

PODCAST[®] MAGAZINE

BEYOND THE MICROPHONE

**PODCAST
MAGAZINE'S**

**1ST ANNUAL
HOLIDAY GIFT LIST**

**GREAT HOLIDAY
PODCASTS
FOR HISTORY
BUFFS**

**BLAKE GUICHET
CONFESSES...
"I'M A CRAPPY
CHRISTIAN!"**

ACHIEVE YOUR GOALS'

HAL ELROD

A MIRACLE ON THE MICROPHONE

Holiday
EDITION

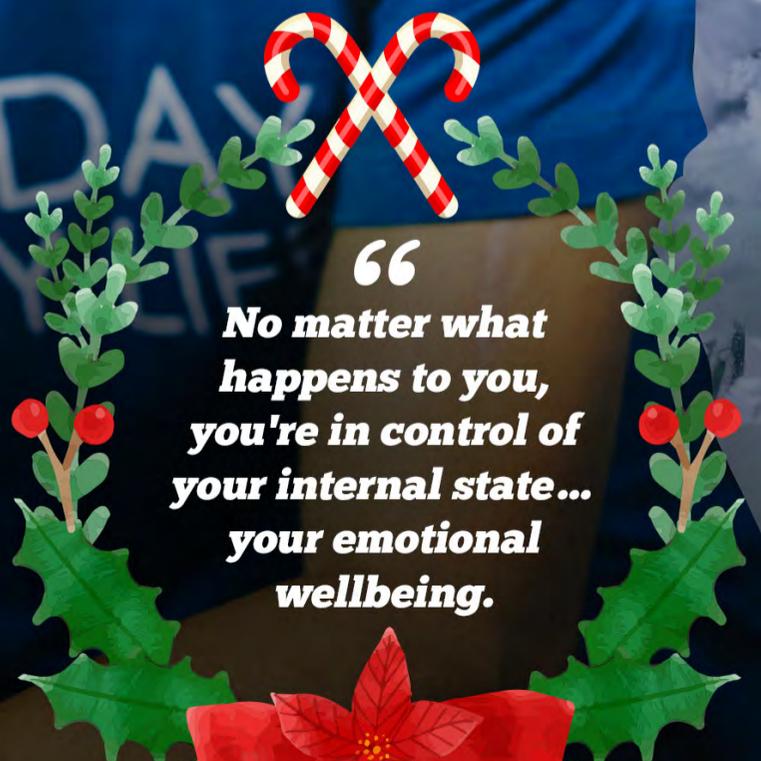
**KRISTINA
BROWNING**

**MAKING YOUR
HOUSE A HOME
FOR THE
HOLIDAYS**

JORDAN HARBINGER
**DON'T CALL IT
A COMEBACK**

“

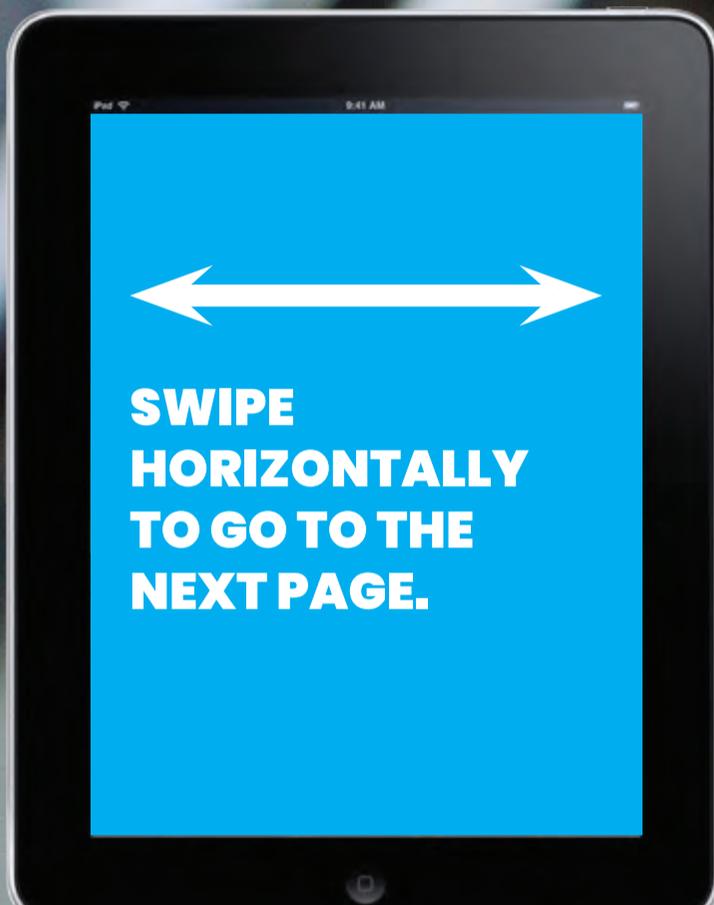
No matter what happens to you, you're in control of your internal state... your emotional wellbeing.





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FEATURE



HOW TO USE THIS MAGAZINE



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- News
- The Professional Podcaster
- Religion and Spirituality
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GADGETS, GIZMOS & GEAR

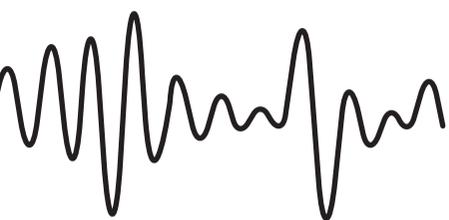
Our look at new technologies, platforms, products and tools that impact podcast culture

THE PROFESSIONAL PODCASTER

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

PODCAST MAGAZINE'S HOT 50

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



FROM THE EDITOR



STEVE OLSHER

Founder/Editor-in-Chief

In early November, the citizens of the United States of America cast their ballots to choose our nation's next leader. Since the beginning of our democracy, a peaceful transfer of power has been the underlying principle upon which this transition is governed.

And, while the winner was not decided by an overwhelming majority of the population, the difference was decisive enough for the powers that be to declare that Joe Biden had won the election. Our President begged to differ.

By law, and based on the margins of victory reported for Biden, he was within his rights to ask for recounts. He filed suit to do so, and the battleground states (where the percentage of victory was small enough to warrant challenging the results) would ultimately decide the future of our nation.

As of this writing, election officials (which include members of both the Democratic and Republican parties) in Nevada, Michigan, Georgia, and Pennsylvania have all chosen to certify their election results. Nevertheless, the President refuses to concede.

Nearly every political expert has stated that the likelihood of his overturning the states' findings is slim to none. We can only hope that he will choose to exit the Oval Office with dignity and that the streets remain calm during this time. I am cautiously optimistic such will be the case.

Recently, we sold our podcast, *Beyond 8 Figures*. We are also currently negotiating the sale of our long-running show, *Reinvention Radio*. The topic of adhering to a 'peaceful transfer of power' is forefront on my mind as transferring ownership of the show and its related assets has taken considerable coordination.

While selling the shows is bittersweet, two things have become evident during this process:

1) As my grandfather Irving Robins once said, “We do not build monuments.”

Meaning, if the right offer comes along, you say “Yes,” enjoy the fruits of your labor, and move on to your next adventure.

Grandpa was the epitome of a mid-20th century entrepreneur who often put everything on the line to bring his vision to fruition. He created a franchise structure for his business, Foremost Liquor Stores, long before franchising was an official ‘thing.’ He reinvented the liquor industry and, like many entrepreneurs who break new ground, made friends and adversaries along the way.

In his final days, I asked him what, if anything, I should know that he hasn’t already shared with me as I follow his entrepreneurial footsteps.

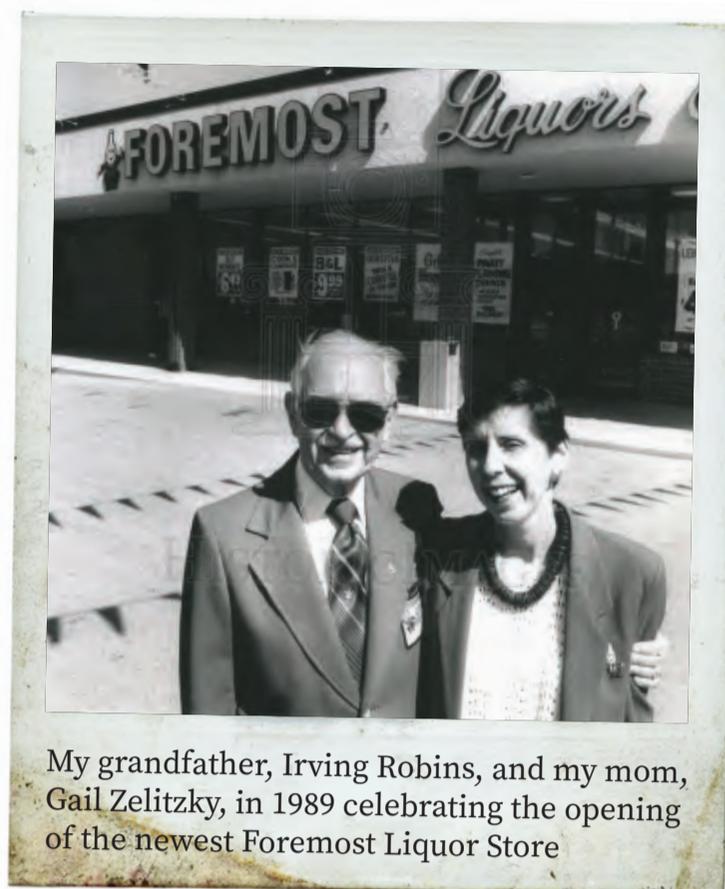
The advice he gave me was powerful.

He said, *“Forgive those who have hurt you the most.”* More on this in a moment.

2) To quote Steven R. Covey, “Begin with the end in mind.”

With the increasing interest in the podcast industry and massive investments being made across the vertical, one can safely deduce that there is meaningful value in every podcast that is launched.

However, most podcasters do not give thought to building their podcast(s) with



the intention to sell. Perhaps they feel that their show is too niche-oriented, or that massive download numbers are required in order to garner interest.

We must overcome this fallacious thinking. With every episode, audio artists are building viable, salable assets. Even if the podcaster’s intention of selling is non-existent, it is imperative to consider creating, launching, marketing, and growing one’s show with a ‘build-to-sell’ mentality while taking the proper steps to ensure maximum value.

(To that end, we are putting the finishing touches on a podcast valuation tool and the creation of buy/sell podcast marketplace! If you’re interested in accessing the beta version of either, or would like our guidance to help you maximize the value of your show, email me directly at Steve@PodcastMagazine.com.)

2020 has been an interesting year to say the least. And, while I personally

have faced my fair share of challenges, launching the industry's first fan-focused publication has been one of the greatest joys of my entrepreneurial life. It is a gift that I treasure every day.

With the holidays upon us, we shift toward a new year. My hope is that we can all keep my grandfather's advice—to *"Forgive those who have hurt you the most"*—in mind.

My wish for you this holiday season is that you can forgive those who have trespassed against you and move powerfully toward making 2021 your most amazing year yet.

And no matter how you celebrate the holidays, this is a gift I hope you'll receive with open arms.

Listen on! 🎧



STEVE OLSHER
@ThePodcastMag

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RJ JAIN
Founder /CEO of Price.com



CONVERSATION CORNER

This month's featured 'Letters To The Editor'



THIS IS EXACTLY WHAT PODCASTERS NEED!

So from all us podcasters who are toiling away and learning and adjusting and doing it all without a Joe Rogan budget or download numbers - working on "1/2 a shoe-string" budget (that ironically means I now cannot even afford to buy half a shoelace for 1 shoe haha) THANK YOU for making this platform available for independent / we-just-trying-to-keep-the-lights-on podcasters!

XANDER Z

Host, *The Science & Supernatural Podcast*



PODCAST MAGAZINE PRESENTS... **HOT 50 COUNTDOWN** WITH ROB ACTIS

THIS MONTH'S TOP 50 PODCASTS AS DETERMINED BY PODCAST FANS

PODCAST MAGAZINE PRESENTS... **HOT 50** DECEMBER 2020

This month's Top 50 podcasts as determined by podcast fans. Vote at PodcastMagazine.com/hot50

RANK	PODCAST NAME	PODCAST NAME	
1	THE OPUS	26	STRANGLER BABIES
2	CERTIFIED MAMA'S BOY	27	BASKING IN THE SHADE
3	KRAMER AND JESS UNCENSORED	28	ELIMINATION PODCAST
4	THANK GOD CANCER SAVED OUR DIVORCE	29	THEY CALLED THIS A MOVIE
5	THE WILDER RIDE	30	RECONOMIPPOD
6	LIFE WITH NOLA	31	THE TEE
7	MURDER, MYSTERY	32	THE FEMALE INTIMIDITY
8	SHAW PROOF	33	PODCAST
9	ON ON A PAR	34	FARM
10	THE P	35	PODCAST
11	CRIM	36	PODCAST
12	THE F	37	PODCAST
13	LEADER	38	PODCAST
14	BY CALLS	39	PODCAST
15	WHICH BARREL	40	PODCAST
16	THE BOX OFFICE P	41	PODCAST
17	DARK TOPIC	42	PODCAST
18	THE JAMCAST	43	PODCAST
19	SWORD AND SCALE	44	PODCAST
20	WEEP CAST	45	PODCAST
21	RADIO LADYBIRTH	46	PODCAST
22	THE ANIMATING WORLD OF TALKIN SHIZ	47	PODCAST
23	THE NEWSWORTHY	48	PODCAST
24	MY FAVORITE MURDER	49	PODCAST
25		50	PODCAST

See this month's list! p.147 >

I just wanted to drop you a quick message to say how impressed I am with your *Top 50 Countdown* podcast.

As someone who was surprised to hit the *New York Times* Top 50 Global podcasts to listen to, I am always happy to see others try to bring light to the little shows that find it really hard to get recognition.

Keep up the amazing work!

ANTHONY BOESE

Host, *The Freakin' Awesome Podcast*



Thank you for all your help and dedication on the November issue. Your issue brought us a lot of joy, and joy into the veteran communities I'm a part of on and offline. It's truly heartwarming to see my brothers & sisters experience a win, and be recognized for their service to our community.

EDUARDO CARDOSO

Brothers In Arms

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

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HAL ELROD

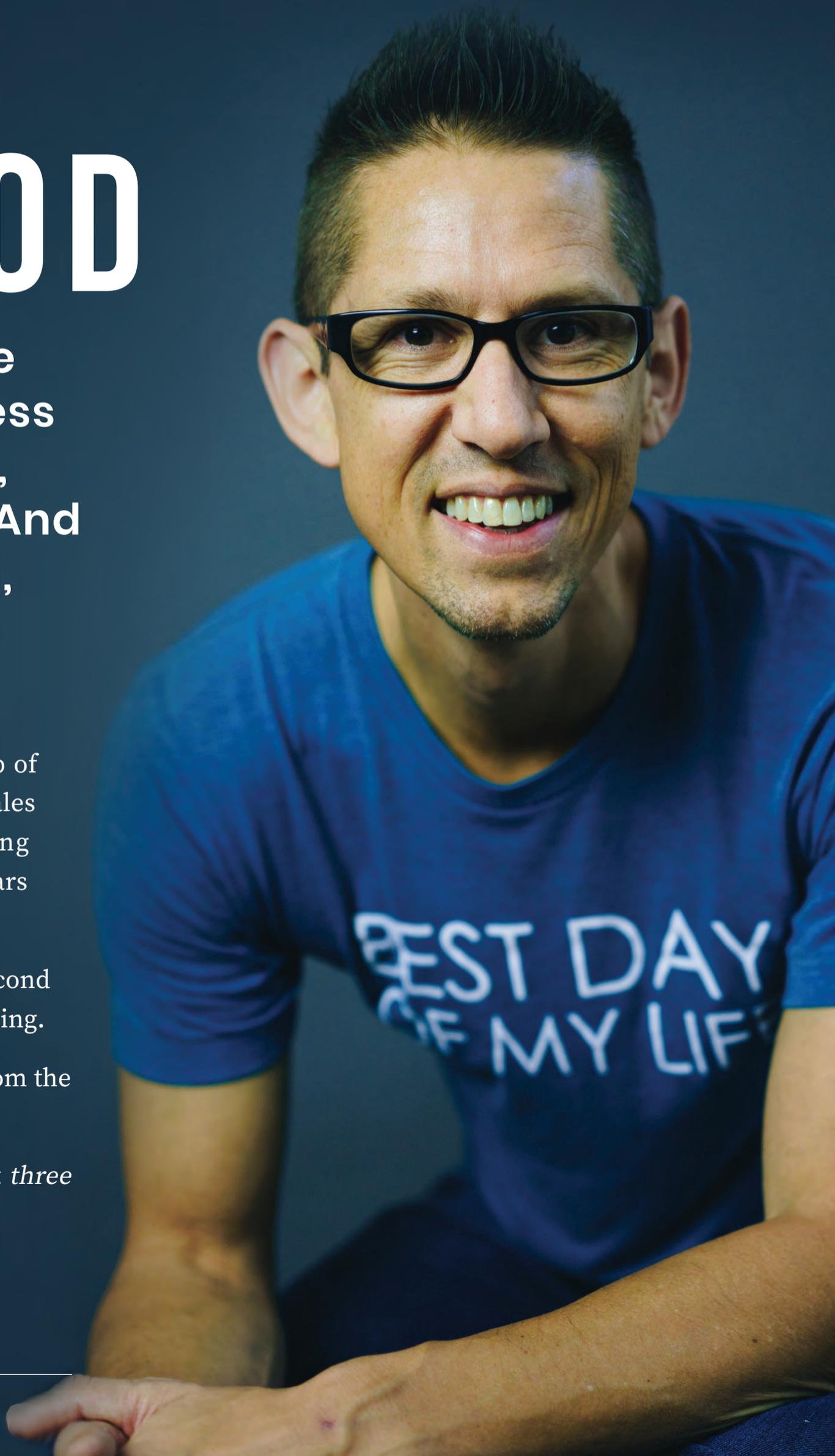
Elevating The
Consciousness
Of Humanity,
One Person, And
One Morning,
At A Time

Imagine being at the top of your career... beating sales records and delivering keynotes... all by 20 years of age.

Now... imagine a split second in time changing everything.

Imagine coming back from the brink of death.

Not once. Not twice. But *three* times.



When Hal Elrod was hit head-on by a drunk driver at 70 mph, his heart stopped for six minutes. Over the next week, he remained in a coma while undergoing several surgeries to repair severed nerves, 11 broken bones, and a ruptured spleen.

During that time, Hal flatlined twice more.

And when he awoke from his coma, doctors told him he would likely never walk again.

But Hal defied the odds. He surprised the medical staff by choosing to accept and embrace his new reality rather than allowing the “unchangeable” to determine his outlook.

And he didn't just walk again... he ran a 52-mile ultra-marathon.

Today, Hal is a husband, father of two, and accomplished life/success coach, keynote speaker, bestselling author, and Hall of Fame Business Achiever. He is also the host of the highly acclaimed *Achieve Your Goals with Hal Elrod* podcast, in which he “teach[es] you to achieve your goals and pursue a fulfilling life.”

After the accident, Hal wrote and self-published the book *Taking Life Head On! (The Hal Elrod Story): How To Love The Life You Have While You Create The Life of Your Dreams*. It was so successful, it launched his new career in coaching and speaking.

“Everyone has goals they want to achieve in life.”

On the surface, he appeared to be doing well. The truth, however, is that he was contending with considerable debt.

These financial struggles led to a severe bout with depression. But in an ironic twist, from the depths of darkness emerged perhaps his most celebrated work to date—*The Miracle Morning: The Not-So-Obvious Secret Guaranteed to Transform Your Life (Before 8AM)*. His life and career haven't been the same since.

***The Miracle Morning*, a book that, according to Amazon, is “widely regarded as ‘one of the most life changing books ever written,” has already reached 2.5 million people around the world.**

Don't let that impressive statement deceive you, though. For the first year after its release, Hal said, “I didn't have an audience. I didn't have a platform. I was essentially unknown. I was just willing to work really hard. I've done hundreds and hundreds of podcast interviews, which is *THE* number one strategy I used to sell millions of copies. It was conducting

podcast interviews and word-of-mouth referrals that really moved the book.”

The launch of *The Miracle Morning* also prompted Hal to begin his podcast in 2013, following a friend’s suggestion to use it to nurture his rapidly growing email list as the book’s popularity took off.

“The podcast began as a way to give my audience value every week while providing me the opportunity to build a relationship with them,” Hal said. *“It’s been seven years now, and 350 episodes later, that’s really where it still is.”*

Since the release of *The Miracle Morning* in 2012, the concept has morphed into a series, been translated into 37 different languages, and sold *“incredibly well overseas”*—reaching #1 bestseller status in Brazil, Korea, and other countries. And, while it has been traditionally published in every other country, it remains self-published in the States.

“After the book was already selling well and I finally got an agent, we booked meetings with 13 New York publishers. The large majority of them made offers to own the rights to the book. The two biggest we received would have paid me a \$250,000 advance. But I turned them down, because I was earning around \$50,000 a month from publishing it ourselves. I thought, that would be a great check, but I would regret this decision for the rest of my life. Interestingly, one of the publishing houses who originally offered the \$250K, upped their offer to \$1.5M a few years later. We turned that down too.”

“If each of us wakes up every day and strives to be our best, then we can go out into the world as the best version of our self and impact every life we touch.”



While there are myriad reasons for the book's success, Hal points to the fact that their marketing efforts lead to roughly 30,000 people joining his email list and community each month. This gives him an opportunity to build rapport and discuss topics he finds important, as well as issues that he knows his audience—both new and existing members—will be interested in.

“I’ve always been a big goal achiever, and I was interested in learning in that area. I chose that topic [Achieve Your Goals] for my show and the majority of content we create because it’s broad enough to allow me to talk about so many different things—there is limitless opportunity for conversations within this subject matter. And everybody has goals they want to achieve in life, so it’s a way for me to connect with virtually an endless number of people.”

Connect, he does. His Facebook group, *The Miracle Morning Community*, has over 280,000 members alone; *Achieve Your Goals* has millions of downloads; and *The Miracle Morning* has a substantial number of readers, leaving little doubt that Hal began achieving one of his own goals years ago:

To elevate the consciousness of humanity, one person, and one morning, at a time.

“It all begins with our selves.

“If each of us wakes up every day and strives to be our best, then we can go

HAL listens to



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THE JOE ROGAN EXPERIENCE

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



A NEW AND ANCIENT STORY PODCAST

Join author and speaker Charles Eisenstein as he interviews guests and explores ideas around the new and ancient story of interbeing.

“No matter what happens to you, you are in control of how you respond. You’re in control of your internal state... your emotional wellbeing.”



out into the world as the best version of our self and impact every life we touch.”

In November of 2016, almost inconceivably, Hal’s life was impacted once more. He nearly died... again. His kidneys, lungs, and heart were all on the verge of failing. The diagnosis? A very rare and aggressive form of cancer (acute lymphoblastic leukemia).

And just like that, this dad of two young children, ages four and seven, faced a disease that had only a 20 to 30% survival rate.

“It was terrifying,” Hal said. “Without a doubt, it was the most difficult year of my life. It’s such an aggressive cancer that the cells just replicate like crazy. I was on chemo for three-and-a-half years. During the first eight months, I endured 650 hours of chemotherapy.”

Combining this aggressive treatment with holistic practices including acupuncture,

ozone sauna, coffee enemas, lymphatic massage, supplements, and juicing, Hal focused on doing everything he could to support his body through the relentless procedures.

It worked.

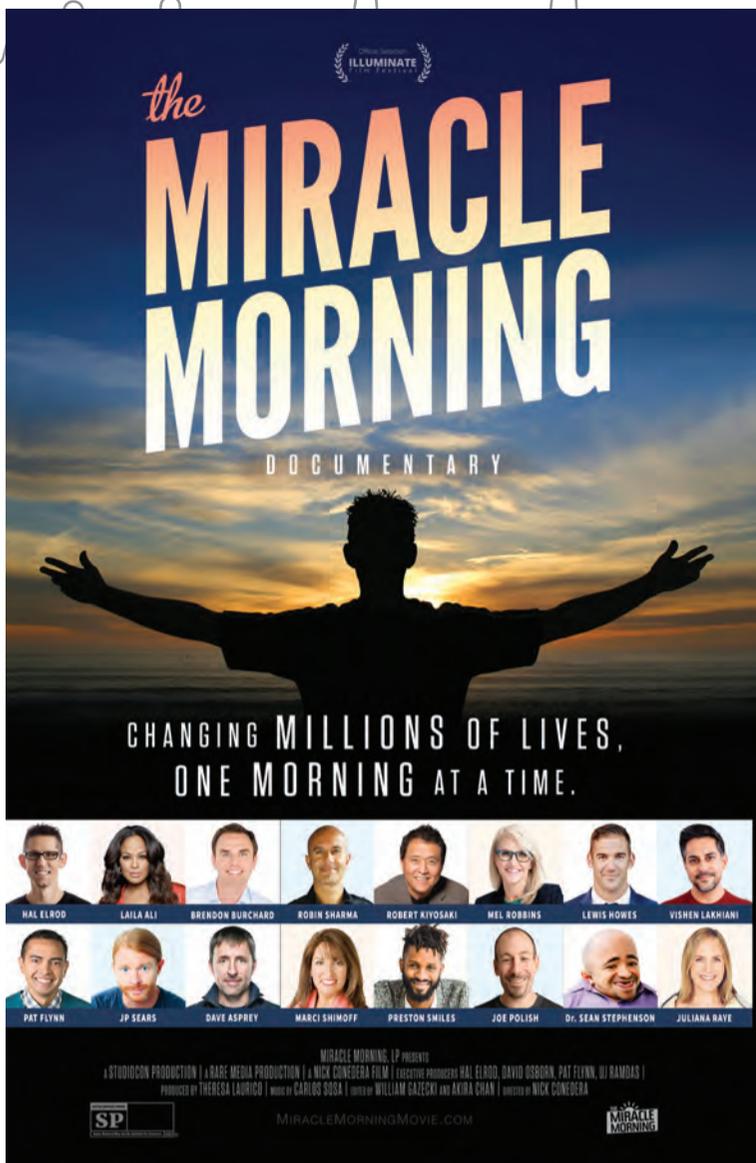
Today, Hal is cancer-free and was finally able to end his treatments just a handful of months ago.

The mental and physical trauma, however, he had to contend with during this, and past, recoveries, had taken a deep toll. He developed post-traumatic stress disorder.

“I was in a deep, dark place,” Hal shared. “I was suffering from insomnia to the point of only sleeping two to four hours a night for roughly six months straight. This, combined with the chemo, landed me in a deep depression. So much so, I lost the will to live.

“It didn’t make ‘sense’... my life was great. I didn’t have any reason to be depressed. And I’m in the motivation/personal development industry! I tried every practice I have learned over the years, but nothing worked. I felt like I lost control of everything—like someone else had taken over the controls to my brain. It was wild. It wasn’t until I finally got off of chemo completely that my brain became mine again. I’m happy to report that I’m finally back to normal.”

Despite shouldering more hardships and



🕒 *The Miracle Morning* documentary will launch in December of 2020

(Tickets are available right now at MiracleMorningMovie.com—and your purchase includes a ticket to the world premiere, live Q&A session with Hal, access to the ‘new and improved’ Miracle Morning 30-day online Challenge, a sneak peek at Hal’s rapping skills :) and more.)

There is little debate that 2020 has been a difficult year for many. Now is the perfect time to reflect on your life, reset, and find the hidden gems.

For Hal, his reflection includes gratitude for his recovery, a renewed appreciation for life, and a recommitment to his quest to support others to live their best life possible.

“One of my greatest values is serving humanity. If everyone woke up every day and asked, ‘How can I give today? How can I impact as many people as I possibly can in a positive way?’ the world would be a better place.”

And that is a goal we can all aspire to achieve... one morning, and one day, at a time. 🎧

difficulties in 41 years than most will in a lifetime, Hal’s daughter sums it best: *“He’s the most positive person I know.”*

Living his values for his children remains a top priority. He offers a refreshing perspective on overcoming adversity.

“No matter what happens to you, you are in control of how you respond. You’re in control of your internal state... your emotional wellbeing. Cancer gave me an opportunity to learn, grow, and become better than I’ve ever been before. That’s the greatest gift our adversities provide.”

Fortunately for us, Hal’s message is about to reach even more people with the upcoming live virtual premier of *The Miracle Morning* movie on December 12, 2020.



Founder/Editor-in-Chief

Steve Olsher
steve@podcastmagazine.com
 Reinvention Radio 🎧

NARRATED BY
WOODY HARRELSON

KISS THE GROUND

THE
SOLUTION IS
RIGHT UNDER
OUR FEET

**DAVID
ARQUETTE**

**GISELE
BÜNDCHEN**

**ROSARIO
DAWSON**

**JASON
MRAZ**

**IAN
SOMERHALDER**

BIG PICTURE RANCH PRESENTS "KISS THE GROUND" A JOSH & REBECCA TICKELL FILM NARRATED BY WOODY HARRELSON. WRITTEN BY SIMON BALDERAS. PRODUCED BY RYAN DEMAREE
EXECUTIVE PRODUCERS: RYAN A. NICHOLS, ANTHONY ELLISON, SEAN P. KEENAN AND MOMENT LU. PRODUCED BY LAURIE BENENSON, GISELE BÜNDCHEN, BILL CAMERON, JOHN PAUL DEJORIA, PEDRO DINIZ, ANNA GETTY, GEORGE HAGERMAN, RJ JAIN,
JENA KING, JULIAN LENNON, MICHELLE LERACH, MELONY & ADAM LEWIS, CRAIG MCCAW, ANGUS MITCHELL, ELIZABETH MOORE, STEPHEN NEMETH, LARRY O'CONNOR, JOHN ROULAC, REGINA K. SCULLY, NICOLE SHANAHAN,
JON & SUSAN SHEINBERG, MARK SIMS, IBIS SMITH, IAN SOMERHALDER, TARA & BRIAN SWIBEL. DIRECTED BY REBECCA TICKELL, JOSH TICKELL, BILL BENENSON AND DARIUS FISHER
CASTING BY JOSH TICKELL, REBECCA TICKELL AND JOHNNY O'HARA. MUSIC BY JOSH TICKELL AND REBECCA TICKELL

WWW.KISSTHEGROUNDMOVIE.COM



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RJ JAIN

Executive Producer of Kiss the Ground
and Founder/CEO of Price.com

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Season's Greetings

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Καλά Χριστούγεννα

UN CRĂCIUN FERICIT

HYVÄÄ JOULUA

'IA 'OA'OA E TEIE NOERA

JOYEUX NOËL

메리크리스마스

FROM ALL OF US AT

PODCAST[®]
MAGAZINE

UN CRĂCIUN FERICIT

HAPPY HANUKKAH

FELIZ NATAL

JWAYE NOWEL

圣诞快乐

عيد ميلاد سعيد

MALIGAYANG PASKO

GOD JUL

NOELINIZ KUTLU OLSUN

FRÖHLICHE WEIHNACHTEN

FELIZ NAVIDAD

С Рождеством Христовым

GLEðILEG JÓL

メリークリスマス



WHAT DOES THAT MEAN?

The Words Behind Podcasts

Ever heard the phrase “two-club wind”? If you have, you’re either a golfer or someone familiar with the sport.

Infomercial marketers have their own terms, as well. They measure their commercials based on the “MER score.” And real estate attorneys are very familiar with “estoppel certificates.”

Every industry has its own vocabulary, and understanding that lexicon means you’re either on the inside or the outside of the industry.

Today, I’m bringing you, the podcast fans, inside the podcasting industry to share with you the words we use all the time.

Bed . . . The music you hear playing quietly in the background is the “music bed.”

Crossfade . . . Crossfade is what happens when two sounds blend. Perhaps the podcaster’s voice track fades out at the end as the end music fades in.

DAW. . . Digital Audio Workstation . . . a DAW is the software a podcaster uses to

record his or her episodes. Examples are Apple's GarageBand, Audacity, or Reaper.

Gain . . . A gain is a unit of measurement that gages the loudness as the sound is being recorded. It's the loudness of the input. Volume is the measurement of loudness as it comes out of the speaker. Loudness is adjusted in the editing and mixing process.

Hum . . . Hum is a literal term meaning the hum, buzz, or sound coming through the microphone that can be heard on the recording. Podcasters go to great lengths to reduce or eliminate any hum or background noises.

IAB . . . Interactive Advertising Bureau. This is the organization that sets some of the standards for podcasting. One of those standards is how listeners are measured. Podcasts have statistics, but only some of the hosts who provide the data are IAB certified, meaning they follow the guidelines set by the IAB.

Metadata . . . When a podcaster is finished editing an episode and is ready to upload it to the host, he or she adds metadata to the file. An .mp3 podcast file gets information attached to it like the podcast title, episode number, name of the producer, and the episode cover art. Your podcast app reads that metadata and then shows you all that information.

Mid-roll Ad . . . This is an advertisement that falls in the middle of the episode. Sometimes, the podcaster places the ad during the editing process. Sometimes,

Every industry has its own vocabulary, and understanding that lexicon means you're either on the inside or the outside of the industry.

the podcaster reads the ad themselves live (i.e. Paul Harvey). And sometimes, a third party places the ad. An ad that plays at the beginning of an episode is called a pre-roll ad, and the one at the end is a post-roll ad. Traditionally, advertisers pay the most for pre-roll ads.

Podcast . . . The term "podcast" was derived long ago after the iPod was developed. Prior to that, the iPod listeners could listen to audio files on a website using the RSS feed. At that time, they were called "internet audio programs." A writer for the Guardian Newspaper, Ben Hammersley, coined the term "podcast" in a newspaper article writing about this new audio medium.



Podcast Hosting . . . If the internet is your neighborhood, a host is like a property landlord. Just like when you rent an apartment to have a place to rest, sit, eat, and play, a podcast host is a landlord with a piece of “property” a podcaster rents to store his or her episode audio files. The host assigns you an RSS feed to your show, which is what Apple Podcasts and Stitcher (and the other aggregator) get, so they can feed you each and every podcast episode without having to ask the podcaster for the updated file.

Podfade . . . The fear of every podcaster—podfade occurs when a podcaster starts a new podcast, but life gets in the way of producing it regularly. Episodes get further and further apart until there are no new episodes.

Pop Filter . . . This is a device that gets placed between the podcaster and the microphone. Its job is to prevent any popping noises a microphone may pick up when certain words are spoken.

RSS Feed . . . This is the website tool that carries the audio (and sometimes video) to the app, website, or RSS aggregator you use to listen to your favorite podcasts. It’s what makes podcasting possible. It’s used for more than podcasts, as well. If you grab the RSS feed from a website, you could be updated anytime that website publishes new content.

I hope knowing these terms make you feel like more of a podcast aficionado. You won’t necessarily come across them while listening to a podcast, but now, you’ll understand them better when you hear them.

P.S. For the curious: A “two-club wind” is a strong breeze a golfer encounters that requires her to use a golf club two clubs stronger than normal to hit the ball the same distance. “MER” is infomercial math. It’s the Media Efficiency Ratio you get when you divide the number of sales made from an infomercial spot by the cost of that spot. $\$300 \text{ in sales} / \$100 \text{ to buy the spot on TV} = \text{MER of } 3$. Finally, an “estoppel certificate” is a legal document that confirms what is written in a lease or other legal agreement. It basically means you have two separate legal papers that say the same thing. Cheers! 🍷



Gadgets, Gizmos & Gear

Dan R Morris
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TracingThePath 🎧

Got a Gadgets, Gizmos & Gear suggestion?

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THE IMPORTANCE OF ADVOCATING FOR LOCAL HEALTH DEPARTMENTS

Health Equity & Social Justice

There are many conflicting theories about how COVID-19 came to be a global threat, but according to Government Affairs Senior Specialist for the National Association of County and City Health Officials (NACCHO) Ian Goldstein, this massive-scale outbreak could have been entirely prevented if public health was properly funded.

“When public health is doing its job, all is quiet,” said Goldstein.

“You don’t hear about public health until its not





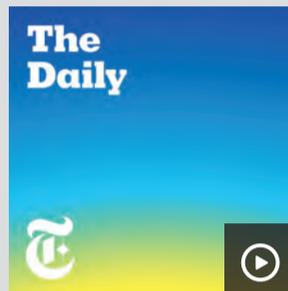
functioning properly. That's the very mission of NACCHO. We are a non-profit organization aimed to improve the health of communities by strengthening and advocating for health departments before a crisis exists. My role is to elevate and raise the visibility of local health departments at the federal level. Public health is not being funded the way it needs to be, and it hasn't been funded in that way for a very long time. So, what we're seeing today is the nation's reaction to a crisis that was preventable and foreseeable. Now, we're playing catch-up, and it's terrifying. That's why the podcast is so valuable.

"The podcast is a great way to get the message out to our core audience of public health professionals. These are people who work in local and state health departments. The information we present is tailored to the local health departments as we routinely highlight our members. There's a saying in public health—'If you've seen one local health department, you've seen one local health department.' In other words, every health department is completely different. One health department may deal with the effects of a hurricane while another deals with floods. So, we interview local health officials to see how they deal with preparedness in their region."

Goldstein's love of hosting the podcast comes from his appreciation of music, the radio, and journalism. He has worked for NACCHO for the past decade. He has taught guest lectures on health policy at

IAN

listens to



THE DAILY

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



WTF WITH MARC MARON PODCAST

Marc Maron welcomes comedians, actors, directors, writers, authors, musicians, and folks from all walks of life to his home for amazingly revealing conversations.



U TALKIN' TALKING HEADS 2 MY TALKING HEAD

Adam Scott (Parks and Recreation) and Scott Aukerman (Comedy Bang! Bang!) come together to discuss the music and impact of the band Talking Heads.

American University and Johns Hopkins University. *The NACCHO Podcast Series* has been recognized as a Top 30 Public Health Podcast in 2020.

Goldstein has a degree in Journalism from Towson University and a master's degree in Legal and Ethical Studies from the University of Baltimore. He is also



the owner of Brothers Music located in Baltimore City, which opened its doors in 2015.

Goldstein was born in Washington, D.C. and raised in Maryland. He has been married to his wife Jenny for three years, and they have a two-year-old daughter, Judy. In his spare time, he loves to play the guitar. His favorite types of music are rock, indie rock, and alternative. There was a picture of a yellow submarine on his wall as we spoke, which he says is an homage to his favorite band, The Beatles.

Even though Goldstein is Caucasian, he has always loved and been fascinated by Black History and racial justice. His music store is in a predominantly Black neighborhood in Baltimore. In addition, he recalls growing up and seeing books like *Roots* on the shelf, which he read and loved. He next delved into another Alex Haley book, *The Autobiography of Malcolm X* and *The New Jim Crow* by

Michelle Alexander which discusses mass incarceration. *“I have always had a strong sense for social justice and health equity. I love to talk about these issues. Sometimes, it makes people uncomfortable, but I think that’s a good thing,”* he said.

The best professional advice he’s ever gotten was from a former colleague who said, *“If you’re not at the table, you’re on the menu.”* He shared another piece of funny advice he received from his dad about gambling: *“Never bet on anything that talks.”*

“I take that to mean that if it can talk, it can be manipulated, so beware,” he said.

Goldstein is inspired by his wife and daughter and by all the amazing people working in public health, especially now. Many public health professionals have not taken a day off work since the pandemic began. They routinely work six or seven days a week and more than eight hours a day. These brave men and women need to be saluted for their hard work and dedication.

“My immediate team that I work with gets me fired up every day to advocate and fight for health equity and social justice. We are proud to represent local health departments.” 🗣️



Government Category Director

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The Meiko Show ▶️



UNDER THE RADAR

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



PATCHWORK

If you're a mom, there has probably been a time in your life when your child has appeared to be missing. Maybe he or she was delayed in coming home from school, a playdate, or a trip to the local store. As time ticks away, you become frantic with concern over the safety of your child. Usually, the unassuming child walks in—safe and sound.

Yet there is a growing number of children who do not return home, but rather simply vanish from sight.

This and like topics are discussed on the relatively new podcast, *Patchwork*, from the Department of Justice's Office on Violence Against Women.

Host Bob Davis does an excellent job of interviewing his guests and pulling at the heartstrings of his listeners.

He recently interviewed Dr. David Hunt, recipient of the Attorney General's Citizen Volunteer Service Award. Dr. Hunt regularly volunteers with the National Center for Missing and Exploited Children (NCMEC) where he works with their artists using forensic anthropology as a tool to help bring families closure when only a child's remains are found. "I know I am helping," said Dr. Hunt. "That's why I volunteer."

This podcast handles very sensitive topics, and host Bob Davis does so with grace and great concern for his listeners. Beautifully edited, musically upbeat, and a tribute to helping women in crisis. 🎧

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HOME SPACE AND REASON

Finding Hidden Functionality
In The Space In Our Homes





**“It’s about
how the home
functions
as a whole—
how it’s all
wrapped
up and
packaged in
a big bow.”**

Does the home or space you live in support your passion? Or do you always have to leave your house to enjoy what you do?

Kristina Browning has a superpower. By day, she sells homes to the residents of Portland, Oregon, but then... Bam, Swish, Boom! Her spatial superpower takes over.

You see, Kristina has melded her background in Art with her passion and profession. Ironically enough, her high school career tests all showed her affinity for systems and space. She has always loved homes, and after visiting a Street of Dreams (a local neighborhood of high-end homes decorated and ready to sell) in the area, she was smitten. She started doing home tours, devoured HGTV, and could no longer deny her love of “all things home.” She left her job as a news photographer, which had ironically provided her with a solid base and background for her new direction as a podcaster.

Once the personal assistant to Grammy Award Winning rapper Sir Mix A Lot during his “Baby Got Back” days, Kristina spent many hours with him in the studio while he was recording and editing his albums. Translation: She was not afraid of the “techy stuff.” She even contributed to the “Return of the Bumpasaurus” helping create and record the sound effects in the pond behind his house!

Kristina states: *“Fast forward 40 years to when I considered jumping into the podcasting world: the wave form didn’t intimidate me as much as it might have*



Photo credit: Kim Reed



◀ Kristina Browning, host of *Home Space and Reason* shares her love of all things home and functionality on her Instagram account (@spaceandreason)

if I had not spent so much time in a recording scenario. I think it gave me comfort that, despite a steep learning curve in the beginning, I've got this."

Enter Kristina's weekly podcast, *Home Space and Reason*. Let me tell you, it's not your typical home podcast. It takes a very deep dive into a subject, and Kristina brings in the functionality, aesthetics, and automation of the topic with a little history and psychology thrown in to boot.

"I geek out on every subject imaginable regarding your home and yard. I challenge you to think about your space differently—to get the most out of every square foot." Kristina says. *"My podcast is all positive. I give virtual fist bumps, and I celebrate your wins."*

In addition to being a realtor and podcast host, Kristina is a Home Functionality Coach working with clients nationwide to get the best out of their homes.

Kristina coined the term "home functionality coach" when she discovered she was spending house-hunting time, prior to a purchase, talking with her buyers about the various ways space can be used in the home. *"It's important to deep dive into what the longer, bigger goals are for the space. It's lovely if future function can be considered before a house purchase. Accommodating for a growing family, or children moving from youth to teenage years, or even caring for aging parents can be planned for,"* says Kristina.

Because people rarely know what a “functionality coach” does, Kristina birthed her podcast to help explain. A functionality coach works with how the home functions as a whole—because it’s *not* just pretty curtains and paint colors.

Kristina originally started by staging her own listed properties (doing things like tweaking paint colors, rearranging furniture and adding art or plants) and space planning with the sellers, many of whom were delighted with the staging.

In fact, Kristina heard the refrain, “*Gosh if it was like this the entire time, I might not have sold*” quite often from her clients.

The *Home Space and Reason* podcast breaks down individual compliments of the home—interior or exterior—and talks about the history of them. She covers why we have some of the things we do in our home and why we may use them the way we do. Kristina remarks, “*It’s about geeking out on the houses and homes, and about how the home functions as a whole—how it’s all wrapped up and packaged in a big bow.*”

Kristina does it all on her podcast. Oftentimes, she begins working on the episodes months in advance. When

she has an idea for a show, she creates a template for that episode, gathering information, history, trends, etc. about the topic. She prewrites her episodes with the goal of using the scripts for inclusion in a future book. Following the podcast recording, she edits and prepares all her own episodes, allowing her to be as “*finicky and picky*” as she wants to be.

“I challenge you to think about your space differently—to get the most out of every square foot.”

The episodes of the podcast run from buying a home—a more traditional type of topic—to talking about the tradition and rich history of the doormat. Yes... the doormat. Kristina talks about how to use it to showcase your home’s personality.

One of Kristina’s favorite episodes is about backyard fire pits. She interviews Mike Bertelsen, founder of the Cowboy Cauldron, a company that makes fire cauldrons that will be passed down from generation to generation. Part of Mike’s background includes living for a time on the Mt. Vernon estate, home to George Washington. The history lessons in this episode alone educate and fascinate the listener, bringing in behind-the-scenes history of our first President.



In the future, Kristina plans on bringing in more guests and depth to the topics she explores. She also wants to add more episodes on home buying and selling. Her goal is to interview one listener in each country of the world to talk about their homes. *“I’d like to find out what their homes are like and how similar we are to each other,”* says Kristina.

Kristina not only loves to sell homes and work with home space, but also doing things around her home. She brews her own Kumbucha, does a little bit of jogging, and enjoys leisure time hanging by her firepit, in her hammock, with a good book. Every year, she bakes a huuuuggggee batch of lemon sugar cookies and brings some out for the

various holidays. She spends hours decorating them with royal icing. It’s her unique way of celebrating her creativity, art, and the holidays.

Take a listen to the *Home Space and Reason* podcast. Walk around your home with different eyes, and examine each space. Take a look at how you are enjoying your home and what you do in it.

In other words, get a glimpse of your home through a different lens. 🎧



Leisure Category Director

Lori Lyons

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UNDER THE RADAR

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



PLAY, WATCH, LISTEN

Play, Watch, Listen is a newer podcast with around 50 episodes released. It's interesting... four principals in the video gaming industry come together to make a podcast. Alanah Pearce (games media), Troy Baker (voice actor), Mike Bithell (game director), and Austin Wintory (game composer) discuss, mull, and ponder games from the “play, watch, and listen” point of view.

Which really means, they can talk about anything!

They bring to the podcast insider information



from the games industry and unique perspectives to the podcast depending on their various roles. They discuss, disagree, and banter back and forth, and it's often lively, professional, and funny with some irreverence thrown in.

I particularly enjoyed the episodes about the way things “really work.” One of the earlier episodes spoke about why games are delayed and gave us an inside look into game awards. They have episodes that delve into their various roles in the industry and share what these roles really accomplish. (I'm not a Star Wars fan, so I tend to tune out the Star Wars talk.)

At first, the episodes were released monthly, but since mid-March of 2020, they've been releasing about one a week. I guess they used the lockdown time to full advantage.

Overall, *Play, Watch, Listen* is a good listen if you are into games. Sit back and get ready to impress your gaming friends with all your inside scoop knowledge! 🎧



HERNAN LOPEZ

At The Forefront Of The Podcast Revolution

Hernan Lopez moved to the United States from Argentina when he was 27 years old.

Until that point, his professional career was built within the world of paid media with his first job coming in cable television and radio. After a brief stint in broadcast TV, he was hired by Fox International Channels (a division of 21st Century Fox) where he spent the next 18 years, ultimately becoming President and CEO.

Along his journey, Hernan became a huge podcast fan—quickly noticing the similarities between podcasting and international cable television.

“When I joined [the world of cable] 20 plus



years ago, the consumer trend toward specialized programming was clear,” Hernan shared. “The same was true of podcasts five years ago. One only needed to put the elements in place between the creative side of the business and the revenue side of the business to move forward with a concept that would create value for listeners and advertisers.”

Adapting this approach to podcasts, he left his “cushy” position leading a team of 4,000 at Fox to enter the world of entrepreneurship, becoming the Founder and CEO of Wondery. Today, Wondery is the largest independent podcast publisher in the world—a company that “*prides itself on using an immersive storytelling style to create rich audio production.*”

Like most start-ups, the early years were rough. During the first 24 months, Hernan heard more “no’s” than he’d care to admit. Not one to give up on bringing his vision to fruition, he stayed the course, hitting the podcast scene in 2016.

In late 2017, everything changed with the release of the massive hit show, *Dirty John*. Less than a couple of years later, Wondery has no shortage of interested investors—the company recently raised \$18M to fuel forthcoming initiatives. One of those investors? Perhaps not surprisingly, Fox.

“*Dirty John put us on the map,*” Hernan said. “*It was a show that so many people were talking about. It hit #1 on Apple Podcasts for 30 days straight and then, suddenly, it seemed like everybody knew about us.*”

“I’m a deeply curious person. I love digging and figuring out the reason behind the reason—that root cause.”

Immediately, Wondery went from being an unknown podcast company to being ‘someone’. As more people came on board (advertisers, creators, employees), it made it that much easier to create additional shows that had the potential to be just as popular as Dirty John.”

Now, with a staggering 30 of Wondery’s shows having reached #1 on Apple Podcasts, the company is tapping back into Hernan’s roots... by merging the mediums of podcasting and television.

“*Take The Shrink Next Door for example,*” Hernan explained. “*It’s a great, compelling, serious story that we developed into a television show with Will Ferrell and Paul Rudd that’s going into production soon. We partnered with a fantastic production company, MRC, which took it to Apple TV. Our role is as executive producers which means that we are able to maintain involvement throughout the process.*”

Driving revenue—not just from advertising, but also from television licensing, overall licensing,

subscriptions, and other income-generating opportunities—is redefining the podcast playing field, with Wondery standing at the forefront of this charge.

With pockets full of cash and increasing interest in acquiring the company (rumors have placed Wondery’s value at somewhere between \$300M and \$400M with buyers including Apple and Spotify reportedly circling overhead), Lopez recognizes his obligation to maximize existing shareholder value while continuing to churn out content that provides a meaningful ROI for podcast fans.

“Our process begins with finding out what people are going to care about and the reasons why they’ll invest their time to tune in,” Hernan said. *“I’m a deeply curious person. I love digging and figuring out the reason behind the reason—that root cause. Our shows are built around this reason and, therefore, we never greenlight a show without having a very clear point of view as to who’s going to listen and why, over something else.”*

With these answers in hand, Hernan’s team collaborates closely with the marketing and content team to bring the concept to life. It is, perhaps their admitted *“fanatical focus”* to secure listeners—combined with their unparalleled *“comprehensive marketing approach”* that ensures their messaging is clear and reaches the right ears at the right time—that drives Wondery’s undeniable success.

“Our primary objective is to retain



HERNAN

listens to



BUNGA BUNGA

This eight-part series on the incredible true story of the rise and fall of Silvio Berlusconi, told with host and comedian Whitney Cummings’ signature wit and style.



EVEN THE RICH

Our lives can be crazy, but you can take a break from it all with co-hosts Brooke Siffrinn and Aricia Skidmore-Williams as they pull back the curtain and chat about someone else’s craziness for a change.



DO NO HARM

This harrowing six-episode series takes you inside the Brights’ fight to hold their family together, against a system that can sometimes do more harm than good

“We never greenlight a show without having a very clear point of view as to who’s going to listen to it and why, over something else.”

PIZZA HUT

AMERICAN

THE TRIAL OF
FEATURE

FEATURE

listeners until the end of the season, not just a specific episode, if it's a mini-series or show with multiple seasons," Hernan said. "This is more indicative as to whether or not the show will succeed and is the metric we're ultimately focused on."

In a constantly evolving landscape, bigger players are making moves in the medium. Take for example Amazon's recent acquisition of podcast.com and their subsequent addition of more than 100,000 podcasts to its wholly owned subsidiary, Audible. Not one to be overshadowed, Spotify, SiriusXM, and other conglomerates continue to invest huge sums into the podcast pool, too.

When it comes to their impact on the space, Hernan views this as a positive sign.

"Not terribly long ago, podcasts were exclusively an iOS medium, because Android users did not have a native pre-installed app," Hernan said. "So there was this huge opportunity, and because Spotify is platform neutral, they are able to capture millions of incremental users. We will see a similar result with Amazon. This, inevitably, will elevate the medium as a whole and their investments will continue to raise awareness among advertisers about the importance of podcasting. This has been, and will continue to be, beneficial for the entire industry."

And, what's good for the industry is likely good for Wondery. It also begs the inevitable question ... what's next?

"We're thinking a lot about building up our library value. This year, we'll end up with close to 4,000 episodes that we own," Hernan shared. "This is one of our highest priorities, as is, on the personal side, my desire to be a more effective leader."

Hernan looks to Tim Cook and Rick Hastings as two of the CEOs that he most admires.

"They are, at once, deeply caring human beings and incredibly effective at leading their organizations," Hernan shared. "Talk to those who work for them and you'll see that they are universally liked. Plus, they have great character and are groundbreaking visionaries."

"Many years ago, effective CEOs could get away with not being the nicest people. I never believed that you have to choose between being one or the other. My goal is to foster personal and professional growth amongst our team members, and continue to evolve as an entrepreneur."

That mindset is something that, undoubtedly, will keep Hernan Lopez at the forefront of the podcast revolution. 🎧



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UNPOPULAR OPINIONS

Blake Guichet Is Countercultural... In A Good Way

In America, being “cool” often means going against the grain of popular culture. That is, as long as enough other people agree with you. More difficult is to reject the prevailing ethos and stand alone.

Those who do become leaders.

Blake Guichet grew up in Louisiana—the place her entire family calls “home.” Every year during the first cold snap, she makes a delicious gumbo (which she admits is a bit stereotypical). Her husband makes a mean crawfish boil and has been doing so since he was ten years old.

As a child, Guichet went to church regularly, but resisted going “all in” with her faith until she was in college. “*I was going to say I was very hard-headed, but I still am,*” she laughs.

In her high school years, Guichet says she believed, but had a lot of questions for God. Hurricane Katrina hit New Orleans when she was twelve years old. She remembers being trapped at home for a month, listening to the radio as people drowned and others lost everything but their lives. The suffering left an impression.

She attended Louisiana State University on a very good scholarship, but quickly found herself in party mode. In fact, she spent so much time partying, she almost lost her scholarship.

Then one morning Guichet woke up in her boyfriend's dorm filled with *"unprovoked anxiety"* and quickly left. On her way home, she sat down in the middle of the LSU campus and had an experience with God.

She believes God told her that was enough... that he had bigger plans for her life. It changed her direction.

From that day on, she says, God was an active part of her life. But that does not mean her life is without suffering.

At thirteen months, Guichet's daughter had a forty-five-minute seizure. To stop it, emergency medical teams nearly overdosed the girl. Doctors were not sure if she would recover or what kind of damage the drugs caused.

While waiting in the hallway, Guichet recalls the moment as one of *"life-altering clarity."*

"I remember thinking nothing will ever be the same. My entire perspective shifted in that moment." Her daughter recovered with only a slight speech delay. *"She's incredible, bright, thriving, and wonderful. She's an actual miracle,"* Guichet says thoughtfully.

About a year later, Guichet began to experience severe anxiety and panic attacks. She wondered why she was able to trust God through almost losing a child and then have to experience anxiety, too. But instead of moving away from God, as many do, she chose to express her anxiety to God. *"I grapple with God a lot. Even if I'm struggling, he and I are going to duke it out."*

The path of wrestling with God is well-worn throughout history. Guichet finds inspiration for doing so in the biblical character of David. He is credited with writing some of the most intense and emotional poems in the Bible.

"I grapple with God a lot. Even if I'm struggling, he and I are going to duke it out."



“I think David was depressed,” says Guichet. “If David can ask questions and have doubts, then we can, too.”

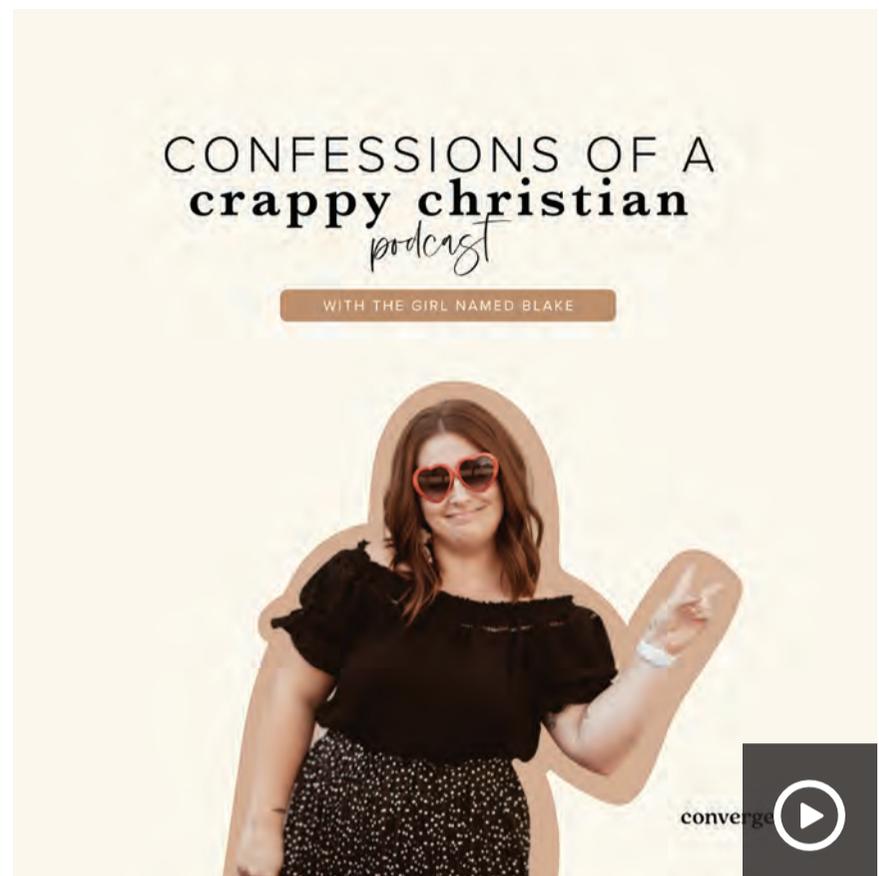
Guichet is on a mission to help Christians experiencing similar moments of weakness, and believes the “Weakness is not an option” idea is actually a lie people—including herself—succumb to. Citing her boisterous personality, Guichet once supposed she didn’t have any weakness. *“But if I don’t have any weakness, I don’t have anything to boast in,”* she says, referring to 2 Corinthians 12:9, a passage about experiencing God’s power through human weakness. Now, Guichet chooses instead to embrace her weakness.

Another lie she believes many people come to accept is around the *“hustle culture”*—that hard work will give you everything you want.

“I’m a very hard worker. I would not be where I am today if I were not an extremely hard worker. But I don’t believe this hard work is going to fulfill me or make me happy or give me what I want or change God’s plan for my life,” she muses.

Today, Guichet works for her local church as communications director. She also hosts the *Confessions of a Crappy Christian* podcast which focuses on uncomfortable topics. *“It was one of those things where I couldn’t find it, so I created it,”* she says of the show’s impetus.

“We do a lot of unpopular opinions,” she confesses.



Often, her most controversial opinions are those that attempt to bring some nuance to issues by trying to see both sides. That’s not a popular take in a cancel-culture society. *“The countercultural aspect is very intentional,”* explains Guichet.

“There is a massive number of women looking for a safe place to talk about things that don’t get talked about enough,” she says.

Guichet is building a movement of people willing to embrace their weakness so they can see God’s strength. It’s a unique challenge and calling, and tremendously cool. 🗣️



Religion & Spirituality Category Director

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Halfway There Podcast ▶



UNDER THE RADAR

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



For example, Matthews asks guests to reveal their shoe size and favorite brand. The question is simple yet surprisingly intimate. In the same way, Matthews boots up the drama of everyday life by covering topics that seem mundane but are actually deeply moving.

Like finding a great pair of kicks in the discount aisle, Matthews' approach is special.

Other People's Shoes tries on a different approach for encouraging empathy each season. Past seasons included identity and exploring what people are searching for. The current season is about "what happened when" and steps through the dates that changed his guests' lives.

The show publishes reliably on Wednesdays and audio quality is perfect.

Other People's Shoes creates a space for listening to stories people otherwise don't share. When the rubber hits the road, we need more empathy and less anger in our country. This podcast will take you down that road. 🎧

OTHER PEOPLE'S SHOES

Is there anything better than a versatile pair of shoes? You know, the ones that are so comfortable that you can wear them casually but also can pull off a nice dinner? Maybe only men have shoes like that.

It's relevant to podcasting, I promise.

Other People's Shoes by host Neil Matthews is the podcast version of versatile footwear. Each episode includes Matthews' insightful and occasionally quirky questions paired with empathetic listening.



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A Wonderfully Wacky World

**This Podcast
Deserves An Award!**





The *Stories Podcast: A Bedtime Show for Kids of All Ages* is fantastic.

It's probably one of the best shows I've encountered—in fact, if I had to rate it, five out of five stars would be a no-brainer!

My daughter, Ellis, typically wants to listen to stories about pirates, werewolves and zombies, and kids doing crazy things. Mostly, though, she wants to hear about pirates. So one night, as we were looking up podcasts to listen to, I typed in “kids' pirate adventures.” Ellis saw the dragon cover art of the *Stories Podcast* and pointed to it... “*That one, dad!*”

Now, I dread podcasts with terrible sound, and both Ellis and I look for a higher-quality listening experience, so I thought to myself, “*Here we go—another low-quality basement recording.*” Boy, was I wrong! I was so shocked... in an instant, I was pleasantly surprised by the professional sound, and I was entertained right from the start.

The *Stories Podcast* is sponsored by Disney and other major companies, and even when host Amanda Weldin does an ad spot before telling the story, I'm captivated by the ad! I'm totally intrigued, immersed, and transported by the storylines and everything she does, because it matches the ethos of my own podcast and my family mission. It's all very purposeful and full of passion.

You can tell immediately that Amanda is a highly trained actress. She's incredibly animated, vibrant, and passionate.

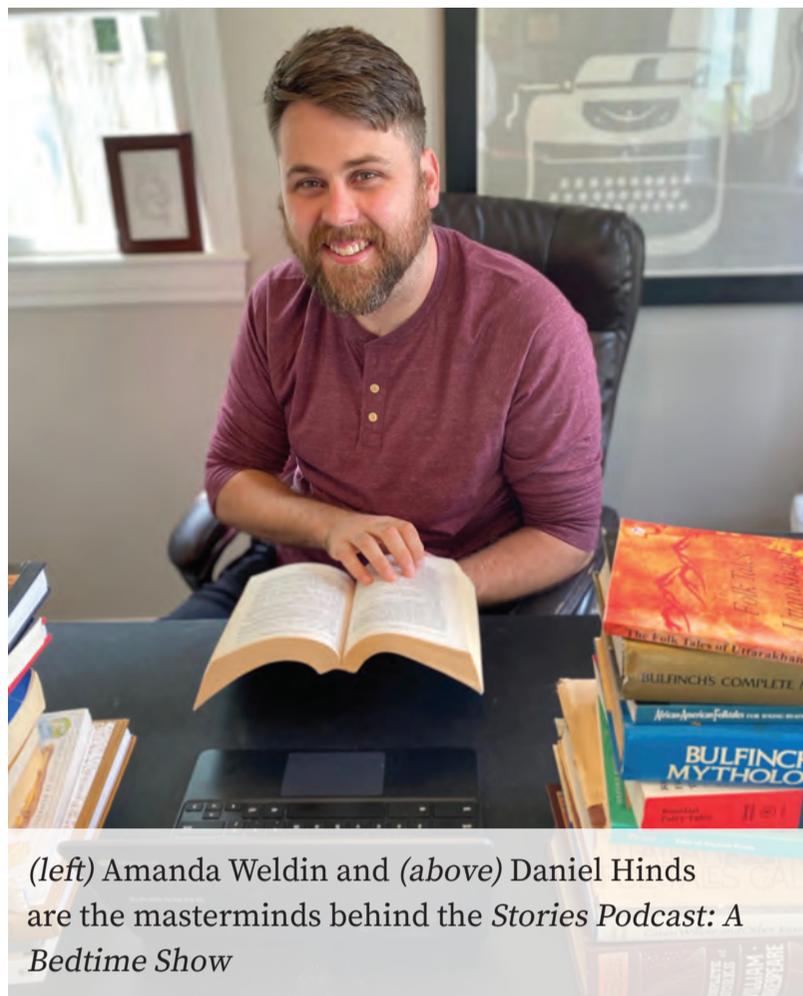
“Our objective for the podcast has always been to create material that helps families to connect—fun stories kids and their families can listen to together.”

Her personality and high standard of performance hook you and draw you in.

It turns out my suspicions were right. Amanda grew up doing musical theater and completed an undergraduate degree in it.

Peeling back the curtain to explain what it takes to be entertaining, she explained, “*When people can't see your face, you have to do a lot more with your voice. You have to amp up the animation a lot when there is no visual component.*”

Amanda gives each story her all. “*It's a good thing no one can see how silly I look sometimes. During some recordings, I knock the mic because I'm gesticulating*



(left) Amanda Weldin and (above) Daniel Hinds are the masterminds behind the *Stories Podcast: A Bedtime Show*

too wildly, and then I have to do the line again.”

It’s easy to see how that might happen. There’s nothing lukewarm about these stories. Some are wacky, while others are even a little scary. One thing’s for sure: they are all exciting and well-written by Daniel Hinds, who writes his own original stories or adapts classic tales like *Aesop’s Fables*. He and Amanda fine-tune the scripts together before she performs them.

It’s ironic that this podcast got started when, like me, Dan was looking for shows that he and his daughter could enjoy together. He recalls, *“When my daughter was younger, I used to listen to a lot of story shows and books on tape. We would listen to the same Disney soundtracks over and over again. I thought, surely there must be podcasts for kids, but there weren’t any at the time. There were a*

couple shows that were kid-friendly, but there wasn’t much that was truly geared toward kids.”

Dan had always been a writer. The former Amazon ad exec was used to the world of advertising copy and had written fiction, so he figured he could take a crack at a kids’ podcast. *“Luckily I had my sister and Amanda on board with me. They are not only therapists who work with kids, but trained performers, too.”*

Dan’s huge library of folklore and mythology books comes in handy, as he’s constantly reading and researching topics interesting to kids and good for them to listen to. The focus is on telling stories with a strong emotional component, and Amanda’s background as a mental health therapist ensures the show is relevant to the current social environment.



“Part of my job, particularly when we’re adapting stories that are very old, is to update them—reducing some of the blood and gore of classic fairytales, for example, and making sure the stories we tell are free from any unintentionally negative messaging. We also ensure they’re appropriate for kids, both on the surface and deeper level. We really try to hit the social and emotional points that are important for children. We tell stories with strong female protagonists, for example, and we have boys that exhibit their feelings and don’t try to be macho,” Amanda says.

One of Amanda’s favorite childhood memories is of a long road trip she and her family used to take every year to visit her dad’s side of the family. *“We would listen to books on tape together and laugh and tell jokes about them. That was always a special opportunity for us*

to bond. Sharing those stories together as a family was really important.

“Our objective for the podcast has always been to create material that helps families to connect—fun stories kids and their families can listen to together.”

With tons of episodes to choose from, no one is forced to listen to the same stories over and over again. And best of all, Dan likes to delve into different genres.

“We try for a mix. Some stories have action, some are sweeter; sometimes, we’ll do superheroes or dinosaurs, or dogs or cats, or mermaids. There’s a broad range to appeal to every kid, whether they’re a little older or a little younger.”

Dan and Amanda are pleased to find that their stories have entered into children’s imaginary play. In fact, their stories play a crucial role in helping me teach my daughter how to tap into her imagination



“We really try to hit the social and emotional points that are important for children. We tell stories with strong female protagonists, for example, and we have boys that exhibit their feelings and don’t try to be macho.”

and see the stories playing out in her mind’s eye.

The landscape has changed since the *Stories Podcast* launched in November 2014, when there weren’t a lot of offerings for kids.

“Now, there are a lot more people making really awesome content for kids. We’re part of an advocacy group called Kids Listen (kidslisten.org), which is a really great community of shows for kids and a good resource for parents.”

Their advice for emerging podcasters is: *“You have to be passionate about your idea. It took a long time to build this podcast. We didn’t make any money for three years, but now, we’re one of the biggest kids’ shows out there, up there with the NPR shows. There’s a lot of value in just continuing to do it.”*

The *Stories Podcast* stands out, though,

with original stories crafted around vital themes like managing conflict. Dan and Amanda are working toward doing more of those types of stories in the future, with the help of collaborators who bring diverse viewpoints.

This is a podcast everyone should listen to. Kids and their parents will love it for years to come! 🎧



Kids & Family Category Director

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Men On Purpose Podcast 🎧

Got a Kids & Family Podcast suggestion?

Let us know! >



UNDER THE RADAR

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



MARRIAGE IS FUNNY

Believe it or not, marriage podcasts are rarer than you think. Why? How hard is it to jump on a microphone and talk about marriage?

Based on my own weekly experience doing so with my wife, I can tell you it's actually pretty challenging. You can't just talk about the good, fun stuff. You need to talk about the deep, painful, fearful, and messy stuff, too.

As a podcast host, you are free to talk about whatever you choose. Our philosophy is that

you are an authority and must set your mind and intentions around that. Subsequently, your content must reflect that. When people seek out educational podcasts, it's the host's responsibility to give their best from the scars, not the open wound.

That's why I really like the *Marriage Is Funny* podcast. Gerard and Jessie Pepper do a great job of talking deeply about their experiences in their marriage as well as the ways they have overcome challenges. I have listened to a lot of marriage podcasts, and honestly, most of them are, in my opinion, outlets for the hosts to hear themselves talk about themselves. This one, however, is fun and upbeat, and the hosts play off each other well. Most importantly, the content, sound, and pace are really easy to follow even though they do go deep with their topics. 🎧



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REWRITING DAD HITS HOME

How a 32-Year Old Manuscript Becomes a Podcast

Not all true-crime stories need to be gruesome, kicking off with something like, “129 stab wounds were found on the victim’s buttocks.” Sometimes, the story might just be about a family member who was involved in, let’s say, somewhat-less-than-legal activity.

The latter is certainly the case with *Rewriting Dad*, a story told from the perspective of co-host Leslie Bradford-Scott—the “daughter of a criminal.” Joining Leslie is co-host Megan Murphy, a criminal lawyer.

How’s that for irony?



Rewriting Dad is based upon the manuscript written by Leslie's late father, Claudio, while he was in prison over three decades ago. Fortunately for all of us true-crime fans, Leslie didn't just throw it in a drawer, burn it, or take it straight to Hollywood to make it into a movie.

“I began understanding his background as a kid and what motivated him to take certain paths.”

No, her first instinct was to create a podcast from it.

Given all of her options, I asked why she made that choice. *“I’m compelled genetically to act on things right away,”* responded Leslie. *“Making a movie in Hollywood would have taken years. And I am a huge consumer of podcasts. That’s how I spend my free time. I love the intimacy with the listener. You feel like you are in the same room.”*

Speaking of feeling like you are in the room with the podcasters, Leslie wisely chose an equally engaging co-host in Meg Murphy. *“I met Meg through some work I was doing with my business,”* commented Leslie. *“She just has this incredible personality. I felt that, together, we would be a dynamic duo for the podcast. I knew she would bring a different perspective to the story. She*

would get me questioning things that I wouldn't question myself."

Meg, a professional filmmaker and actress, was excited about the idea and ready to dive into the podcasting world with Leslie. However, there was one initial issue. "After she read the manuscript about my dad, she said, 'I don't want to hurt your feelings, but I don't think I like your father,'" shared Leslie. "So, I had to convince her a bit."

While Leslie's dad certainly had his flaws and issues, it was clear from the podcast and our discussion that Leslie genuinely loved her father. "As I dove into the podcast, I began understanding his background as a kid and what motivated him to take certain paths," Leslie reminisced. "It really became more like a healing journey. And it was funny! Funny to hear my dad's perspective and my mom's

perspective. At its core, the podcast is about a healing journey. Your dad doesn't have to have been in the mafia or jail for you to have a tenuous relationship with him. It's about understanding forgiveness and healing as a means of going forward."

Having listened to a number of episodes before my interview with Leslie, I knew Claudio had eventually become an informant for law enforcement in the United States. I asked if this was an attempt by her father to possibly "do the right thing" and turn his life around, or if he was, in essence, forced into that role.

"He became an informant because he had no choice," answered Leslie. Claudio had fled the law in Canada and arrived in Florida where the DEA, CIA, and FBI caught up with him. He faced deportation, or... he could "be on the team." Leslie explains, "He was told, 'You have the



DEAR OLD DAD'S SECRET MANUSCRIPT

Claudio's manuscript upon which the podcast is based.



Rewriting Dad co-hosts Meg Murphy (left) and Leslie Bradford-Scott sleuth it out.

connections and the background. We need guys like you.’ *And my dad thought, ‘I guess I’m an informant now.’*”

Via Claudio’s new career choice, Leslie gained a number of new non-blood relatives in her father’s law-enforcement colleagues. *“My dad always had me call these guys ‘uncles,’”* she said. *“Now it’s like, ‘Holy crap! Uncle Georgio was with the CIA?!”*”

Claudio’s role as informant led to Leslie’s first career, as well. *“That’s how I got into the US Coast Guard illegally,”* she explained. *“Our family was in the United States illegally, and the only reason our paperwork existed was due to my dad being an informant. I wanted to go into the Coast Guard to fight drug dealers and rescue people from the stormy seas. At the end of my four years, when I wanted to reenlist, they said, ‘Wait a minute. You’re Canadian. What are you even doing here?’”*

Apparently, Claudio and one of Leslie’s “uncles” created some paperwork and pulled a few strings to get her into the Coast Guard. *“The kid wanted to be in the Coast Guard, so Daddy made it happen,”* she laughed.

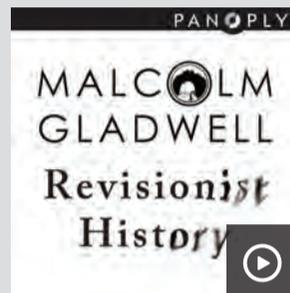
This account alone made me wonder who really has the more interesting life story—Leslie or her father. However, as with most stories involving a family, every member of Leslie’s family has been affected in some significant way by Claudio’s choices.

In *Rewriting Dad*, Leslie shares conversations with her mother and recalls the tragic death of her brother.



LESLIE

listens to



REVISIONIST HISTORY

Every episode re-examines something from the past—an event, a person, an idea, even a song—and asks whether we got it right the first time.



SCRIPTNOTES

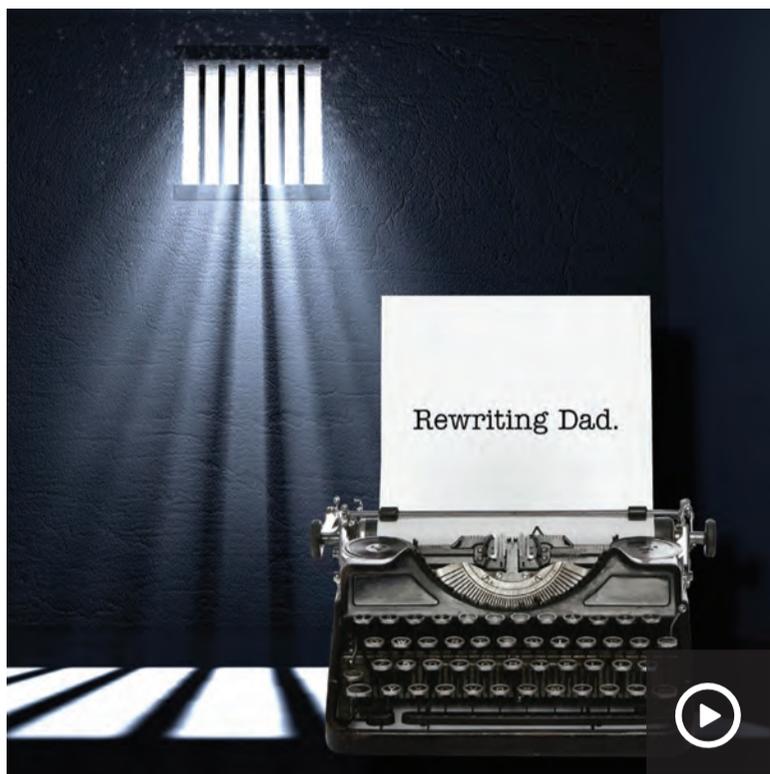
Screenwriters John August and Craig Mazin discuss screenwriting and related topics in the film and television industry—everything from getting stuff written to the vagaries of copyright and work-for-hire law.



AKIMBO

Akimbo’s a podcast about our culture and about how we can change it. About seeing what’s happening and choosing to do something. The culture is real, but it can be changed. You can bend it.

“It’s about understanding forgiveness and healing as a means of going forward.”



There are more than a few heavy subjects and difficult memories covered in *Rewriting Dad*. I asked Leslie if there are times when producing the podcast is emotionally cathartic for her.

“Just about every single detail is cathartic,” Leslie admits. *“One of the greatest gifts from the podcast are the interviews I have done with my mom. I have that as part of our family archive. To hear her working through those details, I think ‘Wow, you went through some sh*t!’ I wanted to put her in more of a cocoon and protect her. The talks also helped me understand a lot of her motivations, like why she stayed in the marriage. I never forgave her before, but through those interviews, I understood.”*

Season 1 of *Rewriting Dad* had just concluded a few weeks before my conversation with Leslie. So, I had to ask about the upcoming Season 2. *“Think of Season 1 as an overview of the manuscript,”* she explained. *“Season 2 is about tracking down the real-life*

characters, interviewing them, and getting the other side of the story.”

(Sneak preview: One of those “characters” already contacted for Season 2 has suggested that Leslie’s brother’s death may not have been an accident.)

An intriguing feature of *Rewriting Dad* will continue in Season 2, as well—Leslie and Meg include conversations with guests on their family secrets as a segment of their episodes. *“It’s interesting to hear the types of secrets that are out there. We are very selective about the ones we choose. We want them to be different. That’s why we don’t have a family-secret segment included in every episode,”* Leslie said.

Apparently, what will also be included in Season 2 is the perspective of a detective from the 1970’s who worked on Claudio’s case—another one of the “real-life characters” Leslie has been able to track down.

The story for *Rewriting Dad* seems to just be getting started. To all true-crime aficionados, get caught up on the first season and buckle up for new episodes coming soon. 📍



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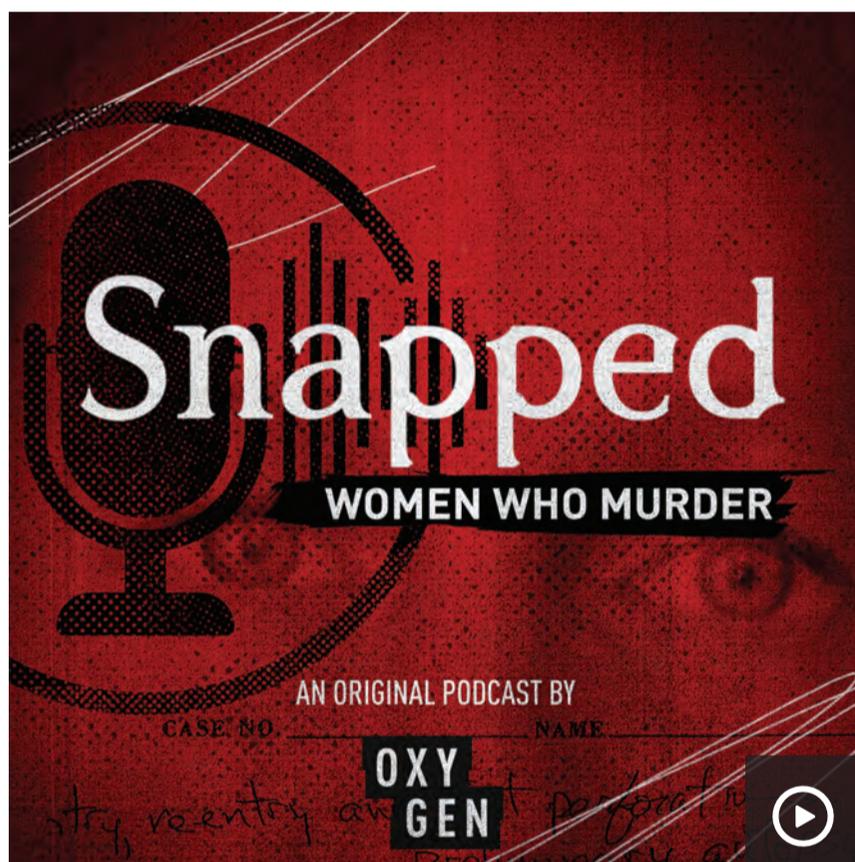
Got a True Crime
Podcast suggestion?

Let us know! >



UNDER THE RADAR

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



SNAPPED

“Let’s watch a *Snapped!*”

I think I have heard that suggestion from my wife at least two dozen times. As we are both big fans of true crime, we have quite a few shows from the category on our DVR.

I enjoy *Snapped* too, but am a little uneasy about her enthusiasm for the show since it’s almost always about a woman who has killed her husband or boyfriend. Therefore, when she makes that suggestion, I usually respond



sheepishly... “Are you trying to figure out the best way of getting rid of me?”

Now that *Snapped* is also available as a podcast, women all over the world can listen to the popular true-crime show while driving, exercising, and cooking. Hopefully, they won’t be listening while doing the last activity and chopping vegetables with a very large knife!

And, yes, to all the men out there, feel free to listen as well. Personally, after listening to the first six episodes, I found that *Snapped* transfers very well to this medium. I even discovered I had missed a few aspects of the TV version of a particular case.

So, I recommend giving *Snapped* a listen. Whether you tell your wife about it or not is up to you. 🗣️



LOCAL FOCUS, GLOBAL VISION

Paul Spain Makes New Zealand The Center Of His Podcast Universe



When Paul Spain first started learning about the tech sector as a teenager, he felt like he didn't understand everything, and wondered when it would all make sense. That very feeling is what drives him to make sure his podcast, *NZ Tech Podcast*, doesn't leave his listeners behind even when the topic is complex. He doesn't dumb the episodes down, either; rather, he gets his guests to speak in plain, non-tech English—or to be exact, the New Zealand form of English appropriate to a podcast based in New Zealand!

I wondered whether the issues, concerns, and struggles we face in the United States around technology are the same in other countries,



which is why I love listening to podcasts about tech from other locations. It is humbling to realize that we are the same, yet not the same.

Paul says he does the same with U.S. shows, but gets frustrated with some shows because they often act as if what matters and applies in the U.S. matters everywhere. As a result, his podcast is purposely a local New Zealand podcast focusing on serving his listener-base with content and guest interviews that are relevant now and in the future.

In addition to having a podcast about tech, Paul also has the *NZ Business Podcast*, and a technology services company called Gorilla Technology. It helps companies use tech to grow and make a difference in their bottom line and in the lives of their clients. His role in Gorilla Technology provides him the opportunity to see, and anticipate firsthand, the struggles, needs, and complexities the business community and their clients face every

day. That firsthand experience guides the questions he asks of his guests and the guests he brings on his show.

After ten years of podcasting, he says “*longevity and consistency*” are a key part of his success. Those two things have opened doors to guests and sponsors while supporting him in building a reputation that has taken him beyond his office studio to speak on television, radio, and on stages around the world. In this way, he is able to advise others on technology whom he might not have gotten to impact without the show.

His focus may be local, but his reach is global. His guests reflect that global-yet-local thinking because what happens outside New Zealand will affect the Kiwi nation.

Local focus also extends to his family. The amount of time spent running his tech business, hosting two podcasts, helping other business owners who are struggling, and even helping other podcasters with a



'leg up' to create more podcasts based out of New Zealand began to take its toll on his family time.

Before he created the studio, Paul would prepare, record, and market the show after his regular workday was done. Now, he records the show during more traditional working hours, from the Podcasts New Zealand studios he created in his Gorilla Technology offices. The family is involved, too, and he watches how he spends his time to ensure his family has priority. His wife edits some of his podcasts, and handles the website, marketing, and pushing out of episodes to all the platforms that house the show. Paul's son Pablo, who recently turned ten, often watches the live video stream of his show (and also loves to fall asleep listening to the U.S. podcast *Bedtime History*). And that is the reason you will never hear swearing, bad language, or negative talk on his shows. Since people often listen to podcasts in the car or on speaker, he says, *"You never know who will be listening, so why not have a positive influence on the unplanned listener, too?"*

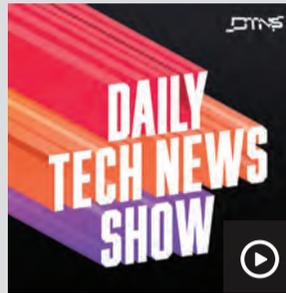
The rule of having a positive influence without bad language doesn't mean Paul shies away from asking the tough questions, even if they might reflect poorly on a sponsor or vendor. His research is impeccable, and his reach is growing every day.

Many in Paul's country have low data limits with their cellular carrier, and costs



PAUL

listens to



DAILY TECH NEWS SHOW

Tom Merritt's home for daily tech news. Stay up to date with independent, authoritative, and trustworthy tech news.



PODNEWS

Daily news about the global podcasting and on-demand audio industry. Curated by James Cridland.



THIS CLIMATE BUSINESS

This Climate Business is a Kiwi podcast about turning the climate crisis into an opportunity. Vincent Heeringa talks to entrepreneurs, investors, and experts about what they're doing to solve the climate crisis.

"You never know who will be listening, so why not have a positive influence on the unplanned listener, too?"



“How do we help our economy? How do we utilize technology to address some of the challenges that we have as a society?”



of going over those limits can quickly add up. To help those listeners (remember, Paul believes in serving his audience), he makes sure he compresses his show, so it has a minimal impact on those data limits. (Meanwhile, I never even thought of compressing my show because, in my reality, it is not important.)

Paul rarely talks politics on his show, but he will when it affects technology and how technology can be used to help New Zealand become more successful. A recent show discussed a globally trending topic around ransomware and whether paying a ransom violates the law and supports terrorism.

If Paul dives into politics, it is to answer the questions:

“How do we help our economy? How do we utilize technology to address some of the challenges that we have as a society?”

Paul also wants to *“to see how well our political parties are thinking about utilizing technology for the success of the country.”*

Finally, having the podcast has also provided Paul and his team advance

access to products before they are released to the public. This has enabled him to influence the direction of products and craft ways in which he can help them get in the hands of those who need them.

Integrity is present in all he does. Each show serves a higher purpose of educating and improving the lives and businesses of all who may listen, read an article he has written, or hear him speak. At the end of the day, Paul hopes that his legacy shows he cared and made a difference... and that no one was left behind when it comes to understanding technology. 🗣️



Technology Category Director

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It's All About the Questions ▶

Got a Technology Podcast suggestion?

Let us know! >



UNDER THE RADAR

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



WOMEN IN TECH TALK TO YASMIN

Yasmin Alameddine is committed to telling the stories of women in tech—and not just any stories. She has amassed a catalog of episodes that highlights some under-the-radar women in tech who are transforming the world of tech from the inside out. Episodes include the guest's journey in tech, the highs and the lows, and how they are lifting other women and women-owned tech businesses, so they thrive.



I enjoy listening to the stories and how Yasmin asks her listeners to tell her how else the show can help give voice to their stories. She is serious about getting feedback and ideas, as every episode details multiple ways to reach out.

Yasmin asks great questions and keeps the show focused. When so much in the world seems crazy, she manages to provide content to remind us that what we hear is not always the whole story. Her goal seems to be to tell the rest of the story around women in tech and tech overall.

Each of the leaders profiled on the episodes seem to enjoy being on the show, and that comfort level makes for easy listening.

With 67 episodes available to download at the writing of this review, there is something about the show that makes me feel hopeful about the future direction of tech and business. 🎧



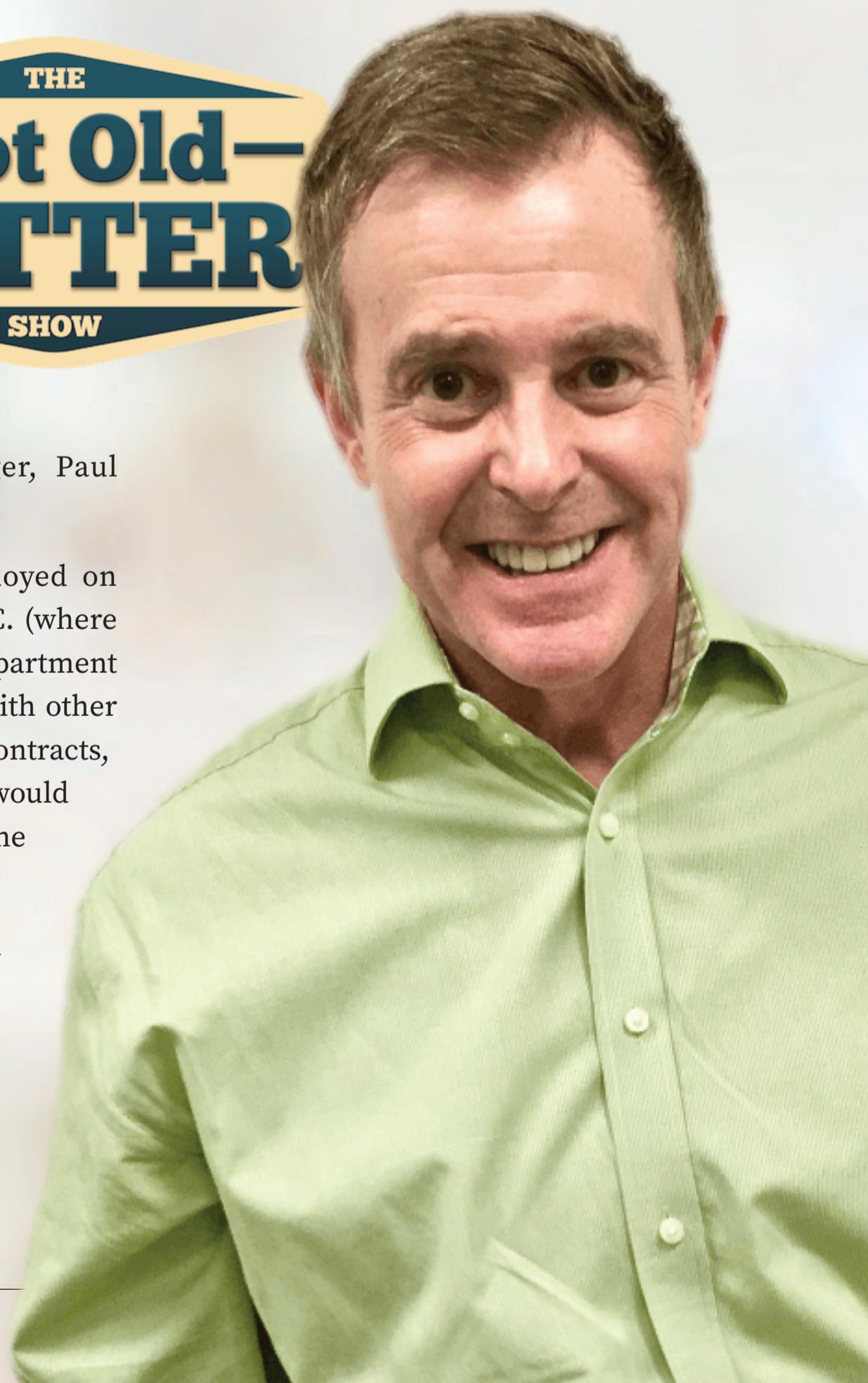
HOW 'SUPERHERO PERSEVERANCE' LED PAUL VOGELZANG TO



Ever since he was a teenager, Paul Vogelzang worked.

Having been previously employed on Capitol Hill in Washington, D.C. (where he lives), with the Treasury Department around the time of 9/11, and with other Federal Government jobs and contracts, Paul never expected his world would shatter on May 10, 2015—just nine days after his 58th birthday.

Yet there he sat, in an auditorium filled with countless other employees in his age range, waiting for Oracle to dismantle their worldwide marketing group and lay off 15k employees... including himself.



He was dumbfounded. He had never been fired before, nor laid off.

His self-identity as a “working guy” crumbled and led to a series of events that changed the course of his life.

As his four-month severance package ran out, Paul scrambled to get a job—any job. The outplacement services promised by Oracle were a dead end... no one wanted to hire a 55+ employee, even if his technology skills were current, and he was “plugged in.” Oracle did nothing more to help Paul, or many others, find a job. He was on his own.

As his funds ran out and his credit tanked, Paul couldn’t even land a job at minimum wage companies like Walmart, Home Depot, Target, and Lowes. Why? Because, as a cashier, he was considered “*vulnerable*” as a “*credit risk*.” He could not believe it!

Withdrawing and feeling the weight of not knowing who he was anymore, Paul went into a tailspin.

He found himself gaining weight, making excuses, questioning if something was “*wrong*” with him, and feeling like his depressive state was zapping his drive, energy, and limited resources.

And he knew he was *completely* on his own; he did not even have the financial resources to seek out counseling services.

Although Paul stated that he never thought about suicide, his mental stability was at stake because his whole identity

“A lot of life is perseverance and trying.”



as the provider was shattered. He started consulting a little here and there and doing some online work, but nothing was sticking, and Paul was growing even more depressed.

At the same time though, that “superhero seed” of not giving up began taking hold as he remembered one of his favorite quotes by Andy Warhol:

“They always say time changes things, but you actually have to change them yourself.”

So, Paul did. He got out of his head and began coming out of his shell.

He reached out to others who were part of the Oracle lay off and heard very similar stories.

He searched LinkedIn and found a group called “Oracle Sucks,” and became regularly involved in it. Hearing the

members' stories inspired him to begin writing about his experiences: as someone who had never been without a job, the ridiculousness of some of the interview processes, what it is like to be over 50, and anything else related.

While Paul believes he has a great sense of humor, he has never thought of himself as someone who is automatically seen that way. But he approached his writing now with a bit of humor, sharing stories like being interviewed by people a quarter of his age who ask questions like: “How many sugar cubes does it take to fill up the Sphynx?” and “What is your favorite cake?”

Paul also shared truths.

Prior to signing the severance agreements all laid-off Oracle employees were required to sign, he and several others consulted an attorney in the Northern Virginia area to see if they had an age discrimination suit. The advice: sure, they potentially had a suit, but as Oracle had deep pockets and a bottomless well of resources, it would not go anywhere, because they would be buried in legal expenses. They dropped it.

But it was precisely these types of stories that Paul wanted to share with others—the real situations the over 50 population faces in their lives, in their employment, and with their health. After all, this group of people have disposable income. They read books. They care about a lot of things... yet that care is not reciprocated when it came to changes, transitions, and challenges they face simply by being over 50.

PAUL

listens to



SUNDAY SITDOWN WITH WILLIE GEIST

Sharp, conversational coverage of news, in-depth profiles of people and ideas shaping culture, and big names sharing stories behind their successes.



THE BINGE FACTOR

Exploration of whether your podcast has what it takes to create and grow a bingeable podcast—where listeners binge and know, like, and trust you quickly.



SHE'S GOT MOXIE

Today's thought leaders, renegades, mavericks, pathfinders, and women flexing their moxie muscle in business and finding their challenges when they know they're onto something big.

“Regardless of how low you might feel you are, you CAN do something with your life—keep going!”



“They always say time changes things, but you actually have to change them yourself.”

As the feedback continued to increase, Paul took it one step further and started interviewing others about their experiences. By February 2016, his podcast *The—Not Old—BETTER Show* was born.

Paul has always loved connecting and talking with others. He loves hearing their stories. Yet, because his past career was usually about the salary and benefits and he liked the jobs well enough, it never dawned on him that he was not following his heart's path...

Enter Judy Collins.

Paul had a life-long admiration for the singer and knew of her unbelievable connection to another musical group: Crosby, Stills & Nash. He felt that if he could get her on his podcast, he would be set. He said, *“If I could talk to Judy Collins, I’ll have made it!”*

Thinking outside the box, Paul knew she was performing locally one weekend

and convinced the club owner it would be a “win-win-win” if he could interview her—free publicity for the club, for Judy, and for his show. After Paul’s superhero bulldog persistence, the owner finally relented and forwarded Judy’s manager’s info to Paul.

And Judy said “YES”!

Upon Paul’s request, Judy shared their interview and Paul’s show with her network, which became a pivotal moment for the show. It went so well that Judy’s manager came to Paul to request a second interview! WIN!

Paul became even more determined to align with organizations that served the 50+ population and to speak at any event that would have him about the issues his population faced.

Next to the Judy Collins interviews in 2016, Paul points to his alliance with The Smithsonian in 2017 as a top threshold moment.

And these career-changing occurrences caused Paul to realize that *“this was the direction all along.”* This path of podcasting and interviewing others, sharing their stories and expertise, was really what was speaking to his heart and becoming his “true north.”

Yet, the growth of the show was still a bit slow. As Paul stated, *“This was ok, because it forced me to be involved—answering comments on social media and finding other ways to share the vision.”*

He knew he needed to align with others who shared his vision, passion, and desire to shed light on the plight of those over 50... but, like his show’s growth, it didn’t come so easy in the beginning.

Paul had the vision to align with AARP—an organization for those over 50. He had a meeting with them in the beginning of his podcast. They, as he stated, *“laughed me out of the office.”* Yet, his superhero perseverance would not allow him to give up.

After the successes of his show were noticed by some strategic alliances and the caliber of his guests continued to rise (talking with movie studios and creating more win-win’s for celebrities), Paul secured an affiliation with AARP. This led to multiple invitations to speak at their events to further not only the cause of bringing light to the issues faced by those 50+, but also his show’s reach.

Ultimately, this series of events developed into an affiliation with the National

balm
— STANDARD.

PREMIUM ORGANIC LIP BALM





Institute of Health and a researcher specifically looking at suicide rates among men over 50. His affiliations with these organizations, institutes, and groups have continued to provide a wider reach for a platform that supports the 50+ population... while bringing entertainment and value to the group.

Paul believes that everything happens for a reason, and he knows from personal experience that *“a lot of life is perseverance and trying.”* His life after his layoff and his show are proof of that.

All of the questions and emotional, physical, spiritual, financial, and psychological challenges Paul faced after his layoff—including his deep questioning of self and fears about who he was ... the internal dialogue that insisted something *“must be wrong”* with him when he couldn't secure a new job... the fear that he would no longer be the provider he always knew himself to be—led to this simple awareness:



*“Regardless of how low you might feel you are, you **CAN** do something with your life—keep going!”*

And that superhero internal perseverance is what allowed Paul to do the same... to finally hear his heart's voice whispering to him that *this—podcasting—*was the direction he was meant to take. *This* was the impact he was to have on the world. This was the true north for his life that had only been hidden for a while, but now was clear.

And now, Paul spreads the message that one is *“NOT OLD”* but *“BETTER”* as he ages with grace, dignity, and the will to fight his own internal dialogue to become the superhero he has always been.

Paul didn't give up, and he hopes you don't, either! 🎧



Health & Fitness Category Director

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The Spiritually Expressed Human 🎧



UNDER THE RADAR

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



offered by hosts Dr. Mike and Dr. Crystal are for anyone who cares about their health from multiple angles.

A sampling of episodes cover things like cellular health, what you eat, stress, fatigue, getting sunshine daily, how to live healthy overall, the vitamins you ingest (and do not ingest but should), leptin resistance, curbing cravings, and so many more.

With 100 episodes over the last 14 months, this podcast has done a great job of offering valuable information regarding our physical and mental health in less than 20 minutes.

The synergy between the docs is refreshing (not dry at all) as they laugh easily and feed well off one another... this, along with the sound quality, makes it easy to listen and pay attention to.

If you care about your health, *Live Forever...ish* is a great listen. Well done Dr. Mike and Dr. Crystal! 🎧

LIVE FOREVER... ISH

Live Forever... ish is a podcast dedicated to addressing health-related topics from a variety of areas that range from whole-body health to anti-aging and disease prevention. The idea behind the podcast is to offer helpful advice so the listener can live life to the fullest... and maybe even just a little bit longer... in a vibrant way.

At first glance, it seemed it was geared more toward “mature adults.” But, in listening to several episodes, it’s clear that the advice



SHAWNE MERRIMAN

Lights Out!

Many people know the NFL Superstar, three-time Pro Bowler, and All Pro player Shawne Merriman. What they may not know is the humble beginning and life of overcoming obstacles that got him to where he is today.

Shawne's childhood was rough. Growing up in Upper Marlboro, Maryland, he was raised by a single mother who did what she could to provide. Money was scarce.

So scarce that when there was no electricity in the home, Shawne's mother lit candles.



Doing so resulted in two separate house fires that ultimately forced them to live in cars.

Shawne dealt with all of this by becoming an “aggressive” child, which led him to football. The sport became an outlet—a way for him to release some of that aggression—and something he could use as an escape a few times a week. That in turn led to his love for the sport, and he developed a passion for training and learning the ins and outs of it.

“I then grew up with a different mindset,” Shawne said.

Shawne attended Frederick Douglas High School and was recognized for his athletic talents beginning sophomore year when he started varsity string and did the same for three years in a row. It was in playing one of these games that Shawne earned his famous nickname, “Lights Out,” after rendering four opposing players unconscious. During his senior year, he was selected to the first team all-state and named “Maryland Defensive Player of the Year” by the Associated Press.

Being a strong, successful player,

“[Playing football], I grew up with a different perspective.”

Shawne anticipated the offers he received from every D1 college, but he had reasons to stay close to home.

“I wanted to be an inspiration... someone the community members could go and see.”

It was important to Shawne to show kids that there was someone right in their own backyard with notable accomplishments, and that, if he could do it, so could they.

Despite being heavily recruited, he stayed in state for college and attended the University of Maryland where he played for the Maryland Terrapins football team. During his freshman campaign in 2002, Shawne appeared in thirteen games and finished third on the team with five sacks.

He battled injuries his sophomore season, but never missed a game.

In his junior year, Shawne broke onto the national scene and was named to the ACC All-Conference team, going on to earn the Iron Terp Award for the strongest pound-

for-pound player on the Maryland football roster. From there, he was drafted in the first round (12th overall) in the 2005 NFL Draft out of the University of Maryland by the San Diego Chargers.

In 2005, his rookie year, he was voted into the Pro Bowl as an Offensive Linebacker. After playing for the San Diego Chargers, he was awarded with The Associated Press Defensive Rookie of the Year Award. Shawne continued to play in the NFL for the next nine years until March 5, 2013, when he announced his retirement.

It was after retirement that Shawne realized he needed to figure out what he wanted to do next with his life and wanted to find his identity outside of the game. That's when he realized that he really wanted to give back—to set a great example not only for his family and community, but for all the coaches who played such an instrumental part in his upbringing.

“They stepped in and were really father figures for me growing up,” Shawne said. *“They really mold you as a kid.”*

So, Shawne went straight into broadcasting. It was a struggle at first, but he knew with practice and hard work, just like in football, he would become great at it.

“It took time getting used to sitting behind a desk watching the game and wanting to play,” Shawne stated. But soon, he became more comfortable with broadcasting and better at live teleprompter readings. After broadcasting for the NFL Network, he



“I wanted to be an inspiration... someone the community members could go and see.”

knew that having a podcast would give him the opportunity to have in-depth conversations you normally don't get with radio and television.

The naming of the show was a no-brainer: the *Lights Out Podcast*. As anticipated, Shawne immediately appreciated having more than the usual thirty seconds to a minute to make a point. Now, he gets



about an hour of in-depth conversations with guests of his choice—former and current players as well as coaches—giving fans a look into their personal lives off the field as well as their perspectives on the game, including the behind the scenes.

The *Lights Out Podcast* is growing daily in number of downloads, viewers, and ratings.

With a 4.9 out of 5-stars rating, Shawne's podcast is a vehicle he uses to share his take on the biggest stories in sports with a strong focus on the NFL and MMA/Extreme fighting. His interests also stretch into Nascar and the entertainment world. Welcoming fellow big-name guests from the world of sports and entertainment each week, he humanizes the life of a professional athlete for his listeners. This podcast is a lot deeper than most of what you'll get out there in the world of sports, and I highly recommend it for non-sports fan, as well. 🎧

Sports Category Director



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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



I AM ATHLETE

The *I AM ATHLETE* podcast is a candid, unscripted, weekly discussion between former NFL greats Brandon Marshall, Chad Johnson, Fred Taylor, and Channing Crowder. These gridiron giants pull no punches and have no filter while expressing themselves on the importance of the issues and topics they cover.

Each week, the podcast is growing in popularity and subscribers due to the panelists frankness in sharing their thoughts and views on relevant topics covered. Chef



Nancie makes a weekly appearance not only to prepare delicious meals for the guys to try, but also to serve up some knowledge as the discussions heat up! A new episode premieres every Monday at 12pm Eastern.

This podcast is a good mixture of NFL and NBA. They discuss many sports-related factors but go outside of the bubble often to discuss issues like whether or not women who date athletes are in it for the money or love. They provide a wide variety of knowledge all while staying in tune with the culture.

It also serves as a great source of accurate information and a vehicle for helping young up-and-coming athletes.

I AM ATHLETE is a thought-provoking and in-depth podcast that offers multiple perspectives on subjects ranging from sports to controversial topics to fashion to lifestyle, covering all cultural conversations and building a platform to educate and encourage viewers to engage. 🎧

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3

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Protect 4 is a non-alcohol hand sanitizer with FDA clearance. Protect 4 kills 99.9% of germs on hands within 15 seconds and also provides extended protection of up to 4 hours (even after a hand wash).

Unlike harsh alcohols, Protect 4 moisturizes and prevents hands from cracking. In addition, hands will repel unwanted dirt, oil, and grease in-between washing. FDA cleared as safe for food handling (no post application rinsing required).



THE BRIGHT SESSIONS

Therapy For The Unusual

New patient. Session 1. Female. Mid-twenties. No history of psychological counseling. She was skittish when making her appointment. Condition unknown.

We've all heard the stories of businesses that were started in a garage. Apple. Microsoft. Dell. Harley Davidson.

But how about fiction podcasts in a bedroom?

That's how *The Bright Sessions*, one of the most influential podcasts in the audio drama space, began.

"November 1 was our five-year anniversary, which is wild,



because five years doesn't sound like a long time. But you know, in fiction podcast age, that makes me practically 100," said Lauren Shippen, creator of *The Bright Sessions*.

"I started it entirely on my own. I wanted to make something myself. And I was listening to Welcome to Night Vale all the time, who were such great influences and inspirations for me. So I wrote a couple of scripts and grabbed a couple of actor friends I had, and we just started recording in my Los Angeles bedroom. I edited the first 16 episodes until my wonderful sound designer Mischa Stanton joined me. And then we just kind of kept making it for fun. It was so fulfilling, and it ended up spinning out into a much bigger world and career than I could have ever imagined."

The Bright Sessions started in 2015, which was also when a number of other influential podcasts, such as *Limetown* and *The Black Tapes*, started. "It was a really exciting time for podcasts back then. We came into the scene at a really good time. Really buzzy podcasts had just come out, and we ultimately benefited from releasing around the same time, because people listened to those shows and loved them. They're fantastic. And, then they were looking for more shows, and there we were."

The Bright Sessions is about people with supernatural abilities in therapy. "It's about them, their journeys, and their process of figuring out how their abilities

"[Podcasting] was so fulfilling, and it ended up spinning out into a much bigger world and career than I could have ever imagined."

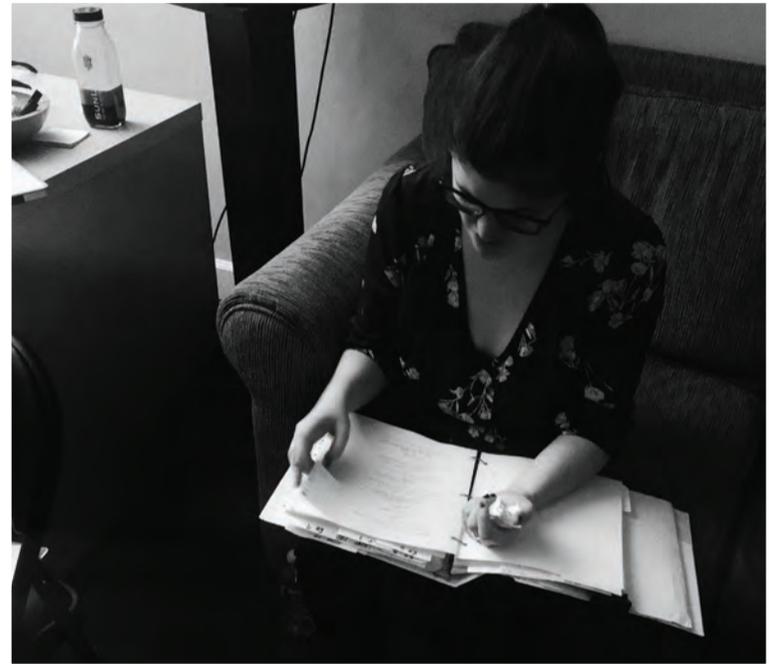
fit into their life. It was inspired by my love of superhero movies, comics, and sci-fi and my desire to zero in on a more grounded story about what it would actually be like to live with mindreading or extreme empathy or time travel. Initially, I had conceived it as three character portraits plus Dr. Bright's slow-burn story."

The first season was just nine episodes, three episodes per character, structured as therapy sessions. Shippen played one of the characters herself, and then she enlisted three other actor friends to join her.

"I had some vague idea where this would go if we did more, but I actually posed it to the actors as an experiment. It was like, 'I can't pay you. We're all doing this for free. And I'm going to make it so you come in and record for two hours. And then I'll edit it and post it online and we'll see what

← PASSION PROJECT

In the beginning of *The Bright Sessions*, Lauren spent hours writing and recording to get the podcast off the ground.



happens.’ *We had so much fun making that first season that we started talking about where the story could go and where the characters were headed. I met all my original collaborators in acting class, so we were used to doing scenes together, talking about them and unpacking them together.*”

Shippen continued writing more and more scripts, and by the end of the second season, she started to understand what the structure of a season and episode should look like.

During the second season, Stanton joined as “sound designer.” *“I was the person watching a lot of YouTube tutorials. But because Mischa, whose talents were far, far above mine, could come in and actually sound design what I wrote, I began to expand. I was no longer writing for the limited abilities I had within sound design.*

“I look back on making The Bright Sessions with such fondness because it was a really lovely opportunity to get to build something as we went. I didn’t necessarily always know where the story was going until maybe three episodes into a season. I was aware of where it was headed, but I could take so many detours, because we could do whatever we wanted. There were no deadlines. Of course, the flip side was none of us were really paid



much for any of it. But it was really nice to have that flexibility and the freedom to just find the story, especially since it was my first time ever writing scripts.”

The Bright Sessions has grown to five seasons with two spinoffs and two Young Adult fiction books, *The Infinite Noise* and *A Neon Darkness*.

In addition to how groundbreaking *The Bright Sessions* has been, Shippen herself has also played a pivotal role in shaping the audio drama industry. She worked on *Passenger List* with John Dryden, the *Marvels* podcast, and the recently released *The College Tapes*.

“I’ve been really fortunate to get in on the ground floor, and then, you know, help build the industry up,” Shippen said. 📍



Fiction Category Director

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The Write Inspiration podcast 🎧

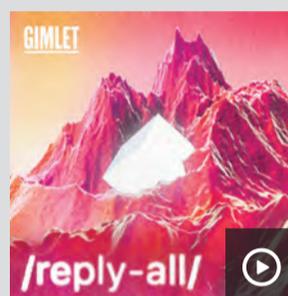
LAUREN

listens to



WOODEN OVERCOATS

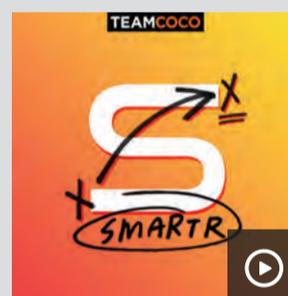
Rudyard Funn runs a funeral home on the island of Piffing. It used to be the only one; it isn’t anymore.



REPLY ALL

“A podcast about the internet that is actually an unfailingly original exploration of modern life and how to survive it.”

– *The Guardian*



SMARTR

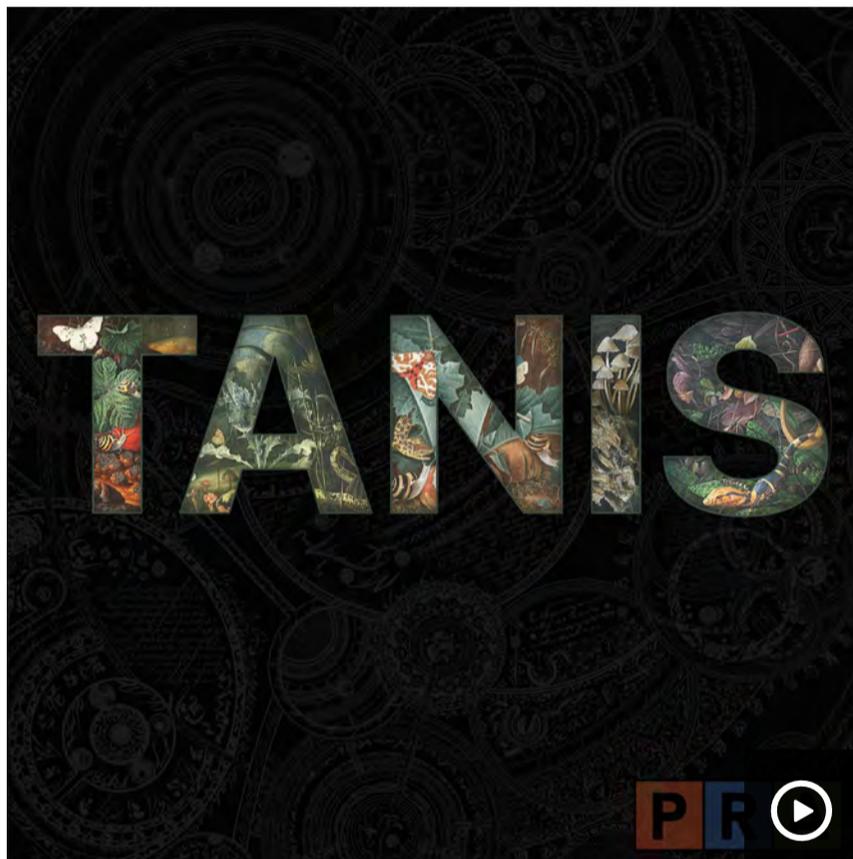
Big Tech is at the height of its power, so why are so many people losing faith in Silicon Valley? We’ve lived through the ‘techlash’—it’s time for tech to lash back.

“I look back on making *The Bright Sessions* with such fondness because it was a really lovely opportunity to get to build something as we went.”



UNDER THE RADAR

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



TANIS

Seeking Tanis. Runner Available.

A mysterious ad on Craigslist and an otherwise-unmemorable short story published in *Strange Worlds* magazine called *Where Is Tanis* is the inspiration for *Tanis*, the podcast.

From the creators of *The Black Tapes* podcast, *Tanis* follows the same eerie documentary-style format, where fact is mixed with fiction until you have no idea what's real and what's not.

It's difficult to explain this podcast, because



the entity called “Tanis” that Nic is looking for doesn't exist. Yet, Nic keeps finding Internet conspiracy theories that point to Tanis being real.

(It's not real. I'm sure. Almost.)

And, that's the crux of why this podcast is so addicting. You know in your heart you're listening to fiction. It's just the documentary side of it is so well done, you find that you're second guessing yourself.

(Or maybe it's just me.)

Now, what I'm not crazy about is how complicated the storyline is. There are a lot of different threads that on the surface don't seem like they're going to come together, so there's a lot to keep track of. And if auditory isn't how you learn best, it can be a stretch.

(However, the *Tanis* website has a place for notes, so that can help if you're more of a visual learner.)

All in all, it's definitely worth your time to give it a listen. 🎧

Secret Holiday Gift List

(Of Things To Gift Yourself!)

2020 was the Year of the Podcast for you. It was for us, too.

Just like us, you've probably told everyone you know about the podcasts you love. Perhaps you've showed them which podcast app to use, how to subscribe, and even what headphones to use.

But have you really splurged on yourself? Since your podcast time is a solo listening experience, what are the chances your family and friends know what would make it even better for you?

This holiday season, let's give a little love to ourselves.

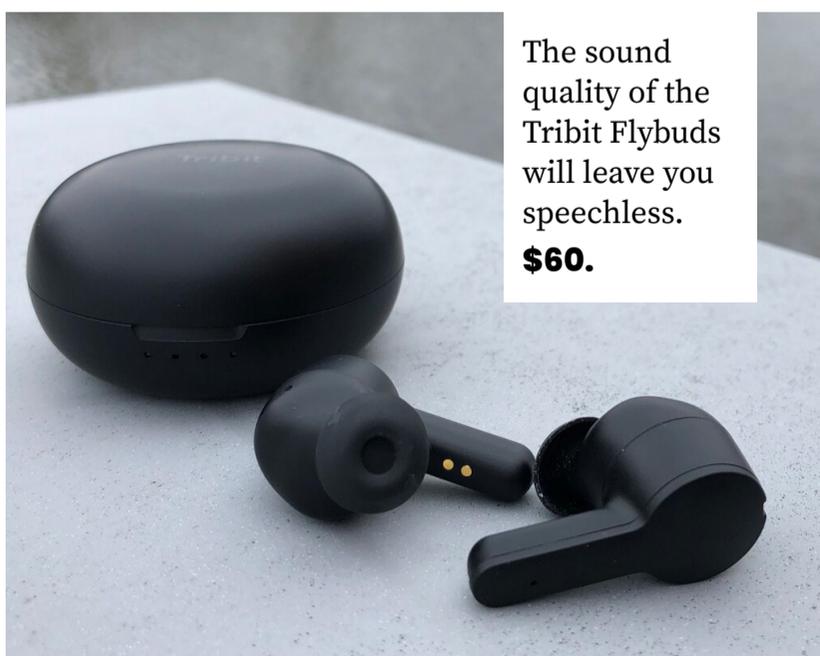
Here are our recommendations for the Top Gifts to order, wrap, and open yourself:

TRIBIT FLYBUDS NC – Ever watch a movie and find yourself lowering the volume during the action and then having to reach for the remote so you can raise the volume during the dialogue? It’s annoying. I don’t even know how to measure that annoyance, but I do know it’s more enjoyable when I don’t have to manage the volume.

This is why we want you to get the Tribit Flybuds NC earbuds.

Imagine listening to your favorite podcast without having to compete with the sounds of cars, lawnmowing, leaf blowing, airplanes, and kids playing piano. Imagine just being able to “soak” into the words of your favorite stories.

When you put Tribit Flybuds into your ears, the “inner ear” mic helps cancel out any inner ear noises, the ambient mic listens and cancels any ambient noises, and the outer mic allows for phone calls. The sound quality is pristine. For \$60, there is no better way to thoroughly enjoy your podcasts.



The sound quality of the Tribit Flybuds will leave you speechless. **\$60.**

VICTSING BLUETOOTH FM TRANSMITTER

– We take my wife’s van when our destination is more than 30 minutes away . . . for one reason. Her phone connects to her car stereo, which means I can play any song I want. When the kids are being annoying, I can play “Elvira” over and over and over again.

The ability to play what you want is so much better than radio. No commercials. No rogue songs. AND I can listen to podcasts.

If you do not have this ability, then you need the VicTsing Bluetooth FM Transmitter. It connects to your phone via Bluetooth, and then you can stream your podcasts over your car’s speakers. But not just your phone. If you have audio stored on an SD card, portable hard drive, or even via an aux cord, it’ll work for that, too.

And while it fits into your “power outlet,” it includes two extra USB ports, so other people in the car can charge their devices, too. And if you’re in a minivan, even people in the backseat can control what’s played.

As an added bonus, its LED screen will track the power level of your car battery, so you’ll never have to be stranded because of a dead battery again. Score!



VicTsing Bluetooth FM Transmitter **\$23.**

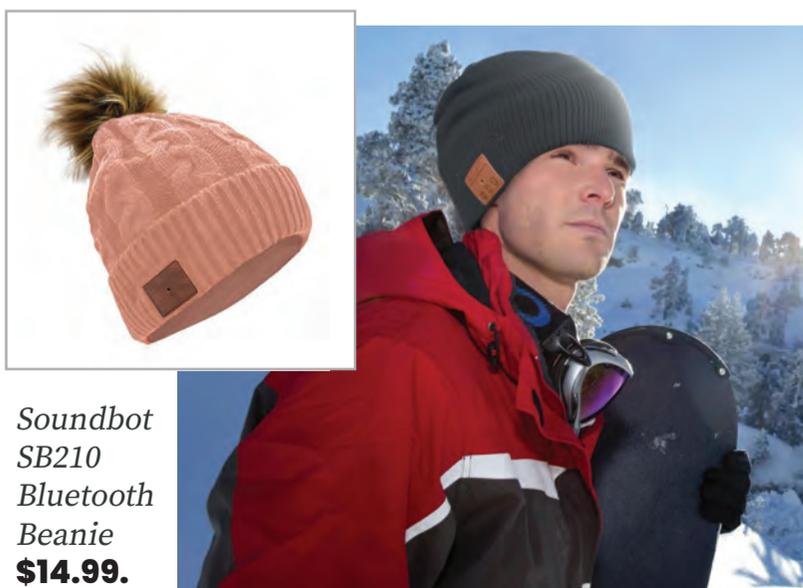
SOUNDBOT SB210 BLUETOOTH BEANIE

– If it’s cold and you’ve got to wear a winter hat, then your Tribit Flybud’s ambient mic is going to be covered by your hat. So, you might as well save it from the cold temperatures and get something built for that.

This is when you need a Bluetooth-enabled beanie in your arsenal. The Soundbot SB210 is your weapon. We’re talking about a really soft feel and great fit. It’s not loose, but stretches perfectly, so it won’t move when you’re running or playing basketball.

It’s totally washable, and when you put the speaker/driver back in, you can place it exactly where it fits best. Then, you get five hours of podcast listening in before you have to charge it up for an hour. It’s got all the built-in playback features and reportedly connects to your device up to 33 feet away (not sure why that’s important unless you were planning to run for five hours in 34-foot circle).

Do yourself a favor, and don’t use the cold weather as an excuse not to run. Get the Soundbot SB210 beanie and listen away.



Soundbot SB210 Bluetooth Beanie **\$14.99.**

BOOM 3 WATERPROOF BLUETOOTH SPEAKER

– Shower speakers are dumb. I’m talking about the kind that hang from your shower head. You have to unclip and reclip it whenever the battery dies. That doesn’t happen, and then it just hangs there dead forever.

But having listening capabilities in the shower and hot tub, near the beach, or at the pool is important. Normally, you don’t listen to podcasts at the pool with a bunch of people. But do you need separate gadgets for all those activities? I don’t think so. If you have one great one, you can do them all.

What you need is something waterproof, with great sound, a tiny footprint (for shower shelves), long battery life, and that’s great looking.

All of that is in the BOOM 3 Waterproof Bluetooth Speaker. Own this, and you’ll be able to listen to your favorite podcasts wherever you go.



BOOM 3 Waterproof Bluetooth Speaker **\$147.99.**

ANKER POWER CORE 20100 –

You can't afford to be on the go listening to your favorite podcasts to then discover you're about to run out of power, and you have a remote meeting in five minutes. You really need a backup power source, so you never have to forego your listening.

The first step in deciding what exactly you need is to determine whether you need it to be able to fit into your pocket or not. Power requires space, so the more power the battery has, the bigger it has to be.

Let's assume you need it to be portable, but not so portable that it has to fit into the front pocket of skinny jeans. Let's say it needs to fit into your bag, your car console, and your jacket pocket to be effective for you.

While there are a ton of options, the Anker Power Core 20100 is the best one that fits these needs. It has two USB-A ports, so you can charge Apple and non-Apple phones. It charges the big power phones in about 95 minutes.

Sure, we could talk about rapid charging and amperage and overall voltage. But in the end, you just need something portable that's totally ready to save you in an emergency. This is that product.



Anker Power Core 20100
\$49.99.

USB-C Compatibility
Charges the 2015 MacBook.

MICRO NOTEBOOK –

This is not sexy or exciting by any means, which means no one is going to get you this as a gift.

But how many ideas do you get when you're listening to podcasts? How many books get referenced that you want to read? How many business ideas do you want to try? How many things do you wish you could remember to Google later? How many great ideas do you want to implement, but you're a couple months out from being able to?

You could certainly jot notes on the back of receipts in your car, but you'll for sure lose them. You need a dedicated place to take notes on the podcasts you listen to. That's why you need to always carry a micro-notebook.

This is the one I'm getting myself this year:



Creative Smart Pocket Notebook/Notepad with Pen
\$8.99.



Gadgets, Gizmos & Gear

Dan R Morris
prodreviews@podcastmagazine.com
TracingThePath

Independent, but not alone.

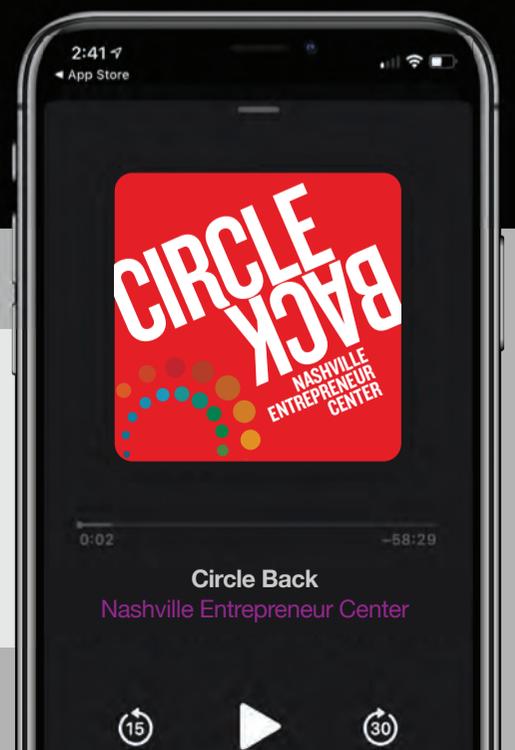
Nashville Entrepreneur Center connects entrepreneurs with the critical resources to help start, launch and grow businesses. Through each phase of the entrepreneurial life cycle, founders get access to entrepreneur advisors who have “been there and done that” with successful exits from multi-million dollar companies and C-suite business professionals in Nashville’s top industries.



NASHVILLE
ENTREPRENEUR
CENTER

*Learn how we're helping make Nashville
the best place in America to start and grow
a business at ec.co*

DON'T MISS:
The *CIRCLE BACK* podcast
Debuting 2021



The Depth Of Fred Rogers:

Reminding Us Why Humanity Matters

One year ago, when the world wasn't as broken, many of us made the trip to our local theater to watch a loosely based 'biopic' of the relationship between Mr. Rogers and Lloyd Vogel. This fictionalized look into the real-world story about how Fred Rogers impacted the life of journalist Tom Junod took us behind the 'neighborhood' of our childhood and into the fuller life representation of the man on local PBS nationwide who taught us how to care.

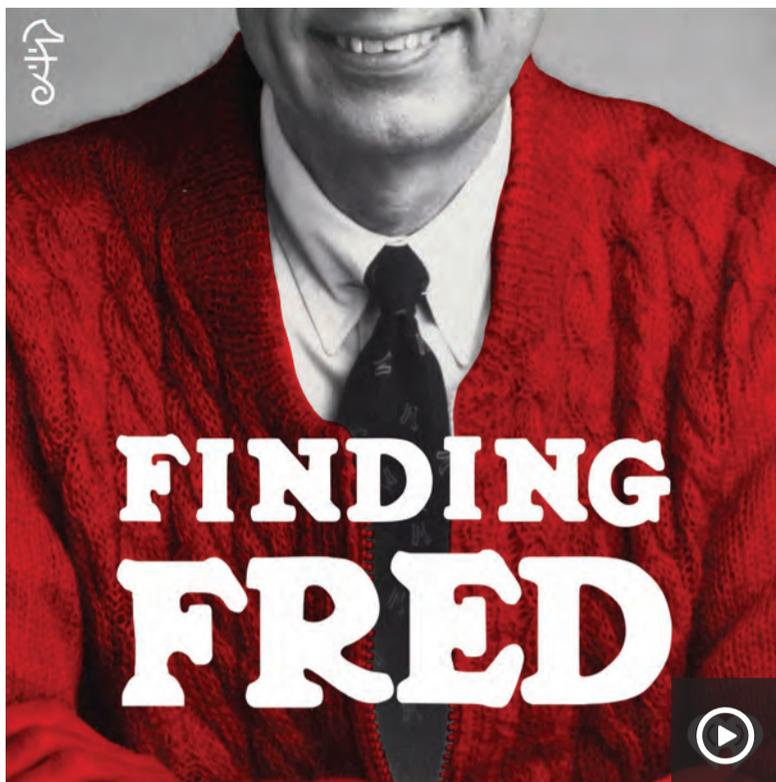
Mr. Rogers' Neighborhood was one of the defining TV shows of any child growing up between 1968 and 2001. Those same stories live on today through the PBS animated spinoff *Daniel Tiger's*

Neighborhood and continue to impact children around the world.

While Mr. Rogers left the airwaves in 2001, his message and example seem even more relevant today.

Why is it that we are still drawn to him? Why is it that a dated show feels so strangely relevant all these years later?

Recently, I stumbled upon a podcast called *Finding Fred*. Hosted by Carvell Wallace and presented by iHeartRadio and Fatherly, it explores the complex message—and the man who created the core 'DNA'—of the show. This 10-part series is less of an exploration of the man and more of an unwrapping of the



thinking behind the show that has in some ways become radical, spiritual, and revolutionary in today's world.

Because of COVID-19, politics, and social dissidence in our culture today, it seems the loudest voice is the only one that matters. Yet Mr. Rogers is the complete opposite of the bombastic rhetoric that overarches modern conversation. The quietness and meekness of the man that may seem out of touch and lacking relevance today might be the very thing we need more of now.

Finding Fred asks a simple question: Does Mr. Rogers matter today? While it's easy to imagine how it could quickly become a nostalgic 'fluff show' that endeavors to make us all feel comfortable, host Carvell Wallace doesn't cheapen it by taking that feel-good easy out. Instead, the show investigates and discovers the unique depth that Rogers brings through the exploration of race, community, faith,

love, loss, death, make-believe, violence, oppression, genocide, and war. These topics are relevant no matter the decade, but seem significantly more important in our current times. Each episode weaves interviews, clips, and discussion of the topics Mr. Rogers boldly explored when other children's shows ignored them.

Host Carvell Wallace

To explore the complexity that was Mr. Rogers, you need a host who can dive deep into the research while being able to craft a captivating story shared through the audio medium. It seems easy; however, many shows fall apart either by shallow preparation that fictionalizes the conversation or by the host's inability to explain solid research. Carvell does a masterful straddling of both to craft the perfect balance.

We would expect nothing less from a *New York Times* bestselling author who has contributed to *Slate*, *Esquire*, *GQ*, *New Yorker*, *Pitchfork*, *ESPN The Magazine*, *The Guardian*, and *MTV News*.



Throughout the podcast, Carvell exhibits an impressive depth of knowledge and understanding as he interviews psychologists, spiritual leaders, and people who worked and lived alongside Fred Rogers.

Reminding Us of Our Humanity

As I listened to each episode of the podcast, one thought kept emerging in my mind:

We need a restoration—a reset—of our humanity in this post-election world as we still grapple with the fallout from COVID-19. We need to find the humanity that was defined by each message that Fred Rogers provided us when he entered our house via television.

Do Fred Rogers and his show still matter today? I believe *Finding Fred* answers that question with an unmistakable “yes.” But it also leaves us with some new questions...

What will you do to find empathy again?

How will you respond to Fred’s timeless messages in your own life?

Fred once said, “*When I was a boy, and I would see scary things in the news, my mother would say to me, ‘Look for the helpers. You will always find people who are helping.’*”

Maybe the best question we can ask today is, will you be the helper the world needs today? Will you choose to live a life that sings, ‘*I like you just the way you are?*’ 🎧



TV & Film Category Director

Michael Woodward
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 jumbleThink 🎧

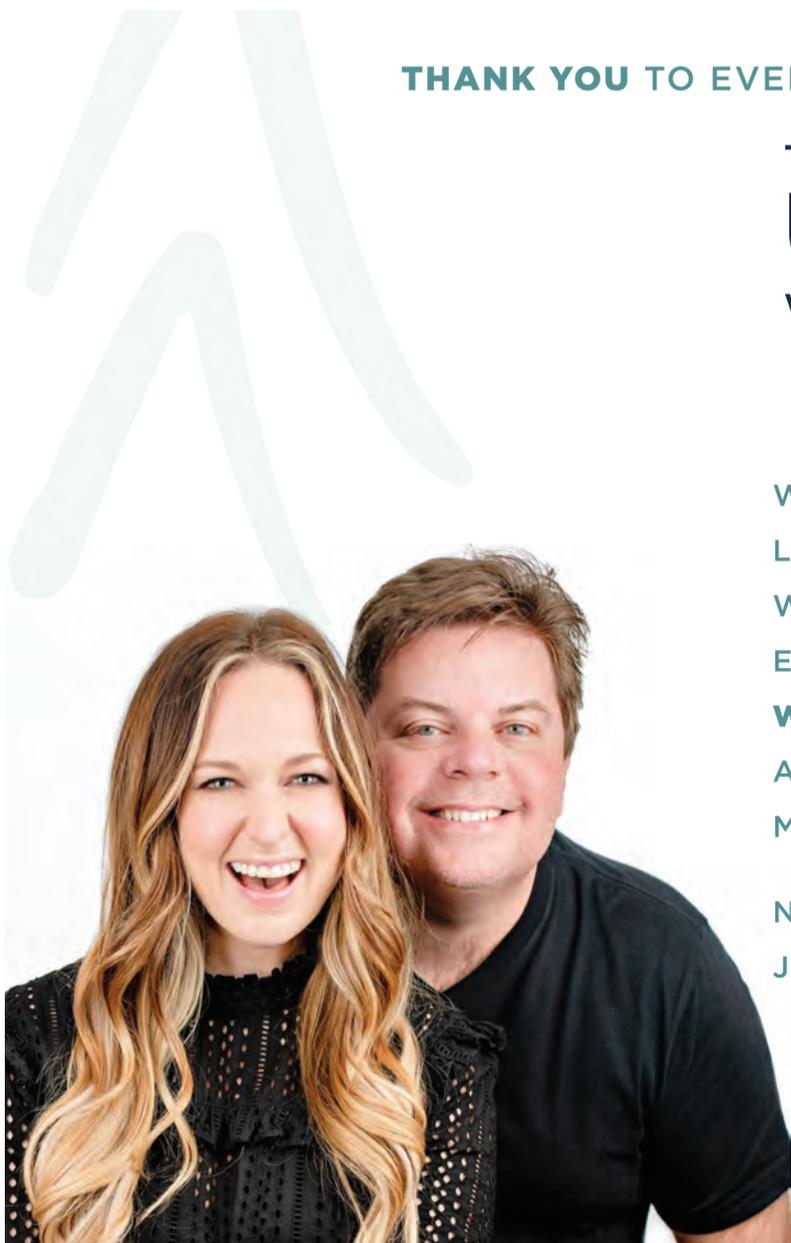
THANK YOU TO EVERYONE WHO HAS LISTENED TO A PODCAST IN 2020!

THE UPSIDE

WITH *Callie* and JEFF

WHETHER YOU USE YOUR FAVORITE SHOWS TO LAUGH, LEARN, ESCAPE, GROW, OR KEEP YOU COMPANY... WE ARE GRATEFUL FOR YOU. WE ESPECIALLY APPRECIATE EVERYONE WHO SPENT TIME LISTENING TO **THE UPSIDE WITH CALLIE AND JEFF**. THANK YOU FOR YOUR SUPPORT AND FOR VOTING US THE NUMBER ONE SHOW ON PODCAST MAGAZINE’S HOT50 CHART FOR SIX CONSECUTIVE MONTHS.

NOW MORE THAN EVER, GRATITUDE IS ESSENTIAL. JOIN THE UPSIDE MOVEMENT AT [CALLIEANDJEFF.COM](https://callieandjeff.com).

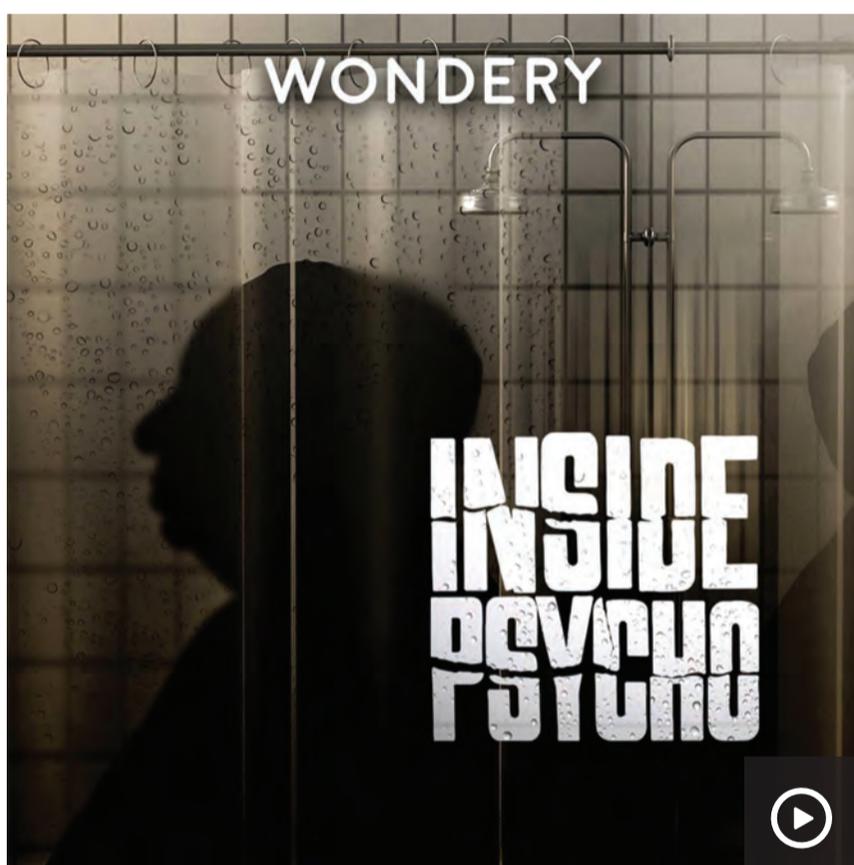


For podcast sponsorship and business opportunities with Callie and Jeff, email

BUSINESS@CALLIEANDJEFF.COM

UNDER THE RADAR

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



INSIDE PSYCHO

A dark look behind the fact and fiction of the world of Psycho and the Hitchcock classic that almost wasn't.

If you took any high school film class, you most likely studied the movie, *Psycho*. But there is a lot they don't teach you in those classes.

While you may have studied the film techniques, the biography of Alfred Hitchcock, and/or the massive success of the movie, you most likely didn't study the more interesting facets:

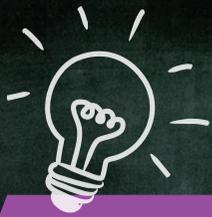


Did you know it was based on a real person named Ed Gein, or that the movie studio hated the movie? How about that the classic shower scene was almost cut? And those questions only scratch the surface.

This six-part deep dive into the world of *Psycho* takes you deeper into the history, writing, making, and legacy of the movie and how it forever changed the landscape of how horror films are created.

Produced by Wondery, host Mark Ramsey provides listeners with a polished, well-produced look into the deeper story of all things *Psycho*. From the music beds, sound effects, and retelling of the story, the atmosphere is set to invite you deeper into the story. As a bonus, the series includes an interview with *Psycho* document creator Rob Galluzzo.

This show is a well-researched, crafted, and a revealing look into the facts and fiction of one of the greatest thrillers in movie history. 🎧



THE PROFESSIONAL PODCASTER



3 WAYS

To Monetize A Podcast In 2021



When you first started your podcast, what was your motivation? Was it to make money, share a point of view, grow your reach, or something else?

When I launched *The Practice of the Practice Podcast*, it was to share what I was learning about the business side of a private practice, grow a reach beyond my website, and position myself to potentially make money through a different stream.

The problem with my third goal is that the methods for monetizing a podcast are different than most advertising models.

According to a Buzzsprout 2020 study¹, the top 50% of podcasts get 98 downloads per episode. The top 10% have 982 downloads

per episode. And only 1% of podcasts have more than 15k downloads per episode. With advertisers paying \$20-\$50 per thousand listens (the official term for this is “CPM”—cost per mile), you’ll only make \$20-\$50 per episode, despite being in the top 10%!

That’s why I have thrown CPM in the trash heap. Honestly, if you have a niched podcast, I have found you can get about \$.50 per listen per episode. That means that if you have 1,000 listens per episode, and you release four episodes per month, you should be making a minimum of \$2,000 per month from those listens, as opposed to the couple hundred dollars that CPM would pay.

So how the heck do you make \$.50 per listener instead of chump change?

There are three main ways to monetize a podcast in 2021:

1. Your own products
2. Direct negotiated sponsorship
3. Affiliate products

You may have heard of these methods, but what I'm proposing is different. I've talked in previous articles about falling in love with the pain and the people before you pitch a product, right? That still applies here.

So, let's break it down.

1. Selling Your Own Products

If you can't sell your own products through a podcast, then it's going to be terribly difficult to pitch to sponsors. So, let's think about why people buy *anything*. It's to solve a problem, avoid pain, or get things done faster.

What are you teaching on your podcast and other free content to help your niche do so *before* anyone gives you money?

Most podcasts are scattered in their application, teaching, and focus. Stop for a second and think about *one* problem your audience deals with. Is it how to build their business, grow their marketing, or feel better about life?

What does your audience accomplish through listening to you?

When you first started your podcast, what was your motivation? Was it to make money, share a point of view, grow your reach, or something else?



Good products can do some or all of the following:

- Take away the need to search for information
- Provide information and implementation
- Speed up steps to succeed
- Provide accountability
- Give clear steps when stuck
- Get things done faster through an intensive
- Provide access to a network of people
- Reduce worry



(Harvard Business Review has a great resource if you'd like some more help thinking this through—just Google “HBR Pyramid of Value.”)

Maybe you provide individual consulting (high touch and high cost), a self-paced eCourse at lower cost, or a membership community that helps provide access to others working on similar goals.

New podcasters can expect to make \$500-\$1,000 per month when they first get started with this approach.

2. Direct Negotiated Sponsorships

Sponsors want a ROI on their investment. That's the bottom line. So if there is a website company that charges \$59/month for their service, they'll be looking at a few things.

What is the lifetime value of a client? If that \$59/m person stays an average of 30 months, that value is \$1,770 (assuming there is no upgrade of services). That means that, if they pay \$500 for you to promote them on one episode, and they get two new clients that's a \$1,000:\$3,540—meaning that their \$1,000 investment in two podcasts brought in two sales with a lifetime value of \$3,540.

This is the value of a niche. My podcast specifically focuses on counselors, psychologists, and coaches in private practice. As a result, it's easier to negotiate with companies that have that same ideal customer. Thus, I have 100% of their ideal clients as listeners, and I can charge more



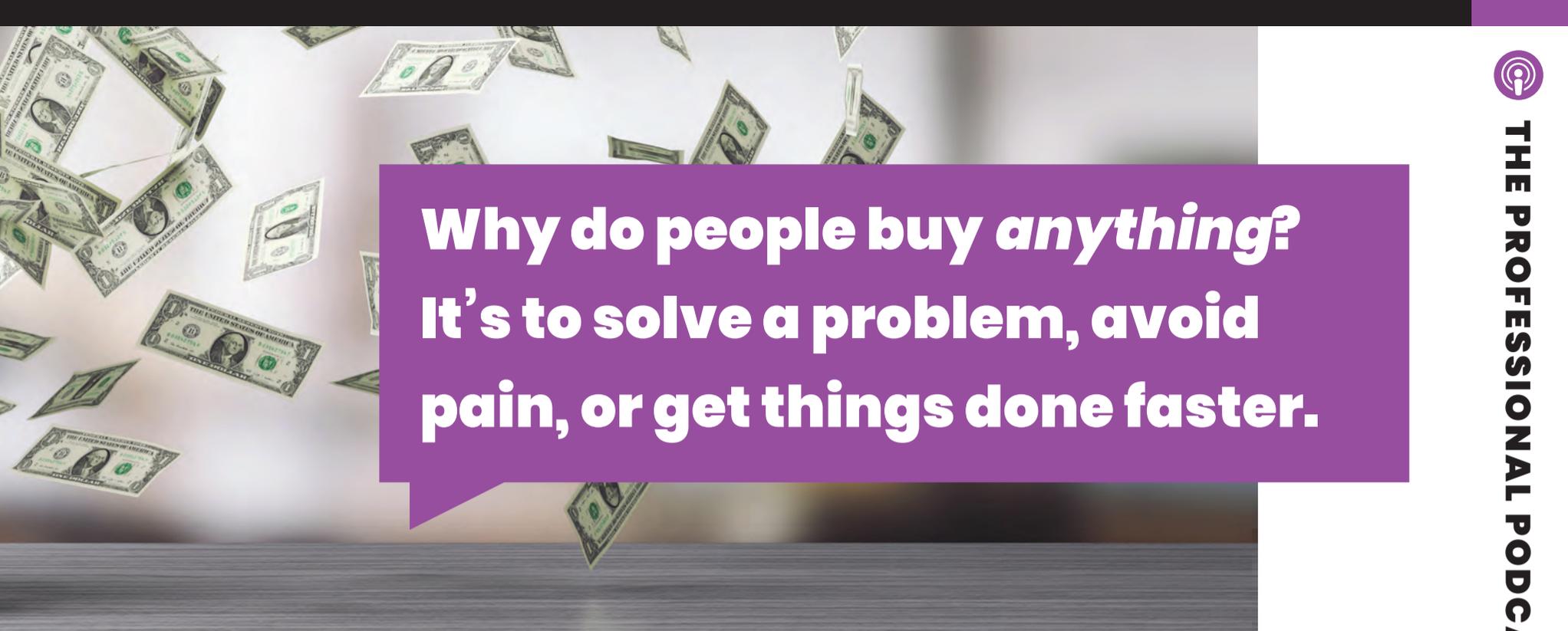
than a general business podcast with the same numbers.

3. Affiliate Products

Of the three primary ways to make money from a podcast, affiliate products are typically the least lucrative. However, if you can identify items that your listeners will purchase whether or not you recommend them, you *can* build out an effective affiliate marketing plan.

The first step is to think through items needed to implement what you teach. If you're helping with business strategy, items may include website hosting, website development, SEO services, logo design, automation tools, phone services, virtual assistants, and marketing services. These are all opportunities to partner with affiliates to promote products, consulting, eCourses, and tools.

When we have a new affiliate partnership, we set up a redirect with an easy-to-remember URL that includes our website. For example: www.practiceofthepodcast.com/grasshopper.



Why do people buy *anything*? It's to solve a problem, avoid pain, or get things done faster.

That way, whenever I'm having a discussion, am on a podcast, or typing, it's easy to share the link.

The last ninja move here is to include these links within your automated email sequence. Then, you're teaching about specific techniques and tools while building an affiliate income when people choose to purchase through your links.

If you're sending an email about the importance of having a LLC, include a resource you like. If you're writing about SEO, offer great tips, and then share your recommended provider. The more you can help your listeners to speed up progress, the more they will spend.

Lastly, let's look at how this all comes together.

You have around 2,000 regular listeners per episode. Based on my minimum calculations, you should be making \$1K per month off your podcast.

Here's a projection for someone just getting started:

- One new 1:1 consulting client: \$300/m for a 45-minute session and email support: \$300
- Sponsor for four episodes: \$150/episode x 4 = \$600
- Affiliates: Three people sign up for hosting x \$75 = \$225
- Affiliates: Three people sign up for a phone service you recommend x \$50 payout = \$150

This very conservative plan would yield \$1,275 per month in new income.

Remember, as you create your plan, go back to your listener's pain, and try and make it easier! Let me know how it goes! 🗨️



The Professional Podcaster

Joe Sanok

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Practice of the Practice Podcast 🎧

Source:

<https://www.buzzsprout.com/blog/how-much-can-you-make-podcasting>



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'TIS THE SEASON FOR HOLIDAY PODCASTS

Great Holiday Podcasts for History Buffs

The holiday season is upon us... a time when we really get into the nostalgia and rich traditions of holidays past. It is also a time marked by thoughtful and kind behavior toward others and the giving and receiving of gifts. But the winter holiday season has changed over time.

For history podcast buffs, now is the time to search out the best Christmas, Chanukkah, and Kwanzaa shows to fully inform the holiday spirit, touch the soul, and help us share the evolving meaning of the holidays over time and throughout cultures.

To that end, here are some not-to-miss podcast section recommendations for bringing history and holiday together.

The idea of English Christmas usually conjures up images from Victorian England—bundled-up carolers singing on snowy streets, families sipping steamy wassail as the yule log crackles and eating the Christmas goose. It certainly wasn't always this way.

In episode 147 of *The British History Podcast*, host Jamie Jeffers paints a vivid picture of what Christmas was like in the Middle Ages in England and Scotland. Most communities followed the *Use of Sarum*, a ceremonial guide prepared by the Salisbury Cathedral. People were required to progressively restrict their diet during the four weeks of Advent. The fasting began with a restriction on puddings, sweets, and other rich foods. While this was more of a problem for the rich (the poor serfs rarely had puddings or rich food to eat), all were still supposed to eat less.

Come Christmas Eve, all were prohibited

from eating meat, eggs, and cheese. Jeffers jokingly points out that the month of fasting probably made it so that people were grouchy with each other during what today is generally a festive time. They must have been so hungry by Christmas Eve they couldn't wait for the Christmas Day feast to begin! Such anticipation. (Plus, who wouldn't want to feast on roasted swan?!)

The feudal lords were supposed to open the castles on Christmas Day to provide food for the serfs, but the serfs were required to bring gifts to their masters! In reality, the enormous parties of the nobles were mostly for the wealthy, and the bounty was rarely shared with the serfs.

In this episode, you'll learn the origins of caroling, toasting traditions, and other fun facts about the holiday, as well as more about what it was like to be poor and rich during this time. Jeffries is well-spoken, and the podcast is interesting enough for young listeners as well as adults.

On this side of the pond, the winter holidays have also seen a great transformation. Did you know that the Puritans banned Christmas altogether because it was a time of drunken rowdiness? Did you know that the family-centered, gift-giving "Christmas" that we celebrate in America today is an invention from the 1820's? And have you ever wondered if Hanukkah in America is a reaction to Christmas in America?



Join original hosts and historians Ed Ayers, Peter Onuf, and Brian Balogh in the classic December 26, 2014 four-segment episode of the *Backstory* podcast titled, “Naughty & Nice: A History of the Holiday Season” for more on the answers to those questions.

The first segment begins with the reading of a letter from a World War I soldier who writes about the Christmas Truce of 1914 and moves through a number of segments featuring interviews with Fox News Radio host John Gibson (the “war on Christmas”), historian Stephen Nissenbaum (the Puritan ban on Christmas), Rabbi Laura Baum, founder of ourjewishcommunity.org (the “invention of Hanukkah”), and Santa impersonator Tyrone Jones, (who talks about being a Santa of color).

While the holidays have religious or culturally historic roots for some, for others, the season is about giving,

receiving, and celebrating common humanity. If that idea appeals to you, don’t miss the December 13, 2019 episode of *Backstory* titled, “Giving and Receiving.” In it, historian-hosts Brian Balogh, Joanne Freeman, and Nathan Connolly explore many forms of gift giving that have impacted American history. The episode features two capsule segments for the hosts to discuss.

In “The Voice of Benevolence,” producer Melissa Gismondi shares the story of the bond created between the Irish and the Choctaw Nation of Oklahoma.

The Irish Potato Famine of the 1840’s was a devastating period in Irish history. By 1847, nearly 1.5 million had died of starvation and disease related to the famine. A decade before and thousands of miles away in America, The Choctaw Nation was relocated under the Indian Removal Act and forced to walk The Trail of Tears from their traditional homelands



***Backstory’s* episode titled “Naughty & Nice: A History of the Holiday Season” explains all those questions about the traditions we practice now during the holiday season.**

east of the Mississippi River to Oklahoma. Of the 20,000 Choctaw who made the journey, nearly 4,000 died along the way. When the Choctaw learned about the Irish Potato Famine, they remembered their own suffering and wanted to help. So in 1847, a group of Choctaw pooled their money to raise \$170.00 (about \$5,000.00 in today's funds) to send to the Irish Relief Council. That was a fortune in that time, and it provided significant help to the Irish community. Their kindness was never forgotten by the Irish. That gift from the Choctaw forged a bond across cultural, geographical, and political divides, and it remains strong today.

The holidays teach us to be givers, but also gracious receivers. Sometimes, receiving a gift is, in itself, a gift. In the second segment of the episode, "Setting the Record Straight," we learn the story of Bishop Richard Allen who organized a group of African-American relief workers to provide aid to people struck with yellow fever during the Philadelphia epidemic of 1793. White residents misunderstood the efforts of relief workers and falsely accused them of theft and exploitation. Historian Rich Newman provides a conscience-stirring interview.

Hanukkah celebrants! Don't you just love the thought of getting presents for eight nights? But the holiday hasn't always been that way and is still not celebrated that way anywhere but America. After listening to the "Naughty & Nice" segment on the invention of Hanukkah, you may want to learn more about its history.

In episode 11 of Brown University's podcast, *From Israelite to Jew*, host and scholar Michael Satlow discusses the revolt of the Maccabees (a priestly group of Jews) against the Hasmonean King in 165 BCE and the origins of the Jewish holiday. Michael is an entertaining storyteller, making this episode a great listen for anyone who wants a concise, but very relatable summary of the history of the events behind the holiday.

One of the most notable aspects of holiday celebration is how it represents the evolution of shared culture. While Christmas and Hanukkah have evolved over a long period and morphed with changing times, Kwanzaa is a wholly modern celebration about claiming culture. That history takes a while to become "history" is evident when you search for history podcast episodes about Kwanzaa and realize that they are very hard to find.





Rounding out our holiday history offerings is the BBC World Service episode of *Witness Archive 2017*, “The First Kwanzaa.” The episode details how in December 1966, a group of Black activists in Los Angeles created the holiday as a way to reclaim their African Heritage. Today, millions of people across the United States celebrate Kwanzaa. Hear host Lucy Burns interview Terri Bandele, who attended the first Kwanzaa celebration. She was only eleven years old at the time. Through her eyes, we hear about the entire history of this holiday, from its start until today.

Whether you celebrate Christmas, Hanukkah, Kwanzaa, or a combination, or the season of giving, it is important to realize that the way we choose to celebrate the holidays—the meaning that we give to them—are important parts of the ongoing history of mankind in society. 🗣️



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UNDER THE RADAR

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



THE MORBID CURIOSITY PODCAST

This podcast proves that real life gives us stories that are at least as weird, creepy, and exciting as any crime fiction writer could invent. This is truly as described: *“A podcast for the morbidly curious. From serial killers to ghosts, ancient curses to obscure medical conditions...”*

The episodes are really well-researched and presented and fabulously interesting. On the theory that curiosity, once fed,



only gets hungrier, each episode has book recommendations to go with it. If you become a patron of the podcast through Patreon, you also get access to exclusive content, experiences and merchandise.

The jury is out amongst listeners as to whether the narrators voice is soothing and easylistening, or whether it is monotonous to the point of ruining the listening experience. I did not listen to every episode of the podcast (although I am considering a binge listen), but did tune into the few episodes that received lower reviews from fans who felt the narration was monotonous.

I would have given the podcast a five-star rating across the board, except that in a few of the episodes, the narrator does forget to modulate her voice. Otherwise, this is such a fun podcast for anyone who loves detective stories and mysteries as well as history.

(Some episodes may not be appropriate for children. Listener discretion is advised.)

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LAURA BEIL

Impacting The World One Powerful Story At A Time

“We’re at our most vulnerable when we go to our doctors. We trust the person at the other end of the scalpel. We trust the hospital. We trust the system.”

Until the system doesn’t work.

In 2018, Wondery released the critically acclaimed global phenomenon *Dr. Death* to expose patient vulnerabilities and empower listeners to better navigate the medical profession.

In Season 1, the show’s creators use their signature, immersive storytelling style to share the true tale of Dr.

Christopher Duntsch, a neurosurgeon so confident, he deemed himself *“the best in Dallas.”* Specializing in spine surgery to alleviate pain, he marketed to those who had *“tried everything else,”* offering a solution that would *“actually work.”*

But his patients experienced complications, *“and all they had to protect them was a system ill-equipped to stop the madness.”*

The story acquired a listening audience that has been described as a *“cult following for navigating what happens when the systems built to protect us at our most vulnerable moments fail to do so.”*

To that end, *Dr. Death* has an Apple Podcasts rating of 4.9 stars, received over 82,000 reviews, and garnered more than 80M downloads.

It has gone on to become the first globally released podcast in multiple languages, and in October 2020, Wondery released the highly anticipated sequel *“promising to deliver on one of the most heinous acts of medical fraud the world has ever seen”* detailing the harrowing story of Dr. Farid Fata.

Dr. Fata appeared to have the education, experience, and manner of the type of medical expert one would want by his or her side after a life-changing cancer diagnosis.

As you may have already guessed, Dr. Fata was not who he seemed. In fact, hundreds of patients in Michigan have been affected by his poisonous secret.

“I’m committed to journalistic integrity. My loyalty is always to the public—to the story.”

Health and Science Journalist Laura Beil—the host of *Dr. Death*—is on a mission to make a difference... by revealing the secrets in the medical industry few dare to discuss.

“From the very beginning of my writing career, I was interested in science and medical writing. Actually, my love of medicine rivaled my love of writing so much that I had applied to journalism school and to medical school and ended up getting into both. Journalism seemed like more fun, so that’s the path I chose. I entered journalism with the goal of writing about science and medicine—I never wanted to do anything else. And I’ve been really lucky in my career to have not had to. I spent most of my career as the medical reporter for the Dallas Morning News, covering medicine.”



“I’m obsessive about being accurate. Accurate information is what people need.”

Laura credits her first editor, Lois Norder, current senior editor for investigative journalism at the *Atlanta Journal Constitution*, for imparting on her the understanding of the empowering nature of information and the importance of leveraging one’s profession to make a positive impact.

Covering stories such as health disparities, medical deprivation for the poor, and the nationwide *E. coli* outbreak, Laura describes her early journalism experience as “*eye opening.*”

“I remember writing an article about the outbreak and the symptoms the disease was causing. A couple months later, I received a letter from a mom who had read that story while in a hospital waiting room, because they couldn’t figure out what was wrong with her son. He was having kidney failure, and when she read the symptoms in the article I wrote, she brought that possible diagnosis to her son’s doctors who began treating him for

E. coli. She said reading my story at that moment might have saved her son’s life.

“And, in that moment, I recognized the power of journalism. I realized I could make a difference through my words.”

Of course, many of the stories Laura has covered have left an imprint on her, as well. Take, for example, her coverage of the retail stem cell industry. It was born out of Laura’s personal experience of the desperation that so often takes over when the medical profession runs out of options. In her case, the desperation was found in her father’s battle with Parkinson’s disease.

“You see something, and you think, oh, maybe this will help. You would do or pay anything, or go through anything, if it meant curing someone you love.”

Because stem cell research was still in its experimental stage when Laura searched for answers for her father, it wasn’t an option for him. But it was because of him

that Laura told the stem cell industry story.

“It was personal, for me, in terms of telling it and feeling a real connection to the people within it.”

So personal, in fact, that *Bad Batch*, also from Wondery, was based on this exact topic. It’s a six-part investigative series into a stem cell company *“with a charismatic CEO”* set amidst *“a multibillion-dollar industry where greed and desperation collide.”* In *Bad Batch*, Laura exposes the sad truths of how the company’s patients were offered miracle cures but instead ended up in critical condition.

Laura, who Wondery approached to host *Dr. Death*, compiles the investigative/reporting work for both shows.

“It’s the same process for most journalists, I think. The first thing you do is get background information. Next, you figure out what’s known about the subject, and by whom. Then, you figure out who you want to talk to.”

The difference in *Dr. Death*, though, was that Laura would also do her own recording—a surprise Laura describes as *“a moment of terror when a couple of weeks after agreeing to do the show, I get an email from Hernan Lopez [CEO of Wondery] giving me the tracking number for the recording equipment they’d sent to my house!”*

Laura, who had also never hosted a podcast before, took on the new tasks resolved to tell the story as she knew it had to be told.

“When I first started out, I had one hope, really—that someone I was not directly related to would listen to it,” Laura laughed. *“I was quite surprised by the way it took off. I certainly wasn’t thinking it was going to evolve into a TV show with Alec Baldwin. I literally just hoped someone outside of my normal sphere of family and friends would listen.”*

“I wanted to tell a good story. At the end of the day, that’s still what I want to do. That’s important to people. It’s important to me. And I’m committed to journalistic integrity. My loyalty is always to the public—to the story.”



That loyalty and commitment led Laura to stories that can be considered “emotional” at a minimum and, by many, “high risk.” After all, exposing harmful “holes” in the medical industry takes an incredible amount of courage.

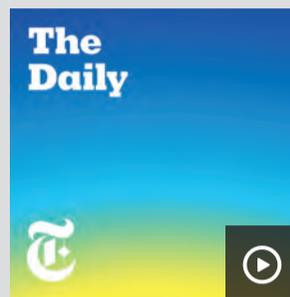
“Certainly, there are journalists who write about subjects at great personal risk, and I have immense respect for them.” Laura said. *“I don’t really put myself in that category in terms of science and medical writing. I always see it through the lens of the impact on the listener, never on myself. As long as I do a good job, I don’t worry about repercussions. I worry about—actually, I’m obsessive about—being accurate. Accurate information is what people need. And I want to convey that these shows are cautionary tales... I want to provide information that will help them.”*

The feedback *Dr. Death* and *Bad Batch* receive supports the clear need for accurate information.

“I get so many messages,” Laura explained. *“Things like, ‘I was about to spend my life savings on stem cells. And then I listened to your story.’ Or, ‘My mother went to a seminar and was ready to spend her retirement on stem cells. And I had her listen to your story.’ Or, doctors—legitimate stem cell practitioners—have reached out to say how people are coming in asking much better questions now. That’s very satisfying to me—that allows me to make an impact. Because the truth is, it’s really hard for us as consumers to know what our doctors are doing.”*

LAURA

listens to



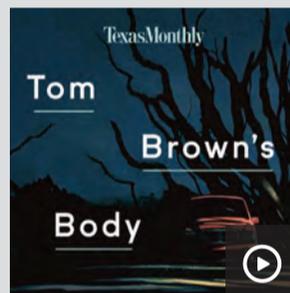
THE DAILY

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DO NO HARM

Melissa Bright thinks she’s living every parent’s worst nightmare when her five-month-old baby tumbles from a lawn chair and hits his head on the driveway. But after she rushes him to the hospital, a new nightmare begins.



TOM BROWN’S BODY

In 2016, a popular high school senior mysteriously disappeared on the night before Thanksgiving. His remains were found two years later. What happened to Tom Brown in the small town of Canadian, Texas that night?

“She said reading my story at that moment might have saved her son’s life.”



Photo credit: Anton Floquet

Laura Beil filming a major network documentary on Christopher Duntsch

From novice podcaster just a few short years ago to the host of two shows with an extraordinary number of listeners, Laura, *Dr. Death*, and *Bad Batch* have taken the podcasting world by storm. And for a journalist who truly cares about making a difference and is accomplishing her goal to do so, there is much to look forward to in the podcasting medium.

“In the three years since I’ve entered the podcasting scene, the quality of content has gotten so much better! I remember starting to listen to certain stories and not being able to finish them, because the quality was so poor. Now, there are so many well-produced podcasts, it’s hard to choose one, which is a terrific problem to have,” Laura said.

As the world experiences a second surge of COVID-19 cases, choosing a podcast might seem to be the least of our worries. However, having so much incredible content at our disposal during times of isolation and shutdowns is one we can all be grateful to have.

Laura spoke to the pandemic’s profound effect on working mothers, specifically from the unique perspective of being a mom and health/science journalist:

“I think people should keep in mind that, while it [COVID-19] has obviously affected everyone, it’s had a particularly disproportionate effect on working women and mothers. I am lucky in that mine are not super little anymore. But I feel for every working mother with little ones, because it’s really hard. We all struggle at some point with how to work and do our job as ‘mom.’ We always want to be fully present for our children.

“It’s really hard for us to keep up the stability and normalcy our kids thrive on and still do our jobs. Every mom is trying to make it work the best way she can, but it’s very difficult, especially while navigating school when things are like this. The stress it has caused cannot be underestimated.

“But at the same time, it has to be taken seriously. Everyone knows people who have gotten sick. It’s extremely real. Hopefully by next year, things will be better, but if you know a working mother, please, don’t underestimate what she’s going through right now.”

Laura’s spirit of service can be seen and felt through all she does. There is no doubt that through her profession as a journalist, and leveraging the power of podcasting, Laura is making the impact she set out to make. 📌



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Reinvention Radio 🎧



CHENESE LEWIS CHARTS HER OWN PATH IN THE PLUS-SIZE INDUSTRY

Inspiring Women & Girls To Acceptance and Self-Confidence

Chenese Lewis grew up in Baton Rouge, Louisiana. Having always been plus size, she remembers her parents instilling her with confidence and self-acceptance from a very young age.

“When I was in kindergarten, my mother said, ‘You are smart, and you are beautiful. If anybody has anything negative to say about you, just ignore them.’ I’m 40 now, and I remember those exact words because they had such an impact on me. And even though I was bigger, she and my father never belittled me. They never said anything negative, and they never told me I was unattractive. They treated me well and lifted me up. As a result, I never had a problem with confidence or self-esteem in school. I was popular, and I was outgoing. I didn’t have to learn to love myself. Nobody had ever told me there was anything wrong with me.”

Chenese had dreams of being a model, and like many young women, she also fantasized about becoming an actress and moving to Hollywood. She looked up to Queen Latifa, Mo’nique, and Oprah. Her first modeling experiences involved her having to pay for the opportunities, but she wasn’t deterred. And soon, she found another opportunity.



In 2003, Chenese entered her first plus-size beauty pageant, and ironically, it was also the inaugural year of the Miss Plus Size America Pageant. Chenese made history as the pageant's first winner!

Chenese decided it was time to move to Los Angeles if she was going to be serious about her career in show business and modeling. Her parents were supportive of her dreams and even provided their daughter financial support, so she could focus on building her network.

However, Chenese wasn't able to sign with a talent agent, because *"Even though there are agencies that represent plus-size models, they have physical standards. Many plus-size models have flat stomachs, which doesn't really represent the average plus-size woman in Walmart. I also didn't have the height, because I'm 5'6". So, I was freelance, and I leveraged my national title, personality, and charisma. I was still able to book a modeling job with a national retailer on my own."*

Within three weeks of moving to Los Angeles, Chenese landed her first gig in a hip-hop music video, "Jook Gal" by Elephant Man!

"I was so excited," she shared. *"I was like, this is a sign that I did the right thing. I was young, and all my friends were watching music videos at the time, and when they saw me, they said, 'Now, you're famous!' I told myself, this is where I need to be. And I just kept building from there."*

Chenese laughingly recalled how, "At the



Chenese won the inaugural year of the Miss Plus Size America Pageant

time, I was using the internet to apply for modeling and acting gigs, and one of the websites I used was Craigslist. In 2004, you could still get some good jobs from it in Los Angeles. I wouldn't do it today!"

Despite the initial difficulties Chenese experienced in LA, she was determined to succeed, *"Everything I did was a big deal,"* she said, *"because I was not the industry standard. I was not a thin, white woman. I was not what they consider a 'leading lady.' Everything I was doing was groundbreaking at the time, because I was a visibly plus-size woman of color. I went to Los Angeles with all the odds against me, overcame the obstacles, and was still able to succeed."*

She continued working and was cast on BET's *Hell Date* and appeared on four episodes. Then, another cast member invited her to attend a woman's empowerment group, Goddess Gatherings, facilitated by Tomiko Frazier.

"Tomiko is a supermodel. She was the first African American woman to be the face of CoverGirl, and she's still modeling

to this day in her 50s. She was also pursuing hosting, and she was enrolled in classes. She recommended them to everyone in the group. I didn't know what hosting classes were; I didn't even know hosting was something I could pursue professionally! But when opportunities come up, I just go with it." Little did Chenese know that the trajectory of her life was about to shift again.

In 2008, podcasting was still relatively new. Chenese's hosting teacher, Idalis (a former MTV VJ), recommended that she begin a podcast to improve her interviewing skills. Despite never having listened to a podcast, Chenese had faith in her teacher's suggestion—especially if it meant improving her professional skills. Chenese jumped into action, following the example of one of her classmates, and within a matter of days, she launched her podcast, *The Chenese Lewis Show*, on Blog Talk Radio.

At the time, there were no podcasts dedicated to plus-size women, so Chenese found quick success. Because of her reputation in the plus-size industry, Chenese says, *"It was easy for me to get partnerships and influential guests. My podcast was a success from day one."*

While her show took off, Chenese was also an active member of the Hollywood chapter of the National Organization for Women. Part of her work included the organizing the first annual "Love Your Body Day" with Kim Coles as her co-host.

"Love Your Body Day" was created to

"turnaround the negative body image and stereotypes created by Hollywood and the media to promote a healthy body image for women and girls." The highlight of the event was a fashion show that featured women and girls of all shapes and sizes.

Soon, Chenese's podcast and interview style caught the eye of a representative of BlogTalkRadio, and Chenese was chosen to represent them at the Essence Music Festival in New Orleans.

When Chenese got to the Festival seating area, she had an epiphany that she had



"I didn't have to learn to love myself. Nobody had ever told me there was anything wrong with me."



come full circle. She had left Louisiana for California, started hosting school to interview celebrities, launched a podcast, and was hired to interview celebrities back in Louisiana!

“I was seated on a radio row. My podcast was alongside major radio stations. Now, this was full circle moment, because remember, I had taken hosting classes so I could do interviews, and there I was! It worked its way around, and I got to interview celebrities like Gladys Knight, Boys 2 Men, and so many others, and I continued representing BlogTalk Radio five years in a row.”

In 2010, as part of her “Love Your Body” event, Chenese and her celebrity host, Whitney Thompson, gained a great deal of media attention.

“Whitney Thompson was the winner of the 10th season of Tyra Bank’s America’s Next Top Model. She was the first and I think only plus-size model to win. She was my celebrity host, and we posed

nude together. Our photo went viral, and we got a lot of media coverage. Unfortunately, this was before Instagram, or I would have way more followers!



← **LOVE THE SKIN YOU’RE IN**

Chenese and America’s Next Top Model season 10 winner, Whitney Thompson, pose nude at the 2010 Love Your Body event to promote a healthy body image for women and girls.



CHENESE

listens to



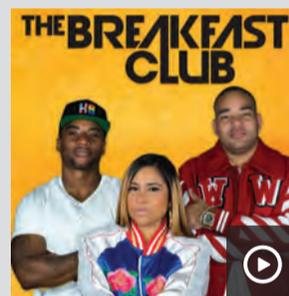
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THE BREAKFAST CLUB PODCAST

The world’s most dangerous morning show, *The Breakfast Club*, with DJ Envy, Angela Yee and Charlamagne Tha God!

“Keep going no matter what obstacles come your way. You just have to have the faith and keep going.”

But the eating disorder community ended up reaching out to me because they thought I would be a positive role model. I became the spokesperson for one of the organizations, speaking at conferences and expanded my brand. One thing has always led to another for me. If you just do good things, opportunities will present themselves to you.”

In 2014, Chenese, an only child, returned to Baton Rouge to assist her mother in caring for her father, who had become bedridden. Several months later, Chenese was admitted to ICU after her body went into sepsis from a wound on her leg. She was placed on life support.

Two miracles occurred: her father found the strength and inspiration to visit his daughter in the ICU, and Chenese survived without permanent damage from her condition. Her father has also fully recovered.

Chenese thought the life she had built for herself in Los Angeles was over. To her surprise, though, she continues to get offers for work around the country. *“I’m not on TV, because I’m not in Los Angeles. So I don’t go to auditions. But I still travel, and I podcast, which enables me to keep my brand going. So everything worked out. This year, I’m celebrating 20 years in the plus-size industry. I’ve been doing a lot of interviews, and they are calling me an ‘icon’ and ‘trailblazer’ in the industry. I am blessed in so many ways.”*

In October, Chenese was featured in a *Forbes* online article to celebrate her two



decades in the industry. Ever evolving, she is hoping to leverage her industry standing to join a large podcast network and sign a book deal.

She is also planning on landing interviews with dream guests, Oprah and Lizzo.

Her message to you, dear reader?

“I like being an inspiration for women, not just with body positivity, but with life in general. Keep going no matter what obstacles come your way. You just have to have the faith and keep going.” 🗣️



Society & Culture Category Director

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Embracing Courage 🎧

Got a Society & Culture podcast suggestion?

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UNDER THE RADAR

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



MY CAMINO THE PODCAST

For over one thousand years, pilgrims and spiritual seekers from around the world have embarked on a pilgrimage to view the shrine of Christ's Apostle, St. James, in the cathedral of Santiago de Compostela in Spain. Each journey is motivated by personal reasons, and the distances traveled vary upon age, skill, and preparation.

Dan Mullins is a musician, radio personality, and podcaster who was gifted his first pilgrimage for his 50th birthday. Episode



one of Dan's show, *My Camino The Podcast*, briefly shares his experience in 28 minutes.

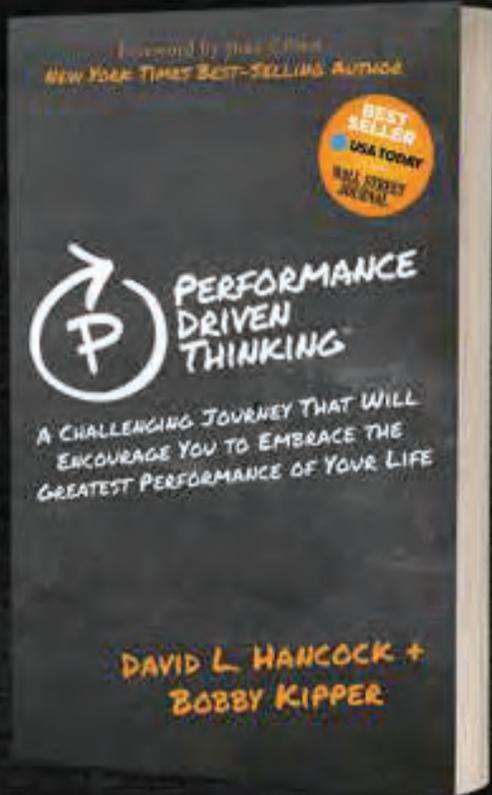
That episode left me both frustrated and fascinated—fascinated by his experience and frustrated by my desire for more details.

Now in its third year, listeners are introduced to fascinating people whose lives have been transformed during their pilgrimage. Dan describes his first journey as leaving behind the emotional baggage of the first 50 years of his life. He returns to Spain one year later and spends six weeks walking the Camino. Prior to his second trip, Dan is interviewed by a fellow pilgrim and filmmaker, Bill Bennett, and a month after Dan's return, they record a post-trip interview where they delve into Dan's epiphanies and insights.

For future pilgrims, this podcast provides inspiration and prepares you emotionally, spiritually, and physically for your journey. Each episode brings a sense of wonder, calm, adventure, and hope. 🎧

Leadership Mindsets & Solutions

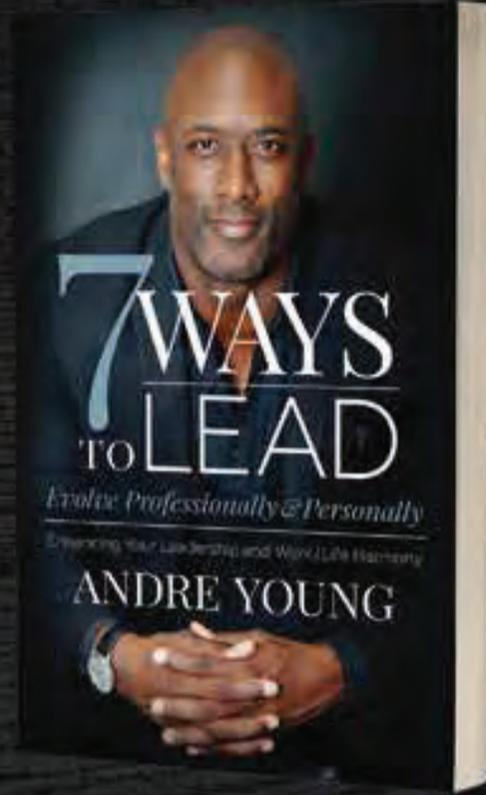
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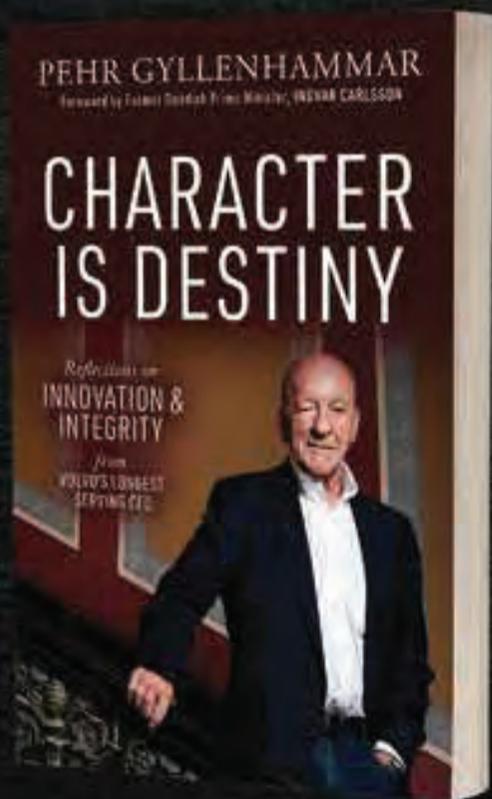
Performance Driven Thinking serves as a personal coach for entrepreneurs to proactively perform in their personal and professional endeavors.



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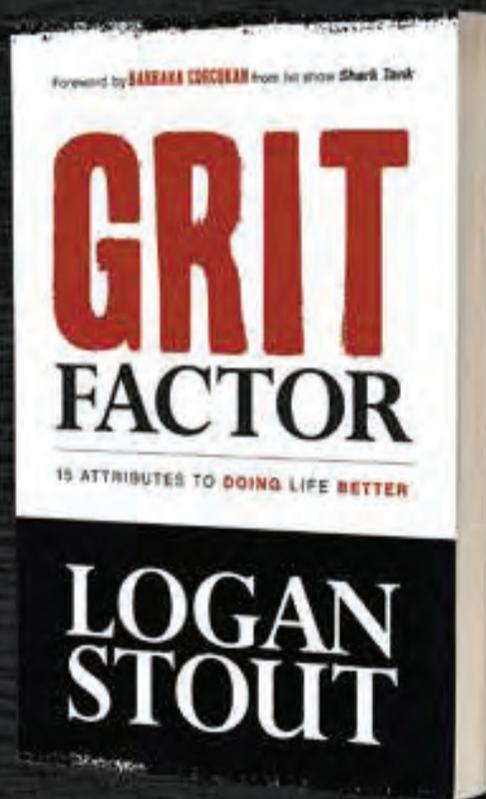
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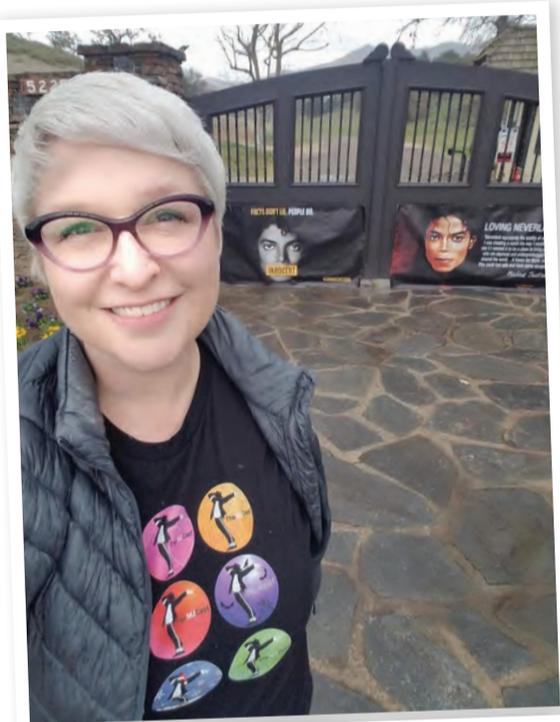
THE MJCAST:

Furthering Michael Jackson's Reach

Although there are many Michael Jackson fan groups and podcasts, nothing quite compares to *The MJCast*—the Internet's premiere Michael Jackson podcast. Hosts Jamon Bull and Elise Caprone discuss news and topics related to the King of Pop as well as conduct special interviews with people who knew and worked with him. Interviewees include direct family members, groundskeepers, Neverland Ranch workers, and attorney Tom Mesereau, to name a few.

I was able sit down with *The MJCast* founder Jamon and his co-host/producer Elise for an in-depth interview, during which they explained the meaning, vision, and goals behind *The MJCast*.

“[It’s a] wonderful, warm space to meet other Michael fans.”



↑ CAPTURING MJ’S HISTORICAL LEGACY

(top) Co-host/producer Elise Capron outside Neverland Ranch.

(below) Capron with Michael Jackson’s attorney Thomas Mesereau (center) and award-winning investigative journalist Charles Thomson.

Jamon has a passion for interviewing individuals central to Michael’s historical legacy and capturing those conversations. He has a keen interest in the technical aspects of recording, editing, and releasing them as podcast episodes.

A Michael Jackson fan since 2001, Jamon says, “I remember seeing him perform at Madison Square Garden as a 13-year-old boy. I was captivated.” Based in Brisbane, Australia, Jamon started the podcast in 2015. It was quick to take off, but when Jamon’s co-host Elise registered *The MJCast* as an LLC and began running the day-to-day operations, it grew even more.

It was in 2017 that Elise, who is based in San Diego, CA, learned of *The MJCast*. She saw Paris Jackson’s (Michael’s daughter) retweet of Jamon’s in which he stood up for her father when a comedian was set to release an insensitive video of Michael.

“I had to ask myself how it was possible that I didn’t know *The MJCast* existed,” Elise recalls. A longtime Michael Jackson fan, she immediately made it her mission to become part of the team and help as much as she could.

And it was just in time, because Paris’ retweet became what Jamon calls “*the big moment*”—when the show began receiving huge publicity, including a mention on TV.

At first, Elise focused on continuously growing *The MJCast* exposure. Primarily in backend show management and projects, she started appearing regularly on the show in 2018, and became co-host and co-manager in early 2020, at the start of the podcast’s sixth season.

The MJCast team devotes a huge amount of time and energy to locating and interviewing guests who have worked closely with Michael and have stories to share that you would not likely hear anywhere else. They were lucky enough to secure interviews with Taj Jackson (one of Michael’s nephews), Kerry Anderson (Michael’s Director of Security who spoke about her time with Michael and



📍 MJCast co-host Jamon Bull with The Jacksons brothers

Bull (right) with two founding members Damien Shields (left) and Q. 📍



his family in the Middle East during one of the most tumultuous periods of his life), and Steven Paul Whitsitt (Michael's personal photographer).

Not only do Jamon and Elise cover the life and legacy of MJ, but they also provide a close-up look at how *The MJCast* operates and offer great suggestions and advice to those who would like to start a podcast of their own.

For example, when it comes to obtaining sponsors and booking guests, Jamon and Elise stress the importance of being persistent and diligent in doing the *right* research, filing applications, and regular follow up. Yes, the work is worth it—Elise was able to secure three large sponsorships doing it for *The MJCast*. They also strongly recommend using social media consistently to promote your podcast, and to stay current with it.

“Be persistent in reaching out to guests, and always conduct yourself in a professional manner;” Elise adds. *“You*

want collaborators to take you seriously.”

In the last year, *The MJCast* has grown exponentially, and for the first time, turned a profit in 2020. Jamon and Elise credit their success to a *“three-pronged approach for obtaining revenue.”*

Jamon explains:

“First, you lock in a few major sponsors. Next, create a merch store selling your podcast swag. Finally, generate a revenue stream with YouTube.”

By following this very approach, Jamon and Elise have even been able to purchase better equipment to ensure the best quality podcast and donate money to various charities.

Along with the success comes the difficulties though, right? The pair has faced their share of obstacles.

First, Jamon explained how *The MJCast* is very careful about what they post and how they go about making any kind of profit due to the rules and regulations set by



“We are not capitalizing on his legacy. We are analyzing his art and furthering his reach in the community.”

the Jackson Estate. They only use artistic representations of Michael Jackson and pay close attention to the pictures and videos they use.

Second, *“We had a rough time with the evolution of the show due to the release of Leaving Neverland, a controversial unauthorized documentary about Michael,”* Elise says. *“But we took it as an opportunity to make sure we are a hub for the community to gather and get proper information. Ironically, with our connections, we were able to interview an expert source who had pre-screened the documentary prior to it being released to the public.”*

Finally, social media plays a huge role in the overall success of *The MJCast*, which brings about the trolling challenge. The team monitors it with a common goal of turning the tables by providing a place for learning rather than controversy.

The MJCast continues to stay true to their beliefs and values while working toward their goal of sharing Michael’s legacy

so that it lives on, while remaining *“a wonderful, warm space to meet other Michael fans,”* says Elise.

They are very proud of being a space where the community can go to get the facts and truth about Michael’s legacy. *“We are not capitalizing on his legacy,”* Jamon expresses. *“We are analyzing his art and furthering his reach in the community.”*

The co-hosts value the followers they have, the connections they’ve made, and the support they’ve received.

As Jamon and Elise strive to keep Michael’s legacy alive, *The MJCast* podcast grows at an impressive rate. This is the place where MJ fans can gather to get accurate, honest, and up-to-date information about the King of Pop. 🎧



Music Category Director

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Amazing Women And Men Of Power 🎧



UNDER THE RADAR

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



PUNCH UP THE JAM

What if the greatest hits could be... greater? Every Thursday, comedian/musician Miel Bredouw teams up with a special guest to revisit, review, and revise the pop songs of our past and offer an improved “punched-up” version. It’s a different and fun way to enjoy your favorite hits.

Miel keeps fans interested by taking you back in time as she discusses artists like Cyndi Lauper, Madonna, Metallica members, and The Beach Boys; to name a few. This

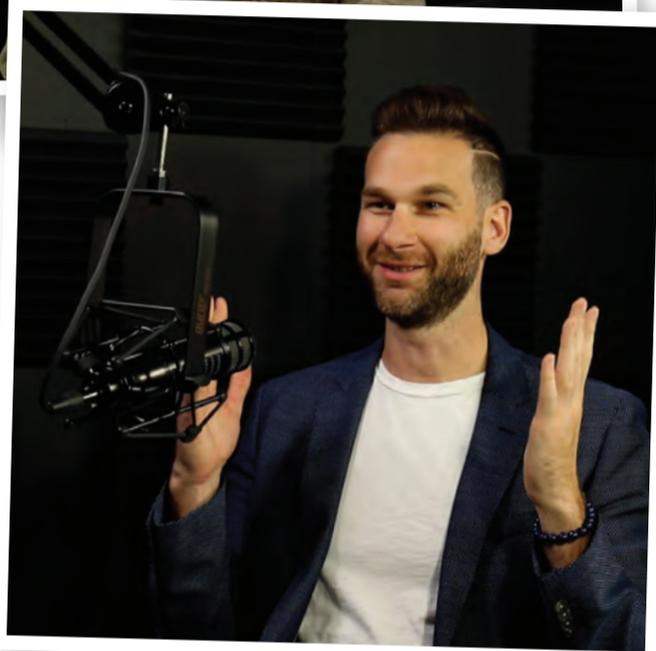


podcast is at the same time very informative and hilarious! You experience a gamut of emotions, from laughter to nostalgia.

A real love of music permeates this podcast. Get your fill on the facts related to most any song you can think of as well as the host’s recommendations for other similar podcasts.

For example, they recently featured *Dirt Cheap*, a new podcast from Neon Hum Media that digs deep into the dollar bins of used bookstores and your grandmother’s storage unit in search a forgotten and discarded pulp novel culled from the dust-bin of literary history.

Miel knows how to capture fans and keep them listening by always coming up with fresh new ways to reintroduce music of the past. 🎧



BRITNIE TURNER & JERREMY NEWSOME

Real, Raw, Relatable

What do you do if you're the guy who owes money to the Korean Mafia? Or the one who realizes he's got to escape an uber-religious cult?

What if you're the gal who grew up on a farm and finds herself living in her car and working for free?

You try these three steps:

1. Take charge and transform yourself into a force for good in your own life.
2. Build an uber-successful business that's socially conscious.
3. Launch a podcast to share with the world how you did it, so others can do it, too.

That's what Britnie Turner and Jeremy Alexander Newsome, the two entrepreneurs behind the *Broke to Woke* podcast, decided to do.

And they exemplify a recurring theme in their show: how to keep it all together when everything around you seems to be falling apart.

They're real, raw, and relatable. Whatever your own challenges, you'll identify with the stories they share around the following questions and topics:

- What happens when the worst happens? You lose everything; your business crashes and burns; and you have no idea where to even begin to rebuild...



- How do you deal with haters and legal disputes that suck your time and drain your energy?
- When heartbreak happens, how do you keep moving forward and find what's next?
- Can you build a company that's both profitable and has a positive effect on people and the planet? And how the heck do you measure that "triple bottom line" as a social entrepreneur?
- What's the secret to living your purpose and staying true to your mission and your values while building a wildly successful business that makes an impact?

But with topics that "big" to tackle, you might be wondering...

Who are these two relative youngsters? And what qualifies them to dish out business and life advice?

In a word, experience.

Britnie might have been living in her car at one point in life, but today, she's the powerhouse behind the Aerial brand. Her mission is to utilize capitalism as a force for good while focusing on that triple bottom line: people, planet, and profit.

Jerremy learned plenty from owing the mafia money. With a seven-figure business of his own, he's now a pioneer in "fiscal therapy."

While money and therapy definitely do seem to fit together, I hadn't seen that

"People don't want to experience the pain. But for someone to grow and become exceptional, you have to go through it."



Host Britnie Turner recording an episode of *From Broke to Woke*

particular phrase before, so I just had to ask.

Jerremy's explanation:

he's on a mission to reshape our thoughts, beliefs, and ideals around money... and literally wrote a book called *Money Grows on Trees*. (You're already off and mentally searching Amazon, yeah?)

I'm not exaggerating even a little bit to say Britnie and Jerremy have had some crazy experiences along the way to success and happiness.

That path is what they're itching to share:



Co-hosts Britnie Turner and Jerremy Newsome in the studio



the journey, the ups and downs, the pitfalls to watch out for, and the smart moves you can make, too.

They're not satisfied with their own success. Their mission and inspiration for the podcast is hiding right in the title...

We all know what "broke" means. But their definition of "woke" isn't necessarily what you might think. Britnie defines it this way:

"Understanding your purpose in life and walking in the fullness of your potential."

Are YOU ready to wake up and dive into your purpose and potential? To live your own "woke" life?

It's all about small changes and mindset shifts. And in every episode, you'll experience the lightbulb (and sometimes fireworks) moment coming on as the dots to success connect.

When Jerremy shares what he loves about the podcast, he puts it this way: *"I like dissecting people and asking questions*



other people won't ask." And that's exactly what he does.

Here's a few snippets to give you a taste of what to expect... which is to think differently, so you can become the "next level you" who achieves your dreams and makes positive things happen in the world:

Jerremy on happiness: *"When you have no reason to smile, but you do it anyway..."*

Britnie's straight talk on money: *"Don't expect to just get paid a lot. You have to earn this ish [the success and money you want]."*



Side note: Britnie would know! Remember how she lived in her car and worked for free? She also became a multi-millionaire serial entrepreneur in less than five years. She's been honored in Forbes for having the sixth Fastest-Growing Woman-Owned Company in the world.

Jerremy on becoming exceptional: "People don't want to experience the pain.

"Understand your purpose in life and walking in the fullness of your potential."

But for someone to grow and become exceptional, you have to go through it."

In their first season, these co-hosts shared powerful conversations about life lessons, lawsuits, love, and losing everything. And they're just getting started. Season two kicks off early 2021. 📍



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UNDER THE RADAR

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



THE AFFILIATE GUY WITH MATT MCWILLIAMS

For those of us in business (and if you're reading this section of *Podcast Magazine*, I assume you've got or have an interest in one), 2020 has been a year of curveballs.

Pivot. Shift. Roll with it. Sounds easier than it is. Or maybe not?

If one of the curveballs you're dealing with is how to keep people coming in the "virtual" doors of your business, I've got the podcast for you!

What if you didn't have to worry about where your next customer or client would come



from? What if you had a handful (or dozens, or hundreds) of people excitedly sending referrals your way?

Enter Affiliate Marketing. Matt McWilliams is the voice of experience in the affiliate marketing space and host of the podcast, *The Affiliate Guy*. It's nearly 400 episodes in and yes, there really is that much to affiliate marketing.

Here's the cool part: Matt covers both sides of the equation—how to get affiliates to promote you, and how you can make money as an affiliate!

Matt shares the good, the bad, and the scary, including the "inside baseball" you won't hear anywhere else. Save yourself from making common, costly mistakes with affiliates. (Matt will inspire you to get creative with your business, marketing, and affiliate partners, too!)

Make this one your source for affiliate marketing news, tips, and strategies to grow your business. 🎧



THE JORDAN HARBINGER SHOW

A ‘Salty Breakup’ To Solo Success

Jordan Harbinger is a former Wall Street lawyer turned podcast interviewer. His approachable style and knack for securing high-profile guests has led to his being called “*The Larry King of Podcasting.*” His podcast, *The Jordan Harbinger Show*, was voted Apple’s Best of 2018.

“In addition to my podcast, I teach relationship development (or ‘networking,’ but I don’t like that term, because it’s a dirty word!) to everyone from sales teams, Google and Facebook employees, all the way to Secret Service and the CIA.”

Originally from Michigan, Jordan started his first podcast—the original



Jordan Harbinger Show (he came back to this show title in 2018)—in 2006 while at University. It was one of the first thousand shows on iTunes and consisted of about five episodes.

He went to law school, started a podcast, did a radio show, left law, went back to the podcast, did the coaching thing, and now, is a full-time podcaster. I wondered what motivated him to walk away from being an attorney and if doing so was a tough decision to make.

“I consider myself a late bloomer when it comes to figuring out what I wanted to do. I worked with... I don’t want to say ‘lazy,’ but inept, maybe... people at various companies prior. They could have done the work, and they just decided not to. I quickly realized I need to do my own thing.”

“I ended up leaving law to do the show and a coaching business full time. I grew pretty tired with coaching, though, and ended up having a ‘salty breakup’ with my business partners. Although it was pretty traumatizing at the time, it turned out to be the best thing that ever happened.”

The stats back it up:

In only a couple years, *The Jordan Harbinger Show* gets over six million downloads a month! Did Jordan ever worry he would not be able to recreate solo success after essentially ‘leaving the band’?

“I didn’t leave the company when I should have, which was years ago. Some of that

“I quickly realized I needed to do my own thing.”

was the rising of those internal fears: Oh my gosh I have been doing this for 11 years... am I going to be able to start over? It’s going to be so hard to do this! What am I going to do? The band analogy is interesting, as there was another element with that. I didn’t want to be that guy who is like, ‘I’m the lead singer; I can leave. I don’t need you guys.’”

Jordan tried to make it work for a long time, but ultimately, they were not a fit and couldn’t continue working together.

“I felt I had no choice but to leave, and they were like, ‘You can’t leave.’ Which was weird!”

Eventually, they negotiated an amicable split that Jordan reports was not honored, and he was out on his own.

“It was scary, but within eight months, I had a podcast that was bigger and more revenue positive than the one I had with them, so that was a funny victory.”

What Jordan has achieved in the increasingly competitive podcast space



is not an easy accomplishment. I had to ask how... what special sauce does Jordan bring to the medium?

“A huge part of it was, when I left my old company, I was able to take pretty much the entire team. A lot of the vendors wouldn’t work with anyone in the company but me, so I just took all of that.”

Jordan doesn’t want to come across as having built this hugely successful podcast in under a year. He had an 11-year ‘foundation’ in podcasting, and the majority of the audience he had built followed him to *The Jordan Harbinger Show*. It was very tactical; he even hired an SEO team to redirect people who searched for him via the old show to his new show.

“I want all those old links to point to me. The SEO team just emailed all those people, and because I had a good relationship with them, they were like, ‘No problem. Done.’ Then my rankings and everything climbed above my old

company. It helped that I was a lawyer. The moral of the story is: do not get into litigation with someone who can do most of the heavy lifting himself!”

In my prep for this interview, I noticed that Jordan’s former business partner has taken to using ‘Harbinger’ as his own name since Jordan left. I had to ask if Jordan found that weird, too.

*“I’ll let you draw your own conclusions, but if someone was in a business with you, then took your name and pretended to be related to you... yeah, unusual move. Made me feel a little creepy. There is a movie called *Single White Female*, and it goes along these lines!”*

Sounds like he got out at just the right time. 🗣️



Education Category Director

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Awaken Your Alpha 🎧



UNDER THE RADAR

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



THE DAILY MASTERY PODCAST BY ROBIN SHARMA

This podcast brings you the mental models, daily routines, and productivity tactics that Robin has taught to the titans of industry, sports superstars, and elite performers he has served as a private mentor for 24 years. It's about how to live a truly world-class life while accelerating your productivity, growing your leadership, building your business, and scaling your impact on the world.

I like what Robin brings into the podcasting



space. I have been on his email list for some time, and many of my previous podcast guests have recommended him. Robin is most known for his bestselling books, *The Monk Who Sold His Ferrari* and *The 5am Club* to name a couple. He believes (as do I) a tactically structured morning routine is essential to get the most out of life.

This podcast is relatively new, having started in June 2020, yet Robin has already racked up around 100 episodes of one to five minutes in length and a few half-hour shows interspersed over the first six-month period.

The reviews are massively positive. It seems the audience could be largely comprised of existing Robin Sharma fans who have moved across to this new format (usually, you get a few more critical reviews).

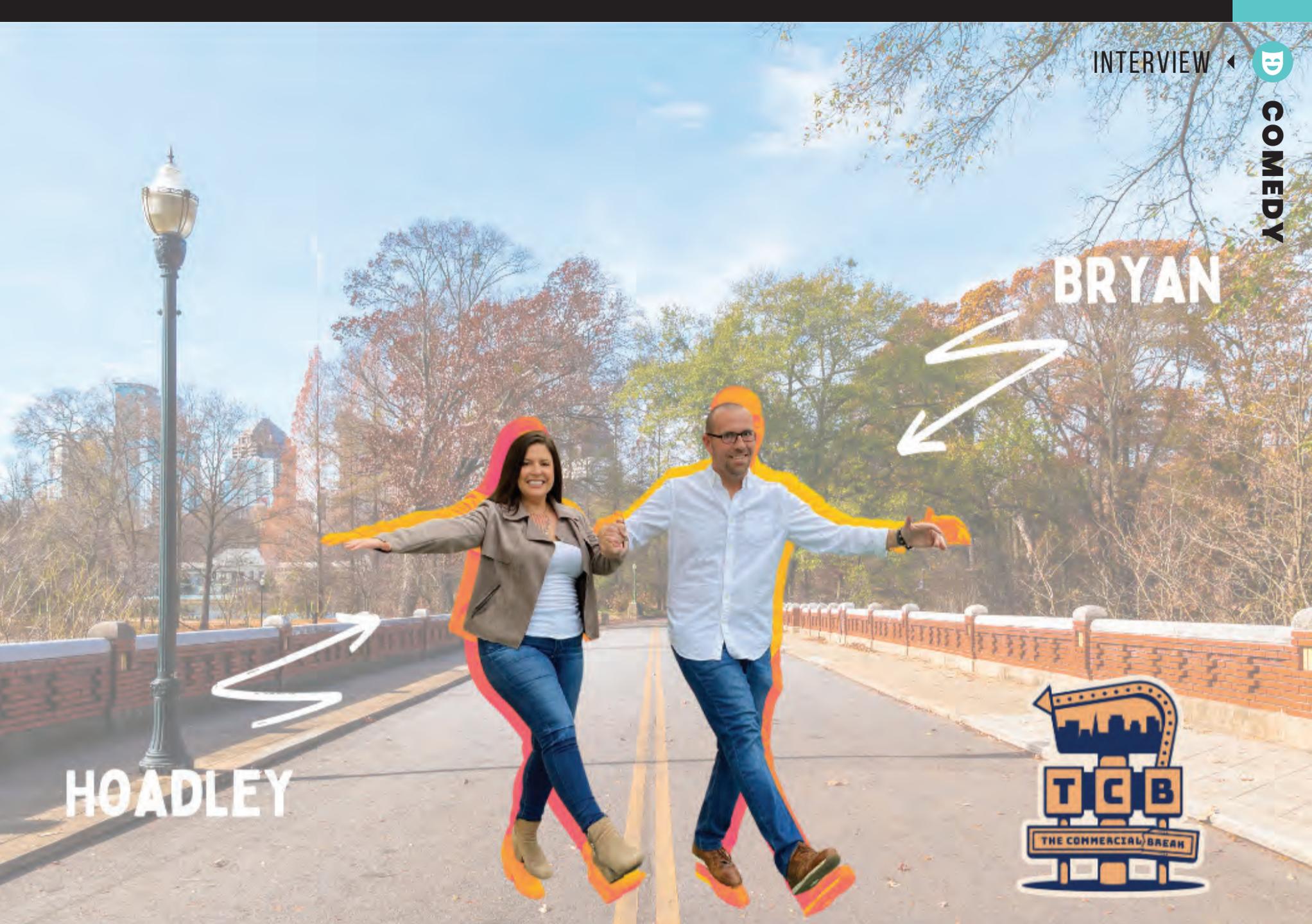
A great resource to include in your daily routine—although I am not yet sold on getting up at 5am! 🎧

The image features a collection of approximately 12 chocolate donuts with visible nuts, arranged in a circular pattern around the central text. One donut in the middle-right area is broken, showing its interior texture. The background is a solid, light beige color.

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HOADLEY

BRYAN



Take a Break

—THE COMMERCIAL BREAK—

With Bryan Green and
Krissy Hoadley

The Commercial Break podcast is the ‘brainchild’ of Bryan Green.

Bryan set out to create a podcast that would support his commercial real estate ventures and illuminate some of the more interesting—and dramatic—happenings in the industry.

“Essentially, there’s a lot of juicy drama in this industry, and it’s really quite funny. It’s one of the craziest businesses I’ve been in.”

So he began recording stories about big buildings that never got built... buildings that are changing hands... and the very interesting people who run around doing commercial real estate—all with a humorous twist.

After doing a few hours of the show in video and audio episodes, he watched it back and thought:

“People are never going to do any business with me if I air this. They’re not going to like me. Real estate’s a very secretive industry. I don’t even want to know what everyone’s doing! And it doesn’t take a genius to figure out who I’m talking about.”

So, Brian shelved the idea. He loved the name “*Commercial Break*,” though, so he decided to just wait it out—eventually, he’d use it for something.

In the meantime, his love of radio continued fueling his desire to host a podcast. He just had no idea what on. The only thing he knew for certain, in fact,

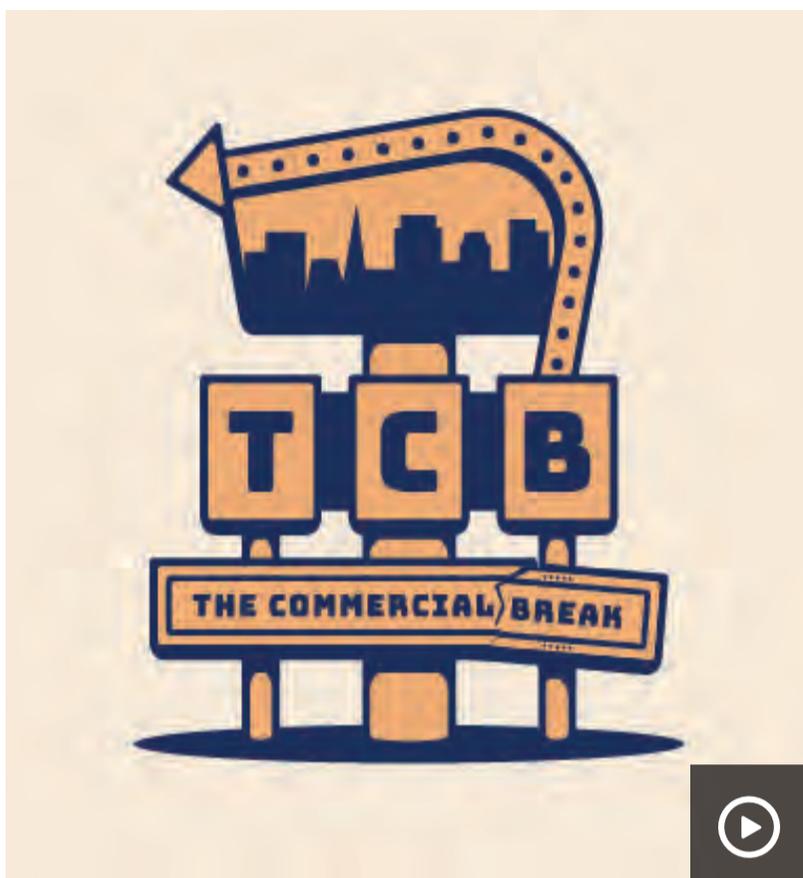
“We are in a literal commercial break with this pandemic. Right now, the world has stopped. We all have to sit home and just watch the badness happen.”

was that it was *not* going to be his original podcast idea.

Then the Coronavirus hit, and the lockdown began. As the days progressed, he became more and more inspired and motivated to do a podcast.

He thought about being a contrarian and interviewing people who had absolutely different views than his own. Not to do “gotcha” interviews, but to get into the mind of his guests to discover what and how they think.

“Then, one night I was lying in bed when a commercial came on the TV, and I thought, we are in a literal commercial break with this pandemic. Right now, the world has stopped. It’s like an unforced error. I mean, you can’t turn the channel.



You can't turn it off. We all have to sit home and just watch the badness happen. And that's when the lightbulb moment hit me. But I still didn't know what to do. My wife said, 'You just have to do it. Just get on a microphone and record it. Just do it. You'll come up with something.'"

Newly inspired, he also decided he wanted to go in a more comedic direction.

"I knew I didn't want to do it by myself. No one wants to hear me talk for an hour. So I decided to call my best friend in the world, Krissy Hoadley. When we get together, we have a ton of freakin' fun. There's always something to laugh at, because we always find something that's funny. We're always laughing. So it made perfect sense."

Bryan's invitation to have Krissy on the show came out of the blue.



Co-hosts Bryan Green and Krissy Hoadley want the show to reflect the conversation that often happen between two friends.

"I mean, it's a pandemic, and my mom had just passed away. I was very depressed. Bryan called me and said, 'Hey, I've started this podcast, I'd love for you to be a part of it. Who knows where it'll go and what will happen?' I said, 'Yeah, sure, let's do it.' And so we've just kept doing it. I mean, it's been such a source of happiness each week... to have this connection with my best friend of 13 years, and an audience, laughing and talking and drinking wine."

It became quickly apparent that when they get together and talk about whatever comes to mind, magic happens. So, what began as guest appearances on a couple



Green and Hoadley share over a decade of friendship. Says Hoadley, *“We can laugh, discuss something serious or call each other out... it’s not like work. At all.”*



of episodes quickly morphed into more as Krissy’s personality became an integral part of the show.

Commercial Break is now a well-oiled machine. Hosts Bryan and Krissy write the show notes and decide on their topics, but they have a team of support behind them, including Bryan’s wife who handles all the branding and marketing.

“I think my wife has given the show a visual personality that is really consistent,” Brian said, *“and I think it pops. You can feel the personality of the show just by the cover art. It’s like, ‘Oh, these guys are fun, and they’re funny.’ And we have a great time. Even if we’ve recorded it four times because I forgot to press record, or the microphone was unplugged, or whatever it is, we almost never say the same thing twice or go into the same topics. We change it up constantly.”*

Podcasting has been a great experience for both Bryan and Krissy.

“With podcasting, there is no box,” Bryan said. *“There’s no time limit. There’s no creativity limit. You can do anything, and the only people who get to decide whether or not that’s great or not are us and the listeners. The truth is, we’re doing this for us. We love the audience, and we want them to be there. But we’re just having fun with it. And I love that there’s no limitations on that.”*

“It’s just been a great source of positivity in my life,” Krissy added. *“This is a crazy time in the world right now. And I love what we’re doing. I kind of I feel like I’m along for the ride... like we are just old friends in a bar hanging out each week. So it’s been fantastic!”* 🎧



Comedy Category Director

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Living the Law of Action Show 🎧



UNDER THE RADAR

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



GIRLS GOTTA EAT

Girls Gotta Eat is an irreverent, definitely NSFW comedy podcast about dating, sex, and relationships—unless of course you are in lockdown and working from home and the boss can't hear what you are doing. Then you need to be listening to this show, at least on your breaks. It will definitely “get your mind off all the craziness that is going on in the world.”

Ever wonder why guys sleep with you once but then stalk your Instagram forever?



Thinking about ditching the apps and meeting people in the ‘wild’? How do you get over a breakup when you feel like you’re gonna die?

Hosted by Ashley Hesseltine and Rayna Greenberg, *Girls Gotta Eat* explores these questions, and it’s a fun ride. These strong-willed, powerful ladies are not afraid to speak their minds.

The dating topics that they cover range from sexual fetishes to finances and everything in between. They also bring on guest authors, therapists and fellow comedians.

While you can't catch them live at the moment, you can listen to the show.

I definitely want to hear more from these two funny ladies. Is there a feature article in their future? 🎧



MOMS MAKE TIME TO LISTEN TO PODCASTS

Even If
They Don't
Have Time
To Read
Books!



The Moms Don't Have Time to Read Books podcast originally started because a friend suggested that host Zibby Owens turn one of her book ideas into a podcast. At the time, Zibby didn't really know anything about podcasts, but as she started learning more, she realized what she wanted to do with one—to give authors more of a platform to spread the word about their books—and to share content with everybody who's too busy to necessarily read them. That became Zibby's mission... a new way to reach really busy people with information she thought would be helpful for them emotionally.

Her original idea for the show was to take snippets of books that she would normally send along to friends and read them on the show. But after discovering that was illegal, she thought interviewing authors would be the best course to take. The only (slight) problem? Zibby didn't know very many authors.

"I knew two authors. I figured I could start with them. So, I just tried it. I sat in my bedroom, and I downloaded the easiest app I could find. I didn't even tell anybody I was doing it in case it turned out to be a massive failure. I was just experimenting to see if I liked it. I did my first interview with a friend of mine, who's also an author. And I was like, this is amazing. I love this! I haven't stopped since."



For Zibby, the best part of hosting the podcast is the conversation. It's the fact that for 30 minutes at a time, she doesn't check the phone, get distracted, or even deal with her kids. She's only focused on learning about others and figuring out what makes them tick, who they are, why they wrote the books, what is in their books that is so important, their motivations, their history, what they get out of writing, and any advice they have.

"It's like having a private tutor or something. Every conversation is almost like therapy, except I just get to listen. I love learning about people, especially people who I already inherently admire because they've published books."

Zibby herself is an author, having published her first essay in *Seventeen Magazine* when she was just 16 years old—one she'd written at 14. She's been writing and publishing essays ever since, along with a couple of novels and a non-fiction book. She's also been published as a ghostwriter.

Professionally, her day jobs have been in marketing and brand management, so her writing is really a side gig. Doing the podcast, though, has improved her writing a lot, and it's also landed her connections in the publishing world that may lead to bigger deals in the future.

A mom with four kids of her own, when Zibby first started the show, she was questioned about her decision to focus on moms—why eliminate so many people who aren't moms?

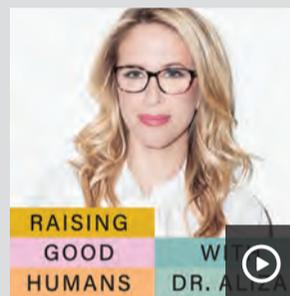
ZIBBY

listens to



FAMILY SECRETS

Join Dani Shapiro, bestselling author of the memoir *Inheritance* as she explores astonishing family secrets and uncover the extraordinary lessons the truth can teach us.



RAISING GOOD HUMANS

Go deep (but brief) with experts and parents to learn the most effective approaches and tools and talk about the important bigger picture of raising good humans.



FROM SCRATCH WITH JESSICA HARRIS

A weekly radio show about the entrepreneurial life.

"Every conversation is almost like therapy."

It's just a really nice industry. Nobody feels like they have to clamor for their own territory."



"I'm not trying to eliminate them. This is just my own point of view at this stage in my life. It's the lens through which I'm reading books and seeing the world. It's not the only lens. I'm also a daughter, a wife, a student, a Psychology major... I'm all these things, and my own person. But the mom perspective is just where I'm coming from. And I know moms in particular. Like me, they don't have that much time. We are in the same boat."

It's not that Zibby's content isn't great for anybody. She covers all sorts of topics. She just feels good servicing an audience of moms during her present stage of life.

A fun fact about *Moms Don't Have Time To Read Books*: one of Zibby's earliest guests was the tennis star Andre Agassi, author of the book *OPEN*, who she landed for the show through a connection of her husband's in the tennis world.

"He was so nice. He said, 'Sure, I'll do a podcast.' And I was like, 'You're kidding.' So that was one of my earliest episodes. And I think having him on early gave my

podcast a sense of legitimacy. It made people take it more seriously. And it helped me get future guests. From there, it just grew and grew."

Most of the success of the show has come from word-of-mouth marketing. Living in New York and knowing a ton of people has helped her to land some great guests, too. Of course the fact that the Big Apple is the heart of the traditional publishing industry means that book publicists are now pitching her and emailing her, too, as well as sending books on a regular basis to promote the authors they represent. In fact, this happens so much, Zibby has a pile of books delivered to her every week.

In terms of the listening audience, she's heard from a number of people that the show has gotten them into reading again or inspired them to pursue their own passions. People are coming to her because they see her as someone who has found a way to do the things she loves, whether that's writing her own books or interviewing famous authors, while



“I did my first interview with a friend who’s an author, and I haven’t stopped since.”

simultaneously being a full-time mom. Because she’s focused on really caring about the authors she’s interviewing and expressing her own emotions about books and writing, listeners are inspired to find something they are equally passionate about.

One spinoff of the podcast is that Zibby is now doing a lot of book events and bookfairs where she gets connected with the listeners. She’s also very active through Instagram and welcomes emails from fans who are excited about reading



again. Often, they share the books they have on their bedside table or ask Zibby directly for reading suggestions.

She’s also a regular attendee of Podcast Movement and really appreciates how industry colleagues are so willing to help each other out.

“I’ve had many podcasts as sponsors on my podcast, and then, I’ve gone on their podcast. It’s just a really nice industry. Nobody feels like they have to clamor for their own territory.

“I’ve met the most amazing people. I have connected with people, far and wide, all different types of people. I’ve learned so much from them about so many different things. And I just feel this greater sense of connection with everybody.” 📢



Arts Category Director

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Wickedly Smart Women Podcast 🎧



UNDER THE RADAR

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



GREEN BEAUTY CONVERSATIONS

Predicted to reach \$54 billion by 2027, the global organic beauty market is a hot area to consider if you are thinking about formulating and marketing your own brand of beauty and skin care products. If you are, you most definitely want to tune in to *Green Beauty Conversations*.

This podcast will challenge you to think about how you buy, use, make, and sell your natural beauty formulations. Host Lorraine Dallmeier, who was recently voted number 1 in the 2020 Who's Who in Natural Beauty,



tackles topics that will make you think and encourage debate about green beauty with your friends, followers, or customers. We often don't think about the impact our consumption of beauty products makes on our skin or in the world. This show provides a breadth of expertise on the topic of Green Beauty and really gives the listener great resources for shifting mindset about the beauty industry in general.

Green Beauty Conversations is produced in house by Formula Botanica, an accredited online organic cosmetic science school that hosts thousands of students in 150+ countries.

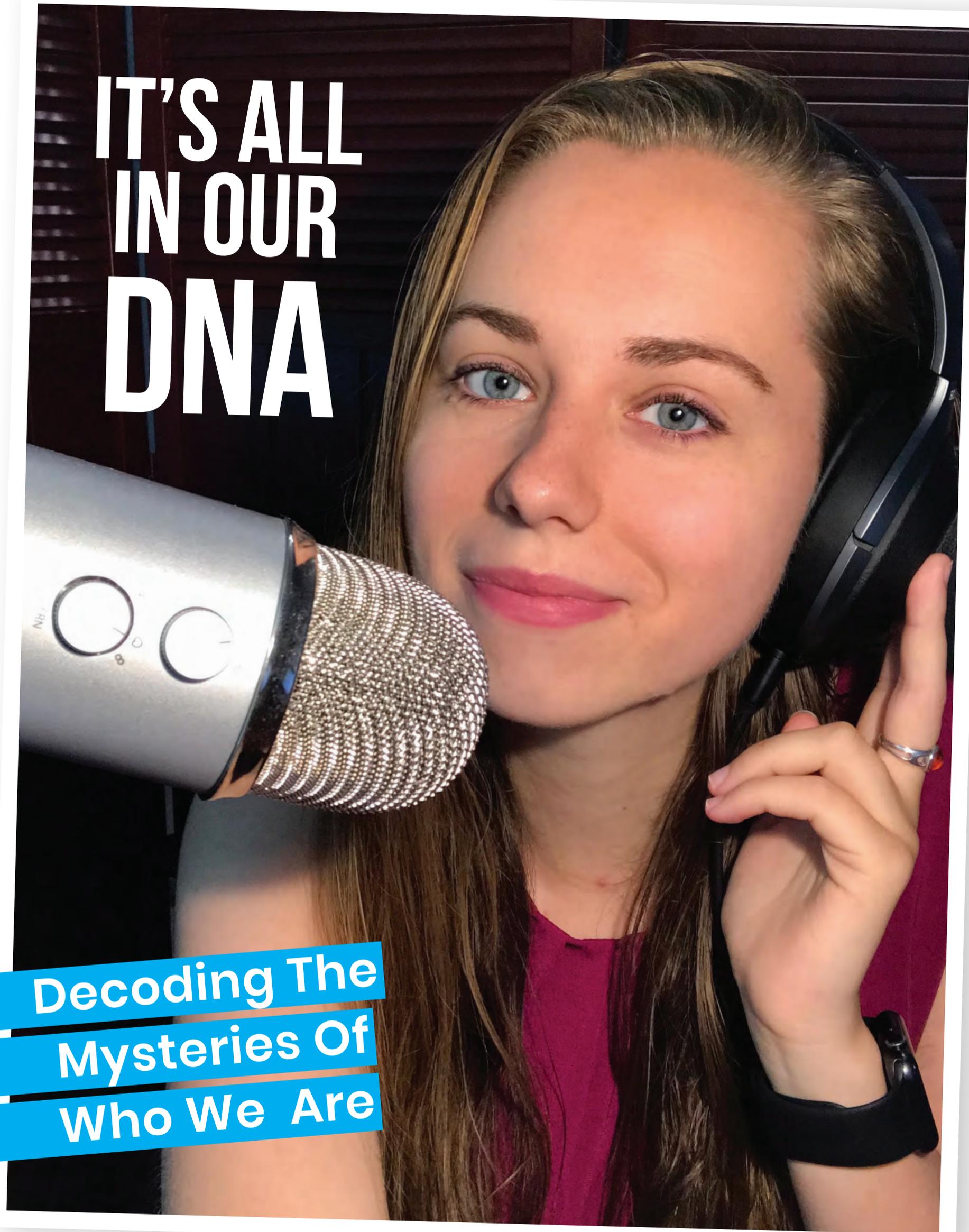
The global green beauty community looks to Formula Botanica for guidance on major events in the industry, such as new ingredient releases, innovative formulation techniques, and indie business guidance.

Listen to the *Green Beauty Conversations* podcast and become part of the global green beauty movement. 🎧



IT'S ALL IN OUR DNA

Decoding The
Mysteries Of
Who We Are



Recently, I watched the People's Choice Podcast Awards. When the host announced *DNA Today* as the winner in the Science & Medicine category, my interest was piqued. Then I heard Kira Dineen, the host, mention in her acceptance speech that she had been podcasting for nine years—since high school.

Having listened to her first podcast during a flight, Kira was hooked. A few years later, she wondered to herself, “What if I start a podcast and see how it goes?”

Kira had always been interested in literature and was a fan of *Harry Potter* and *The Hunger Games*. She thought: “[Hunger Games] could be the next *Harry Potter*. I saw creating a podcast as an avenue for people looking to connect with other fans. Our angle was to structure the show in a way that engaged fans. When people asked, “What’s a podcast?” I described it as internet radio show.”

Kira’s first podcast was named *Nightlock: A Hunger Games Podcast*, which she started in 2011 with a couple of her classmates. They discussed the book series, chapter by chapter, as well as the movie once it was released. Kira felt “It was a fun way to explore podcasting and figure out how everything worked. Back then it was a little harder to do everything by yourself. Today, there are so many ways to start a podcast.”

In Kira’s senior year of high school, she started the *DNA Today* podcast. “It began as an independent project. Usually, my

high school offered a bioethics class once a semester, but they weren’t offering it the semester I wanted it. One of my co-hosts from the Nightlock show joined me to launch a genetics podcast as an independent project to explore various bioethical issues. So the show began with bioethics debates about genetic topics. I always found genetics to be really interesting. And I knew I wanted to do something in genetics, but I didn’t know what a career in genetics looked like. I realized I could do lessons about genetics by interviewing experts and explore different career paths. And once I learned about genetic counseling, I quickly grabbed onto it.”

Kira enrolled at The University of Connecticut to pursue that area of work while continuing podcasting. In her

“It was a fun way to explore podcasting and figure out how everything worked. Back then it was a little harder to do everything by yourself.”



sophomore year, her show was syndicated with WHUS91.7FM, the campus radio station. *“I thought if I could do a live radio show, I could later release the recording as a podcast episode. Suddenly, in 2014, I’m live on air! It was very nerve-wracking and different from being able to edit afterward. Anything I said was going to be out there. It was really kind of scary to just jump on air.”*

Kira managed to balance her course load with her weekly talk show. One of the exciting benefits of her live radio show was that she found it easier to schedule guests.

Now, six years later, Kira’s show continues to broadcast on the University radio station today, though it is no longer live.

Kira has interviewed many interesting guests over the years. One of her most memorable episodes was the one featuring Henrietta Lacks’ family members.

“Grad programs for genetic counseling are competitive, and there’s about a 30% acceptance rate.”

KIRA

listens to



MOMMIES TELL ALL

Join The Bachelor’s Carly Waddell and Jade Roper as they dish about motherhood, pregnancy, parenting, relationships and today’s pressing women’s issues.



UNLOCKING BRYSON'S BRAIN

Bryson is a beautiful, happy and loving boy. But a mysterious illness means he can’t walk, talk, or feed himself. After years without a diagnosis, even Bryson’s parents have come to accept that he may never be able to live independently.



#MILLENNIAL

A weekly roundtable about our Generation Y experience. From news to politics and pop culture, a panel of friends digs in on why these stories matter and how they affect millennials.

“Henrietta Lacks was a Black woman who had cells taken from her cancer without her consent. Those cells were then grown in the laboratory, which was a first for scientists. And there have been numerous, honestly, countless scientific advancements that came out of it. The

cells are even called ‘HeLa cells,’ from the first two letters of her first and last name.”

In fact, one of Kira’s favorite books is *The Immortal Life of Henrietta Lacks* by Rebecca Skloot. Kira animatedly explained:

“The book is a merge of science, communication, bioethics, and genetics wrapped into one exciting story. Rebecca spent 10 years researching the information about the Lacks family. And she spoke at the University of Connecticut when I was an undergrad. I briefly met her, and then I was able to interview a couple of Henrietta Lacks’ descendants to discuss the significance of her cells and the impact they had on science. I think that was my first interview that I knew I was going to be starstruck. It was an honor to talk to them.”

As a recent grad school graduate, Kira’s listeners can contact her for information about careers in genetics/DNA. She has also dedicated multiple episodes to answering their questions.

“Grad programs for genetic counseling are competitive, and there’s about a 30% acceptance rate. We try to explore a lot of those topics on the show, so that we can help people with their applications, choosing schools, admissions, and what to expect in grad school. I’ve interviewed over 30 genetic counselors on the show, exploring their specialized areas of interest.”

Recently, Kira began her career as a prenatal genetic counselor. She works



“We come across as relatable, so anybody can listen to the show. You don’t have to be in genetics, science, or healthcare. We want to make the episodes understandable for anyone listening.”



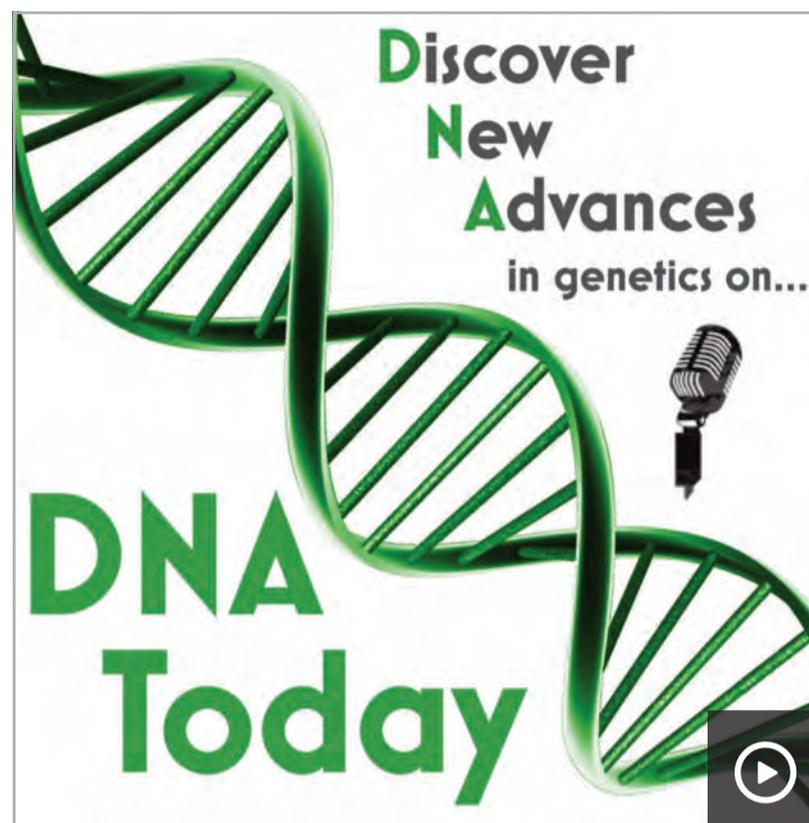


with pregnant women and talks with couples about the genetics of their pregnancy to help them make educated decisions.

“The counseling part comes down to being able to connect with patients and have them explore their feelings around certain concepts and what they’re going through. And if they have results that indicate high risk, or abnormal results, we help them process that information, so that they can make the best decision for their families.”

Kira now has a team of three women assisting her with her podcast and managing her social media accounts. She recently started her YouTube Channel, and as she looks toward the future, her dream guests include Francis Collins of the NIH, Bill Nye, Dani Shapiro, and

“ I think that was my first interview that I knew I was going to be starstruck. It was an honor to talk to them. I was so excited to do that one.”



recent Nobel Prize winners Emmanuelle Charpentier and Jennifer Doudna.

It’s Kira’s hope that *“We come across as relatable, so anybody can listen to the show. You don’t have to be in genetics, science, or healthcare. We want to make the episodes understandable for anyone listening. Sometimes, if a guest starts getting too technical, I’ll try to break down what he or she is saying. And there’s certainly a couple episodes where we dive deeper into genetics, so some of it might be advanced, but for the most part, the episodes are really for anyone, to educate the public on topics related to genetics.”* 🎧



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Embracing Courage 🎧



UNDER THE RADAR

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



NAKED ASTRONOMY FROM THE NAKED SCIENTISTS

Who hasn't dreamt of floating in space? Walking on the moon, rocketing through the galaxy, and visiting other planets? Entertainment like *Star Trek*, *Star Wars*, *Star Gate*, and *The Expanse* fuel our imagination and leave us in wonder of the adventure of living among the stars. Yet due to the rigorous physical and mental requirements for becoming an astronaut, the majority of us will never experience the life of an astronaut.

One recent episode was dedicated to the 20-



year anniversary of the International Space Station, and the hosts share the experiences from seven astronauts who were there.

As a fan of the show *The Expanse*, another recent episode about the current mission to Mars and the plans to colonize Mars is especially fascinating. Once relegated to science fiction, the US, China, and United Arab Emirates are launching missions to Mars in 2020, and suddenly, Mars doesn't seem 54 million miles away.

Naked Astronomy is the brainchild of Dr. Chris Smith. The show's core of rotating hosts—scientists in various disciplines—discuss everything in our galaxy and beyond with their international guests.

With the overwhelm of social media and current events, it is refreshing to listen to a podcast that focuses on real-life events occurring among the quiet of the stars, and to meet the people behind the science of making life in space a reality. 🎧

OFF THE CHARTS

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

DECEMBER 2020

ARTS

how to decorate



THE PODCAST



HOW TO DECORATE

Hosted by: Taryn Schwartz, Caroline McDonald & Karen Mooney

Brought to you by Ballard Designs this show aims to teach listeners how to unleash their inner decorator featuring interviews with interior designers and answering burning decorating questions.

BUSINESS

RESPONSIBLE IMPACT

Hosted by: MagicLinks

Sustainability is more than a buzzword. This podcast gets into the nitty gritty of how successful brands are building sustainability into their businesses. *Responsible Impact* will show you how to be a responsible human.

MAGICLINKS PRESENTS

RESPONSIBLE IMPACT



COMEDY

Sweet Boys



Garrett and Andr



SWEET BOYS

Hosted by: Garrett Watts & Andrew Siwicki

Join YouTube creators Garrett Watts and Andrew Siwicki for a blissfully chaotic and curious conversation about what it means to live in this beautiful, crazy, and confusing modern world.

EDUCATION

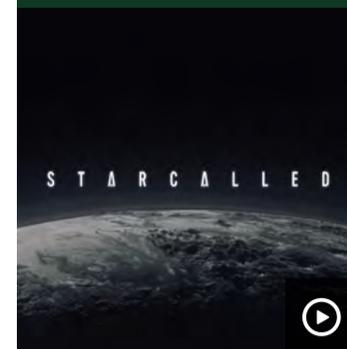
THE GRATITUDE DIARIES

Hosted by: Janice Kaplan

Explores how gratitude can transform every aspect of your life. Released every weekday with practical tips on how to add more gratitude to your life.



FICTION



STAR CALLED



STARCALLED

Hosted by: Gabriel Alvarez

Set in the galactic frontier, follow the lives of Lieutenant Saranus Kron and Dr. Elona Zoren, two young officers in the 443rd Colonial Fleet Infantry, as they race to uncover a conspiracy under the specter of war.

GOVERNMENT

GOVERNMENT UNFILTERED



TIMBERLANE MEDIA



GOVERNMENT UNFILTERED

Hosted by: Dan Williams

Dan Williams, the voice behind the *Mueller Report Audio* podcast, reads some of the most important government documents for those who want the information.

HEALTH & FITNESS

MY NICHE IS HUMAN WITH STEVEN FAGE

Hosted by: Steven Fage

This podcast aims to help you know "less" about what you "think" you know that causes your anxieties and strives to help you understand how and why you think the way you do.



STEVEN FAGE



HISTORY

Research Like a Pro

Genealogy Podcast



RESEARCH LIKE A PRO GENEALOGY PODCAST

Hosted by: Diana Elder and Nicole Dyer

Diana Elder and Nicole Dyer of FamilyLocket.com discuss how to take your family history research to the next level and uncover more of your family tree.

KIDS & FAMILY

HONEY! I'M HOMESCHOOLING THE KIDS

Hosted by: Robyn Robertson

Homeschooling is quite prevalent in our culture today. If you do it right, it's actually a lot of fun and even more, it blows away the traditional broken school system.



LEISURE



THE ANIMATION HAPPY HOUR

Hosted by: Garrett Lewis, Katie Low & Ben Girmann

Helping students and other enthusiasts following an animation career path break into this difficult-to-enter industry.

OFF THE CHARTS

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

DECEMBER 2020

MUSIC



SWITCHED ON POP

Hosted by: Nate Sloan & Charlie Harding

Musicologist Nate Sloan and songwriter Charlie Harding break down pop songs to figure out what makes a hit and its place in culture. They help listeners find “a-ha” moments in the music.

NEWS

THE JASON & SCOT SHOW

Hosted by: Jason “Retailgeek” Goldberg & Scot Wingo

Discussions of the latest news and trends in the world of e-commerce and digital shopper marketing.



RELIGION & SPIRITUALITY

The Air That I Breathe



THE AIR THAT I BREATHE

Hosted by: Jodi Howe

A faith-based podcast speaking to those dealing with anxiety and are longing for a peaceful mind. Howe shares from her own experience strategies for overcoming anxiety.

SCIENCE

SCIENCE CLEAR + VIVID

Hosted by: Alan Alda

A limited series focusing on the power of basic scientific research. Why is investing in basic research essential to society? How does it play a role in transforming our lives?



SOCIETY AND CULTURE



GUY KAWASAKI'S REMARKABLE PEOPLE

Hosted by: Guy Kawasaki

Guy interviews thought leaders, legends and iconoclasts such as Jane Goodall, Steve Wozniak, Margaret Atwood, Tim Ferris, Kristi Yamaguchi, and Andrew Yang.

SPORTS



RAPSHEET AND FRIENDS

Hosted by: Ian Rapoport, Mike Garafolo & Tom Pelissero

NFL junkie? This is the show for you. NFL Network's Ian Rapoport is as plugged in as any journalist on the planet—well, maybe except for the GOAT Adam Schefter.

TECHNOLOGY

WHAT THE TECH

Hosted by: Andrew Zarian and Paul Thurrott

Andrew and Paul discuss the many new technologies being introduced to the world every day. From the very controversial, to the unboxings, to software reviews. Let's see how this grows.



TRUE CRIME



THE NOBODY ZONE

Hosted by: Tim Hinman and Krister Moltzen

In a forgotten London underworld, a homeless Irishman kills multiple times without detection, unseen in a world where nobody seems to care.

TV & FILM

ANIMATION ADDICTS PODCAST

Hosted by: Morgan Stradling, Chelsea Robson & Mason Smith

A deep dive into the world of animation with reviews and in-depth looks into childhood classics and new box-office releases from Disney, Pixar, Dreamworks, and beyond.



EDITOR'S PICK



TIS THE PODCAST

Hosted by: Anthony, Julia & Thom

Join Anthony, Julia, and Thom as they embark on a magical journey debating and discussing different Christmas movies, specials, and television episodes each week.

PODCAST MAGAZINE RECOMMENDS

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

blubrry



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

[Click here to get a free month »](#)



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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 »](#)



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.

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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.

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Grow your leads, nurture your relationships, & drive more sales all from one, simple tool. Start for \$1 and choose from scalable plans that grow with your business. Custom Domains. Database Organization. Generate Leads Quickly. Email & SMS Systems. Mobile Optimized.

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

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PODCAST™

HOT 50™

DECEMBER 2020

This month's Top 50 podcasts as determined by podcast fans. Vote at PodcastMagazine.com/Hot50 »

THE TOP 4 SPOTS ARE HOLDING STRONG FROM LAST MONTH!

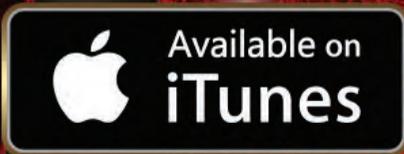
THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
1	1	THE UPSIDE Callie & Jeff Dauler 6TH MONTH AT #1!
2	2	CERTIFIED MAMA'S BOY Steve Kramer & Nancy
3	3	KRAMER AND JESS UNCENSORED Steve & Jess
4	4	THANK GOD CANCER SAVED OUR DIVORCE Denny, Amanda, Jamie & Brandon
5	11	THE WILDER RIDE Alan Sanders & Walt Murray
6	14	LIFE WITH HULA Hula
7	6	MURDER, MYTH & MYSTERY Sara, Erik & Mary
8	18	60MW PODCAST Dave Robinson & Others
9	46	BK ON THE AIR Barry King BIGGEST MOVER
10	10	A PARANORMAL CHICKS Donna & Kerri
11	12	THE REAL QUEENS OF QUEENS Cathy & Fran
12	7	CRIME JUNKIE Ashley Flowers & Brit Peawat
13	-	THE FANTASTIC PODCASTIC DUO Andy Julia, Ray Scipione & Jim Grasso
14	47	LEADER OF THE CLUB Jessica Chenoweth & Hula Ramos
15	-	911 CALLS PODCAST WITH THE OPERATOR The Operator & Jack Luna
16	5	WEIRD DARKNESS Darren Marlar
17	-	THE BOX OFFICER PODCAST Mel Mckay & Derek Zemrak
18	-	DARK TOPIC Jack Luna
19	14	THE JAMCAST Johno & Mark
20	36	SWORD AND SCALE Mike Boudet
21	-	WKRP CAST Allen Stare
22	-	RADIO LABYRINTH Tim Andrews
23	17	THE AMAZING WORLD OF TALKIN SHIZ CJ & Mattx
24	16	THE NEWSWORTHY Erica Mandy
25	24	MY FAVORITE MURDER Karen Kilgariff & Georgia Hardstark

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
26	20	STRANGER DAMIES Mark Myers
27	32	BASKING IN THE SHADE Kari Green & Josh Pitre
28	-	ELIMINATION PODCAST Bob, Mike & Dave Rivett
29	21	THEY CALLED THIS A MOVIE The Main Damie
30	8	NECRONOMIPOD Dave, Ian & Mike
31	48	NEXT ON THE TEE Chris Mascaro
32	-	UNLEASHED Mitch Williams
33	33	GEEK TO ME RADIO James Enstall
34	25	RAW TRUTH STORIES OF FEMALE INFIDELITY Rebecca Adams
35	-	ON SECOND WATCH Tim, Chris, Dana, Kari & Spaz
36	41	MORBID: A TRUE CRIME PODCAST Alaina & Ash
37	-	IN THE GARAGE Gerald Cordova
38	22	INSIDE THE CRAZY ANT FARM Dustin & Logan
39	-	THE OFFICE LADIES Jenna Fischer & Angela Kinsey
40	23	ARMCHAIR EXPERT Dax Shepard
41	34	KNOW YOUR AURA Mystic Michaela
42	-	YOUR HOPE-FILLED PERSPECTIVE Michelle Bengtson
43	9	REAL LIFE REAL CRIME Woody Overton
44	-	CASEFILE TRUE CRIME Casefile Presents
45	-	INVISIBLE CHOIR Reach Freaks
46	-	TRUE CRIME GARAGE Nic & Patrick Edwards
47	-	WHO'S DRIVING YOUR CAR Matthew, Steven & Craig
48	-	CORPORATE COMPETITOR Don Yaeger
49	-	LOCAL LEADERS: THE PODCAST Jim Chapman
50	-	CALL HER DADDY Barstool Sports

LISTEN NOW

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!



WISHING YOU THE HAPPIEST OF HOLIDAYS FROM ALL OF US AT THE HOT 50 COUNTDOWN.

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