

MAY 2021 / VOL. 2 NO. 4

PODCASTMAGAZINE.COM

PODCAST[®] MAGAZINE

BEYOND THE MICROPHONE

HEATHER MONAHAN

HELPING WOMEN
FIRE THEIR VILLAINS

**ILDIKO FERENCZI
& DAN CALDWELL**

NAVIGATING LIFE &
**TALKING SUCCESS,
LOVE & KIDS**

DOMINIQUE YOUNG

GREAT MOMS
AREN'T PERFECT

“

*We are hungry...
always competing
with ourselves to do
better and go big.”*

JEN FASSINO

CELEBRATING
BEING **JEN AF**

RHEA WONG

THE TRUTH ABOUT
HUGGING PANDAS

AMY

PODCAST MAGAZINE'S
#1 MOM IN PODCASTING

PORTERFIELD

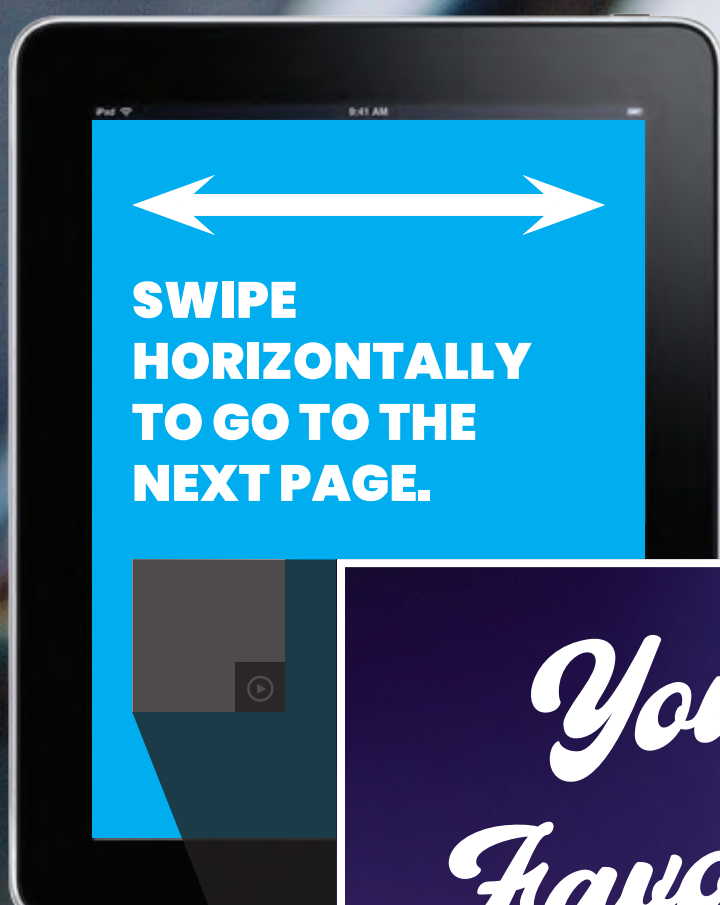
MAKING BEING A MOM (AND ONLINE MARKETING!) LOOK EASY



HOW TO USE THIS MAGAZINE



FEATURE



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TO GO TO THE
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Your
Favorite
Podcast



Click the “PLAY” button on any cover art to immediately listen to their show!



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where you are in
the magazine and
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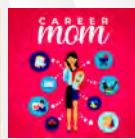
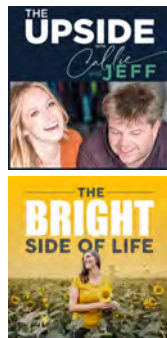
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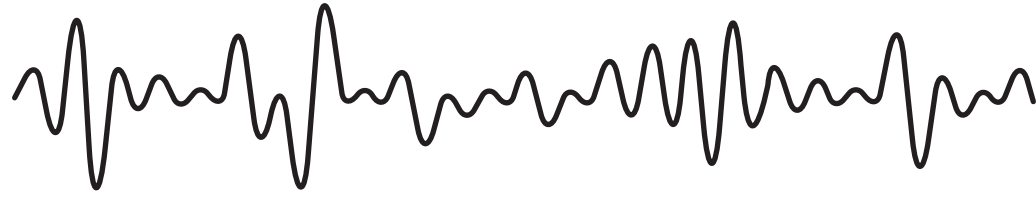
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FROM THE EDITOR



STEVE OLSHER

Founder/Editor-in-Chief

Many years ago, a mentor said to me, *“Steve, there are only three types of people. Those who watch what happen, those who wonder what happened, and those who make things happen.”*

And then he asked me, *“In which of these groups are you going to operate?”*

While I’ve long since learned that this wasn’t his original thought, the question nonetheless has stuck with me throughout my career. I credit him with opening my eyes to recognizing that the latter group is where I choose to play and if I opt to invest time in either of the other two sandboxes, this is a conscious choice.

From a very young age, I’ve strived to **make** things happen. From opening my own nightclub when I was 19 and launching a ‘store’ on CompuServe’s Electronic Mall in 1993; to buying Liquor.com in 1998 and creating *Podcast Magazine®* in 2020, my career has spanned a wide array of initiatives.

Podcasters clearly **make** things happen. Our mission is to do whatever we can to support, and elevate, their efforts.

To that end, in late April, we launched our new online training program, [Audio Domination](#), to help coaches, authors, speakers, podcasters and business owners best leverage the emerging power of social audio (Clubhouse, Twitter Spaces, Fireside, etc.) and will guide them to generate income and impact... at the speed of their voice.

We also launched the [1 Million Downloads Mastermind](#) to guide podcasters (both aspiring and existing) to reach this magical milestone. We've assembled an impressive cadre of low ego, all-star podcasters who are quietly crushing it and are selflessly willing to share the exact tactics and strategies they leverage to drive downloads, build community and generate meaningful revenue.

Our faculty includes:

- Michael O'Neal – *The Solopreneur Hour*
- Delanie Fischer – *Self Help-Less*
- Lisa Woodruff – *Organize 365*
- Chris Bello – *Entrepreneur Motivation*
- Hala Taha – *Young & Profiting*
- Chel Hamilton – *Meditation Minis*
- Shane Salk – *Shane Salk Productions*
- Lee Baucom – *Save The Marriage*
- And, many others

audio
DOMINATION™

1 MILLION
DOWNLOADS
MASTERMIND

So that we can serve our members at the highest level, the mastermind will be limited to just 100 people. I will personally lead both the 1 Million Downloads Mastermind as well as the Audio Domination training.

If you, too, are someone who strives to **make** things happen, we'd love to have you join us. This is our first time offering both and we're thrilled to have the opportunity to help those who choose to participate achieve their desired level of impact and income.

Feel free to reach out to Kelly on my team with any questions. Her direct email is Kelly@PodcastMagazine.com.

And, a HUGE, heartfelt Happy Mother's Day to my mom Gail, my stepmom Barb, my amazing wife Lena, and all who have the good fortune to be called "mom." We love you and appreciate you!



STEVE OLSHER
@ThePodcastMag

PODCAST MAGAZINE®'S

SECOND ANNUAL

TOP 50

Moms In Podcasting!

In over 50 countries around the world, we take a day in May to celebrate moms. Whether you call it “Mother’s Day” or “Mothering Day” and celebrate it on the second Sunday of the month or the fourth, one thing is for certain...

This is a day for showering mom with cards, gifts, flowers, love, and chocolate—lots of chocolate (and maybe a little wine)!

Here at *Podcast Magazine*®, we’re celebrating moms who—in between loads of laundry, coordinating Zoom sessions for school, homeschooling, making doctor appointments, wiping away tears, kissing boo-boos, adjusting to partners now working from home, grocery shopping, and running a business—are *still* able to carve out the time to escape it all and share their knowledge, wisdom, expertise, tips, tricks, fears, and fun through podcasting.

It’s time for our second annual list of the Top 50 Moms In Podcasting!

During March and April, we asked podcast fans to cast their votes for their favorite podcasts for, or hosted by, moms. With over 4,500 votes tallied this year, we’re proud to present the results on the pages that follow.

Congratulations to all the winners, to every mom who podcasts, and to women everywhere with the honorable title of “Mom,” “Mommy,” “Mama,” “Mother,” “Ma,” “Momma,” “Mum,” “Mummy,” “Madre,” “Motha,” “Mam,” “Mammy,” “Stepmom,” “Mumsy,” or “Big Momma.”

We applaud you for all that you do and all that you are. Happy Mother’s Day from the **Podcast Magazine** team!



01

Amy Porterfield

**Making Being A Mom
(And Online Marketing)
Look Easy**

Amy Porterfield—wife, stepmom, teacher, and marketer—has helped thousands of online entrepreneurs build a business and life they love.

From corporate girl who launched major campaigns for Harley Davidson and “flexing [her] marketing muscles for legendary performance coach and speaker Tony Robbins” to mega-successful entrepreneur who “helps online experts, educators, and entrepreneurs sidestep years of struggle and build amazing online businesses of their own,” Amy knows how to get results. Her company has generated over eight figures in revenue for the past three consecutive years and, in 2020, achieved a head-turning profit margin of 48%.

Other statistics are equally impressive. She has accrued a massive email list and social media following (on Instagram alone she has nearly 260,000 followers), and her top-rated podcast, *Online Marketing Made Easy*, garners hundreds of thousands of monthly downloads and is a perennial Top 5 Marketing Show on Apple Podcasts.

And, while the stats are impressive, Amy takes greater pride in knowing that the show is widely recognized as one of the best business podcasts available in terms of implementable, tangible tactics and strategies that listeners can actually use. Each, and every, episode is “designed to help our audience build a highly engaged email list, create online training courses, and use online marketing strategies to sell with ease.”

Ironically, Amy is quick to point out that she is “an entrepreneur who was made, not

**“I heard one thing:
‘lifestyle freedom.’
I knew that’s what I
wanted.”**



born. I never had an entrepreneurial spirit. I went straight into corporate right out of college. Early in my career, I simply didn’t have any great desire to be my own boss.”

One day, while working for Tony Robbins, Amy’s career trajectory took a sharp turn toward entrepreneurship.

“I attended a meeting where Tony asked a small group of Internet marketers to come and share their expertise. Tony was fascinated by what they were able to do. Throughout the consultation, one

message kept resonating over and over... 'lifestyle freedom.'

"I didn't understand what these marketers were doing or how they were doing it, but I wanted the lives they had and knew I had to learn more. Around that time, we were marketing Tony's CDs and DVDs with an online-based marketing model. So, I asked to move over to marketing, and the more I learned, the more I was resolved to do my own thing."

A year later, Amy got married. Being on the road much of the time for Tony's events meant time away from her new husband Hobie. The idea of attaining 'lifestyle freedom' and being able to work when she wanted, from where she wanted, became her top priority.

Shortly thereafter, and with Hobie's support, Amy made the entrepreneurial leap, launching what today is ostensibly known as Amy Porterfield, Inc.

The company's mission? To help entrepreneurs in the first few years of their business answer the question Amy hears most often from her clients:

"What do I do to grow my business?"

And Amy is the perfect person to ask.

"I was in business for roughly six years before I hired my first full-time employee, Chloe, who came on as a project manager," Amy shared. "I remember thinking, 'What if I don't have enough money to pay her?' She's been with me six years now, and she's transitioned into the role of Chief Marketing Officer. She literally helps me run the business, and I would never want to do it without her. She was a key hire and has played a huge, pivotal role in our success."

"But the fear is still there, 12 years later. I am afraid at almost every turn. I've just vowed that I will do it anyway, because the alternative is going back to a job, and that is not going to happen. So I just do everything scared, until I'm not scared anymore."

That kind of risk-taking is often integral to one's success. So is the hiring of a strong team to support you. Amy admits that, when a hire doesn't work out, it *"breaks my heart. But first and foremost, I have to consider the company culture. I'm not*



"I am afraid at almost every turn. I've just vowed that I will do it anyway, because the alternative is going back to a job, and that is not going to happen."

looking for someone to fit into mine—I'm looking for someone to add to ours. Otherwise, my business won't be diverse. We, of course, also have company values, like ambition. We are very competitive with ourselves. We are hungry...always competing with ourselves to do better and go big. And we typically aren't competing with other people, but with ourselves. There's an energy around what we do, and if someone is not excited about that energy, he or she is likely not going to be a good fit."

Today, Amy's company consists of 20 full-time employees as well as contractors for copywriting, website development, and similar positions that aren't required for everyday needs. Reflecting, Amy explained how the last few years of explosive growth required her to relinquish one thing:

"Control. I finally stopped trying to do everything and have my hands in everything. At one point, I reviewed every single piece of content that went out. I looked at every image we used; I did all the social media; I was in everything. And then, as the team started growing, I was the chokehold. One of the smartest things I did was build a leadership team. It consists of a director of community, a director of customer experience, a director of operations, a director of content, and Chloe, my Chief Marketing Officer. We meet once a week, so I have a pulse on the business, but I'm not making all the decisions anymore. And that really skyrocketed things.

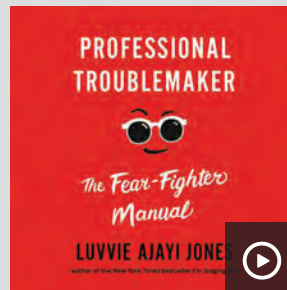
AMY

listens to



HOW I BUILT THIS

A narrative journey about innovators, entrepreneurs and idealists—and the movements they built.



PROFESSIONAL TROUBLEMAKER WITH LUVVIE AJAYI JONES

Thought-provoking conversations with professional troublemakers who have taken action, done scary things and rocked the boat to an audacious life.



UNLOCKING US WITH BRENE BROWN

Conversations with the people who are teaching me, challenging me, confusing me, or maybe even ticking me off a little.

"One more thing that's changed between when we were doing \$5M-\$6M/year to the jump in the last few years is that I finally came into my own. I stopped playing small. I've always been insecure about the way I look... about my weight. I did not want to be on camera. And then someone said, 'Amy, women who look like you need to see themselves doing big things on stage, or in podcasting, or in business. You need to stop hiding.'

“I started showing up more, and I stopped being so scared that I would allow the fear to keep me from living.”

“And so I finally found my voice. I started speaking up more. I started showing up more, and I stopped being so scared that I would allow the fear to keep me from living. I started ‘just doing it anyway’ in a really big way.”

Amy’s entrepreneurial journey has also resulted in core concepts that she implements in her business at all times:

“Our message—how we teach and what we do—is a reflection of who we are as teachers and marketers both. We keep the question, ‘Is this the best reflection of who we are?’ in mind at all times. We ask ourselves, ‘Do our email communications reflect our values? Our videos? Our brand?’

“Our brand says, ‘We hold your hand. We walk you through it. We have been where you are, and we get the frustrations. We know you feel stressed, overwhelmed, and stretched too thin. I have a step-by-step approach to fixing that, and it includes more handholding than most.’ Our brand says, ‘I’m patient, and I will get in the trenches with you.’ I hope that’s what it conveys.”

It certainly does—as does Amy’s offering



of “insider’s advice” around creating an effective webinar as part of a successful online funnel:

(Note—only read the next five paragraphs if you want to MASSIVELY transform your online business.)

“In the first five minutes of your webinar, teach something doable. You want your audience saying, ‘I can do this. I’m going to pay attention to this person. She knows what she’s talking about.’ From there, you do a quick introduction of who you are and what you’re about, but more importantly, you explain why you’re the person who should be teaching the content you’re about to teach.

“Then, get right into the teaching. I have a motto: No matter if they buy or not, they walk away feeling excited, inspired, and driven to take action. Make sure you give your audience what you promised in



← A MENTOR TO OTHERS

Amy speaking at her event Entrepreneur Experience with her star-student, Lauren Messiah, author of *Style Therapy* and creator of the digital course, Style Confidence Collective

your marketing, and then, ask a very easy ‘yes’ question: ‘So do you now see what it takes to create a digital course once you know the framework?’ Once you know the framework, it is an enthusiastic ‘yes.’

“Then, it’s ‘I want to invite you into my digital course, which is all about XYZ.’ And that’s when you slow down and sell. Most people hurry at this point, but you’re walking them through exactly what they’re going to get in your course, so really, you need to slow down. Talk more about the benefits your customers will get than the features of your program.

“Then, handle objections: ‘Right now, you’re probably thinking about enrolling, but you might still have questions. Let’s talk about what’s on your mind. You might be thinking you’re not ready because XYZ.’ And then address those objections with integrity and honesty right there in the moment.

“Then you go into Q and A, during which you keep bringing the conversation back to the course you’re selling while still offering value. That’s the framework I use with every single webinar.”

In a word, Amy’s frameworks... work: just listen to her podcast. Walking her talk, Amy delivers what her marketing message promises, and then some, as she interviews experts and shares actionable secrets for making online marketing easier and profitable.

She “whispers success secrets” in the listener’s ear, so they get inspired while discovering “why hundreds of thousands of online business owners turn to Amy for guidance when it comes to all things online business. Each episode is designed to help you take immediate action on the most important strategies for starting and growing your online business today.”

Amy credits the show as a cornerstone of her success.

“I don’t believe I’d have the business I do today without my podcast. When my students ask if they should start a blog or podcast or video show, I’ll always recommend my bias: podcasting. The barrier to entry is so low. You just need a mic, and it’s off to the races. You can keep it so simple! It gets you



in front of audiences you'd never have had access to before. Podcasting is how I reach so many people who would have never, ever found me elsewhere. My podcast does three things: it teaches, acts as a lead generator, and produces revenue. We are always promoting our own webinars, freebies, and products on my podcast, and that's allowed us to grow the business using the podcast.

"The podcast has grown year after year. It's everything to my business. Without it, I think it would have been tougher to grow as quickly as we have."

One could argue that, if the show didn't exist, so would Amy's listeners—as evidenced by one very eye-opening fact—OMME has been downloaded more than 29 million times since launching in 2013. And, in 2020, when many podcasters feared losing listeners who would no longer be commuting to work and listening to podcasts, *Online Marketing Made Easy* experienced growth by the millions.

Amy's success as an entrepreneur is unarguable, and she has clearly secured the lifestyle freedom her heart has always longed for.

How she defines success today, however, has nothing to do with her personal accomplishments.

"I define my success by the success stories of my students. I couldn't have said that 12 years ago, when I started out. Back then, I found success in the little wins—making my first dollar online, doing my first webinar and not dying. Those little wins were a big deal to me!"

"But now, I find success in the stories of others. Like Danira. She's a single mother of three in Los Angeles. As a baker, she took an extra job to provide for her family. Over time, she created a digital course teaching bakers and hobbyists how to make caramel candy apples, and her very first launch resulted in \$60,000. Now, she's working toward retiring her mom. Those are the stories I love."

"A primary driver of our growth? I finally stopped trying to do everything and let go of control."



Recently, Amy and Hobie left California to make Nashville, Tennessee their home.

“Hobie really wanted a change... to shake things up,” Amy said. “Our son had just gone to college, and we thought, ‘Well, it’s now or never.’ Nashville has a great community, which I’m so excited about. It’s just been a little bit harder than I thought it would be to get adjusted. But my husband is now a retired firefighter, and I am absolutely loving my time with him!”

In honor of Mother’s Day, and all of our podcasting moms and readers, Amy spoke to her role as stepmom to her son.

“I never had my own kids; my business was my baby. But when I married Hobie, his son was four, and I was eager to be involved in his life. His mom is amazing at always including me—and it truly is



wonderful that he has a close relationship with both of us.

“When Podcast Magazine® selected me as the #1 Mom in Podcasting, honestly, I cried. I so appreciate the honor. Stepparents are sometimes overlooked in the role we play in our children’s lives. I’ve raised him as my own... because, in my heart, he absolutely is.”

Given the impact Amy has had on millions of lives, she’s undoubtedly established a welcome position in their hearts, as well.

Happy Mother’s Day, Amy... and to everyone who has the good fortune of being known as “mom.” We thank you for the way you raise and love your children. 🎧

Turn to see
#2-50!



Founder/Editor-in-Chief

Steve Olsher
steve@podcastmagazine.com
Reinvention Radio 🎧

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.

Be sure to follow our Club creator, Steve Olsher, the Founder & Editor-In-Chief of *Podcast Magazine*® (@podcasts).

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Podcast Marketing - Tips and Tricks to Promote Your Podcast hosted by Meiko S. Patton and Dr. Karen Hardy



Clubhouse Conversations: Build Buzz & Authority with Your Podcast hosted by Melanie Benson and Deb Cole



GirlBoss Podcasters: Use Your Voice
hosted by Rachel Stewart



Women Podcasters: Discussion Time *(Topics vary)*
hosted by Lauren Abrams



What are the Best Podcasters Doing?
hosted by Billy Samoa Saleebey



Podcast Guest Booking Strategies
hosted by Adam Posner




Winning with Podcasting
hosted by Melissa Bright



Podcasting for Small Business Owners
hosted by Nick Bogacz



Podcasting & Events: Grow Your Audience, Authority & Profits hosted by Linda Cain

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THE UPSIDE

Hosted by: Callie Dauler

A podcast that's like hanging out with your best couple friends, listening to their conversation over dinner or drinks. No politics, no hard news, just an honest take on their day to day life experiences; always finding the upside or humor in the silly and serious things in their lives.



CERTIFIED MAMA'S BOY PODCAST

Hosted by: Nancy Yancey

Join Steve Kramer as he attempts to navigate life with the help of his mom, Nancy Yancey. Kramer's road the last few years has been rocky, to say the least.



RAISING CHRISTIAN KIDS

Hosted by: Lee Ann Mancini

A podcast is for parents, grandparents, teachers, ministry leaders, and all who are raising the next generation to have a strong foundation in Jesus.



Featured podcast!

Turn to pg. 80 for the full story

PRETTY AND PUNK

Hosted by: Ildiko Ferenczi

A business podcast for entrepreneurs with kids, or those thinking about having kids. Join Dan "Punkass" Caldwell and Ildiko Ferenczi as they go on this incredible journey to discover how the world's leading men and women entrepreneurs are raising kids while also building successful companies!



CAN I SAY THAT ◀

Hosted by: Brenna Blain

Engaging with culture as Christians in a post Christian world, asking questions we don't normally ask in church.



THE BRIGHT SIDE OF LIFE ▶

Hosted by: Melissa Bright

Feel happy by changing your mindset. Depression, anxiety, loneliness, and stress are all things you can overcome. Join us as we navigate and discuss people's successful journeys to happiness.



MAMAS TALKIN LOUD ♥

Hosted by: Cara Cooper & Jessica Rush

In year four of sharing a dressing room at Broadway's *Jersey Boys*, these hosts found themselves in uncharted territory, juggling motherhood and eight shows a week.



Your HOPE-FILLED Perspective

with Dr. Michelle Bengtson

YOUR HOPE FILLED PERSPECTIVE ▶

Hosted by: Dr. Michelle Bengtson

Drawing on decades of neuropsychologist expertise, Dr. Bengtson helps listeners regain hope, renew their minds, and transform their lives.



THE PANTRY PODCAST ▶

Hosted by: Michelle Watson

You know what's in your kitchen pantry, but what's in your heart? God's more than just a spice on the shelf—He's every ingredient worth having.





WELLNESS WHILE WALKING ◀

Hosted by: Carolyn Cohen

Inspiring, interesting, and funny news and stories about health and life are delivered to you by Health Coach Carolyn in this walking podcast. Your 30-minute movement venture will now be a more social occasion!



YOUR NEXT STOP WITH JULIET HAHN ▶

Hosted by: Juliet Hahn

Juliet is a wife, mom, Virtual Coach, and a crazy obsessive dog lover. My life is amazing ... until my boxer unknowingly eats a dozen bagels and s***s on the floor all night long.



CHATTING TO A FRIEND ◀

Hosted by: Catie Friend

Chatting with incredible women from all walks of life about friendship, community, self care, adventure, sex, grief, boundaries and asking them how they look after themselves, how they manage their mental health and what drives them.

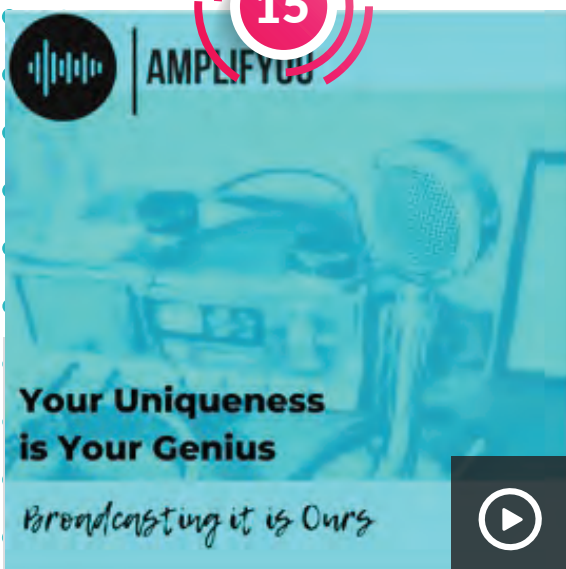


MOMTOURAGE ▶

Hosted by: Keri Setaro & Ashley Hearon-Smith

Hang out with these two accidental besties every week as they get real about parenting, the struggle to be selfless mothers but still badass bitches, partner fails and post-partum sex.

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AMPLIFYYOU

Hosted by: Michelle Abraham

Michelle Abraham aims to help unleash the genius and spread the message of heart-centered coaches, teachers, and thought leaders through podcasting.

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THE IMPERFECT MOMPREENEUR COACH PODCAST

Hosted by: Onyinye Anike

Onyinye Anike help moms, step confidently into their power & God-led purpose, gain visibility, share their message authentically.



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FRIENDS OF A FEATHER

Hosted by: Wren Robbins

Encouraging listeners via God stories. Feel seen by God, encouraged in your daily life, and spurred on to honor Him with the gifts and talents He has given you.

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BACKSTAGE CHATS

Hosted by: Thea Wood

Connecting music fans with female artists and industry insiders who remind us to be dreamers, to be rule breakers, and to unleash your inner rock stars!





NEWSY JACUZZI

Hosted by: Lyndee Prickett

A weekly, family-friendly news podcast reporting on science, animals, space, tech toys and tools, culture, entertainment, sports... and even politics!



LETTERS FROM HOME

Hosted by: Meg Glesener

Want to peek into hearts and hear their stories... their life-changing encounters and extraordinary moments? Bringing you such a peek into one Christ Follower's heart at a time.



CAREER MOM

Hosted by: Jenny Elliott

Being a mom is hard. Having a career is hard. Doing both—REALLY HARD! For moms who are navigating the challenging and joyous world of being a mother with a career.



DYNAMIC WOMEN

Hosted by: Diane Rolston

Interviews with success-oriented women who take action to develop skills, increase results and are focused on supporting each other to be DYNAMIC in every area of life!



SLIGHTLY UNFILTERED

Hosted by: Desiree Wolfe

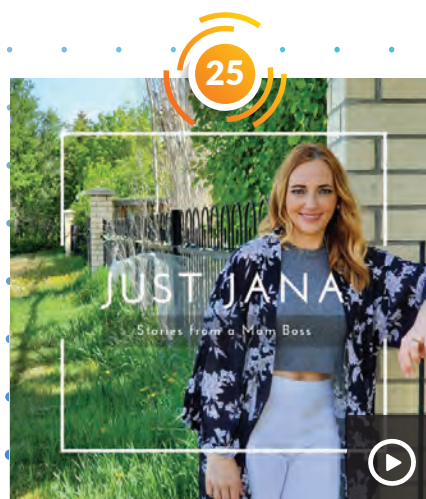
Featuring conversations with badass women who are all about helping you learn how to stop giving many f***s and start living a slightly unfiltered life.



MAMA NEEDS PODCAST

Hosted by: Jenn Collins

You'll hear an inspiring and encouraging interviews between Jenn and a fellow Mama. We're in this together! You matter, Mama.



JUST JANA: STORIES FROM A MOM BOSS

Hosted by: Jana Danielson

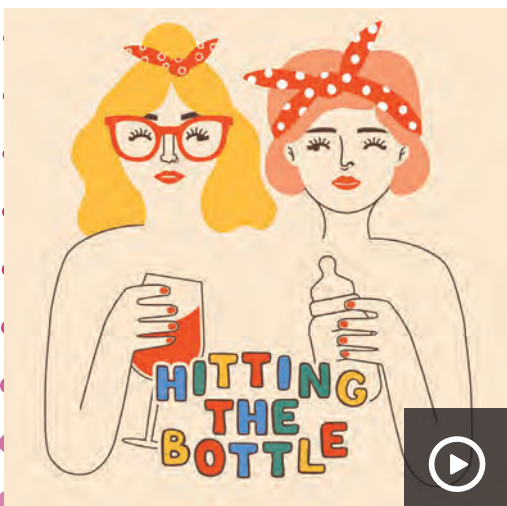
Like listening to your personal cheerleader, life coach, and wellness instructor all rolled into one. Aiming to make health, fitness, and parenting a little more manageable.



HAPPINESS IN PROGRESS

Hosted by: Danielle Craig

You'll hear from some incredibly inspiring people and get motivation each episode to better your life and find your own happiness.



HITTING THE BOTTLE

Hosted by: Sarah G & Alysia

Alysia and Sarah share a love of motherhood, cocktails, and sitting down for some real talk. They created the *Hitting the Bottle Podcast* for parents who need to be reminded that they're not alone with their thoughts.

MAMA WORK IT podcast



28

MAMA WORK IT ◀

Hosted by: Marisa Volpe Lonic

You've got ideas. You've got ambition. You've got no time. If you're a working mom juggling mom life, work life, fill in the blank life, this podcast is for you.

29

That's What [WE] Said



THAT'S WHAT WE SAID ◀

Hosted by: Jenny Hobson, Becca Parrish, Kelly Smith & Katie Basham

Backdrop of small-town Kentucky life, informed by progressive values, gen-x sensibilities, and the search for humor and friendship amongst the insanity.

30

THE PODCASTING PARTY ◀

Hosted by: Alana Dawson

Beginner podcasters come to me burnt out and ready to throw in the towel. I'm on a mission to help potential and current podcasters take the stress, overwhelm, and frustration out of podcasting.



31

Mommying While Muslim



MOMMYING WHILE MUSLIM PODCAST ◀

Hosted by: Uzma Jafri & Zaiba Hasan

Two Muslim American moms, born and raised in the USA, share their experiences, sometimes with expert moms, on how they navigate their first and second generation kids.

32

PEACE IN HIS PRESENCE ◀

Hosted by: Michelle Diercks

Weary and worn from constant chaos? Long for peace? God holds you close to His heart in His capable hands. Find rest for your soul through God's Word.





GRACED HEALTH ♡

Hosted by: Amy Connell

For the woman who wants simple and grace-filled ways to take care of herself and enjoy a little chocolate in the process. Join Amy for faith-filled conversations with about our WHOLE health - body, mind, and spirit.



THE AIR THAT I BREATHE ♡

Hosted by: Jodi Howe

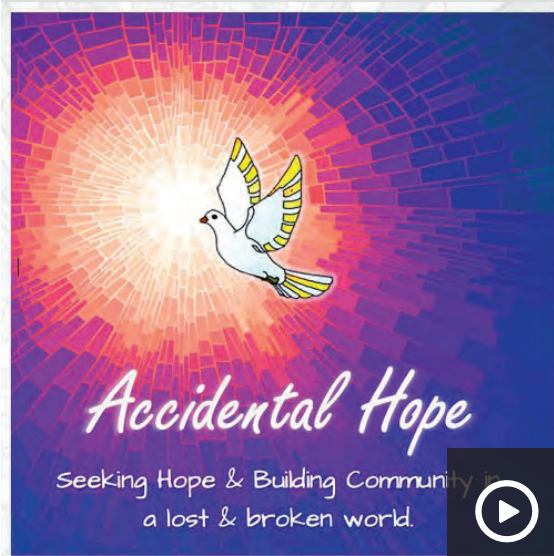
A faith-based podcast speaking to those dealing with anxiety and longing for a peaceful mind, offering ways to learn how to navigate through the mental storms of life with tried and true tips, devotionals, testimonies and prayer!



ACCIDENTAL HOPE ♡

Hosted by: Jennifer Eikenhorst

A podcast helping those who experienced trauma seek hope and build community.



SOCIAL MEDIA FOR MOMPREENEURS ♡

Hosted by: Allison Scholes

My mission is to help mompreneurs scale their Instagram in an authentic, easy, simple and fun way. I believe Instagram should be exciting, not daunting!

37

The after 30 podcast



THE AFTER 30 PODCAST

Hosted by: Anis Alibhai & Tabitha Vallierie

Entrepreneurs Tabitha Vallierie and Anis Alibhai discuss all the ish that goes on in your 30's (and beyond) in an honest, relatable, and open way. They want you to laugh, maybe learn, and reflect on your experiences and perspective.

38

KAIROS MOMENTS

Hosted by: Julie Holmquist

A Kairos Moment is when:

- * God moves/speaks.
- * We respond.
- * Everything changes.

A place where we talk about the significant moments in life that have the potential to change everything.



39

GOOD MOMS BAD CHOICES PODCAST



GOOD MOMS BAD CHOICES

Hosted by: Erica & Milah

Meet Erica and Milah, two uncensored and outspoken sex and cannabis-positive parents who are redefining what modern motherhood looks like and breaking life's archaic stereotypes. Warning, this is not your everyday mommy podcast!

40

DONUTS AND DEVOS

Hosted by: Mari Faith Mueller

A weekly podcast for kids that connects them to God's Word through Bible readings, devotions, prayer, memory verses, music, and more! Kids can learn about God and grow in faith as they are filled with His Word.



41

GRACE OVER PERFECTION

Hosted by: Alison Simmons

We talk about how to find freedom in letting go of control and perfection by applying the word of God to our lives daily.



Second Annual TOP 50 MOMS IN PODCASTING

42



NOT ALL HEROES WEAR CAPES

Hosted by: Betsy Pendergrass

Not all heroes wear capes but all moms are heroes. Join us weekly for laughs, serious talks and occasional tears as we share with you funny stories and serious chats on all things mothering.

43

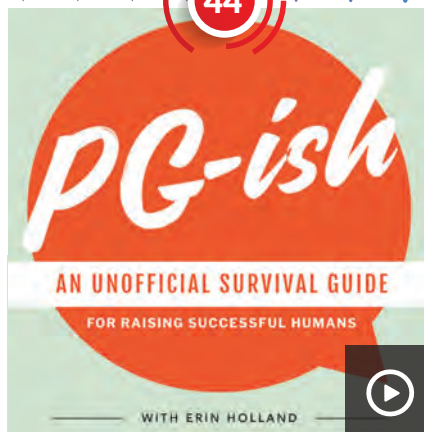
RAISING KIDS ON YOUR KNEE

Hosted by: Tina Smith

Believing your best parenting is done on your knees, we equip moms and dads to pray powerful and effective prayers for your children.



44



PG-ISH

Hosted by: Erin Holland

Bite size wisdom from today's teachers, psychologists, doctors, authors, and parents that can help to transform our parental experience.

45

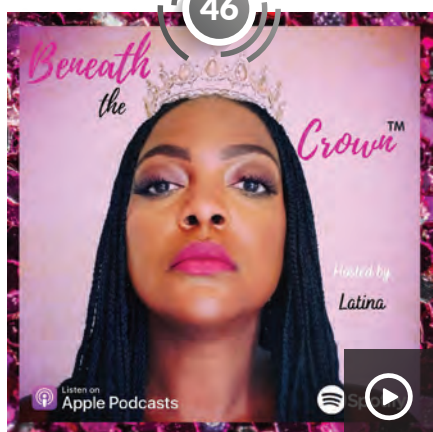
SWEETLIFE ENTREPRENEUR PODCAST

Hosted by: April Beach

The ultimate business coaching show that delivers trainings most consultants charge thousands for, with the proven strategies to grow your business online.



46



BENEATH THE CROWN

Hosted by: Latina

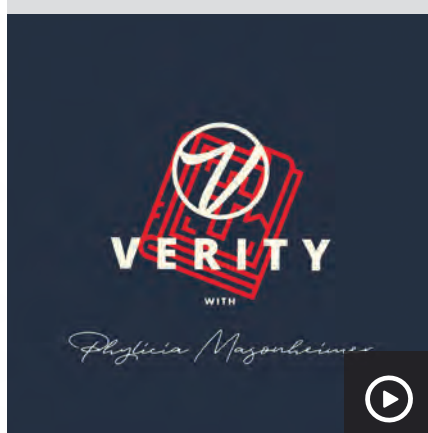
A place for women to engage in bold, honest, and fun conversations about friendship, motherhood, and life from a wellness perspective. Join Latina as she navigates her journey of positivity.

47

VERITY

Hosted by: Phylcia Masonheimer

Covering topics of faith and culture from a biblical perspective, through a historical lens, the podcast is designed to inspire you to ask better questions.



48



COOL FACTS ABOUT ANIMALS

Hosted by: Ali Wilkinson

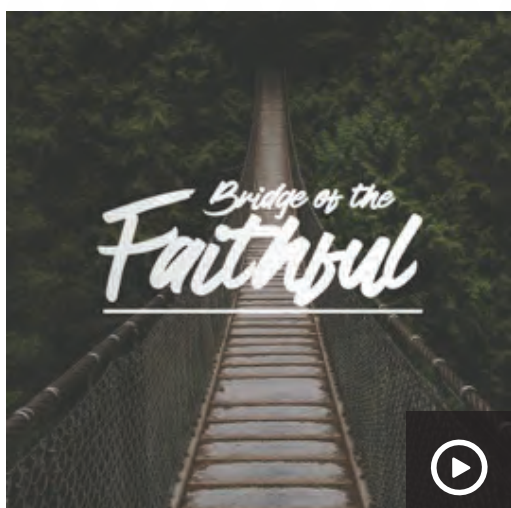
We research our episodes carefully, distilling the information into manageable segments, focusing on the things that really make these animals unusual.

49

GOTCHA MAMA PODCAST

Hosted by: Amanda Bennett

Moms of young children share the joys and struggles of their motherhood journey to inspire and entertain you.



BRIDGE OF THE FAITHFUL

Hosted by: Jenna Erlandsen

We will work together to define what God's faithfulness means, what faithfulness on our end looks like, and the amazing blessings we receive.



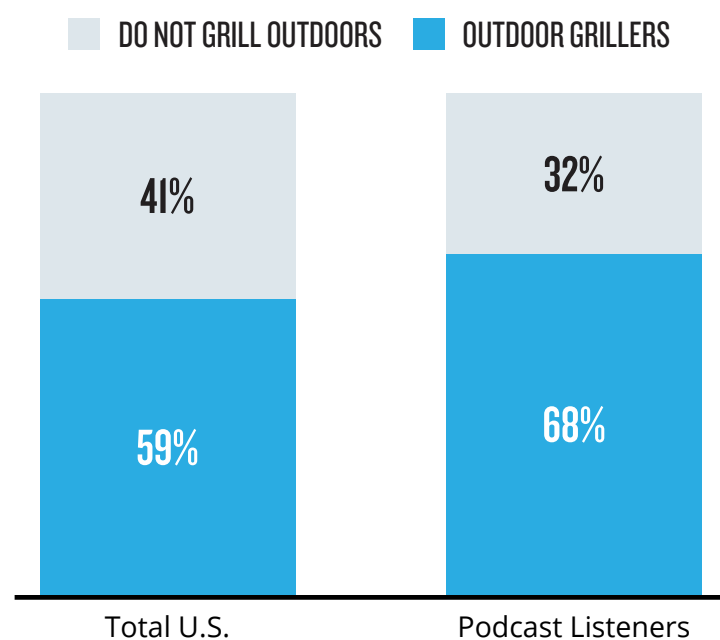
PODCAST MAGAZINE[®]

Stats You Should Know

A new monthly insight report from Nielsen to help you understand the world of podcasts even better.

68% OF PODCAST LISTENERS ENJOY OUTDOOR GRILLING

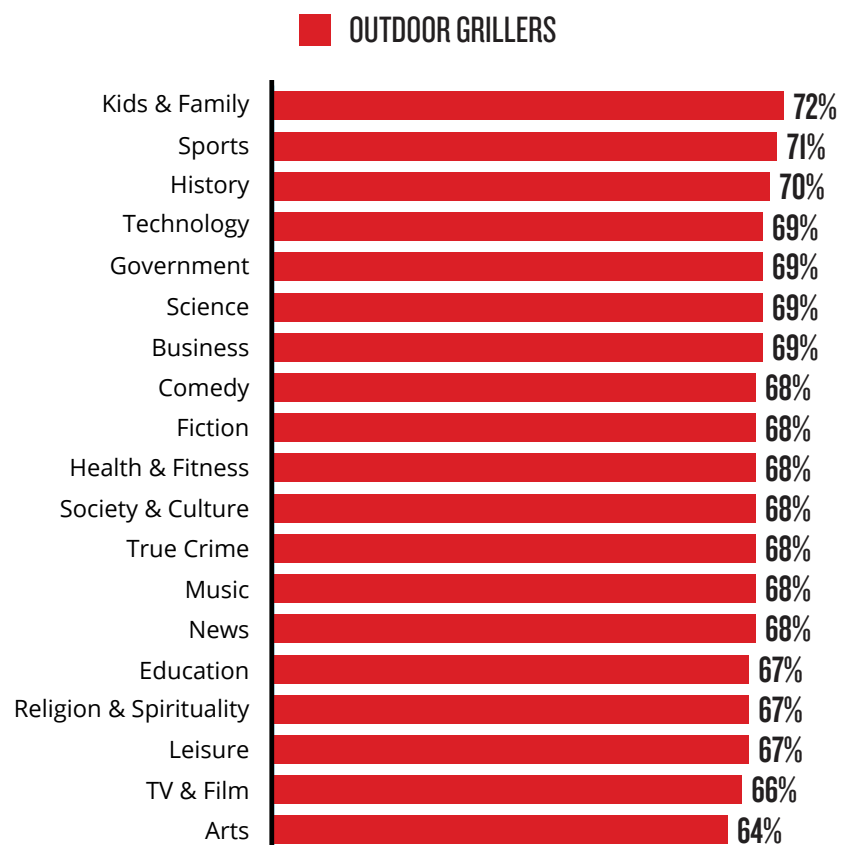
More than two thirds of podcast listeners love to barbeque, which means grocery, food and beverage brands looking to stoke up sales this summer should consider podcast advertising.

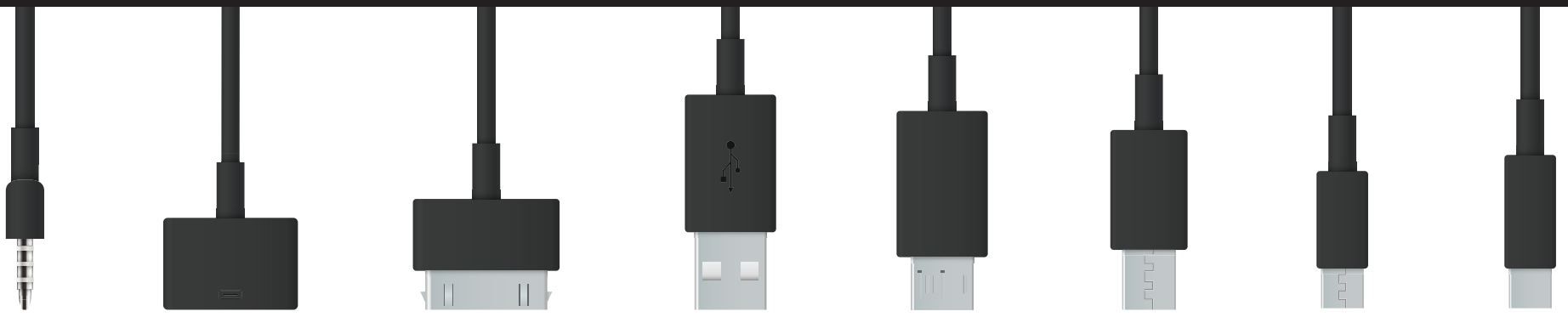


OUTDOOR GRILLERS PREFER KIDS & FAMILY, SPORTS AND HISTORY PODCASTS MOST

Barbecuing is a fun way to feed lots of people, which could explain why Kids & Family podcasts are most popular among those who grill outdoors. In addition, 70% or more of Sports and History podcast audiences also love to grill.

To learn more, contact mediapropects@nielsen.com.





GADGETS, GIZMOS & GEAR

MY MACBOOK PRO CHARGER DIED...

(And Then My Wallet Passed Out)

My digital nightmare haiku:

MacBook charger died
39% power
No one hears my screams

I absolutely loathe that feeling—that shock that occurs—when you plug your charger into five different outlets but can’t get it to work.

Then comes the other reality:

You’re now forced to spend \$80 on another Apple charger, which you had no intention of spending when you woke up that morning.

And it does have to be Apple, right? I have always “assumed” that, if I didn’t use an Apple-brand charger, my computer would explode or something. I’m not even sure why I thought that. (That would make a good meme, though.)

I’m here to tell you that my assumption was wrong. You don’t have to buy an Apple-brand charger, BUT... you can’t just buy anything.

Let me start at the beginning.

Back in 1940, two guys—R. Juza and H. Hahn—decided to pour ammonia on some gallium to study some sort of crystalline structures. That was the day Gallium Nitride (GaN) was born, and the world changed.



Do you remember seeing your first LED flashlight? The kind with no bulb, but just those super-bright little squares called “electronic diodes”? Those were made possible by this GaN substance. It has the ability to conduct electricity more efficiently than other conductors on the market, AND it doesn’t get nearly as hot.

GaN is big business—it’s already changing the world of small things, but once these ammonia-loving science tech guys figure a few more things out, GaN will revolutionize energy.

The first thing Juza and Hahn determined was how to use GaN to make this super-bright blue light, and then white light. Now, scientists are trying to figure out how to make car batteries out of it, because if they can make a battery that’s tiny and doesn’t need cooling, the automotive industry will transform overnight.

In the meantime, they *have* mastered how to make chargers with it.

Prior to GaN, the industry had been using silicon conductors, but as you can tell from the Apple 96W charger, silicon is not that small, and it gets hot.

But a guy named Liu Haichuan decided to change that. Liu was living in Germany in 2005 when he started to invent electronics products. With vehicles like eBay and Amazon at his fingertips, Haichuan knew he could easily create and sell products using his contacts in China.

But by 2007, he realized it would make sense to actually be in China, so he relocated

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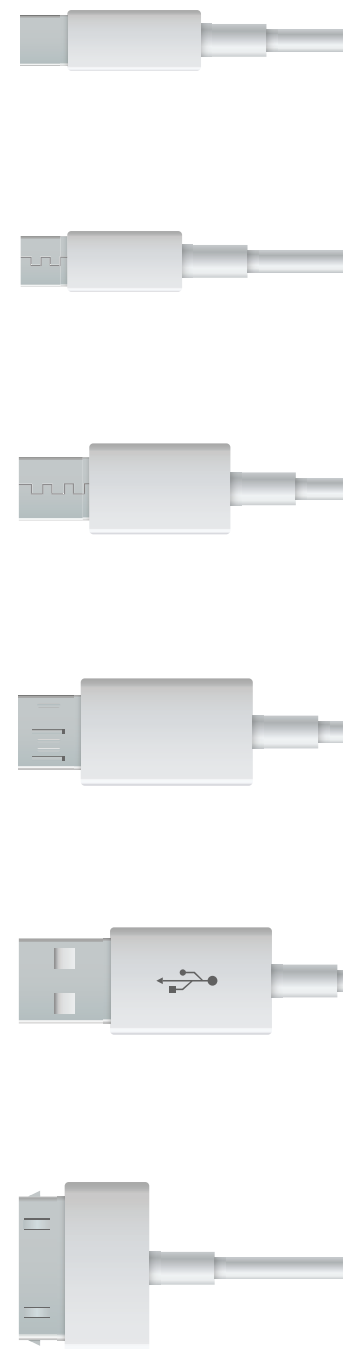
and started Aukey Co Ltd. Since then, he’s patented 13 electronics products and improved upon hundreds of others.

When GaN became an economical resource, Aukey started making chargers. GaN was so much smaller, lighter, and more efficient than silicon that they were able to make smaller, lighter, and faster chargers.

That’s where our problem comes into play.

The MacBook Pro requires 86 to 96 watts of power, which is not available in many chargers.

Well, Aukey took charge in a big way with their Omnia 100W Charger (of which they have a





couple of variations). Because the Omnia uses a GaN instead of silicon conductor, it's half the size of the Apple brand 87W and 96W chargers. It's also lighter, cheaper, and faster. Let's break that down.

Aukey has a couple different 100W chargers. The one with only one USB C port is half the size and weight of my Apple charger. It's basically an exact replica, but smaller. They have another one that has 2 USB C Ports and 2 USB A ports, so you can simultaneously charge other items.

It's two-thirds the size of the Apple charger.

The Aukey 100W is *really* fast. It doesn't come with a charging cord, but you can use the one that came with your MacBook Pro or buy one rated for 100 watts. Then, because the Aukey Omnia has built in features for over-heating, over-charging, and excess current, you have to turn off the "Optimize Battery Power" mode in your MacBook settings first.

When I did that, the Aukey Omnia 100W charger charged my MacBook Pro to 93% in one hour. No joke.

It's that fast.

Finally, it's cheaper. Aukey is a power seller on both Amazon and eBay, so you're sure to find the chargers in either place. When you do, you won't see the \$79.99 price tag that Best Buy and the Apple Store have attached to their Apple-brand charger.



Nope, the Aukey Omnia 100W Charger rings in at \$40 (or \$57 if you want the one with extra USB ports).

There's no reason to think you have to buy Apple chargers anymore. Your computer won't explode. But it will charge faster, take up less space, and leave you with money for the coffee shop. ☕



Gadgets, Gizmos & Gear

Dan R Morris

prodreviews@podcastmagazine.com

TracingThePath

Got a Gadgets, Gizmos & Gear suggestion?

Let us know! >



‘IF IT’S UNSOLVED, WE GOTTA SOLVE IT’:

Investigative Reporter Delia D’Ambra Tenaciously Digs Into Cold Cases On *CounterClock*

Here’s a “Captain-Obvious” statement for you:

There are a lot of true-crime podcasts out there. Fortunately for me as not only the True Crime Category Director for this magazine but also a big-time true-crime fan, there are a lot of really *good* ones out there in this genre, too.

So, when I come across a podcast that covers just a single case for over ten episodes in a season, it has to be really darn good for me to listen to it, much less cover it!

And that’s exactly what *CounterClock* is... really darn good.

I give most of the credit to host Delia





D'Ambra's reporting, which is why I was overjoyed to have a conversation with her about *CounterClock* and her expertise in investigative journalism, and to even get a little sneak peek at Season Three.

First, we spoke about her news-journalist expertise:

"I worked for six years in television broadcast news as a general assignment reporter and an investigative reporter," Delia reminisced. "Multiple times a day, I worked crime beats and different crime stories. I covered everything from arsons to homicides, sexual assaults, robberies, you name it. I really learned a lot about crimes, investigations, the criminal justice system, and what is important to cover in those stories.

"I found out everything is important,"

Delia smiled. *"The human-interest piece, the legal piece, everything."*

Given her interest in crime and investigative work, Delia naturally began developing an interest in true-crime podcasts. *"I started listening to true-crime podcasts back in 2015,"* she recalled.

Then, in 2018, Delia went from listener to host of *Counterclock* and talented true-crime podcaster. *"I wanted to do more in-depth stories,"* she admitted. *"I wanted to give them the time that they need. And I wanted to do them in a medium that wouldn't cut me on time but instead allow me to deliver a complete investigative story. Podcasting brought all of that together, and it just worked for me."*

The medium certainly gave Delia the ability to truly give cases the attention they deserve. Season One covers the murder of Denise Johnson in 13 episodes, and Season Two digs into the killing of Stacey Stanton in 12 episodes including the bonus Q&A session.

Knowing full well how much work is required to produce a quality podcast, I can imagine the countless number of hours and level of commitment it takes to develop over ten hours of content on one story. So, of course, I asked Delia what it is like to dig that deep and invest that much time into one case.

"It's definitely a lot of hours," Delia answered. *"A lot of time spent reviewing documents. A lot of time researching even who to interview. A lot of time traveling."*





“I found out everything is important.”



CRACKING THE CASE

Through each season, *CounterClock* moves episode by episode revealing people who knew the victims, those connected to the case, crime scene photos, interviews with forensic experts, and more.

Given she is a North Carolina native, and the murders she chose to cover took place in Kill Devil Hills and Manteo, locales only 15 miles apart, she certainly knew the region. “I know that area like the back of my hand, so I was never lost,” Delia laughed.

While being from the area worked to her advantage in that respect, it didn’t always assist her—such as when interviewing people connected to the cases. “There wasn’t a lot of ‘one phone call and they’re on board,’” Delia confessed. “There was a lot of follow-up, texting, and messaging that went into getting some of those interviews.”

Most, if not all, of those interviews were highly valuable to the podcast, especially given how Delia approached them. “When you get the interview, you’re not just

transcribing the audio,” she stated. “I’m actually going back to listen to exactly what that individual was saying. What is he really saying? What is he not saying? I listen to soundbites and think, ‘There’s a reason she avoided that. There’s a reason she is saying this.’ That’s huge for me. That’s how the story comes together. I think that’s how listeners grab onto my journey as the journalist. But they are also learning about the story and why something is significant or not.”

She also talks about another valuable component of *CounterClock* for listeners. “Another piece of it is the education,” Delia pointed out. “I’m not an arson investigator! So, I have to go out and find experts who do know about that aspect of the case.”

All of that goes back to the resources, both time and effort, that go into the production of a podcast like *CounterClock*. “It’s a tremendous amount of work,” Delia agreed. “But it becomes something that’s so interesting.”



There is very little waste, however. Even pieces that wind up on the cutting room floor add to the overall investigation and story. *“There are a lot of things that don’t go into the final product,”* shared Delia. *“For legal reasons, or what have you. But there are things that go off in my head that scream, ‘This is major!’”*

We talked more about the tenaciousness of digging deeper and deeper into a case. This led to discussing the emotional toll it can take on the investigator herself.

“I get emotionally attached to the story and to the victim,” admitted Delia. *“For example, with Season One, I did not know Denise Johnson in life. She died in 1997, and I was born in 1992. So there’s no overlap other than our lives being intertwined with the podcast. Yet her death definitely weighs on me.”*

“As a journalist, I’m also very driven by frustration,” Delia continued. *“My drive tells me, ‘We need to keep pushing. We need to keep going. We need to keep asking questions, and not let anything slide.’ I get frustrated and angered by the fact that a case can and should be solved.”*

“The reason I don’t get sad and stew is because I’m always asking, ‘What’s next?’ It takes its toll, but I also hold out extreme hope,” Delia shared.

She points to that “What’s next?” tenaciousness to highlight the good that has been done through *CounterClock*. *“Look how far we’ve come!”* Delia exclaimed. *“Millions of people now know*

Denise Johnson’s name, and that is huge. That is leaps and lightyears from where this case was in 1997. I’m thinking, ‘If we can do this, what else can we do?’”

Given how incredibly deep Delia delves into a case, I had to ask how she goes about choosing the stories she covers on her show. We joked that, similar to Payne Lindsey, host of *Up and Vanished*,

“I’m actually going back to listen to exactly what that individual was saying. What is he really saying? What is he not saying?”





she first picked cases in her home state so she would know the lay of the land. We laughed that there are only so many murders in North Carolina.

CounterClock fans will be interested to hear that Season Three takes Delia a few states over into the Midwest. That brought me even more intrigue as to how she chooses her cases.

“This could sound selfish, but I really need to have a draw to the case,” Delia shared. *“There has to be something about what has occurred and the circumstances that just make me go, ‘Why would anyone ignore this?’ That’s a big part of it.”*

There is also a practical aspect to the selection process for Delia. *“Access to documents. Access to public records,”* she continued. *“The family’s blessing and desire to cooperate is huge for me. And knowing things that can be an investigator’s advantage. That is a thread that is going to be through all CounterClock seasons. I want to pick cases that I think I can really make a*

difference in... ones that really need the attention.”

This insight generates that much more anticipation for Season Three, which launches right around the time this article is published. Here’s a little more of a taste:

“It’s an investigation into the 1989 Pelley family murders from Lakeville, Indiana,” Delia revealed.

“There are so many characters in this story,” she continued. *“This investigation offers never-before-heard interviews and never-before-shared photographs and video. We’ll be discussing new leads and new connections to other crimes.”*

Season Three appears to be *Counterclock’s* deepest dive into crime yet with 20 episodes. *“The reason we did 20 is because there is a lot of information to pack in and a lot of our investigation,”* Delia explained. *“There are so many spiderwebs across multiple states.”*

With double-digit episodes, this quality investigative podcast is definitely binge-worthy and deserves to be listened to with a similar tenaciousness as Delia’s reporting. Because, as she put it, *“If it’s unsolved, we gotta solve it.”* 🎧



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



MOMS AND MURDER

This month, we celebrate Mother's Day and the Top Moms in Podcasting, so of course, we have to give a shout out to *Moms and Murder* in the True Crime Category!

Obviously, I am not a mother. I'm not even a parent. So, I wasn't sure if I would enjoy what I politely call "mom speak" in the show. (Hey, you mothers speak a language that us non-parents just don't get sometimes!)

However, I was pleasantly surprised at how



much I enjoyed the friendly and funny banter between hosts Mandy and Melissa. I even got most of the jokes.

And, yes, they do a very nice job of covering the cases. Personally, as a true-crime fan myself, I gravitate to the more hard-hitting and serious podcasts. Therefore, I wasn't sure how much I would appreciate Mandy and Melissa's lighter brand of covering murder.

I even made sure to catch a case I was familiar with it. I had heard about the Lois Reiss case on another show, and I have to say that Mandy and Melissa were able to cover it just as well and in-depth while still having fun with the story. I particularly appreciated the comment on Flaming-Hot Cheetos.

If you're a mother who's into True Crime, you need to check out *Moms and Murder*. If I enjoyed it, I know you'll love it even more! 🎧



BOSE
Better sound through research

HOW TO FIND SPONSORS FOR YOUR PODCAST

When I started taking sponsors for the *Practice of the Practice Podcast*, I didn't realize I was doing something that went completely against the grain of the industry.

Initially, I threw out a number per episode (leaving tons of money on the table). But then, I got smarter about how I work with sponsors. Instead of looking at industry standards for pay, I looked at the lifetime value of getting a new client from them. I've now discovered a few truths that help me maximize my sponsorships and bring in *over six figures a year solely from podcast sponsorships*.

So, if you're thinking about adding sponsorships to your podcast, keep reading to discover what you need to do before approaching a sponsor, why the CPM model needs to be thrown out, and how to create your first sponsor packages.

As with everything I've been teaching you in this column, it's imperative to focus on the people and their pain, before we ever pitch a product. That includes sponsorships.

Don't Look for Podcast Sponsors Until You Do This:

There are three questions you need to be able to answer before you ever approach a potential podcast sponsor.

Does my audience take action when I promote something? What percent of my audience takes action when I recommend something? Am I already making money off my own affiliate links or personal products?

What we want to prove (to our sponsors and ourselves), is that they will potentially get a strong ROI on their sponsorship. Of course, you can't guarantee it, but you should feel confident about what they are getting for their marketing spend.

There are times this doesn't apply. For example, if you already have a proven track record, email list, and following on other podcasts or platforms, getting a sponsor to be a founding sponsor for the first season or batch of episodes is possible. But for most beginning podcasters, that's not the situation. So, *make*

sure you have an audience that will take action before you start approaching sponsors.

Make sure you have an audience that will take action before you start approaching sponsors.



Why CPM Leaves too Much Money on the Table:

Imagine your podcast gets 1,000 listens per episode. It's hyper niche, and your audience 100% lines up with a sponsor—let's call this fictional sponsor "AcmeSites." According to the CPM model (cost per mille/cost per thousand listens) and the AdvertiseCast Marketplace survey, you'll make \$18-\$25 per thousand listens.

Say AcmeSites offers software as a service (SaaS) that your audience will love or already loves. It's \$29/month, and on average, when people join AcmeSites, they stay 32 months. That means the lifetime value of a new customer is $\$29 \times 32 \text{ months} = \928 .

To know these numbers, you have to have deep conversations with your potential sponsors. If you know that three percent of your listeners take action if they hear something three times, that means of the 1,000 listens, a new sponsor can expect

SEE THIS AD?

So do thousands
upon thousands
of people who
love podcasts!



ADVERTISE
HERE

LEARN MORE >

or contact
ads@podcastmagazine.com

about 30 new sales. That ad spend for three episodes would potentially bring in 30 clients x \$928 = \$27,840. So, a 1:1 return-on-investment for the company would mean that each episode should cost \$9,280... a far cry from \$18. So if you want your sponsors to get a 10x return, then you'd charge \$928 per episode. They spend \$928 per episode x 3 (\$2,784) and make around \$27,840. See why the CPM is terrible for you?

Maximizing Through Sponsorship Packages:

Most podcasters get stuck in a cost-per-episode model. In that case, I recommend you set a very high cost for that one episode. The reason is that most sponsors will get little to no traction from one sponsor spend. Instead, I suggest having incentives for each level.

Take the \$928 number from above. Let's say you've done the math, and it lines up. Maybe your cost for one episode is \$1,200. But if sponsors buy a set of three, the cost is reduced to \$900 per episode, and you'll send an email to your list. If they buy six, it's \$800 per episode, and you email your list and do a social media post. If they buy 10, it's only \$650 per episode, and you send the email, do a social post, and a webinar with someone from the sponsor's company.

By adding additional items like this, you can maximize the spend and sell more spots. Numerous times, I have had sponsors say, *"We were going to buy six, but with those discounts, let's do the 10."*

Sponsorships are relationships, and like any relationship, you want it to feel good on both sides. Would you feel good making \$50 knowing your sponsor just made \$30k? Communicating with sponsors, checking in on the ROI, and discussing the next year's spend early are all ways to keep that relationship going for years to come. 📌



The Professional Podcaster

Joe Sanok

propodcasters@podcastmagazine.com

Practice of the Practice Podcast 🎧



THE TRUTH ABOUT HUGGING PANDA BEARS

The Business Side Of Running A Nonprofit #Real Talk

Did you know that giving is good for your health?

Yes, the old Biblical Proverb that says, *“There is more happiness in giving than in receiving”* is 100 percent true.

Studies show that giving can actually boost a person’s physical and mental health. Some of the benefits include:

- Lower blood pressure.
- Increased self-esteem.
- Greater happiness and satisfaction.

Many nonprofit leaders fall in love with the giving side of their business. They start a nonprofit to help others, which



**“What I talk about
and help them to see
is the less glamorous,
business side of
running a nonprofit.
#realtalk.”**

is admirable. They know first-hand the massive psychological benefits the giver and receiver will gain. They are passionate about their cause... but they struggle to get donors to open up their wallets and give.

Nonprofit Lowdown host Rhea Wong calls this “hugging the panda bears”:

“On the podcast, I talk about the business side of running a nonprofit. Nonprofit leaders are so passionate, they sometimes forget that it’s actually a business. Nonprofits start their businesses because they’re passionate about a cause and the good it can do. I call that ‘hugging the panda bears.’ What I talk about and help them to see is the less glamorous, business side of running a nonprofit,” Wong said.

Wong started the podcast in 2018, and her core listening audience is comprised of individuals leading nonprofits. They tend to be women in their 30’s and 40’s who reside primarily in New York or the Bay Area.

“My podcast is very tactical. I give tips and tricks on how to succeed. I can speak from experience, because I was an executive director for 12-and-a-half years, and I had to learn the hard way how to successfully run a nonprofit and get donors to give. So, I’m essentially sharing the lessons I learned, so others don’t make the same mistakes. I endeavor to unpack what seems to be really complicated and integrate tools and processes to make their jobs a little bit easier.

“The bulk of the job of the executive director is to fundraise. The harsh reality is that executive directors must hire people to ‘hug the panda bears’ for them; they cannot do it themselves. Their job is to fundraise for the panda bears. It’s important that I pull back the curtain on that for people; otherwise, they’re not going to be effective at their job. They will be frustrated, and they won’t bring in the right resources. So, my whole thing with the podcast is ‘hashtag real talk.’ I tell the directors that I love that they hug the

panda bears... but real talk, fundraising is what you actually need to be doing.

“I developed a love for helping nonprofits after I had successfully run my own. I was able to raise \$250,000 a year when I started, but when I left, I was raising just under \$3M a year in private funds. I was successful, but it took me 12-and-a-half years to figure it all out. With my consulting business, I also aim to help people avoid the mistakes I made.

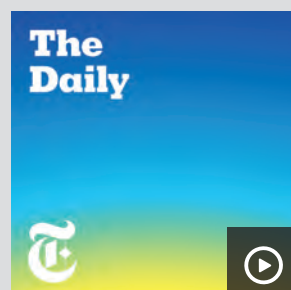
“I enjoy podcasting because I want to elevate the voices of people of color. So often, the podcasting world is dominated by White voices. With such a diversity of people here in New York, I felt that as a person of color, it was important to lift up the voices of other folks of color. It’s a very interesting dynamic when White voices believe they are entitled to be heard, and conversely, folks of color who I want to interview have to be convinced that they have something worthy of being heard. That’s why you’ll see that the people I feature on my podcast are disproportionately folks of color.

“At the end of the day, I hope nonprofits can get the tools, advice, and confidence to be able to run effective and sustainable nonprofits. Because I feel like so often in the nonprofit sector, we’re in this starvation cycle, and it ends up burning people out. That happened to me. I want to help them run their organizations without the burnout, because we need those panda bear huggers. We need their experience, expertise, and talent to stay



RHEA

listens to



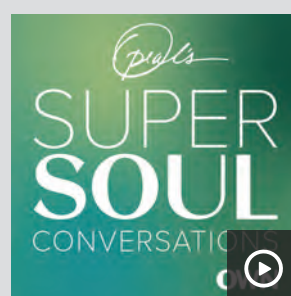
THE DAILY

The biggest stories of our time, told by the best journalists in the world. Hosted by Michael Barbaro.



THE LIFE COACH SCHOOL PODCAST

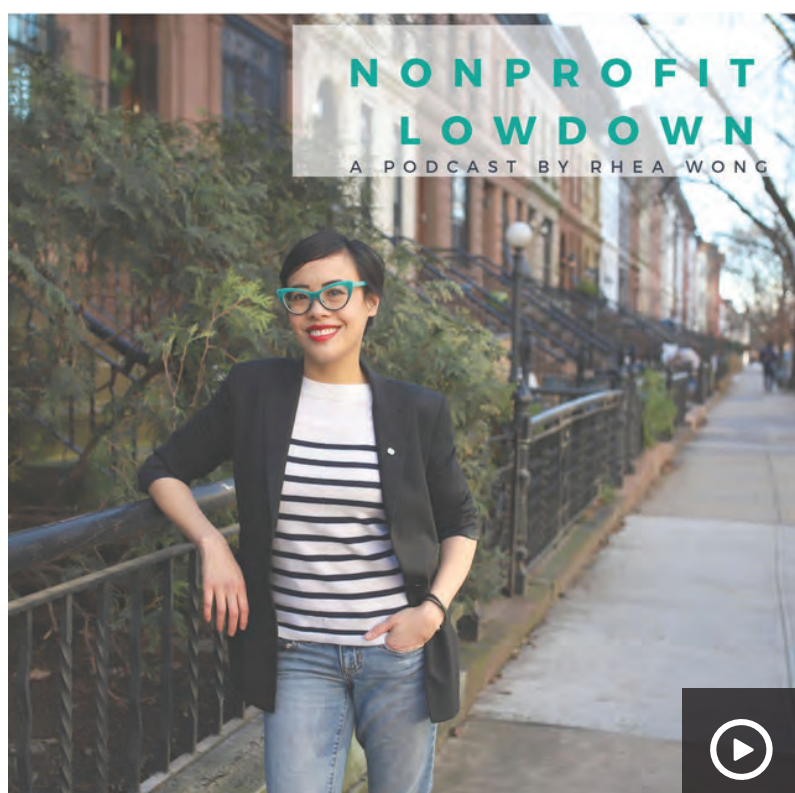
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OPRAH'S SUPER SOUL CONVERSATIONS

Awaken, discover, and connect to the deeper meaning of the world around you with *Super Soul*.

“Nonprofits start their businesses because they’re passionate about a cause and the good it can do. I call that ‘hugging the panda bears.’”



in the sector and continue to deliver those much-needed services.

“COVID has really changed the game for nonprofits. So, we’ve had to become creative in terms of virtual galas and more creative in how the work is done. But there’s been a positive financial upside, as well. Many nonprofits have seen increased donations thanks to the generosity of so many because of the pandemic.”

Wong was born and raised in San Francisco, CA. She is married and has the cutest little dog named Stevie Wonder. She speaks French and understands Spanish because her husband is half Cuban and half Ecuadorian. She loves to do yoga and swims almost every day.

She admires Oprah and aspires to be the Asian Oprah of her field. She recently started doing stand-up comedy, and a book that really impacted her is, *The God of Small Things* by Arundhati Roy. “She is an activist in India and speaks up for those who often don’t have a voice,” she said.

“At the end of the day, I hope nonprofits can get the tools, advice, and confidence to be able to run effective and sustainable nonprofits. We need their experience, expertise.”

“When I was running a nonprofit, I felt like I was hustling all day. When I stopped, I made a conscious decision to do things that are joyful. I’ve taken responsibility for my life. So, if I’m not having fun, then it’s on me. I am accountable and responsible for my life and happiness. I am the boss of me. I am the boss of my brain. We can’t blame external things. We are responsible for making ourselves happy. Our success is not outside ourselves. We must be the captain of our own ship. We decide what happens and how to manage it. At the end of the day, it’s important to not give your power away. That’s the primary objective of my podcast—I want to help nonprofit leaders captain their own ship and highlight those folks who are doing great work in the sector.” 🎧



Government Category Director

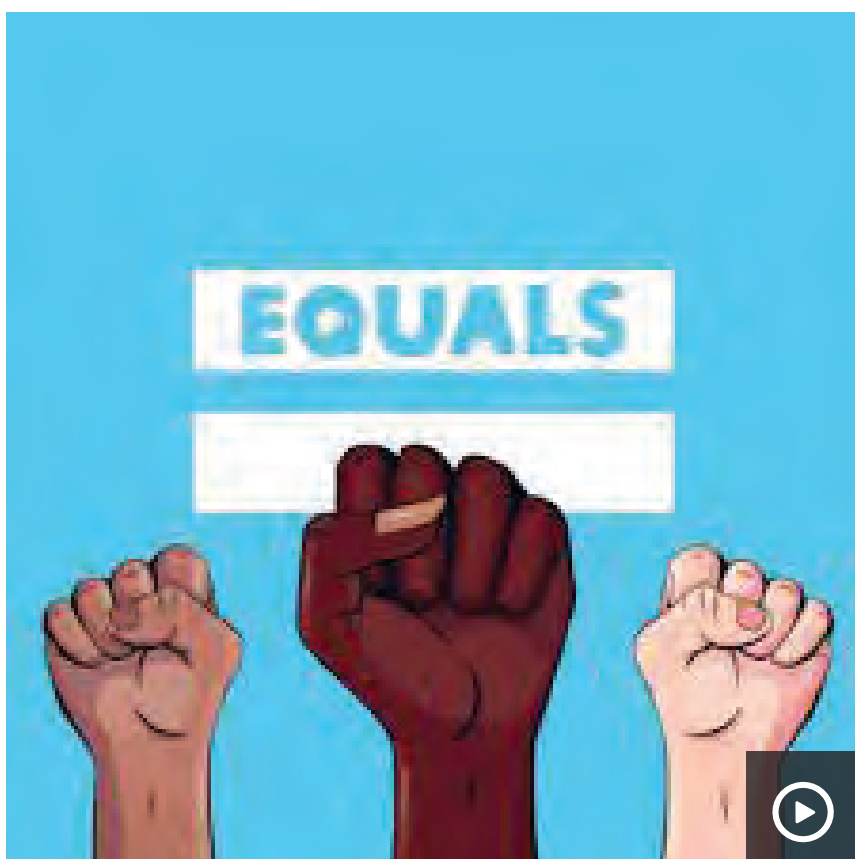
Meiko S. Patton

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The Meiko Show 🎧

UNDER THE RADAR

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



EQUALS

Equals is a seasonal podcast about hope in the fight against inequality.

The episode I listened to featured Zambian Musical Artist PilAto. Orphaned at age 16 when both of his parents were killed, PilAto's family was split up, and he had to depend on the kindness of others to help him. Through his music, he aims to help people in Africa and throughout the world by shining a spotlight on the issues they face.

PilAto sees music as political power. His song



titled "It's Not Fair" recently reached #1. This was not a new feat for him, but what was new was that this song focuses on injustices, and according to him, those types of songs rarely become #1.

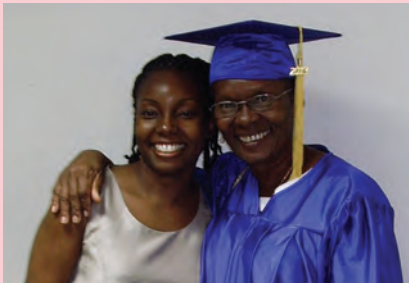
Another episode featured award-winning author Gary Younge who spoke about how COVID highlighted the racial problems we see in the world. *"It's not that the virus prefers Black people; it's not the virus that discriminates; it is society that discriminates, in that Black people are more likely to live in cramped surroundings and to work in public places. They aren't suffering because they are Black, but because they are poor. This virus has taught us that even if you try to silo yourself off, we're all interconnected,"* he said.

I love how this podcast tackles different aspects of inequality from different perspectives in each 30-minute episode. 🎧

Beyond THE BYLINE

A Message For Mom From The Podcast Magazine® Category Directors

Each month, our category directors scour the planet to share with you their *Beyond The Microphone* interviews of amazing podcast hosts. Periodically, we like to bring them out from *Beyond The Byline*, so you can get to know them a little better. What better way to do that than to feature their unique messages to their moms in this special Mother's Day edition? **We honor each of these moms and thank them for raising such wonderful people—our incredible group of dedicated, talented interviewers and writers!**





▶ ANJEL B HARTWELL

Arts 🎨

One thing I got from my mom was a whole bunch of “sayings”—little bites of timeless wisdom that would probably be considered “memes” today. Here are a few: “You can lock from a thief, but not from a liar.” “Many hands make labor light.” “Do it right, or don’t do it at all.”



ROB ACTIS

Comedy 😄

Mom, I definitely got my sense of humor, generosity, independence, compassion, and loving nature from you. These outstanding traits have made such a difference in my life—as well as (and especially) my arched eyebrows. Thank you for supporting my life adventures and just loving and letting me live my very best life! Happy Mother’s Day!



MICHELLE SHAEFFER

Business 💼

The biggest lesson my mom taught me was: Don’t measure yourself against others. Measure yourself against your own effort and your own potential. Don’t just be the best based on who’s around you; push yourself. Surround yourself with people who challenge you more. True success isn’t you against the world around you. It’s you against you. Is that really the best YOU can do?



ADAM LEWIS WALKER

Education 🍎

Message to my Mum (we don’t say “Mom” in England) back in the UK: Missing you loads—looking forward to when we can travel safely again, so I can give you a big hug... love you loads!



▶ MICHELE PW (PARIZA WACEK)

Fiction 📖

My mother was my biggest advocate (second only to my father) for me to pursue my dreams of writing fiction. My biggest regret is she died before I published my first novel. Thanks, Mom!



DAN R MORRIS

Gadgets, Gizmos & Gear 📻

My mom has always led life with the idea that you never let the bad overtake the good. Always find the bright side.



SABRINA URSANER

Health & Fitness 

Four pieces of cake. Five people in the family. Mom: “I don’t like cake.” In this case, she actually doesn’t, but she’d be willing to give up the last of anything. The most selfless, generous, thoughtful person I know. Happy Mother’s Day, Mom! I don’t say it enough: love ya to infinity and beyond!



CHRISTINE FRANKLYN

Kids & Family 

All my life, my mother, Ruby Skeete, has been a picture of strength and unwavering faith. She always encouraged me to spread my wings, trust my intuition, and believe that all my dreams are possible. Because of her, I learned how to recognize what aligns with me—a lesson that has served me well.



RAVEN BLAIR GLOVER

Music 

Thank you MOM for being an example of a strong, confident entrepreneurial woman and for the lessons you passed on that have helped me continuously in life and business. An invaluable skill I definitely got from you is cold calling—selling products or services via the telephone in a non-salesy way.



LORI LYONS

Leisure 

My mother is Southern through and through. Through her, I learned grace and resilience and how to care for others. I share with my mom her love of color, her artistic eye, and her enjoyment of flowers and birds. And we are both cat people! I love you, Mom!



JOE SANOK

Professional Podcaster 

My mom said, “God gave you big shoulders for a reason.” She helped me see that I have unique skills and strengths that I need to use to help those in need. Thanks, Mom!

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

PODCASTMAGAZINE.COM





ERIC NEVINS

Religion & Spirituality 

My most enduring memory from time with mom as a kid is sitting in the rocking chair together while she read the Chronicles of Narnia to me. Thanks, Mom, for giving me your love of reading, curiosity, and appreciation of a great story. I use them every day! Love you!



DR. HEIDI FORBES ÖSTE

Science 

Best lessons from Mum: Presence for presents; Always say “thank you”; Never come empty-handed; Hugs are the best therapy; Find beauty and solace in nature; Creativity can find many outlets; Silliness feeds your soul; Gravity affects us all eventually (embrace it and nap); Always end a conversation with “I love you.”



GIN KELLER **Society & Culture**

My mother grew up in Japan and was 13 when Hiroshima was bombed. She instilled in me a strong sense of honor, duty, integrity, and respect. The Japanese language includes “honorifics” which change depending on the relationship between speakers. This made it a no brainer to join the Army Reserve at 17!



LAURA STEWARD

Technology 

My mom taught me to love, have fierceness, and above all, to be true to myself. She was my rock who supported me no matter what crazy path I took and lifted me to try again when I fell. She always saw possibilities no matter how dire things seemed. She was my best friend. Always.



NEIL HALEY **Sports**

My mom taught me to believe in myself. She allowed me to follow my passion and do what I truly cared about. For instance, my life would be completely different if I had never become a pro wrestler. I learned how to perform, which prepared me for becoming a teacher and talk show host.



MICHAEL WOODWARD **TV & Film**

Thanks, Mom, for always sacrificing for everyone around you. I love you, and I'm so thankful for you!



KENNETH BATOR

True Crime 

The best things I learned from my mom is to not be afraid to try something new and to believe in myself. Failure isn't crippling. Fear is. The reason I believe in myself today and am able to fight the demons of self-doubt is because of her. Thanks, Mom.



The joe gardener show:

*Growing A Love
Of Gardening*





FINDING HIS PASSION

Joe found happiness in the dirt at an early age, and has since turned his love for all things green into a lifelong career

Take an eight-year-old boy, throw a stick into the ground, and watch them both take root and grow.

That's precisely what happened with Joe Lamp'l, who has literally been growing his love of gardening ever since the stick he threw as a boy took root and grew leaves. "Helping" his dad in the garden, Joe was hooked—he became fascinated with all things green: growing, rooting, and planting. He played, practiced, and made mistakes, and he loved every bit of it.

"At that point, I really didn't know what I was doing. But I was learning all kinds of stuff. One thing led to another, and I wanted to learn more," says Joe.

Joe grew up in Miami, which provided him with a great opportunity to pursue his hobby throughout a long growing season. His love and passion for plants continued, and he planned on majoring in horticulture in college. His mother wisely suggested he might also want to pursue a business degree, since there is generally more opportunity for business majors. After graduation, he was glad he listened, and went on to pursue a career in the financial industry.

The business career didn't last long, as Joe never lost sight of his love of horticulture and his training. Eventually, the green world called to him, and he started a side gig as a horticultural consultant.

Joe's public career began in a bit of a roundabout way. He wanted to find volunteer opportunities around Atlanta,

and decided a good way to do so would be to become a certified Master Gardener via a local extension agency. About that time, a potential new start-up home and garden magazine was looking for writers, and Joe agreed to write a monthly lawn and turf article. As it happened, HGTV sent an email out to home and garden publication editors looking for a host for a new television show in the works.

HGTV had specific requirements; among them, the host needed to be a Master Gardener. The concept was to show the viewers how to grow food from seed to table. The magazine editor thought Joe fit the bill and set up an introduction.

As Joe explains, *“I’d never been on television before, but I watch all the Saturday morning gardening shows [on HGTV.] I remember thinking, ‘I know everything they do and probably more! I can do this!’”*

Joe was screen-tested for the show. When he received the script, he felt *“silly”* practicing, so he decided to *“wing it.”* They ended up doing take after take, and no one offered any feedback at all. Joe had no idea what the outcome would be.

Several long months later, Joe stood on set in a field in south Atlanta to host the new series, *Fresh From the Garden*. It ran for three years, only going off air when they literally ran out of food to grow!

“I loved the format of the show. It was brilliantly created to show people how to start a garden and grow something from

Joe on set as host
for *Growing a
Greener World*®



start to finish. We just ran out of things to grow that people could eat—we had done it all. But I was finally able to get rid of my suits by giving them to Goodwill!”

After *Fresh From the Garden*, Joe hosted *GardenSmart*, a PBS show featuring Joe’s tours of public gardens around the world.

But from there, Joe decided he wanted to develop his own television show and have more editorial control. His goal? To teach viewers about organic gardening methods and being environmentally responsible.

In 2010, he launched *Growing a Greener World*.

By this time, Joe had also heard of podcasting. *“Audio is my first love in technology,”* he says. *“I’ve always loved audio. So I was intrigued by how I might use podcasting to complement what I was doing with my television show.”*

Joe hired a teacher to show him the podcast ropes, but after 37 episodes, the time commitment was just too much.



“With all the demands that came with being in the public eye, I just didn’t have the time to create the quality I wanted. I had to let it go for a while.”

Several years later, Joe returned to his audio “roots” with *The Joe Gardener Show*. He just recently celebrated his 200th episode with guest Monty Don, the world-famous gardener from the U.K. and host of BBC’s *Gardeners’ World*.

“Having the podcast is a great way to reach a very engaged audience of passionate gardeners of all levels around the world. I knew I wanted to bring the podcast back, but to be successful, I insisted on good audio. I’m an audio snob. With my background in television, it was important to me to have good production value.”

Consistency matters to Joe, too, so he committed to doing an episode a week. He combines his horticulture background and expertise with interviews with experts in the industry, asking the questions he knows his listeners would ask.

The Joe Gardener® brand has also expanded to The Online Gardening Academy, in which students can learn about all aspects of gardening, from the fundamentals to the soon-to-be released “Epic Tomatoes” classes. Combined with his podcast and television shows, the encyclopedia of gardening information Joe has made available is surpassed by none.

The awards and opportunities Joe has earned are simply the icing on the vegetable garden for spending a lifetime pursuing his passion.

“I’m lucky. This is my passion, and now my profession... and it has been for decades. I’m hoping for more decades to come.” 🍅



Leisure Category Director

Lori Lyons

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UNDER THE RADAR

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



PANTRY CHAT

“Homesteading.” The word brings to mind days of old, complete with images from television classics such as *Little House on the Prairie* and *The Waltons*.

But today, homesteading is considered a “self-sufficient” lifestyle and is being embraced more and more.

Pantry Chat is a weekly(ish) podcast hosted by YouTubers Josh and Carolyn of The Homestead Family. Tired of the city grind, they ultimately moved to a small property in the



country with the idea of being homesteaders. As they gained skills, they moved to larger homes and properties, ultimately ending up with 40 acres and 9 kids!

I love listening to this podcast. It appeals to my inner homesteader. The episodes are geared toward education and are therefore full of information not only useful for homesteaders, but to any listener interested in self-sufficiency. Josh and Carolyn started learning by growing vegetables on their apartment balcony, so know that it doesn't take 40 acres to appreciate the podcast.

The podcast is even more relevant today as listeners turn to growing vegetables and gardening as hobbies. Josh and Carolyn talk not only about gardening, but also about how to preserve the bounty you've grown and store the preserved food. They include tons of other practical tips, too.

Find *Pantry Chat*, and imagine the fuller and “simpler” lifestyle.

“Goodnight, John Boy.” 🎧

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Be Calm On Ahway Island

A Place Of Love & Safety

Wouldn't you love to fall asleep to the sound of a calming voice?

You can, if you listen to Susie Perkowitz, Creator and Executive Producer of the *Be Calm on Ahway Island* podcast.

This former radio producer is used to being the on-air talent for shows, but nothing prepared her for the impact she would have through her brainchild.

Susie recalled, *"I wanted to offer a gift to kids, so I looked to see what was already out there. At the time, in 2017, there were*

little to no podcasts with bedtime stories, but I was aware that both kids and adults have trouble falling asleep. I wanted to solve that problem. I wondered, 'How can we contribute to a healthy bedtime routine for kids?'"

And so, the peaceful proprietary space, Ahway Island, was born. Word spread quickly and totally organically. The show started getting noticed by moms' groups, and its popularity blossomed. Over 3.8 million downloads have been generated, mainly as a result of word-of-mouth and tons of positive reviews. Now, with over

450 episodes, the show is among the top 15 or 20 podcasts for kids in the US, Canada, and the UK.

While she works on audio projects through her production business, it is clear that this show holds a special place in Susie's heart—and what a big heart it is. She has poured oodles of time, money, and passion into this podcast, and it shows.

The mission is crystal clear:

“Some of the animals on Ahway Island are differently-abled, like the three-legged racoon, yet everybody learns how to get along. The stories are based on a message of inclusivity for all kinds of kids,” Susie explained. *“We celebrate our differences and want all children to feel like they have a place on Ahway Island.”*

Each story and character is original to Ahway Island, and the central character is a dragon. *“If you see pictures of Dragon, you'll see a little heart on the end of the tail. Dragon is our most inclusive figure, because Dragon simply goes by ‘Dragon.’ We refrain from Dragon pronouns or even a name that may have a connotation. Whatever parts of Dragon a child identifies with, we want them to feel safe doing so.”*

In the stories, children on Ahway Island may be a little scared when they first encounter a fire-breathing dragon. But Dragon is a kid, too, and has to deal with challenges from a child's perspective, just like listeners.

“Dragon is learning about the world

and how to interact with different kids and animals,” Susie adds. *“In this way, children learn how to work through the difficulties they might face.”*

Many of the stories are created to help kids figure out how to solve problems common to their age, like how to share, for example. Susie offered this scenario:

“What if you have a little sibling who

“We celebrate our differences and want all children to feel like they have a place on Ahway Island.”





“Dragon is our most inclusive figure, because Dragon simply goes by ‘Dragon.’ We refrain from Dragon pronouns or even a name that may have a connotation.”

wants to play with you and breaks your toy? How do you react to that if you are a big brother or sister? We are trying to help kids as they navigate the world and the range of experiences they have. When a character learns a valuable lesson, we want it to turn into a moment that kids can have in real life.”

This bedtime podcast not only offers teaching moments, but it also starts with a guided relaxation.

“I have done yoga for a number of years, and I’ve valued meditation for a long time,” Susie shared. “I suffered a sports injury years ago, and when I went to physical therapy, a Buddhist taught me meditation practices. It was all about being still, breathing, releasing stress, and clearing the mind. It’s such a simple technique that I knew kids could learn it, too. It was just a matter of figuring out how to translate a breathing technique into a practice that is easy for children to understand. That’s how we came up with the fun-yet-soothing concept of our deep dragon breaths.

“Lots of parents tell us that, whenever their kids get stressed, they say, ‘Let’s do our dragon breaths.’ I think that’s awesome! It breaks the cycle of stress, and everybody gets a chance to breathe and relax.”

Scenes of cozy relaxation are depicted in the adorable fan art on the Ahway Island website. Susie explained the inspiration for the drawings:

“Often during our guided relaxation, kids will have a listening buddy, like a favorite stuffed animal or blanket. They draw pictures of themselves listening to the show with this buddy, and parents submit the art.”

She added, “We get comments from parents that reveal the show is an integral part of their bedtime routine as a family. In some cases, it’s become the most special moment of the day that parents have with their children. Some adults also say that they love the podcast even though they don’t have kids. We even got feedback from someone who said the show helps their new puppy to relax.”



From the custom-written music to the deliberate absence of commercials, every detail of the show is designed to help kids fall asleep easier, faster, and calmer and have lovely dreams rather than nightmares.

“Much of my inspiration comes from the questions and experiences of my over 20 nieces and nephews of varying ages,” Susie said. “The team brainstorms ideas, and then the stories are written by a licensed educator who has worked in the special education sector and with small kids for over 20 years.”

With tenderness in her voice, Susie asked, *“What can we leave children with at the end of their day? What are the last things your kids hear at night? At the end of every story, the central character goes to sleep on Ahway Island with feelings of safety, gratitude, and love. We think that’s a great way to fall asleep.”*



488. GLOOMY DAY FUN: A RELAXING STORY AND MEDITATION FOR KIDS



176. IT'S TOO DARK: A KID'S MINDFUL STORY AND GUIDED RELAXATION



487. SINGING CLASS: A MINDFUL STORY AND MEDITATION FOR KIDS



174. PAL RIDES AGAIN: A GUIDED RELAXATION AND CALMING STORY



175. BUMPER BOATS: A CALMING MEDITATION AND KID'S STORY



485. THE COLORFUL OCEAN: A GUIDED MEDITATION AND STORY FOR KIDS



Ahway Island aims to celebrate our differences and wants all children to feel like they have a place

I couldn't agree more. Take a listen. The messages of kindness and encouragement promote restful sleep for you and your kids. 🎧



Kids & Family Category Director

Christine Franklyn

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Got a Kids & Family Podcast suggestion?

Let us know! ›



UNDER THE RADAR

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



MOM ENOUGH

Each episode of *Mom Enough* holds your attention from beginning to end of frank discussions that are simply fascinating. The expert guests are clearly carefully chosen for more than their research-based advice. They bring a fresh perspective to topics like exercise and pregnancy, rebuilding intimacy between parents, and concepts of beauty and body image.

I was pleasantly surprised to find that a recent episode even focused on consent in



relation to sexual assault and harassment and the need to discuss this topic with your child before they reach adolescence.

Dr. Marti Erickson, developmental psychologist, and her daughter Dr. Erin Erickson, nurse practitioner and maternal-child health specialist, are the co-hosts. They explore the daily joys and struggles of modern motherhood, from balancing work and family to considering how society views mothers. Marti and Erin are not afraid to toss in a few personal confessions and openly share conversations they've had with their kids, either.

As indicated by its title, this show addresses the worry moms sometimes have about whether their parenting approach is the right one and the way they may blame themselves if they feel their children are falling short. If you've considered what it means to be "mom enough," or wondered if it is possible to be "mom too much," this is the show for you. 🎧



COME & GET IT!

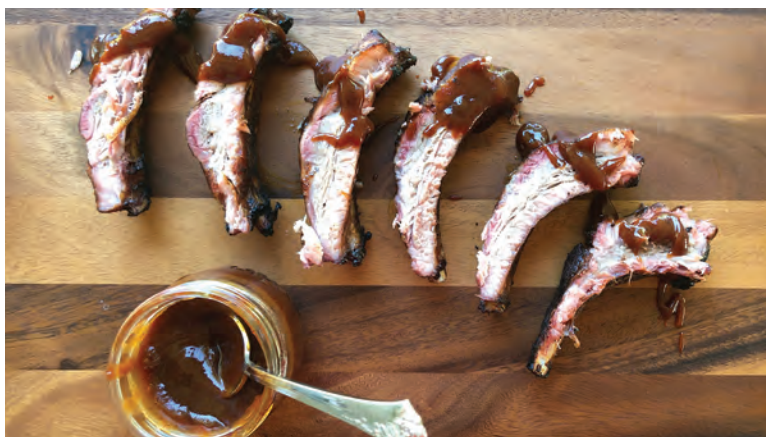
Home Cooking Tips, Tricks, & Treats From *The Kitchen Counter Podcast*

Who else but Roger Anderson's MOM would instill in him a love of home cooking? Wanting to “share that with other people,” Roger launched *The Kitchen Counter Podcast* seven years ago. It started out modestly—he shared tips and tricks he learned throughout his own home-cooking journey. The show has since evolved to include other voices, but at its heart, it really remains Roger's ‘audio kitchen.’

“I’m the type of personality where it’s super hard for me to stick with a list. Like, I could plan something out 12 months in advance, and about three months later, I’m like, ‘I’m gonna do something else.’ My interests pivot. And that’s how

I approached my podcast, sometimes to the chagrin of my audience, who might prefer a very consistent show with the same format, every time. I do a lot of different things. I almost view it as sort of a laboratory for myself.”

A few weeks into the show, Roger received his first email from a listener. He was so surprised that he initially thought it was spam. It would be the first of many, as people who were just learning to cook (new moms, or those ready to rely less on takeout!) began reaching out, as well. What started out as a “hobby” show based on his own love of cooking and sharing information turned into something so much more.



▲ Some of Roger's favorite dishes to make include (from top) Baby Back Ribs with Homemade Sauce, Peanut Basil Shrimp Noodles, and Brown Lentil Chili

In fact, the demand for interaction with Roger—who actually has a full-time job and runs the show as a side gig—grew so much that he decided to start a closed Facebook Group for fans and listeners to exchange recipes and tips. Because there's no selling in the group, it's considered a safe space for all levels of cooking experience. Members run the gamut from very established cooks posting gourmet, restaurant-quality dishes to people who have literally been in the kitchen for a week and don't even know how to cut an onion. And the beauty of it is, this whole spectrum of folks has come together because of the show.

~~~~~

**“I’ve been a home cook my whole life. I love to cook, and I love to teach people things about cooking.”**

~~~~~

Roger became interested in listening to podcasts about eight or nine years ago. Like most who discover the medium, it was like a magical world of content covering so many different subjects and voices opened up to him. Roger got really into listening to podcasts and thought it was a very cool medium. Finally, years later, he decided he wanted to host a show himself.

“I got really serious about it in early 2014. I just said, ‘You know what? I love this medium so much. I’m going to do this.’ But I didn’t have a real natural theme for a show. No ‘I’ll do a podcast about X.’ So I sat down and really thought about what I could speak about. What could I maybe make interesting for other people to consume? And that’s when I landed on cooking. I’ve been a home cook my whole life. I love to cook, and I love to teach people things about cooking.”

At the time Roger launched, there were a few celebrity cooking podcasts already available on iTunes (now Apple Podcasts), but there weren't really any home cooks speaking to other home cooks, as opposed

to celebrities. Roger was just a normal person, like everybody else who sits around their kitchen counter and talks about what they're cooking for dinner, or how to sear a steak, or to share a recipe for a great soup or dish. That was the spark that got him going, and later that year, he started *The Kitchen Counter Podcast*.

"I think what I would say, especially for folks who are new to being podcast listeners, is don't overlook the independent voices in the medium. I mean, there are a lot of famous folks who have podcasts, and most of those podcasts are obviously pretty fantastic. But for every one of those people, there's 20 more like me who aren't celebrities, but have good things to share. Plus, we are building an audience, and in

many cases, can engage with the audience even more so than the famous podcaster can. So don't overlook the independent voices. There's a lot of them out there, and there's a podcast for everybody. There's also an independent voice with a podcast for you."

One of the most important things that *The Kitchen Counter Podcast* is intended to do is to support people who tune in to learn not only recipes, but also the idea that their meals don't have to turn out looking "magazine perfect." This allows listeners to take the pressure off and really begin to enjoy the pleasures of cooking at home.

"This isn't necessarily an actionable pragmatic cooking tip, but here's what I tell everybody: The world is full of amazing

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food media, right? You can go to the Food Network, or the Cooking Channel, or your glossy food magazines, or your amazing blogs with the amazing pictures. But I tell people who are getting in the kitchen that real life isn't like that. Okay, it is amazing stuff. And it's a great source of inspiration. But if you go into the kitchen thinking you need to turn out food that looks like that, you're going to set yourself up for failure, because that's not how real people cook. And that's not how real kitchens look. And that's not how real food looks.

"As long as you love it and it tastes good to you, who cares how it looks? It doesn't have to be photo-worthy. So that's one of my main tips for folks, is to just take all of that stuff with a grain of salt, because it can really hamper your progress. And don't worry about people judging you. There used to be a time where I'd go to the grocery store, and I'd be nervous. Like if people were looking at my cart. Like 'Oh my god! He's got a box of macaroni and cheese!' Who cares, if cooking a box of macaroni and cheese is your thing?

You know, you've got to start somewhere. And not everybody's in the kitchen cooking scratch-made organic food. That's a myth. That just doesn't happen no matter what that blog you follow says."

Roger's segments might range anywhere from him doing a monologue and delivering tips to bringing a guest in to talk about something to live cooking. The show is totally audio, which may be a bit of a surprise for a cooking show. But this is a side gig, and video editing is outside of Roger's wheelhouse for now.

The once-a-year Halloween episode is by far his most popular, in which he features all the weird foods people eat. Last year, he did a Frankenstein-themed episode with a random sandwich generator. They had on hand a variety of ingredients, and using the generator, randomly drew, made, and tasted sandwich recipes.

Fun is definitely one of the ingredients in *The Kitchen Counter Podcast* that keeps things fresh and inspiring for both Roger and the audience. 🎧



Arts Category Director

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Wickedly Smart Women Podcast 🎧

Got an Arts Podcast suggestion?

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UNDER THE RADAR

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



KIDLIT THESE DAYS

Stories from the border, walking through the world as a transgender individual, the importance of “own voices” stories, making disability visible, supporting learners and literacy... these are the things going on in the world today. These are also the things going on in children’s literature.

Over the last two years, the BookRiot-produced *KidLit These Days* has featured hosts including *New York Times* best-selling “middle grade” author Karina Yan Glaser,



elementary school librarian children’s book reviewer and podcaster Matthew Winner, writer and education policy wonk Nicole Young, and Nusrah Javed, who grew up in the UAE with very limited access to books.

In each episode, the host(s) look at a current event through the lens of children’s literature or interview guests who represent the diverse voices and experiences at the heart of what is going on in the world. They also recommend their favorite books for readers from birth to middle school to help carry the conversations forward into the listeners’ homes, classrooms, libraries, and story times.

For moms or anyone with kids who wants to put their finger on the pulse of what’s happening in the world and gain support for navigating the complexity of these times, there is no better way to build a bridge than through listening to *Kidlit These Days* and then reading and discussing powerful and empowering books. 🎧



CARCEREM

Monsters, Magic, & Sword fighting (Oh My!)

In the arcane land of Aaru, full of regal country sides and forests, it's once halcyon days now gone, and people are resolved to live separate from each other. The prophecy passed down, followed by believers, will set forth the path for the One, leading the land of the Aaru back to its days of lore.

Fiction podcasts are exploding.

And as the podcast creator, you can make your audio drama as simple or as complex as you'd like.

It's even possible to create a fiction podcast all by yourself (although you'd have to wear an awful lot of hats: writer, actor, and audio engineer).

Or, you could go in the complete opposite direction and enlist a small army of talent.

Welcome to *Carcerem*, an original story fantasy audio drama series complete with

a full star-studded cast, awesome sound effects, and a full, original musical score. Some of the actors are household names, including Jane Lynch (*Glee*), Piper Laurie (*Twin Peaks*, *Fraiser*), Sharon Muthu (*Modern Family*), and Writer/Actor/Producer Cameron Crowe.

"It takes place in the land of Aaru," said Shane Salk, one of the creators. "At one point, magic had been used to make the land very nice and prosperous. But years before, everything kind of turned to dark magic, which was once glorious, but is now

feared by all and tracked down. And there's a group of basically state-run marauders called 'vigiles' who come around and take children who are shown to have magic. There's a prophecy that's been passed down through generations that talks about how there is a one true Savior, and our heroes go off to try to help, because they think they found that One, and want to help him save the land of Aaru.

"There's monsters and magic and sword fighting, and we actually start right into the middle of the action. There are over 120 characters and actors in the first season... which is a lot, as it turns out."

If that weren't enough, there's also 31 episodes in the first season (whereas most audio dramas have 10 or less episodes per season).

"My daughter and I were watching Disney+," said co-creator William Holmes, "and they have a 10-episode documentary around the making of Frozen 2. It was really interesting. So, I'm about three episodes in, and I kept looking at my daughter and saying, 'This is what we're doing. But they have 1500 people working on it, and we're putting ours together with just me, Shane, and a handful of people.' So, it's a been an eye-opening experience. It's a hell of a project we took on."

Salk has been working in the audio drama space for over a decade, starting with *We're Alive* (which has now well over 200 million downloads) in 2009. "So, I was at the very forefront of this audio series movement."



FEATURES TALENT INCLUDING ▼





MAKING OF THE MAGIC

(above, left to right) Shane Salk, Laura Davy, Luke McKinley, JoJo Henrickson, Aaron Castellan and Justin Henrickson get together for a writers weekend

(right) Co-Creators Bill Holmes and Shane Salk



William Holmes (left) directing Neil Flynn who plays Vorlauf



Part of the inspiration for *Carcerem* came from Salk's childhood. "I grew up listening to old-time audio, from like the 40s, 50s, and 60s. And so, I have a great mind for sound design and bringing it up to date."

Holmes adds: "One thing I love about this medium, and I've done everything from film, to animation, to everything, is that the audience totally gets to create what they see in their own head. For instance, my own son, when he was listening to it, he said, 'Oh, it's kind of like I'm reading a book. I'm seeing it like I'm reading a book.' Even Shane and I argue about it while we're making the thing. Occasionally, I go, 'Wait, no, no, no. When we're in the bar, this is over here.' And he's like, 'No, no, no, it's

over there.' But I love it when people say things to us like, 'Listen, when they were running up that hill and blah, blah, blah...' And Shane and I look at each other like, 'Did you see a hill? I didn't see a hill.'"

"We create it like a movie," Salk said. "When we wrote it, we wrote it like a movie. We don't downplay it because you don't see things. We talk about the sound design like it's a film shot. For instance, the shot zooms in on the person here. And then we pull back. And we see there are two people here, and then push in and go to a two shot. So we create it like a movie."

Holmes continued: "In fact, we actually had to educate the writers we hired to

“One thing [we] love about this medium, and I’ve done everything from film, to animation, to everything, is that the audience totally gets to create what they see in their own head.”

write it like that. They would ask, ‘Do you want us to write stuff like ‘He goes to the window and opens it?’ And we’d say, ‘No, just write it like a film.’ And they would always look at Shane and go, ‘Well, how are you going to get people to see that?’ We’re like, ‘Relax, it’ll happen.’”

“It really is how we think about it—it’s more than an audio experience—it’s an immersive experience,” Salk explained. “When I came to this project, I knew I didn’t want to do it like a typical audio drama. I wanted to make Game of Thrones. I want to be the HBO of audio theater. I don’t want to use the excuse, ‘Oh, well, because it’s audio, people will buy it,’ or ‘Because it’s audio, people will understand the quality.’ I didn’t want that. So I’ve been working on putting all of this together for many, many years. And we pulled it off.”

As for what’s next for *Carcerem*, once this first season is complete, we’re just going to have to wait and find out. Salk isn’t talking. 📞



Fiction Category Director

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The Write Inspiration podcast 🎧

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UNDER THE RADAR

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



KID POD THEATER

This year for Mother's Day, rather than watch a family-friendly movie, why not try listening to a family-friendly podcast?

Kid Pod Theater is a cute, fun, science-fiction audio drama perfect for the entire family. The storyline arc is short and sweet—just six episodes—so you can easily binge-listen even if your kids have a short attention span.

The first story arc, *Rescues*, is about how 13-year-old Danny is helping his mother's dog rehabilitation business (and what kid



doesn't love a show about a dog?). Except... the new stray he brought home doesn't seem very doglike.

The beauty of listening to this podcast versus watching it is that YOU get to decide what the new stray actually looks like. I especially enjoyed the stray's sound effects, as it's pretty clear from the beginning it doesn't sound at all like a dog, but ... what *does* it sound like?

I also enjoyed how the creators were able to use only sound to show (rather than tell) how the relationship between Danny and the stray changes and grows.

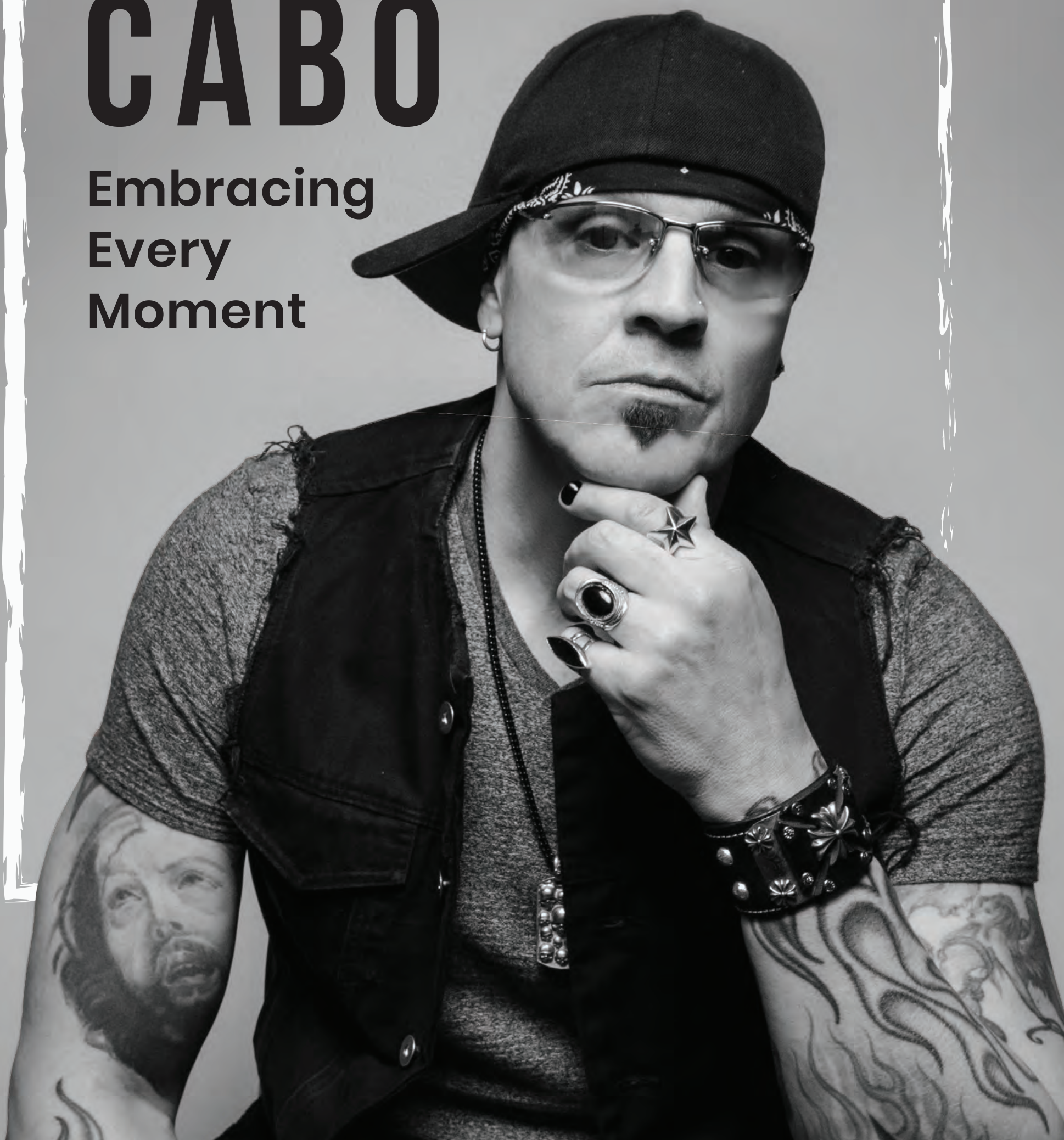
There's even a little humor and adventure thrown in.

If you and your family are looking for something different, something that allows your kids to use their brain and creativity more than by watching a screen, I'd highly recommend *Kid Pod Theater*. It might be your next favorite family activity. 🎧



MANNY CABO

Embracing
Every
Moment





“You’ve got to be in it to win it.”

That’s Manny Cabo’s mantra. It’s no wonder this award-winning singer and music editorial photographer is making an indelible mark on the competitive entertainment industry not only with his talent, but by the lasting impact he has on practically everyone he encounters.

Manny broke linguistic barriers when he became the first New Jersey native to have an incredible four-chair turn on NBC’s *The Voice*. He also showcased his vocal prowess on NBC/Telemundo’s *La Voz*.

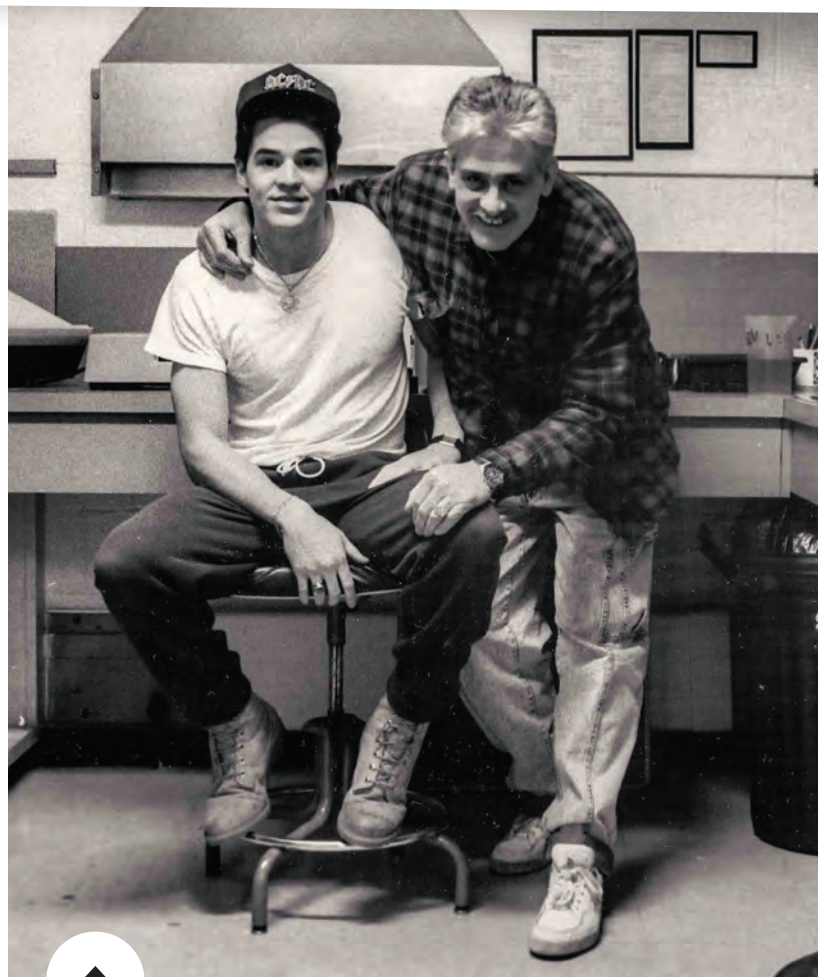
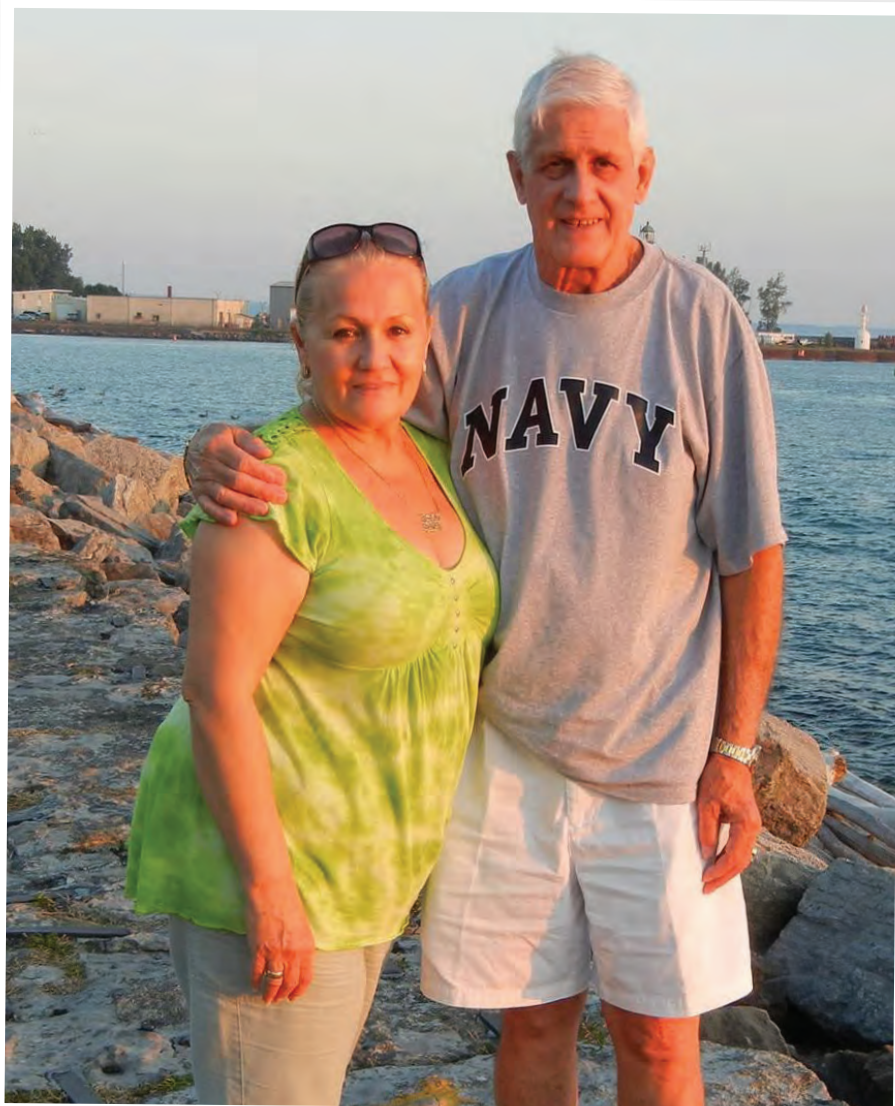
For him, *The Voice* was an amazing experience. *“It allowed me to share my talents as a singer ... but it also gave me a purpose. Not only did I turn the judges’ chairs, but I also turned the hearts of many people who doubted me and themselves. I got to use my voice and this platform to be the voice of so many artists out there who have been through the same types of hardships and struggles I have.”*

Manny’s most recent devastation was losing his dad to COVID-19 on December 1, 2020. The tragedy has given him a different outlook on life.

“We tend to be focused on the illusions of this world and the accolades rather than the things that matter, like family,” said Manny, who has learned to appreciate every second and every breath.

Manny’s connection with his parents began even before he was born.

Doctors had advised them not to have him,



AN UNBREAKABLE BOND

Manny is extremely close with his parents (*pictured above*), especially his Dad (*below, in 1997*), who he tragically lost to COVID-19 just last year



Manny with his daughter and wife on set of *The Voice* after getting a four-chair turn from the judges

“I got to use my voice and this platform to be the voice of so many artists out there who have been through the same types of hardships and struggles I have.”

because it wouldn't be an easy delivery, and chances were, he wouldn't make it. His dad was defiant:

“Absolutely not. We're having this kid.”

Manny's sense of gratitude was unmistakable. *“I'm here because of him. That's why I'm always inclined to favor the underdog and never give up on anyone.”*

Manny's dad, a professional photographer, was also the first person to put a camera in his hands. Manny watched his father capturing moments in time that would never recur, and he discovered his own love for photography. His fascination eventually turned into a career, bridging the gap between music and photography for his fellow artists and leading to rare endorsement deals with Sennheiser, Photoflex, and Westone.

Whereas Manny's father is also connected to his love of music, having raised Manny on a steady diet of an eclectic range, Manny credits his mother, an aspiring singer in

her younger days, with teaching him to be a loving person.

Growing up, Manny was often bullied. His mom told him, *“You are a beautiful person, because you have a lot to offer this world. Don't let people skew the way you are because of their negative influences, pitfalls, and insecurities.”* She is the main impetus for his anti-bullying and anti-hate messages.

Clearly, Manny's parents impacted his life in beautiful ways. He vividly recalled his dad's words just before he took him to the hospital:

“I'm so proud of you, son. Of everything you've done. Just promise me that you'll never give up.”

That's a promise Manny can easily make. He keeps his life free from toxic experiences and narratives and describes himself as *“a big risk-taker.”*

“You'll never know unless you take



that leap of faith. What's the worst that could happen? There are always other opportunities that stem from being bold, because the universe loves a stubborn artist."

Manny is also now committed to living without regrets. *"Live your life, because you're useless to others if you're not useful to yourself,"* he advised.

That's the reason he started his *Mojo for Musicians* podcast. *"I give my audience the reason to embrace the why in the music business, and I provide the tools to help them pursue their passion."*

"In the entertainment industry, you need to have tough skin. What I've found fascinating about the podcasting community is that they are the most helpful, approachable, and receptive people in any industry. I think I made the right decision to get onto Clubhouse, and I'm into my second season. Some of the most incredible, iconic people in any industry are there, and you're elevated as you mingle with them and learn from them."

Manny prefaces every episode with tips gleaned from his interactions with Grammy award-winning producers and engineers and Emmy award-winning directors. *"I created this channel because I know how frustrating it can be for my fellow musicians to find answers to their questions. So, I decided to provide answers and interview artists who can offer key pieces of information that will help others sidestep the issues I encountered when I was just starting in this career."*



MANNY

listens to



THE SCHOOL OF GREATNESS

Dream bigger, live better, make an impact: a podcast by Lewis Howes.



MUSIC INDUSTRY BLUEPRINT PODCAST

Rick Barker discusses recent changes in the music industry.



THE EDDIE TRUNK PODCAST

The most well-known personality in hard rock and metal music brings his insight and in-depth conversations.

"I give my audience the reason to embrace the why in the music business, and I provide the tools to help them pursue their passion."



“It’s really gratifying to have so many opportunities, through my artistry, to help other people achieve greatness and successes in their lives.”

“You need to have a clear message. If people believe in your message, they are going to spread that message to others. If you can take your audience on your journey with you and let them know you struggle just like them, they love that... and you’re inspiring them to create their own journeys.” This is precisely what’s been happening among the podcast’s community of “Mojo Maniacs.”

“When somebody has made something easy for me to understand, I see that as the kind of lightbulb moment that I strive for in every podcast episode, every song I write, and every performance. It’s really gratifying to have so many opportunities, through my artistry, to help other people achieve greatness and successes in their lives.”

And perhaps best of all, Manny’s work keeps him true to his dad’s philosophy that he has since adopted:

“If I don’t love it, I won’t do it.”

And his father’s words have proven to be spot on:

“If it’s something you hold true in your heart,” Mannie said, “you never stop or look back. Just keep going forward. Your belief in the truth of your passions will always be your guide.”

With a firm belief in action creating inspiration, Manny is pursuing his passions and helping others do the same. 🎧



Music Category Director

Raven Blair Glover
music@podcastmagazine.com
Amazing Women And Men
Of Power 🎧



Don’t miss Raven’s weekly show in ClubPod™ on Clubhouse.

Every week, Raven covers **RedCarpet Interviews**, inviting those with podcasts to join in on a rapid fire Q&A session. Participants can strut their stuff on our virtual red carpet and showcase their podcast in front of hundreds.

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UNDER THE RADAR

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



TWENTY THOUSAND HERTZ

Twenty Thousand Hertz is anything but your conventional music podcast. Creator and host Dallas Taylor doesn't delve into the usual music or artist-related topics.

His podcast reveals the stories behind the world's most recognizable and interesting sounds.

Do you find yourself humming along to the familiar fanfare that introduces every 20th Century Fox movie? A recent episode of *Twenty Thousand Hertz* featured interviews with Academy Award-nominated composer



David Newman and film historian Aubrey Solomon who discuss this enduring piece of music, which was first composed almost a hundred years ago.

One of my favorite episodes is "808," which is the name of arguably the most iconic drum machine ever made. Apparently, it's present in lots of hit songs, and performed by the likes of Usher, Whitney Houston, Phil Collins, and Marvin Gaye.

DJ Jazzy Jeff, who is featured in this episode, said, "*There was nothing that was more distinctive and sought-after than an 808.*" He and Paul McCabe from Roland Corporation, a manufacturer and distributor of electronic musical instruments, trace everything that happened from the time this drum machine was released in the eighties to the period when everybody was trying to get their hands on it and DJs expanded its possibilities.

Throughout the episode, snippets of the various instruments, sounds, and songs are as entertaining as the smooth voice of the host. 🎧

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Ildiko Ferenczi & Dan Caldwell

Podcasting Power Couple

Seasoned entrepreneurs Dan Caldwell and Ildiko Ferenczi have each founded and built multi-million-dollar companies.

Dan is the co-founder and former CEO and president of TapouT clothing company as well as the owner of several small businesses, including a real estate office. He is also an actor and has produced several documentaries including *Clockwork Orange County* and *History of MMA*.

When Ildiko was just a child, her Hungarian, serial-entrepreneur mother immersed her in the details of her business. At seven, she followed in her mom's footsteps by becoming a



businesswoman. Her very first venture? Face painting. By the age of 13, she had opened her first brick-and-mortar business. Her passion for the arts eventually led her to become a successful actress, model, and producer... as well as the founder of Canada's first woman-owned architectural concrete company.

Dan and Ildiko met in 2012 while in Las Vegas for work. Four years later, they were married.

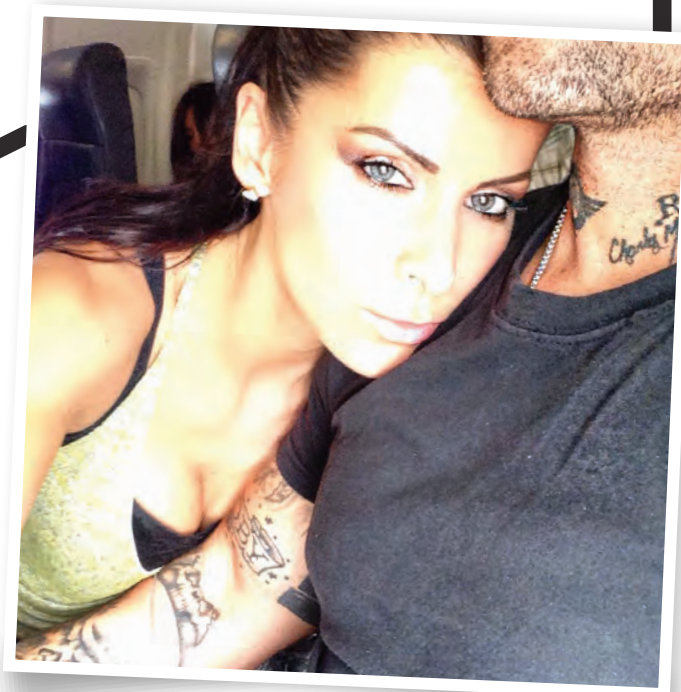
Today, they travel the world nurturing a shared passion in the name of one of their companies, Billionaire Collectibles. They hunt down signed pieces of history *“from the most influential, coveted leaders and entrepreneurs of the past,”* like Abraham Lincoln and Steve Jobs. Next, they feature each item with the leader's most powerful quotes, capturing their legacy within a frame.

“I think Dan and I have loved quotes even through our darkest times. It's something we just had in common. We would write quotes on our mirror or stick them on Post-It Notes all over the place, just to inspire ourselves.”

“I remember seeing Walt Disney's quote, ‘If you can dream it, you can do it’ on an old, shutdown movie theater when we were building our business,” Dan said. *“It's popularized now, but back then, I'd never heard it before. I went straight home and wrote it on my mirror and looked at it every single day.”*

By all accounts, these parents of two are living their dream life.

“Every day, we woke up and talked about the business, dreamed about the business and where it was going.”



Professionally, Dan's success skyrocketed when TapouT—the sports clothing company he co-founded with Charles Lewis—became the largest distributor of MMA merchandise in the world, recording tens of millions of dollars in revenue.

“Charles and I met when we were both working as security guards at a high school in San Bernardino,” Dan said. *“I was 19 years old. We hung out every day; we trained every day; and we became best friends.”*

“I wanted to be a police officer and talked Charles into it, too. So we went through the Academy together, and then, he got picked up by the Sheriff's department, and I went to the police department.”

“We saw the very first UFC in 1993 together, and immediately thought, ‘We need to learn how to do that stuff, because that’s the future of law enforcement.’ A week later, we were training with Royce Gracie in Torrance, California.

“The early days of Brazilian Jiu-Jitsu and mixed martial arts were just fun. We wanted to learn everything we could. We even bought all the tapes and videos. That’s what brought us into the world of UFC. And when we saw how many shirts the Gracies were selling, we figured we could do something similar—build a brand in the UFC space.”

Build a brand they did. Dan and Charles went from selling t-shirts at the underground MMA competitions out of the back of their car in 1997 to growing a multi-national corporation that has dominated the fitness culture.

“Every day, we woke up and talked about the business, dreamed about the business and where it was going,” Dan shared.

But on March 11, 2009, Charles was killed in a high-speed car crash. Everything changed—including the landscape of their business.

“It just wasn’t the same anymore,” Dan explained. “My heart was no longer in it a hundred percent... definitely not to the point of being able to run it full time. So I relinquished my position as CEO, but remained president.”

A year after Charles’s death, though, Dan and his partners sold TapouT.

Around this time, Dan and Ildiko began listening to two podcasts: John Lee

Dumas’s *Entrepreneurs on Fire* and Pat Flynn’s *The Smart Passive Income Online Business and Blogging Podcast*.

They were inspired and looking for something new, having both just exited from their businesses. Realizing they too could help people with the knowledge and expertise they’d amassed over the years, they decided to launch a business podcast focused on entrepreneurial success.

And then, *“Life got crazy,”* Ildiko said.

“Being a parent entrepreneur might be the hardest job in the world... you’re trying to juggle all those relationships in a meaningful way.”



Photo credit: Vancouver Headshots Inc

The pair did a lot of traveling, and there seemed to never be a “right” time to start the venture they’d talked about. And then, when they finally began looking for a studio, they were blessed with their son, the first of two “*miracle babies*.”

“Something big always came up,” Dan said. “But truly, in the end, I think all those things happened for a reason. We ended up adjusting our whole angle, because by the time we were ready, there were already so many business podcasts that it would be almost impossible to stand out.”

“It’s the same story, over and over again,” Ildiko added, “and we wanted to be different.”

“There were no podcasts concentrating on entrepreneurs who have kids and the specific struggles they face. There were parenting podcasts and entrepreneur podcasts, but no parent-entrepreneur podcasts,” Dan said. “It was like, ‘Why don’t we do that?’”

And so they did—launching the *Pretty and Punk Business Podcast*.

With it, they invite listeners on “an incredible journey to discover how the world’s leading men and women entrepreneurs are raising kids while building successful companies!”

With a five-star Apple rating and significant number of monthly downloads, Dan and Ildiko are clearly reaching parents all over the world as they interview influential power couples to glean valuable insight into the true meaning of success.

DAN & ILDIKO

listen to



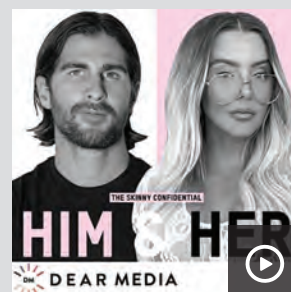
THE GOOD LIFE WITH STEVIE & SAZAN

We aim to warm hearts, inspire minds, and captivate listeners through intimate stories and powerful conversations.



THE ED MYLETT SHOW

Showcasing the greatest peak-performers across all industries in one place, sharing their journey, knowledge and thought leadership.



THE SKINNY CONFIDENTIAL HIM & HER PODCAST

A mix of entertainment with world class leaders, entrepreneurs, athletes, best selling authors, experts & thought leaders.

But their reach is about more than the keys to success. It’s about relating with others via the sharing of stories, too.

“I think what attracts people to Dan and I is that we connect with them through our stories,” said Ildiko. “Our podcast is about so much more than ‘business advice.’ We’ve had a lot of tragedy in our lives. I lost my brother, and Dan lost Charles... humans seek connection through stories.

“We try to find and focus on the blessing



behind the tragedies. Even when we lose someone for no reason—even when nothing makes sense—you have to ask yourself, ‘Would I rather have known my brother for 18 years or never at all?’ And then, you start finding the blessing and the positive in that story. You can’t let tragedy drag you down and stop you. Everybody is special. Everybody has something within them, no matter what they’ve faced in life. And that’s our goal... to bring that out.”

“Being a parent entrepreneur might be the hardest job in the world,” Dan added. “You love your business. You love your kids. You love your spouse. And you’re trying to juggle all those relationships in a meaningful way while dealing with the obstacles that come up in life. We want people to know that there are other successful people going through those same struggles. And sometimes, we just need to hear from one another.”

Dan and Ildiko are open with their listeners. Rather than plaster social media with images of a perfect life when

“Being a parent entrepreneur might be the hardest job in the world... you’re trying to juggle all those relationships in a meaningful way.”

the going gets rough, they pull back the curtain to show other parents that they are not alone in their toils.

When their second child was born last year, doctors diagnosed Ildiko with a life-threatening condition. She underwent a 10-hour surgery and has since regained her health. Practicing what she preaches, Ildiko searched for, and found, the positive:

“Successful people share their secrets on our podcast. God, what a blessing! Thank God this happened. I mean, I wish it didn’t, but it is a blessing.”

To give you a taste of the type of advice Dan and Ildiko cover on their podcast, they recommend that couples who work together introduce their kids to their business and what they do.

“It helps kids understand why we’re busy,” Dan said, “why we’re doing the things we’re doing, and why we sometimes have limited time. Instead of saying, ‘I’m busy,’ I take every opportunity to explain what I’m doing. I sit my son on my lap and tell him what the company does. It’s also important to keep your relationships

PODCAST MAGAZINE®'s
TOP 50
 Moms In Podcasting!

Check out *Pretty and Punk* at #5 in our Second Annual **Top 50 Moms In Podcasting** feature!

See the full list > p.8

Ildiko with her son Daniel and daughter Destiny



Photo credit: Alloria Winter Photography

strong in front of them, so they don't see that slip. Sometimes, if I'm doing my thing and Ildiko's doing her thing, we tend to pull away. And we just had to become self-aware, so we can notice and correct it."

Ildiko agreed, adding: *"I feel like having something you're both passionate about that really brings you together and strengthens your relationship is amazing, but you can't lose sight of the relationship. You always have to keep your relationship a top priority, because in the end, when the kids are gone, you don't want to be living with a stranger."*

So, what does the future hold for this dynamic duo? Reaching even more people—hopefully, via seminars.

"We really love to speak about this topic," Dan said, as Ildiko chimed in, "It's a way to give, and giving feels so good! That's why I love podcasting."

"It's just fun for us," Dan agreed. "I mean, not that we don't want to make money with it, because we are turning it into a business. Any entrepreneur in this type of space likely understands the struggle to

help people while building a business, too. You would do it for free, right? You really would, because you just love it that much. But the entrepreneurial side of you wants to create a business, too. So, for us, we're hoping to get in front of more people, more often, to share our message."

It has been said that the entrepreneurial journey leads to extensive personal development and growth. That journey is even more winding and, for many, fulfilling when traversing this path as a spouse and parent. Dan and Ildiko not only provide their expert advice for accomplishing this feat successfully, but also model how to navigate life's pitfalls while finding the blessings within. 📌



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 Reinvention Radio 🎧



SCIENCE WITHOUT BIAS

Sifting Through The Noise





In a time when people believe the idea that even scientific “fact” can be interpreted, Jessica Steier and Andrea Love provide listener relief by ‘sifting through the noise’ in their show, *Unbiased Science*.

Inspired by the chaos of misinformation, Jessica and Andrea were driven to do something to tame it. Each brings different-but-crucial aspects to the show: Andrea is the immunologist and “bench/lab scientist,” whereas her co-host, Jessica, is the data scientist.

They went to undergrad together and kept in touch over the years, sharing their mutual frustration with the misinformation around science.

“I got a new glimpse into the horrors of misinformation on social media when I became a mom,” Jessica said. “I was joining all the different mom groups and saw things that really are my worst nightmare, particularly around vaccinations. There is so much pseudoscience out there.”

Andrea had been frustrated by the dearth of accessible science over the years. Working in infectious diseases doing immunology research, she found the more she learned, the more she saw the greater disparity in the information between the scientific community and the general public. She expressed her frustration:

“We see a lot of predatory behavior, even from people in the science or medical communities, who are



promoting these unfounded treatments, or pushing unproven supplements, and spreading anti-science or pseudoscience.”

Both women are thought leaders in their areas of expertise who often guide discussions within their own networks. And when COVID came around, they were inspired to take action and combine forces, believing there had to be a better way to help people understand the science around the virus. After doing a few LIVE sessions on Instagram and Facebook and receiving a great response in regard to their unique chemistry and representation of both the macro and micro level of science content, they felt the need to take the obligation upon themselves to be the stewards of information.

They decided to launch the *Unbiased Science* podcast.

This dynamic duo has a beautiful rapport that allows the content to flow with

a sense of fun and humor. Ensuring removal of bias and accurate data finding, they see *“everything through a scientific lens and leave our own opinions and biases at the door.”*

In a time when politics has had a huge impact on miscommunication, Andrea and Jess approach topics by inviting disparate views. With the exception of trolls, they want to encourage dialog and discussion. They invite their audience to submit questions to “Heard from the Herd” (a nod to herd immunity) to engage with them directly.

Working hard to avoid misinterpretations, they focus on evidence-based science. Re-orienting the listener on how they view science, they provide the steps on how data is collected, interpreted, and communicated from various sources. They aide the listener in removing their personal bias and assumptions through clear presentation of data and explaining



**“We are
passionate and
nerdy about
every single
episode.”**

← **DYNAMIC DUO**

Both thought leaders in their areas of expertise, Andrea (left) and Jessica combine forces to help listeners understand evidence-based science



when results are from correlative effect rather than a causal link. When covering topics like pesticides or debunking myths, specifying sample size and variables and explaining the impact on the data helps the listener think critically.

“We are passionate and nerdy about every single episode,” Andrea said.

As a public health data scientist and an immunologist, they both have a passion for vaccination information and virology (not limited to COVID). Their episode on protecting human subjects in trials—the systems put in place and the transparency required—tackles the “elephant in the room” by understanding the existing safety protocols and regulations in place in order to enforce them.

Their intent is to have a finger on the pulse of where the misinformation sits and to hear people’s concerns. For example, what is MRNA? How does it work, and is it safe?

Jessica and Andrea break down technical language into understandable and “reframed” accessible modalities and terms. This enables their diverse audience to interpret and explore the science without bias.

The goal is to provide accessible and free content for people who want to immerse themselves in the sciences. With that, they are building a community of amateur scientists inquisitive about the natural world.

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Hinge





**“[We see]
everything
through a scientific
lens and leave our
own opinions and
biases at the door.”**

In future episodes, they will help people learn how to spot pseudoscience and have a critical lens when reading scientific papers. They also hope to bring back the credibility of objective science and scientists and expertise.

When not hosting *Unbiased Science*, Jessica is the co-founder and CEO of Vital Statistics consulting (public health and data analytics firm) evaluating quality of care and findings. Her biggest role, though, is mother to Dylan (4) and Sophia (3) who “*keep her on her toes.*” She is also the wife of an ER doc. ‘On the side,’ she teaches a remote course in epidemiology and biostatistics to physician’s assistants in New York. “*Never a dull moment,*” as she says.

When not on air, Andrea works for a biotechnology company that develops instrumentation for research. She helps other researchers develop assays to

answer a variety of questions and conduct experiments. She is currently writing, speaking, and managing a team of scientists while occasionally freelancing in immunology expertise.

She “*fits in*” podcasting with Jess on the weekends.

These two self-declared introverts love the podcast medium and look forward to sharing more content beyond COVID and vaccines as well as encouraging more girls to get involved in STEM careers. They hope to work more with media and reporters to aid and teach them how to provide more unbiased science in public communications. 📻



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UNDER THE RADAR

Dr. Heidi's Independent Review Of A Science Podcast You Probably Haven't Heard Of... But Should Be Listening To



THE WILD WITH CHRIS MORGAN

Do you love nature? Curious about how it survives, despite humans? Ecologist Chris Morgan, host of *THE WILD*, invites listeners to join him in discovering different aspects of nature firsthand.

This show provides beautiful insight into wild animals and their stories, as well as the humans who work with them as protectors. Chris adds in thoroughly researched content to provide the listener with a wealth of knowledge on the life and survival of many



species. The show's Instagram account has amazing photographs to accompany the podcast's stories.

THE WILD takes listeners across the Pacific Northwest and around the world. The production is done so seamlessly, integrating sounds of the animals and their habitats. Chris's spontaneous interactions as he explores wildlife and the complex web of ecosystems they inhabit and his narration provide for excellent storytelling.

This podcast is an auditory feast for the ears. Morgan's voice is a perfect complement to the rhythm of the natural environment he describes. Close your eyes as you listen; you can easily imagine yourself right there with him. From his fondness for big cats to even the smallest of creatures, Chris takes listeners on a wild journey through his two-and-a-half years of episodes. Enjoy! 🎧



Dominique Young

You Don't Have To Be Perfect To Be A Great Mom

When it comes to spiritual leaders, it's easy to assume they have it all together. Otherwise, they wouldn't be leaders, right?

After all, you wouldn't look to someone who is struggling like you for guidance, would you?

From the outside, Dominique Young looks like she has it all: a successful podcast and a growing ministry and family. But the best leaders lead from their own brokenness, seeking to serve others who suffer as they have. Young's story is no different.

She grew up in Virginia, attending church around major holidays. When she was asked to lead a Gospel choir, she said "yes" because she enjoyed music. As a leader, she attended Bible studies and was intrigued. Then one day, she surprised everyone by

committing her life to Jesus out of the blue. The group members simply assumed she was already on board with the faith.

But in fact, the reason was more personal:

“I thought that giving my life to Jesus and really running after him would in turn get rid of the mental health struggles I was dealing with. But it didn’t happen that way,” Young reflected.

Young suffered from anxiety her entire life, and it was lonely. *“My emotion was overwhelming. My body would respond, usually by uncontrollably shaking, and sometimes tears,”* she said. *“The more you think about things during it, the worse it gets.”*

So, she became really good at recognizing the early signs of an attack, so she could sequester herself away from others when one occurred, thereby keeping her secret.

“I felt like I was a disappointment to Jesus,” Young confessed, believing the anxiety meant her faith was weak. She also felt she had to be ‘perfect’ to be accepted in community or by God. As she struggled with it, she longed for God to free her from its grip.

“He was like, ‘Just focus on me, and I will be with you,’” she said.

So, she kept praying about her experiences, while still hiding them from everyone she knew—including her husband. The secrecy only made things worse.

Then, she had two children in quick

“What I’ve noticed is that a lot of people just don’t want to go through this alone.”



succession and experienced postpartum psychosis. *“They always talk about postpartum depression, but I didn’t know postpartum psychosis was even a thing,”* Young explained. *“You literally hear voices. I know that sounds crazy, because it felt crazy,”* she said.

That’s when she drove herself to see her aunt, one of the few people who knew what was going on. Her aunt insisted that Young go to the hospital immediately. She could no longer hide.

It was at the hospital that Young’s husband learned what his wife was going through. *“My husband is a super-supportive guy,”* Young gushed. *“He probably felt kind of sad and disappointed that I didn’t let him know.”*

The hospital visit lasted three days, and Young says it changed her life. No longer



would she pray for change without anyone knowing. Instead, she gave up her life of appearance-keeping, no matter what it took.

“I began to realize that part of this healing journey of wellness I was on required community,” she recalled. But the communities she was already in were not structured for genuine, deep relationships. Then, she had an idea.

Her social media could become a place to connect. *“I wondered whether there were moms out there who were having a hard time getting out of the house,”* she said. So, in April 2017, she started a Facebook group with 19 other moms. The connections multiplied as moms shared what they had found.

Now faced with the prospect of creating content to serve her new audience, Young started the *Faith Mamas Podcast* and launched an app. The audience soon grew to over 2,000 moms.

“It was a place where it’s okay to be Christian and honest,” Young said. The common thread the moms shared? The desire to stop pretending like they had it all together just because they believe.

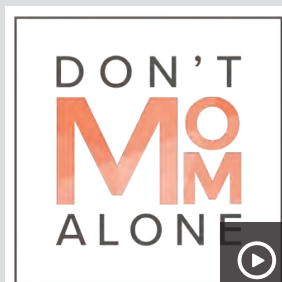
“What I’ve noticed,” she mused, *“is that a lot of people just don’t want to go through this alone.”* Her message to them is not that God will fix everything. Rather, God will walk through the most difficult parts of life with them.

Young’s content invites women to read the Bible and pray simply. *“A lot of moms are*



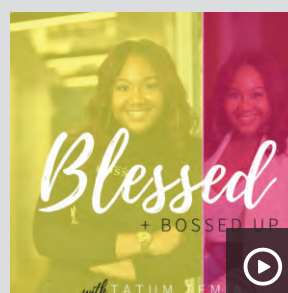
DOMINIQUE

listens to



DON'T MOM ALONE

Heather MacFadyen, mother of four boys, connects you the listener with people and resources to help you feel less alone. Consider it an invitation to “witness.”



BLESSED AND BOSSED UP

Tatum Temia Ayomike teaches purposeful women how to be uncompromising in their faith, business, and total life success with God as the CEO.



LETTERS FROM HOME

Meg Glesener brings a new real faith story, every other week, from people who love Jesus, of all ages and demographics.

“I thought that giving my life to Jesus and really running after him would in turn get rid of the mental health struggles I was dealing with. But it didn’t happen that way.”



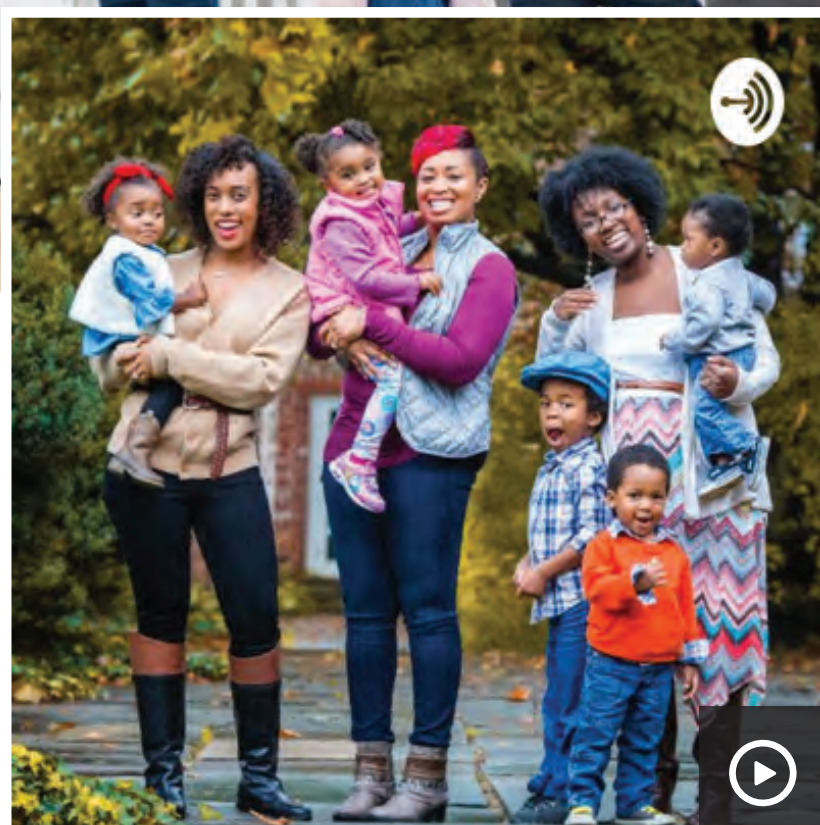
Dominique with her husband and four children



like, ‘Can we do that?’” she chuckled. “I didn’t know it was going to be that way, but a lot of women thought they needed a bunch of other tools to have a relationship with God.”

This year, the *Faith Mamas Podcast* has big plans. They recently launched a new app for delivering all the resources Young is creating. She’s also taking the podcast live on Sunday evenings to give moms a chance to ask questions in real time.

Young learned that she does not have to be perfect to lead a group of growing—but great—moms. She merely needs to show up, be authentic, and start a conversation to lead her community. That’s great hope for moms everywhere. 📢



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Halfway There Podcast 🎧

Got a Religion &
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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



START SMALL, BELIEVE BIG WITH BILLIE JAUSS

Are you a mom who needs a quick boost of encouragement between loads of laundry, meal-making, and kid-shuttling?

Start Small, Believe Big with Billie Jauss is the show for you!

Jauss is an author and speaker who has the heart of a shepherd for those she ministers. In soft tones with a slightly Southern accent, Jauss passionately shares a personal story and draws a lesson from the Bible in each episode.

What I love about this podcast is the familiar



way Jauss speaks to her audience. When the music lowers and she says, “Hey, it’s Billie...” one cannot help but feel like she is already a friend.

Which is why I’d love to hear her go off script a little more often.

Jauss is a writer, and I suspect she’s often reading her solo episodes. There’s nothing wrong with this, of course. But the most intimate and warm moments come in flashes of brilliance when she leaves the script behind. Periodic interview episodes prove the point as Jauss is a skilled interviewer. Her personality shines through, and it’s fun.

For instance, in one episode I reviewed, she relayed the story of how another baseball wife (Jauss’s husband is a Major League Baseball coach) didn’t like her. She does so in a way that intrigues and fascinates.

Episodes are short, often under 10 minutes. They aren’t meant to be a full meal. Instead, this show is an appetizer meant to get your mind and heart right. 🎧

CAROLYN COHEN'S ADVICE TO MOMS

Put Yourself On Your Own List

As a youngster, Carolyn Cohen grew up listening to talk radio, which her mother played non-stop in the kitchen. Even as Carolyn grew older, she remembers its influence:

"I used to love driving home late, because oftentimes, that's when the advice shows came on AM radio, and I loved listening to talk."

Once she discovered podcasts, it was an easy transition, and Carolyn listened to dozens at a time.

She has always been a high achiever.

As a junior in college, she knew what she wanted and pursued her MBA before landing her dream career. After her second child was born, she returned to work part-time, only to realize that she was no longer passionate about her career. Instead,



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PODCAST MAGAZINE®'s

TOP 50**Moms In Podcasting!**

Check out *Wellness While Walking* in our Second Annual **Top 50 Moms In Podcasting** feature!

See the
full list >
p.8

she wanted to devote her time to caring for her family and improving her community.

Her podcasting journey began there.

Also around this time, Carolyn started experiencing health issues. She recalls:

“In addition to being a talk show aficionado, my mom was a health nut. And that was before her time. She didn’t get everything right, but she did get a lot right. When I hit the age of autonomy, I rebelled big time, mostly in my 20s to 30’s. And I started coming back to the idea that maybe it did matter how we treat our bodies, and that maybe my mom had been onto something. I began reading and listening—a lot of listening, because as a mom, you’re

always doing laundry or dishes or driving somewhere. Health became more and more of an interest to me, and when my youngest was five, I decided to get certified as a health coach. It was the most indulgent thing I had done for myself since becoming a mother, and it was a real treat for me to focus on learning.”

From there, Carolyn wanted to get her health message out to the world. She researched blogging, but “realized the blogosphere was, as far as health goes, pretty saturated. I didn’t feel like it would work to share my mission.”

Inspiration often comes when one is least expecting it, and for Carolyn, this was the case! Having been listening to Sirius XM while walking for 13 years, she transitioned to listening to podcasts.

“I was on a walk, listening to Gary Vaynerchuk in my ear, telling me it’s not too late to start something new,” Carolyn explains. “I think he was probably talking to people younger than me, but I took it as personal advice.

“And the next day while I was walking, he said, ‘Audio is where it’s at.’ And I thought about my own self, and I knew right then that I was going to start a podcast. As a



“Many of us are caregivers. We give at work, and we give at home, and giving to ourselves is not on our list. But it’s an absolute necessity.”

health coach, I knew that multitasking is not really a thing. Our brain switches from one thing to another, meaning one can't really read a book and watch TV at the same time. But we can learn and listen while we are doing something else. And of course, if you're out walking, you have to make sure you're safe, and you're mindful of traffic, but by and large, you can put one foot in front of the other while you're listening to something. I know, because I've been doing it for a very long time myself! I can't say I was excited; it was more like a deep calling telling me I had to do it. I actually wasn't thrilled about it."

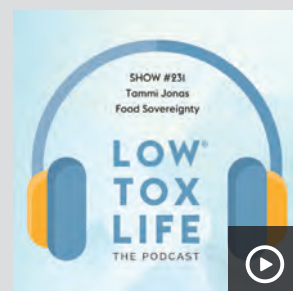
Still, she knew what she wanted to communicate and teach right from the start.

"I chose to name the show *Wellness While Walking* as a metaphor for what I felt was a big misconception—that making healthy behavior changes is difficult, and that you have to do all the things to the highest extent possible. For example, it's not good enough to simply reduce our reliance on processed foods; we feel pressured to eat clean 100% of the time. Or with sleep—it's either barely sleep, or get an expensive sleep tracker, but nothing in between. I found that this way of thinking—that you have to take these huge steps—kept people from taking any steps at all. I wanted to convey that taking that first step in your health journey is good. And the science supports that every little bit we do helps. I also wanted to promise my listeners to never upsell them and meet them where they are. That was the most important thing to me."



CAROLYN

listens to

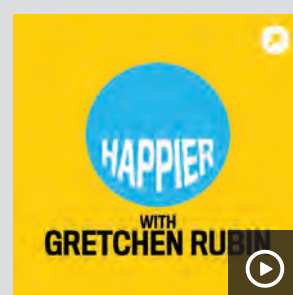
LOW TOX LIFE

The concept of living a *Low Tox Life* is one that rejects perfection and black-and-white notions of there only being one way to 'do it right.'



MEDITATION FOR WOMEN

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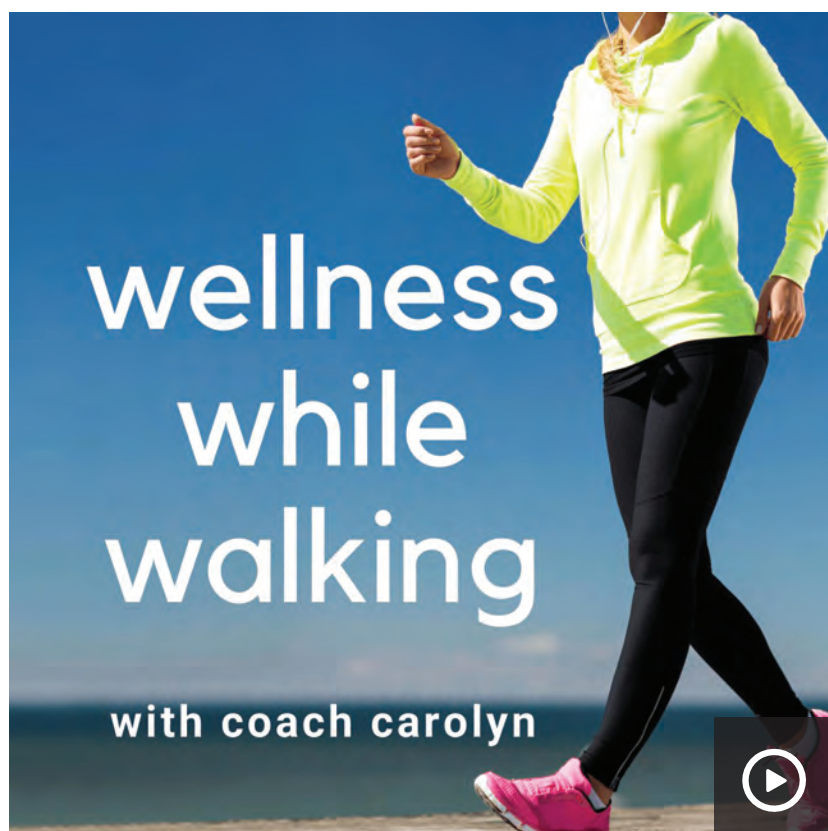


HAPPIER WITH GRETCHEN RUBIN

Practical, manageable advice about happiness and good habits to this lively, thought-provoking podcast.

Before launching, Carolyn had to accept the sound of her own voice. "I didn't really love hearing the playback of a message I had left on an answering machine, back in the day. I'd hear it and think, 'Oh, that doesn't really sound like me,' or how I imagined I sounded, and that was definitely part of my hesitancy. I had also heard podcasters talking about it being a commitment and having to create regularity."

So, Carolyn took some time launching her



podcast. *“I began my traditional foray into researching podcasting, and that took up a fair amount of time. And then I went to a conference, and I learned quite a bit. At that point, I told myself, ‘You cannot go to another conference, or buy another thing having to do with podcasting, until you actually start.’ Then I started working with Emily Prokop, a podcast coach, and she helped me get past my fear of tech—which is what was hindering me at that point. I learned so much from her in a very short period of time, and I was able to launch my podcast on January 1, 2020.”*

As a working mother and health coach, Carolyn wanted to make sure she was fully prepared to add podcasting into her busy schedule. *“I still have kids at home. And I felt like I had to make sure that once I started, I would really be able to continue. I can’t talk off the cuff for 10 minutes and call it a day. Each episode is essentially the equivalent of a twenty-page term paper, to fill 30 to 40 minutes with evidence-based health information and motivation. Of*



Photo credit: Gary Cohen

course, I also tell stories that don’t require research. But it is a lot of work!”

Carolyn’s dream guests for her podcast are Dr. Mark Hyman, Dr. Jeffrey Bland, and Dhru Purohit.

Finally, Carolyn shares the following words of wisdom to fellow moms:

“I really come back to the tenets on which the podcast was conceived; it’s really important to put yourself on your own list. And that can mean so many things. Many of us are caregivers. We give at work, and we give at home, and giving to ourselves is not on our list. But it’s an absolute necessity. Practicing gratitude is also important. Gratitude builds our sense of empathy. Right now, I think we all feel pretty disconnected. And having a gratitude practice has been shown to increase empathy and a feeling of connection to the world at large.” 📌



Health & Fitness Category Director

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Embracing Courage 📌

UNDER THE RADAR

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



DHRU PUROHIT PODCAST

The *Dhru Purohit Podcast* is the new name of *The Broken Brain™* podcast that began in 2018. It has over 10 million downloads, and according to Purohit's website, “teaches listeners how to improve their brain performance and mental health through their diet, lifestyle, and everyday biohacking.”

I Googled “biohacking” to learn the definition: DIY biology enhancements/improvements to one's overall health and wellness. Basically, tips that require a change in behavior or



environment and the interplay with a person's specific genetic makeup.

With over 200 episodes, this podcast has covered diet, sleep, near-death experiences, dentistry, psychology, mental health issues, aging, and neuroplasticity of the brain. These episodes are longer and educational. Purohit also has a powerful, inspirational weekly episodes called, “The Big Idea of the Week.” They are shorter and perfect for commuting.

Purohit's voice is friendly, and he is open and authentic. In one episode, #184, he talks about hating the original name of his podcast, but feeling like he had to keep it because it had been made into a documentary. Although he didn't think it truly reflected his podcast, he continued on anyway. It's a lesson in perseverance, and never giving up.

Leading by example, the advice Dhru shares is relatable. With the plethora of topics covered, this podcast makes it simple for listeners to begin their wellness journey and reclaim control of their health. 🎧

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13-inch model 1.37 kg 14.9 mm

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Jen Fassino's *NSFW COMING-OUT PARTY

The title for this article might be a bit misleading; however, it did get you reading.

This is a coming-out story—just maybe not the kind you're thinking.

It's about Jen Fassino's decision to address her "coming out" from the place where her two lives—personal and professional—collide.

In her professional life, she of course has to *be* professional. She must act a certain way.

"Then, in my personal life, everyone considers me that friend... the one you introduce last to the new guy you're dating, because you know... I can't keep my mouth shut. I can't hide how I feel. If I'm happy, sad, mad... I can't hide anything. That's my downfall."

This dichotomy was tough to balance; thus, Jen's coming-out party today...

To celebrate BEING Jen AF.

Jen was born in Wisconsin (which explains her obsession with cheese, cheese curds, and the Green Bay



***Not Safe For Work:
A Warning To Those
At Work Or The
Easily Offended**

Packers). She lived in Los Angeles for five years before landing in Austin, Texas.

She is a highly motivated, intelligent, articulate, and savvy businesswoman. Five years ago, after spending 14 years as a hairdresser, she decided to start a completely self-funded haircare company. She not only accomplished her goal, but she did it all herself—from product to finances and marketing. Her biggest accomplishment with this brand? It was picked up by Urban Outfitters.

“I do hair, and I have worked in the celebrity hair world,” Jen said. “I’ve done everything from New York Fashion Week to styling celebrities for red-carpet events, while simultaneously working behind the chair with everyday clients. I even used to work at a well-known salon in Beverly Hills, and from there, I worked with an agency. So that’s how I got most of the jobs doing freelancing in film, television, and photography. I definitely feel I have to be more reserved in this industry because I’ve worked so hard to get here. You have to show up everyday professional, at the top of your game with certain attire, verbiage, vocabulary, and presence.”

Jen also owns a successful online hand sanitizer line (targeting businesses), a consulting business for hairdressers, a salon, a freelancing gig in Wisconsin, and now... the super-exclusive podcast you’re about to read about.

Seems like a *lot* for one person, right?

“I’m so sick of having to be a certain way in my personal life and in my business life. I just needed to be ME on this show.”



“Yes,” Jen confirmed. *“I have been a very busy b*tch.”*

Despite her professional success, though, Jen wants something very different.

What she *really* wants is to live by the beat of her own drum... to be “fully expressed” while doing something she loves.

Enter podcasting.

“I started the podcast because I’m so sick of having to be a certain way in my personal life and in my business life. I just needed to be ME on this show. You can even see it in my cover art—check out the Yeti mic,” Jen laughed.

“Jen AF is essentially me rambling about my week—the things that happen daily, weekly—and just reporting back the stuff that pisses me off... my pet peeves and embarrassing stories. It’s everything and nothing at the same time.”

Listeners should prepare themselves for *Jen AF*—and for her open, honest discussions about millennial struggles and life’s WTF moments. Jen shares her unsolicited advice, opinions, and unique perspectives in an open-book manner.

And she does not embarrass easily.

The podcasting bug bit Jen while making guest appearances on someone else’s podcast.

*“I had such a fun time talking sh*t with them. I was like, ‘This is what you do for a job?’ And they were like, ‘Yeah, we’re pretty close to doing this full-time.’”*

Jen was inspired. And now, as the host of her own show, she feels good just being her, with no restraints.

*“There’s a certain set of rules you have to follow in the professional world. It’s business etiquette, and I can play that game. I’m actually very good at it. But podcasting just felt really natural. It’s fun to say whatever the f*ck is on my mind,*





because that's how I am and exactly how I would say it in my personal life. I mean, that's just how it is. Anyone who knows me will very much be like, 'Oh yeah... that's just Jen.' I love being Jen AF," she shared.

Jen's friends and many fans love the show. Her mom, not so much.

"My mom was like, 'You said that on the Internet!' And I'm like, 'I'm 35, mom. I have no problem sharing funny stories about sexual encounters, embarrassing situations, or other funny things I've done!' And she's like, 'I can't believe you're doing this.' And I said, 'Well, at least I'm having fun and being entertaining!' Imagine your mind having all kinds of open tabs, like your computer. People think about weird things and situations daily, so whatever pops into my mind is pretty much what I'll discuss."

Even with all the tabs of her subconscious mind open, there are still a couple things Jen will not discuss on the show: politics and current events.

"I really LOVE podcasting... [I love being] my true, authentic self."

*"I want to cover pop culture and really stupid sh*t. I mean, really mind-numbing stuff. If you want to listen to something serious like the news, that's a different platform. That's not comedy. I just want to be a f*cking idiot and give you something just to kind of zone out on and laugh your *ss off."*

What does the future hold for Jen and her podcast?

*"I really LOVE podcasting. I mean, I really f*cking enjoy it. I would love to quit all my other endeavors and focus full-time on the show. I would love to quit doing hair and everything involving it, and just be my true, authentic self."*

No matter how things unfold for Jen, I have no doubt she will be a great success, even more than she already is. The show is so easy to listen to, and the best part is that Jen does not even try to be funny—she just *is*. I am humbled that she chose this platform to officially come out as her true authentic self! You REALLY should listen to *Jen AF*. You can thank me later. 🎧



Comedy Category Director

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Living the Law of Action Show 🎧

UNDER THE RADAR

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



STANDUP COMEDY “YOUR HOST AND MC”

What do Jerry Seinfeld, Bob Saget, Dana Carvey, and Jay Leno have in common? They all worked for Scott Edwards.

Scott opened Laughs Unlimited, which grew into the most successful comedy clubs in America. In his podcast, *Standup Comedy “Your Host and MC,”* he shares stories he’s picked up over his years of being the owner of a chain of comedy clubs. Some are of the famous, and others of the not-so-famous.



He also plays excerpts from some amazing comedy sets he has amassed over the years from his historic recorded archives.

Listening to the podcast feels like opening a time capsule into mid-century comedy—in other words, the 80s and 90s. The one thing I noticed as I listened is how much comedy has changed over the years. And honestly, I am not saying it is a good thing. Hearing how unrestrained comedians were back then was really interesting compared to the way they have to be now in this politely correct cancel culture.

From the look and feel of his podcast cover art to the intro music, you know that you are in for a treat with this blast-from-the-past comedy podcast. A celebration of Scott’s 40 plus years on the fringe of the business of comedy, this show is fun and easy to listen to.

If you are of fan of classic comedy, you might want to give this one a listen. It will definitely make you smile—I did. 🎧



MIXING UP MIDLIFE

Starting A Podcast At 50?

HELL YES!

Friendships that span 30 years are rarer than they are common, these days.

Terri and Melissa are blessed to have been friends since high school, despite living in different cities and having pretty opposite personalities, in some ways—Terri is an extrovert, and Melissa is an introvert, for example. They also work in different careers, and while their families know one another, they don't socialize or spend holidays together.

Terri and Melissa remember taking on their first creative endeavor—writing the beginnings of their great American novel on napkins—while sitting in a bar after college. But as time passed and their friendship continued, their creative project was put on hold.

Still, it stayed with Terri and fueled her desire to start something new... which turned out to be the *Mixing Up Midlife* podcast.

“My kids graduated high school and went to college, and I was sort of left going, ‘Okay...



← LIFE AFTER 50

Terri and Melissa seek out new adventures and challenges in their podcast *Mixing Up Midlife*

well, what now?’ And I was looking at all of my friends, who were saying things like, “Oh, I’m so sad. I miss my kids.’ I didn’t feel that way at all! I was excited! Listen, I love my kids, don’t get me wrong. They’re awesome. But there’s this whole life waiting to be explored now, and there are adventures to be taken and things to learn. This seems like a great opportunity to do it! Plus, I have always loved to talk,” Terri explains.

She also fully expected Melissa to join her as a co-host.

“Terri knew she could drag me in,” Melissa jokes, “because I was an early podcast adopter. I was obsessed with podcasts from the moment I began listening.”

The name *Mixing Up Midlife* was born out of Terri’s love of mixing cocktails. “It’s one of my hobbies, and I’m not talking gin and tonic. I make the syrup... I infuse things, and then make something from the infusion. It’s a little bit of chemistry, and a lot of mixing it up. And I love alliteration. When I looked and found ‘Mixing Up Midlife’ was available, I grabbed the URL and prayed that there was nothing coming up

on Apple podcasts. I didn’t see anything, so I got to work.”

Terri shares her original purpose for the show, as well as the self-doubt she had to overcome to take on podcasting.

“I wanted to show other women that we could do anything. I noticed that as I was aging, I felt like my life was getting smaller, when I wanted it to be bigger. In order for me to expand, I wanted to challenge myself. I started with things that really scared me. My physical appearance is a tough one for me. I don’t like the way I look in photographs. I don’t like the way I look on video. I don’t like the way I sound on audio. But these are all really important parts of me. And I have a voice that I wanted to share.

“So during one of our first episodes, Melissa and I did a photoshoot in New York City. I was the model. Melissa is a professional photographer, so we went to an Instagram hotspot, and there I was—this old lady twirling and posing for photos. I challenged myself to make my life bigger, and Melissa was so eager and helpful. That was the whole premise of starting the podcast.”



“I was so happy to help out and just be a part of it,” Melissa adds. “I found myself saying, ‘Oh, this would be a great idea.’ Terri would respond, ‘Well, why don’t you come on and talk about it with me?’ Finally, she convinced me, and the topic was photography. I’ve been photographing headshots and portraits for a long time, and I’ve learned a lot of tips and tricks to help people feel comfortable. Everyone is more critical about how they look at their current age, especially when remembering how they looked in their 20s. And while we don’t look like we’re in our 20s anymore, we are still beautiful right now. And we have to get used to the way we look. That was what really inspired me to get involved.”

Some of the plans that Terri and Melissa had for their podcast included adventure, like camping and flyfishing. However, the pandemic upended those plans, requiring some adjusting.

“Melissa lives six hours drive time away from me. So, we had to start reinventing

“I felt like my life was getting smaller, when I wanted it to be bigger.”

ourselves and figure out how to challenge ourselves during the pandemic. The challenges were small and large, and some were meaningful. And I think that’s really something that other women can grab onto. For example, we had an expert in re-inventing your home by downsizing and clearing out the clutter on. She has a unique method which was more clearing mentally. We read her book, we interviewed her, and she gave us some tips. And this is what we do with all of our guests—we ask them to give us some tips, and then we go and do it ourselves. I feel like if we can do it, anybody can do it.”

Since Terri and Melissa had never worked together before, there was of course an inherent risk in creating a podcast together—that it might end up straining their friendship. Melissa recalls, *“I don’t think we considered that element. We were just so excited that we were going to do this project together. And then I think it did kind of hit us a little bit that, ‘Oh, we’ve got a schedule,’ or ‘We have to call and discuss our next episode and what we’re doing and plan out times.’ There was definitely an adjustment going from social calls to business calls.”*

Terri recounts, *“I kept asking Melissa if she was sure she wanted to do it. It was like, ‘If you don’t, it’s ok, because our friendship is*



more important to me than any podcast.' *I would never sacrifice it for a podcast.*"

Terri and Melissa are now reaching other women who need peer support.

The purpose of *Mixing Up Midlife* is for women to realize that there is so much more life to explore, challenges to be met, and dreams to accomplish. Having great friends and supporters cheering you on and encouraging you along the way makes it that much more doable and fun.

Terri and Melissa both agree that their dream guests would be Michelle Obama and Elizabeth Gilbert.

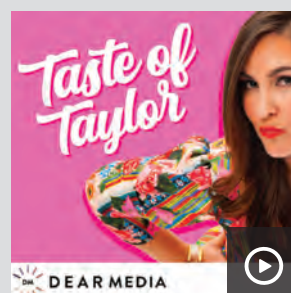
And they each have a final message for readers:

Melissa: *"If I can do it, anyone can do it. Writing is still my secret; I've yet to really share things I've written. Addressing the challenges like that—keeping yourself hidden—is part of what the podcast is about. I've been an introvert all my life, and now, I'm challenging myself. I truly believe that anybody can do what they want to do."*

Terri: *"If there is a woman out there thinking, 'God, I wish I could...' get in touch with us. If it's something that we can facilitate, we'll be happy to. There are things that I'm not sure I would do, like jump out of an airplane. But seriously, if there's something you need encouragement with, let us know. Because even though I'm an extrovert, I'm also scared. And I push myself to go beyond my comfort zone, because without pushing yourself, there is zero growth... and growing is thriving."* 🎧

TERRI

listens to



TASTE OF TAYLOR

Get a Taste of Taylor Strecker and her taste maker (celebrity/influencer) guests.

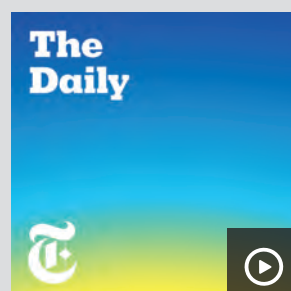


UP FIRST

The three biggest stories of the day, with reporting and analysis from NPR News — in 10 minutes.

MELISSA

listens to



THE DAILY

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



DEATH, SEX & MONEY WITH ANNA SALE

A podcast hosted by Anna Sale about the big questions and hard choices that are often left out of polite conversation.



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



BELIEF HOLE PODCAST

My husband enjoys listening to podcasts as he's falling asleep. Having them on a timer means I hear whatever he's listening to, as well.

So when my brother-in-law recommended *Belief Hole* to him, I heard it “by default.” And I’m so glad, because I might not have found it, otherwise.

Hosted by three brothers, *Belief Hole* is now in its third season. Topics range from complete absurdity to aliens to paranormal to conspiracy theories. The banter and discussion



between hosts Jon, Jeremy, and Chris is fun and entertaining. The sound effects bring a cinematic feel to their storytelling.

The podcast is engaging and lures listeners in. However, the *Belief Hole* website is a must see! The graphics are crisp, and every episode has detailed resources that contributed to their research of the topic. The site even has a page for a playlist of music featured on the podcast.

Belief Hole also showcases their listeners’ own paranormal experiences—and some of them are out there!

Belief Hole is monetized, and listeners can get access to bonus and continuing episodes by joining Expansion. Genius business move on their part, because the hosts end their episodes with a cliffhanger that almost forces listeners to subscribe to hear the rest of the episode and get the must-hear “bonus” materials for paid subscribers. I found myself enthralled with some topics. 🎧

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*If you really
want to change
your situation,
you have to
do things
differently.*



FIRE YOUR VILLAINS!

How Heather Monahan Went From ‘You’re Fired!’ To Helping Women Around The World Fire Their Villains

Heather Monahan’s journey to hosting her own podcast started when she typed a simple question into Google:

“How do you sell books?”

The answer that came back? *“Be a guest on podcasts.”*

So, Heather picked up the phone and began calling everyone she knew, saying, *“Hey, can you get me on podcasts?”*

What would Heather, the author of the bestselling book *Confidence Creator* and founder of her company, Boss in Heels, share with audiences? The secrets to creating confidence, of course!

See, Heather’s significant success in the corporate world all came tumbling down with just two words: *“You’re fired.”* That’s when Heather realized she’d attributed so much of her self-worth to her paycheck, her job title, her team ... all external things. When that was taken away, she hit a low point in her life.

But Heather wouldn’t stay down for long. She wrote *Confidence Creator* based on her own experience and as a blueprint for recreating confidence from the inside out, in an authentic and sustainable way.

When we sat down for our chat, Heather shared a few tips for *Podcast Magazine*® readers who are struggling in this area.



CONFIDENCE BUILDER #1: ASK FOR WHAT YOU WANT.

You've got to ask for what you want. The more you do, the more often you'll hear "yes": "Yes, we want to support you, feature you, share you," and the more your confidence will grow. Keep in mind that every "no" you hear grows your confidence, too, because you realize you survive them just fine.

When Heather set out to get booked on podcasts, *The Lady Gang Show* booked her, and the episode quickly hit Top 10.

Heather took a screenshot of the Top 10 ranking, sent it to the CEO of PodcastOne, and asked for a meeting to thank him. He accepted, and she knew it was her opportunity to ask for her own show. You can probably guess what happened next!

He offered her a show on PodcastOne.

BOOM! *Creating Confidence* was born.



Heather in
studio with Gary
Vaynerchuk

Heather's very first episode featured a powerful interview with Gary Vaynerchuk. Live on air, Heather exercised her "ask" muscle again: "Would you have me as a guest on your show, Gary?"

He said, "Yes!" and Heather got massive exposure

"I'd rather get a 'no' than not know what might have happened if I'd asked! To me, that's just not an option."

from their episode together, which went live November 1, 2019, on *The GaryVee Audio Experience*.

Heather's learned to capitalize on opportunities, because she knows she might never get them again. Her perspective:

"I'd rather get a 'no' than not know what might have happened if I'd asked! To me, that's just not an option."

The Lesson: Just ask! A "no" is better than an "I don't know." And you'll hear "yes" more often than you might think!

CONFIDENCE BUILDER #2: DOUBLE DOWN ON YOU.

When you start to feel like you've lost your confidence, it's key to take time to take care of yourself. As a single mom to a 13-year-old son, Heather knows how challenging that can be.

But it's also the absolute best thing you can do! When you take care of yourself, you can show up as a better version of you for

your children, your family, and the world around you. In that way, making yourself a priority is the opposite of selfish.

It's like this analogy, which I love:

Every time you get on an airplane, you're instructed to put your own mask on first.

You have to save yourself first, before you can save anyone else, let alone the world.

The Lesson: When you need a kick in the booty, double down on you.

CONFIDENCE BUILDER #3: FIRE YOUR VILLAINS.

When Heather was fired, she realized she needed to do some of her own firing.

Yes, she was successful. She'd made it to the C-suite and broken that "glass ceiling." But she also had a huge realization: she wasn't showing up for herself because she didn't want to upset the metaphorical "apple cart" at work.

She realized she was being bullied by someone (her boss) who was constantly looking down on her, undermining her, and causing her to doubt herself.

So, the day Heather was fired, she in turn fired her number one villain!

How did she do it? How do you get rid of the negative people in your life? And what if you *can't* fire your villains (family members, boss, etc.)? I had to ask...

Heather says there are three things you must do:

1. Create clear, strong boundaries.

Be crystal clear as to what is and isn't acceptable. No more apologizing. "No" is a complete sentence.



"Everyone has different challenges. Everyone is up against the wall. The key to success is finding a way to not give up on yourself when those moments occur."



And even if something was allowed in the past, today is a new day, and you don't have to allow it again!

Here's an example of how you can handle a situation requiring boundaries:

"I don't allow people to speak to me like that. If you'd like to have conversations with me, we're going to have to change this."

2. Actively ask for a commitment to the change.

This goes back to the first tip—exercise your "ask" muscle!

3. Hold people accountable.

If you see people slipping back into the bad behavior, let them know. Say, *"Hey, I'm confused. I let you know that this behavior doesn't work for me."*

You've got to hold them accountable to what they've committed to.

It might not be easy, but it works.

The Lesson: When you get rid of negative people who are trying to hold you back and put you down, you set yourself up to take flight with true confidence.

No matter what, though, Heather says to never give up.

During the pandemic, when so many people felt like throwing their hands up because they just didn't know what to do or how to keep going, Heather chose to view it as an opportunity to challenge herself to innovate and move forward... to *not* give up.



HEATHER

listens to



THE GARY V AUDIO EXPERIENCE

A daily dose of Gary V's perspective on success, business, marketing, life, and more.



YOUNG AND PROFITING

Interviews with the brightest minds in the world—turning their wisdom into actionable advice you can use in your life no matter your age, profession, or industry.

"Start paying attention to the information you're allowing in. You need to fill yourself up with content that will help, advance, and encourage you."

One reason she has loved hosting her podcast during a challenging year is because it's served as a reminder to just keep going.

"If you really want to change your situation, you have to do things differently."



Showing up and doing the same thing and expecting a different result is the definition of insanity. Instead of tuning into the news and things that bring you down, turn off the noise. Start paying attention to the information you're allowing in. You need to fill yourself up with content that will help, advance, and encourage you.

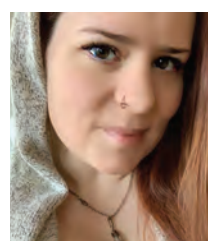
"You've also got to hold yourself accountable. So, write down what you're going to change. And then share it with somebody in your life who encourages you, supports you, and wants you to do better."

Heather explained how this key takeaway—never giving up—has been reinforced in every interview she's done:

"Nobody's had it easy. When you look at

people on the outside, Gary V or Jesse Itzler, whoever it is, we think they just wake up every day and life is all roses and success. We think they don't have anything to worry about. But it's not true. Everyone has different challenges. Everyone is up against the wall. The key to success is finding a way to not give up on yourself when those moments occur."

Subscribe to *Creating Confidence* to get cutting edge tactics, tips, and strategies to get your business to the next level. I recommend starting with Episode 25: "A Mindset for Success with Sara Blakely & Jesse Itzler." It's packed with rapid-fire business knowledge while being literally fall-on-the-floor-laughing funny. 🎧



Business Category Director

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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



TIG TALKS

Unicorns vs Tardigrades? You might think we're talking about a fantasy sci-fi podcast here, but *TIG Talks* is 100% business—and those behind it are serious about helping emerging brands grow.

We hear about “unicorns” in the business world all the time. But tardigrades? Host of *TIG Talks* Elliot Begoun's definition: Nimble, Capital-Efficient, Resilient Brands.

What makes this show a bit different is that episodes are taped in front of a live virtual audience, and each interview takes listener



questions unfiltered. Topics range from branding to ecommerce, to legal challenges, to collaboration, to attracting investors and so much more.

Elliot asks insightful questions, and his guests have true expertise in their areas. Even as it tackles real-world challenges, the show offers an encouraging spin for any emerging brand or business owner looking for serious growth help.

And it's got an interesting backstory, too:

“When COVID tipped the world on its axis, I wanted to be there to serve... TIG Talks provide[s] founders with actionable information in a format where their questions guide the conversation.”

“This year has been challenging, scary, and sad in so many ways. At least I can honestly say that I did not let this crisis go to waste.”

TIG Talks is 46 episodes in, and I'll be listening to see what's next. Put this one on your playlist. 🎧

VIETNAM VETERAN NEWS WITH MACK PAYNE:

Issues, Interviews, And Commentary

April 31, 1975, marked the end of the Vietnam War with the fall of Saigon.

According to many, there was really no good reason for the U.S. to join the conflict other than politics. But whatever the reason, hundreds of thousands of men and women left their home country to serve.

Mack Payne was one of them. Two of his 13 years of active duty were served in Vietnam toward the end of the conflict in the 70's. During that time, he was a pilot of the Cobra helicopter—*“the sports car of helicopters,”* as Mack calls it. He spent the first year with the 4th Infantry Division in the Central Highlands and the second with the 101st Airborne Division up north at Hue/Phu Bai.

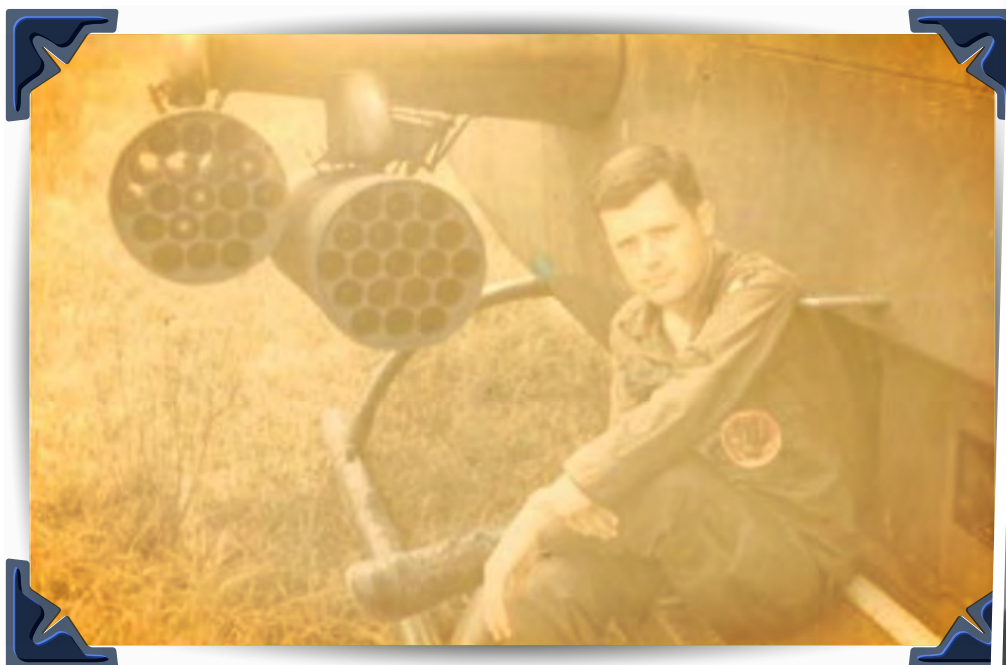
He was part of the gunship “hot crew” and had to be ready within two minutes

to fly a mission. Many of those missions were not exciting, Mack explained, as he was flying support for the Hueys or other transport copters.

Mack preferred flying the aerial rocket artillery, which only took off when *“something was happening,”* Mack explains. *“When we were going out where someone was going to die.”*

After leaving the military, Mack ran two businesses, which he says was much more difficult than anything he did in the military. When he retired, he was looking for something to do and ended up joining Toastmasters. There were no clubs in his area at the time, so he started his own.

For years, he didn't talk about his time in Vietnam, because he had moved on



and didn't really think people would be interested. One day, though, while giving a speech for a Toastmaster's event, he talked about one of his missions. Afterward, a book agent suggested he write a book about his experiences.

After some pressure and arm twisting, he did it—his first book is titled, *Vietnam Veteran Memoirs, The Adventures of a Florida Flatlander in Vietnam*.

Now, the best way to sell a book is to get the word out about it. So, Mack did what he knew how to do—he got on stages to talk about it.

When he was finished speaking, other veterans would come up and inevitably ask, “When were you there?” “Who were you with?” and “What did you do?” After swapping stories with dozens of other veterans, Mack got to thinking about ways he might help get their stories out, as well.

A friend recommended podcasting as a way to have his own mini radio station. The lightbulb lit up as Matt said, “Yes, that's it!”

📍 (from left) Mack pictured in front of cobra gun ship in the 82nd airborne division in Vietnam, and (right) Mack now as host of the *Vietnam Veteran News* podcast

He transitioned from talking on stages to talking on air. His show, *Vietnam Veteran News*, is devoted to telling the world about Vietnam Veterans via a mix of news, issues, interviews, and commentary.

His mission is to tell their stories about the conflict and enhance the reputation of the generation—to show people how fortunate we are to have these veterans as citizens, because they have done so much for our country. He hopes to correct the erroneous stereotype that Vietnam vets are “*mental cases with PTSD and flashbacks of the war.*”

Mack has been on air for about eight years now and has over 1950 episodes at the time of this writing. His audience is mostly veterans and those who love them, but everyone can benefit from listening to what happened to these heroes and how they overcame challenges. Their stories are absolutely inspiring.



And while Mack says he podcasts for fun—that he would “*go barn crazy during the COVID-19 shutdowns*” without it—that it is a means for “*running your mouth and not being interrupted by the audience*,” he also has stories of how his podcast has directly and indirectly saved lives. As a result, he was recruited to speak to Congress on behalf of veterans suffering from Agent Orange. His talk inspired Congress to pass legislation mandating that the VA treat all veterans suffering symptoms of Agent Orange exposure, not just veterans who had “*boots on the ground*.” He also has heard about veterans who were going to commit suicide, but changed their mind because of a connection they found on one of his episodes.

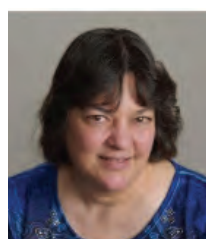
His trademark quote is: “*The Vietnam veteran generation is as great as ANY that ever heeded the call of duty from our country*.” When these men and women came home from Vietnam, they were older, wiser, stronger, and better able to deal with adversity than the non-Vietnam contemporaries.

“The Vietnam veteran generation is as great as ANY that ever heeded the call of duty from our country.”



Through his books and his podcasts, Mack shares the veterans’ strength, courage, and determination to make a difference while living productive and rewarding lives.

Mack’s second book is a collection of stories from some of his favorite interviews: *Conversations with Vietnam Heroes, Stories about the Vietnam War you never heard in school (vol. 1)*. And although he says he is not a writer and would rather talk behind the microphone, he is currently working on a new book, *Light on the Skids*, a reference to taking off from the ground in a helicopter. It will be packed with more tales from his time in Vietnam, stories of adventure and achievement, and without giving away the ending, will also reveal his own biggest disillusionment. It’s not what you would guess! 📌



News Category Director

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UNDER THE RADAR

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



INSPIRATIONAL WOMEN

Informative, thoughtful, and inspirational, Kate Daniels interviews women from multifaceted backgrounds for in-depth dives into issues that affect women and society in today's world. The show acts as a mini-documentary covering topics ranging from education to crime prevention, health care, domestic abuse, spirituality, and self-care. And while they discuss pandemic-related topics like how lockdown can affect our



well-being, they also cover general safety tips, health and wellness tips, and more.

Kate asks insightful questions to leaders in their fields. The show is easy to listen to and

encourages listeners to take positive action while focusing on how we can make ourselves and our world healthier. Her guests are authors, teachers, coaches, and professionals who share stories, teachable moments, and practical applications.

With over 250 episodes, I was drawn to listen to several featuring women who are passionate about transforming, encouraging, and healing others with their experience and expertise.

Kate's guests are both timely and timeless. The variety ensures the likelihood of your finding something that interests you and directly applies to your life. 🎧



ROB ACTIS

Mr. Action In Action

Rob Actis has a big voice, and he is not afraid to use it.

You may have heard him narrate Hal Elrod's *The Miracle Morning* audiobook, or in numerous national commercials. As a reader of this magazine, you probably know him as the voice of *Podcast Magazine*®'s *Hot 50 Countdown*. And if you recognize his name as our comedy category director, you've likely read his articles, too.

Wondering why I'm writing about him, in the Technology space?

When Apple removed the podcast





subcategory, shows about podcasting were left scrambling to decide where they actually belong. Thus, the *Hot 50 Countdown* and other podcast-related shows chose to land in the Technology space. Normally, I wouldn't consider writing a feature on a show not traditionally tech, but I've come to learn how much tech really goes into creating the countdown, and I don't want you to miss out on some great shows because you aren't sure how they relate to the Technology category.

“Laughter raises the tide, and when the tide is raised, everyone’s ship rises.”

Plus, I fell in love with Rob's story... so here we are.

Rob is a bestselling author, entrepreneur, and a national voice artist who owns a successful design and marketing firm. In addition to the *Hot 50 Countdown*, he also hosts the *Living the Law of Action Show*. Soon, he'll launch two more podcasts. As if that weren't enough to keep him busy, he also recently purchased and is now hosting *Life Transformation Radio*, and he is a force to be reckoned with on Clubhouse.

His goal: to help others share their voice and live a life of inspired action.

After suffering through a life-threatening blood clot he had initially ignored, he realized he needed to reevaluate his life and how he spent his time. Learning self-care became a priority, as did living his mission to inspire others to live every day like they want to be alive.

Largely confined to bed for an extended period to recuperate from the clot and



near-death experience, Rob learned to meditate, which led to his decision to live with intention in all he does. That not only meant letting go of any jobs he took for the sake of work, but also any actions that didn't serve his life, family, or health.

He decided to choose joy over sadness—to laugh instead of cry—a choice he learned early on in life that we all get to make.

He added the “choosing laughter” part after the experience with the clot, because *“Laughter raises the tide, and when the tide is raised, everyone’s ship rises,”* he said.

Rob grew up listening to Casey Kasem deliver *America’s Top 40*, which launched his dream to be on radio, too. He has never looked back.

With the *Hot 50 Countdown*, Rob pays homage to a genre perfected by Kasem, and it’s the first of its kind for podcasts. He of course puts his own unique twist on spotlighting shows from all around the world. The unique difference? The podcasts aren’t ranked by anything other than listeners’ votes. You never know which show will make the list, and that is what makes it interesting for Rob.

And the list matters. In fact, making it can mean all the difference to a show that doesn’t already have the backing of a network or advertising. Rob loves that the “little guy” is represented right alongside the bigger shows that seem to hit all the traditional rankings-based charts.

Elevating podcasters and helping them



ROB

listens to



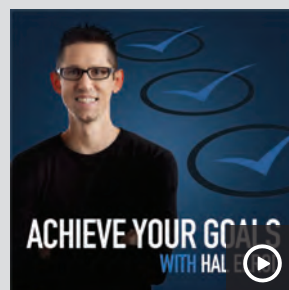
OFFICE LADIES

The Office co-stars and best friends, Jenna Fischer and Angela Kinsey, host *The Office* re-watch podcast.



BULLETPROOF RADIO

Dave Asprey and guests provide you with everything you need to upgrade your mind, body, and life.



ACHIEVE YOUR GOALS WITH HAL ELROD

Empowering and equipping you with practical advice and strategies to achieve your goals and dreams.

“Every day is precious, because [I am] living ‘on borrowed time.’”

move past their fears is another passion of Rob’s. He hosts regular ClubPod™ rooms on Clubhouse to help people move past their fears, claim their power, and take action in their life. This includes launching a podcast, if they want. He

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Rob in his studio where he works on his various projects and as the host of two (soon to be four) podcasts



loves helping with the setup process, and his amazing studio in his office speaks to his expertise.

Podcasts are clearly in Rob's blood (and on his PODCSTR license plate).

Rob admits he was not always good at moving past his own fears, though. Early in his career, his voice agent pushed him several times to seize opportunities for national voice work, when he chose to pass because he was afraid he wasn't good enough. Now, Rob knows that when he hesitates to grab an opportunity, he needs to get quiet and listen. If fear is in the lead, he now simply tells it "No" and moves on... because he is good enough.

Rob is grateful for the reminders he receives from his wife Tanya and his agent to push through his own fears, which is just one of the catalysts for his love of helping others. He believes everyone should have someone in their corner, lifting them up and



reminding them they can do anything they set their minds to, and that they are not alone.

Rob points to his family as a guiding force in all he does. With so many demands on his time between all his endeavors (the *Hot 50 Countdown* can take up to 10 hours of production to achieve its polished sound), he is careful to prioritize to ensure time with his family and for meditating.

Rob says every day is precious, because he is living “on borrowed time” after his near-



Don't miss Rob's weekly show in ClubPod™ on Clubhouse.



Rob leads a dynamic discussion, titled *Break Through FEAR, Achieve Podcast Success*

Thursdays at 2pm PT/5pm ET

death experience. This is something his daughter can relate to, and she recently appeared on *Life Transformation Radio* to talk about her own in an episode titled “**ACTIS Strong - A Story of Survival with Aidan Actis.**” Grab a box of tissues for that one—emotions run high for both as they share things with each other they had never talked about before.

Rob may be called “Mr. Action” for all he does for others, but perhaps there is an equally fitting word to describe him: devoted.

He is devoted to making the world a better place, to his fans, and to leaving every person he has interacted with a little bit happier. 📢



Technology Category Director

Laura Steward
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It's All About the Questions 📢



UNDER THE RADAR

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



COURSE REPORT CODING BOOTCAMP PODCAST

Liz Eggleston is the founder of Course Report, the definitive source of coding bootcamps around the world, as well as the cohost of the namesake podcast with Imogene Crispe. Each month, they roundup all the news about bootcamps around the world to make it easier for prospective coders to determine where to go to learn to code.

Politics, reviews, job outcomes, mergers and acquisitions, workforce development, scholarships, and more are covered in each



episode. It is obvious the two hosts love what they do and have a depth of knowledge in the industry to provide honest and fleshed-out information about anything you didn't even know you should be thinking about if you are a student, bootcamper, or investor in coding bootcamps. I didn't know there were so many details to think about around bootcamps.

After listening to this podcast, I think every high school student who is thinking about going into coding should do the same before choosing a college. Plus, if you've been affected by Covid and have had to pivot in your career, this podcast can provide assistance with finding a skills reboot though coding without having to go get a college degree.

The hosts are passionate about helping clear the chaos around the world of coding bootcamps. Whether you are new to coding, know someone who needs job help, or just want to learn what is out there around job retraining, I highly recommend this podcast. 🎧



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200

Million Ears

A New Way To Learn English

In 2013, Lindsay McMahon was teaching English to adults via her tutoring business. When she decided she wanted to add inspiration to her brand, which wasn't happening with one-to-one tutoring, she chose to enter the world of podcast hosting. Her vision?

To give adult learners around the world a new way to learn English.

“They had classrooms, textbooks, memorization... and it was all just a bit boring. Being a listener of podcasts, I felt it would



make sense to try something new to educate and inspire at the same time.”

The *All Ears English Podcast* was originally intended as a side piece of the tutoring business, but it turned out to be the main bit.

“Our whole thing was to move people from the intermediate level to an advanced, native level.”

The show started out strong in terms of initial downloads. I asked about that first year, as by the end of it, Lindsay’s co-host had left the podcast, and it was decision time for the future.

“I just had the feeling that this brand had to continue. I knew we had something special. So, when we experienced the first big dip in listens, I was also getting emails from listeners of the show. I couldn’t shut it down. I actually decided to stop doing the tutoring business and took on the podcast full time, hiring a team to support me.”

Eventually, Lindsay invited new co-hosts Michelle Kaplan, Jessica Beck, and Aubrey Carter to join her. One of the show mottos is, “*Connection Not Perfection*,” which Lindsay actually trademarked, as it felt so right for their market.

“They have been in perfectionism their whole lives in the classroom. The whole point of learning a language is not to memorize grammar; it is to connect! If you don’t do that in any given moment, what is the point of learning the language?”

That is something I can relate to, having

“Connection Not Perfection: The whole point of learning a language is not to memorize grammar; it is to connect!”

not been a fan of learning languages in a classroom setting where you can’t see the connection, so you focus on the memorization. However, when I traveled, it was a completely different story. There was so much enjoyment in learning and using what was practical to connect with others.

“Once you get to a certain level of English, you can get in your own way. Our goal is to say, ‘You have the skills that you need. We are going to refine things, but what you really need to do is to get out there and connect.’ This is what we are still trying to convey after 1,500 episodes.”

Originally, the plan was to do one or two 30-minute episodes per week, but they decided to go with four episodes a week at five-to-ten minutes each. They have now evolved to four 15-minute episodes per week.

“It provides more opportunity to establish trust. Listeners know we are going to show up. Plus, it gets more episodes into



← MAKING AN IMPACT

Lindsay has hosted live events around the world, shown here meeting listeners in Japan

the ecosystem, which is more opportunity to grow. We may cut back soon, but it was a good thing to do to kickstart the show.”

When I interview professional podcasters, I always ask about their journey to monetization, which is especially important if you are building a team.

“In our market, we create and are able to sell transcripts, which are high value. So we started doing that pretty early on in our first year. It wasn’t until about the year mark that our first sponsor approached us, and we worked with them for about four years.

“When the team came on, they niched down very quickly to focus on hiring an expert and passing a specific exam that everyone needs to pass to emigrate. They started a second niched show on those topics, built out a course, and funneled listeners from our main show. Niching down in the beginning was

huge for us—so many ESL brands out there are so broad.”

Lindsay’s biggest challenge?

“We get emails about opportunities all the time. Our challenge is knowing which ones to follow. I definitely have Shiny Object Syndrome, so just saying, ‘This is what we are going to do’ and sticking to it isn’t always easy!”

Everything seems to have gone smoothly in Lindsay’s podcasting journey thus far, so I wondered about aspects that perhaps didn’t go as well as anticipated.

“We experimented with a few live events in New York, Boston, and Japan. They were awesome, but didn’t have the signup rate I was hoping for. We ended up with 25 or so students, and I thought we would get a much bigger turnout. Actually, we are in a launch right now that is not going so well. Thinking about it retrospectively, not as many people are taking the exam



and emigrating right now. It's fine, so long as we are diversifying our revenue streams as a business."

On the flip side, some of the highs for Lindsay include the positive impact that the podcast continues to have.

"Every time we get an email from a listener who says the podcast changes the way he or she feels in the day, it's a win. When we launch a course that does well, it feels amazing. Presenting at conferences and communicating the vision of the show... connecting... finding that bigger message is the big win for me."

It is working—the *All Ears English Podcast* has made the Best in Apple Podcasts list for multiple years in multiple countries. And as of this writing, they have amassed over 220 million downloads!

Lindsay offered the following advice to her fellow podcasters:

"Every time we get an email from a listener who says the podcast changes the way he or she feels in the day, it's a win."

"Our show makes people feel like they are doing more than just learning a language. You need to find the thing that brings your listeners together and inspire them as well as educate them. It needs to be consumable, and it needs to be all about them."

Wondering where Lindsay goes from here—her plans for the future?

"We are really interested in Artificial Intelligence right now. We actually built an Alexa skill for the show in Japan. We are interested in how A.I. is going to intersect ESL, and we want to stay up to date with the technology and find our place in this new world."

Hopefully, this new world will again include some travel for Lindsay and her co-hosts, as there is still nothing like meeting your listeners in the real world! 🎧



Education Category Director

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Awaken Your Alpha 🎧



UNDER THE RADAR

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



ANGELA WATSON'S TRUTH FOR TEACHERS

Teaching strategies twice a week via roughly ten-minute episodes, *Angela Watson's Truth for Teachers* releases episodes every Wednesday and Sunday. The show is designed to speak life lessons, encouragement, and truth into the minds and hearts of educators—and to get teachers and educators energized for the week ahead.

Angela's podcast launched in December 2014



and has well over 200 full episodes at this point. Apple shows nearly one thousand reviews, and the majority award it five stars.

The only real criticism I found in the reviews was one comment about the podcast being mostly an advertisement for Angela's program, *The 40 Hour Teacher Work Week*, "*which she reminds you of every episode.*"

As a fellow podcaster who provides content in a free format with loads of great value, I think advertising your own paid product is essential to support your show. Without that, I don't know how Angela would have been able to keep her podcast going almost seven years!

And as a former schoolteacher, I support this show—the more great resources out there for teachers, the better. 🎧

JONATHAN JONES

The 'Rudy' of College Basketball

Jonathan Jones's story of becoming a national champion is one of amazing perseverance.

He wasn't born the best athlete, but he worked very hard to get to where he is today both in sports and in his work.

Jonathan was born in Baton Rouge, LA, before the family relocated to the suburbs in Marietta, Georgia.

Growing up, he wanted to be a police officer—or, a hockey player, since he was a big fan of *The Mighty Ducks* movie. He could easily relate to the story, being an underdog himself.

Of all the sports, Jonathan enjoyed basketball the most.

"I was never the best on my team," he confided. "I was the guy who had to work extra hard to compete."

But Jonathan never took "no" for an

answer, and that determination drove him in his basketball career.

While attending Joseph Wheeler High School, Jonathan dedicated four to five hours three times a week to playing basketball, which is still far less than the top players invest at that level. The team was highly competitive and ranked number one in the country. Jonathan played on the JV team his junior year and was undefeated. He said, *“That JV team could have competed with anyone in the area.”*

During his senior year, Jonathan was cut from the team. *“The players on the varsity team were like men competing against boys,”* he said. He knew he had to improve if he wanted to continue to play basketball in high school.

He also knew he needed to go to college. His father is an attorney and his mother an accountant, so he was raised to value education. He never considered playing college basketball.

Jonathan decided to attend Richland Community College in Dallas, Texas. He failed his first semester, but when he found out that Richland had a basketball team, he was motivated to improve them, so he would be eligible for tryouts and continue playing the sport he loved.

Jonathan did not make the team. But he was asked to be the manager. Head Coach Coleman Crawford, who was previously an assistant coach for Florida State, recognized Jonathan’s potential and wanted to keep him close. He was

“I was never the best on my team. I was the guy who had to work extra hard to compete.”

confident that Jonathan would one day be good enough to play for Richland.

Jonathan focused on being a team player.

“I was the guy packing the bags, washing the tights, getting the water bottles, and making sure everything was ready for each game,” Jonathan said. *“I wanted to be part of the culture.”*

When Coach Crawford’s contract was not renewed the following year, Jonathan was redshirted.

But he had a goal—to be a Richland Thunder Duck.

Richland Community College then hired John Fellman as assistant coach, and that year, he played! Well, he actually did not play much his first year—he was *“the guy at the end of the bench,”* he said.

His final year, his third on the team, he started to play more—six to ten minutes

a game. He was also the spark on the bench... a voice of encouragement and support. His fondest memory, he said, was the game when *“The starters were not playing well, so Fellman put me in. I had my career high of ten points.”*

Jonathan even started one game in the playoffs.

Jonathan’s team that year won the national championship. He was a team leader who contributed on the court, as a great bench player, and off the court by motivating his teammates to play well and practice.

Jonathan began realizing his capacity for mentorship off court, as well.

He received offers to continue to play basketball after junior college and accepted the one to play for The University of Texas Tyler, after his coach connected him to the school. Many of his teammates went on to play ball in Division 1, while others played in Europe.

Unfortunately, Jonathan’s dream to continue to play ball was derailed due to injuries. He suffered a stress fracture, leaving him in a boot as he watched his teammates from the bench.

Unable to play, he became depressed. By the time he’d recovered, he was too far on the depth chart to play. He remained on the team, but was very negative and down.

Once Jonathan graduated with his psychology degree, he was happy to be finished, but didn’t have many prospects for employment. He stocked shelves and

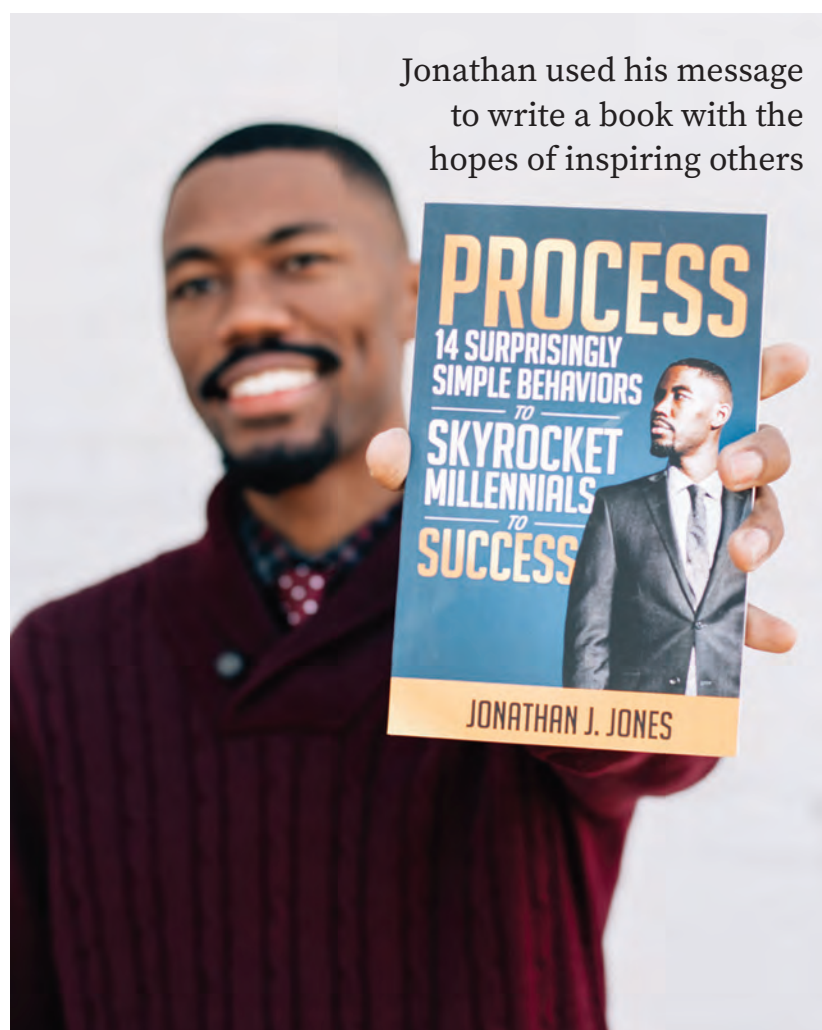
worked in retail, but was never happy in what he did.

One day, he was selling jeans at a retail store when his manager told him he had a horrible attitude. That resonated—so much so, he started a “No Complain Campaign” that went viral on social media.

And that is what led Jonathan to write a bestselling book, *Process: 14 Surprisingly Simple Behaviors to Skyrocket Millennials to Success*.

Now, Jonathan teaches these skills to student athletes preparing for life after sports. He has worked with Division 1 schools like Vanderbilt, Southern Illinois, UConn, and Chicago State.

One of the areas Jonathan advises in is choosing a major. *“I always encourage*



Jonathan used his message to write a book with the hopes of inspiring others



them to choose a problem they can solve and a place they can serve. I call it ‘S squared.’” His goal is to assist one million student athletes to transition from college to career by 2024.

A year ago this month, Jonathan launched his podcast, *Beyond the Ball*, to provide resources for student athletes. Jonathan interviews anyone with a connection to sports, including the likes of Nick Swisher of the New York Yankees, James Starks of The Green bay Packers, and Deshaun Hiler of *Last Chance U*.

Jonathan prepares for his podcast as follows:

“I typically ask for a brief bio. I do my research, seeking out and listening to or reading other interviews the guest has had. I like to ask different questions. When, I interview, I like to be as organic as possible, so I have a real flow.”

Jonathan does it all for his podcast:

“When, I interview, I like to be as organic as possible, so I have a real flow.”

booking guests, editing with Final Cut Pro, and producing. Then, he downloads the audio and video.

He chooses to host the podcast on Red Circle, because he likes the layout of the platform embed feature and the ad sponsorship. Lastly, there is no hosting fee.

He promotes the podcast by chopping up the video clips and sending them to the guests with an email providing a one-click share feature. In addition, he shares to his social followers and DM’s people the link.

Jonathan’s story is a mixture of *Rudy* (who defied the odds to realize his dream of playing professional football), *The Mighty Ducks* (with its message that winning isn’t everything), and *Rocky* (the comeback story of all comeback stories). Jonathan found his mission to help others by falling and getting back up again. Now, he follows his calling to teach student athletes the critical value of education. 🎧



Sports Category Director

Neil Haley

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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



THE BLESSEDGIRL PODCAST

Swarn Jha was a runner in school, but became so focused on her career, she did not take care of her body. In 2015, she began to run to get in shape. She accomplished her goal and started to compete in running events. Despite not having a coach, she also trained for marathons.

Swarn has been a marathoner for five years now with seven under her belt, including the Chicago Marathon, the London Marathon, the Boston Marathon, and the New York City Marathon.



Swarn got the idea to start her podcast based on this journey. She wanted to host a show that highlights the importance of sports—running, in particular—and how they help your health and happiness.

In *The Blessedgirl Show*, she interviews marathon runners and others like her who are focused on helping people be successful runners. It's a conversation with profound souls from the world on plant-based lifestyle, athletics, doctors, and sustainable choices that enable the best version of you. Swarn wants everyone to do physical activities, especially running, and her show acts as motivation for doing so.

Finally—a show that highlights running—a sport that definitely needs more coverage. 🎧

OFF THE CHARTS

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

MAY 2021

ARTS



WE SPEAK BEAUTY

Hosted by: Lindsey Williams & Lottie @ Lotstar

Two makeup artists with a passion for all things beauty share their combined knowledge and opinions on the beauty industry, favorite products, guest interviews, and more.

BUSINESS

AUDIO BRANDING: THE HIDDEN GEM OF MARKETING

Hosted by: Jodi Krangle

The world's gone virtual, and this podcast will help you be your best in the virtual audio world! Advice and expert guidance from voice actor Jodi and her guests.



COMEDY



ARI SHAFFIR'S SKEPTIC TANK

Hosted by: Ari Shaffir

422 episodes and over 5000 reviews averaging 4.5 stars. A comedy podcast to help better understand humanity, and also, to make fart jokes.

EDUCATION

DEAR GABBY

Hosted by: Gabby Bernstein

A brand-new weekly show where #1 *New York Times* bestselling author Gabby offers up real-time coaching, straight talk, and BIG LOVE.



FICTION

DISTURBING DARK SEXY

PALADIN CYCLE

Hosted by: Max Redford & Lita Stone

Paladin Cycle is a serialized audio drama where Cosmic Horror Meets Backwoods Texas... and from there, everything gets a little bit strange, as cosmic horrors tend to do.

GOVERNMENT



DON'T GIVE UP THE SHIP

Hosted by: Anonymous (on active duty)

Leadership and professional development podcast targeted at sailors or military members.

HEALTH & FITNESS

COUPLES & SEX THERAPY

Hosted by: Laurie Watson & George Faller

Examines how emotional and physical connection is essential for the sex life you want to have. Laurie is a sex therapist and George is a couples' therapist.



HISTORY

WONDERY

AMERICAN HISTORY TELLERS

AMERICAN HISTORY TELLERS

Hosted by: Wondery

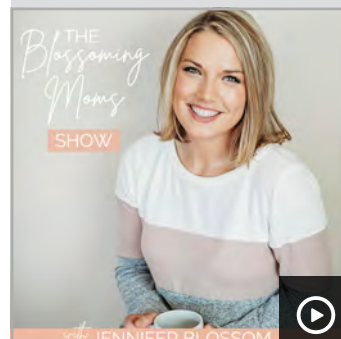
We'll take you to the events, the times and the people that shaped our nation. And we'll show you how our history affected them, their families and affects you today.

KIDS & FAMILY

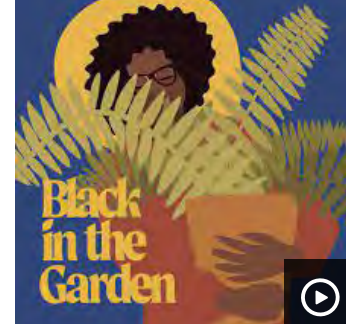
THE BLOSSOMING MOMS SHOW

Hosted by: Jennifer Blossom

Become the happy, healthy mom you are meant to be! Put an end to the hot-mess, survival-mode lifestyle and positively embrace and enjoy motherhood again.



LEISURE



BLACK IN THE GARDEN

Hosted by: Colah B Tawkin

Colah is a "plantpreneur" and shares her love for gardening in order to foster healing, education, and community with her podcast.

OFF THE CHARTS

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

MAY 2021

MUSIC



STICKY NOTES: THE CLASSICAL MUSIC PODCAST! ⬆

Hosted by: Joshua Weilerstein

This podcast is perfect for both those who love classical music and newcomers who are getting ready to dive in for the very first time.

NEWS

KOTTKE RIDE HOME ⬆

Hosted by: Jackson Bird

Strong focus on Coronavirus stories, but also on delivering short daily news about a variety of different subjects related to tech and science, covering essential people, inventions, and ideas.

**KOTTKE
RIDE HOME**

RELIGION & SPIRITUALITY



JOYFUL MUD PUDDLES ⬆

Hosted by: Meaghan Jackson

Gentle parenting support you can count on, all centered around Scripture. Experience joy and peace in parenting.

SCIENCE

OLOGIES WITH ALIE WARD ⬆

Hosted by: Alie Ward

Take away a pocket full of science, knowledge, and charming, bizarre stories about what fuels these professional -ologists' obsessions.



SOCIETY AND CULTURE



ROLONDA ON DEMAND ⬆

Hosted by: Rolonda Watts

Go on a journey of discovery from the bedroom to the boardroom to Hollywood. From enlightening celebrity interviews to experts on relationships, business, and more.

SPORTS



THE DAN PATRICK SHOW ⬆

Hosted by: Dan Patrick

With exclusive insider access, Patrick brings A-list guests from the world of sports and entertainment to the show, sharing his perspective on pop culture and sports.

TECHNOLOGY

THE FIVE-MINUTE GEEK SHOW ⬆

Hosted by: Matt Stauffer

Topics include Frontend dev, backend dev, audio, design, podcasts, and even a little Mister Rogers. Don't write this off because shows are short. Filled with content.



TRUE CRIME



UNJUST & UNSOLVED ⬆

Hosted by: Maggie Freleng

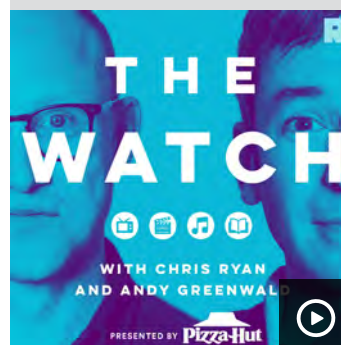
The Innocence Project estimates over 20,000 innocent people currently locked away in U.S. prisons. Hear the stories of those people and takes a deep dive into the crime they were convicted of.

TV & FILM

THE WATCH ⬆

Hosted by: Andy Greenwald & Chris Ryan

The Watch brings together the best of pop culture from TV, film, and music. Hosts Andy Greenwald and Chris Ryan look into what's influencing the world around us.



EDITOR'S PICK



THE CHIEF BEHIND THE CHIEF ⬆

Hosted by: Cameron Herold

Brought to you by the COO Alliance, where top-level COOs share the insights, tactics, & strategies that made them the Chief Behind the Chief.

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

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PODCAST

HOT 50™

MAY 2021

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	REIGNING CHAMP 🏆	26	40	WKRP CAST Allen & Donna Stare
2	2	CERTIFIED MAMA'S BOY Steve Kramer & Nancy		27	-	HISTORY OF THE MARINE CORPS Robert Estrada
3	6	THE WILDER RIDE Alan Sanders & Walt Murray		28	38	KNOW YOUR AURA Mystic Michaela
4	7	THE MARRIAGE FIT PODCAST Alan Sanders & Susan Delmonico		29	-	UNASHAMED Phil Robertson
5	5	KRAMER AND JESS UNCENSORED Steve & Jess		30	22	WEIRD DARKNESS Darren Marlar
6	13	NECROMIPOD Dave, Ian & Mike		31	-	INVISIBLE CHOIR Michael Ojibway
7	4	SWORD AND SCALE Mike Boudet		32	30	THE BERT SHOW Bert, Kristin, Davi & Moe
8	3	THANK GOD CANCER SAVED OUR DIVORCE Denny, Amanda, Jamie & Brandon		33	-	WELLNESS WHILE WALKING Carolyn Cohen
9	8	LIFE WITH HULA Hula		34	18	A PARANORMAL CHICKS Donna & Kerri
10	12	60MW PODCAST Dave Robinson & Others		35	37	DARK TOPIC Jack Luna
11	-	TRUE CRIME BULLSH** Josh Hallmark		36	19	LOWKEY Jessica Dutra
12	11	THE BOX OFFICER PODCAST Mel McKay & Derek Zemrak		37	47	911 CALLS PODCAST WITH THE OPERATOR The Operator & Jack Luna
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