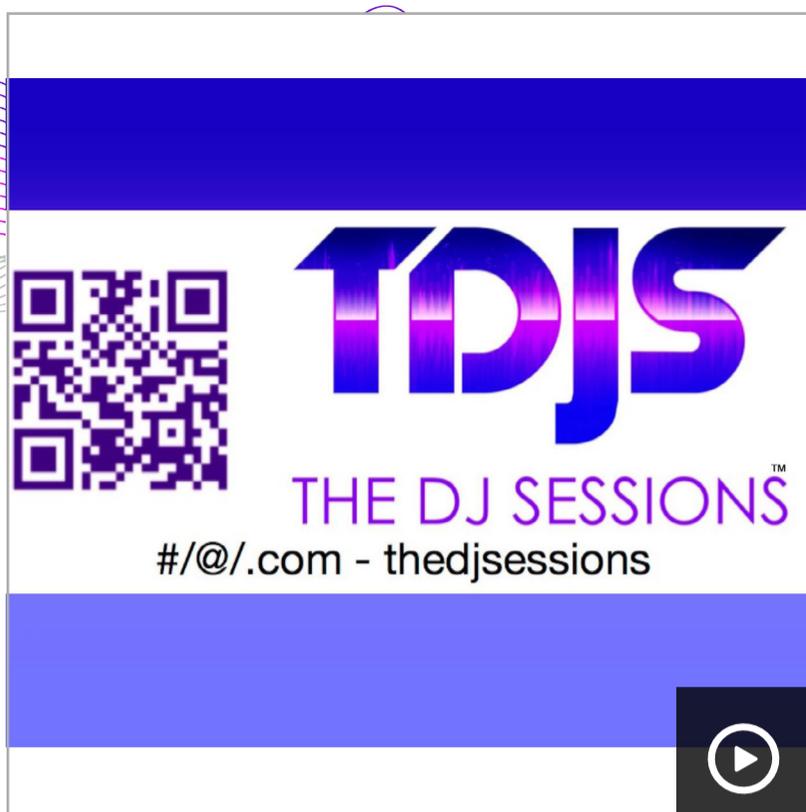
Dubbed "the Seinfeld of Podcasts," *The DK Project* features lifelong friends who banter about topics from current events to politics.



## A VOICE TO BE RECKONED WITH! YOUR HOST BRANDY JOY

Brandy Singleton dishes on a variety of topics, with guests, games, contests, and other features sprinkled into the mix.

**"It's important to know the power of hashtags."**



release a weekly show, choose one day of the week and always release on that day. This way, your audience learns to expect it: they know the hashtags to search for, they know to look for the show at a certain time, and they know that information *is* going to be there—guaranteed—week after week.

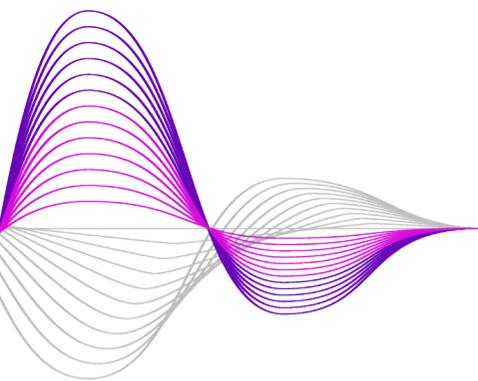
**Automate your delivery.** When you don't need to remember, and invest time in, posting at specific, "promised" times of day, you free up time to show up regularly to interact on social media. Automating also ensures you maintain consistency while avoiding burnout.

Darran launched a new website in September 2019 that features current livestreams and past episodes of *The DJ Sessions* in a much more user-friendly social environment. As he uploads an episode to Apple, Stitcher, iHeart, etc., his website automatically updates, too.

You can go to [www.thedjsessions.com](http://www.thedjsessions.com) to access current episodes of the show, or subscribe through the other mediums and have episodes delivered right to your inbox *as they're uploaded*. It's a seamless process of making the dissemination of episodes automatic, which allows you to work at your own pace while satisfying your followers.

Darran explains, "We can go up to 144 hours of content ... that would be 144 shows produced every month! That's a feat in itself, since it used to be about four hours a week. Now, we're ramping up to hit that 144, and we could do more if we wanted going forward. It is quite exhilarating to push out that much content as an independently financed and produced nonprofit charitable organization just doing our thing."

Today, *The DJ Sessions* is streamed live to multiple other platforms and hosted on several podcast sites. It is a featured



**“You can have zero people following you on Twitter and Instagram, but use the right hashtag, and a million people can see your post.”**

partner on Twitch as the video platform’s *only* regularly scheduled livestreaming DJ show. The series has also been recognized by Apple twice as a “New and Noteworthy” podcast. UStream and Livestream have also listed the series as a “featured” stream on their platforms since its inception.

*The DJ Sessions* now has a combined livestreaming/podcast audience of more than 90,000 viewers per week.

Darran is as driven today as when he first started immersing himself in the world of electronic music around age 18. He went to nightclubs just to enjoy the music and dance. Even then, he knew he wanted to be an executive producer of his own music show, and as he got to know more and more DJs, he realized his goal: he didn’t want to be “*The Darran Bruce DJ Show*”—he wanted to bring DJs together to collaborate and work together.

What inspires him to keep going now?

*“The dance floor. I don’t dance as much as I used to, but I know how much the dance floor has always meant to me. It’s about hearing music that inspires you to not only shake and move your own body, but to also watch other people share in that experience. It’s powerful. And that’s my*

*motivation—to be a ‘vehicle’ for others to play their music and share that experience with viewers, so they can feel the same way. That just might brighten their day.”*

Darran works hard and smart to make *The DJ Sessions* a benchmark in the music podcast genre. Stay tuned to this industry leader, because he continues to work on bringing new and unique ideas to the forefront. With creative consistency and some help from automation, he’s a force to follow—and he makes it easy to do so.

Do a quick search for #TheDJSessions, and you’ll see for yourself. 📍



#### **Music Category Director**

Raven Blair Glover  
[music@podcastmagazine.com](mailto:music@podcastmagazine.com)  
*Amazing Women And Men  
 Of Power* 🎧

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 suggestion?**

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# UNDER THE RADAR

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



## TALKING BEATS WITH DANIEL LELCHUK

*Talking Beats* is a fairly new podcast featuring some of the world's most fascinating people discussing their work, lives, and favorite music.

Host Daniel Lelchuk is a renowned cellist who is currently out of a job with the Louisiana Philharmonic Orchestra until 2021 due to the pandemic. He took advantage of this "hiatus" to build a recording studio in the woods of New Hampshire to make his hosting dream a reality.



Daniel features *"the most admired people of our time"* in science, music, education, sports, entertainment, and the arts. One five-star reviewer sums up the show: *"Daniel's love and understanding of music is delicately woven into his ability to encourage his guests to share information about themselves, their work, and their lives."*

A great example of this is a recent episode featuring country music icon Wynonna Judd. In her first interview in two years, she opens up about her depression, self-discovery, music, and family dynamics.

Other guests include Harry Shearer, voice of 26 characters on *"The Simpson's,"* who dishes on topics from his eclectic musical tastes to the nature of satire... author Amy Tan, who talks literature, culture, and her love of opera... and songwriter/guitarist Anders Osborne, who reveals how *"true living"* molds his musical creations.

While some can be quite heady and deep, all are engaging and thought provoking. 🎧



# ISAAC BRUCE

## A Legend's Journey From Dream to Reality

*“How do I make my dreams a reality?”*

It's a universal question.

Regardless of what you dream about, there are two things needed to realize your vision: hard work and a dedicated ethic.

National Football League Hall of Famer Isaac Bruce is the epitome of those traits.

Born in Fort Lauderdale, Florida, Bruce was one of fifteen children in his family. Growing up alongside his eight sisters and six brothers, he was a natural overachiever

with big dreams. One of those dreams was to star in the NFL.

When Bruce began playing football in school, he learned the importance of having supportive mentors and positive role models. His taught him how to become and stay productive, and those lessons paid off when he led his high school team to the “All County Selection.”

*“Those who train you have a responsibility to make sure that you have the right perspective,”* Bruce advised.

After high school, Bruce began the long process of finding a college that would best support him in accomplishing his dream. He first attended West Los Angeles College, and then Santa Monica College before finally transferring to Memphis State University. Just one year later, Bruce became the first wide receiver *in the history* of MSU's college's football program to have a post 1,000-yard receiving season. What a groundbreaking accomplishment!

In 1994, Bruce graduated college, and a year later, he grabbed the attention of the NFL and was drafted to the LA Rams.

*“Getting to the NFL had its challenges. Memphis State was pretty much known as a basketball school,”* Bruce said.

From there, his career took off.

Bruce received the Carroll Rosenbloom Award as a team rookie and was voted “Rookie of the Year” by the Orange County Sports Association AND the Southern California Sports Broadcasters Association. And the accolades just kept stacking up.

Emphasizing the importance of support, Bruce reflected fondly, *“Every stop I made, there were always people there to help me.”*

In 1995, Bruce moved into the house of the then St. Louis Rams, and that is where he remained for fourteen seasons. Throughout that time, he earned multiple recognitions as “Player of the Week,” ranked twelfth on the NFL's All-Time

Getting to the NFL had its challenges. Memphis State was pretty much known as a basketball school



Every stop I made, there were always people there to help me

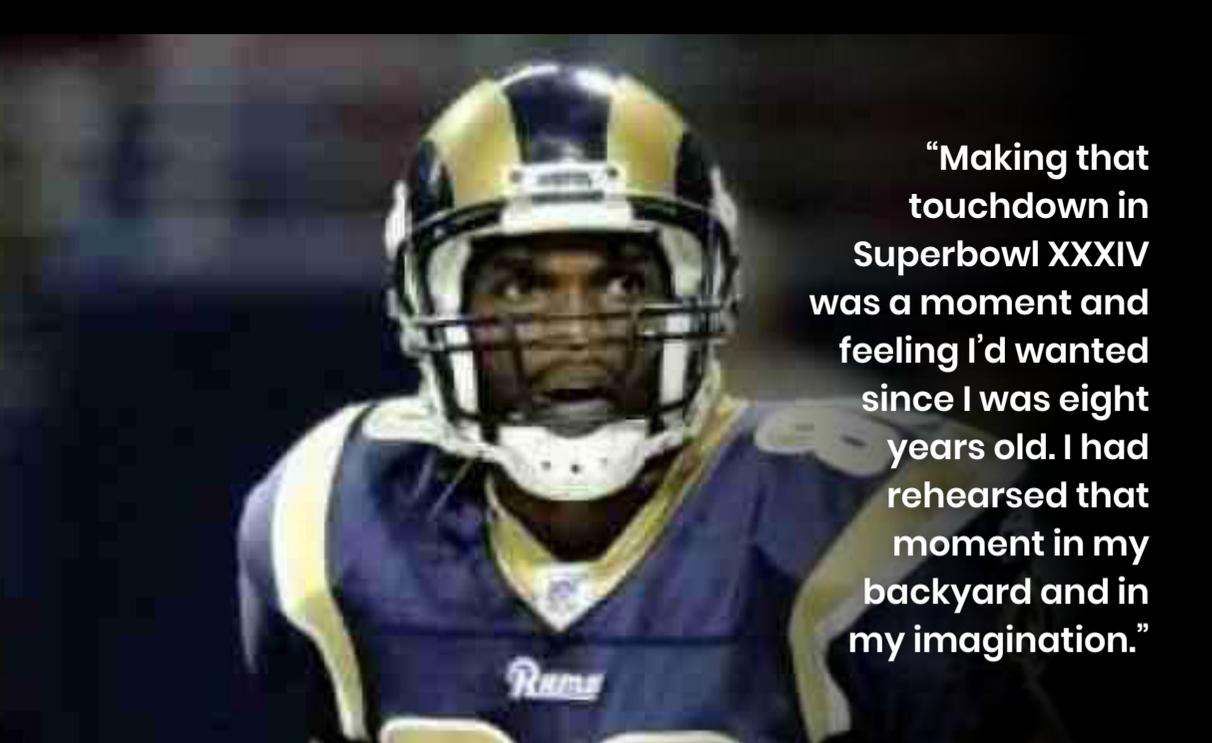


Single-Season Reception List with 119 catches, broke various team records, took his team to FOUR Pro-Bowls, and enjoyed a Superbowl victory over the Titans.

In short, Bruce realized his dream.

*“Making that touchdown in Superbowl XXXIV was a moment and feeling I’d wanted since I was eight years old. I had rehearsed that moment in my backyard and in my imagination countless times.”*

When Bruce's career with the Rams came to an end, he found his way back to California via a serendipitous twist to play his final two seasons in the NFL alongside



“Making that touchdown in Superbowl XXXIV was a moment and feeling I’d wanted since I was eight years old. I had rehearsed that moment in my backyard and in my imagination.”



Isaac Bruce and Rams were known as the Greatest Show on Turf

the San Francisco 49’ers. It was in a game against his former St. Louis team in 2008 that he caught his 1,000th career reception.

Finally, Bruce was traded back to the Rams, and retired with his original NFL team.

Along his journey, Bruce founded the Isaac Bruce Foundation to provide health, wellness, nutrition, fitness, and education resources to young children. Speaking to his inspiration for starting the non-profit, he said:

*“It’s part of our make-up, culture, and heritage to do for others. As athletes, we have the platform to speak for those who may be a little timid.”*

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Many athletes have long-term plans for their lives post retirement, and Bruce was no different.

During the span of his career, he earned the nickname “Reverend” due to his dedication to God and the bible. Now, he’s the full-time “seek-and-save” minister of words at the Life Fellowship Church in North Miami Beach, Florida.

Aside from his foundation and ministry, Bruce hosts a podcast alongside former NFL and college teammate Doc Holliday called the *Run Pass Option*. These co-hosts don’t just ‘tackle’ football, but also shocking topics within the sports and entertainment world, as well as also important world issues.

Some of Bruce’s advice to live by?

*“I believe no matter your next step, preparation is key.”*

Isaac Bruce continues to carry and pass

**“It’s part of our make-up, culture, and heritage to do for others. As athletes, we have the platform to speak for those who may be a little timid.”**

along the positive outlooks and messages he was brought up with as a child. He has never lost sight of his true purpose and meaning in life, which is now another fulfilled dream. 🎧



#### **Sports Category Director**

Neil Haley

sports@podcastmagazine.com

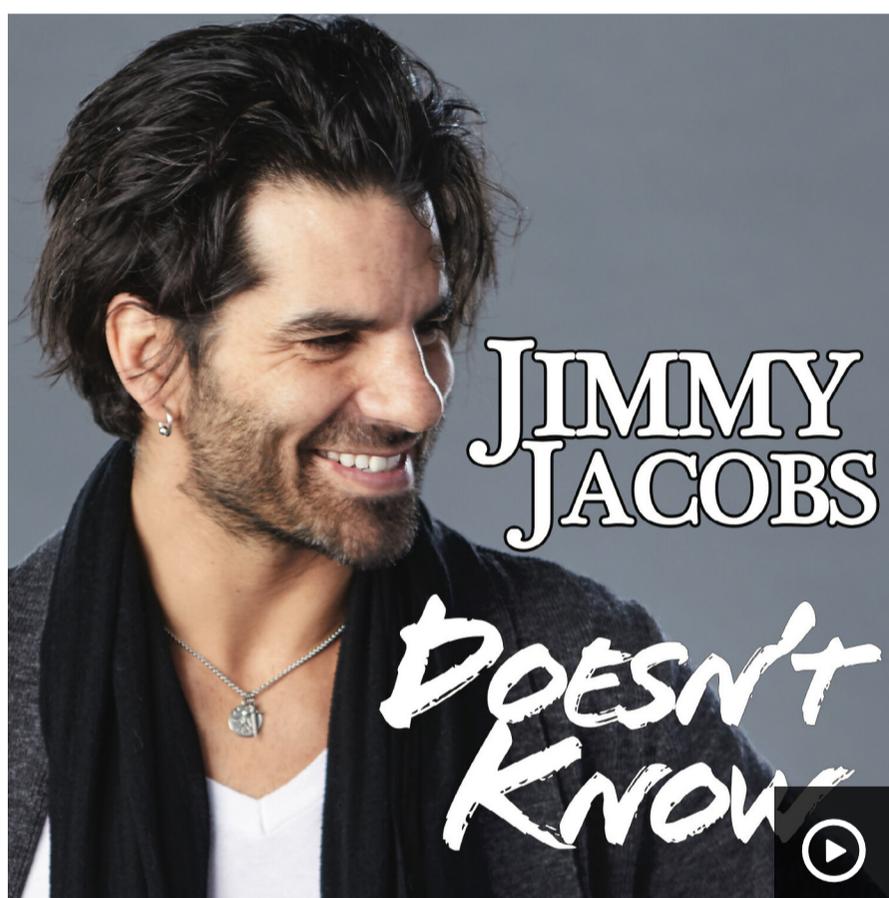
*The Neil Haley Show* 🎧

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# UNDER THE RADAR

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



## JIMMY JACOBS DOESN'T KNOW

With over two decades of experience under his belt, Jimmy Jacobs has been an integral part of the professional wrestling industry.

Throughout the many facets of his career (in the ring, on the road, or behind the scenes as a backstage writer for WWE (2015-17) and for Impact Wrestling (2017- present), Jimmy has pretty much seen it all.

Those who have followed his career have witnessed his many evolutions: from Tyler Black's (aka Seth Rollins') soft-spoken emo tag



team partner on MTV's *Wrestling Society X* (circa 2007) to part of Steve Corino's tag-team stable, S.C.U.M (2011-2015) in *Ring of Honor* to the confident and fearless "zombie princess" on the independent wrestling circuit to the man behind the monster, Kongo Kong, on *Impact Wrestling* in recent years.

Like most of us, Jacobs has experienced many ups and downs while finding his life's path. He is highly influenced by comedian and fellow recovering addict Russell Brand, who he references in many episodes of his podcast, *Jimmy Jacobs Doesn't Know*.

To discuss the answers to life's biggest questions, Jacobs features guests like Daniel Bryan, Marc Mero, Seth Rollins, and Tommy Dreamer, to name a few.

Notably, Jacob's has been on a seven-month hiatus from social media and podcasting altogether, but Jacob's show is binge-worthy while waiting for his return. 🎧



 GADGETS, GIZMOS & GEAR



THE  
**TRIBIT FLYBUDS NC**  
EXPERIENCE

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*'Can You Hear It Now?'*



Tribit

A few years ago, I was an avid traveler. Over the course of three years, my wife and I created and hosted more than 100 marketing workshops around the world, which meant lots of airports, flights, and working midair.

My favorite thing to bring with me were my noise-cancelling headphones. They looked like the kind a radio disc jockey wears—over the head and over the ears—but they were a sort-of boring almond, off-white, dental equipment color. They came in a mesh bag that was sometimes too big to stuff in my backpack, so when in a hurry, I'd just shove them into the side pocket.

Well, that ended up being their ultimate demise. Upon boarding a short 45-minute flight in a plane too small to even have underseat storage, I put my bag in the overhead bin, and then someone else shoved a bag in next to mine, crushing and breaking the headphone headband.

That was a sad day. It's been five years since I enjoyed such aeronautical tranquility.

Until yesterday.

From my office window, I watched the Amazon delivery gal, masked and smiling, briskly walk up to the front door, drop a package on the mat, ring the doorbell, and walk away. My son quickly and eagerly came and grabbed it before sliding back into his room.

A bit later, on his way out, I asked about his package. He showed me the box and

**“Active noise cancelling” was not a term I’d heard my son utter ever before. I was intrigued. So, he let me check them out, and they blew me away.**



pointed to his ears. I hadn't noticed the black earbuds he had in. Tribit Flybuds NC.

Without speaking, I motioned and gestured the question, *“What happened to the ones you just bought?”* *“These are better,”* he said quite loudly. *“Better sound and active noise cancelling.”*

“Active noise cancelling” was not a term I'd heard my son utter ever before. I was intrigued. So, he let me check them out, and they blew me away.

The noise cancellation was phenomenal. The sounds from my office fan, my



overheating laptop fan, the kids watching TV in the other room, and the mowing the guy outside was doing disappeared.

Not muffled. *Disappeared.*

Seeing I was pleased, he raised a finger and changed the music from whatever was playing to Phil Collins “In the Air Tonight.” He gave me the “thumbs up,” his sign to enjoy it while he went to his car.

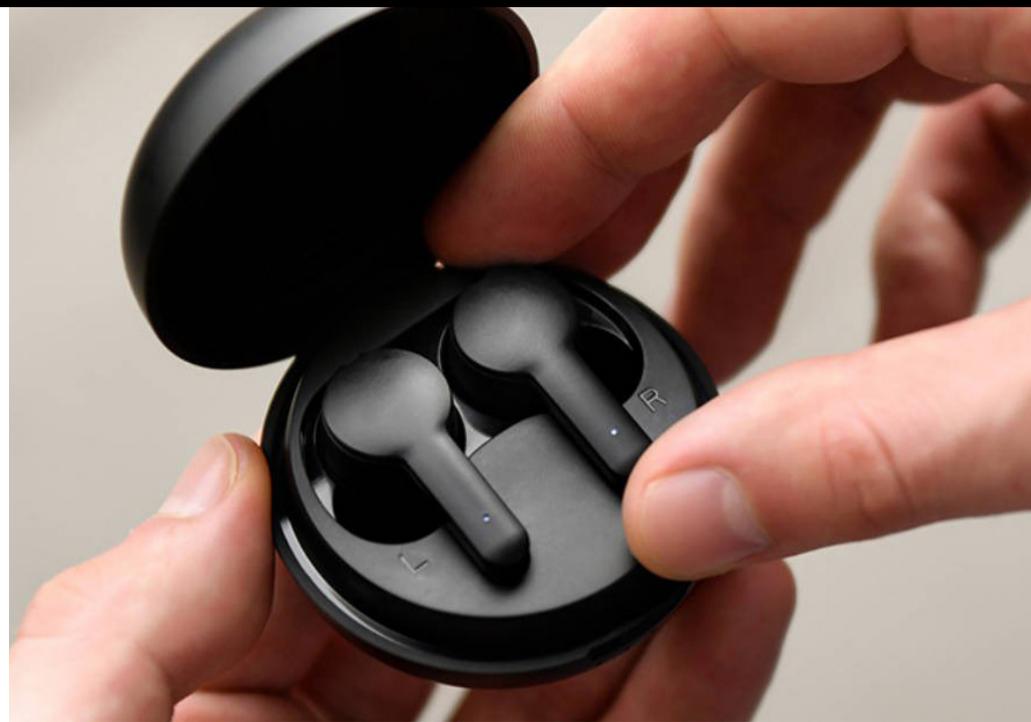
So nice to experience that tranquil feeling again. I had to take them out of my ears to figure out how they could work so well.

There were actually three tiny mics on the earbuds. There was one on the inside to cancel out any inner ear extra sounds, one on the outside to cancel the ambient sound, and another on the stem for answering phone calls.

I can’t explain how, but I think they work much better than the over-the-ear ones I’d enjoyed years ago.

When Phil Collins was about to start pounding the drums, I grabbed my son’s phone and turned up the volume. Holy moly, the sound was amazing. The volume can be turned up really loud (too loud), and the sound was just crystal clear.

Reluctantly, I had to give them back to my son to take a call. I actually had to tell him that he couldn’t wear them while driving, but these Flybuds have that covered too; my son showed me how to turn the ambient noise back on so you can hear sirens, cars approaching, and kids playing.



These earbuds, excuse me “Flybuds,” come in a very small case that won’t be crushed in the overhead bin. They charge right in the case and come with five different ear tips, so you can rest assured they will fit your ear perfectly.

If you’re a tech person, you’ll love that you can control them from your phone, too (OK Google, Siri, etc.), as well as answer calls, listen to amazing music, and cut out plane engine noise.

Even better, they’re only about \$60. Hard to believe you can get such high-quality, noise-cancelling Flybuds for such a low price these days. Amazing. 🎧



**Gadgets, Gizmos & Gear**

Dan R Morris  
prodreviews@podcastmagazine.com  
*TracingThePath* 🎧

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## What's So Funny About Ghosts, Gremlins, and True Crime?

# THAT'S WHY WE DRINK!

What drives you to drink? Perhaps a joyous celebration, a painful breakup, or (most certainly) a pandemic. We all have secret triggers that tempt us to the bottle, and for best friends Christine Schiefer and Em Schulz, it's the strangely compelling and surprisingly hilarious stories of the paranormal, the conspiracy, and the cold case.

A little liquid courage, even if it's some sweet tea or a milkshake, certainly helps *And That's Why We Drink* co-hosts Christine and Em confront demons, haunted dolls, black-eyed children, aliens, and all things urban



folklore and true crime with infectious humor and camaraderie.

Schiefer and Schulz say they first started hanging out and sharing spooky stories in Los Angeles. They hadn't run in the same circles back in grad school, and both say they were lonely in LA. *"I realized I didn't know anybody, so I texted her,"* says Schulz, *"and asked if she wanted to come to a harvest festival."*

Says Schiefer, *"I had a flannel I was dying to wear, so I was like, 'Sure, I'll go!'"*

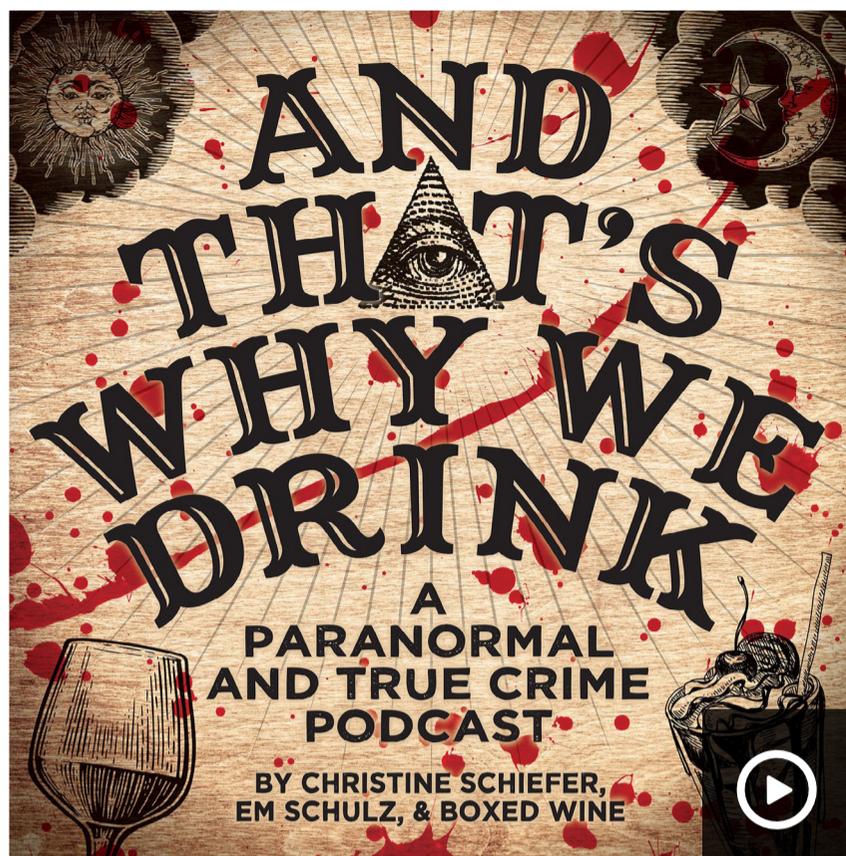
Who knew a popular podcast with more than 80 million downloads and a 2019 People's Voice "Webby" award for Best Comedy Podcast would come from their awkward "first date" on a tractor?

With nothing much to say to each other, they started exploring each other's social media profiles and soon realized they shared an interest in true crimes and ghosts. *"We started talking about it right then and there, and Christine said, 'Well, I listen to some really good true-crime podcasts.' And I said, 'What's a podcast?' Christine introduced me to the medium*

***"We were like, 'Thank God we're not the only two weirdos who think this is fascinating.'"***



Christine (left) and Em with Gio



*and showed me her favorite ones, and within two or three months, we became best friends just by having that connection.”*

Schulz says Schiefer introduced her to *Jim Harold’s Campfire*—and before long, inspiration hit. “I thought,” says Schulz, “if all we ever do now is talk about ghosts, why don’t we do it on air?”

“When we had our first meeting, at about 2 AM that night, we stopped working and were just talking and complaining about something. I sarcastically said, ‘And that’s why we drink.’ We immediately were like, ‘Oh, that’s it!’”

Once their podcast started airing, the friendship was sealed. “Truly, our audience has grown with our friendship,” Schulz shared.

“I’ll give you a good example,” says

Schiefer. “In one of our early episodes, I found out Em had graduated from ‘clown college’ when she was 13. We were doing a John Wayne Gacy episode, and I was totally flabbergasted. Our audience found that out right when I did; it’s funny how they were on the ride right along with us.”

It turns out Schiefer was a private eye with a journalism degree. She was working at an investigations company while Schulz had moonlighted as a paranormal investigator. Having experienced ghosts and entities around her since she was three years old, Schulz says, “I don’t know how to explain it to people who haven’t experienced it. Some were aggressive, ominous. And I’ve also seen some wonderful spirits, like my grandfather a week after he passed.”

“It was easy to swap stories,” Schultz continued. She is the expert on poltergeists, ghosts, demons, and even some crazy conspiracy theories, while Schiefer digs deep into grisly murders, kidnappings, and disappearances. “These things flow so well together. They’re spooky and mysterious. The comedy aspect came naturally due to the fact that we didn’t know how to have conversations about these topics without awkwardly laughing at how terrible they are. I think it just became this weird trifecta of perfect content.”

Often, the best podcasts make the listener feel like a “fly on the wall” as they listen in on intimate conversation. “Part of the reason it’s successful is that the show is an exact reflection of the conversations

we have away from a microphone,” says Schiefer. “I was asking Em a million questions about ghost hunting, because I just found it so fascinating. Then, Em was asking me about some weird stories about our house being burglarized when I was growing up. I think it just was a very natural progression into telling the stories in front of a mic.”

*That’s Why I Drink* quickly gained popularity, and then, the audience started sending in their own stories. “We were like, ‘Thank God we’re not the only two weirdos who think this is fascinating,’” laughs Schiefer.

As time went on, the hosts started to rely more and more on listener suggestions.

They say one of their favorite episodes is “Glitch in the Matrix,” which is about a middle-aged computer programmer who woke up one day and was 14 years old again. “He still had the memory of his whole life, and his computer studies. His teachers wondered how he knew so much,” says Schulz. “It was so creepy.”

Says Schiefer, “I was super hesitant at first about covering that one. I had to check Reddit to make sure it wasn’t some clearly fake story shared all over the Internet. It sounded creepy, but fake, and then I spent two hours researching, and I couldn’t find anything at all claiming it wasn’t real. So, we decided to go with it.”

There’s never a shortage of material for the two to explore, especially now in the age of rampant conspiracy

# EM & CHRISTINE

listen to



## MY DAD WROTE A PORN

Imagine if you found out your dad wrote a dirty book in his garden shed. Jamie Morton reads the perversely poor prose to the world.



## ASTONISHING LEGENDS

Hear about legendary strange events throughout history and interview those who’ve had close encounters with the unexplained.

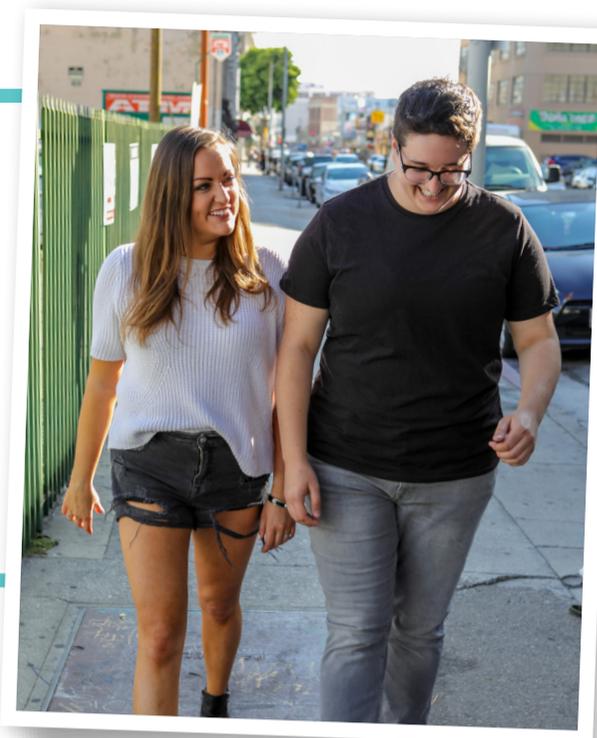


## JIM HAROLD'S CAMPFIRE

Creepy TRUE stories of paranormal phenomena of all types from ghost stories to UFOs and cryptids, hauntings, and life-after-death stories.

theories. Schiefer says she feels like she’s sometimes “walking on eggshells,” because everything has become so politicized. “It’s a fine line, because we don’t want to offend anyone. The fact that we don’t really know what the answer is makes for good lighthearted banter. Our conspiracy episodes get some of the best responses probably because we’re trying to figure out the mystery ourselves as it’s

**“Truly, our audience has grown with our friendship.”**



*happening, as opposed to talking about it in black and white.”*

It can be hard, especially with true crime and cold cases, she says, because *“They’re real people, real families, and real victims, so I do my due diligence.”*

While Schiefer digs deep into research and fact checking, Schulz says she *“believes around 90%”* of the paranormal or demonic stories she tells. *“Even if they’ve been exaggerated, I think there’s some truth in most of them. My favorite story is the time travel and teleportation experiments of Project Pegasus. I know a lot of it sounds crazy, but I don’t care.”*

The project, or so the story goes, involved a total of 140 children who would go on to become *“America’s first generation of chrononauts.”* Washington-based attorney Andrew D. Basiago claimed that from 1968 to 1972, he’d participated in a number of bizarre experiments as a young child that took him on journeys through time, space, and potentially, into parallel universes.

*And That’s Why I Drink* grew into a popular live show, touring on and off since 2018, before the Coronavirus brought their tour

to a screeching halt. *“We’re fortunate that our ‘bread and butter’ is working from home, so it hasn’t affected us too badly,”* says Schiefer.

The bigger challenge is finding humor in the world right now. *“So many eyes are watching us during a very non-funny time,”* says Schultz. *“We don’t want to be silent during really important issues, but we also don’t want to step out of line and say things when it’s not our place.”*

Wondering where is best to start listening to *And That’s Why I Drink*, a glass of wine (or something stronger) in hand?

*“Start from the beginning,”* says Schulz, *“because you’re going to hear two strangers become best friends, along with the creation of some very weird inside jokes that you won’t understand if you start on the other side.”* 🗣️



**Comedy Category Director**

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



# UNDER THE RADAR

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



## AN ACQUIRED TASTE PODCAST

There's plenty of weird in our world, and if you're a "weirdo" who loves self-care, self-help, and all things strange, this one's for you.

Every week, Bethany Watson and Kathleen Heaney get together to chat about the "funny, sad, crazy, and disastrous stuff going on" in their lives—with the added bonus of bizarre and haunted talks from the Internet... because everything is true on the Internet!

It's a weekly dose of hilarious BFF time exploring life's most embarrassing questions ("Am I in love with my best friend?") to eerily haunted topics ("Someone might be living inside of your walls!"), with a sprinkle of tactical spy skills ("This is how you spot a hidden camera!") and top tips to cope with the Coronavirus ("Even when our brains are too fried to search for something new to watch!").

Bethany, an actor, writer and producer, met up with Kathleen, a digital content creator, while working together on a New York City morning radio show, and *"the pod popped out of its mother's theoretical audio womb"* in March 2016.

You never quite know what's going to come up on this one, and it's always entertaining. 🎧

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# WILL THE TRUE INDEPENDENT MEDIA PLEASE STAND UP?

***Business Casual: Where Free Thought Is  
Welcome and Tough Questions Are Essential***

A question has been nagging at the back of my mind for years now...

*What happened to the independent media we could trust?*

The old media we depended on for decades to bring us full, unbiased stories has become over-the-top partisan and filled with negativity. It seems more concerned with corporate profits and scaring the crap out of people than about delivering the news.

What happened to respecting—and encouraging—free thought?

What happened to journalists asking the tough questions instead of backing away from challenging conversations with powerful people?

What happened to true investigation and digging deeper than the PR-friendly, shiny, clean surface?

It's easy to feel like that kind of neutrality and objectivity has disappeared in today's world, even when it comes to business news. Many of us have been left asking, *"Will the true independent media please stand up?"*

The good news is that there *is* somewhere you can find what you seek.

Turn off your TV. Put away that newspaper. And hit "play" on podcasts ... because the new media's got what you're craving.

Let me introduce you to Kinsey Grant and Morning Brew.

**"I'm a genuinely curious person; I have been my whole life. I knew I wanted to go into journalism at a very early age."**

As a child, Kinsey spent Sunday mornings doing the crossword puzzle in the newspaper with her Dad and discussing the weekly news. *"I'm a genuinely curious person; I have been my whole life. I knew I wanted to go into journalism at a very early age."* She chose business journalism for the connection with community and the impact she could have.

Her background in multimedia journalism led Kinsey to joining Morning Brew—a daily business newsletter—as a writer. She then became an outspoken advocate for creating a podcast that would allow her to dive much deeper into the trends and topics covered in the newsletter.

So, Kinsey and her team locked themselves in a room to brainstorm, and by the time they came out, *Business Casual* was ready



Kinsey (center) with her *Business Casual* team



Kinsey interviews social media personality The Fat Jewish

to become a reality. Their concept: create a show that surprises and delights the audience in new ways, and to go beyond highlights into the tough questions and in-depth conversations that challenge the way people think.

They played around with the idea of an industry-specific podcast, but as revealed by a quick scroll through their show’s episode titles, they took the risk of creating something more diverse:

Data privacy. Big tech. The future of education. Super apps. Facebook’s “facts” problem. Psychedelic drugs. Capitalism.

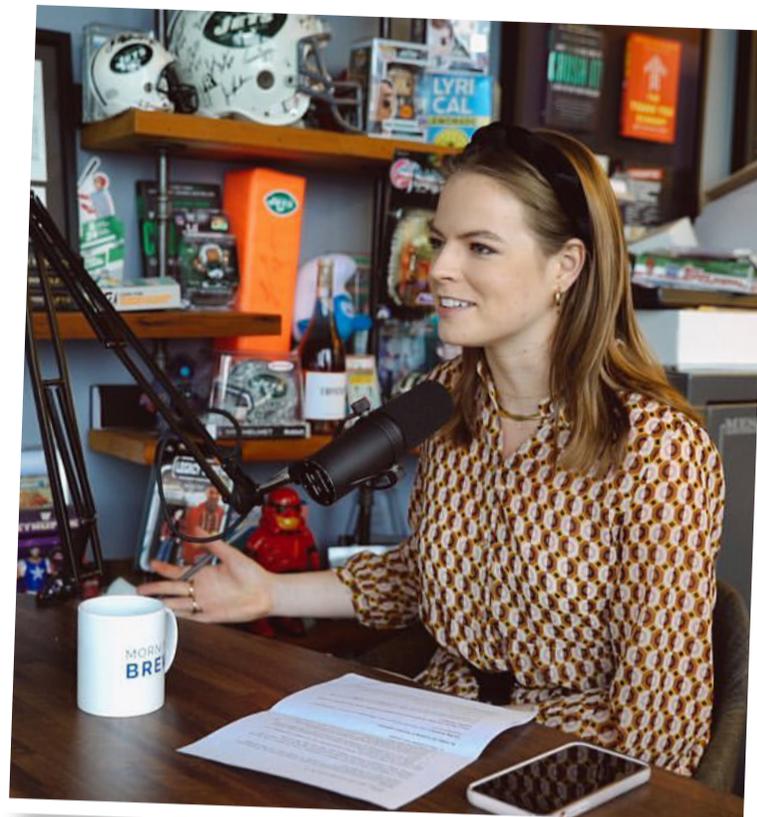
The risk paid off as their audience exploded. Their unique blend allows listeners to discover information and ideas that are outside the box—those they might not otherwise encounter—and it’s created an incredibly valuable show.

With two shows a week, *Business Casual* episodes alternate between a “Why It Matters” overview and a deep-dive conversation around each topic they tackle. Instead of focusing on proving

**“We always say we would rather someone walk out of an interview than feel like they walked out without thinking differently in any way.”**

their own point of view or perspective, they intentionally book guests with opposing viewpoints to explore them.

Kinsey’s personal focus is to be the voice of the listener. She’s intentionally worked at building her confidence in pushing back to get to the real answers behind



those that have been prepared. She asks the questions we, the listeners, want answers to—and those we need answers to, but might not be brave enough to ask. Her inner compass clearly points her toward an unbiased journalistic integrity and open curiosity that’s too often missing in interviews with powerful people like Andrew Yang, Ray Dalio, Scott Galloway, and more.

When I asked if she’d ever had a guest walk out of an interview following a tough question, or if she was afraid one might, her stance was clear: she knows it’s an honor to get the time and conversation, but she won’t be bulldozed. *“We always say we would rather someone walk out of an interview than feel like they walked out without thinking differently in any way.”*

And that same focus on thinking differently applies to how Morning Brew invites audience interaction, too. Listeners are encouraged to reach out on

Twitter, or even directly via text message, to offer their thoughts on shows, ask questions, and share perspectives.

The overarching goal for the *Business Casual* podcast? *“To answer the most important questions in business with the most interesting people in business.”*

Good news, *Business Casual* crew. You’re achieving that goal with a unique “brew” of courage, insight, and entertainment. And we’re listening. 🎧



**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



## MY SIMPLIFIED LIFE

We're all searching for simplicity.

Michelle Glogovac is here to help you find it with her podcast, *My Simplified Life*.

Tackling universal challenges, especially balancing work responsibilities with home and family life, this podcast brings you honest conversations and real-world tested-and-proven strategies to help. Michelle and guests offer solid insight and guidance from points of view you may not have considered yet.

Every episode includes helpful notes and links to the resources, websites, books, and



anything else mentioned in the show (always appreciated!).

A few standout episodes you might love...

- If you're an entrepreneur or own your own business, check out episode 41: "How To Get Lean In Your Business with Crista Grasso."
- If you're suddenly working from home with your partner and kids around, try episode 25: "How to Work from Home with Your Partner & Kids."
- And if you're feeling unsupported or frustrated by friends and family members, try episode 29: "Managing Your Expectations Of Others In Your Business."

Whichever episode you tune into, you'll identify with Michelle's stories, be encouraged by her perspectives, and inspired to keep reaching for your goals.

And with great quality audio and soft tunes, it's easy on your ears too... ahhhhhhh...

One of Michelle's reviewers sums up her podcast perfectly: "Experience. Grace. Humor. Wine?" 🍷



## ***Not Great* with Scaachi Koul Holds Mirror Up to Reflect World Today**

# **DIGGING THROUGH THE GARBAGE TOGETHER**

The heat of August not only spawned a deadly derecho in middle America, but it also launched *Not Great* with BuzzFeed News' senior culture writer Scaachi Koul. This weekly comedy and interview podcast ruminating on politics, pop culture, and society “*breaks down the news and what’s making us so miserable, all with the hope that we can find some bright spots in the wreckage. It’s Not Great, but at least we can dig through the garbage together,*” said Koul.

Julia Cassidy, VP of Programming and Current Productions at Embassy Row, said Koul deserves a place in podcasting and television.

*“I first saw her on Netflix and fell in love with her,”* Cassidy said. *“I thought, ‘This woman’s voice is so interesting.’ She doesn’t necessarily share the same opinions I do, but she is mesmerizing. She is completely free with her thoughts. She’s very progressive. She comes from a very specific point of view.”*

Cassidy sees a bright future for Koul. *“Her voice can not only thrive in the podcast area, but in television,”* she said.

Cassidy said the first reviews for *Not Great* are promising, and that her listeners—who she describes as those who want to hear a smart young woman who is very connected in all things pop culture and news share



her opinions—know her from BuzzFeed. She also self-describes as someone who is “so up for going head-to-head with someone who disagrees in a really fun way that people enjoy listening to.”

“People say sarcasm is bred from cynicism. I do think that’s true,” said Cassidy. “However, I find Scaachi’s sarcasm to be almost kind of joyful. She makes you laugh, and that’s the comedy edge of it.”

In the inaugural episode, “Oh No, It’s Still Bad,” Koul talked about how policing became an identity. She also spoke with Michael Baysmore, a Black cop in Baltimore, and Albert Samaha, investigative reporter for BuzzFeed News.

While *Not Great* highlights pop culture and news, Koul also brings her father into the mix, which adds humor and personality to the show.

In episode two, Koul looked at the

**“I find Scaachi’s sarcasm to be almost kind of joyful. She makes you laugh, and that’s the comedy edge of it.”**

weakened reputation of Ellen Degeneres’ daytime talk show and “the cult of kindness” therein with BuzzFeed reporter Krystie Yandoli, who broke the Ellen story wide open.

Based in New York, Koul is the author of a collection of essays, *One Day We’ll All Be Dead And None Of This Will Matter*, published in 2017; it became a Canadian bestseller and named a *New York Times* Book Review Editor’s Choice. She’s been nominated for multiple National Magazine Awards, and was shortlisted for the Stephen Leacock Memorial Medal for Humour. In 2019, she was nominated for an Emmy for Outstanding Arts, Culture, or Entertainment Report for her work on the Netflix docuseries *Follow This*. Her work has also appeared in *The New Yorker*, *The New York Times*, and *This American Life*.

Cassidy said *Not Great* drops weekly

on Tuesdays with episodes running approximately 22 minutes each. It is a collaboration between BuzzFeed News and Embassy Row, and you can listen and subscribe on Apple Podcasts, Spotify, Stitcher, Google Podcasts, and Soundcloud.

### About BuzzFeed

Two-time Pulitzer Prize finalist BuzzFeed News is a global news organization that holds major institutions accountable, breaks explosive stories, and reveals injustices that change people's lives—all while averaging 50 million unique readers a month. BuzzFeed News employs more than 100 journalists across nine countries, and has won the National Magazine

Award, George Polk Award, Livingston Award, and multiple Mirror Awards.

### About Embassy Row

Embassy Row's podcast production arm is responsible for producing compelling and pioneering shows such as *Men in Blazers*, *I Love Wellness with Lo Bosworth*, *Coffee and Books with Marc Lamont Hill*, and many more. Embassy Row's extensive and deepening podcast slate highlights fresh, diverse perspectives while attracting audience loyalty and engagement. 🎧



### News Category Director

Tami Patzer  
[news@podcastmagazine.com](mailto:news@podcastmagazine.com)  
 Women Innovators 🎧

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\*Nielsen Q1 2018



# UNDER THE RADAR

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



## SKIMM THIS

We live in a busy world. It's easy to miss the relevant news of the day or week. The podcast *Skimm This* breaks the important stories of the week into bite-size chunks with clarity and context every Friday.

In a recent 10-minute episode, *Skimm This* reporters spoke with four people from across the United States to ask the question: Where were you when heard the country was in a national emergency because of COVID-19?



Listeners, aka “Skimm’rs,” tune in regularly and can also subscribe to a free newsletter called the Daily Skimm, which claims to have more than a million subscribers.

*Skimm This* also has a sister podcast, *Skimm’d from the Couch*, which goes deep into career advice with women who have enjoyed their own successful careers. New episodes air every Wednesday morning.

*Skimm This* was launched in 2012 by two former news producers from their couch. The podcast is just a cog in the wheel as they focus on attracting female millennials with their membership site and provide shortcuts to topics including money, wellness, 2020, Covid-19, and more. 📍



# *LIGHTS, CAMERA, PRO!*'S SHAWN VENTURA

On Starting a Podcast During a  
Worldwide Pandemic

Shawn Ventura started the *Lights, Camera, Pro! Podcast* to give his listeners a special behind-the-scenes look at—or maybe more appropriately, “listening of”—the entertainment industry.

Dedicated to the many unsung off-stage heroes, Shawn is the perfect one to do it.

Shawn started his career in the world of entertainment by attending Emerson College for theater acting and directing. He produced some original plays there, including a one-man show. Then, he moved to San Francisco and opened his own theater.

After being cast in a few plays professionally, including one in Boston, he worked on some short and feature films (which he credits for teaching him a lot about the inner workings of the industry) before following his dreams to New York, where he ended up securing work as a crew member in the Blue Man Group.

*“I wasn’t a Blue Man, but as a lighting designer, I was literally in the show every night for two-and-a-half years, whipping the paper around at the end. And that was pretty cool.”*

Eager to advance his career, he joined a Film Collective, and made his first short film.

*“It cost me \$10,000, and we shot it on 16mm. Some film festivals showed it,”* he shared. But it wasn’t long before he was ready for his next adventure—which he refers to as *“a really crazy place”*... an internet television station.

**“I love talking to amazing people and hearing their stories. It is all about the content and the connections.”**

*“This was in 2000,”* Shawn said. *“They were doing these little Internet TV shows that only broadcast on the internet. There were 12 channels and something like 1620 shows. They were burning through \$250,000 in venture capital to produce these shows every month. They featured huge names like Eminem and Jay-Z. That was an exciting time. I’ve always worked at companies doing really creative stuff.”*

During that time, and for more than 25 years after, Shawn worked as a video editor for short and feature films with some really incredible networks: Cartoon Network, TCM, Turner Classic Movies, Turner Sports, NBA TV, TNT, TBS, MLB Playoffs, and NBA Playoffs.

To say he likes to stay busy is an understatement... which might make you wonder how he managed to start a podcast, too.



Shawn during a Facebook Live interview with Shannon McVey, host of *Awaken Atlanta*

When the COVID-19 pandemic hit, he was working freelance with a company that had no choice but to furlough their employees one week per month and cut all their freelance talent. While he still had other freelance work, it wasn't 40 hours a week.

*"So I said to myself, 'Now is the time! I'm just going to do it. I'm going to start this podcast, and just see what happens.'"*

Realizing that he had tons of opportunity to book guests during a lockdown situation while everyone was home, he seized the opportunity and began recording... every single day.

*"I knew people would be so busy when this thing is over that it would be harder to find availability."*

One interview led to another, and then another, and with all of Shawn's experience and connections in the industry, it just snowballed.

*"I kind of relate to everybody," Shawn said. "A lot of the people I've had on the Lights, Camera, Pro! Podcast were tape ops or*

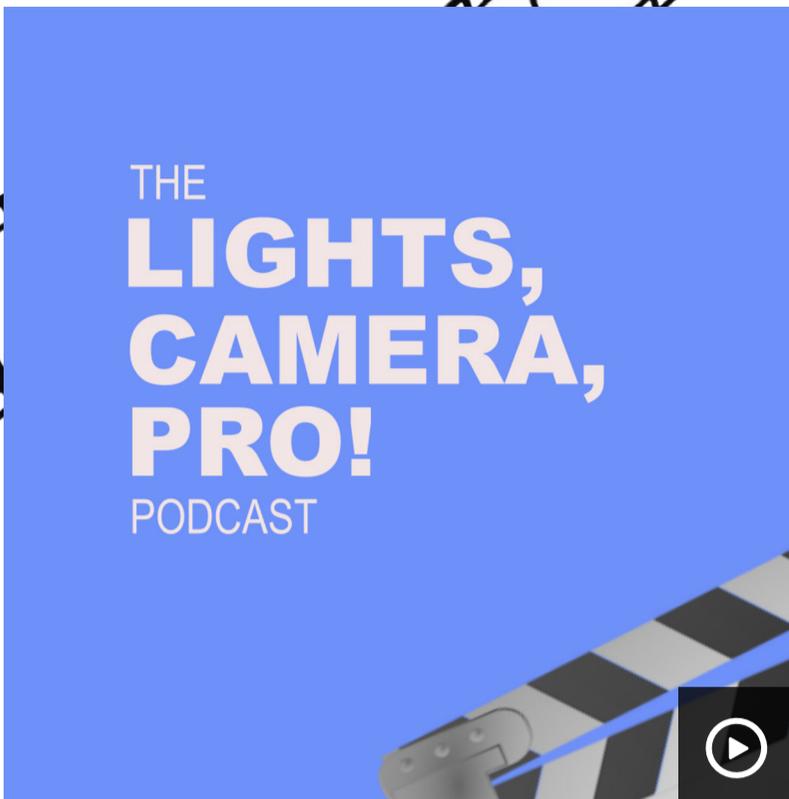
*tape assists when I first got to Turner 14 years ago, and they've come so far. One just finished his first feature!"*

In a very small window of time, Shawn had published 35 audio episodes. Since then, he's added video to the mix, too.

*"I just did a show today, actually," he said. "The guy I interviewed now has his first independent feature, a horror-comedy movie that's on Amazon. We showed clips from it and revealed behind-the-scenes footage, which excites me even more than the audio podcast!"*

Speaking to that excitement, Shawn loves this new outlet he's found for his creative energy. *"I would rather work on podcasts than anything else. I've got 25 posted on Apple podcasts, and about 55 recorded and in the can, because I just keep doing two to three a week. I love talking to amazing people and hearing their stories. It is all about the content and the connections. I let the chips fall where they may."*

If you've been thinking of starting a podcast, too, Shawn has some excellent advice.



*“I’ve found that releasing more than one show a week helps me stay on the apple charts and get more downloads,”* he offered.

What he’s doing is clearly working, because his show is gaining attention. Shawn is currently in talks with a few different podcast networks, and he’s definitely increasing his reach.

His podcasting goals?

*“I’d love to get an interview on a local television station. That almost guarantees huge jumps in downloads and followers. A magazine article is even better,”* Shawn said.

Well, Shawn, looks like you can now check that one off the list!

While he is a one-man show, per se, Shawn is quick to acknowledge the help and support he gets from his girlfriend Nicole and his three kids.

*“My son did a little bit of research on Twitch, and my daughters researched*

*Snapchat and TikTok to see if I should be on those platforms. And Nicole reminds me of the good things that can come out of something as terrible as this Pandemic. This podcast never would have happened without it.”*

As things start to open up, Shawn is looking forward to the future—and to diving even deeper into the world of podcasting.

It’s clearly close to his heart, as he got a bit emotional when I asked him what it means to him to provide people a platform to tell their stories.

*“It’s all about how they did it,”* he reflected. *“How they got their first job, how they worked their way up to working on national commercials, TV shows, and films. We get to provide a sort of blueprint, really, to those who are just starting out. We’ve been there, and this is our way of helping them find that job, or land that gig. It’s not easy, and a resume just isn’t going to cut it, anymore. You’ve got to do it all through people—through connections. My hope is that the Lights, Camera, Pro! Podcast will make the whole process easier for the ones following in our footsteps.”*

There is no doubt that Shawn has set the bar high in a short amount of time, and that he, too, is experiencing the beautiful power of podcasting. 🎧



**TV & Film Category Director**

Rob Actis

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

*Living the Law of Action Show*



# UNDER THE RADAR

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



## LIFE IS SHORT

Have you noticed during this pandemic that life is moving so fast—maybe even passing you by? Have you asked yourself, “How do we make the most out of our short time on Earth?”

That is the question behind the *Life is Short* podcast with Justin Long.

Justin has been an actor for most of his life, and he really enjoys getting into the head of each character he plays—from his iconic



role as the spokesman in the PC Versus Mac Apple TV commercials to those in *Galaxy Quest*, *Dodgeball*, *Herbie Fully Loaded*, and *Live Free Die Hard*.

As a fellow voice actor myself, I am also compelled to share some of his voice-over credits: most notably, that of the really exaggerated stoner/skateboard guy... “*Do the Dew, man! Mountain Dew!*” as well as that of a few different characters on *King of the Hill*.

At 41, he is now peeking inside the heads of some fascinating people—like Rob Lowe, Al Roker, Chelsea Handler, and Dax Shepard to name a few—to learn how they find meaning in life.

This is a good, clean show that is really fun to listen to as Justin brings his boyhood charm and quick wit to each interview. So don't wait to check it out—because “Life IS Short,” you know. (See what I did there?) 🎧

# OFF THE CHARTS

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

SEPTEMBER 2020

## ARTS

**STUDIO NOIZE!**  
PODCAST

### STUDIO NOIZE PODCAST

**Hosted by:** Jamaal Barber and Jasmine Williams

Artist and printmakers Jamaal Barber and Jasmine Williams talk with other Black artists about their art processes and lives. Engage with painters, curators, singers, dancers, art directors, and collectors in conversations that motivate and inspire.

## BUSINESS

### THINK FAST, TALK SMART BY STANFORD GSB

**Hosted by:** Matt Abrahams

TFTS tackles the real-world challenges of effective email communication, complex conversations, managing your reputation, and more.

### Think Fast Talk Smart

Quick Thinks



## HEALTH & FITNESS

### MILLION POUND MISSION

**Hosted by:** Adam Schaeuble

Every week Adam offers a high energy dose of Transformation Education with his best motivation, strategy, and tips, with the goal of inspiring people who want to get healthy.



## COMEDY

### SMARTLESS

JASON BATEMAN SEAN HAYES WILL ARNETT



### SMARTLESS

**Hosted by:** Jason Bateman, Sean Hayes, and Will Arnett

SmartLess connects and unites people from all walks of life to celebrate shared experiences with thoughtful dialogue and hilarity. Guests include physicist Neil deGrasse Tyson, actress Melissa McCarthy, and comedian Seth Rogan.

## EDUCATION

### BE THE BRIDGE PODCAST

**Hosted by:**

Latasha Morrison

Latasha Morrison is a best-selling and award winning author, bridge-builder, reconciler, and a compelling voice in the fight for racial justice. This podcast is another step in cultivating conversations that will hopefully lead to real change.



## FICTION



### WHAT'S THE FREQUENCY?

**Hosted by:** James Oliva

A “psychedelic noir” audio drama set in 1940s Los Angeles. Radio broadcasts in the city have been reduced to static, leaving only one remaining show on the air... that’s constantly being interrupted by a mysterious broadcast.

## GOVERNMENT

CSIS



### SMART WOMEN SMART POWER

### SMART WOMEN, SMART POWER

**Hosted by:** Beverly Kirk

This weekly podcast features leading women from the corporate, government, and national security worlds discussing top international issues.

## HISTORY

### TWISTED HISTORY



### TWISTED HISTORY

**Hosted by:** Large and Vibbs (Barstool Sports)

Twisted History is a petulant and irreverent look at the darker side of history hosted by two guys who had to look up the words “petulant” and “irreverent”.

## KIDS & FAMILY

### A TEACHER'S HISTORY OF THE UNITED STATES

**Hosted by:**

Christopher Caldwell

As a history buff, I sometimes want to trade the business and personal development podcasts for something that I can get lost in. Just listen and learn. This one is the best and the host is great!



## LEISURE



### GIANT BOMBCAST

**Hosted by:** Brad Shoemaker

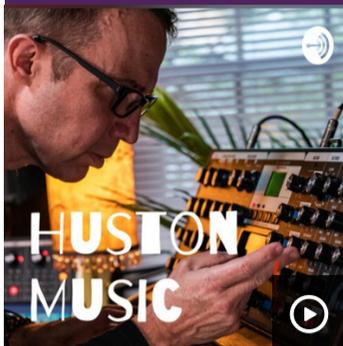
The gaming podcast of gaming podcasts. Produced weekly since 2008, Giant Bombcast reviews games most recently played and discusses current gaming news, trends, and video games in general.

# OFF THE CHARTS

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

SEPTEMBER 2020

## MUSIC



### THE HUSTON MUSIC PODCAST

**Hosted by:** Huston Singletary

Leading sound designers, synthesists, beatmakers, musicians, engineers, and manufacturers to discuss the art of sound design, creating music, and what really happens behind the creation process.

## NEWS

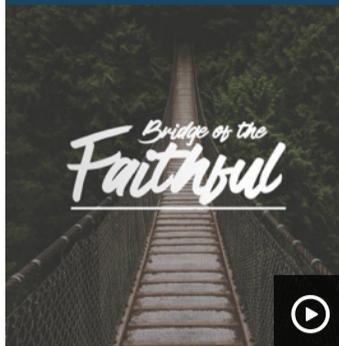
### THE GIST

**Hosted by:** Mike Pesca

Ranked at No. 19 in Apple Podcasts since 2014 and 300 episodes later. This daily afternoon show is about news, culture, and whatever else you'll be discussing with friends and family tonight.



## RELIGION & SPIRITUALITY



### BRIDGE OF THE FAITHFUL

**Hosted by:** Jenna Erlandson

Explores the idea of faithfulness from multiple perspectives: God's, ours, and with one another. A very personal exploration of the topic with relevance to all.

## SCIENCE

### AMERICAN BIRDING PODCAST

**Hosted by:** Nate Swick

*The American Birding Podcast* brings together staff and friends of the American Birding Association to talk about birds, birding, travel and conservation in North America and Beyond.



## SOCIETY AND CULTURE



### IMPACT EVERYWHERE

**Hosted by:** Von Hong

Artist Von Wong searches for positive impact in unexpected places featuring Oscar-winning filmmakers, social entrepreneurs, and student activists.

## SPORTS



### SMALL TALK

**Hosted by:** Michelle Smallmon

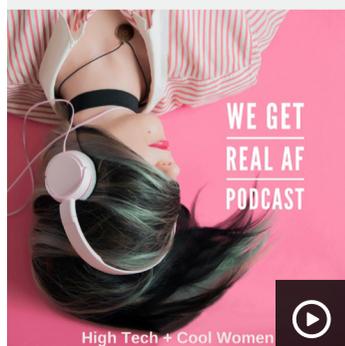
A weekly discussion on various sports-related topics. Not only does Michelle cover sports, but she also incorporates real-world scenarios and small talk about her actual life.

## TECHNOLOGY

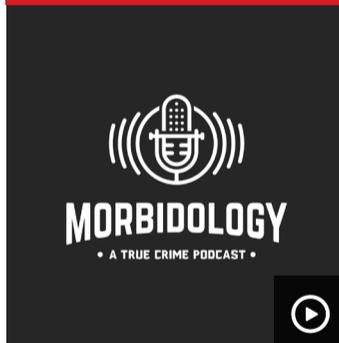
### WE GET REAL AF

**Hosted by:** Vanessa Alava and Sue Robinson

Intriguing conversations with forward-thinking women and girls in Emerging Technology, XR, AI, and Futurism about life, careers and breaking down barriers.



## TRUE CRIME



### MORBIDOLOGY

**Hosted by:** Emily G. Thompson

Hosted by Emily G. Thompson, author of *Unsolved Child Murders*, this podcast uses research, audio including 911 calls, interviews, and trial testimony to take an in-depth look at the world's most heinous murders.

## TV & FILM

### ZACK TO THE FUTURE

**Hosted by:** Mark Paul Gosselaar

Mark Paul Gosselaar, aka Zack Morris, has not watched an episode of *Saved by the Bell* since he walked off the set over 25 years ago. Now, he is revisiting the show's episodes.

Zack Morris is back.



## EDITOR'S PICK



### LET'S TALK WELLNESS NOW

**Hosted by:** Dr. Debra Muth, ND

*Let's Talk Wellness Now* is a raw and exciting dialogue that will explore topics ranging anywhere from hormone function and sexual health, to brain health and Lyme Disease.

# PODCAST MAGAZINE RECOMMENDS

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

blubrry



Stats·Hosting·PowerPress  
www.blubrry.com

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

[Click here to get a free month »](#)



click funnels

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

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

FRESHBOOKS  
cloud accounting

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

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

[Click for more information »](#)

inmotion  
hosting

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

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

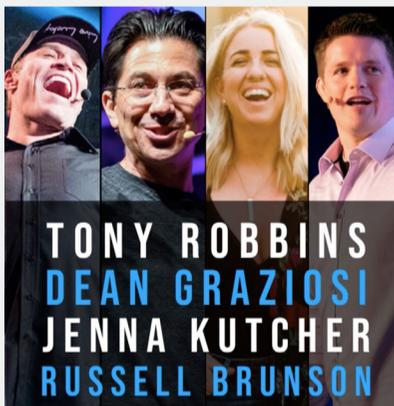
[Click for more information »](#)

KAJABI

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

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

[Click here for a 30-day trial »](#)



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

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

Sendible

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

[Click for more information »](#)

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This month's Top 50 podcasts as determined by podcast fans. Vote at [PodcastMagazine.com/Hot50](https://PodcastMagazine.com/Hot50) »

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)		THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
1	1	THE UPSIDE Callie & Jeff Dauler	3RD MONTH AT #1! 🔥	26	-	GEEK TO ME RADIO James Enstall
2	3	CERTIFIED MAMA'S BOY Steve Kramer & Nancy		27	-	KILLER RABBIT Adam, Benson & Sam
3	44	SWORD AND SCALE Mike Boudet	BIGGEST MOVER 📈	28	34	LYFE ALIGNED PODCAST Crystal Holloway
4	10	REAL LIFE REAL CRIME Woody Overton		29	21	RED HANDED Hannah McGuire & Suruthi Bala
5	7	MURDER, MYTH & MYSTERY Sara, Erik & Mary		30	-	SMOKE N SIP PODCAST Brandon & Bryce
6	40	MORBID: A TRUE CRIME PODCAST Alaina & Ash		31	-	CASEFILE TRUE CRIME Casefile Presents
7	5	CRIME JUNKIE Ashley Flowers & Brit Peawat		32	-	TRUE CRIME OBSESSED Patrick Hinds & Gillian Pensavalle
8	4	BIG MAD TRUE CRIME Heather Ashley		33	-	FOUL PLAY Shane L. Waters & Wendy Cee
9	-	CRIMEAHOLICS Kenzi & Holly		34	36	NEXT ON THE TEE Chris Mascaro
10	2	THANK GOD CANCER SAVED OUR DIVORCE Denny, Amanda, Jamie & Brandon		35	-	TRUE CRIME ALL THE TIME Mike Ferguson & Mike Gibson
11	-	TRUE CRIME GARAGE Nic & Patrick Edwards		36	-	BOOZY BETTIES Chrissie Rios, Hope Hasan & Meghan Conwell
12	-	INSIDE THE CRAZY ANT FARM Crazy Ants Film Company		37	-	THE GAME PAD PODCAST Marc, Artavius & Sara
13	12	UNPREDICTABLY US PODCAST Athena Manuma & Kristy Ferrier		38	28	WHAT'S YOUR SPAGHETTI POLICY Alex & Jacob
14	14	NETWORKWISE PRESENTS: WHO'S WHO IN HR Adam Connors		39	-	HAUNTED HAPPENSTANCE Jennier Cormier
15	-	FLORIDA MEN ON FLORIDA MAN Greg, Wayne, Josh & Cameron		40	-	A PARANORMAL CHICKS Donna & Kerri
16	16	STRANGER DAMIES Mark Myers		41	-	CREATED BY Aaron Milus
17	-	MY FAVORITE MURDER Karen Kilgariff & Georgia Hardstark		42	26	TRACE EVIDENCE Steven Pacheco
18	18	THEY CALLED THIS A MOVIE The Main Damie		43	27	ARMCHAIR EXPERT Dax Shepard
19	-	SOUTHERN FRIED TRUE CRIME Erica Kelley		44	-	AROUND THE TABLE SOCCER Vincent Tennant
20	37	SMALL TOWN MURDER James Pietragallo & Jimmy Whisman		45	31	GET NOTICED Teia Acker
21	8	THE REAL QUEENS OF QUEENS Cathy & Fran		46	-	INVISIBLE CHOIR Reach Freaks
22	-	TRUE CRIME BULLSH** True Crime Bullsh**		47	-	GUNS N RADIO Michael Ojibway
23	11	THE AMAZING WORLD OF TALKIN SHIZ CJ & Mattx		48	-	LAST PODCAST ON THE LEFT Ben Kissel, Marcus Parks & Henry Zombrowski
24	-	I UNDERSTOOD THAT REFERENCE Rob & Ross		49	-	THE WEDNESDAY PULL LIST! Lex & Simon
25	-	ALL CRIME NO CATTLE Shea & Erin		50	-	MURDER AND SUCH Hunter Thornton

# OUTRO

*A FINAL THOUGHT FROM THE EDITOR*

We sincerely hope you enjoyed this month's issue of *Podcast Magazine*!

Next month, we sit down with one of the podcast industry's most interesting and, to some, polarizing figures, Jay Shetty. With more than 8 BILLION views of his videos, an enormous social media following, and a massively popular podcast, Jay is widely recognized as a leading storyteller, teacher, and highly successful new media entrepreneur.

A former monk, Jay inspires and motivates millions across the globe through his raw, real, and oftentimes emotionally charged posts. Success often comes with controversy, and Jay has been far from immune to his share.

In a *Podcast Magazine* EXCLUSIVE, Jay (for the very first time!) directly answers his critics. If you've heard the accusations, you may be **very** surprised by how he addresses them.

This very poignant interview, along with the all-new *Podcast Magazine Hot 50* (vote [HERE](https://www.PodcastMagazine.com/hot50) – [www.PodcastMagazine.com/hot50](https://www.PodcastMagazine.com/hot50) – for your favorite podcasts), our monthly 'Under The Radar' and 'OverRated' reviews, candid interviews with many of today's leading podcasters, and much more... all coming at ya next month.

Plus, we'll be releasing our first annual Top Crime & Horror podcasts chart as determined by you, the podcast fans.

Vote for your three favorites here: [www.PodcastMagazine.com/horror](https://www.PodcastMagazine.com/horror)

Until then... listen on!



**STEVE OLSHER**

@ThePodcastMag

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	3RD MONTH AT #1! 🔥	<b>26</b>	-	<b>GEEK TO ME RADIO</b> James Enstall
<b>2</b>	<b>3</b>	<b>CERTIFIED MAMA'S BOY</b> Steve Kramer & Nancy		<b>27</b>	-	<b>KILLER RABBIT</b> Adam, Benson & Sam
<b>3</b>	<b>44</b>	<b>SWORD AND SCALE</b> Mike Boudet	BIGGEST MOVER 📈	<b>28</b>	<b>34</b>	<b>LYFE ALIGNED PODCAST</b> Crystal Holloway
<b>4</b>	<b>10</b>	<b>REAL LIFE REAL CRIME</b> Woody Overton		<b>29</b>	<b>21</b>	<b>RED HANDED</b> Hannah McGuire & Suruthi Bala
<b>5</b>	<b>7</b>	<b>MURDER, MYTH &amp; MYSTERY</b> Sara, Erik & Mary		<b>30</b>	-	<b>SMOKE N SIP PODCAST</b> Brandon & Bryce
<b>6</b>	<b>40</b>	<b>MORBID: A TRUE CRIME PODCAST</b> Alaina & Ash		<b>31</b>	-	<b>CASEFILE TRUE CRIME</b> Casefile Presents
<b>7</b>	<b>5</b>	<b>CRIME JUNKIE</b> Ashley Flowers & Brit Peawat		<b>32</b>	-	<b>TRUE CRIME OBSESSED</b> Patrick Hinds & Gillian Pensavalle
<b>8</b>	<b>4</b>	<b>BIG MAD TRUE CRIME</b> Heather Ashley		<b>33</b>	-	<b>FOUL PLAY</b> Shane L. Waters & Wendy Cee
<b>9</b>	-	<b>CRIMEAHOLICS</b> Kenzi & Holly		<b>34</b>	<b>36</b>	<b>NEXT ON THE TEE</b> Chris Mascaro
<b>10</b>	<b>2</b>	<b>THANK GOD CANCER SAVED OUR DIVORCE</b> Denny, Amanda, Jamie & Brandon		<b>35</b>	-	<b>TRUE CRIME ALL THE TIME</b> Mike Ferguson & Mike Gibson
<b>11</b>	-	<b>TRUE CRIME GARAGE</b> Nic & Patrick Edwards		<b>36</b>	-	<b>BOOZY BETTIES</b> Chrissie Rios, Hope Hasan & Meghan Conwell
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<b>16</b>	<b>16</b>	<b>STRANGER DAMIES</b> Mark Myers		<b>41</b>	-	<b>CREATED BY</b> Aaron Milus
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<b>18</b>	<b>18</b>	<b>THEY CALLED THIS A MOVIE</b> The Main Damie		<b>43</b>	<b>27</b>	<b>ARMCHAIR EXPERT</b> Dax Shepard
<b>19</b>	-	<b>SOUTHERN FRIED TRUE CRIME</b> Erica Kelley		<b>44</b>	-	<b>AROUND THE TABLE SOCCER</b> Vincent Tennant
<b>20</b>	<b>37</b>	<b>SMALL TOWN MURDER</b> James Pietragallo & Jimmy Whisman		<b>45</b>	<b>31</b>	<b>GET NOTICED</b> Teia Acker
<b>21</b>	<b>8</b>	<b>THE REAL QUEENS OF QUEENS</b> Cathy & Fran		<b>46</b>	-	<b>INVISIBLE CHOIR</b> Reach Freaks
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<b>25</b>	-	<b>ALL CRIME NO CATTLE</b> Shea & Erin		<b>50</b>	-	<b>MURDER AND SUCH</b> Hunter Thornton