

PODCAST MAGAZINE

BEYOND THE MICROPHONE

TOM ARNOLD

UNFILTERED &
OFF TOPIC

**CHRISTOPHER
LOCHHEAD**

THE FUTURE
REQUIRES DIFFERENT

GUY KAWASAKI

A PASSION FOR
*REMARKABLE
PEOPLE*

PODCAST MAGAZINE'S FOUNDER

STEVE OLSHER

REINVENTING & DISMANTLING THE STATUS QUO

NICOLE MOORE

HOW LOVE WORKS
WITH THE RIGHT
MINDSET

SIOMAI MOORE

BOLD &
BEAUTIFUL
BURLESQUE

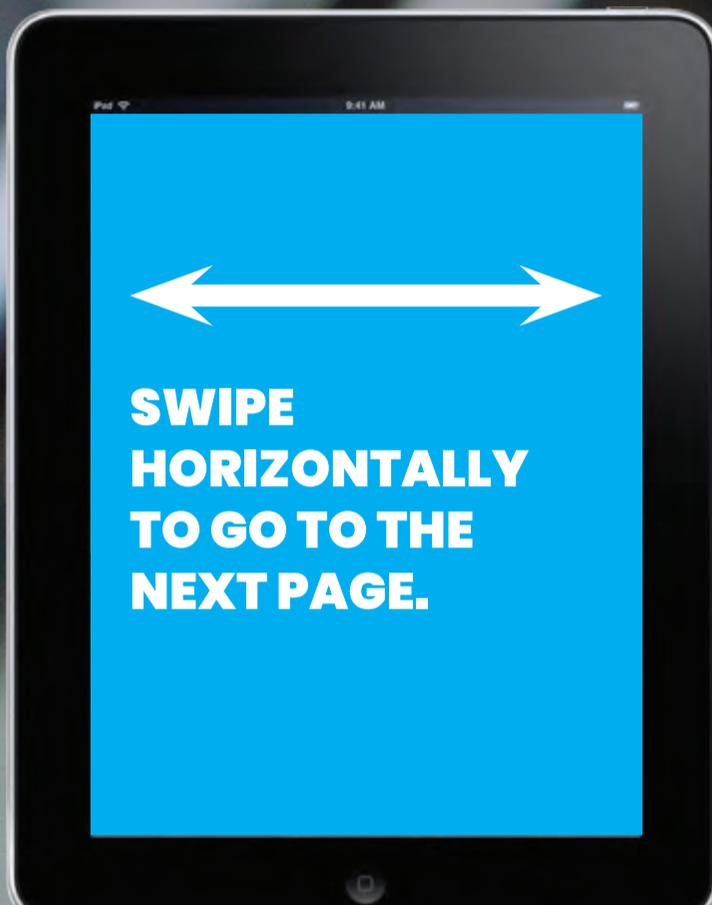
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*There is no such
thing as failure.
Failure can be thought
of as success, with
an unintended
ending.*



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FEATURE



HOW TO USE THIS MAGAZINE



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- Arts
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- Kids & Family
- Leisure
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- News
- The Professional Podcaster
- Religion and Spirituality
- Science
- Society and Culture
- Sports
- TV & Film
- Technology
- True Crime



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		TV & Film	Michael Woodward <i>jumbleThink</i>

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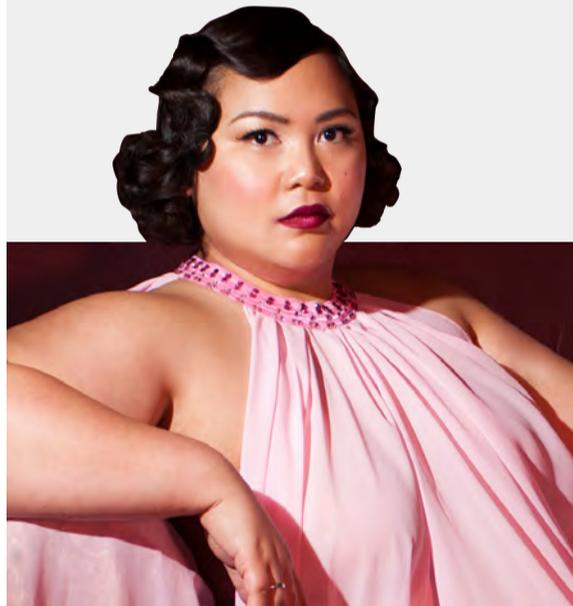
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SIOMAI MOORE

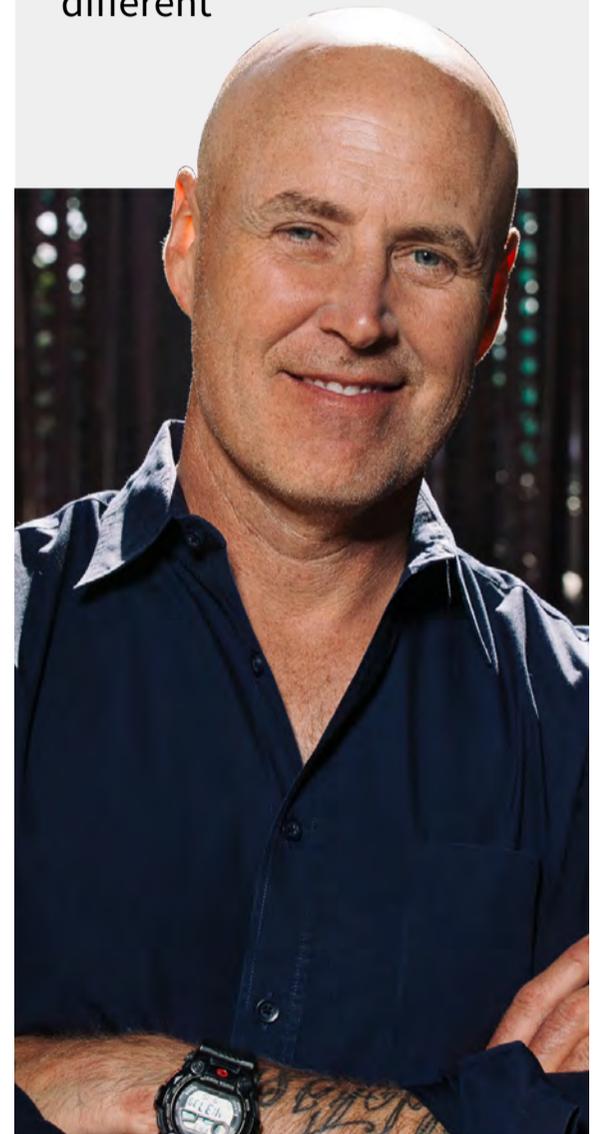
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CHRISTOPHER LOCHHEAD

The future requires different



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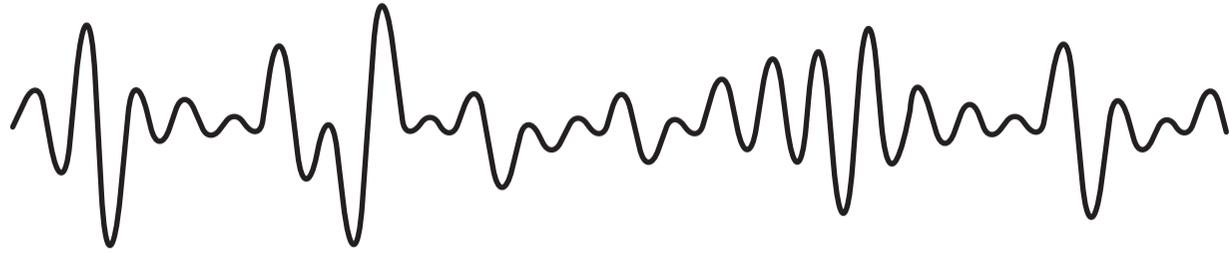
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The industry's only monthly chart highlighting the top 50 podcasts as selected by podcast FANS

FROM THE EDITOR



STEVE OLSHER

Founder/Editor-in-Chief

It is with a huge smile, tears of joy, and a heart full of gratitude that I write this month's *"Letter From The Editor."*

When we launched *Podcast Magazine* just one year ago, I had certainly hoped that podcast fans, aspiring and established podcasters, and industry professionals would welcome our publication with open arms.

And welcome us you did. As we celebrate our one-year anniversary, we thank you so much for doing so. Please know that we're just getting started and have much in store for 2021 and beyond!

Rather than discuss those plans here, our Category Director for Music, Raven Blair Glover, interviewed me about what the future holds for the magazine and our myriad initiatives. I'm honored for the profile and would love to hear your thoughts on what I shared. My direct email is Steve@PodcastMagazine.com.

While I have your attention, I have to admit something: my time of late has been spent exhaustively on a new app called "Clubhouse."



I'm usually not one for hyperbole, but in all seriousness, this could be the single most-important letter you read this year. Why? Well, I'm incredibly bullish on it, because in many respects, I believe that Clubhouse represents the best of the past, as well as the future, of audio—perhaps even social media as a whole.

(If you're already on Clubhouse, connect with me—my handle is @podcasts, and we run the largest podcast-specific 'club' on the platform, ClubPod. Join us!)

While I don't buy into the hype that Clubhouse will completely decimate podcasting, it certainly is expanding the appeal of audio as an easily accessible means for creators to connect with fans, both new and existing. As with all disruptive technologies, one needs to be aware of forthcoming trends, and pretending that Clubhouse has not already made a substantial impact in its limited time of existence would be unwise.

If you're unfamiliar with Clubhouse, I'll do my best to break it down for you.

In its simplest terms, it is an invite-only, audio-specific app that is currently in beta

“I believe that Clubhouse represents the best of the past, as well as the future, of audio—perhaps even social media as a whole.”

and only available to iOS users. I liken it to a huge (online) conference with dozens upon dozens of break-out rooms (more details below).

In less than a month, I have gained over 16,000 followers. Our 'club,' ClubPod—which is focused on podcasts, podcast culture, and podcast growth and monetization strategies—has over 20,000 members and followers.

The following represents a highlight of what I've learned during my first six weeks on the platform:

1) Promotion is heavily frowned upon... but driving to leads and revenue CAN happen.

Clubhouse is the ultimate give-first, relationship-focused platform. It is built on the premise of giving without the expectation of reciprocation and adding value to others however, and wherever, possible. It's been a long time since I've seen anything like it.

Interestingly, there are NO likes or comments. This makes trolling virtually non-existent, which is a very welcome shift from the norm. And... almost nothing is recorded (definitely capitalizing on the FOMO fad).

The rules here are very different—so here are a few specific tips:

Pretense should be avoided at all costs—the Clubhouse community will reward you for your shares WITHOUT your needing to be pushy or overly promotional in nature. Further, when you are given the opportunity to speak, be respectful, share your most valuable insights, and applaud contributions from others (by turning on and off your microphone) if they say something you like.

2) Participate in the available ‘rooms’ that interest you. (You’ll be floored by the people who are adding to the conversation.)

Each ‘room’ is created by a Clubhouse user. This creator becomes the ‘moderator’ (aka the “main stage speaker”) who can invite others to the ‘stage’ to share their thoughts on the discussion at hand. They can also select other Clubhouse members to share ‘moderator’ duties (ostensibly becoming panelists or co-hosts) and invite others from the ‘audience’ to come to the stage and share their thoughts. These participants are typically then ‘returned’ to the audience once finished.

Some rooms have thousands of people,



← CLUBPOD

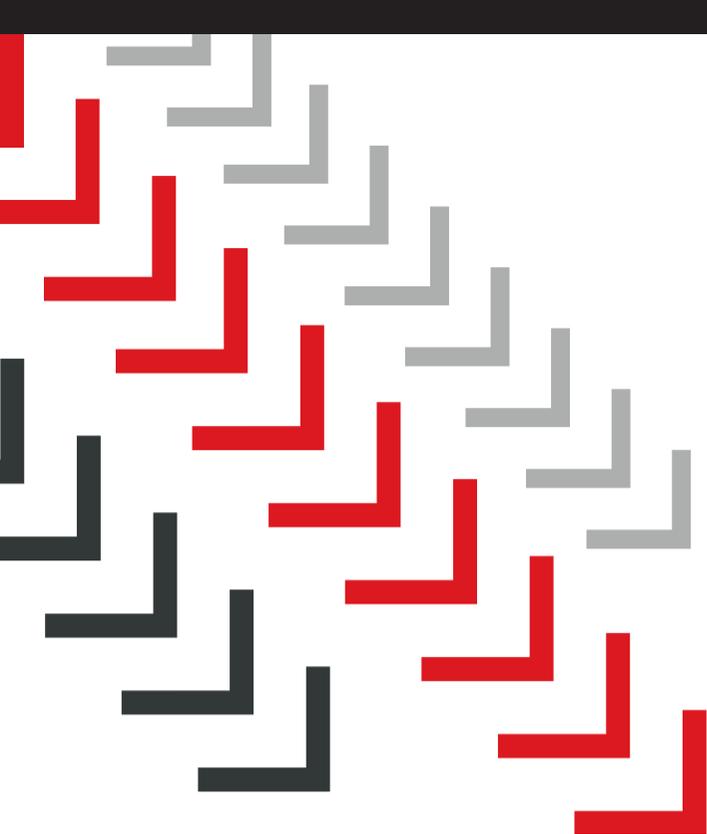
Join *Podcast Magazine* and Editor-in-Chief Steve Olsher in the largest podcast-specific ‘club’ on the platform

some have hundreds, while others may have just a handful of participants.

3) If you create a ‘room’, please keep in mind that ‘rooms’ (or stages) are NOT about you, the creator of the room.

Instead, the room should be created for the benefit of the Clubhouse community. Period. Anyone can, and should, open a room. These rooms can remain open for HOURS without your having to continue to lead the charge or participate.

For example, on December 24, I started a room related to podcasts that inspired conversation for nearly eight hours. Was I leading it the whole time? No. Just for ~ 70 minutes. Then, I brought other ‘moderators’ on, and they continued the conversation long after I left.



All the while, I remained as the lead moderator (since I technically didn't leave the room) and picked up followers and opt ins over the course of the day (see my Clubhouse bio to better understand how I was able to do so).

4) Start a 'club' as quickly as you can.

A Clubhouse 'club' is a topic-specific group that you, as the owner, have the ability to control.

As I mentioned earlier, in less than a month, we've surpassed 20,000 members and followers.

There are about 2 million users currently on the platform. Our following of 20,000+ represents greater than one percent of the total user base. If Clubhouse continues to grow and our numbers hold pace, ClubPod could easily end up with well over 1,000,000 members and followers, perhaps much more.

Starting a club requires you to consistently create 'rooms' in order to be considered for approval. My understanding is that

you want to create a minimum of three rooms per week for the first couple of weeks. Here is the direct link for applying to create a 'club': airtable.com/shrq9KTNSdXXKotx9b.

5) Generating leads and revenue from the platform is ABSOLUTELY possible.

Having the right give-first attitude, a solid bio, and time to commit to the Clubhouse community are all key. We've generated THOUSANDS of new subscribers to *Podcast Magazine* from Clubhouse already, and several people have reached out to us about our [Icon Maker](#) program and options for working together.

Further, we recently completed our fourth "5 Podcasts In 5 Days Challenge," and more than one-third of those who enrolled in our "Podcast Domination" offer at its conclusion came directly from Clubhouse.

6) Follow, follow, follow.

Your 'feed' is a direct reflection of the people (and the clubs) that you 'follow.' If you don't 'follow' anyone, there will be nothing for you to do. Use the search mechanism to find people and clubs you're interested in.

And, lastly, please remember that Clubhouse is still technically in beta. Figuring out a 'proper' on-boarding process may be part of their plan to help newbies (hilarious that after six weeks, I'm an expert). Or not.

If you need help, they do have rooms solely

dedicated to leveraging the platform, building a following, etc.

It'll be very interesting to see if this goes the way of Blab and Periscope and ends up a flash in the pan. Alternatively, I believe that Clubhouse will not only maintain its popularity, but that its usage will EXPLODE. Investing six months into the platform now could pay massive dividends for YEARS to come.

I definitely have my opinions as to why it will stick and will share more down the line. If you missed the Instagram, Facebook, or other social media trains, do not sleep on this one. Join right away and get active.

If you have an iPhone, download the app,

build your profile, and wait. Someone will 'let you in'... eventually.

When you arrive, connect with me (my handle is @podcasts), and join ClubPod.

I've been online a long time... since 1993. My hunch tells me this is the real deal and there is a phenomenal, sustainable opportunity at hand. If you're on Clubhouse, please email me (Steve@PodcastMagazine.com) about your experience.

If not, I look forward to seeing you in the 'club' when you are. 📍



STEVE OLSHER
@ThePodcastMag



fuboTV

Spider-Man: Homecoming
 2017 | PG-13
 32 min left

SpongeBob SquarePants
 S12, EP244 "The Krusty..."
 8 min left

SPORTSCENTER
 Air Date: October 5, 2020
 32 min left

NBC Nightly News with...
 S47, EP264 "NBC Nightly..."
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Dr. Pimple Popper: Bef...
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The Simpsons
 S32, EP1 "Under..."
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"Leader in sports streaming"
Forbes

"A great cable TV alternative"
tom's guide

"The best service for sports fans"
GIZMODO

CONVERSATION CORNER

This month's featured 'Letters To The Editor'

HAVE YOU CHECKED OUT OUR **HOT 50 COUNTDOWN** PODCAST? See what others have to say:



4.7 Stars



Excellent Guide For Podcast Listening

Nov 4, 2020
Joe the healer



For someone new to listening to podcasts this helps sift through the shows and helps me spend time listening to quality shows that I wanna listen to. Bonus excellent production!

High Energy, Exciting and Educational

Oct 28, 2020
Hot Mess Heather



I love the concept of the countdown! There are so many podcasts out, but this helps navigate finding content you want to hear. Great Job and Keep on Rocking it out!!!

Love the Countdown

Nov 4, 2020
Hdhryejdhbxbshdn



I loved the Countdown. I was a huge Casey Kasem fan and he was the reason I wanted to do voice overs/ radio. Actis is a great host and I instantly became a fan. Fast paced, and enjoyable to listen to.

Beyond the Mic

Oct 27, 2020
Kira Dineen



Interesting to hear more about podcasters themselves and what drew them to start podcasting and hear their stories. Excited to hear more episodes!



Instagram



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

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Beyond THE BYLINE

Meet the Podcast Magazine Category Directors!

Each month, our dedicated (and talented!) team of Category Directors pours their hearts and souls into taking you 'Beyond The Microphone' with leading podcasters. They tirelessly research the podcast landscape to share podcasts you may never have heard of, but *should* be listening to. **As we celebrate our one-year anniversary, we'd like to take a moment to honor each incredible team member and give you an opportunity to get to know *them* a little bit better.**





ANJEL B HARTWELL

Arts 🎨

Podcast Magazine ROCKS—love being part of this dynamic team and especially love my category! It's been an expansive, invigorating year of magic, new connections, and terrific teamwork. I'm a better person, team player, podcaster, and artist because of this opportunity to contribute, and am truly grateful to the readers and fans.



ROB ACTIS

Comedy 😄

As a voice actor, I have performed in many national TV commercials in addition to narrating 33 audiobooks on audible, including *The Miracle Morning* and my best-selling book, *The Law of Action*. I started with *Podcast Magazine* in the TV/Film category and have since moved to Comedy. I'm now hosting the *Hot 50 Countdown*, too, and have met so many amazing podcasters.



MICHELLE SHAEFFER

Business 💼

Me in 15 Words: Capitalism, Coffee, Spartan Races, Cigars, MMA, Kid Mom, Dog Mom, Business Coach, Podcaster, Smarty Pants. Not in that order. Half the brains behind *Planet Business & Proof Simple*. Guide of the Empath Entrepreneur Business Academy. Justifies listening to too many business podcasts by sharing the best with you.



ADAM LEWIS WALKER

Education 🍎

I'm originally a teacher from England, but moved my young family to the wilderness of Northern Michigan a few years ago. In 2008, I was attempting to reach the Olympics when my career was cut short by a freak pole-vault accident. **Fun fact**, when my wife and I married, we quit our jobs and honeymooned around the world for one year visiting 27 countries!



MICHELE PW (PARIZA WACEK)

Fiction 📖

As a published fiction author and English major, hands down my favorite part was geeking out with the fiction podcast creators about all the ways bringing a story to life with audio is different than using the written word alone. (I know, I'm a huge story nerd.)



DAN R MORRIS

🔊 ⌚

Gadgets, Gizmos & Gear / History

In 2020, I married my best friend and became a dad to 11. Despite the utter craziness, I got more efficient AND made sure my podcast didn't take a back seat. When life is crazy, make sure you're still living in it, not just getting through it. (And read the list of category authors each month—you never know where I'll show up). Cheers!



MEIKO PATTON **Government** 🏛️

I've had the opportunity to interview some of the most amazing people! For some of the interviews, I've been able to visit (via Zoom) some of best places, like Washington D.C., Brazil, and Iraq. It has been an exhilarating, thrilling ride. Thanks for reading.



SUSAN DASCENZI

Health & Fitness

This first year has been CRAZY AWESOME, because I spent time with amazing people and saw their transformation from the inside out while getting to know the “real” them. **Here’s a little of the real Susan:** I’m an ordained minister (six weddings so far) and pretty powerful poet (especially good at Acrostic poems) who plays guitar and loves to dance and sing.



IAN LOBAS

Kids & Family

It’s been such a blast being a part of this ground-breaking team and learning about what it takes to produce a successful magazine.



RAVEN BLAIR GLOVER

Music

WOW, it’s been a tremendous experience and a huge honor being the Music Category Director and part of the amazing *Podcast Magazine* team. Steve is a genius, and watching his idea, vision, and concept turn into a successfully niched magazine has been fascinating and very inspiring. **Fun fact about me:** I love to dance, and block out time daily to Wobble It Up!



JOE SANOK

Professional Podcaster

Being a member of *Podcast Magazine* has helped me continue to learn how to be a better podcaster, connect with amazing guests, and see how the industry is changing. Also, it’s helped my bottom line in monetizing the *Practice of the Practice Podcast* even more. **Fun fact:** I live in a RV with my family and don’t have an end date as to when we’ll return home!



industry is changing. Also, it’s helped my bottom line in monetizing the *Practice of the Practice Podcast* even more. **Fun fact:** I live in a RV with my family and don’t have an end date as to when we’ll return home!

LORI LYONS

Leisure

This first year has been a blast—not just working with the podcast hosts, but also with *Podcast Magazine*’s great team. Something fun about me: I’ve just learned to ride a motorcycle, so I’m now a (ahem) “senior” motorcycle babe!

Check out full bios for our Directors, features in each category, and more online at

PODCASTMAGAZINE.COM





ERIC NEVINS

Religion & Spirituality 

It's been way more work and way more fun than I thought it would be! I'm still a little amazed at the opportunity to serve podcasters this way. **Fun fact:** In high school, I wanted to be an actor, and was in an after-school special as an extra.



DR. HEIDI FORBES ÖSTE

Science 

Podcast Magazine is a perfect source for a global nomad and knowledge junkie like myself. I love learning about new podcasts and people behind the mic across diverse interests. I can most often be found on the road less traveled.



GIN KELLER **Society & Culture**

Being a category director is pure joy! I have met amazing people who touched my heart in significant ways. I'm grateful for the magazine team, and I am inspired by the leadership/vision of Steve Olsher and Kelly Poelker. **My fun fact:** I love the game of No-Limit Texas Hold'em poker, own a bar poker league, and have been on 10+ health mission trips!



NEIL HALEY

Sports 

Working with the magazine and writing in the sports category has been amazing! It's nice to share the interviews and stories I get from a variety of athletes.



LAURA STEWARD

Technology 

Wow. A year already. I've reconnected with my full-on inner geek from my years of owning a tech company and gotten to interview folks from around the world. What I love most, though, is being able to get to the heart and soul of those I interview and share that essence with our readers. I even got to meet a few personal heroes! What an incredible team of folks!



KENNETH BATOR

True Crime 

Being a part of *Podcast Magazine* from the very beginning has been an entrepreneurial joy! **Fun fact:** I very briefly trained to be a firefighter in my early 20's, and the experience gave me an immense appreciation for the work done by first responders.



MICHAEL WOODWARD **TV & Film**

It's been an honor joining the *Podcast Magazine* team last fall. I've really enjoyed getting to cover some amazing podcasts in the TV & Film space. **Fun fact:** I was once bitten by a wild ape in the jungles of Thailand.



Podcast Magazine's Founder

STEVE OLSHER

*Reinventing & Dismantling
The Status Quo*



It seems difficult to believe, but February marks the one-year anniversary of the launch of *Podcast Magazine*.

From conceptualization to publication of the first 140-page issue in just 100 days, Founder and Editor-In-Chief Steve Olsher was simply “*following* [his] *instinct*” to pursue what he described as a “*rebirth of the podcasting medium*” happening right before our collective eyes.

A lifelong lover of radio, Steve says, “*The beautiful thing about podcasting is that it gives every person the opportunity to ostensibly have their own radio station—and the cost of entry is extremely low. As a matter of fact, it’s almost zero... and you can reach almost anyone, almost anywhere, at almost any time, simply by clicking a few buttons. I knew back in 2009 that there was something scalable and sustainable to this. Ten years later, the medium really began to hit its stride, and I believed in my heart that the opportunity was before us to go all in.*”

Reflecting on the past 12 months as a “*fun and interesting trek*,” Steve has worked diligently to ensure the magazine provides podcast fans with the chance to go beyond the microphone and deeper into the lives of the podcasters and the stories they love, while introducing readers to shows they likely haven’t heard of but *should* be listening to.

“*Our goal is to humanize the people behind the microphone—to share who they truly are as opposed to simply talking about their podcast*,” Steve said. “*Of course, we love profiling podcasters who have achieved stratospheric heights, as it adds credibility for the magazine, but what we love even more is helping podcast fans discover shows that may not appear in the charts—which is becoming increasingly difficult as deeper and deeper pockets enter the mix.*”

“Fact is, we all have something to learn, and everyone has something to teach. One of my favorite expressions is ‘To a second grader, a fifth grader is a God.’ Podcasting is the absolute personification of this, as it allows each of us to help others simply by sharing our respective expertise.”

Known as “America’s Reinvention Expert,” Steve is a serial entrepreneur who has launched several multi-million-dollar companies, an accomplished real estate investor, and a coach/consultant who has helped countless people across the globe discover their *WHAT*—more on that in a moment.

He is also the creator and host of The New Media Summit™—a unique live (and now virtual) event that provides a singular platform for aspiring podcast guests to pitch leading podcasters and get booked on the spot—international keynote speaker, and the *New York Times* bestselling author of the book *What Is Your WHAT?* In it, Steve furthers his mission to help people “cultivate a life of purpose, conviction, and contribution by identifying and creating a plan of action for bringing the ONE thing they were born to do to fruition.” In other words, he helps people gain clarity on how they are naturally wired to excel, and then lays out a game plan for sharing and monetizing that which puts fire in their soul.

True to the nature of his work, Steve didn’t become a reinvention expert without first walking the walk.

“I choose to view failure as success with an unintended ending.”

Born and raised in Evanston, Illinois, Steve took his love of radio (which he refers to as “*the Holy Grail*”) and DJing (spinning predominantly Chicago house music) to the next level while forging his path to entrepreneurship by opening his own non-alcoholic nightclub, The Funky Pickle! At just 19, he wrote a detailed business plan, secured a single investor as his partner to fund the venture, and successfully ran the business for over two years.

Eventually, disagreements with his partner as to the club’s next best steps led to its demise. Steve was undeterred. He’d experienced the perks of entrepreneurship and quickly switched gears, spending the next nine years building a catalog and online business, Liquor by Wire, together with his mom.

Similar to FTD, Liquor by Wire provided worldwide gift delivery of wine, champagne, spirits, and gift baskets using local retailers. With a penchant for spotting forthcoming trends, Steve led the team’s early initiatives to launch a ‘store’ on CompuServe’s Electronic Mall in 1993,



← PREDICTING TRENDS

(left) Steve, with his mother Gail, built Liquor By Wire into a multi-million dollar business during the early days of ecommerce on the web

going on to build one of the internet’s first fully functional eCommerce sites in 1995.

By mid-1999, investment capital was flooding into the tech landscape, and with *“the heavy lifting completed, the acquisition of the Liquor.com domain [for \$7,500] plus the subsequent name change combined with millions in annual revenue,”* and the company was in prime position to fulfill many an entrepreneur’s dream... going public.

To do so, Steve and his mom hired an investment bank to take them to the *“promised land,”* and found themselves *“completely blinded by the dot com light and its allure of fame and fortune.”* This process included hiring *“lettered saviors—a CEO, CFO, CTO, WTF, etc.”*—and agreeing to sign away their management rights to them—a huge error, in retrospect.

With a new management team in place, Liquor.com filed its S1 to go public in March 2000. Days later, the market crashed, and with the public markets drying up overnight, the shortcomings of the C-suite hires became evident. Two weeks later,

Steve walked away from the company he’d spent nearly a decade building with nothing to show for his efforts.

The biggest lesson he learned from this experience? *“Never allow someone else to take control of bringing your vision to fruition. And that there’s no such thing as failure. Failure is just one of those terms of ignorance weak-minded people like to throw out at those who dare to soar in an attempt to bring them down.”*

“I choose to view failure as ‘success with an unintended ending.’”

Forced to find a new *WHAT* to keep food on the table and the lights on for his family, Steve began his foray into real estate development. With zero knowledge of the landscape, he dove straight in, beginning by rehabilitating small apartment buildings and converting the units into condominiums. These initial efforts evolved into the redevelopment of retail, office, and mixed-use properties, and Steve eventually amassed a portfolio that exceeded \$50M in transactional value.



Photo credit: Flashpool Productions



◀ (left) Steve speaking at one of their company's sold out New Media Summit events, and (above) with his New York Times bestselling book, *What Is Your WHAT?*

And then... the real estate crash and economic collapse of 2008 rocked his (and nearly everyone's) world. Pushed to the brink of bankruptcy for a second time in less than nine years, he was forced to, yet again, find a new *WHAT*.

His next act? Helping people reinvent *their* lives, discover their *WHAT*, and guide them to avoid many of the same trials, tribulations, and "brain damage" he had to endure over the course of his career... and life. This led to uncovering his love for, and previously untapped skills in the fields of, writing, speaking and coaching.

"I realized that, if I can help others reinvent their lives and discover their WHAT, and they then go out and make this world a better place, it ultimately makes my world better, too... as well as my wife's, our kids', our family's, and so on. There is a powerful ripple effect that I can help put into motion with a single action.

"If people are struggling with their

WHAT, it's nearly impossible for them to recognize that they are the solution to someone else's problem. Everyone has something to teach, and each of us can serve humanity in our own singular, unique, powerful way. And, when people are able to understand how to leverage and monetize their WHAT, they become unstoppable forces who are able to create a life they truly love."

Now, one of Steve's primary missions is to give people the tools they need to reinvent their life: first, by helping them identify how they're naturally wired to excel, and then, by showing them how to get paid extraordinarily well for what comes as naturally to them as breathing.

"I am one of the few coaches who has actually built businesses outside of the coaching world. All the experiences I've had as an entrepreneur and, now, in building a personal brand, have allowed me to create, and follow, the profit path we're currently focused on."

This path launched Steve directly into the world of podcasting in 2009. Having bought radio time on a small AM station in Chicago for his new show, Reinvention Radio—“where ‘normal’ comes to die; ‘mediocrity’ meets its final demise; and ‘the status quo’ is unabashedly dismantled”—he quickly realized that the only people who would hear him would be those tuned in to that exact station at that exact moment in time. He began to understand the inherent value of podcasting.

“With a podcast, almost anyone, nearly anywhere on the planet can listen to your show at any time they choose on their preferred device,” Steve said. “And that’s certainly the goal of most podcasters—to reach as many people as possible with their mission and message.” That same year, Reinvention Radio became available solely as a podcast.

While Steve admittedly succumbed to “podfade” after approximately 30 episodes, the podcasting fire continued to burn within. In 2015, he fully committed to releasing episodes on a weekly basis alongside his new cohosts Mary Goulet and Richard Otey. Within three weeks, *Reinvention Radio* hit #1 on Apple as a “New & Noteworthy Show” in Society & Culture.

In 2018, the trio achieved similar accolades with their second show, *Beyond 8 Figures*. Given the show’s focus on sitting down with entrepreneurs who had either sold their business for more than \$10,000,000 or were currently running



STEVE & LENA

listen to



DEAR PRUDENCE

Advice, commentary, and conversation from Danny M. Lavery, author of Slate’s *Dear Prudence* column.



SPOOKED

True-life supernatural stories, told firsthand by people who can barely believe it happened themselves. Be afraid.



LOVETT OR LEAVE IT

Former Obama speechwriter Jon Lovett and a panel of comedians, actors, journalists, and some of the many famous Friends of the Pod appear before a live audience to break down the week’s biggest news.

“That’s the goal of most podcasters—to reach as many people as possible with their mission and message.”

a business that was grossing more than \$10,000,000 annually, the show was originally conceived as a mechanism for building a Rolodex of high net worth contacts. In 2020, Steve made the choice to sell the show. While terms of the transaction have not been disclosed, the total compensation value has been reported to be north of \$100,000.

Referring to both shows, Steve said:

“We realized quite quickly that, for us, it wasn’t about downloads or numbers. We weren’t after Top 10 shows, and we weren’t looking at our podcast as a business, per se. Instead, we sought to leverage the ‘business of podcasting.’ Our shows provided us with a vehicle to connect with people I wanted to connect with—to gain the credibility and authority that would enable us to teach others about the medium of podcasting. We were also able to leverage them as lead-generation mechanisms, attracting ideal prospects who are perfect candidates for

our products, programs, and services. Having that clear understanding of what constitutes a win for us was vital.”

So, how did all of this lead to *Podcast Magazine*, you might wonder?

According to Steve, the fundamental question every entrepreneur must be able to answer at each stage of his or her business’s life cycle is:

“What conversation do I MOST want to be part of?”

“The goal is to be able to answer this question in one or two words and, ultimately, for your (or your company’s) name to be part of those conversations even when you’re NOT in the room,” Steve said.

“When we determined that ‘podcasting’ is the conversation we most want to be part of, we had to figure out how to make that happen. Even though we had been releasing podcast episodes on a consistent basis since 2015, based on the merits of the podcast itself, we knew we weren’t going to be in that conversation as our numbers were nowhere near Rogan’s or



Reinvention Radio hosts (from left) Richard Otey, Steve Olsher, and Mary Goulet

the deep-pocketed companies entering the industry on a daily basis.

“We had to figure out what we could do to sit at the hub of the podcasting industry. In other words, if you think about how a bicycle wheel operates, all of the spokes connect to a center hub. That’s ideally what you want to achieve—having the myriad facets of the industry all connect to you and aspire to be involved with your organization.

“And for us, that answer is Podcast Magazine. When we examined the total available market, we determined the biggest opportunity would be in catering to podcast fans. When I was first struck with the idea in October 2019, there were roughly 75 million people over the age of 12 in the United States who listened to podcasts on a monthly basis. Compared to the 800,000 podcasts available via Apple, of which less than 25% had more than 10 episodes and were actively producing new content, there was no question in my mind as to what we should do.

“So, we focused our efforts on serving podcast fans and creating a beautiful, well-produced publication. We had strong confidence that if we could create the equivalent of Rolling Stone, Sports Illustrated, or Wired in the world of podcasts, we’d accomplish our objective of positioning ourselves at the epicenter of the podcasting conversation.”

With nearly 40,000 subscribers signing on in less than 12 months, the magazine has hit many of its first-year milestones. Never one to rest on his laurels, though,

Steve has his company’s sights set on a much bigger prize: bringing Ear Control—an end-to-end, vertically-integrated media and technology enterprise focused on capitalizing on the emergence of audio as a primary platform for the consumption of information, education, and entertainment—to fruition.

“Ear Control is the parent company of Podcast Magazine, and there are four distinct pillars. Pillar 1 is the media arm. This includes Podcast Magazine, our email list, web traffic, and social following. Pillar

“The fundamental question for every business owner: ‘What conversation do you MOST want to be part of?’”





Steve with wife Lena at at a school fundraiser



Steve with his family (from left) son Isaiah, wife Lena, and sons Xavier and Bobby

2 is our network of podcasts, including The Hot 50 Countdown, our forthcoming show Beyond The Microphone, and additional shows slated for release in 2021.

“Pillar 3 includes our online event, The Virtual New Media Summit, and our brand-new, in-person event, PodXpo, which will ostensibly be the ‘Comic-Con’ of podcasting. And Pillar 4 is our technology arm. We’re in the process of developing an app to help with discovery as well as a podcast valuation tool and marketplace for the buying and selling of shows.”

“It’s all very circular, and the synergies are evident. The magazine feeds the shows; the shows feed the technology; the technology feeds the event, etc. Each is very complementary to the other.”

Entrepreneurship has provided Steve with myriad benefits, but he is quick to

point to the greatest by far: enjoying more time with his family. This father of three has been able to work from home almost every day of his children’s lives, and he hopes he is passing down the value of time freedom to his sons.

Married to his wife Lena since 1997, Steve credits the success of their marriage to several factors:

“First, we make each other laugh every day. My wife says we are each other’s clowns. Second, there is a LOT of mutual respect. We allow each other to be who we are, not who we wish the other person was or, in our minds, should be.”

“We’ve come to embrace the fact that we look at things differently, through our own eyes and perspectives based on the data we’ve individually received over the course of our lives. What I believe to be true doesn’t make me right, and it doesn’t make her wrong, or vice versa. And we

“I’m taking it day by day, doing whatever I can to maximize the time I’ve been blessed to receive. And, today, I’m more aware than ever that life, and our time on this planet, is fleeting.”



Steve with his President & COO, Kelly Poelker, at the Podcast Magazine launch party

Photo credit: Flashpool Productions

recognize that we each have expertise in certain areas that we can teach to the other. Lena teaches me every day, and I’m a willing student. Helping each other grow is definitely key.”

So, what’s next for this motorcycle-turned-jeep-loving Brazilian Jiu-Jitsu brown belt... and Podcast Magazine?

“I’ve still got a lot more to give to this world,” Steve said. “I’m taking it day by day, doing whatever I can to maximize the time I’ve been blessed to receive. And, today, I’m more aware than ever that life, and our time on this planet, is fleeting.”

“COVID has reinforced that for me, as well as Lena’s role as a funeral director and embalmer for over a decade. The families she serves are not always saying goodbye to someone who has lived well into his or her senior years. It reminds you how precious life truly is, and that every day is a gift.”

To help serve those having to contend with one of life’s most difficult times, Steve and Lena are nearly finished with their construction of Bravo Family Mortuary—the first new full-service funeral home to be built in San Diego in nearly 60 years... and their first foray into working collaboratively.

“It’s not lost on us that my work is focused on helping people create an exceptional life while they’re alive; Lena’s is to ensure exceptional end-of-life celebrations,” Steve said. “We’re both fortunate that we’ve been able to create careers that allow us to do what we love. If that’s not the definition of success, I don’t know what is.” 🎧



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Amazing Women And Men Of Power 🎧

PODCASTING IN 2021:

How To Position Yourself For Success

Last month, most of us breathed a sigh of relief as the clock flipped over to 2021... it's over!

But just as the clock doesn't change the pandemic, political strife, or any other world problem, it won't change you, either.

A new year is a great chance to reassess, yes. But I believe New Year's resolutions are overrated. In fact, statistically, you'll have already given up on yours by the time you read this. And the reality is that most people will continue moving in roughly the same direction this year as they did in 2020.

Sure, society will change. And people's reactions might slightly change. But if the change we seek is the big, life-changing kind, it takes more than resolutions.

It takes an examination of our core mindset, our largest goal, and the weekly steps we're taking to prioritize that goal.

Since you're reading this article, it's probably safe to assume that one or more of your goals for 2021 relates to podcasting. And because the podcasting world is growing in competitiveness and large corporations like Amazon, Spotify, and Apple continue to make it tough for independent podcasters, most podcasters spend at least some time thinking about how to ensure/continue to ensure they stand out from the competition.

Each week, I get to watch new podcasters position themselves to gain access to experts, leads, and opportunities in 2021.

Here's what they're doing that works:

1. Evaluating Mindset.

Dr. John Gottman discovered that when a couple gets into a fight, the first 30 seconds will determine whether it gets volatile or resolved. Really, this applies to all aspects of life.

How we enter into a project, podcast, meeting, conversation, etc. determines the outcome. And as a psychologist, I can tell you that almost every client I have ever had needed to evaluate his or her mindset.

Spend some time thinking about your mindset going into this new year.

Are you expecting success in podcasting? Do you expect to make new connections that will be game changers? Do you have

an idea of what you need to change in your podcast to make things even better?

Geoff Woods, host of *The ONE Thing Podcast*, recommends getting really clear on the value you deliver in order to improve your podcast.

“One change we’ve made to The ONE Thing Podcast that had a big impact was asking ourselves what the purpose of the show really is,” Geoff said. “Once we were clear on the value we wanted to deliver, then we started asking, ‘Who’s the ONE person who would best deliver this value?’ and featuring those people. This is a more purposeful approach to the content we create, and the results have been extraordinary.”

Most podcasters spend at least some time thinking about how to ensure/continue to ensure they stand out from the competition.



2. Determine your largest goal.

The book, *The One Thing*, asks the question, “*What’s the one thing you can do, such that by doing it, everything else will be easier or unnecessary?*”

I’ve spent time answering this question every year since 2015. One year, my goal was to double my consulting hourly fee from \$250 to \$500. Next, it was to have six mastermind groups. Then, it was to launch a membership community, and then, to get a traditionally published book deal.

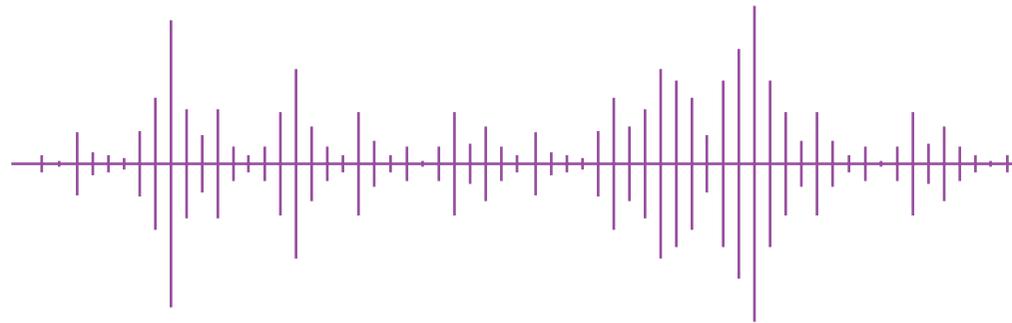
Each one of these big goals made the next even easier. Doubling my hourly consulting and switching from one-on-one to group freed up time to work on other lead-generation tasks. When my membership community hit 400 people paying \$99/month, it created predictable income. Getting a book deal with HarperCollins is allowing me to meet influencers I wouldn’t normally meet.

So, figure out your largest goal(s)—those that will have a “snowball effect” in accomplishing others.

For most of us podcasters, for example, we want to grow our audience. Doing so makes accomplishing the next goals easier: increasing our reach, getting booked on more shows, and securing sponsorships.

3. Take weekly actions.

How are you structuring your time each week to work on your biggest goal?

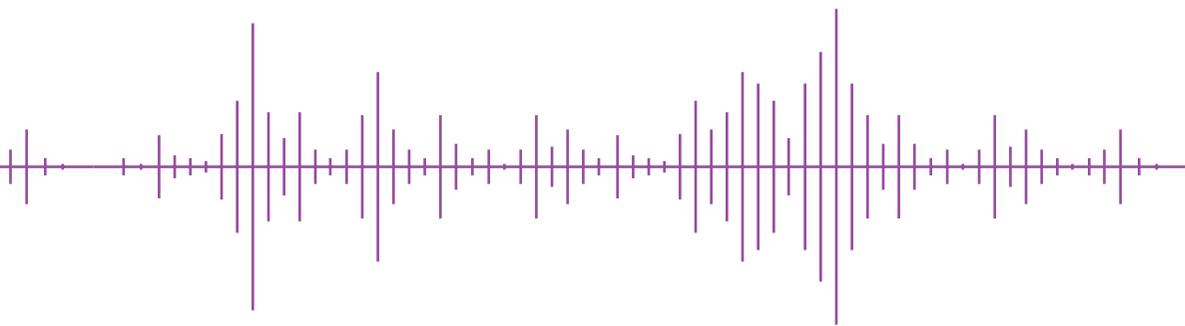


“What’s the one thing you can do, such that by doing it, everything else will be easier or unnecessary?”

Most people spend their week putting out fires, managing email, and wasting time on social media. But come the end of 2021, do you think you’ll be satisfied saying, “*I reached my goal this year; I was at inbox zero every day!*” Of course not! But what if you could say, “*I hired someone to manage my email, freeing up an hour a day to work on bigger creative tasks?*”

Those little tasks suck away your energy, creativity, and actual time that you could be spending on things that move you closer toward your big goal.

Let’s say your biggest goal is to grow your audience with superfans. Instead of spending time on your email, here’s what Joe Fier, from the *Hustle and Flowchart Podcast*, recommends:



“2021 is the time for podcasters to zero in on who their audience is. It’s time to create episodes that solve specific problems instead of going broad. Run surveys and ask questions of your audience to understand what they want better than anyone else. With this narrow focus, podcasters solve more problems, and as a result, grow their shows more quickly while creating more raving fans.”

Or, maybe you try what Adam Schaeuble from *Podcasting Business School* offered:

“People seem to be craving human connection right now, so ask yourself this question: ‘When am I giving my community a chance to be a community?’ I think if you can provide enhanced interaction opportunities for your audience, they will transform into superfans.”

You get the idea. The key here is to commit specific time every week to working on specific action steps that move you closer toward your big goal.

If you’re serious about positioning in 2021, work on your mindset, identify your biggest goal(s), and set aside specific time each week to work on specific actions that get you closer to your desired end result. 🎧



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TASSEL-TWIRLING TEASE TAKES CENTER STAGE!

Bold & Beautiful Burlesque Performers Steam Up The Podcasting Space

In the world of burlesque, Siomai (pronounced “SHOW-MY”) Moore’s story is unusual.

While lots of folks don’t even take classes before they jump in and hit the stage, Siomai is a Type A superstar kind of person—and she spent four years intently studying burlesque before debuting onstage in the summer of 2018.

She says:

“There’s not a whole lot of money in burlesque, so I knew I had to keep my day job in order to be able to do my passion! So, I had to ask myself what implications there might be to my professional career from becoming a naked person on stage and on the internet.”



**“Before
I ask for
help, I need
to know
what I’m
asking for.”**

“In the meantime, I was killing myself at work. It was less of a nine-to-five and more of a seven-until-the-janitor-leaves kind of job. I was exhausted.”

For Siomai, burlesque became the “bump and grind” that set limits on the daily grind. Because she had spent so much time learning about the craft, diving into its history and networking in the industry, Siomai had already made a name for herself in the industry as a fan and passionate supporter. She had established a foothold in the community, so:

“I was able to make my debut and hit the ground running in a really thoughtful and strategic way, tackling it exactly as I would a new career, because in a sense, it was.”

It’s been a whirlwind. Starting off doing burlesque festivals and shows and traveling, it was only a year before *21st Century Burlesque Magazine* recognized Siomai as number four of their top 50 burlesque performers, based on fan votes. She was honored as “one of the most influential performers of the year.”

“It’s been a wild two-and-a-half years. I’m very proud of that. I quickly made it on this list that really big industry movers and shakers typically get on after a long career.”

What inspired Siomai to start a podcast, though?

As she started performing more and more, she spent more time on the road by herself. So of course, she began listening to more podcasts, and was inspired by those featuring interviews.

*“I thought to myself, ‘What would a show like *Fresh Air With Terry Gross* be if it only featured burlesque performers?’ Burlesque is not just pretty people getting on stage and taking our clothes off. As performers, we are telling a story, right? And there is always a story behind the story.”*

Siomai wanted to get to know the real stories and voices of the performers. She wanted to go beyond the “persona”



they project on the stage to the real person and actual story that is the driving force behind the performer's show.

As a fellow performer, she was also curious about her guests' burlesque origin story and wanted to dive deep into their "why."

"Entertainment is a tough business. Performing Arts is a tough business. Burlesque is a tough business. So what keeps these performers in the game? With that in mind, I thought 'Okay... this could be a cool podcast.'"

The Pastie Tapes was born—the title a nod to the nipple tassels (covers called "pasties") worn by burlesque performers. Pastie tape is the adhesive most performers use to stick the pasty to their skin.

"I think it's cute," Siomai says. *"The name just came from something that we burlesque performers all have with us all the time. You know, it's a thing that we joke about. Someone backstage is bound to not have pastie tape and be in dire need of borrowing some."*

Adding *The Pastie Tapes* to her already full day-to-day life wasn't easy; burlesque had essentially become a second full-time job.

"As your readers may know, podcasting is a whole different thing. Luckily, my day job at the time was very slow, so I could get away with taking a few minutes here and there to Google 'how to do a podcast,' or do some research between busy seasons."

Since launching, *The Pastie Tapes* has taken off. After only a month and a half,



SIOMAI

listens to



HEAVYWEIGHT

Join Jonathan Goldstein for road trips, thorny reunions, and difficult conversations as he backpedals his way into the past like a therapist with a time machine.



BEHIND THE BASTARDS

Dive in past the Cliffs Notes of the worst humans in history and exposes the bizarre realities of their lives.



ROUND SPRINGFIELD

A Simpsons-adjacent podcast with interviews of writers, directors, showrunners, and voice actors from the Simpsons-verse on their various paths to Springfield, failed pilots, other projects, and beyond.

"I know that my joy comes from the conversations I'm having with burlesque performers and the opportunities to connect with other industry figures."



Siomai celebrated 2500 downloads of her nine episodes.

Siomai balances all that she's got "twirling," so to speak, by giving herself permission to focus on what it is she *wants* to focus on and by setting limits.

"I know that my joy comes from the conversations I'm having with burlesque performers and the opportunities to connect with other industry figures. So that's part of my fun. I'm also recognizing that it's of course a lot of work. If you've never worked with audio or in podcasting, there's a lot to learn."

"When I started, I didn't hire help. I didn't hire an editor or producer or anything like that, because I figured if I want to do this, and if I want to learn how to do it, before I ask for help, I need to know what I'm asking for. As the podcast has grown, I've given myself permission to recognize that as much as I love it, I don't owe anyone anything."

As a marketer, Siomai knows that having an audience is key. Captivating that audience, just like in a live burlesque show, is really important to her. As someone who grew up on the Internet, she knew she couldn't go to every single city to put on her burlesque show, but people in every single city around the world can look at her Instagram, Facebook, and website. And her listeners can hear the performer stories she shares.

"The podcast is obviously a conversation between me and another performer. But I recognize that my audience is made up of burlesque fans and burlesque performers, so I make sure they're part of the conversation, too. I think one of the great things about the show is everyone loves learning about everyone else. And this is just one of those avenues to continue to connect this burlesque world." 📌



Arts Category Director

Anjel B Hartwell

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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



RADIO CHERRY BOMBE

Radio Cherry Bombe features interviews with the coolest, most creative women in the world of food. Hosted by Cherry Bombe founder Kerry Diamond, this show features powerful voices in food—chefs, bakers, stylists, writers, cookbook authors, and more—and highlights aspects of the food industry that you wouldn't normally be privy to or even think about.

The “Native American Voices in Food with *Toasted Sister's Podcast* Andi Murphy”

episode is a great example of spotlighting the fact that there is an Indigenous Foods movement seeking to educate both Indigenous people and the mainstream about Indigenous food sovereignty.

The “Advocating for Accessibility with Lakshmee Lachhman-Persad” episode highlights the importance of taking people with disabilities into account when planning for businesses, events, or websites to be more accessible to these consumers.

Host Kerry is enthusiastic and has a great voice for radio. She is clearly a huge proponent of both the food industry and spotlighting women. 🎧



BOSE
Better sound through research



CSI: Podcast Fan

If Sherlock Holmes went to your house to investigate you while you were on vacation, what could he deduce? (Hopefully, that you are *not* a criminal.) But what else?

In my case, he'd find out I am an Ironman Triathlete. I've got a bevy of books on my shelves all about Ironman training, medals, and an Ironman pennant on the wall. And running shoes, of course.

I think his second deduction would be that I'm into some sort of marketing. My bookshelf is full of works from authors I know personally as well as marketing books. Then, there's my recording

studio and paperwork that shows I own Audience Industries.

Lastly, Holmes would figure out I'm a travel aficionado. The Christmas tree is full of ornaments from places we've traveled. The coffee mugs are all from places Rachel, my wife, has visited. The pillowcases are typically cool ones we found abroad, and somewhere in the house is a passport full of stamps.

I bet there would be an asterisk on the bottom of Holmes's report noting the "coffee table full of *Podcast Magazine* issues."

But could he deduce I'm a podcast fan?

This is my question to you.

If *you're* truly a podcast fan, how would someone know?

Do you have tour t-shirts from the *Lore* or *IMomSoHard* podcast tours?

Do you have an "I Love Podcasting" shirt from *Podcast Magazine* in your drawer?

Bumper stickers promoting your favorites, like *Hardcore History*, *Pod Save the People*, or *True Crime Junkies*?

My guess is that you've got an app on your phone and headphones, and that's it.

Well, I think it's time to change that.

You're not going to find podcast memorabilia in a gift shop. You're not going to find a podcasting shirt at Walmart amongst the *Batman*, *Cheez-Its*, and *Simpsons* selection. And you're probably not going to find a *True-Crime-Junkies*-themed lawnmower.

But there is a way to wow your friends and make your podcast-loving mother proud.

Right now, close your eyes. Pretend you're listening to your favorite podcast. Imagine its audio engineer editing an episode so it glides smoothly into your eardrums. The base rises and slowly fades again into the background music. Oh so gently, the sound of footsteps pops in. And then, the volume of the background music quiets,

so the story stands alone at the most plot-twisting moment.

Now, open your eyes and look at this picture.



Imagine this rug on your living room floor. The TV is off, and you're ready to be swept away by the storyline of your favorite podcast. To get even closer to the plot, you take the pillows off the couch and lay down on the rug.

And then it happens: you're pulled deeper into the story than you've ever been before.

Just then, the doorbell rings! Has there ever been a more inopportune time?! You can't stop it now; the story is really getting good. So you press pause, stand up, and go to the door. It's the Amazon



You're not going to find podcast memorabilia in a gift shop. You're not going to find a podcasting shirt at Walmart amongst the Batman, Cheez-Its, and Simpsons selection.

Prime delivery lady, and she had just started walking away when you open the door.

You say *“thank you”* for the package at your door as she looks back at you and waves. Then she stops. *“Hey, I don’t mean to be nosy,”* she says, *“but when I dropped the package off at the door, I couldn’t help but notice your podcasting rug! Is that what it is?”*

You say *“yes,”* beaming with podcast fan pride.

And then she says, *“I love podcasts. I drive around all day listening to them, and I can’t get enough. I’m so excited to meet another fan on the route.”*

And from then on, the Amazon Prime delivery lady always makes sure to put your packages between the doors, so they don’t get wet. And they arrive earlier than

Amazon predicts. And on snow days, they come first thing, before the roads get icy.

That’s right... all because you have an awesome rug that announces your podcast fanship.

Get this rug—your kids will think you’re pretty awesome, too. 📌



Gadgets, Gizmos & Gear

Dan R Morris
prodreviews@podcastmagazine.com
TracingThePath 🎧

Got a Gadgets, Gizmos & Gear suggestion?

Let us know! >



CAUTION OVER COURTESY

How *Strictly Stalking* Is Helping Victims Of This Horrendous Crime

It's not often that I listen to the first episode of a podcast and think, *"I absolutely need to cover this show!"* Come to think of it, that has never happened... until I heard the first five minutes of *Strictly Stalking*.

I have come to believe that the best true-crime podcasts not only entertain, but also provide a service. That is exactly what co-hosts Jaimie Beebe and Jake Deptula are doing for stalking victims with their show.

They certainly are covering a niche in the True Crime Category like no one else has. So, I had to ask them how they came up with the idea of doing a podcast specifically on stalkers.

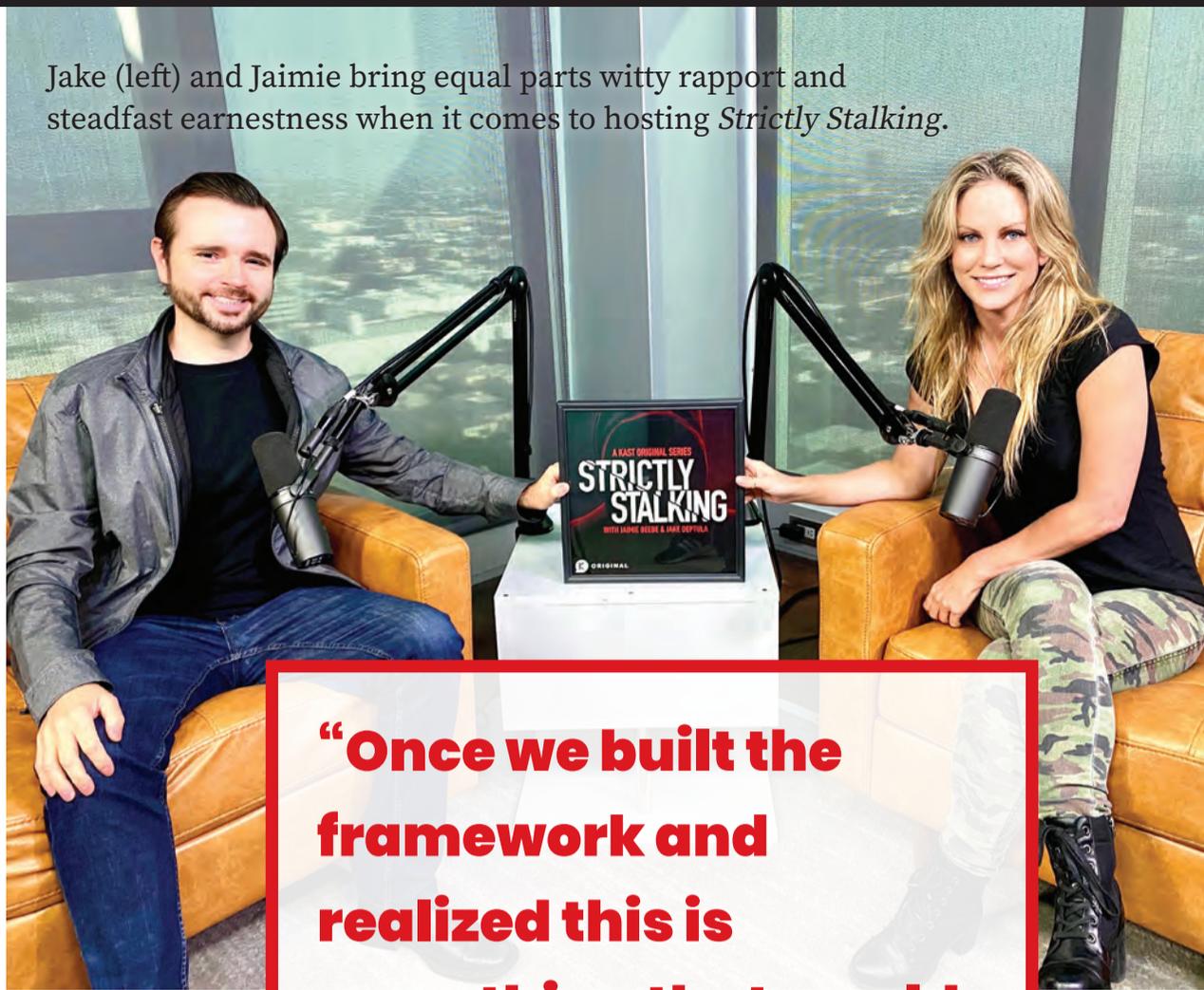
Jake tells the story of how his colleague Jaimie called to say she wanted to do a

true-crime podcast, but all of the angles seemed to be taken already. That's when Jake suggested they focus on stalking.

"When we took a deep dive into it, we found that the subject was underserved," Jake continued. *"There's a lot of people talking about other crimes, but not stalking, for some reason. When we pitched the idea to Kast Media, an amazing company, we realized there are some incredible stories out there, and many of them are still ongoing."*

Jake went on to explain the unfortunate nature of stalking regarding the victims. *"Once you are stalked, there isn't always an end to it. The stalker isn't necessarily stopped once you get the restraining order, or once the police are involved, or even*

Jake (left) and Jaimie bring equal parts witty rapport and steadfast earnestness when it comes to hosting *Strictly Stalking*.



when they get jailtime. We realized that, within that thread, we could bring awareness to stalking, give victims a voice, and create a community.”

“Once we got into it, the show took on a life of its own,” added Jaimie. “At first, we didn’t realize that we can actually make a difference. We’re actually helping people. We’re trying to change some laws now. The show took on a whole different meaning since the day we said, ‘Yeah, let’s do a podcast.’”

“What I find really fascinating about this podcast is the immediacy of the coverage of the stories. Ultimately, we help victims bring awareness to this particular crime and justice to these cases,” Jake elaborated. “We’re not covering cases that have already been reported on a thousand times. Once we built the framework and realized this is something that would really help people, we had a mission. This is really a platform for victims. It’s a safe platform for survivors of this horrible crime.”

I mentioned to Jaimie and Jake that while I certainly was aware of the seriousness of the crime, I never really knew the lengths some stalkers will go to.

“It’s crazy how it happens, especially in relationship cases,” Jaimie responded. “You’re dating someone. You stop. You think it’s over. And then he or she is

“Once we built the framework and realized this is something that would really help people, we had a mission. This is really a platform for victims.”

literally stalking you. Sometimes, there are red flags, but not always.”

“Most of the time, the stalker is someone who is familiar with the victim or survivor,” commented Jake on the nature of the cases they have covered. “In reality, many times it is someone close to you, like a former partner in a relationship, a current partner, a relative, or a classmate.”

As listeners dig into the episodes of *Strictly Stalking*, they quickly learn that this crime takes on many forms, from cyberbullying to psychological abuse to

physical violence. “We have now covered over 50 stories, and not one of them is identical,” Jake pointed out. “Every one has different circumstances. There’s not a complete pattern. It’s very hard to profile a stalker.”

Jaimie and Jake have not only become fast experts on the crime of stalking, but they’ve also developed an impressive rapport that adds to the entertainment value of the show.

The two originally met when Jake was producing a film for *Lifetime* and hired Jaimie to do the casting. They developed a strong working relationship on that project, and then, as Jaimie put it, “We started talking about murder and stuff.”

If it wasn’t clear from listening to *Strictly Stalking* how well these two work together and get along, it was definitely apparent after speaking with them for more than an hour.

“We’re such a great team, because we’re opposites,” Jaimie explained, and admitted to being the impulsive one on the team.

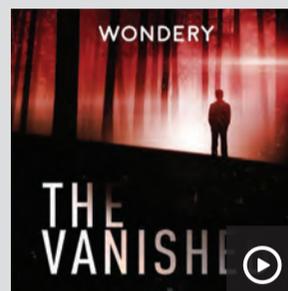
“I like to process things,” Jake reacted. “Jaimie is the fun and free-wheeling one, and I’m the formal one.”

“He teaches me a lot... when I listen,” Jaimie quipped. Jake laughed and shared a couple of funny stories about the podcast projects they are working on.

The collegial ribbing these two give each other speaks to their great rapport, as

JAIMIE & JAKE

listen to



THE VANISHED...

The stories and circumstances of missing people. Most episodes feature interviews with the friends and family of the missing person, and sometimes, the local law enforcement.



AND THAT'S WHY WE DRINK

Grab your wine and milkshakes and join us every Sunday for some chilling ghost stories and downright terrifying true-crime stories. The world's a scary place. And that's why we drink!



DEATH OF A STARLETT

A six-part series about love, sex, and murder. Co-hosted by Tracy Pattin and Josh Lucas.

“If you have that feeling, if you have that intuition, get it documented.”



exemplified by Jaimie’s comment in the middle of our interview, *“Great answer, Jake. Long, but great.”*

While they are able to joke with each other, they take their work and the interviews they conduct with survivors of stalking very seriously. *“There’s an organization we work with called SPARC, which stands for Stalking Prevention and Resource Center,”* said Jake. *“They provide seminars to train institutions and law enforcement on how to deal with stalking on many levels, and they’re going to train us.”*

Although there are resources available for victims of stalking, Jake and Jaimie suggest starting with local police. *“The best thing to do is get [the stalking incident] on record,”* stated Jake. *“If you have that feeling, if you have that intuition, get it documented. I am all about caution over courtesy. That is literally the mandate for our podcast. Nobody wants to be sucker punched.”* Unfortunately, that is both literal and figurative when it comes to the crime of stalking.

“When I began to discover the resources available to victims of stalking, it surprised me to find that many times, the organizations that deal with domestic violence can offer the most help,” Jaimie commented. She pointed out that this is the case even if it is a neighbor doing the stalking. *“They have a lot of advocates there,”* she said, referring to the many places that help victims of domestic violence.

Stalking victims clearly have two advocates in Jaimie Beebe and Jake Deptula. Whether you listen to *Strictly Stalking* as entertainment or to learn more about this crime, this podcast is truly a resource in and of itself. I applaud them for not only producing a quality show, but also for providing a valuable service to society. 🎧



True Crime Category Director

Kenneth C. Bator
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Public Safety Talk Radio 🎧



UNDER THE RADAR

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



MURDER MINUTE

You love listening to true-crime podcasts, but you only have a 20-minute drive, or you're limited to 30 minutes maximum on the treadmill at your gym.

Check out *Murder Minute*.

With a run time roughly equaling a short commute, *Murder Minute* is a no-nonsense dose of true crime. Each episode of the program includes a scripted narrative detailing a “*a brief true crime news update.*” Through well-crafted storytelling and



sound design, *Murder Minute* delivers an immersive listening experience in (usually) less than a half hour.

Don't get me wrong; I love an in-depth coverage of a case. I have sat in the car in the parking lot of my destination to listen to that last ten minutes of a two-hour episode before.

However, you don't always have the time or the patience for that. That's where *Murder Minute* comes in. They cover a number of interesting cases in a short amount of time.

Also, what you save on time, you don't lose in quality. Each show is professionally produced. From the top-notch narration of the case to the background music, *Murder Minute* can stand with any of the top true-crime podcasts.

Whether you are looking for a new podcast, or you just want something short to listen to during that brisk walk, give *Murder Minute* a try. 🎧



► INTERVIEW

MUSIC

DANIEL LELCHUK

Talking Beats

**“We want
you to leave
the concert
hall literally
a different
person than
when you
came in.”**





Daniel Lelchuk's passion is—and has always been—connecting with people through music.

His musical journey began at four years old when he learned to play the cello. Inspired by cellists such as Yo-Yo Ma, Pablo Casals, and Jacqueline Mary du Pré, he took lessons with the youth orchestra in Boston.

“I never really had a choice. The passion to play this instrument happened completely naturally,” Daniel said.

In the fall of 2013, Daniel was named Assistant Principal cellist of the Louisiana Philharmonic by music director Carlos Miguel Prieto. His experience with the orchestra and the concerts he has played all around the globe nurtured his love of connecting with others through music.

When COVID-19 brought all concerts and performances to a halt, Daniel decided it was the perfect time to connect with others via a *“communal journey”*—podcasting.

Recalling his experience as a guest host on a New Orleans WWL radio show, he knew he was really good at interviewing guests... so hosting a podcast seemed a perfect move.

“It's not just about having good questions prepared. It's about how you take a narrative and react in the moment,” Daniel said.

Contemplating what to name his show, Daniel reached out to his brother, a novelist, for help. *“My brother said, ‘Well, you're going to be talking, right? So, ‘Talking.’ What will you be talking about?’ I said, ‘Music, of course. Not just music, but that will be the overarching theme.’ And he said, ‘So, ‘beats!’ Call it ‘Talking Beats.’”*

Daniel launched *Talking Beats* in 2020 to feature extraordinary thinkers, writers, musicians, and entertainers in spirited, passionate conversations.

“The power of music can grab you,” he said. *“And that's what the podcast is all about.”*

While Daniel loves to discuss

“I never really had a choice. The passion to play this instrument happened completely naturally.”



MUSIC

music, he also very much enjoys hearing the diverse perspectives his guests from various fields bring and tying them together through story, so everyone can relate. Establishing an environment where freedom of thought is encouraged is important to him.

Prior guests include Wendy Suzuki, a neuroscientist and author from NYU who studies the brain and how it reacts, physicists Sean Carroll and Lawrence Krauss who answered questions on the Universe, and Heidi Heitkamp, businesswoman, lawyer, and the first female senator from North Dakota.

Daniel's most-recognized interview was with Wynonna Judd. When Daniel played in a music festival in Virginia, conductor



Daniel in front of the microphone at his home studio



GRUBHUB™



GRUBHUB™





Lorin Maazel went on to introduce Daniel to Ron Browning, a voice coach to the stars who also happened to be a huge cello fan. Ron and Daniel ended up chatting about Daniel's podcast ideas, and Ron generously provided him a list of stars he had worked with—the Judds were on that list.

When Wynonna showed up, she poured her heart out, engaging in an emotional, raw discussion about her life and experience with depression. At one point, Daniel said, *"I even thought about stopping the interview, because I felt like it was just SO personal."*

Talking Beats uses music as a bridge to connect.

And having since implemented video to take his communication and collaboration with his audience a step further, Daniel really is all about that connection.

"I go beyond the cliches and provide a space for real, honest conversations." 🎧



DANIEL

listens to



LANDLINE PODCAST

Alex and Saul are quite the dynamic duo—Alex's business school rants and entrepreneurial endeavors interspersed with Saul's witty banter and commentary makes for quite a nice listen and many a laugh.



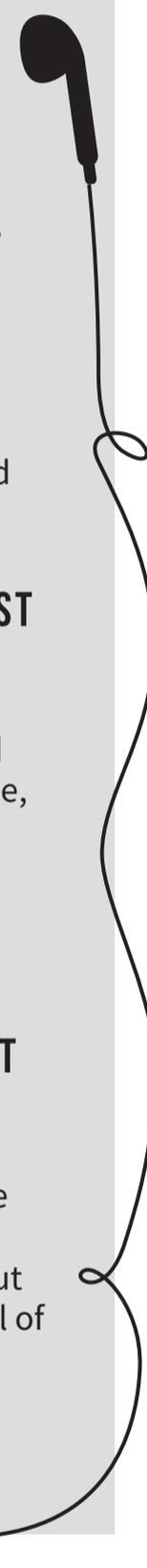
LEX FRIDMAN PODCAST

Conversations about AI, science, technology, history, philosophy, and the nature of intelligence, consciousness, love, and power. Lex is an AI researcher at MIT and beyond.



THE ORIGINS PODCAST

The Origins Podcast features in-depth conversations with some of the most interesting people in the world about the issues that impact all of us in the 21st century.



Music Category Director

Raven Blair Glover
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*Amazing Women And Men
Of Power* 🎧



UNDER THE RADAR

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



SOUNDS OF CINEMA

Each week, Matthew Sweet takes the music from a new film release and uses it as the starting point for an exploration of movie soundtracks in his *Sounds of Cinema* podcast. Rather than picking specific scores on which to focus, *Sounds of Cinema* generally delves into cultural movements, movie genres, and sonic themes, often illuminating ties you may not have previously made.

This podcast is not your normal music podcast. Matthew interviews film directors,



historians, music producers, and performers around a broad spectrum of films featuring many different music genres. They even dive into the holidays, discussing Christmas and Halloween songs.

It's a great podcast for media students in school who want to extend their analyses of film and media via short episodes. Mathew explains how the mood of the music brings further insights to film, discusses composers, and provides you the option to access their music further.

The podcast also includes fab movie trivia. Matthew's voice conveys his character as he delivers his material with an enticing and entertaining style. 🎧

On Clubhouse?

Join Us In ClubPod!

ClubPod is the largest podcast-specific 'Club' on Clubhouse where podcast fans and podcasters of every genre, show size, and expertise gather to discuss the world of podcasts, podcast growth and monetization strategies, podcast culture and the shows podcast fans can't get enough of.

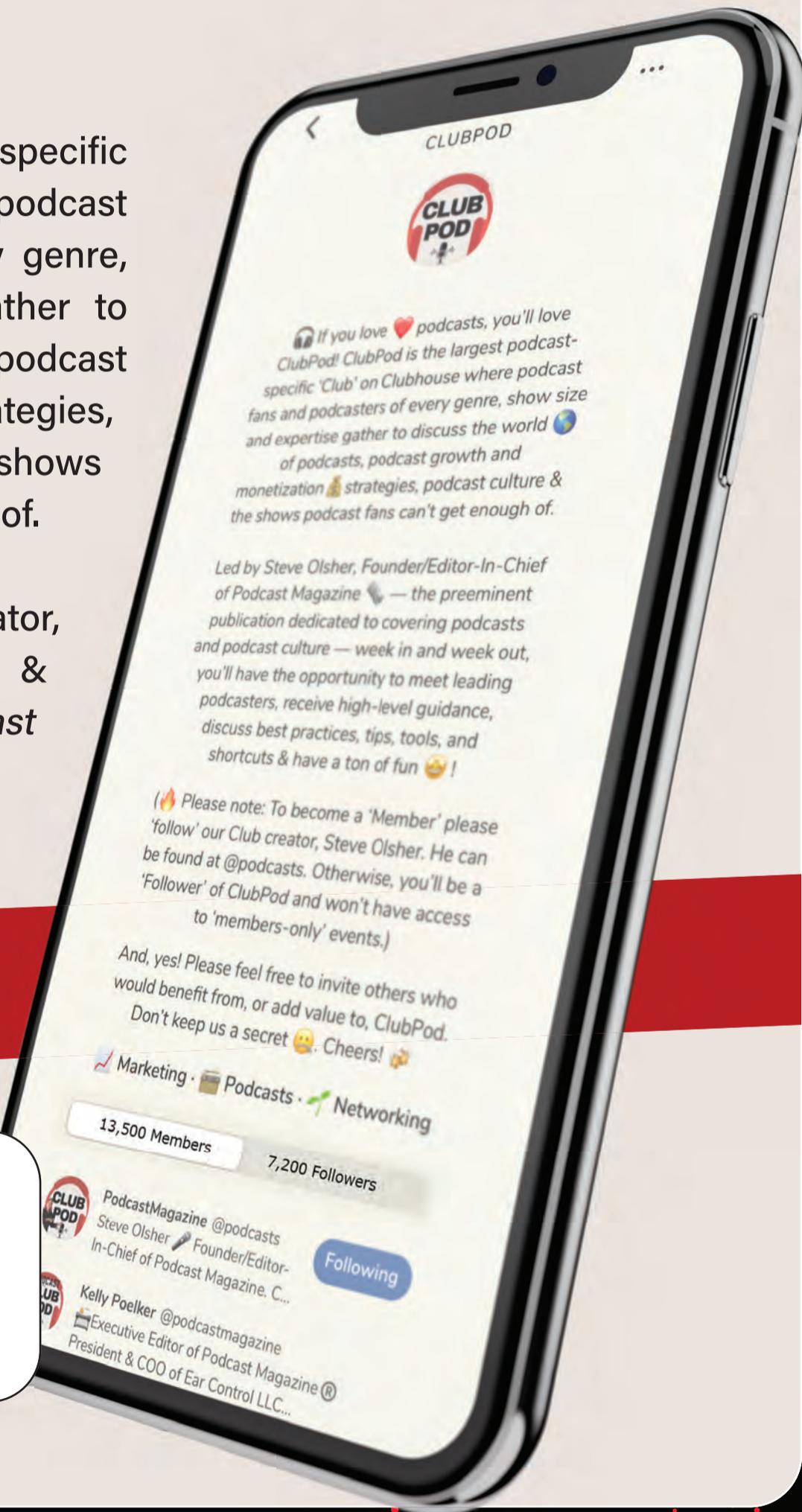
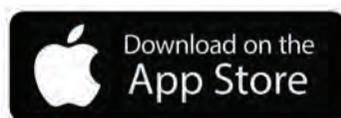
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See you in the 'Club'!



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CHRISTOPHER LOCHHEAD

Following His 'Different' To Massive Success

Christopher Lochhead, known by many as “one of the best minds in marketing,” has been described as a “quasar” by NBA legend Bill Walton and “a human exclamation point” by Fast Company.

It is no doubt Christopher’s passion for “exploring the differences that make the difference in life and business” that inspires these descriptions, and it’s evident in everything he endeavors to accomplish.

That passion was born many years ago, when Christopher was just 18. After being expelled from high school, he had few options.

He chose to *design* a new future for himself and became an entrepreneur. Viewing that life change as “a way out, not a way up,” Christopher had no idea that it would be his first step toward massive success.



“

**‘Thinking about thinking is the most important kind of thinking.’
I question everything.’**

A 3x Silicon Valley Chief Marketing Officer who reached #1 on both Apple and Amazon with his podcast and book respectively, Christopher has been an advisor to more than 50 venture-backed startups. As if that’s not enough, he’s shared the stage with the likes of President Barack Obama, Navy Seal Christopher Fussell, billionaire Zoom CEO Eric Yuan, and many other legends in business, sports, and life. He’s also been featured by *Harvard Business Review*, *CNBC*, *CNN*, *Fortune*, *Forbes*, and more, as well as on countless podcasts. His resume is stellar to say the least.

But it’s in sharing his singular perspective as the host of the award-winning podcasts, *Christopher Lochhead Follow Your Different™* and *Lochhead on Marketing*, that Christopher feels most alive.

The central belief that drives his work is that “*The future requires different.*” As we welcome 2021 still amidst a global pandemic, there are few who might argue this tenet. His candor, combined with a rare combination of wit and intelligence, offers listeners a refreshing voice of reason during turbulent times.

For Christopher, though, the last year has been especially difficult. He suffered two great losses: first, his best friend, Tushar Atre, was murdered during a home invasion, and then, his brother-in-law died in a tragic skateboarding accident.

“Those losses, on top of everything else going on in the world, has caused my family an incredible amount of pain, grief, suffering, and anger. We’ve really had to come together—my wife, family, and I have never been closer. These experiences have changed me, of course. They’ve also taught me that when evil brings a knife, love brings a tank.”

To honor Tushar, Christopher and his friends

started a nonprofit in his name—The Drop-In Coalition. Honoring Atre’s love of surfing, design, and building, it’s a much-needed organization that provides one-day field trips for children from underrepresented communities to experience nature’s flow. The objective is to foster their love of nature and science—something important to Tushar.

The organization—and Christopher’s life work—is even more dear to his heart because of his own experiences in school.

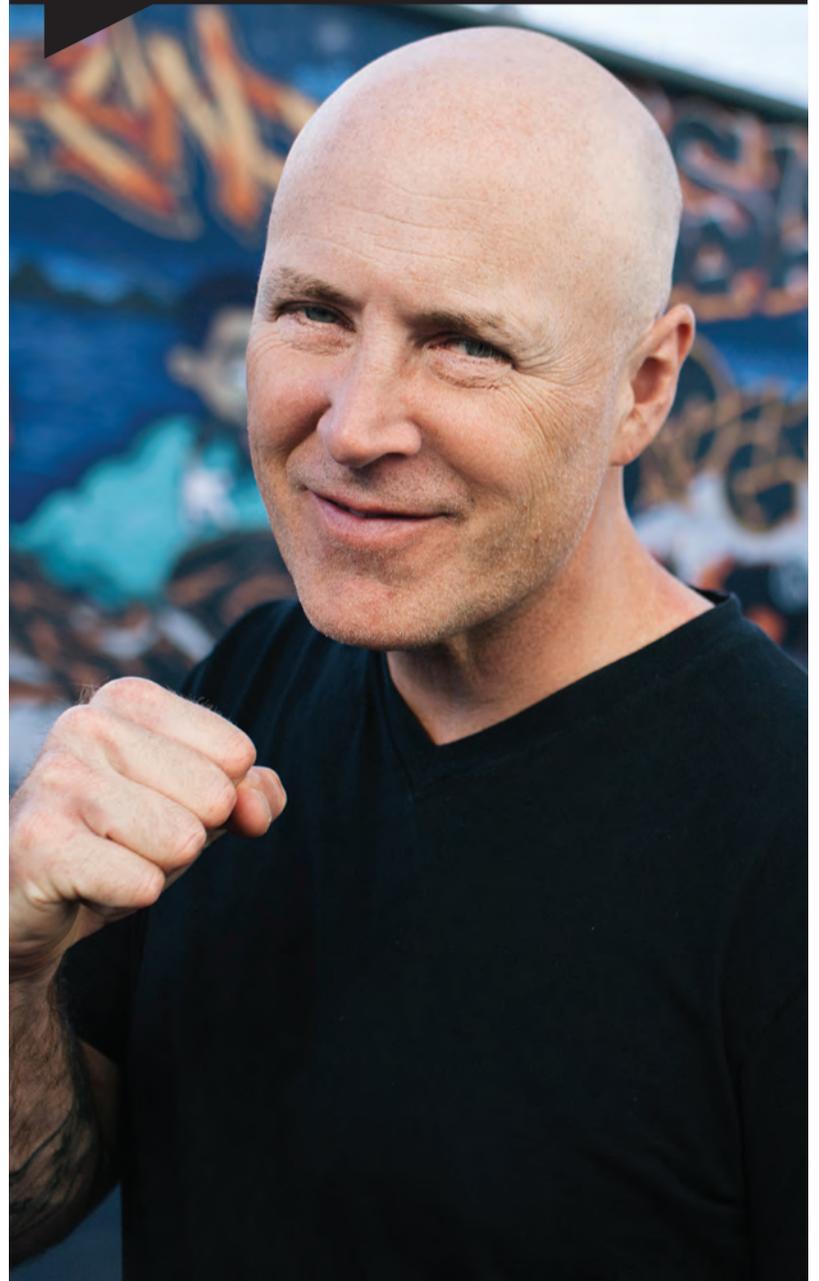
“Some of us are inherently different. In my case, that became very clear in the early days of my education, and as it played out over time, I came to a big ‘aha’ moment about those differences. Some people have no trouble finding their place in the world. They know what they want to do, and there’s a framework to follow to get them there.

“But then there are those of us who don’t have a place. We don’t fit in any spot. So we have to make one.

“When I got thrown out of school, there was no place for me. I knew I was inherently different—I struggled with dyslexia and dyscalculia and executive functioning. My brain is not like other people’s. So I had to carve out my own place... my own niche. And I knew I had to do it in a way that would bring me joy and make the biggest difference.”

Another driving force that inspired Christopher to design a different future for himself: his innate curiosity.

“When evil brings a knife, love brings a tank.”



“One of my favorite expressions is, ‘Thinking about thinking is the most important kind of thinking.’ I question everything. When somebody says something, I purposefully stop myself

from any immediate reaction and ask myself what the words really mean. So instead, I'm going to say, 'Tell me about that.' Or, 'Why do you think that? How did you learn that?'

"It took 300 years after the wheel was invented for it to be used for transportation. It took someone thinking about it differently—someone wondering if it could be used for something else—to become one of the greatest inventions in history instead of something just used for pottery. I have cultivated that sense of curiosity in myself. From a business perspective, I'm constantly asking, 'Why does it work that way?' I think differently."

Through his company, Christopher offers clients that *different* take on business, entrepreneurship, marketing, and personal growth, while supporting them to design their own category and become known for a niche they own.

To support his endeavor, Christopher launched his first podcast, *Legends and Losers*. Despite its success, Christopher came to realize he had made the very same mistake so many podcasters, entrepreneurs, innovators, creators, and marketers make—he put all his chips on the brand. According to Christopher, doing so set his podcast up for failure before it even launched.

"It's the category that makes the brand," Christopher explained. "And in podcasting, the category you choose—your niche—is way more important than the name of your show. Legends write

CHRISTOPHER

listens to



GRUMPY OLD GEEKS

A no-holds-barred show about the Internet and how it's affecting our lives for good or bad. Hosts Jason DeFillippo & Brian Schulmeister have over 40 years of online experience and aren't afraid to tell it like it is.



UNSTRUCTURED

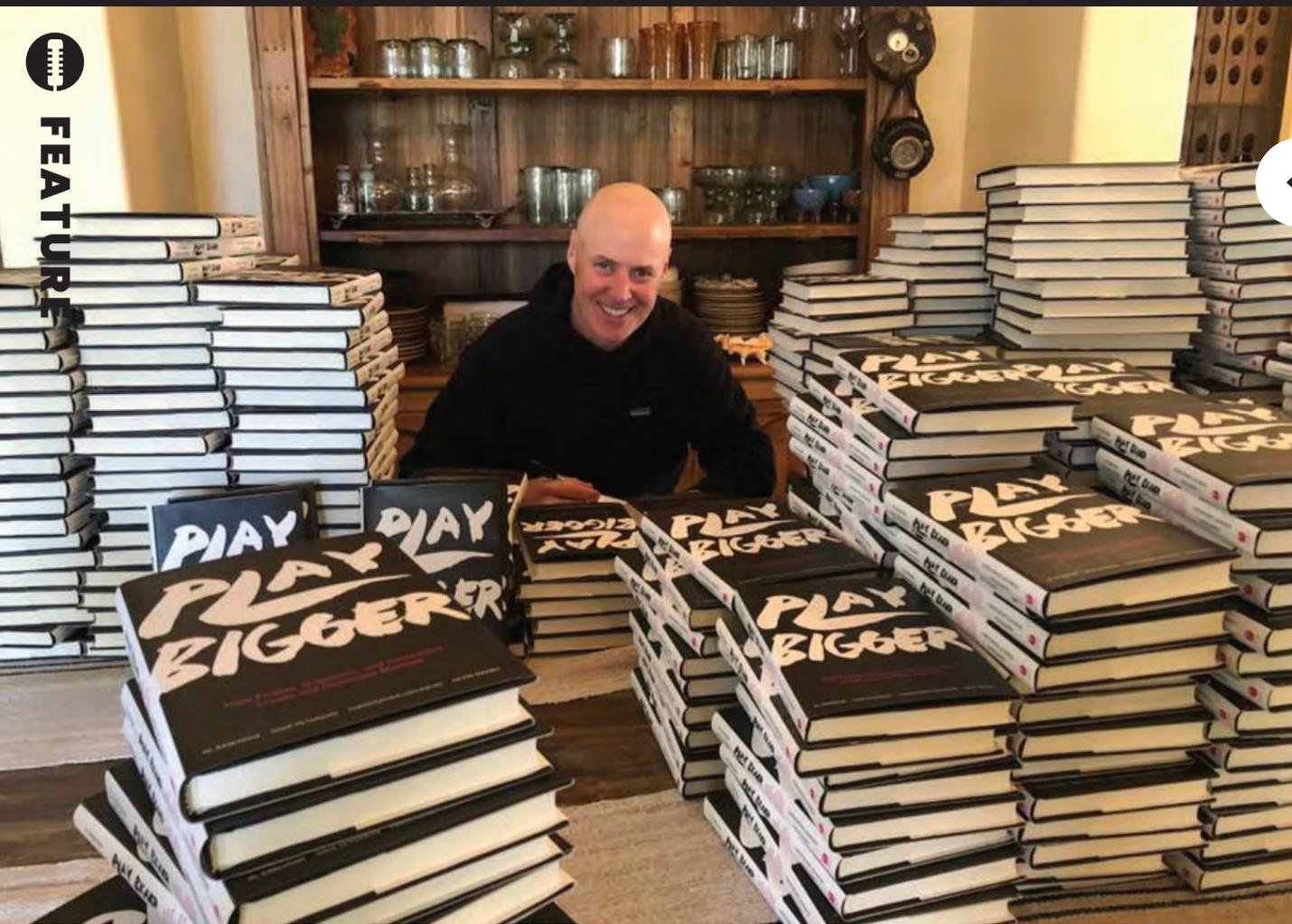
Unstructured is a chat with people who are changing the world around them, through teaching, creating, or just living as an example.



CLOUD WARS LIVE

Analysis of the major cloud vendors from the perspective of business customers, hosted by Bob Evans.

"There are those of us who don't have a place. We don't fit in any spot. So we have to make one."



PLAY BIGGER!

Christopher's first book, *Play Bigger*, introduces the new discipline of category design developed by the founders of a Silicon Valley firm. It is "the new how-to guide for entrepreneurs and executives who want to build legendary, enduring companies," says Jim Goetz of Sequoia Capital

history and become legendary because they are known for the niche they own. Again, it's the niche that makes the brand, not the other way around. And so the question becomes, 'What do you want to be known for?' When we changed the category for Legends and Losers from Business to Society and Culture, it made a huge difference."

Two-and-a-half years after launching *Legends and Losers*, Christopher made the difficult decision to rebrand, ultimately leaving the show behind to create and launch *Christopher Lochhead Follow Your Different™*. Doing so was strategic, personal, and Christopher admits, "terrifying."

"When I started in podcasting, I knew nothing. I loved the name 'Legends and Losers,' but I wasn't even thinking about category or the long-term success of the show. And when I took a hard look at the podcaster/author world

in entrepreneurship, marketing, and business strategy, I'll be honest—most of the people in it made me sick to my stomach in a 'want-to-punch-him-in-the-face' kind of way. I'll go even further to say that the 'hustle porn star industry' has done more to hurt entrepreneurs in the last decade or so than any single group. I see all these idiots running around talking about hustle, hustle, hustle... insisting entrepreneurs build their personal brand and become an influencer. They're selling the idea of being famous for the sake of being famous.

"All that made me ill. I'm not a self-promotional kind of guy. Of course, as a marketer, I know you have to promote, but I was set on not having my name in the title of the podcast. What I learned over time, though, is that there are different types of podcasts and different ways in which listeners become 'attached' to one. Some podcasts are format driven, like The

Daily, and they are incredibly captivating. You can swap the host out, and it won't even matter much. But some of the biggest podcasters in the world came to me saying, 'Hey, dude, you're an idiot for not having your name in the podcast.' And I'd explain how I don't want to be one of 'those' guys. But then one of them said, 'No, you don't understand. Your show is host-driven. People come to hang out with you. They don't come for the guest.'

"That prompted me to do some analysis, and weirdly enough, some of our biggest episodes were those with completely unknown guests. The bottom line is if your podcast is a host-based podcast, not having your name in the title can actually hurt your growth."

The analysis and questioning were well worth the effort—Christopher rebranded, and now, the *Christopher Lochhead Follow Your Different™* show receives, on average, more than 10,000 more downloads per episode than *Legends and Losers*. Within its first six months, the

show broke the top 200 on Apple, hit #1 in its category, and climbed to #53 globally.

For an independent podcaster with a part-time team consisting of half-a-dozen people, these are noteworthy accomplishments—and they reflect the dream of most podcasters.

So how did he do it?

"We had already done a lot of the 'right' things. We had a good website and SEO. My first book, Play Bigger, helped a ton—it was in the top 1% of business book sales of all time. We networked on Quora, Medium, and LinkedIn, too. So I think by the time we changed the name, we



“Legends write history and become legendary because they are known for the niche they own.”



already had a flywheel going. And then we relaunched with a handful of incredible episodes featuring a few big-name guests, and everything came together.

“What I would say to the new podcaster is that there is no magical hocus pocus growth hack. Sure, it would be great to find someone to pay a bunch of money and boom... successful podcast. If that person exists, I haven’t identified who that is. The reality is, it takes a lot of time and money to build any kind of real audience.”

Often, that investment translates to meaningful benefits.

“If you’re a company or creator of any size, and you don’t have your own podcast, you’re absolutely nuts,” Christopher said. “It’s a chance to insert yourself into the conversation you most want to be part of and scale like you never have before. And you can let your creativity go mental! Think about it: what do you really want to do? Don’t allow yourself to be constrained

by the thinking of the past, because with this medium, you aren’t constrained.

“When it comes to my show, I’m a total geek. An episode comes out and I stop what I’m doing and listen to it. Sometimes, I’ve already listened to it in pre-production, and I’ll still listen to it when it comes out, because then, I’m listening as a fan. I forget that it’s my podcast. If you’re not that stoked about your own show, something isn’t right.”

Christopher’s plans for 2021 include furthering his show’s mission: to introduce the world to great thinkers who have had incredible experiences, and to have authentic dialogues with them about how they are making a difference.

Plus, his success has put him in a position to do something else he considers important: to give back.

“I don’t want to be a billionaire because of what I do. I give as much of it away as I can. I believe if you’re lucky enough to make it to the top of the mountain, you throw down a rope. People have done that for me ever since I started my first company at 18 with no money, no relationships, no experience, and no education. There were always people along the way who supported me and bet on me.

“Now, I want to be one of them—a person who throws down the rope.” 📌



Founder/Editor-in-Chief

Steve Olsher
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 Reinvention Radio 🎧



ARE YOU READY TO JUMP... ON THE ANIME BANDWAGON?

Blake and Spencer Get Jumped is a podcast about anime.

Anime? What exactly is it, and why is it so popular?

Anime is Japanese animation characterized by a distinctive look, feel, and method of storytelling. It's been around for over a hundred years and is popular all over the world with children and adults alike. Anime describes not a genre, per se, but the method in which the material is produced. While it started as a hand-drawn medium, it is now more and more frequently produced by computer generation (CG).



In the early 1960s, the first television show using anime debuted, featuring the robot Astro Boy. His large doe eyes are the exact type now regularly associated with Japanese anime, which are loosely based on the eyes of Bugs Bunny and Mickey Mouse. Modern cartoonists thought such eyes would be more commercial, and children definitely seem drawn to them (adults are generally more intrigued by the varied storylines).

“The real beauty of anime is in its simplistic storytelling,” says Spencer Miller, co-host of the *Blake and Spencer Get Jumped* podcast.

The 1980’s brought an explosion of anime television shows, starting with *Dragon Ball*. As popular as televised anime already was, it was the introduction of the VHS that really helped bring the art to the forefront. (That and the induction of porn to the anime world!)

Speaking to its popularity, Spencer says:

“People are sometimes into anime without even knowing it! Like those who grew up watching and loving Pokemon. Many don’t realize it’s anime, because they’re so used to it being part of the American cartoon landscape.”

Playing off the popularity and the love of all things anime, Spencer and friend Blake Dorris began the podcast in 2017, and have since released more than 200 episodes. Although it started as a weekly podcast, the guys recently moved to twice a week. They have also partnered with



Spencer (left) and Blake attend a movie premier. The pair met at the University of Memphis and now co-host the *Blake and Spencer Get Jumped* podcast.

the Geekly Grind, a new podcast network created specifically for anime, video games, and other “geek-centric” news. The partnership brought an additional weekly podcast into Spencer and Blake’s mix, and in it, the pair covers news and new anime podcasts.

The roots of *Blake and Spencer Get Jumped* were formed at the University of Memphis, where the pair met. As it turns out, both were theater majors, and Blake ended up auditioning for a theater production Spencer was directing. Their initial bond was formed over a “nerdy” card game called *Magic: The Gathering*. Who knew their meeting would be so fortuitous for the both of them?

After college, the guys lost touch, later reconnecting in Chicago. When relocations sent them in separate directions, they began talking about the

podcast as a way to stay in touch and keep the friendship going. And so they did.

Because Blake and Spencer were both huge fans of *Jay & Miles X-Plain the X-Men* podcast, they decided to model their podcast after it.

“It was also important to us that the podcast be just two friends talking about an anime show,” Blake explains. *“If our listeners are into anime, but their friends are not, they could now listen in on the conversations we recorded every week. We also wanted to make sure we talked about it in such a way that if the listener hadn’t actually watched the show featured in the episode, he or she could still get into it.”*

They also knew from the start that it would be geared toward an older audience, because Japanese culture has a very different viewpoint on adult themes than we are used to in America. Therefore, the shows are usually rated—especially in the western world.

“It is an explicit podcast, so we do curse on the show and sometimes discuss sexual material and topics” explains Spencer. This is true to the nature of anime: the storylines can be very sexual, largely due to the fact that nudity and sexuality are regarded much more casually in Japanese culture.

For Spencer and Blake, podcasting has been personally rewarding. *“First and foremost,”* Spencer remarks, *“It’s given us a deep understanding of and love for the creation of this medium.”*

BLAKE & SPENCER

listen to



STUFF YOU SHOULD KNOW

If you’ve ever wanted to know about champagne, Satanism, the Stonewall Uprising, chaos theory, LSD, El Niño, true crime and Rosa Parks, then look no further.



OH, HELLO: THE P'DCAST

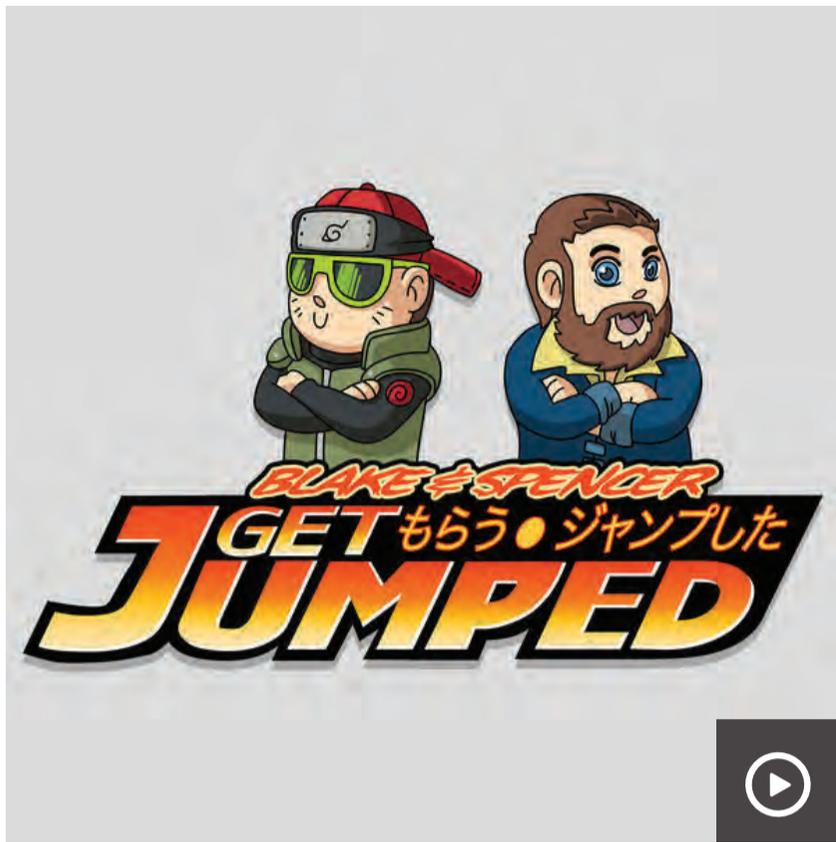
She was the People’s Princess and they were two men who hung out at Duane Reade. But now worlds have collided.



JAY & MILES X-PLAIN THE X-MEN

Daunted by complex continuity? Can’t tell a mutate from a warpie? We are here for you. We have trained for this responsibility for decades.

“It was important to us that the podcast be just two friends talking about an anime show.”



Blake and Spencer Get Jumped is beautifully edited and engineered by their “third partner,” Rashad English, who is instrumental in the overall success of the podcast.

Named by Feedspot as one of the top three anime podcasts in 2021, the future is jumping for this podcast. Fueled by their love of anime, Blake and Spencer will continue to bring listeners the newest anime podcast news and updates on their shows. Way to go, guys! 🎧



Leisure Category Director

Lori Lyons

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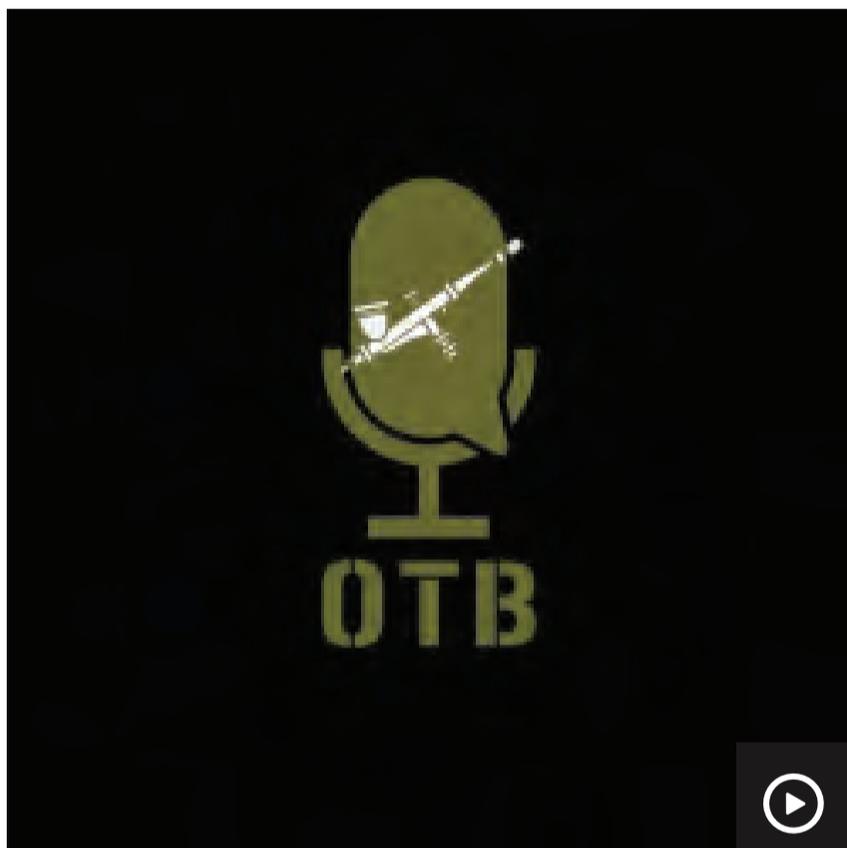
For added security, upgrade to a Ring Protect Plus plan to activate 24/7 professional monitoring with cellular backup, video recording for unlimited Ring devices at your home and more. With plans starting at \$10 a month, whole-home security has never been this affordable.





UNDER THE RADAR

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



ON THE BENCH

I've always been fascinated by model kits—the painstaking detail, the lifelike “hop-in-and-drive” feel, and the passion they invoke.

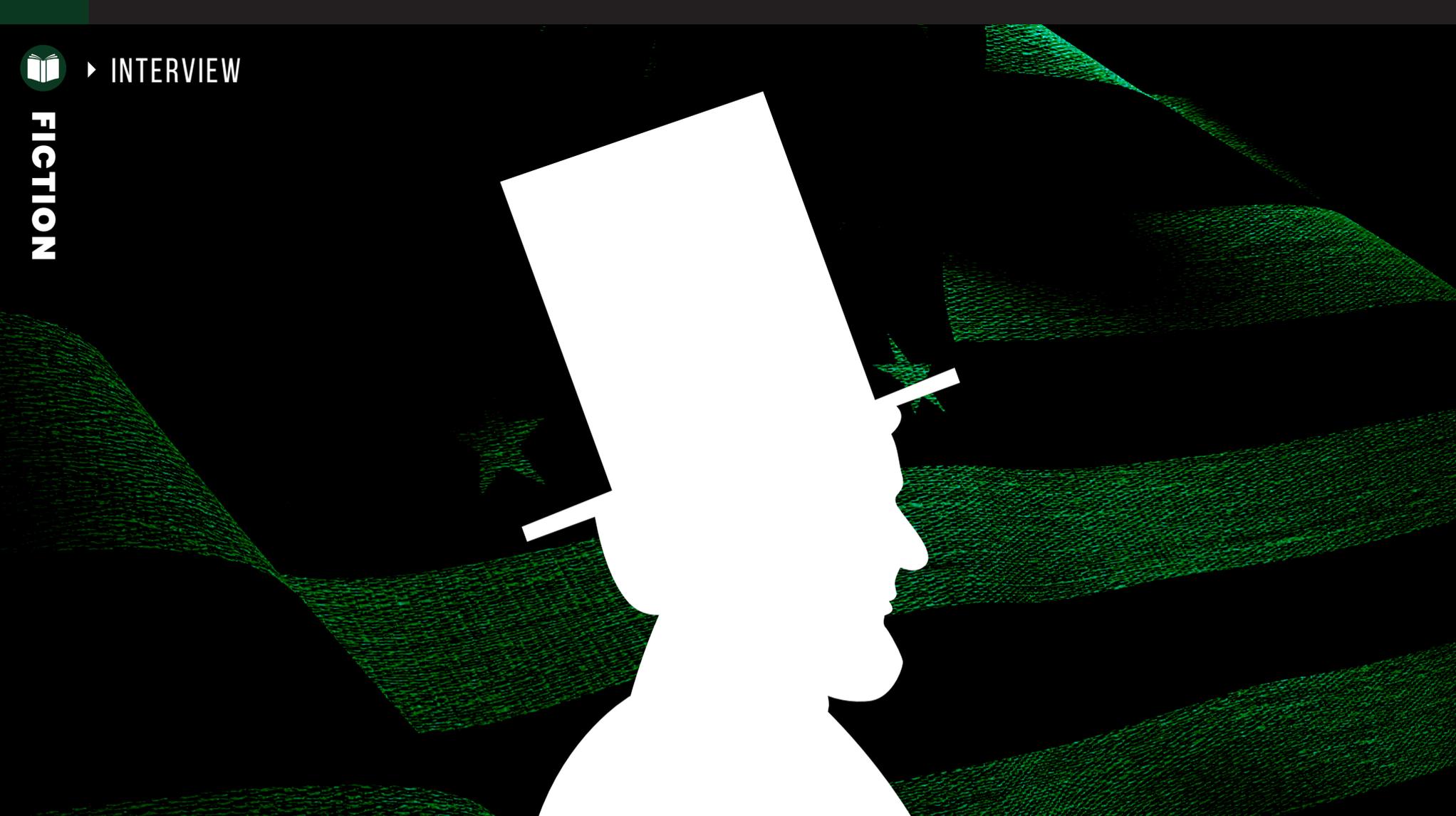
On The Bench is an enjoyable and informative podcast that has produced over 100 episodes in about three years. It is hosted by three Aussie gentlemen: Dave, Ian, and Julian, all with no apparent last names! They are easy to listen to because of their comradery and easy friendship.

The podcast covers all aspects of the hobby, from tools to kits to paint to the wide expanse of the various models available to build. The hosts bring in guests to share their expertise and experiences with this once-popular hobby that has waned in interest over the past decade. *On The Bench* is doing its best to reverse that trend.

Occasionally, the episodes become rambling destinations to nowhere, but they are still easy-listening rambles, and rather fun.

What struck me more than anything is how much Dave, Ian, and Julian really enjoy their hobby and bring value to their audience. Going by the theory that one learns more from failure, they are very upfront when a technique or process doesn't work for them. They equally celebrate their successes and how they came about.

Have fun with this podcast... let it inspire you to create something new! 🎧



1865:

When Truth Is Stranger Than Fiction

“Who is dead in the White House?” I demanded from one of the soldiers.

“The president,” he said.

April 15, 1865. President Lincoln is dead, and the country is in turmoil.

That is the very moment in which the audio drama *1865* begins.

Recently nominated for a People’s Choice podcast award in the category of Storyteller Drama, “*1865* tells the story of

reconstruction in America,” said Steven Walters, co-creator, head writer, co-executive producer, and voice of Robert Lincoln of 1865. “*It starts in the moment of Lincoln’s assassination and follows one of America’s forgotten heroes, Secretary of War Edwin Stanton, and his fight against Lincoln’s successor, Vice President Andrew Johnson. This battle between Stanton, who is a lifelong abolitionist, and Johnson, who is a confirmed bigot, culminates with the first impeachment*

proceeding in the history of the United States and sort of precipitates the rise of the KKK, the end of reconstruction, and the beginning of the Jim Crow era.”

It is also the culmination of Walter’s 20-year obsession with the Civil War and the Reconstruction Era.

“It started back when I was a theater major at Baylor University and was assigned John Wilkes Booth as the subject for a research

paper. I hate

research papers!”

Walters said. “But

I was teamed up

with Erik Archilla,

who is also the

co-creator of the

podcast, and we

ended up working

together in a theater

history class, too.

We started thinking

maybe we should

write a play instead

of a research paper.

So, we went to our

professor and asked

permission. For some

baffling reason, he said ‘Yes.’

So, Erik and

I set out to write it, and then that play

became a series of plays, which became a

TV pitch, which ultimately became 1865,

the audio drama.”

So, how did they eventually land in the

world of audio drama instead of being a

play or television show?

“We realized that our pitch just wasn’t

going to get it done,”

Walters said. “The

way you make a TV series is by pitching it—you describe what it’s going to be, perhaps write a pilot that goes along with it, etc. Once I realized that our pitch wasn’t going to work—that what was needed was a proof of concept—I knew I needed a different vehicle.

“This is a story of characters... something that needs to live and breathe and have voice and life to it. So I knew it wasn’t supposed to be a novel. I started to

notice that there

were podcasts

like Homecoming

and Dirty John

that started as an

audio drama before

becoming a vehicle

for television. And

so I felt like the

podcast medium

was a great place for

a story like this.

“An audio drama

is a lot more

manageable from a

budget perspective, too. If we write a big,

epic, sweeping battlefield scene, it’s not

like it will be cost-prohibitive as an audio

drama. So, it really felt like something

that was as big, epic, and sweeping as

1865 was perfect for the podcast medium.

There are also no limitations around

location or size of cast. It was a really

good vehicle for what I was trying to do

as a proof of concept for TV. My intention

is still to make 1865 into a television

series, though.”

With Walter’s start as a storyteller

“This is a story of characters... something that needs to live and breathe and have voice and life to it.”



Behind the scenes of 1865



Ian Ferguson (voice of Major Eckert) during a recording session



Rob McCollum (Director, far right) works through an episode with the cast

through theater, this ultimate vision makes perfect sense.

“I studied acting and playwriting. I also had a minor in communications, radio, TV, and film, but I’ve always been a storyteller. I’ve written stories since I was a little kid. I used to lock myself in my room and write and write and write until my fingers were bleeding. And I still do that today, although my fingers don’t bleed now. Maybe that’s just because they’re a little bit older and more calloused.

“I’ve been drawn to narrative, because I think at their heart, there is change. That’s what we love about stories—we love to see change in action, because change is so difficult to come by in our own lives. It’s

very satisfying to see a story of narrative change play out for us, whether it’s in a TV show, film, novel, or a podcast. I’ve always been drawn to stories and exploring what causes people to change.”

What’s next for 1865 is more seasons, starting with Season 2, which will extend the story from Edwin Stanton’s chapter to the second chapter of the story—the rise of general Ulysses S. Grant and the war that he wages against the KKK after winning the election of 1868. 🎧



Fiction Category Director

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The Write Inspiration podcast 🎧



UNDER THE RADAR

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



STORIES FROM THE IN BETWEEN

Between light and dark, between rational and irrational, this is where these stories live. Gather 'round and explore the Stories From The In Between.

Stories From The In Between—originally known as *Pi_rational Stories*—is the first fiction podcast from Crawlspace Media. It's an anthology podcast, but the stories do occasionally span several episodes. The writing is lovely... very lyrical, more like a novel than an audio script.

BUT, it is VERY dark. This is from someone



who loves psychological thrillers and classic Stephen King novels, and even I was a bit taken aback by how dark they are. So be warned.

This one is definitely in the horror genre, not for gore or scare factor, but because of the very dark subject matter. For instance, the first story under the new branding is a pretty dark take on a Christmas story.

Along with spinning yarns about the dark side of humanity, the stories themselves are also thought-provoking. After all, part of being human means we experience both light and shadow. Too often, we shy away from our shadow parts, which is never a good thing.

Overall, if you're looking for something a little different, something that stretches your imagination and has you pondering what you think you know in new and unique ways, and you're not afraid to dabble on the edges of the dark, you may want to give *Stories From The In Between* a try.

But maybe don't listen alone. 🗣️



GIVING VOICE TO VOICE

How Carl Robinson Is Lowering The Barrier Of Entry Into The World Of Podcasting

Siri, Alexa, Google Assistant, TV remotes, cars, your thermostat.

We have become accustomed to using our voices to control our environment, find information, and get where we want to go. But have you ever thought about how that technology came to be and improved to the point of working more than frustrating?

Enter Carl Robinson, voice developer and host of the *Voice Tech Podcast*. But Carl hasn't always been involved in the technology of voice.

British by birth, Carl went on to enter the world of healthcare. He created a top app on iTunes around nutrition and then sold

it to move on to other opportunities in health and wellness.

After developing a chatbot solution for patients with diabetes, a question popped into Carl's mind: *"Wouldn't it be great if patients could talk to the chatbot and get back information in their own language? Wouldn't that be a lot more impactful?"*

And *that* is what instilled in him the drive to pursue voice tech.

While living in Beijing, he launched a few startups while developing a passion for all things audio. It was there that he also met the love of his life, Veronique. The couple moved to France, and Carl set out to earn his degree in data science.

(Congratulations to the couple, as they are expecting a baby this month!)

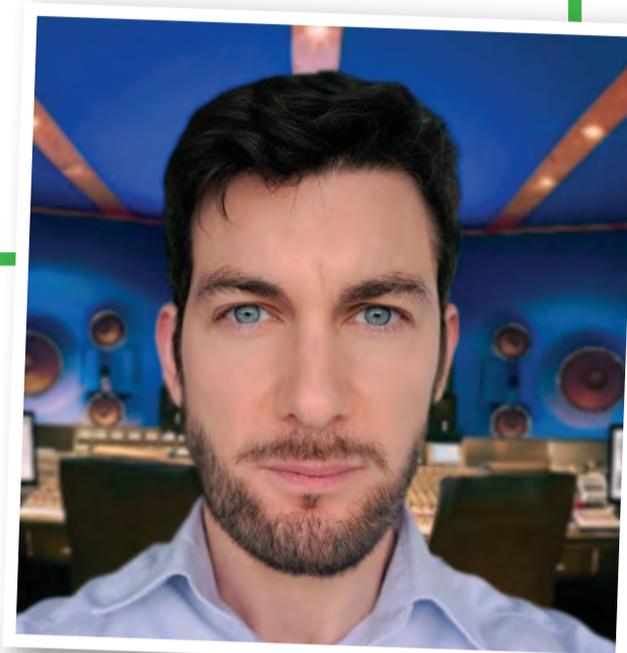
And while Covid has kept Carl physically stationary in Paris, it hasn't stopped his work. His weekly newsletter, Voice Chops Tuesdays, is filled with insights into voice technology and how it can be used around the world. He is also hard at work developing Rumble Studio, which makes it easier for creators to publish audio content no matter their experience level.

I actually reviewed the *Voice Tech Podcast* in the May 2020 issue of *Podcast Magazine*. I since decided to feature Carl, because his podcast and newsletter have taught me quite a bit about a topic I knew little about.

Carl doesn't feel that voice will be the "*final computer interface*." Rather, he views it as "*an intermediate step*" toward the future, where voice will combine seamlessly with other modalities. In other words, according to Carl, in the future, devices will "*be like friends*"; they'll be able to look at you and "*know what you need by your voice and face*."

What I loved about speaking with Carl is this view of the future. In my May review, I mentioned *Star Trek* and its computer interface, and how voice enables a level of interaction with our tech that aids the visual. Carl's show speaks to how voice, when combined with the visual, can expand our ability to get things done, and that to me is the essence of the best of tech. Speaking to Carl reassured me that tech doesn't take over in the future, but is rather an essential component of a

“[In the future,] devices will ‘be like friends’; they’ll be able to look at you and know what you need by your voice and face.”



Carl Robinson,
Host of the
Voice Tech
Podcast, in his
studio ▶

beautiful symbiosis with voice, which can create a *better* future.

A big driver for Carl is his focus on lowering the barrier of entry into the world of podcasting via Rumble Studio and his podcast. This way, new podcasters who have maybe never conducted an interview or put their voice out into the world can get started on the right foot. We had a deep conversation about how Anchor, a free podcast hosting platform, is big in Africa, because it does exactly that in a different way than what he is developing.

I think my favorite part of Carl's mission via



Rumble Studio, though, is that it takes into account personal and global issues related to podcasting. For example, it allows those without an actual voice to use a computer-generated voice to ask questions of their guests! Truly a barrier-free solution. Voice communications drop many other barriers, as well, including those related to translation. He even created a solution around time zone differences, seeing as how they can make it difficult to find a common time to interview. His platform allows one person to send questions and the other to answer them in their respected time zones. From there, the final product is merged with audio cleanup.

Carl is clearly driven to educate people on how voice can be used to improve the world, making it even easier to use your own to create positive change even faster along the way. 🗣️

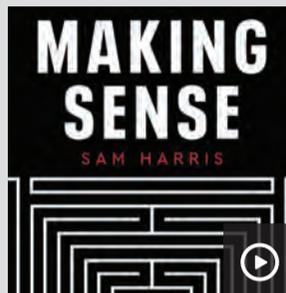


Technology Category Director
 Laura Steward
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It's All About the Questions 🎧



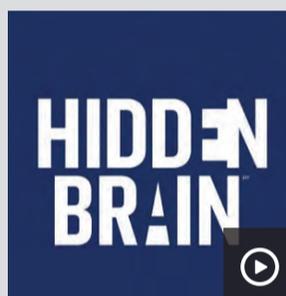
CARL

listens to



MAKING SENSE WITH SAM HARRIS

Join neuroscientist, philosopher, and best-selling author Sam Harris as he explores important and controversial questions about the human mind, society, and current events.



HIDDEN BRAIN

Shankar Vedantam uses science and storytelling to reveal the unconscious patterns that drive human behavior, shape our choices and direct our relationships.



DEEP HOUSE CAT

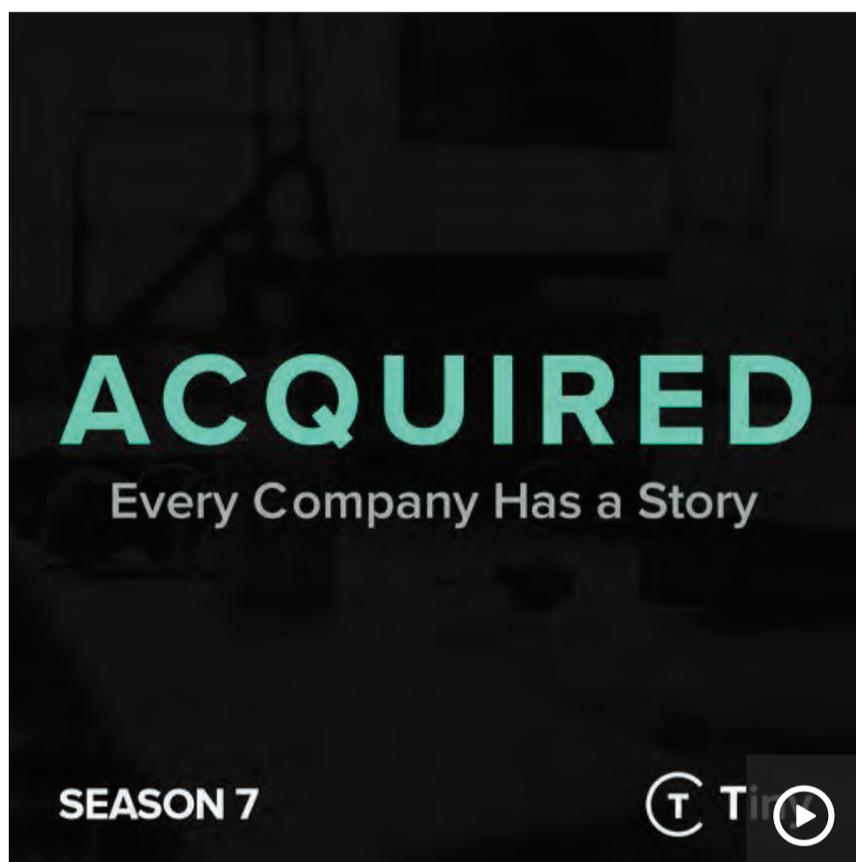
The source for trendsetting and opinion-leading deep house djs with a huge fanbase from all over the world.

“Tech doesn’t take over in the future, but is rather an essential component of a beautiful symbiosis with voice, which can create a better future.”



UNDER THE RADAR

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



ACQUIRED

Although this podcast often hits the top of charts, it was new to me and definitely deserving of a review. I LOVE this show!

Hosts Ben Gilbert and David Rosenthal are a knockout pair of cohosts. I especially enjoyed the series around the founding and rising of Chinese tech companies.

Through interviews with founders of top startups and deep dives into how companies got their start, Ben and David know their facts and



present them in an interesting and even fun way to help others learn from those who have succeeded before them. Underdogs are not left off their show, either. Like those we profile in this magazine, success comes in all sizes.

The hosts don't take themselves too seriously even though their credentials are seriously impressive. What they do take seriously is their in-depth profiling of the path to success. They often include aspects of a company's rise that didn't quite go as planned, as well, and how you can use that knowledge in your own entrepreneurial rise.

From WhatsApp to AirBnB, Harpo Studios to the NBA, and even investing and investors, there is something for everyone who loves business. Episodes are generally two hours long, but some are shorter. This is not a podcast for those looking for the Cliff Notes version of business. This is the unabridged version, and it's worth every minute. 🎧

The new Apple MacBook Pro

Performance. Now pushed further.



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quad-core processors.

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running multiple pro apps.

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Touch Bar for working
more productively.¹



13-inch model 1.37 kg 14.9 mm

15-inch model 1.83 kg 15.5 mm



MAX OUT YOUR LIFE!

Connection Potential In A Corona World

Max Weigand is obsessed with what he calls “*the potential gap*”—the space between who you are today and who you could be. It is this gap that led him into the podcasting space not once, but twice, as he looked to connect with and fulfill his own potential.

Max was born and raised in Germany, but traveled to America to earn his degree. While at university, he fell in love with running, and cross country and track became such a focus that he ended up sacrificing a lot of other things in his life. He believed running would bring him happiness... if he could just win “another” race. He excelled, actually ending up running for the German National Track and Field team at one stage.

Eventually, though, Max decided to stop the all-out focus on athletics. He returned

to Germany with no clear plan as to what to do with his life.

“That was a turning point for me. It really made me reflect. I realized that in four years, I had made about two close friends. I had wasted so much potential, and I didn’t want to go another four or 40 years doing that.”

So why a podcast to help max out his potential?

“For me, it was a way to learn from my heroes. I figured if I was going to look at my life and reassemble it, I needed to learn from people I admire.”

Max decided if he could learn to emulate their traits, beliefs, and mindset around things like happiness, mental toughness, presence, and productivity, he would be more able to live a life aligned with what he wants to achieve.

“The more I talk to people I look up to who are already 10, 20, or even 50 years ahead of me in their life journey, the more I can learn now what has taken others decades. And I can start using those lessons in my life to go faster and further.”

So, two years ago, Max started the *Mental Mastery* podcast, producing almost 30 episodes over a period of six to nine months.

He then experienced what we in the industry call the dreaded “podfade”—despite being very excited initially at the potential, the reality of not being able to generate huge download numbers killed his forward momentum.



“For me, it was a way to learn from my heroes. I figured if I was going to look at my life and reassemble it, I needed to learn from people I admire.”

“I realized I was too hung up on the numbers. That’s what killed me. I was so focused on wanting to get thousands and thousands of downloads per episode that, when it didn’t happen after 20 or so episodes, I got really frustrated. I was getting a couple of hundred downloads per episode, but I didn’t feel it was contributing much and determined it might not be the right path for me.”

This situation is quite common. I’ve experienced a version of it myself, and I know many podcasters who have had feelings along these lines at some point

(whether they stop their podcast or not).

Max did. He stopped podcasting for around six months, and during that time, he began reflecting on why he started podcasting in the first place.

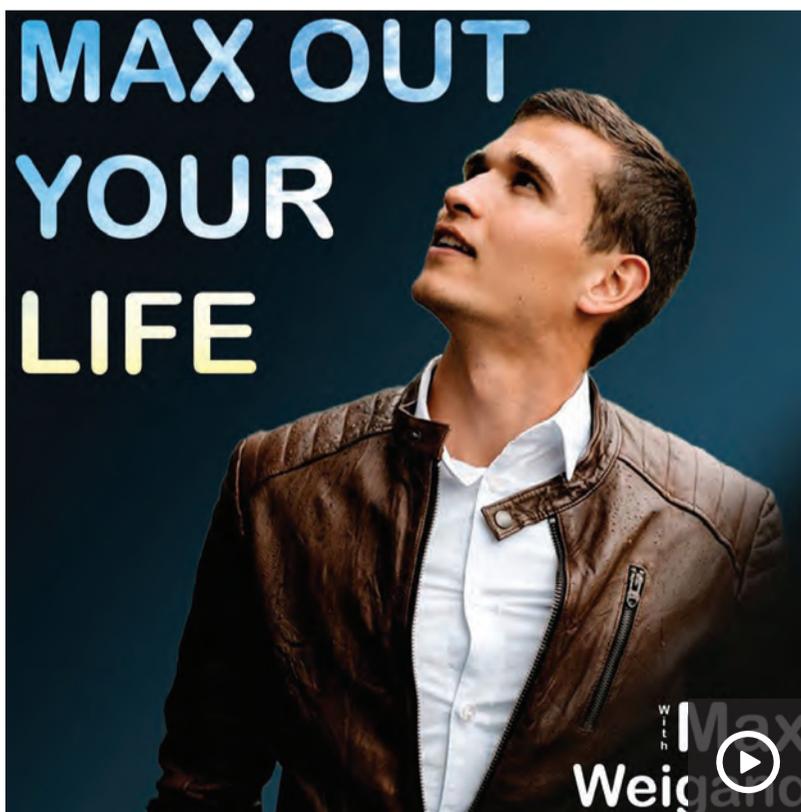
“It was to meet cool people! Simple as that. I re-resonated with the idea of just really connecting and having a blast.”

That helped Max get his spark back. He was going to try again, but this time, if the download numbers were not where he had previously expected, he was still going to get something out of podcasting that he believed was well worth it—the access to having epic conversations across the world.

Max decided to start from scratch rather than rebrand his previous show. Why?

Because he was inspired by a moment he had at the very start of the COVID-19 pandemic in early 2020.

“I was in Brazil at the time. I got sick, but didn’t want to go to the doctors due to the increased chance of catching the virus there. I was stuck in my hotel, ill, reflecting on wasting my potential, and podcasting just kept coming back up. I realized there were still so many people I wanted to connect with, and that’s when the name came



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to me: Max Out... by making the most of every single day.”

I too believe 2020 has helped remind us that tomorrow is not to be taken for granted—none of us really know what is going to happen.

So how has it all gone in round two of Max’s podcasting experience? With over 100 episodes released since launching in April, Max says:

“The podcast has really helped me with credibility as well as provided me with insights and ideas for my coaching practice. I’m now running virtual workshops in productivity, motivation, goal setting, and more.”

His biggest podcasting challenges so far have been marketing and growing his audience. But he’s learned a lot, too.

“You have got to enjoy the process. Podcasting isn’t for the money, the fame, or the views. At the end of the day, I do it because I love connecting with people. Those episodes that give you goosebumps and leave you smiling all day... those are what makes it all worth it. Fulfillment really comes from doing the things that make you come alive, lose track of time, and become so present in the moment that you forget everything else.”

That is something I can get on board with. Now, let’s all go out and Max Out 2021! 📍



Education Category Director

Adam Lewis Walker
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Awaken Your Alpha 🎧

MAX

listens to



IMPACT THEORY WITH TOM BILYEU

Impact Theory is a business and mindset-focused interview show that will teach anyone aspiring to greatness the secrets to success.



ON PURPOSE WITH JAY SHETTY

Fascinating conversations with the most insightful people in the world in a conversation with Jay Shetty.



THE DAILY MASTERY PODCAST BY ROBIN SHARMA

Receive the mental models, daily routines, and productivity tactics Robin Sharma has taught to the titans of industry, sports, and elite performers who he has served as a private mentor to for over 24 years.

“I realized I was too hung up on the numbers. That’s what killed me.”



UNDER THE RADAR

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



TEAM NEVER QUIT

Team Never Quit is a Top 50 show in Education and was named a “Best of iTunes Podcast” in 2016, the year it launched. You may not have heard of it before, but you likely recognize host Marcus Luttrell’s book, *Lone Survivor*. In it, Marcus details what it was like to be the only one to make it out of a Taliban ambush alive. Marcus’s ordeal was also picked up by Hollywood and showcased in the 2013 Mark Wahlberg film by the same name.



Every week, the podcast brings you real-life stories of men and women who took life’s toughest challenges and met them head-on, radically changing their own lives and inspiring others to do the same. Retired Navy SEAL and lone survivor Marcus Luttrell, Morgan Luttrell, and producer Andrew Brockenbush take you into the “briefing room” to chat with incredible guests who share their greatest “never quit” stories.

This humorous, heartfelt, and entertaining podcast is changing lives by becoming a beacon of hope and resilience to those who are facing the impossible. The reviews reflect that, with the following sample summing it up well: “*They will have you laughing and crying in the same episode.*”

You don’t have to be in the military (as many of their guests are) to listen in and develop the discipline necessary to reach your own goals. 🎧

STORYMORE BRINGS HISTORY ALIVE

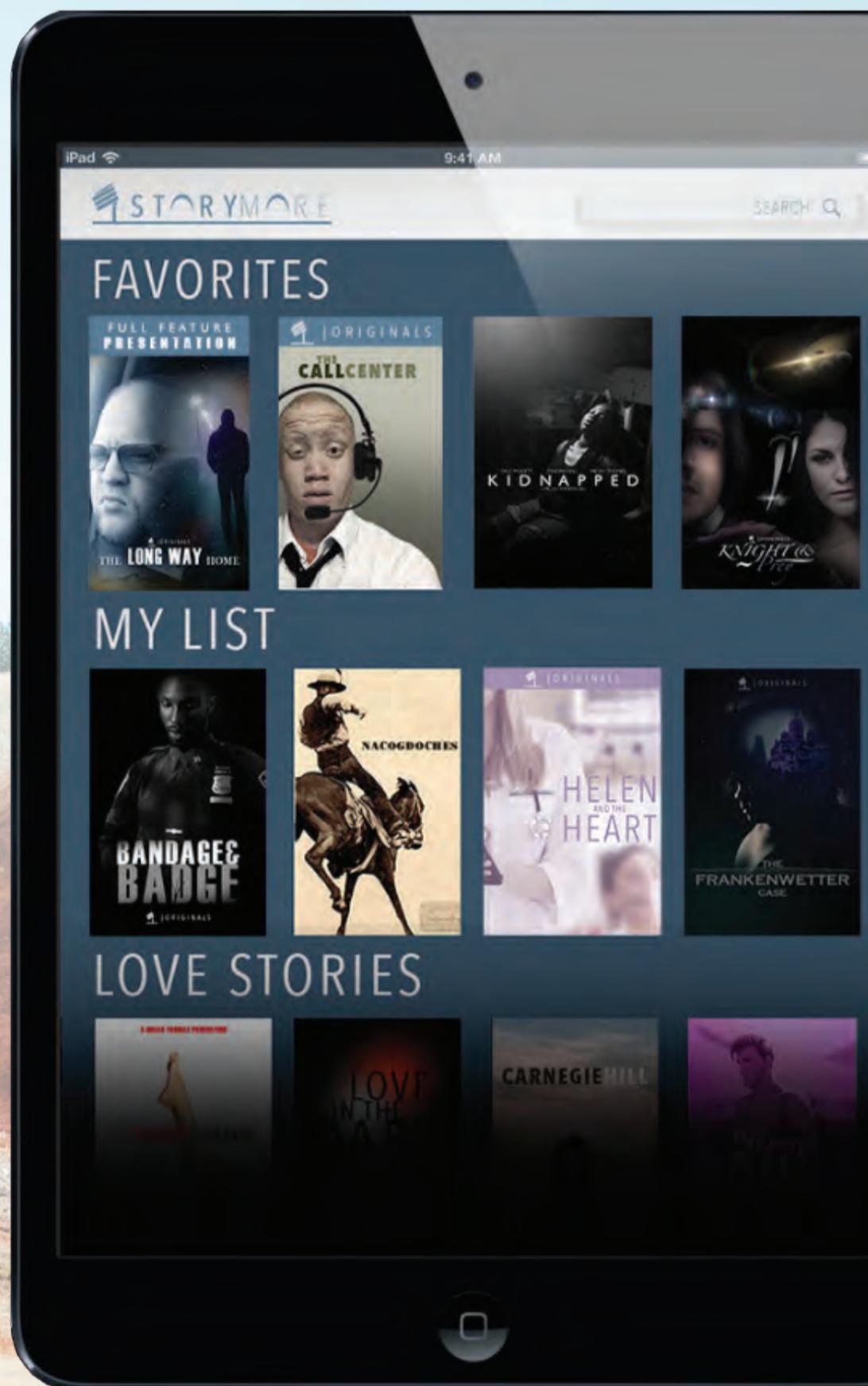
A Welcome Revolution For The Blind Community

Since the 20s, movies have been the premiere form of entertainment across the globe. Movie stars, the Oscars, soundtracks, and award shows have captured the popular imagination . . . unless you're blind.

Movies rely heavily on imagery to help tell the story. While narrated, music montages, scene changes, and clever time sequences aren't made for the vision impaired.

Podcasts, on the other hand, are entertainment for the ears alone.

A new podcast network called Storymore has set about to raise the bar for audio entertainment by creating, curating, and licensing



the world's best radio dramas to create movies *in your ears*.

They've already done *The White Vault* and *Lamplight Radio Play*, and they're working on adding *The Twilight Zone*, *The Harrowing*, and *Wooden Overcoats*.

Particularly excited is the blind community, whose members seek entertainment that creates the imagery without a monotone narrator in the background.

Tanja Milojevic, dramatic podcast enthusiast and member of the blind community, said, *"Usually, for us to experience mainstream media, content would need to be described with an additional track explaining costume changes and the visuals of a show. Radio drama does not need anything added to its natural, nonvisual story, and that levels the playing field out of the box."*

One of their first in-house productions is a historical fiction production about the life of Jim Bowie (which is probably pretty exciting to you, if you're an Alamo or Texas history buff—if you're not, he played a prominent role in the Texas Revolution and in the Battle at the Alamo).

It's titled *Nacogdoches*, and its description reads:

"In a young Texas town, a bright, young settler has been given the task of keeping law and order. Before history would ever recognize his name, he learns the truth about justice, sacrifice, and the costs of true liberty. With an experienced deputy

at his side, James 'Jim' Bowie battles some of the early West's institutions that opposed freedom in this historical fiction drama. Bowie leads the oldest town in Texas that was almost lost to a new invention called 'America.'"

But unlike a history book, *Nacogdoches* isn't a bullet-pointed timeline story of Jim Bowie's life. The storyline follows many characters and covers how their stories overlap, cross, and interact. One such figure in American history whose path he crossed was Davy Crockett.

If you're a history buff like me, you'll go nuts listening to *Nacogdoches*. It's like a virtual reality experience.

This is what I picture in the opening scene—mind you, this is a *radio drama*—no one tells you what to see:

I'm standing in a sandy place next to an old Mexican cowboy near an abandoned log cabin. He's got wrinkles on his wrinkles and a hand-rolled cigarette in his mouth.



The wind is howling past my ears.

The front door of the cabin is open, and a woman whose hands are bound is lying on the ground.

Then, a stranger walks up from what seems like 20 feet away through the sandy wind. The stage is set for a gunfight.

The stranger is taller and well-dressed, and you can feel the confidence in his voice. In fact, he's going to win the fight. I can feel it in the voices.

Even though I only have earbuds in, the movie is playing out in my head as if I were watching it at the cinema.

The great thing about a radio drama is the producers understand how to use sound to trick your brain. They didn't use footsteps to tell me the taller man was getting closer. It was more subtle, more real. It was the echo of the voice or the sound getting louder as he got closer.

Whatever it is, it's compelling like nothing else.

And perhaps that's because the couple

behind Storymore are blind themselves. They tell the story of the Alamo, Jim Bowie, and Davy Crocket the way they've always dreamed it would be told.

As a person with full sight, their insight into sound is a delight to my ear.

I'm a history buff, and I'm telling you about Storymore not because they are a historical podcast network, but because they produce historical podcasts that are just amazing.

In a world of one Dan Carlin after another, *Nacogdoches* is the underrated, unexpected movie you never thought would become your favorite movie of all time.

But it will be. 🎧



History Category Director

Dan R Morris
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[TracingThePath](#) 🎧

Got a History podcast suggestion?

Let us know! >



UNDER THE RADAR

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



HISTORYEXTRA PODCAST

After college, I took a job in Bloomington, IL, working for a company from which I thought I could start a career. I didn't know anyone, so for fun, I took courses at the local community college. One of those courses was Russian History taught by an ex-Russian police officer from Moscow. I can't tell you how exciting it was to learn from the guy who lived it.

That's why I'm writing about the *HistoryExtra Podcast*. I was listening to their January



15th episode and was going crazy inside. Like my community college courses, they interviewed Laurence Rees to compare and contrast Hitler and Stalin, since he has personally interviewed people who worked directly for each. There is no one closer to that part of history.

It was so good, I actually went back and listened to a few parts twice. How often do you do that with a podcast?

In their December 28th episode, they take on a more recent topic: the historical Netflix TV show *Bridgerton*. But instead of throwing their two cents into the ring, they interview Hannah Greig, the historian and etiquette advisor to the show.

If you more than love history—I'm talking, you want to see that the toothpicks on the table in the episode of *Bridgerton* are actually contemporary to the time frame—then *HistoryExtra* will keep you excited for a long time to come. 🎧



NOAH RASHETA

On Paragliding, Secular Buddhism, And Letting Go Of Certainty

Witnessing a paraglider floating against a clear blue sky is nothing short of majestic.

From the ground, the glider appears to gently drift this way and that.

The casual observer has no idea what the moments just before taking wing are like.

The paraglider ascends a mountain, puts on gear, and, despite any trepidation, runs off the side. Once his feet leave the ground, there is no going back.

Noah Rasheta practices and teaches





paragliding and likens it to his spiritual journey from the Latter-day Saints to secular Buddhism.

Rasheta grew up in Texas with his foot in two unique worlds. His father was American and Mormon. His mother was Mexican and Roman Catholic. He learned early on how to navigate these two cultures.

The family spoke Spanish at home and moved to Mexico when he was 14. They expected to be there for a year to learn the culture, but Rasheta stayed for nine.

His time in Mexico connected him to his mother's family and taught him the art of embracing his two cultures. For instance, when he felt the swell of pride as he recited the Mexican pledge of allegiance to the flag, he realized he could love more than one country.

Rasheta's religious upbringing was similarly split between Mormonism and Roman Catholicism. *"I knew I was not Catholic, but I felt like I was, because that was my environment. I experienced the Catholic life without necessarily being Catholic,"* he said.

For the most part, he navigated the two cultures and religions with ease—that is, until one or the other made exclusive claims to truth. When that happened, Rasheta

"I was no longer personally invested. It was no longer about my succeeding or failing. I'm just here to spread a message that's beyond me."

instinctively protested, simultaneously feeling the need to defend his family's biculturalism.

When he was of age, Rasheta went on a two-year mission in South America, a trip Mormon youth take to share their faith.

One night while walking the streets, a man threw a glass bottle at him and his friends. The experience shook him, and he contemplated it for some time. Finally, he came to realize that the attack was not personal. The thrower of the bottle did not hate *him*. He hated what Rasheta was representing... an ideology and America.

"It allowed me a sense of personal freedom," Rasheta reflected. *"I was no longer personally invested. It was no longer about my succeeding or failing. I'm just here to spread a message that's beyond me."*



Rasheta paramotoring
over the Great Salt
Lake in Utah



That moment of insight also provided him with valuable tools he would use later in life when he left his Mormon faith.

“I had been brought up with this mindset that if you do these things and follow this list and avoid these things on this other list,” Rasheta said, “your life will be blessed, and things will work out for you.”

Yet Rasheta’s life was *not* working out, and he did not feel blessed at all. He found himself very unhappy and full of questions.

“I figured if this is not the correct path, I darn well better find the right one. I went into seeker mode,” Rasheta explained.

“At the end of the process, I felt like the firm ground I had been standing on my whole life wasn’t so firm after all. It was almost like the rug had been swept out from under my feet, and I was left with uncertainty. What if none of it was what I thought it was?”

Rasheta dove into investigating Mormonism and its history. He was particularly troubled by the history of polygamy as a practice, though there were other issues, as well.

Unfortunately, Rasheta’s questions were largely unwelcome, even at home. When he spoke to his wife about his doubts, she asked him not to share his thoughts with others. *“I don’t want you to be the bad guy who makes me start doubting,”* she said. This encounter made him realize

that his faith pinned the doubter as the “bad guy,” and that troubled him.

Still searching for his one true path, Rasheta began studying many religions of the world. He took a Great Courses class called *The Meaning of Life* that furthered his studies, and eagerly consumed the content while evaluating whether Mormonism was really right for him. He considered returning to the Roman Catholicism of his youth, but ultimately rejected it as too similar an outlook on faith.

When Rasheta’s course began covering Buddhism, everything changed. The defining moment? When the instructor addressed the class’s questions by saying, “*I don’t know the answers to these questions. If you can figure out why you want to know, that’s more important than the answer.*”

That answer fascinated him, and he turned to self-exploration.

“*That was the beginning of the end for my quest for truth,*” said Rasheta, “*and the beginning of my internal quest to understand myself.*”

Rasheta found comfort in the Buddhist teaching to not seek certainty, and that one concept propelled him into a much deeper understanding of the religion.

In 2015, Rasheta started a podcast called *Secular Buddhism* as a way to answer questions about Buddhism. He became a lay minister of Buddhism the next year,



RASHETA

listens to



WAKING UP CONVERSATIONS WITH SAM HARRIS

Sam Harris explores important and controversial questions about the human mind, society, and current events.



HARDCORE HISTORY

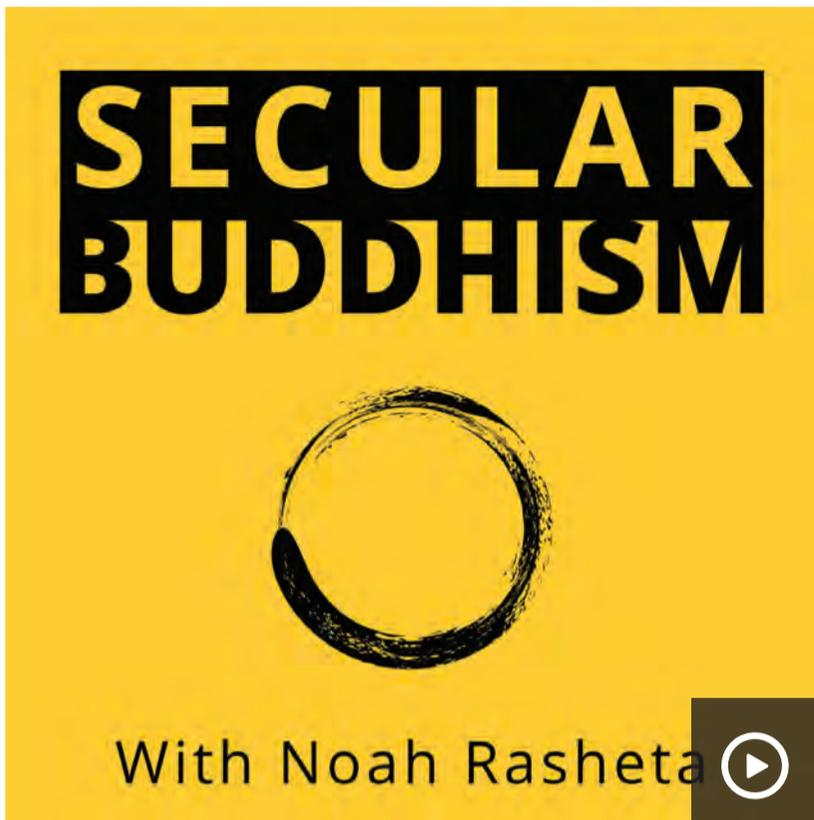
Dan Carlin takes his “unorthodox way of thinking and applies it to the past.”



INVISIBILIA

Invisibilia—Latin for invisible things—fuses narrative storytelling with science that will make you see your own life differently.

“I figured if this is not the correct path, I darn well better find the right one. I went into seeker mode.”



studying just as one would on a journey toward becoming a Buddhist monk—minus the vows at the end.

For Rasheta, the whole essence of Buddhism mirrors his passion for paragliding:

“You’re learning to find comfort in the discomfort of having no ground to stand on,” he said. “But maybe that thing you fear letting go of is the very thing that will give you the sense of freedom you crave.” 🎧

Got a Religion & Spirituality Podcast suggestion? [Let us know! >](#)



Religion & Spirituality Category Director

Eric Nevins
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Halfway There Podcast 🎧

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UNDER THE RADAR

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



ME TO WE TALK PODCAST

You're in a relationship with the podcasts you listen to. It's true! You keep listening to the ones you love as your devotion increases, and you break up with (unsubscribe to) the ones you do not.

The *Me to We Talk Podcast* is THE marriage podcast you need to fully commit to.

The show is created and hosted by Christian couple Conell and Rhonda Collins. Their playful relationship, joy, and energy will inspire you to devote yourself to your relationship in a new way.



Listening to an episode of this show is an intimate experience. The couple jokes, laughs, and encourages each other. Listeners get a glimpse not only into the Hollins' relationship, but also into what marriage can become.

Audio quality is top notch. The couple plays background music throughout their conversation. At first, I thought this might be distracting as the conversation goes on. Instead, the music adds emotion and intimacy. The conversation then becomes the melody.

Recent topics include issues that intrude on marriages, juggling the demands of family and career, and learning to use the word "we" instead of "me." While the conversation is often between the couple, they also bring in guests to offer marriage-related expertise.

The Hollins' are on a mission to help marriages build strong relationships that stand the test of time, and I think they're accomplishing it with this podcast. 🎧



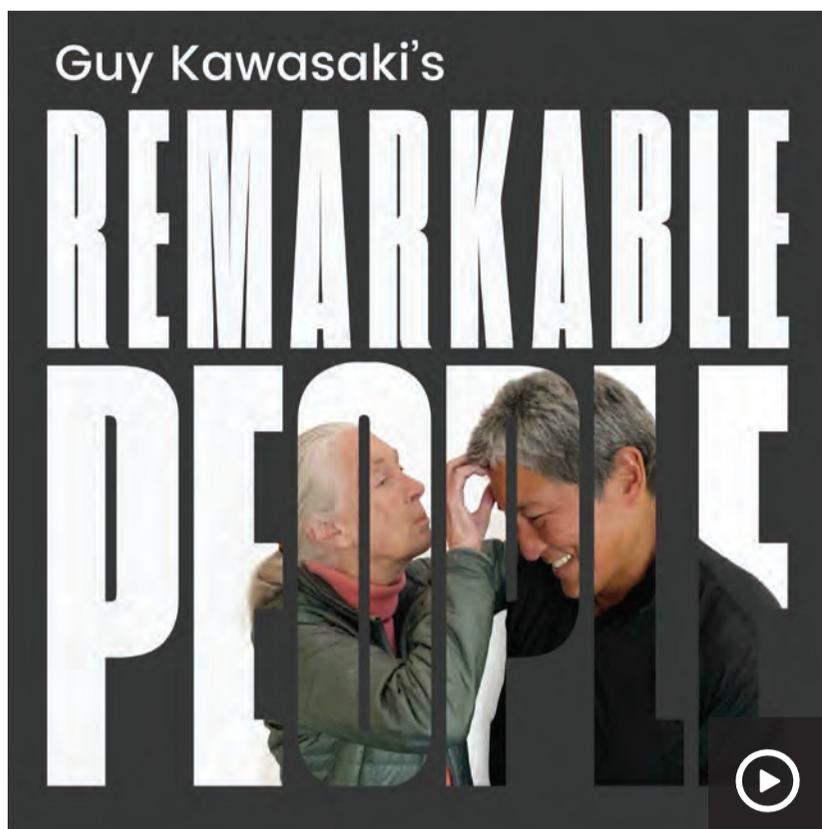
GUY KAWASAKI'S NEWEST PASSION:

Sharing The Wisdom Of Remarkable People

Guy Kawasaki is probably best known for his role as Apple's first brand evangelist. He is a founder, venture capitalist, author, and keynote and TEDx speaker. Currently, he is an evangelist for Canva, and while he continues with the above activities, he has also added "podcaster" to his resume.

Guy's podcast, *Remarkable People*, is inspired by those he has met throughout his career and travels.

"I am the author of 15 books. I decided I had run out of things to say at this point, and wanted to tap into the wisdom of other people, instead," he explains.



“I am the author of 15 books. I decided I had run out of things to say at this point, and wanted to tap into the wisdom of other people, instead.”

Inspired by sociologist Studs Terkel’s book, *Working*, and Studs’ interviewing style, Guy knew he could follow the same techniques with his podcast. *“I’m 66 years old, and I have made a lot of connections in my life. I’ve also come to believe that more important than who you know is who knows of you. Podcasting gives me an opportunity to interview remarkable people who have a lot of wisdom to share.”*

Many podcasters take several months to go from idea to launch; Guy did it within 30 days—which, to Guy, was too long, due to his background in technology!

Coming up with the name of the show was a challenge. Guy had just released his 15th book, *Wise Guy*, and from a marketing perspective, it made sense to title the podcast by the same name. *“There was one problem,”* Guy muses. *“Wise Guy’ implies that it’s my wisdom I’m sharing, and it isn’t.”*

So, Guy began to consider the guests he

would invite to his show, and every one of them had things in common in Guy’s eyes: they were all famous, smart, wise, and remarkable. *Remarkable People* felt right. *“To my utter amazement,”* Guy remembers, *“I bought the domain remarkablepeople.com for a couple thousand. It was a no brainer!”*

Next, Guy went into full planning mode, coming up with specific guidelines for the show. One of those guidelines: 95% percent of every episode would be about his guest and 5% about him.

“My job as an interviewer is to bring out the remarkableness of my guests and to help them explain to my listeners how to be remarkable in their lives, too.”

As a brand evangelist, Guy believed that *“When you start a podcast, you really have to hit that first episode with something or somebody that will make people sit up and take notice.”*

He also lives a charmed life, and



exuberantly shared how he managed to “come out of the gates swinging” with his first episode:

“Someone knew of me, as opposed to knowing me personally, and that person happens to run TEDx Palo Alto. She had booked Jane Goodall, and after hearing about me because of my Macintosh background, she out of the blue reached out to me one day and said, ‘Guy, would you like to interview Jane Goodall at TEDx Palo Alto?’ I was already booked on an out-of-town event for a paid speech, but I bagged it! I asked myself, ‘How often do I get the chance to interview Jane Goodall?’ It literally cost me tens of thousands of dollars. But who is a better first guest for a brand-new podcast than Jane Goodall? Maybe Michelle Obama. Desmond Tutu. I’m running out of names. I would consider them a tie with Jane. I wouldn’t consider them better. So, my podcast began with her, and people did take notice.”

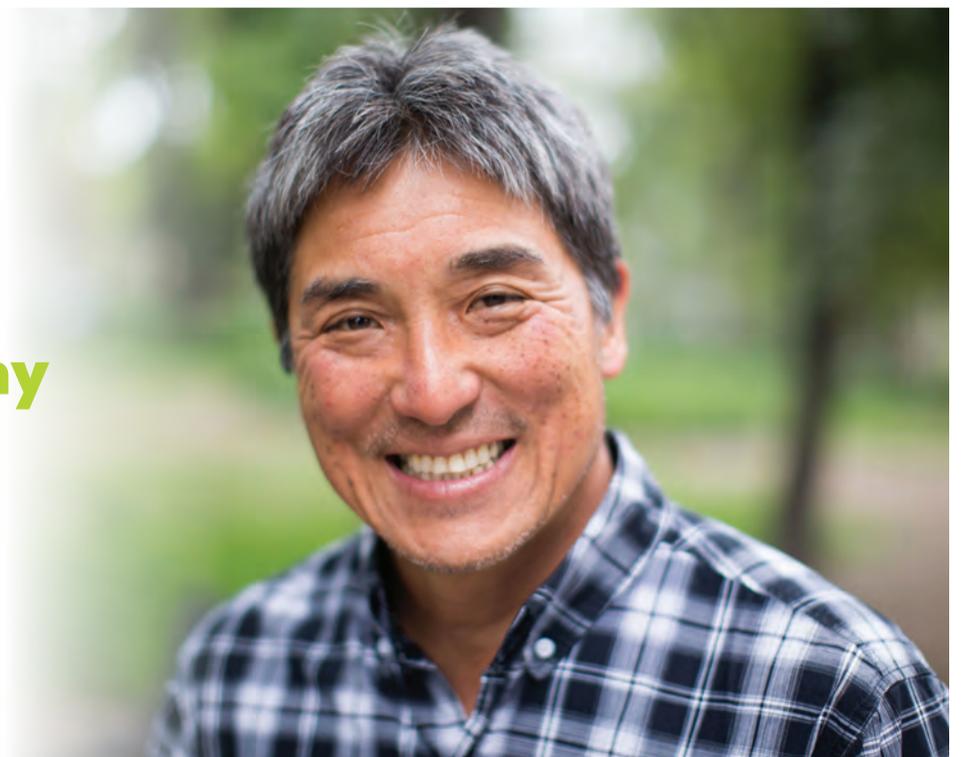
Finding guests for future episodes was easy after that. Guy laughs as he says,

“There’s no doubt in my mind that I was born to podcast. I feel like this is a calling. As I look back on my career, the work I’m doing for my podcast is the best work I’ve ever done.”

“One thing I learned is if you start with Jane Goodall, the fourth and fifth and 59th guests are easy. You just say, ‘My podcast is Remarkable People. I’ve featured guests like Jane Goodall. Would you like to be on the podcast?’ And very few people say, ‘Wow, you know, I’m so far beyond Jane Goodall... no, I don’t want to be on a podcast with second-tier guests like her!’”

Guy did an analysis of his first year’s guests and was surprised that of 60 episodes, 27 were women. While he didn’t plan it, he found that his podcast was gender-balanced and culturally inclusive. His guests have included Arianna Huffington, Kristi Yamaguchi, Andrew Yang, Julia Cameron, Dr. Vivek Murthy, Tim Ferris, Margaret Atwood, Governor David Ige, Andrew Zimmerman, and Steve Wozniak.

And while many of Guy’s guests are recognizable names, he also shares, “I don’t want to give the impression that this is a ‘famous’ or ‘rich people’ podcast. It’s a ‘remarkable people’ podcast. One guest is a woman who was smuggled from Mexico



across the US border as a baby and today works for Adobe. You would not have heard of her, but she has a remarkable story. And I think each guest leaves a little bit of his or her soul on tape.”

Guy says he loves research, and his process takes about 15-20 hours per episode. *“I love the preparation. Yesterday, I interviewed Angela Duckworth. She is a social psychologist from Penn and MacArthur award winner. Before I interview someone like her, I have to read her scientific papers, and I have to read her book. I have to ask intelligent questions. I can’t just ask, ‘What makes you tick, Angela?’ I mean, that is such a dumb *&% question!”*

One of Guy’s most joyful podcasting experiences has been in reading the positive reviews he receives and knowing that he is sharing his guest’s remarkable wisdom with the world.

“There’s no doubt in my mind that I was born to podcast. I feel like this is a calling. This will show how transparent I am. As I look back on my career, the work I’m doing for my podcast is the best work I’ve done. I will also tell you that it is among the least appreciated. I told my wife the quality of my podcast will not be appreciated until I die. It’s just like art. An artist in his or her own lifetime may not be appreciated.”

Guy has only one small regret—that he didn’t begin his podcasting career earlier. *“If I had started six years ago,*

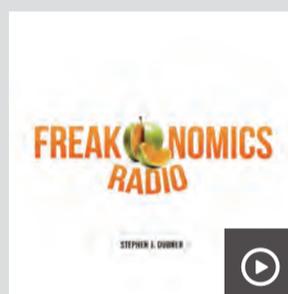
GUY

listens to



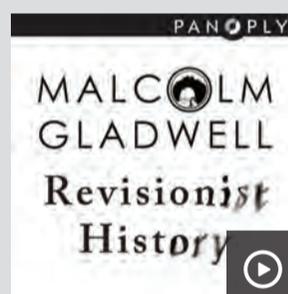
WAIT WAIT DON'T TELL ME

NPR’s weekly current events quiz. Have a laugh and test your news knowledge while figuring out what’s real and what we’ve made up.



FREAKONOMICS

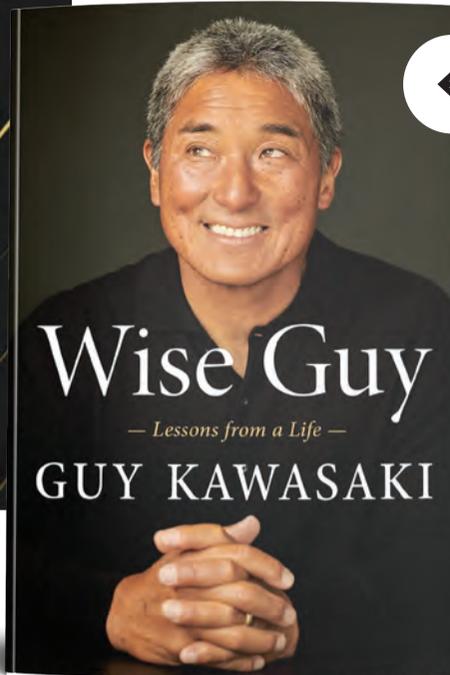
Freakonomics Radio tells you things you always thought you knew (but didn’t) and things you never thought you wanted to know (but do).



REVISIONIST HISTORY

Host Malcolm Gladwell’s journey through the overlooked and the misunderstood.

“I’ve also come to believe that more important than who you know is who knows of you. Podcasting gives me an opportunity to interview remarkable people who have a lot of wisdom to share.”



← A CHARMED LIFE

In 2020, Remarkable People received the “Best New Show” Golden Crane Award, and Guy released his most personal book yet, “Wise Guy: Lessons from a Life”

when everybody else did, I would have an audience like Joe Rogan has today.”

Guy also offered a very interesting and candid observation on COVID-19’s effect on podcast listenership:

“The irony is that, at the start of the pandemic, I thought it would actually be the best thing for my podcast, because people had more time. They were working less and not commuting. But I was so totally wrong.

“They get two hours back per day because they’re not commuting, right? But those are the very two hours people were listening to podcasts! So now, they don’t have the time. If people think that most Americans are sitting at home, sipping their chamomile tea while getting a pedicure and listening to podcasts because their perfect children are totally engrossed in Zoom and overachieving with virtual learning, they’re hallucinating. Suddenly, listeners are responsible for making Zoom work, playing teacher, and feeding children three times a day instead of once. And then, they have to go into endless and overbearing Zoom meetings for work—95% of which they don’t even need to be

in, and the day is just ruined! I don’t think people are listening to podcasts nearly as much right now.”

This past December, Guy received his first podcast award—the Golden Crane Award for Best New Show given by the Asian American Podcasters Association.

A true wise guy, Guy leaves us with this:

“I truly do enjoy podcasting. At my age, one of the side benefits is that I think it will delay the degradation of my mental capabilities. Because now, at least 52 times a year, I have to be able to conduct a conversation with someone who’s truly an expert in some field. By forcing myself to come to grips with roughly 52 subjects a year, it keeps my brain more active. I’m not sitting around watching news all day long.”

66 years young, Guy can often be found surfing the waves... or making waves of impact with remarkableness. 🗣️



Society & Culture Category Director

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Embracing Courage 🎧



UNDER THE RADAR

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



OUR SMALL MAJORITY

In celebration of Black History Month, my goal was to discover a podcast that focuses on topics of social inequality and social advocacy. *Our Small Majority* is the gem I found (the title is a play on words, and it's definitely worth listening to the show to learn the reason behind it).

Hosts Christian Marques Black and Matthew Goriachkovsky were enrolled in a college experiential learning course at the University of California, Irvine when the original seed for this show was planted in their minds. In the course, they interviewed activists, social



justice workers, and leaders of grassroots movement organizations.

Christian went to study abroad in Denmark and continued interviewing people in the social justice movement. Then, he emailed Matthew about creating a podcast dedicated to social justice issues. Matthew agreed, and their podcast journey began. Christian and Matthew crowdfunded their podcast and donated their excess funds to a non-profit that supports first-generation college students.

Their first season includes interviews with prisoners, activists, and researchers, and topics range from COVID-19 to prison culture, racism, and healing New Orleans post-hurricane. Their second season just debuted and spotlights women who have had an impact in the civil rights movement.

The hosts have diverse ethnicities and backgrounds. Their conversations flow easily and while the topics are difficult and bleak at times, they successfully blend storytelling, optimism, and advocacy like artists. 🎧



CHARLIE WARD

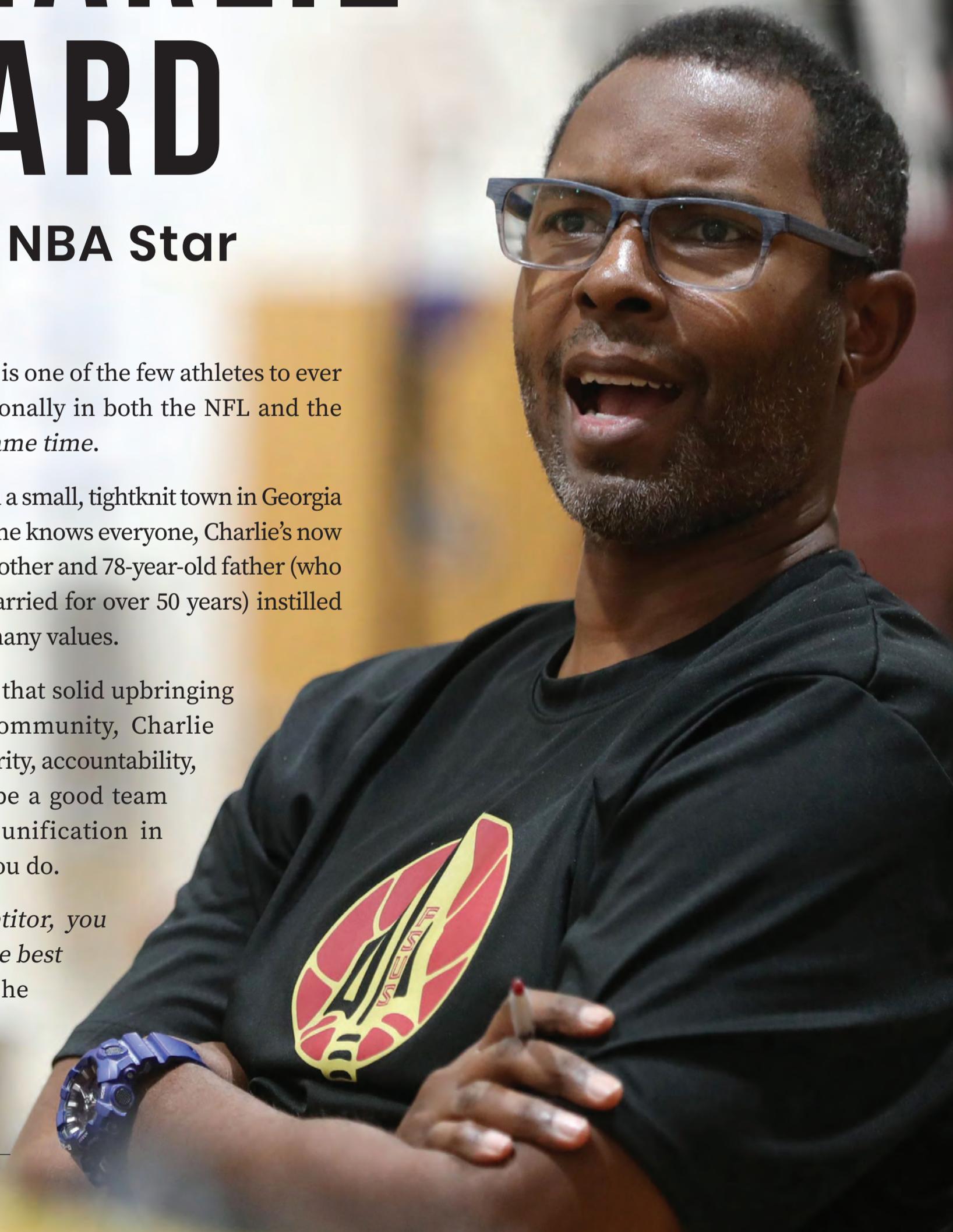
NFL & NBA Star

Charlie Ward is one of the few athletes to ever play professionally in both the NFL and the NBA *at the same time*.

Growing up in a small, tightknit town in Georgia where everyone knows everyone, Charlie's now 81-year-old mother and 78-year-old father (who have been married for over 50 years) instilled in their son many values.

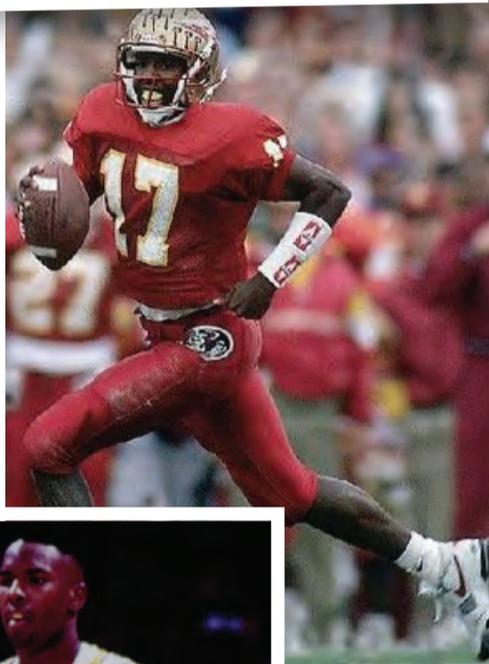
And through that solid upbringing in a close community, Charlie learned integrity, accountability, and how to be a good team player with unification in everything you do.

"As a competitor, you want to be the best you can be," he said.

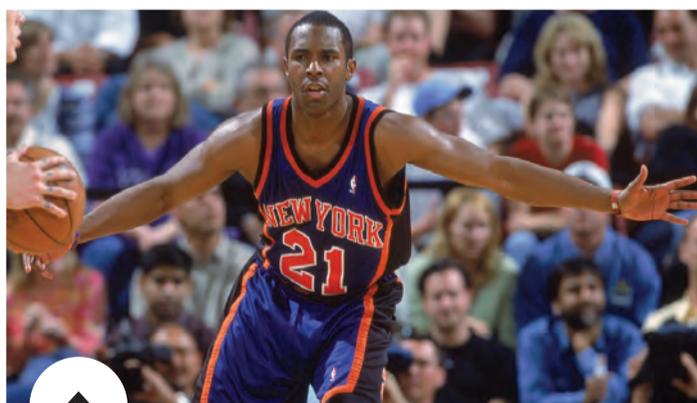




Ward won the 1993 Heisman Trophy as Quarterback while playing for Florida State University ▶



Ward's 1992 FSU team made the Sweet Sixteen ◀



A DOUBLE THREAT

Ward played for nine years with the New York Knicks and started in the 1999 NBA Finals

In college, Charlie had been recruited for football, but showed interest in basketball quite a few times. He ended up joining an intramural team after school, and his teammates eventually talked the college coaches into bringing him onto their team. He joined his sophomore year, and from then until his graduation, he played basketball along with football.

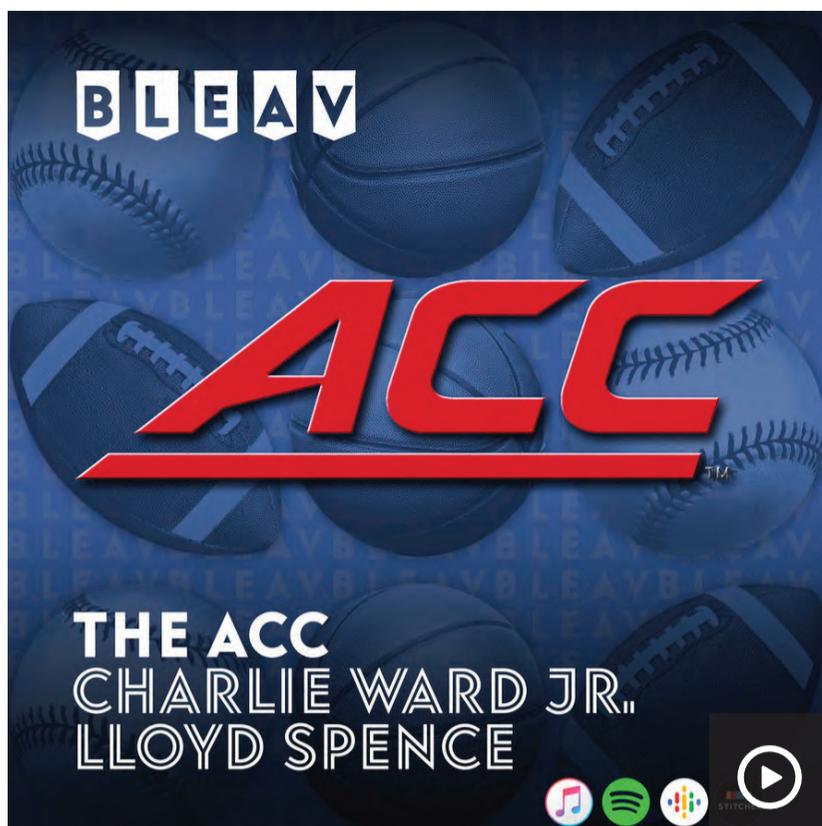
Reflecting, Charlie advises future multiple-sport athletes to stick to those that complement one another. For example, if you play football, you might want to also run track or do weightlifting, so everything coincides.

The former 1993 Heisman Trophy winner credits his coaches from all the way back to middle school and right on through high school, college, and eventually, his pro career, for teaching him that with integrity and accountability, there is little he can't accomplish. Charlie's own experience with mentors resulted in his viewing of athletic teams as family away from home—a network of support—so kids can grow into not only great athletes, but people.

And now, Charlie relies on that experience as motivation to provide the same type of support he received to today's youth via his work as a coach, speaker, and motivator. Part of his mission includes impacting the community in a positive way by working closely with schools.

He is also very active with The Fellowship of Christian Athletes (FCA), which seeks *“to make disciples through methods of engaging, equipping, and empowering coaches and athletes to know and grow in Christ and lead others to do the same.”*

His main goal? To teach kids how to build a strong foundation and grow from challenges.



“When challenges arise, pray,” Charlie advises. “Think about your choices, and do what you feel will best help you learn and grow from the challenge. When you make a decision, live with it. You can prepare for the game, but there will always be ups and downs throughout the course of it. You will need to make adjustments.”

In 2020, Charlie decided to add podcasting to his list of passions. The idea for his show, *Bleav in The ACC*, came easily, because he was used to doing interviews in professional sports and could so easily relate to athletes. It now airs twice a week in one-hour segments. He and his co-host, Llyod Spence, strive to provide the most accurate and up-to-date highlights of the world of football and basketball. They discuss all things Atlantic Coast Conference, drafts, playoffs, championships, and cancelations, recap games, interview athletes and coaches, and provide COVID-19 updates as they pertain to the world of sports. 📍



Charlie and his three children Caleb, Hope & Joshua

“When you make a decision, live with it. You can prepare for the game, but there will always be ups and downs throughout the course of it. You will need to make adjustments”



Sports Category Director

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The Neil Haley Show 🎧

UNDER THE RADAR

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



FAIRWAY ROLLIN'

“Joe House is joined by a rotating cast of Ringer and golf-world personalities to break down the latest in golf headlines and news from social media, keep up with everything Tiger Woods, and delve into the world of golf gambling.”

Joe House's podcast, *Fairway Rollin'*, looks back on Golf 2020: the restart, highlights, upsets, lowlights, worst bets, and everything in between. Joe is often joined by guests Nathan Hubbard and Chris Vernon. (Check



out episode one if you'd like to hear Chris discuss his viral Masters recap video along with some great events to look forward to in 2021.)

Nathan is fantastic. He's insightful and on point with his commentary and worth listening to every week. If you're up for a deep dive into betting on golf, Joe has you covered with specific pointers. He's also getting much better at hosting a podcast, and his guests seem to be getting more comfortable with his slightly hyper manner.

Fairway Rollin' is a good podcast when you need to tune it to all things golf! 🎧



TOM ARNOLD'S

Life In Quarantine

If you're a Tom Arnold fan, you'd probably love an opportunity for an in-depth peek into his life during quarantine. Well, you're in luck! That's exactly what you're about to get.

We all know Tom as a great actor, producer, writer, and comedian, but many would likely be surprised by how down-to-earth he really is. In his own words, he is “*a father first,*” and points to his becoming a dad as a complete turning point in his life.

Tom always wanted children of his own. In fact, he and all four of his ex-wives tried many different avenues to become parents. He and former



wife Rosanne Barr ultimately agreed that bringing a child into their tumultuous relationship would only make things worse and later divorced. In vitro didn't work in his subsequent marriages ... until his last, which resulted in Tom's son Jax and daughter Quinn. He later fulfilled his dream to adopt, as well, by welcoming his rescue puppy, Sharon Stone—a name he chose after good friend Arnold Schwarzenegger starred in *Total Recall* with the famous actress. (Fun Fact: Arnold Schwarzenegger was the first to hold Tom's son when he was born!)

Becoming a dad at 54 caused Tom to take a good look at his life and health. He decided to do everything in his power to be around to see his kids grow up. He embarked on a mission to lose 100 lbs to live a healthy, longer life. *“Plus, I want to make the world as good as I can for my children.”*

This devoted father of two—ages seven and four—is, like most of us, doing his best to navigate life during quarantine. (That includes adjusting to single life during the pandemic—just ask the ladies in Tom's “*tight-knit*” community who invite him to join their daily jogs. Tom's reply? *“Only if there are single moms!”*)

Tom begins the day just as most parents: *“By getting my kids, who always end up sleeping in my bed even though they have wonderfully designed rooms up, ready,*

“I want to make the world as good as I can for my children.”



and to school on time to avoid the dreaded ‘walk of shame’—when they make you come into the school and sign papers so your child can be escorted to class.”

Tom is used to “getting up when the sun is up,” though, as he was the oldest of seven siblings who grew up on a farm. Tom and



A MATCH MADE IN HEAVEN

Tom met Sasha (*right*) who quickly became his right-hand-[wo]man!

his brothers had many responsibilities and learned the meaning of hard work at an early age. It was important to Tom to instill that work ethic in his kids, so he regularly drove them to local farms hours away to pick fruits and vegetables and learn how to take care of animals.

Sasha Boggs, Tom's assistant and podcast co-host, is part of the family, too. Tom met her shortly after suffering a health scare that caused massive organ failure. Doctors told him he would not walk or talk again.

But with hard work, physical therapy, and *"a bit of a miracle,"* Tom left the hospital on his own just two weeks later. He then met Sasha, who had her own comedy podcast, which gave him the idea of launching his own show. Sasha became Tom's assistant and ended up moving into his guesthouse to help him not only with the kids, but to launch his own podcast. *"When your boss wants*

to start a podcast, and he is also Tom Arnold, you start a podcast," Sasha said. And so they did.

Off Topic with Tom Arnold is about open, free, unfiltered, non-judgmental conversation about anything and everything, even if there is no apparent rhyme or reason. Tom and Sasha have a great connection and enjoy conversing about politics, sex, drugs, parenting, and movies, to name just a few of their areas of interest. They also chat about Tom's wild life stories, which of course makes for a great show in and of itself.

Tom and Sasha are also busy working on a new project... hint: watch for a brand-new show in the near future! 🎧



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NEW PODS ON THE BLOCK

Check out these awesome, brand new pods... and be sure to show 'em some Rating, Reviewing, Subscribing & Downloading love!

UNLOCKING US

Hosted by: Brené Brown

The podcast debuted in March and quickly became a top-

MUSIC FOOTBALL & FATHERHOOD

Hosted by: Sebastien Lefebvre and Patrick Langlois



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NEW PODS ON THE BLOCK

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STRAIGHT UP

Hosted by: Trent

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

MAKING SENSE

SAM HARRIS

BS DE RESISTANCE

Hosted by: Lyssa Dale Leopold

Irreverent, fast-paced, and deliciously immersive anti-Trump political satire following a Texas mom and her precocious four-year-old as they're drawn in to a struggle with the Deep State and its enemies.



According to *The Guardian*, this is "a podcast about the internet" that is actually an unfailingly original exploration of modern life and how to survive it."

/reply-all/

READY TO INVITE *Love* INTO YOUR LIFE?

Check Out *Love Works With Nicole Moore!*

With Valentine's Day drawing near, there couldn't be a more perfect podcast for readers to discover now than *Love Works with Nicole Moore*.

For the past nine years, Nicole has built her brand around love. Considering herself a Celebrity Love and Relationship Coach, she says:

"I work with women and couples who have been on reality TV or dating shows. I basically coach them to heal whatever might be preventing them from having a happy, healthy, love life. And



really, 99% of people have healing to do. Over the past nine years, I've really built a 'love education company.'"

After seven years in business and growing her audience via YouTube, her newsletter, and countless webinars, Nicole realized that the advice she was sharing would be perfect for a podcast.

"The thing is, you get to be yourself in love! You get to have the right kind of person in your life, and you get to have a really great love life. Since I already loved listening to podcasts, it seemed like a perfect transition for me to spread that message. The really cool thing about podcasting is that it engaged my audience immediately."

Now, Nicole wasn't always "lucky in love," which means she can really relate to her listeners.

"Honestly, love is the area in which I have suffered the most in my life. When I was a kid, I felt very unloved, like many people do. I had horrible self-esteem, and my dating life was horrible. I went through a lot of pain. I literally remember waking up one day and saying to myself, 'Enough, I'm going to figure out how to make this love thing work in my life.' I had that conversation with myself. I asked myself what I needed to heal within myself. And I realized the issue was me. It was my emotions, my mindset, my reactions. I dove deep into studying myself—journaling, meditating, and

"I learned that I couldn't be afraid to share my gifts, and I had to know my value and worth. I had to own what I had to offer."

reading. I even traveled to the jungles of Peru on a spiritual quest."

When Nicole decided to launch her business, she learned more valuable lessons about love in her own life. She recalls:

"I noticed that everyone—every single woman who came my way—wanted to talk about love. At the time, I was in a relationship with someone who I thought was a soulmate, but he was not. He ended up being the bad guy, but in the end, he also helped me realize my own issues. Love became a big focus of my life."

While simultaneously working on her own issues around love and building her business, Nicole remembers how she came to "niche down":

"I decided I wanted to work with celebrities because the primary goal was to spread my message as widely as possible. I knew if I could get the biggest influencers on

the planet to have an awareness around the importance of working on loving relationships, then they could help me spread my message much more quickly and broadly than I could do on my own. So, I started putting myself in places where celebrities hung out, and I started networking. I manifested... I know that sounds esoteric, but it was an intentional decision that this was where my career was going.”

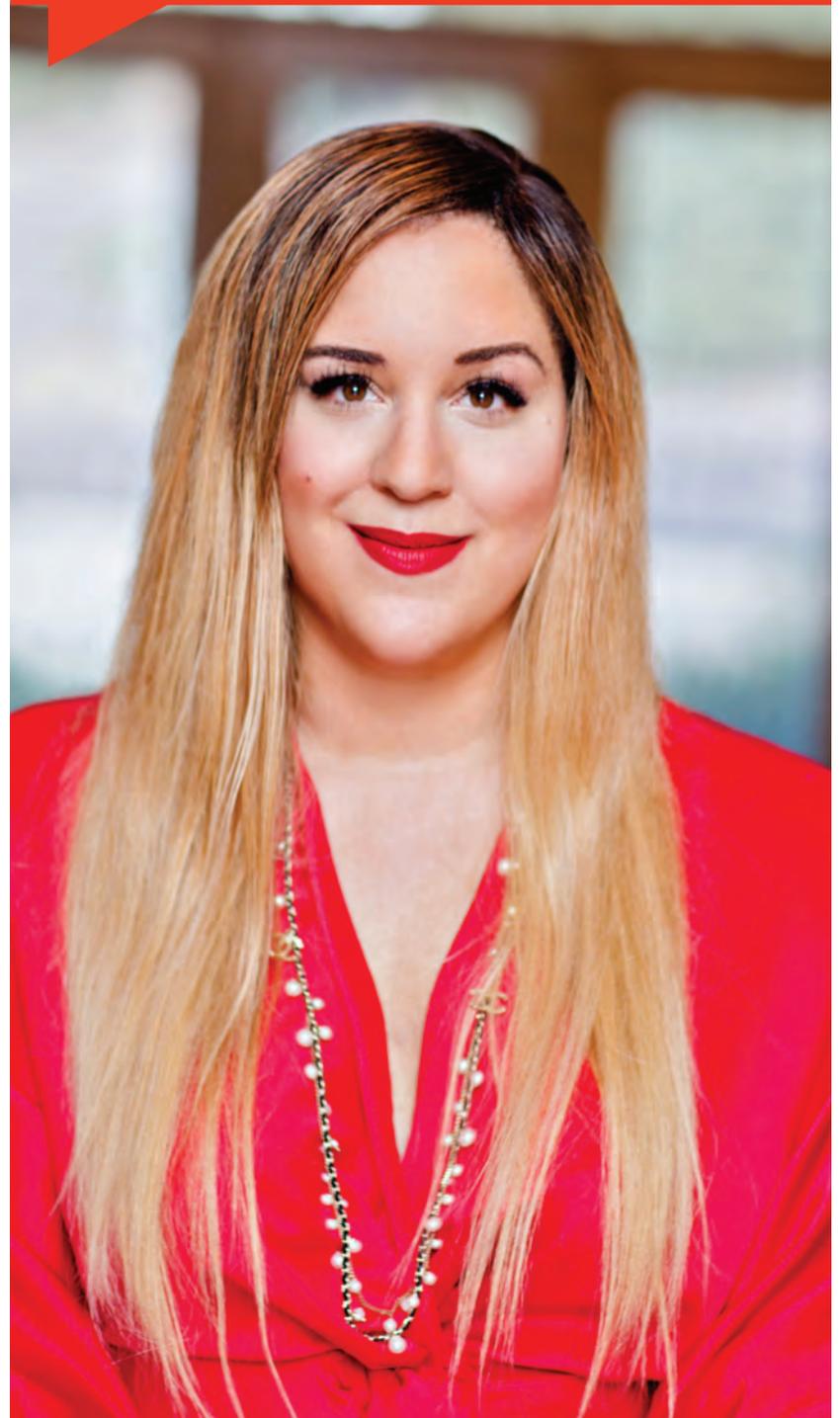
Nicole got her first break during an event she attended to provide celebrities with readings via her Love Oracle deck.

“I met a woman from a Netflix show. She came up to me and exclaimed, ‘Oh, my God, I was looking for a love coach!’ It was a serendipitous moment, and I was right there. I got her contact information, and that’s how everything began. I would say proximity matters. I learned that I couldn’t be afraid to share my gifts, and I had to know my value and worth. I had to own what I had to offer.”

And Nicole’s efforts paid off. She is now married and a proud mother of a four-year-old son, who provides her with plenty of opportunities to practice calling love into their relationship and being a positive role model.

Recently, Nicole joined the new app Clubhouse to begin sharing value as a speaker. She attended a Clubhouse casting call and has since been informed that she is a winner, which means she will have her own streaming TV show!

“I asked myself what I needed to heal within myself. And I realized the issue was me. It was my emotions, my mindset, my reactions.”





Nicole with her husband and son

“I was prepared: I had filmed my TV reels; I had my one sheet; I had the pitch deck. I sent it to them, and it was all in alignment, because I was already planning to get picked up by a show or create my own this year.” Nicole also has plans for a book in 2021.

Meanwhile, Nicole’s messaging in her podcast has opened up to include topics around archetypes, mindset and personal growth, and mindfulness. It also offers meditations set to binaural music. Her dream guests include Justin and Hailey Bieber, Brad Pitt, Jennifer Aniston, and Kim and Kloe Kardashian.

In the spirit of this month’s holiday, Nicole offers the following wisdom to all love seekers:

“The patterns of love are fascinating. Love

is the answer. I know it sounds corny, but fear is the block, and love is the answer. Nobody is bad at love. Nobody doesn’t know how to love. It’s just we have these patterns that need to be shifted, so that we can receive more love into our lives.”

Happy Valentine’s Day! 🍷



Health & Fitness Category Director

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Embracing Courage 🎧

Got a Health & Fitness podcast suggestion?

Let us know! >



UNDER THE RADAR

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



THE KETO DIET PODCAST

I have been following a keto lifestyle for five years. My husband and I are keto 90% of the year, and we only take breaks during holidays or very special occasions. We both began the keto journey as a lifestyle change to food addiction and its results.

“Eating keto” means eating a low-carb, high-fat diet by macros. It is somewhat controversial, because medical research results show benefits and hazards.



The host of *The Keto Diet Podcast* is holistic nutritionist Leanne Vogel. She is also the author of three books including *Keto for Women* and two in a series titled *The Keto Diet*.

Four years and 292 episodes in, *The Keto Diet Podcast's* primary audience is women. The podcast provides insightful conversations, practical nutrition advice, and interviews with health professionals from diverse fields. It covers every topic imaginable in regard to the health and well-being of our bodies and offers suggestions for health monitoring, supplementation, hormonal changes, fasting, exercise, and mindset.

This podcast will appeal to beginners who want to explore the keto diet as well as for those have been following it for years. The episodes that address self-image and mental health issues that can be related to inflammation and food allergies are particularly interesting as guests explore the whole body and the brain-gut connection. 🎧



WHO SAYS BUSINESS CAN'T BE ROMANTIC?

11 Business Podcasts To Fall In Love With This Valentine's Day

In this season of love and romance, I thought it'd be a perfect time to introduce you to 11 business podcasts you can fall in love with.

Yes, there's the chart-toppers we all know, appreciate, and learn from... but what about a few you haven't discovered yet?

If you're on your own this Valentine's Day, choose one to binge! And if you've got a hot date, you're going to need a way to pay for the flowers, chocolates, and night out... so subscribe, and discover ways to keep that business growing and cash flow flowing!





Corporate Unplugged With Vesna Lucca



Corporate Unplugged

Get a different perspective of the leaders, activists, and heroes in the business world with this fascinating podcast from Vesna Lucca. They're shaping business—what's shaping them?

Don't Keep Your Day Job with Cathy Heller

Don't love your day job? Cathy will show you how to take what you DO love and turn it into a business that keeps the lights on. You're here to do more than sit in a cubicle. Let this podcast help you create the plan you need to turn your ideas and passion into a profitable business of your own.



Wickedly Smart Women

Tune in and turn on your inspiration with this interview series! Host Anjel B Harwell dives deep into what makes creative leaders and wickedly smart women tick. What's it take to step into your next level and lead a legendary life you love? Find out with *Wickedly Smart Women*.

Capitalism.com with Ryan Daniel Moran

Are you bold enough to stand up and be counted as a capitalist? Then you've got to add this one to your playlist. It's everything you need to know (and none of the fluff you don't) to build a business, create wealth, and grow into the person who can create change in the world.



JAMES SCHRAMKO**SuperFastBusiness® Coaching With James Schramko**

Informative and actionable. Schramko's the bestselling author of *Work Less, Make More*—and that's exactly what this podcast will show you how to do. You'll find everything from hard-core marketing and sales to personal productivity and growth to solid business strategy in this one.

Guts, Grits, and Great Business with Heather Pearce Campbell

Business is inherently risky. Do you know how to handle it? It takes guts, grits, and solid, strategic legal guidance. Get that and more in this fascinating podcast.

**We Study Billionaires****We Study Billionaires**

Who better to learn investing strategies from than billionaires? *We Study Billionaires* is hosted by Preston Pysh and Stig Brodersen of the Investor's Podcast Network, and you can't afford not to listen if you've got even a penny invested in the stock market.

GSDMode with Joshua Smith

It's like a shot of caffeine straight to your brain. It's closing in on 1,000 episodes. While it looks like it's the #1 most downloaded podcast for real estate agents, it's really about getting sh*t done to create a badass life. Check out the archives.



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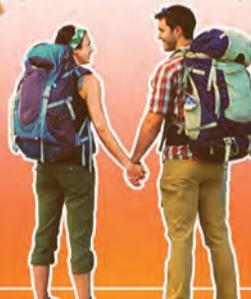
Billy Gene Is Marketing Offends the Internet 🎧

I'm not sure I can put this podcast into words—not ones appropriate for a family-friendly magazine, anyhow. Here's how the podcast describes itself: "Basically, the exact opposite of every single business podcast on the planet." Yeah, that. Give it a try (with earbuds, if you have kids).



NON-PROFIT

THE DO GOOD PROJECT



🎧 *The Do Good Project*

They're traveling the globe in an RV and interviewing impact-makers along the way. You'll be inspired to do good—and to do better—and to make a

difference when you tune in for this one.

I'd love to hear what makes your "Podcasts to Fall in Love with List." Send your favorites to business@podcastmagazine.com. You might just find them featured in a future issue of *Podcast Magazine*®! 🎧



Business Category Director

Michelle Shaeffer

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The Art of Giving a Damn 🎧



UNDER THE RADAR

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



THE GOAL DIGGER GIRL

Looking for a burst of motivation to get focused on getting the word out about your business? Grab your calendar, and block out... oh, a couple of weeks straight—because this podcast, you're going to want to binge!

Via short episodes that'll fit into your day, host Kimberly Olson shares practical ways to market your business on social media without spamming. Tune in with a paper and pen ready to take actionable notes that'll help you grow your business.

Kimberly is instantly relatable as she shares



about juggling life with three kids and her business—she also calls “balance” B.S.

Episodes are short, audio's great, and you can follow along with transcripts, too!

A few great episodes to start with:

- 134: Tapping into Your Zone of Genius & How to Monetize It
- 113: 3 Algorithm Hacks to Blow up Your Social Media
- 146: How to Recruit 100 People This Year (Great if you're in direct sales or network marketing!)

The Goal Digger Girl currently sits at 150 powerful episodes and dozens of well-deserved five-star reviews.

Kimberly's goal is to show you how to follow your dreams, crush your goals, and live the life you've always wanted. And she'll tell it to you straight to help you make that happen. If you've goal goals for your business, you'll love *The Goal Digger Girl*. 🎧



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IT'S FUN TO BE

Silly!

Original Stories Inspired By Whatever Kids Care About...

Have you ever wondered if it's possible to fool the Tooth Fairy? Okay, maybe you haven't, but your kids might. They'll find that answer and more on the new podcast, *Best Whatever Ever!*

Ira Singerman and his adorable "podcast bosses," son Spencer and daughter Scarlett, talk about a new "whatever" in every episode of their show. What's a "whatever"? It's whatever kids find silly or super important... or "super silly important,"



and it serves as inspiration for each fun-filled, silly, original story.

Kids of all ages, and the child in all of us, will be fascinated with whimsical topics like “Where do giant monsters poop?” “What happens when you break a pinky promise?” “Are unicorns real?” and “What’s the coolest superpower?”

What a magical, story-based podcast this is! I love this entertaining format.

As was the case with many other new podcasters, the impetus for Ira’s creating a podcast came during the pandemic.

Ira recalled:

“Just a couple weeks before everywhere was locked down, we were driving and playing a game of ‘Who Would You Rather Be?’ My daughter posed the question, ‘Who would you rather be—a giant robot or a giant monster?’ A whole family debate ensued. We thought it was fun, and as I was driving, a thought occurred to me: ‘What if there was a giant monster crossing the freeway?’ My imagination took that thought further: ‘What if monsters lived in our world?’ I accessed my ‘kid logic brain,’ and an idea popped into my mind: ‘Where would a giant monster poop?’”

“When I got home, I put all that down on paper, because I thought it could make a nice picture book. I wrote it as a manuscript and actually got positive feedback from friends in the industry. A week later, it occurred to me that I could take what I’ve learned over the years and

“Whatever the focus is of any podcast, it has to come from a place of passion and authenticity.”

from other podcasts and try it out as an audio story. I enjoyed the process, and I liked how it came out.”

Ira started to write more stories and record them, and although he was happy with the outcome, he was very hesitant to launch them, because he suffered big time from imposter syndrome. But 10-year-old Spencer kept asking, “Dad, when are you going to launch the podcast?”

That was the push he needed. He found the confidence and courage to share his stories publicly because he saw an opportunity to have a “dad moment,” of sorts. “I wanted to show my son that it is possible to go from the conception of an idea to execution to actually exposing your work to the world. I looked at it as a life lesson, a teachable moment, showing him how to see something through to the end. This was the kind of behavior I wanted to model.

“I also came to see it as a vehicle for personal and professional growth as I learned from my mistakes and tried to make the show better while simply enjoying the process and staying consistent and disciplined. I especially love the creative aspect of developing the characters and telling the stories.”

“I looked at it as a life lesson, a teachable moment, showing [my son] how to see something through to the end.”

The effort LA-based Ira puts into the show is evident. The sound quality is great, and as a host, Ira is likable and smooth in his delivery. He’s a true professional in every way and incredibly animated. It’s hard to believe he has no aspirations to do voice acting, and even more so that he was once uncomfortable with the sound of his voice.

He added, *“I’m writing, editing, mixing, doing everything, which is a departure from my day job where I work with teams and expert editors and artists. I help keep those pieces moving, but I’m not the one executing at every stage. This podcast is all on me.”*

However, working in the kids’ entertainment world for 13 years has given him insight into their tried-and-true interests, and he tries to tell stories around them.

For the podcast, he asks himself, *“What kind of stories can I tell that reflect a kid’s experience? How do I inhabit a kid’s world?”* He then tells tales that reflect the answers to those questions.

Ira is very deliberate in his approach to the content for *Best Whatever Ever*. *“I want to make sure I’m offering something new. For example, there are so many unicorn stories out there in other kids’ media,*





so I want to make sure there's something clever about the stories on our show. I'll usually think of an idea and discuss it with the kids and my wife, who is also very creative. We'll brainstorm together, and sometimes, my kids will just say that one thing that sparks the genesis of a story. I'll latch onto that—the story ultimately grows from those seeds of ideas.”

Ira revealed that sometimes, Spencer and Scarlett might say, “Dad, don't use that!” but he has found those ideas or segments to often be the best parts. He said, “The goal is trying to capture the innocence that becomes apparent when they say something unintentionally funny... some malapropism.”

What's next for the *Best Whatever Ever*? Ira explained, “In my day job, I tend to think very strategically about storytelling and new ideas for shows. I don't just think about a series; I think about the 360-degree approach, and whether the content lends itself to publishing and so on. That's part

of what I do as a professional, so I can't help but bring that type of mindset into our podcast. I tend to wonder, ‘How can I tell this story in a way that can spawn storytelling on other platforms? In the short term, is there an opportunity for publishing? In the long term, how can this turn into other things?’ Entertaining kids is first and foremost. The second consideration is, ‘How can I nurture it, so it can grow into something meaningful and valuable?’”

Ira added, “Whatever the focus is of any podcast, it has to come from a place of passion and authenticity.” He is intentional about staying prolific and consistent, and you can bet your bottom dollar there'll be a new episode of the *Best Whatever Ever* every week. Tune in to be totally entertained! 📌



Kids & Family Category Director

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Men On Purpose Podcast 🎧



UNDER THE RADAR

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



THE ADVENTURES OF RED KNIGHT

The Adventures of Red Knight feels like it is straight out of Hollywood. A family affair, the talented actors are Steve and Jen Gaughran and their kids, Gwinna and Sam. They're all fantastic!

From the time Gwinna was born, Steve and Jen quickly realized that kids constantly need to be entertained... yet they are quite amusing, too. After sharing loads of stories with their kids, the creative couple realized



it might be nice to record them and share them with others, too. The result was a show that's designed to offer a series of short, funny episodes to keep kids entertained at bedtime, in the car, and anytime in between.

Produced to a high standard, these stories are brought to life with perfect music and sound effects for each situation, combined with captivating voice acting with just the right amount of bravado to thrill listeners. The ensemble of larger-than-life characters is led by the "*Greatest Knight in All the Land*," the hero Red Knight, who makes bold declarations like, "*I am not trespassing; I just entered without permission.*" His brother's role as the "*Smartest Knight*" is to help educate young minds, while "*Pink Knight*" is a model of girl power as the "*Strongest Knight in All the Land.*"

Sprinkled with a generous helping of kid-friendly jokes, each episode is an adventure that transports parents and kids alike. 🎧



SIYONA'S LITTLE MIND CHATS:

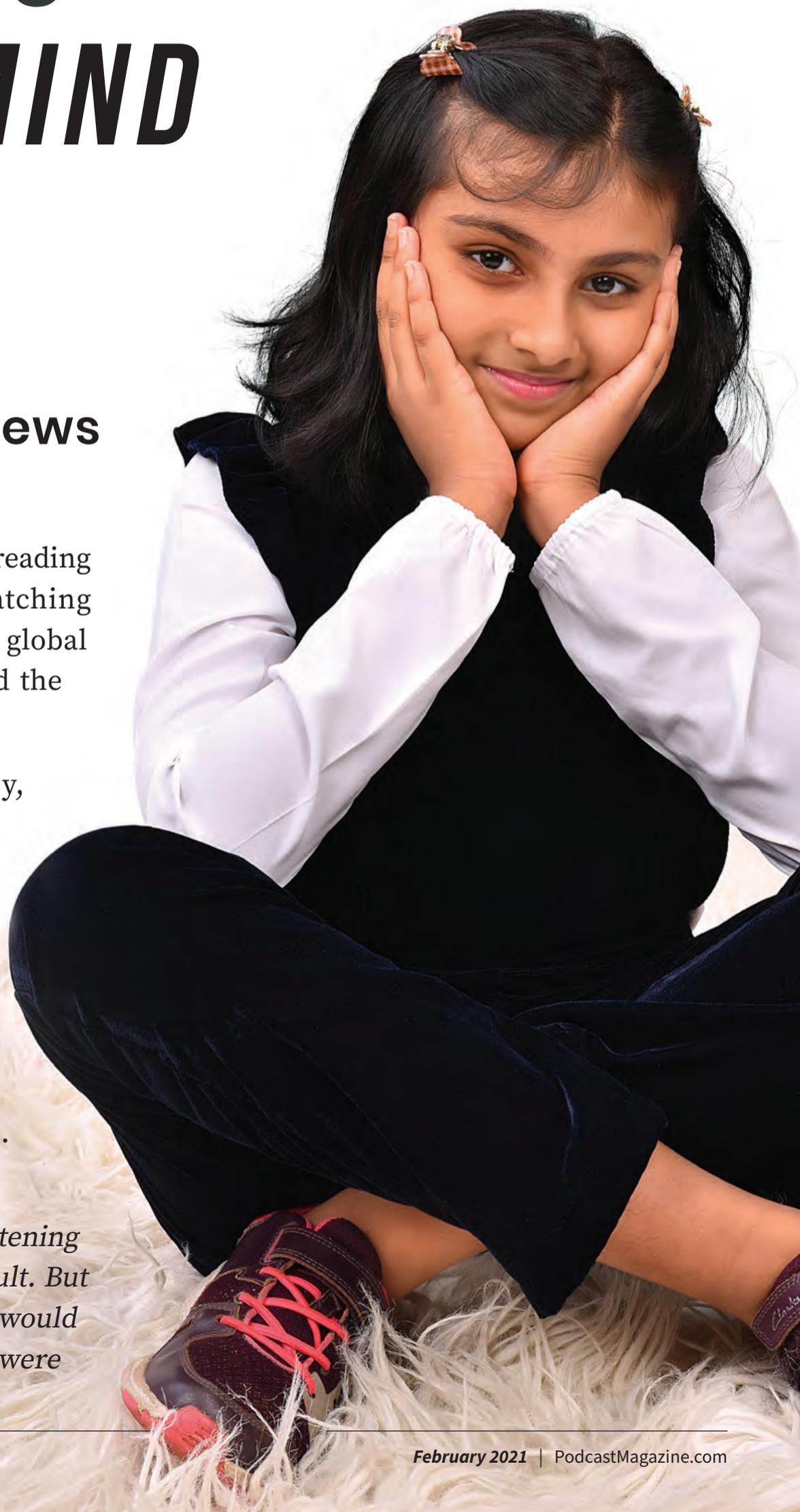
Helping Children Understand The News

When I was seven years old, I was reading books, playing outside, and watching cartoons. But I wasn't living in a global shutdown due to a pandemic, and the Internet didn't exist.

Thanks to modern technology, children today have incredible opportunities to connect and share their gifts.

While living in the UK, seven-year-old Siyona was introduced to children's podcasts. In the fall of 2019, she told her mother she wanted to create one for children. Siyona remembers:

"I felt it would be more enjoyable listening to another child rather than an adult. But the tricky part was deciding what I would talk about. I figured out that there were



science and story podcasts, but there weren't any that actually discussed reality—like news about things that matter to kids. I decided to podcast about news and other topics that interest me and possibly interview other kids.”

Gita, Siyona's mother, recalls being surprised.

“I was a bit taken aback, but I knew she was capable of doing it. Plus, there is a lot of bickering that goes on at home with a really talkative child like Siyona—her nickname at school was ‘chatterbox’! So I loved the idea of her channeling her energy more usefully and helping other kids, as well. I began learning everything I could about podcasting, including the editing. I wanted to help her achieve what she wanted.”

In line with Siyona's initial plan for an interview-style podcast, she named her show *Little Mind Chats*. She soon changed her mind, though, because she felt that *“no difference will be made in the world if only children speak. But we are aiming the topics at an audience of children. Children know what other children are thinking, but they don't know what adults are thinking. So, by interviewing adults, I thought it would be more helpful.”*

While Siyona was ready to launch her podcast at the beginning of 2020, the family was busy relocating

“Children know what other children are thinking, but they don't know what adults are thinking.”

from the UK to Bangalore, India. Siyona was excited to be moving to a new country and eager for all the adventures she was going to have. But before she could begin those adventures, the entire country of India went into lockdown in March of 2020. Siyona says:

“It felt a bit weird, because I was hoping to come to India to have lots of adventures. That's what my family had always told me... India is one place where you have lots and lots of adventures! And because of Coronavirus, we sadly couldn't go on any.”

Not only that, but Siyona had also been excited about attending a new school. *“I thought wow, school is going to be so exciting! I'm going to make so many friends!”*

But Siyona, who attends school six days a week remotely, didn't get to have that first day we can all remember looking forward to... nor has she met the majority of her classmates in person. *“I didn't get to have*



all the first-day fun I had wished for. But I really, really, really hope I will when fifth grade starts!”

Siyona talked candidly about her feelings around lockdown:

“I was excited about everything. I was going to wear the school uniform and eat ‘mouthwatering’ lunches! But with Coronavirus, we really couldn’t do much about going to school. And I couldn’t make friends. I don’t know when they’ll ever open school back up, but I’m getting quite bored at home. Because of the shortened learning periods, we aren’t getting through many things in class. So there’s more homework to do. We have lots of down time, which is another reason I wanted to start my podcast—I

was concerned about what other children were doing during all this time.”

This empathy was partly due to Siyona’s own situation—because of the time difference, she isn’t often able to connect with her friends back in the UK. She has made friends with some children in her neighborhood, but she hasn’t been able to “play” with them. So she knows how it feels to miss being able to connect with other kids. Fortunately, Siyona has a three-and-a-half-year-old brother to play with (he has even spoken on her podcast!).

Siyona says the upside of the lockdown was that she “found peace and quiet” to start *Little Mind Chats*, which she launched on April 24, 2020.

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← LIFE DURING QUARANTINE

Siyona made the most of her time at home by launching *Little Mind Chats*, which has already been recognized by the Golden Crane Awards

Inspired by world news events and children's news programs like BBC's *Newsround*, Siyona takes news-related notes and then shares them on her podcast.

In fact, she and her mother “*curate the news together.*” One of the many benefits of this partnership is that mother and daughter are developing a great relationship while working together. Gita openly shares her feelings about her daughter:

“When I was working, I questioned if I was doing enough for my children. I was actually wondering if I could help Siyona reach for more... beyond what she was doing at school. When she was a toddler, I nurtured her love of learning with flashcards and things like that. At three years old, she was already so bright—she was familiar with the 90 countries of the world and could point them out on the world map.”

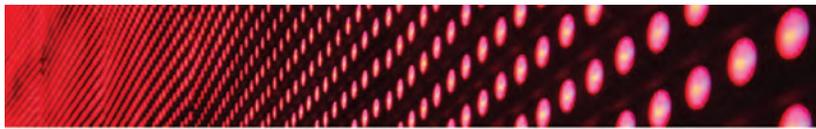
“So I was feeling a bit guilty that I might not be nurturing her talents as much as I wanted to when she began thinking about podcasting. After I quit my job in December 2019, I got completely behind

helping her realize her podcasting dream. Since then, it has been magical! It has also made both of us very organized. And she feels happy knowing that I’m here to support her.”

Siyona’s classmates and friends are also supportive of her podcasting endeavor—she has even mentioned some of her teachers in her episodes.

Originally, Siyona was dropping her episodes every Sunday, but she has since changed to Saturday releases. “*We were like, if we take all the stress on the weekdays, and then release episodes on Saturdays, then we’d have the whole weekend off.*”

Another topic important to Siyona is health. In fact, the first season of her podcast is devoted to it. She interviewed a dentist, an eye doctor, and a psychiatrist—all three of whom discussed health in a mentally digestible way for children to easily understand. Those episodes have resulted in young listeners sending messages to Siyona about their plans to take better care of their teeth and eat more vegetables.



LITTLE MIND CHATS

MINDS ARE LITTLE. NOT OUR THOUGHTS



In some ways, Siyona is a typical nine-year-old girl. She loves gardening and reading and has pet fish. During our interview, she even took a break to enjoy a swing while I chatted with Gita.

Unlike other children her age, though, this young podcast host has also written six chapters of her first book! She has a collection of poetry she has written, as well.

“The kind of poems I write aren’t just one genre,” Siyona explains. “I wrote a poem about a river on New Year’s. I write because I want to write. I also don’t want to lose the thoughts. When I was younger, I used to do the same thing, but orally. I would make up a song on the spot... but now, they’re all literally lost. The only one we still remember is about rainbows.”

In December, Siyona won her first podcasting award from the Asian American Podcasters Association. She also won the Golden Crane Award for Best Interview: Elementary Category.

“If we want to give Gen Z and Gen Alpha a better planet to live on, we must start now.”

Siyona’s purpose is clear:

“I am certainly passionate about environmental news. Because I care for the world and the home we live in.

“For example, I came across an invention of solar cells that can be printed with an inkjet. The solar cell is a matchbox-sized device that converts wasted electricity into electricity that can be reused again, so there will be no wasted heat at homes and offices. How cool would that be??”

“We have to think about these kinds of things. I mean, would you like it if ants invaded your house and started to eat up the walls and roof, and all the rainwater would just come in? You would not feel like being there. And that is exactly what we are doing to our planet.

“If we want to give Gen Z and Gen Alpha a better planet to live on, we must start now.” 🗣️



News Category Director

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Embracing Courage 🎧



UNDER THE RADAR

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



RUMBLE WITH MICHAEL MOORE

Michael Moore is probably best known for his documentary, *Bowling for Columbine*, which won an Academy Award for Best Documentary in 2002. Michael has been involved in 13 documentaries and has written/co-written eight non-fiction books.

Within one year, Michael has 156 recorded episodes of *Rumble With Michael Moore*. He utilizes Facebook Live for some of them, and they are all timely. For example, Michael has published five episodes since the January



6 riot at the Capitol—the first of which was captured just four hours into the riot. Michael provides a detailed account of the experience of his long-time friend, a Congressman from Flint, Michigan, and his live commentary is both shocking and heart-wrenching.

Michael appears to have access to guests others may not, which is probably due to his years spent deep diving into new stories and building relationships as a journalist.

At times, Michael offers up satire and certainly lives up to his reputation as a political provocateur. There are other episodes in which Michael is more personal and doesn't include political commentary. He does have a long history of examining American politics, and his storytelling style makes for compelling episodes.

Fans of his documentaries will appreciate this podcast for Michael's timely, raw commentary. If you aren't a fan, you most definitely will not. 🗣️

OFF THE CHARTS

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

FEBRUARY 2021

ARTS



READ ME ROMANCE

Hosted by: Alexa Riley & Tessa Bailey

Hosted by *New York Times* bestselling authors Alexa Riley & Tessa Bailey, enjoy never-before-heard romance audiobooks from your favorite authors, narrated by professionals and presented for your listening pleasure every single week!

BUSINESS

GOING CONSCIOUS

Hosted by: Nikki Trott

Get conscious about the ways that purpose drives success with host Nikki through weekly conversations with entrepreneurs, academics, and change-makers. #LiveYourFreedom



COMEDY



GOOD MORNING FROM HELL

Hosted by: Clayton & Chris

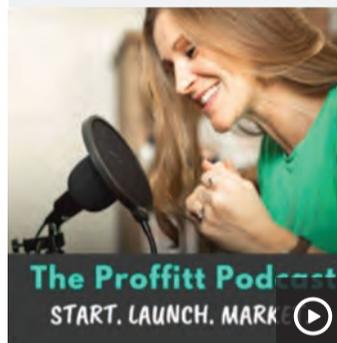
Tune in as Satan's little brother Clayton and his assistant Chris interview Hell's most infamous resident and chat about the ups and downs of eternal damnation.

EDUCATION

THE PROFFITT PODCAST

Hosted by: Krystal Proffitt

Content to help you take action and create a podcast your audience craves. Start, launch and market.



FICTION



AT THE END OF THE LINE

Hosted by: Richard Oliver

An audiodrama podcast about a post-apocalyptic rail tour of England. It's a mixture of sci-fi, horror, fantasy, and comedy, and is set in a world where virtually every apocalypse imaginable has happened.

GOVERNMENT



RESOURCES RADIO

Hosted by: Resources Radio

A weekly podcast by Resources for the Future. Each week we talk to leading experts about climate change, electricity, ecosystems, and more, making the latest research accessible to everyone.

HEALTH & FITNESS

MEDITATION MINIS PODCAST

Hosted by: Chel Hamilton

Hypnotherapist Chel Hamilton shares guided meditations that are 5-15 minutes in length to calm anxiety, overcome negative thinking, increase your confidence, and more.



HISTORY



INDIA UNCHAINED

Hosted by: Neeraj Bagi

Indian history is one of the richest in the world spanning throughout centuries, and this podcast, we will focus on Indian history in the pre- and post-independence era.

KIDS & FAMILY

BECAUSE MOM SAID SO

Hosted by: Melissa Gisoni, Holly Hatcher, Kelly Hyland & Jill Vertes

Hosts are not shy about sharing their opinions, stories, laughs, and advice related to motherhood, womanhood, and anything else they encounter in life.



LEISURE



STUCK MIC AVCAST

Hosted by: Carl Valeri, Rick Felty, Victoria Neuvill & Sean Moody

A podcast about all things flying, covering training and instruction, techniques, and virtual hangar flying.

OFF THE CHARTS

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

FEBRUARY 2021

MUSIC

QUESTLOVE SUPREME



QUESTLOVE SUPREME

Hosted by: Questlove & Team Supreme

A fun, irreverent, and educational weekly podcast that digs deep into the stories of musical legends and cultural icons in a way that only Questlove and Team Supreme can deliver.

NEWS

1619

Hosted by: Nikole Hannah-Jones

1619 is a *New York Times* audio series that examines the arrival of 20 enslaved Africans on the shores of Virginia in August 20, 1619.



RELIGION & SPIRITUALITY



KNOWING HER SEXUALLY

KNOWING HER SEXUALLY

Hosted by: J. Parker and Chris Taylor

Hosts combine their knowledge and insight to bring you information that can help you pursue deeper sexual intimacy in your marriage.

SCIENCE

THE DECISION CORNER

Hosted by: The Decision Lab

The Decision Corner connects you with cutting-edge insights from the world's best applied behavioral scientists to bring wisdom to your daily and professional life.



SOCIETY AND CULTURE

FEMLORE PODCAST

FEMLORE PODCAST

Hosted by: Rachel Marr & Mindy Scott

Folklore has been used to share stories across cultures for generations. Episodes discuss the power stories have in our lives, how the ones we tell influence culture, and how women are viewed.

SPORTS

CRIME in SPORTS

CRIME IN SPORTS

Hosted by: James Pietragallo & Jimmie Whisma

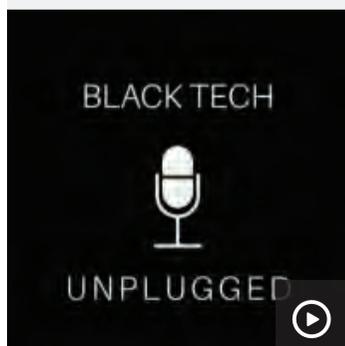
An unmerciful and hilarious look at athletes who have lost big games... with the law! *Crime in Sports* does the research and finds the funny in the world of sports true crime.

TECHNOLOGY

BLACK TECH UNPLUGGED

Hosted by: Deena McKay

Authentic stories of Blacks in tech. Hear their stories, learn about their successes and failures, and get recommended resources and the skills you need in your toolkit to be successful.



TRUE CRIME



A VERY FATAL MURDER

Hosted by: David Sidorov

Produced by the satirical publication *The Onion*, a parody of true-crime podcasts, hosted by fictional New York City reporter David Pascall as he investigates the murder of prom queen Hayley Price.

TV & FILM

STUCK IN THE 80S PODCAST

Hosted by: CLNS Media Network

Whether it's '80s movies, pop culture, music or old-school memories, this engaging podcast will help you reminisce and chuckle about a defining era of history. Rad!



EDITOR'S PICK



YOUR LITTLE BIG SIS PODCAST

Hosted by: Faith Williamson

Williamson, a 25-year old Student of Heartache and Self Discovery, gives you a new perspective on self worth, relationships and personal connection with self, in a way that only Your Little Big Sis can do.

PODCAST MAGAZINE RECOMMENDS

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

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

podcastmagazine.com/freshbooks »



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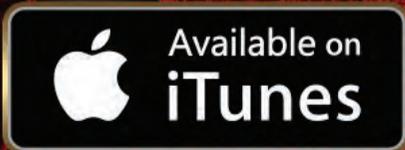
This month's Top 50 podcasts as determined by podcast fans. Vote at PodcastMagazine.com/Hot50 »

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)	THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
1	1	THE UPSIDE Callie & Jeff Dauler 	26	35	GET NOTICED Teia Acker
2	4	THANK GOD CANCER SAVED OUR DIVORCE Denny, Amanda, Jamie & Brandon	27	16	IN THE GARAGE Gerald Cordova
3	2	CERTIFIED MAMA'S BOY Steve Kramer & Nancy	28	27	NEXT ON THE TEE Chris Mascaro
4	3	KRAMER AND JESS UNCENSORED Steve & Jess	29	-	THE WEDNESDAY PULL LIST! Lex & Simon
5	6	BK ON THE AIR Barry King	30	26	MY FAVORITE MURDER Karen Kilgariff & Georgia Hardstark
6	7	THE WILDER RIDE Alan Sanders & Walt Murray	31	-	GEEK TO ME James Enstall
7	5	LIFE WITH HULA Hula	32	41	LOWKEY Jessica Dutra
8	10	THE BOX OFFICER PODCAST Mel Mckay & Derek Zemrak	33	-	MORBID Ash & Alania
9	21	NECROMIPOD Dave, Ian & Mike	34	17	RADIO LABYRINTH Tim Andrews
10	12	LEADER OF THE CLUB Jessica Chenoweth & Hula Ramos	35	-	ROCKY BALBOA CHEESESTEAK FUN HOUR Jimmy, Matt, Nick, Dirty Mike & Sal
11	9	MURDER, MYTH & MYSTERY Sara, Erik & Mary	36	-	PODJERKY Master Impressive & Direktor Awesome
12	24	THE FANTASTIC PODCASTIC DUO Andy Julia, Ray Scipione & Jim Grasso	37	-	TRUE CRIME COUPLE John & Kay
13	23	WKRP CAST Allen & Donna Stare	38	-	TYNEE TALKS Tynee
14	11	THE REAL QUEENS OF QUEENS Cathy & Fran	39	40	TALKIN' SHIZ CJ & Mattx
15	8	WEIRD DARKNESS Darren Marlar	40	31	THE COMMERCIAL BREAK Bryan Green & Krissy Hoadley
16	20	CRIME JUNKIE Ashley Flowers & Brit Peawat	41	32	ARMCHAIR EXPERT Dax Shepard
17	36	THE OFFICE LADIES Jenna Fischer & Angela Kinsey	42	-	SMALL TOWN MURDER Jimmy Whisman & James Pietragallo
18	-	WHO'S DRIVING YOUR CAR PODCAST Matthew Steven & Craig	43	-	SPIELING THE BEANS Dominic Stephens
19	15	60MW PODCAST Dave Robinson & Others	44	-	ABM CONVERSATIONS Manish & Yaag
20	19	CRIMEAHOLICS PODCAST Holly and McKinsey	45	-	BIG MAD TRUE CRIME Heather Ashley
21	42	RAW TRUTH STORIES OF FEMALE INFIDELITY Rebecca Adams 	46	-	THE WORST OF THE BEST Ryan Rebalkin
22	18	THE NEWSWORTHY Erica Mandy	47	-	FROM PODCAST TO VODCAST John
23	-	THE RIPPLE PODCAST Angela & Rosa	48	-	HAUNTED HISTORY CHRONICLES Michelle
24	-	CORPORATE COMPETITOR PODCAST Don Yaeger	49	46	HUDDLE UP WITH GUS Gus Frerotte
25	14	A PARANORMAL CHICKS Donna & Kerri	50	13	XANDER AND STONE Xander & Stone

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