

PODCAST MAGAZINE®

BEYOND THE MICROPHONE



ALAN CUMMINGS

PLAYING WITH SCIENCE & STORYTELLING

PEREZ HILTON
MUCH MORE THAN 'FRENEMY TO THE STARS'

PATRICK JOHNSON

A **CLEARMIND** FROM THE INSIDE OUT

SHULI EGAR
LAUGHING HIS WAY THROUGH FATHERHOOD

1 MILLION DOWNLOADS
HOW 21 LEADING PODCASTERS REACHED THIS **MAGICAL MILESTONE**

PODCAST MAGAZINE'S

#1 DAD IN PODCASTING!

The Top 50 Dads In Podcasting
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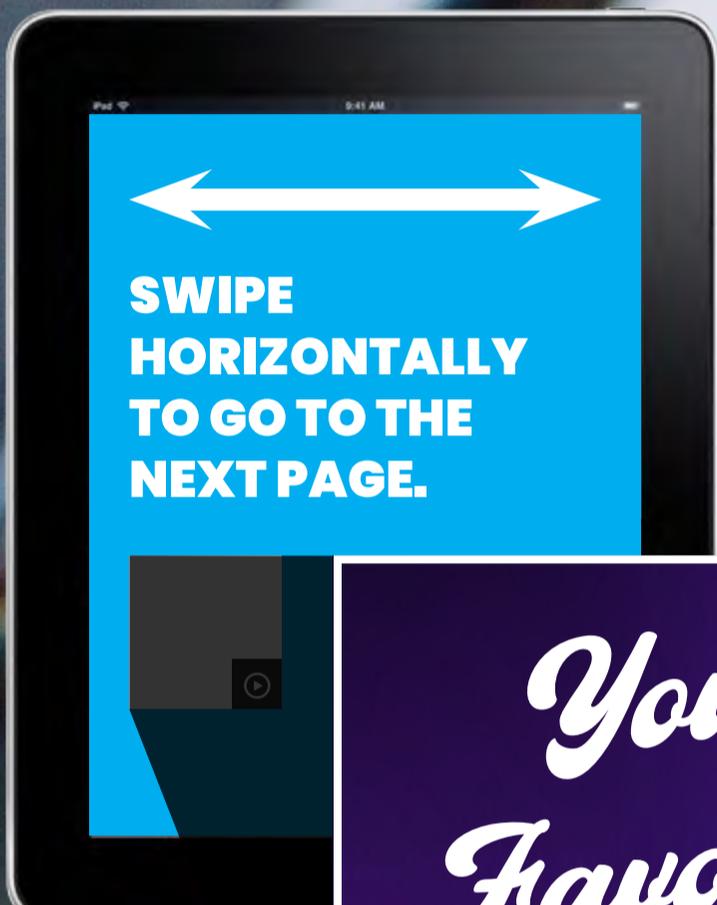
HOWIE MANDEL

WHAT YOU SEE IS WHAT YOU GET



HOW TO USE THIS MAGAZINE

FEATURE



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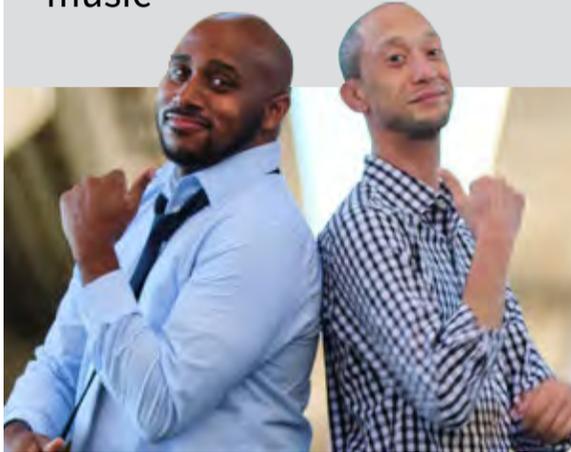
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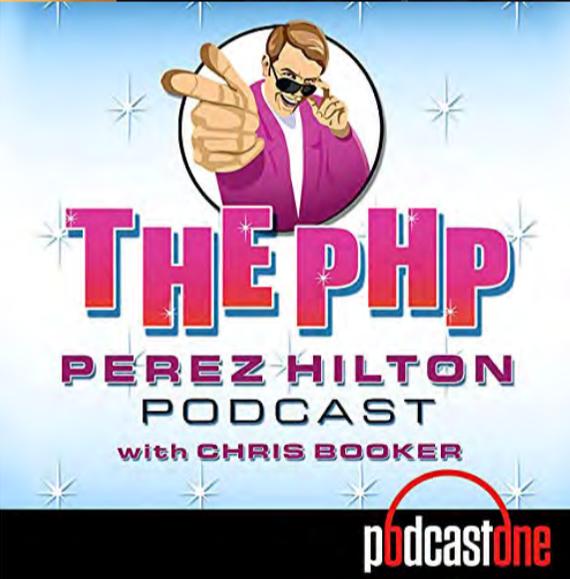
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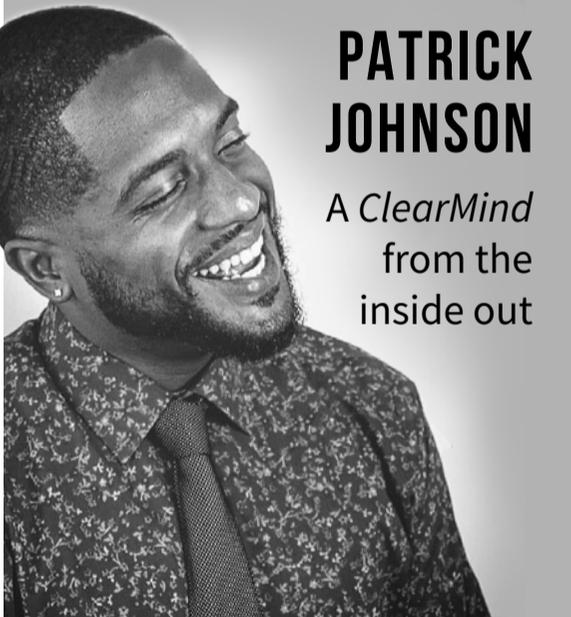



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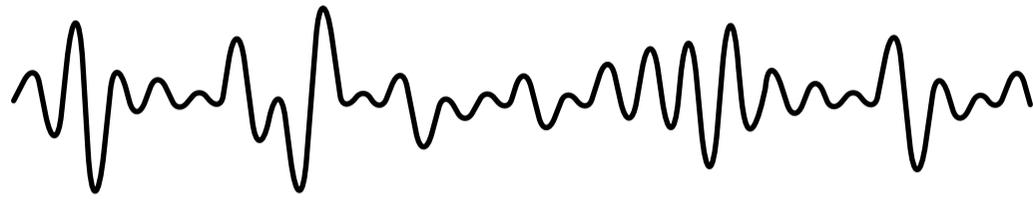
THE PROFESSIONAL PODCASTER

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

PODCAST MAGAZINE'S HOT 50

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

FROM THE EDITOR



STEVE OLSHER
Founder/Editor-in-Chief

As we celebrate Father's Day and release our second annual **Top 50 Dads In Podcasting** feature, I want to take a moment to recognize EVERY father who carves time out of their busy schedule to podcast.

It is no easy feat to release episodes week after week, let alone while simultaneously taking on the many roles and responsibilities required of us as fathers and, for many of us, as entrepreneurs. Add in time for friendships, a significant other, and one's personal life, and it's easy to see how podcasting might seem an impossible addition to an already full plate.

Yet, thousands upon thousands of fathers make it happen every week, without fail. And sometimes, this extraordinary accomplishment is reached at the expense of what is, perhaps, *most* important.

As the father of three, and a 30+ year entrepreneur who has built four multi-million-dollar businesses from scratch, I'd like to offer a bit of advice for all fathers who, like me, love podcasting, but may

find themselves pushing hard to spin *all* the plates life demands of us... *all* the time:

Do not allow the good to distract you from the great.

Allow me to elaborate.

Often, we find ourselves caught up in the game of “one day”:

“One day, I’ll have time to focus on what truly makes me happy, which is ‘x.’”

“One day, after I have ‘y’ number of dollars in the bank, then I’ll be able to do ‘x.’”

“One day, my podcast will be heard by ‘z’ number of people, and then my life will be ‘x.’”

I’ll put this as bluntly as I can... *“one day”* is an illusion that will never arrive.

“One day” is today.

Whatever ‘x’ is for you, it is the **‘great.’** Focus your energy on it. Whatever precedes the ‘x’ is the **‘good,’** and it serves to distract you from *why* you chose to forge the path you did.

So when you find yourself perpetually lost in a full calendar, I encourage you to try something completely different—something that will completely revolutionize your life and your relationships and allow you to enjoy the fleeting amount of time you have with your children while they’re still young.

Schedule joy first.



Steve, Lena and their three sons mine for gems

My friend Tiamo De Vettori introduced me to this concept. It landed like a ton of bricks, as historically, I have found myself continually distracted by the ‘good.’

To avoid this all-too-common trap, every day, schedule what you love (aka the ‘great’) *before* filling in the myriad requirements of your other responsibilities.

It seems simple, but too often, we let everything else—the ‘good’—get the best of us at the expense of what matters most ... the ‘great.’ Using this scheduling system is a sure-fire way to ensure this doesn’t happen.

On this day, and every day moving forward, I hope you are surrounded by, and focused on, what matters most to YOU—your ‘great’—and that it is the first day of a new, joy-prioritized schedule that brings you even more fulfillment and happiness.

After all, isn’t that supposed to be the reason *why* we do what we do?

Happy Father’s Day! 🎉

STEVE OLSHER
@ThePodcastMag



PODCAST MAGAZINE®'S

SECOND ANNUAL

TOP 50

Dads In Podcasting!

Every June, 84 countries celebrate Father's Day. All around the world, we take a day to acknowledge and appreciate dads who make a difference.

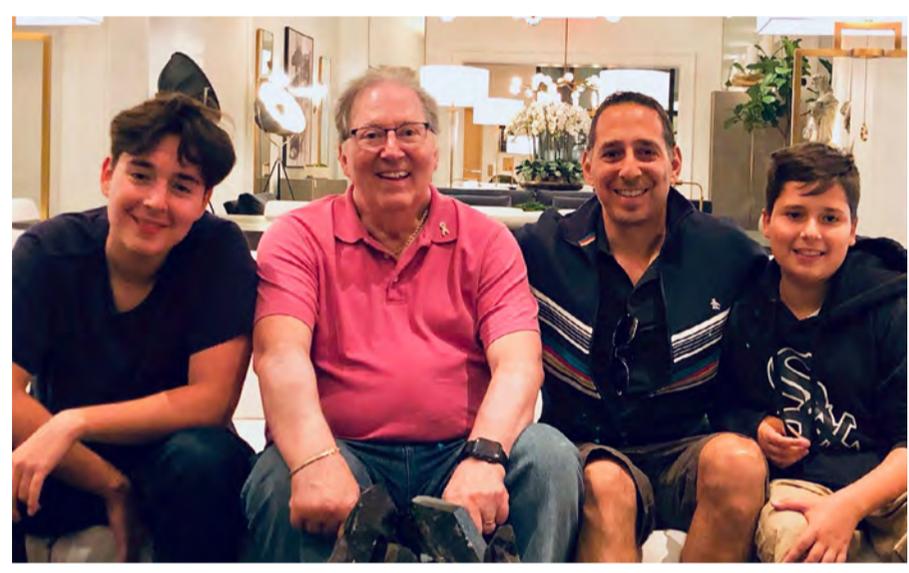
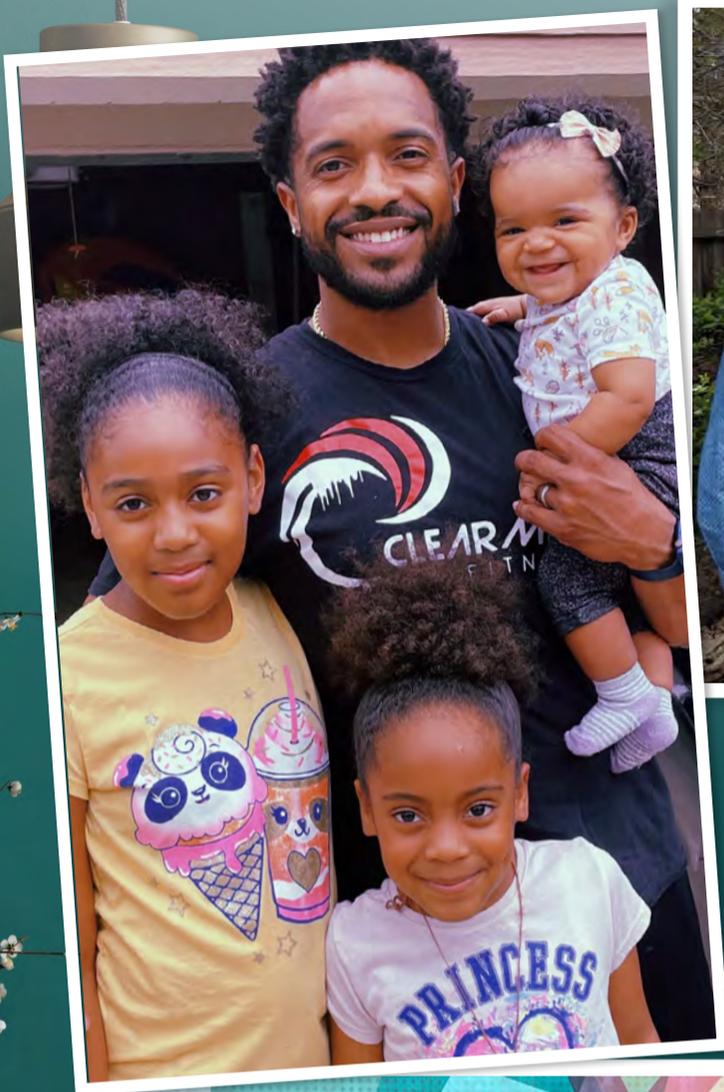
Whether you'll do so by barbecuing, enjoying a cold one near the pool, watching something on television, attending a sporting event, engaging in an outdoor activity, or maybe even recording a podcast episode together, we at *Podcast Magazine*® hope you have the opportunity to enjoy the company of the father, or father figure, in your life.

This month, we're celebrating dads who, despite being pulled in every direction—from putting out fires at work to running companies and corporations (possibly from home) while being the main source of support to their significant other AND doing the multitude of tasks associated with the responsibility of raising resilient, strong, capable human beings—are ALSO 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 Dads In Podcasting!

We asked podcast fans worldwide to cast their votes for their favorite podcasts for, or hosted by, dads, and are proud to present the results on the pages that follow. Congratulations to all the winners, and to those with the honorable title of “Dad,” “Daddy,” “Dada,” “Father,” “Pa,” “Papa,” “Pops,” “Padre,” “Stepdad,” or “Old Man!”

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





HOWIE MANDEL

**What You
See Is What
You Get**



Howie Mandel is a legendary comedian, television personality, actor, producer, director, entrepreneur, game show host, and author.

And his wild success essentially began with a dare.

Mandel was in his early 20s when he attended his very first live stand-up comedy performance. When the emcee announced an opportunity for audience members to “show their comedy chops” in a three-minute segment, his friends goaded him to seize it.

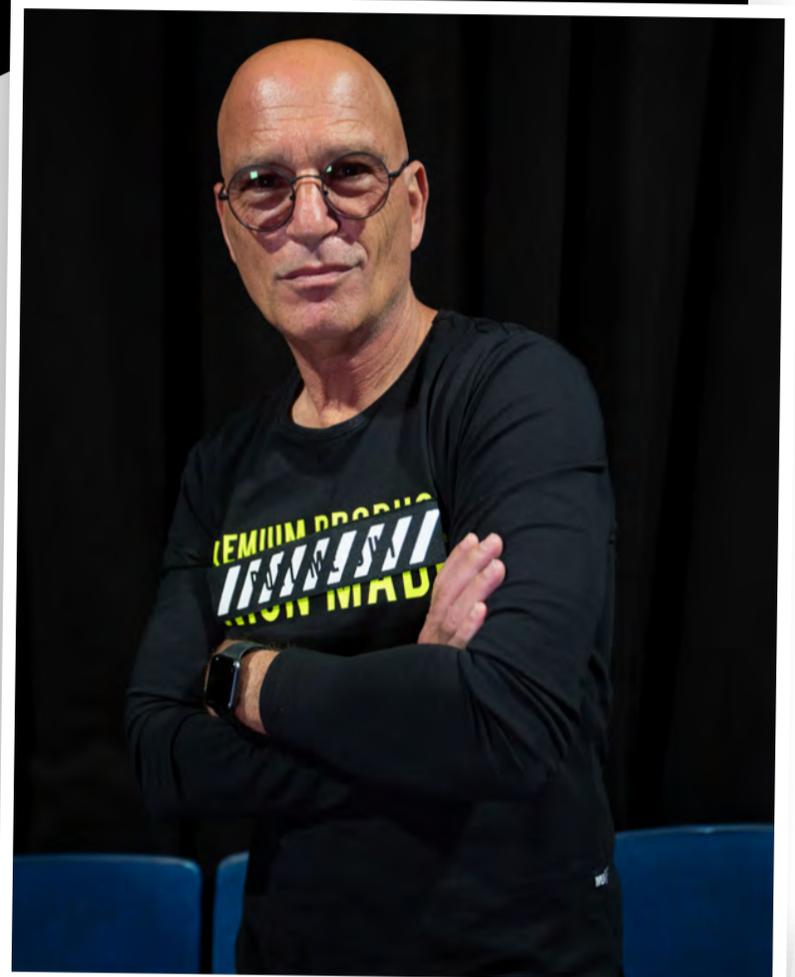
True to his nature, he did.

“I went, ‘Okay,’” Mandel said. “At that point, I had zero aspiration to become a comedian in show business. There was no preparation. I just did it. If things are circling around me, and you catch me at the right time with a suggestion, it’s basically a dare, and I’ll probably go for it. It’s like Wayne Gretzky said: ‘You miss a hundred percent of the shots you don’t take.’

“Because of that, I basically fail every single day... I’ve literally failed my way to success. This is not a philosophy—it’s actually an issue I need therapy for! But it’s one of the ways that my issues have worked in a positive way. Nobody’s more thrilled—and surprised—than I am as to where I’m at now.”

Fortunately for podcast fans around the world, Mandel decided to take a shot with podcasting, too, as a way of coping with the pandemic.

“I basically fail every single day... I’ve literally failed my way to success.”



He’s open about his mental health struggles: Mandel suffers from anxiety, depression, and severe ADHD and OCD... all of which have been exacerbated by COVID-19. Because he wasn’t able to connect with his kids and grandkids the way he is used to, nor perform standup, Mandel admits he was “a mess”:

“I was just trying to make it through each day. I’d spend hours on the phone with my daughter Jackie, who would talk me out of the hell I was in by making prank calls with

me. We'd look for ads in the paper for jobs I wasn't qualified for and just drive those people crazy. We'd call my friends, too. One day, my wife overheard what we were doing and insisted other people should hear it. Again, I said, 'Ok!' One of the side effects of my issues is that I don't think of ramifications. So, that's what the podcast is—it's literally what I would do regardless of whether I was hosting a show or not.

"It's also the answer to world peace," Mandel joked. "The world will be a better place because of it, and that's why I'm doing it. This is the answer to every problem anybody has ever had in the history of our world!"

While one might think disregarding potential ramifications falls on the extreme side of risk-taking, for Mandel, it keeps him living in the now.

"I'm always escaping me. I do things that force me to stay in the now, which experts will tell you is the key to happiness. Even though they are generally uncomfortable, the things that thrill and scare you will keep you present. People overthink—they weigh the past and future. But the only thing that's real is the now. If you remove

that overthinking from the process, yes, you'll make more mistakes. But you'll also learn more, and failing simply teaches you to move forward instead of standing still. That list of things you 'shoulda, coulda, woulda' done? That's the residue of overthinking, because you 'shoulda, coulda, woulda, aren't.' I'd rather regret the things I did than those I didn't. You have to see everything as an opportunity. We are in total control of where we are in life."

Seizing the opportunity to enter the podcasting space, Mandel's comedy show—the *Howie Mandel Does Stuff Podcast*—is not about jokes, as Mandel isn't a fan. What he's really "tickled by" is the type of comedy he grew up with watching *Candid Camera* with Alan Funt.

"That's my favorite kind of comedy," he said. "Enduring the awkward, crazy,

"I crave real reaction from people, even if it's not laughter."

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uncomfortable moments we all go through, together. If I can architect some of those moments and watch people navigate through uncomfortable positions, I think that's probably the most relatable comedy, too."

Mandel's love of comedy took root in his childhood. Born and raised in the Willowdale area of north Toronto, Ontario, he recalls watching *The Tonight Show* and listening to comedy albums with his parents at as young as four years old. Too young to have any reference for the jokes, he could appreciate *"the nice old man on Candid Camera explaining how, when the guy comes into the room and opens the door, there's a bucket that's going to fall on him. And then, I'd watch how the person reacted, whether it be in horror, anger, fear... or not having any idea what to do at all. Reality is always real to me. And that's what I bring to my standup act, which is very improvisational. It's what I wanted to bring to the podcast, too."*

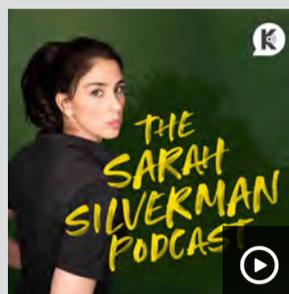
Mandel's first love is standup comedy—which he has been doing for an impressive 45 years. Unfortunately, because of COVID-19, he has been unable to perform on stage for nearly a year and a half.

"This continues to be one of the toughest times of my life. I've moved my therapist into a whole new tax bracket," Mandel



HOWIE

listens to



THE SARAH SILVERMAN PODCAST

Join Sarah Silverman as she blathers on about all things big and small each and every week!



THE ADAM CAROLLA SHOW

Adam shares his thoughts on current events, relationships, airport security, specialty pizzas, politics, and anything else he can complain about.



WTF WITH MARC MARON PODCAST

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

"The darkest days of my life have been my most guttural laughs, because I need it—if I don't laugh, I cry."

laughed. *“I’m much more medicated than I’ve ever been, and that, along with my kids, family, and loved ones, is helping me through. But I’m still not comfortable standing in front of a live audience in an enclosed space where people go, ‘Ha ha ha!’ Before this, the longest I have ever gone without being on stage was probably two-and-a-half weeks. So that’s what’s kind of killing me internally.*

“I’ve realized that performing is more than a career to me. It’s more than the money. It’s a form of connection. I crave real reaction from people, even if it’s not laughter. Even if I go too far and offend, it’s better than having no connection at all. So, the podcast has been quite a panacea for me.”

Seeking interaction, even negative attention for that matter, is an interesting aspiration in the midst of the cancel culture that is becoming more and more widespread. Mandel referred to his icon Richard Pryor to elaborate:

“Richard Pryor had just gotten out of the hospital after almost dying from freebasing when he was showing up every night to create what became ‘Live On The Sunset Strip,’ one of the most seminal comedy experiences there is. His was an art form... it was like observing a painter. Watch one splash black paint on a canvas and you’re going to naturally question who would buy it. But then, he adds some color to it, and shading, and it becomes beautiful.

“That first-line comedy is like that. Pryor had a concept. Even though he was

“You have to see everything as an opportunity. We are in total control of where we are in life.”



literally still bandaged while working out his act, he was making fun of it! At that time, you could literally hear the audience going, ‘Ooh, ooh! It’s too soon.’ But there was no such thing as ‘too soon’ in the world of comedy back then. You have to find the humor in the darkest places. And that can trigger people. But I always thought it was funny.

**← IN THE STUDIO**

Howie, along with daughter Jackie, interviews Podcast Magazine® Founder/Editor-In-Chief Steve Olsher and his wife Lena for the *Howie Mandel Does Stuff* podcast

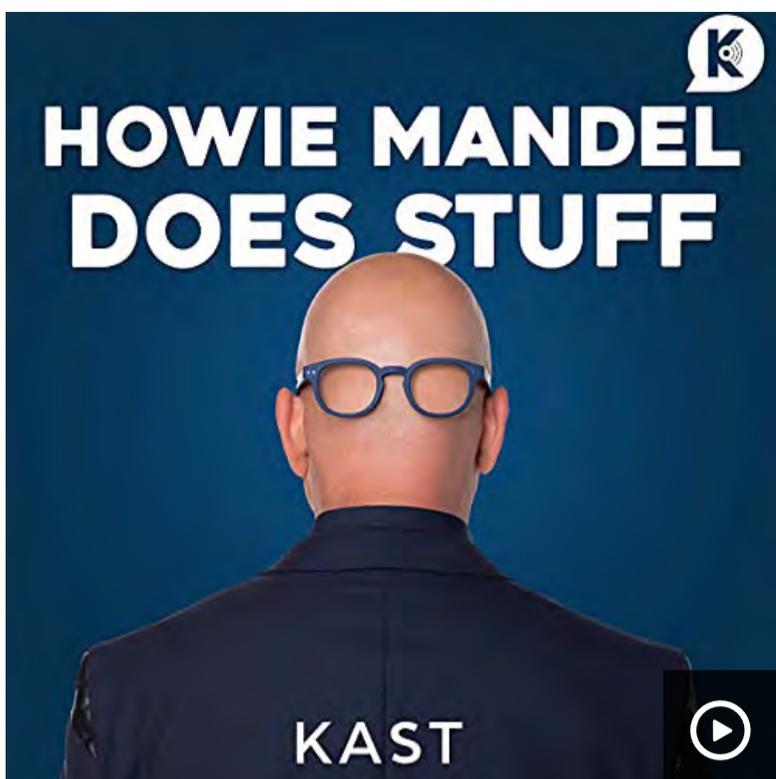
“Honestly, the one thing I love to do, I’m thinking of quitting. Even though I have a plethora of material that I can fall back on, my joy is in getting off the beaten path. My knee-jerk response to things is my calling card. And the fact that now everybody has the ability to take a snapshot of that with their phones, or even talk about it and tweet about it later, is the scariest thing in the world, because out of context, I could be canceled. When something’s tasteless, when something’s too soon, when something’s not right, it becomes the seed that you need to grow humor. To me, that means being able to sense humor where nobody else can.”

“The darkest days of my life have been my most guttural laughs, because I need it—if I don’t laugh, I cry. There’s a thin line between tragedy and comedy. If you can look at tragedy and find the ray of light in it, that’ll get you through... and that’s what I’ve done my entire life. But I’m afraid right now, because even mentioning those seeds in the wrong place at the wrong time nowadays can easily mean you’re gone.”

The *Howie Mandel Does Stuff Podcast* is also a part of Mandel’s ongoing quest to figure out who he is, which he says is “the process of life.” Whereas many tend to reach certain milestones, get tired, and stop, subsequently hanging on to their place in life by a thread, Mandel is fascinated with constant change.

“Who I am, how I react and do things... it never stays the same. Oprah coined the acronym ‘FOMO’: fear of missing out. I definitely have that, so I can’t just stop. I want to keep climbing and getting better. I want more and more knowledge. When I don’t understand something, but I’m aware of its popularity, I have to find out why it’s popular. That’s why I’m on TikTok. That’s why the rhythm and the things that I hit on with the podcast are so different than anything I’ve ever done in my act. I’m always asking, ‘What is this? Is that funny? It’s got like 40 million views.’”

Mandel has three kids, Jackie, Riley, and Alex, to help answer those questions. He also credits them for his being a “much



“I made it, and am successful, because I dared to do the things that scared me.”

better person” than he was before he became a parent.

“I thought that I would grow up, get married, have kids, and teach them about the world and everything I’ve learned. I did the first three, but it’s my children who continually teach me.

“When my daughter was a teenager, she couldn’t stand me. I literally thought I was going to die during those years! Through therapy, her growing up, and my learning how to deal, we got through it. But it taught me things that I apply to my life outside of parenting, too. Like, it’s easy to get angry at your child, right? It’s easy to get angry in general. And as human beings, we have knee-jerk reactions. But if you just take a moment, or an hour, or a day, and just back up from it, then you can avoid an angry response, which is never the right thing. As I mentioned, I don’t think of ramifications, so when my daughter and I would get into it, she’d get agitated, and I’d fire right back at her. I

was escalating instead of moving the situation forward. And it was like, ‘Who’s the adult here?’ In stepping away, you gain calmness, and you can say, ‘Listen, that was disrespectful. That was wrong.’

“We talk about this on my podcast, but just after she turned 16, we gave Jackie a car. She then pierced her tongue despite our giving her a strong ‘no’ when she’d asked. I was really angry, but I chose not to fight her, even when she gave me the ‘But it’s MY body!’ line. I also couldn’t reward that behavior. So, I took back her car and told her she needed to learn boundaries and respect. For six months, I became her personal chauffeur. I had to get up at 6:00 a.m. to take her to school. She’d turn the radio up until my ears were bleeding and sing along... it was the worst 40 minutes of every day! Through that whole time, which felt like an eternity, patience was the hardest thing. I constantly fought the urge to tell her to take it out.

“Finally, she comes to me one day, opens



her hand, and there's the stud. She goes, 'You can have it. Can I have the keys to the car now?' And to this day, even at 36, she thanks me for being so patient and teaching her that lesson. She would've learned nothing if I'd forced her to take it out. It would have just intensified the anger. But she watched me handle it with patience, which I don't really have, but pretended to. That moved the needle a lot more than the normal human reaction. I wish I would have learned this one sooner... and that I could have a do-over of the first 15 years of each of my kids' lives!"

By all external measures, Mandel has reached enormous success. Still, he continuously strives for his own version of accomplishment.

"To me, success is contentment. Happiness. It's not fame—that's fleeting. It's not money. It's having found my path. I made it, and am successful, because I dared to do the things that scared me."

By failing his way to success, one step at a time, Mandel has made a significant and unforgettable mark on the world of comedy. And now, he's using the podcasting medium to connect with people all around the world as he does what he does best: bringing smiles and laughter to his listeners and fans. 🎧



Founder/Editor-in-Chief

Steve Olsher
steve@podcastmagazine.com
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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

View the full schedule at ClubPod.club 



02

THE UPSIDE

Hosted by: Jeff & 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.



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CLEARMIND FITNESS

Hosted by: Patrick Johnson

Keep the mind and protect the body.

Featured podcast!
Turn to pg. 112 for the full story



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Positively Dad.

Podcast for dads on being great fa



POSITIVELY DAD PODCAST

Hosted by: James Shaw

Fatherhood is fascinating. Let's enjoy the journey. The *Positively Dad Podcast* is all about supporting dads in becoming amazing leaders, cheerleaders, and supporters of their kids, families, and partners.



05

Featured podcast!
Turn to pg. 66 for the full story

THE PEREZ HILTON PODCAST WITH CHRIS BOOKER

Hosted by: Perez Hilton

What's hot? Perez and Chris let you know! These two pop culture experts bring you their unique perspective and insight into the trending stories of the week in the world of showbiz and beyond. Nothing is off the table! No holds barred!





911 CALLS WITH THE OPERATOR

Hosted by: Jack Luna

You'll find yourself traveling the rough road that dispatchers, and those on the other end of the line, must travel to find help in crisis.



DADVENGERS PODCAST

Hosted by: Nigel Clarke

TV Presenter and father of two children, Nigel Clarke talks to well-known dads and special guests about their journey through parenthood, and no subject is off the table.



NECRONOMIPOD

Hosted by: Ian, Mike & Dave

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SEEK GO CREATE

Hosted by: Tim Winders

Redefine success in leadership, business, and ministry. We share topics, stories, and conversations that allow us to rethink how we live, work, and lead.



DAD FICTION

Hosted by: AJ Calabrese & Ryan Gonzales

1 married. 1 single. 1 pooped his pants at 35. 1 podcast. Infinite whiskey.





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THE PANTRY PODCAST

Hosted by: Shea 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.

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TRUE CRIME KENT

Hosted by: Kent Chungus

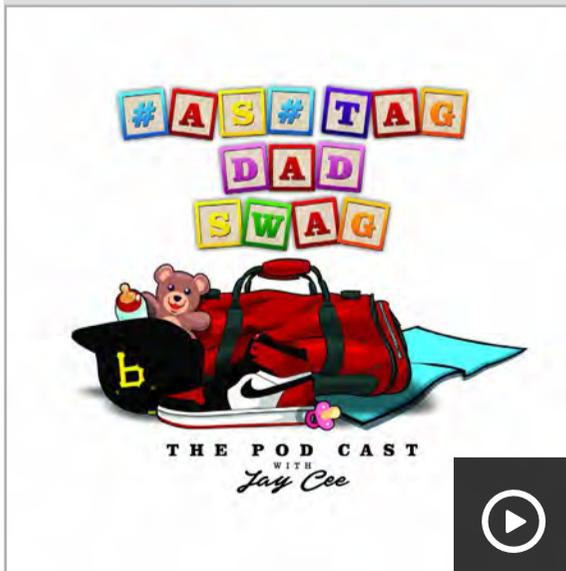
Kent Chungus is a true diamond in the rough. He's the only redneck historian for miles. The Operator calls him on the phone and secretly records his intricate storytelling.

13

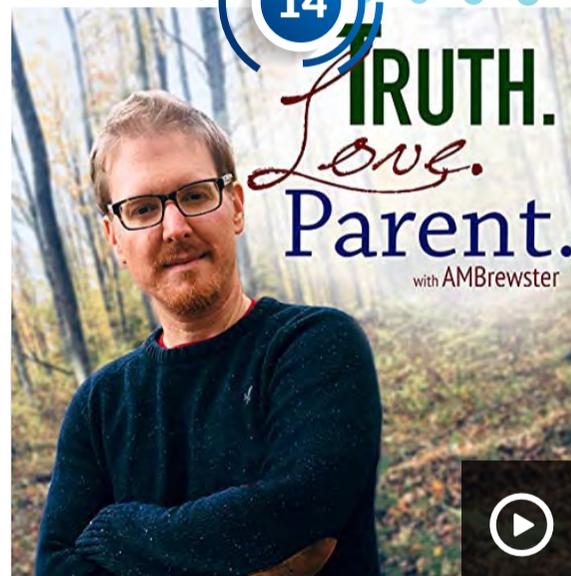
HASHTAG DAD SWAG

Hosted by: Jay Cee

This is a place where all fathers from all walks of life can come and be vulnerable. Receive advice. Connect with other dads trying to navigate this journey we call "fatherhood" in the freshest, classiest, most swagged-out way possible.



14



TRUTH.LOVE.PARENT.

Hosted by: Aaron M. Brewster

TLP explores how the Bible's Truth can lovingly be applied to your parenting—regardless of the size of your family or the age of your children.

15



PROMISED LAND

Hosted by: Ian Kehoe

On November 18, 1978, Jim Jones led 918 people to their deaths. This series will detail the story from the beginning in Indianapolis, Indiana, to the tragic end in the jungle of Guyana.

16

JUST US DADS

Hosted by: George Tsantrizos

George, Chris, and George are longtime friends and loving dads. Join them as they somehow manage to escape their chaos to share their thoughts on being dads!



17



THE TALKING DADS

Hosted by: Ian Lewis & Steve Bacnik

Two life-long friends explore parenting from their own perspective of having kids, and the perspective of the Dads they interview.

18

BAD TO THE DAD

Hosted by: Coach Randy & Adam D.

That imperfect species that hopes his kids turn out better than him at everything. He's the dad who dreams of his kids throwing perfect spirals, curing cancer, and pronouncing landmark Supreme Court decisions.



19



DADS ON DAYQUILL ♡

Hosted by: Jordan, Josh & AJ

Take a trip with these three dads. We explore the week's events in our dad lives. We talk music, movies, sports, and just anything in general.

20

CERTIFIED MAMA'S BOY ♡

Hosted by: Steven Kramer

Live, Laugh, Love Your Mom—join Steve Kramer as he attempts to navigate life with the help of his mom, Nancy. Kramer's road the last few years has been rocky, to say the least.



21



[(NOT SO) SECRET DAD'S BUSINESS ♡

Hosted by: Nate Robertson

A podcast for dads made by a dad. In the podcast, we talk about all the different aspects of fatherhood, parenting, and men's mental health.

22

YOUR CHURCH FRIENDS ♡

Hosted by: Chris & Muireadhach

We put this podcast together to hopefully help Christians and non-Christians alike see God, Jesus, and the church not in a new way, but a Biblical way.



23



DADHOUSE PODCAST ♡

Hosted by: Shannon Carpenter, Mike Bowling, Larry Broxterman, Jake Knapitsch & Mick Freyermuth

Being a father is more than just awesome puns and God-like strength to open impossible jars.

24

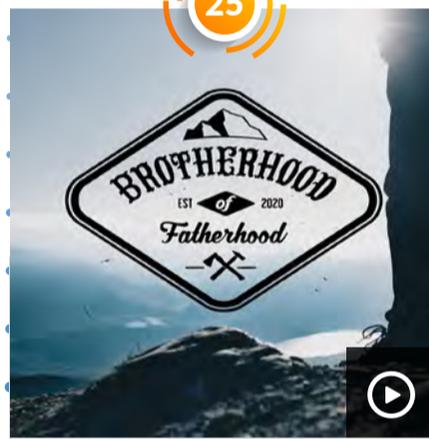
NIGHTTIME ♡

Hosted by: Jordan Bonaparte

Nighttime is an audio documentary series which explores Canada's most fascinating stories.



25



BROTHERHOOD OF FATHERHOOD ♡

Hosted by: Scott Rammage

A resource to help men throughout the world to be better pillars in their household, work, and community. Inspiring a focus on fatherhood, faith, abilities, tribe, and humility.

26

FIRST CLASS FATHERHOOD ♡

Hosted by: Alec Lace

We are not Babysitters; we are fathers... and not just fathers; we are First Class Fathers! Welcome to *First Class Fatherhood*.



27



HALFWAY THERE ♡

Hosted by: Eric Nevins

Each episode of *Halfway There* features an ordinary Christian sharing their story of spiritual formation on the journey of life with God. Go beyond the classic Christian testimony into the ups and downs, the joys and the difficulties of being a Christian in the 21st century.



28

DAD TIME OUT SHOW

Hosted by: MK

A celebration of all things dads, moms, positive parenting, and pop culture! Four dads from the entertainment industry with 12 kids and a wide range of ages.

29



DADS AND LADS THE PODCAST

Hosted by: Stewart Jones

A proud Mancunian dad Stuart and his son Shaun who has learning difficulties. What are they going to talk about... well everything and anything. With the humour of Stuart and the charm of Shaun, what's not to love?

30

BEYOND THE RUT PODCAST

Hosted by: Jerry Dugan

A weekly podcast sharing stories and tips to help get you unstuck in the areas of faith, family, fitness, finances, and future possibility. Our hope is to inspire and equip you to make your own path.



31



DADS WORLDWIDE

Hosted by: Brendan & Jim

Discussing life, current events, our kids, and everything Dad-related. All from the perspective of two grown men that are maybe just a little more mature than their children. Just ask our wives.

32

NIXMYTH PODCAST

Hosted by: Nick Smith

Real people, following the real Jesus, and sharing their real life through the lens of grace. Meant to educate, entertain, and empower you in your real life.





UNETHICAL PODCAST Ⓞ

Hosted by: Richard Steudle, Celeste Brown, Kristy Janssen & Tali Hall

You know when something isn't illegal, but it FEELS illegal? *Unethical Podcast* conducts case studies in controversy. The content is not recommended for the loud-of-mouth or the faint-of-heart.



THE BERT SHOW Ⓞ

Hosted by: Bert Weiss

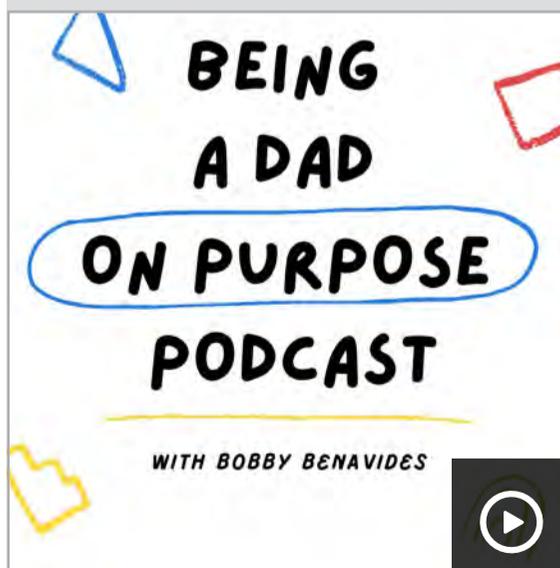
We're real, we're funny, and we do it all authentically. Whether it's the entertainment news, listener drama, or a peek into our own lives, we serve the laughs while bringing you into our world, so you can take a break and escape yours.



BEING A DAD...ON PURPOSE Ⓞ

Hosted by: Bobby Benavides

Discussing topics important to dads. We will cover topics from finances to health, spirituality, encouragement, discipline, and much more!



PRETTY AND PUNK Ⓞ

Hosted by: Dan Caldwell

Join Dan and Ilkido 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!

37



SPIRITUAL LIFE AND LEADERSHIP

Hosted by: Markus Watson

Ministry leadership is about more than just growing your church or organization. It's about participating in God's mission in the world.

38

POP CULTURE JUNKIE

Hosted by: Alexander Castillo Nunez

The *Pop Culture Junkies* review and preview the best of what's happening now and what's coming up in movies, music, TV, and more. Tune in every week to hear the best in what you love most: pop culture.

THE ALL NEW, ALL DARING



39

DABBLING DADS



A LITTLE BIT

ABOUT A LOT.

DABBLING DADS

Hosted by: Tyler Welch & Kyle Medina

Two boy Dads who know a little bit about a lot.

Join Kyle and Tyler as they dabble in all kinds of topics, from being a dad to tv and film, to video games, and everything in between.

NURSE PAPA



JUST SOME PODCAST

40

NURSE PAPA

Hosted by: David Metzger

Hosted by a pediatric oncology nurse and father, in each episode, we take a deep dive into a story of parenthood and come out on the other side with a greater understanding of what makes kids and their parents tick.

41

KNIGHT READER

Hosted by: Dylan C

Dive into classic and modern literature in a fun and accessible way featuring original and live performed music, voice acting, and reading.



Second Annual TOP 50 DADS IN PODCASTING



42

THE MENTAL HEALTH TODAY SHOW
with John Cordray



THE MENTAL HEALTH TODAY SHOW

Hosted by: John Corday

John talks about anxiety, anger, marriage, lifestyle, depression, and more. Listen as John talks about how to keep calm despite the stress of life.

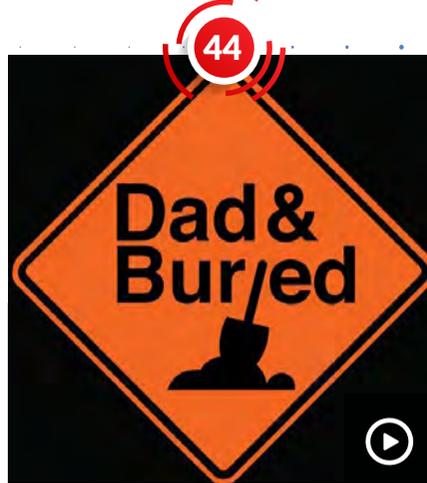


43

TRUE CRIME ALL THE TIME

Hosted by: Mike Ferguson & Mike Gibson

This is a true crime podcast that spares none of the details and delves into what makes these killers tick.



44

Dad & Buried



DAD AND BURIED

Hosted by: Mike Julianelle

A podcast about parenting from a couple of guys who hate parenting. Don't get them wrong, they love their kids—to different degrees, depending on the day (and the kid)—but being a parent is tough.



45

DECODING 40

Hosted by: Vincent Perez, Mack Burnett, Leon Cauthen & Alaric Campbell

A hilarious comedy podcast where four longtime friends fearlessly and ferociously explore and “decode” complex issues.



46

EXCUSE ME, THAT'S ILLEGAL.



EXCUSE ME THAT'S ILLEGAL

Hosted by: Leroy Luna

Need a little break from stories of murder and heartache? Join your boy Leroy as he takes a hardcore look at some softcore crimes.

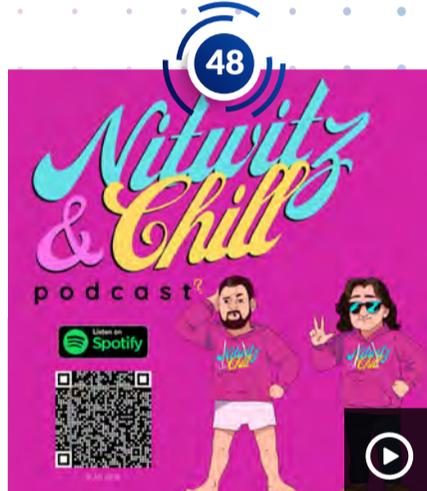


47

COOKIN WITH KIBBY

Hosted by: Chef Kibby

We all want what's best for our family—and what could be better than a home-cooked meal? I'm here to help families get back in the kitchen to make delicious meals.



48

Nitwitz & Chill



NITWITZ & CHILL

Hosted by: Phillip & Matthews

We're just a couple of guys who believe our voices need to be heard. Our message will always be positive and humorous.



49

THE FLAWED DAD'S GUIDE TO PARENTING

Hosted by: Warren & Graham

Two dads discuss parenting topics, review parenting books and tips, and give honest feedback on all the things a flawed dad goes through.



THE ART OF FATHERHOOD

Hosted by: Art Eddy

The Art of Fatherhood podcast follows the journey of fatherhood with dads from all around the world.



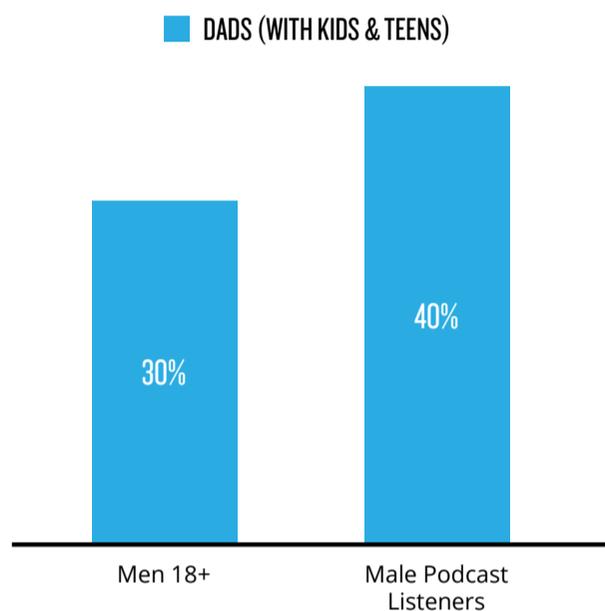
PODCAST MAGAZINE®

Stats You Should Know

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

40% OF MALE PODCAST LISTENERS ARE DADS WITH KIDS & TEENS

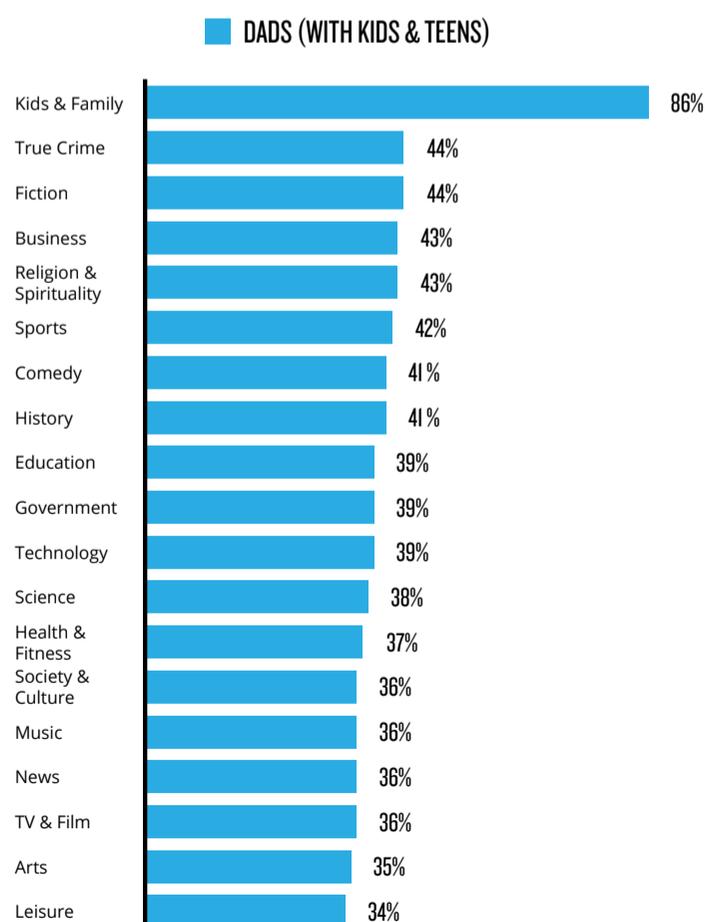
30% of men 18+ are fathers of kids and teens, but 40% of male podcast listeners are dads. In other words, dads love podcasts.



DADS WITH KIDS & TEENS PREFER KIDS & FAMILY, TRUE CRIME AND FICTION PODCASTS MOST

No other podcast genre appeals to dads more than Kids & Family, and 86% of the male audience for Kids & Family podcasts have kids & teens in the home. True Crime and Fiction podcasts are also popular with dads, making up 44% of the male audience. Parents are the decision makers for many purchases in the home, so advertisers shouldn't overlook the importance of marketing to dads.

To learn more, contact mediapropects@nielsen.com





ALAN CUMMING

ON THE PODWAVES

Playing With
Science &
Storytelling



Many know him for his Tony-award-winning performances in *Cabaret*, his popular role as Eli Gold on the *Good Wife*, or his numerous voice-overs in a variety of mediums and genres.

Maybe you've heard him as the voice of Loki, the Viking God of Mischief, in *The Simpsons*, or as Gutsy Smurf in *The Smurfs* (note the kilt), or from any of his many other movies and commercials over the years.

As an Audible Hall of Famer, his fanciful narrations—in his own *New York Times* bestselling memoir, *Not My Father's Son*, as well as in Shakespeare's classic *Macbeth*, and the children's adventures series *Kenny* by Tony DiTerlizzi—have garnered great acclaim over the years.

From narrating audio books to reading characters for animated shows to feature films, Alan Cumming's voice is everywhere. His versatility and ability to adapt across creative mediums is wholly impressive and a clear attestation to his skills as an actor. One need only browse his website, which catalogs his projects over the years, to see this agility. He can even adapt from Scottish brogue to American accent depending on character and context!

And now, we are fortunate to hear Alan Cumming's voice through the podwaves not only in *Homo Sapiens*, released in 2020, but also in several new shows he has coming our way!

Cumming is no stranger to the audio

“I really love the fact that the world of podcasts has brought us back to narrative and drama.”

format. In a way, podcasting is a return to his roots in early radio drama for BBC.

“I really love the fact that the world of podcasts has brought us back to narrative and drama.”

Not one to be slowed down or shy away from a challenge even in lockdown, Cumming recorded numerous audiobooks, podcasts, and Zoom plays in 2020 from his home studio. He also began his foray into podcasting by co-hosting *Homo Sapiens* with Christopher Sweeney. Together, they *“bring you intelligent, informative, and fun conversations that represent the interests of LGBTQ+ people around the world.”*

And he goes the extra mile when it comes to perfect acoustics—he will occasionally even use quilts over his head as a sound buffer for rain!

Soon, we'll get to experience him in two brand-new audio drama podcasts, too—*Solar* and *Hot White Heist*—as well as a third show, *Alan Cumming's Shelves*, in which he'll discuss books with various



peers. (Teaser: Cumming mentioned an interview with Sir Ian McKellan and another with Cyndi Lauper.)

Solar, a science fiction audio drama written by Chris Porter and produced and directed by Chris and Jenny Curtis, explores the ill-fated Aethon’s solar-research mission to study the gravitation time distortion around the sun. Space crew members are left fighting for survival before and after a solar flare, and as painful memories, forgotten dreams, technological challenges, and blunt realities collide, the crew must work together to keep their hopes alive in the face of growing darkness.

Each episode takes listeners on a sonic thrill ride that examines the vastness of the human spirit.

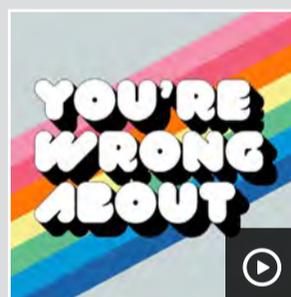
Hot White Heist is a comedy written and produced by Adam Goldman and directed by Cumming. It’s a story about a bank heist with a special twist—this is no normal bank, but rather a sperm bank.

Cumming credits this inspired comedy to the excellent source material and “huge array of great performers like Baldwin, Bianca Del Rio, Cheyenne Jackson, and Jane Lynch.” His production company, Club Cumming Productions, which now extends to podcasting, worked behind the scenes. Cumming marveled at how “fascinating [it was] to see the sort of the back end of everything and to work with really great sound designers” to create the finished product. When asked about the challenges of asynchronous production



Photo credit: Joshua Going

ALAN listens to



YOU'RE WRONG ABOUT

Every week, the hosts reconsider a person or event that’s been miscast in the public imagination.



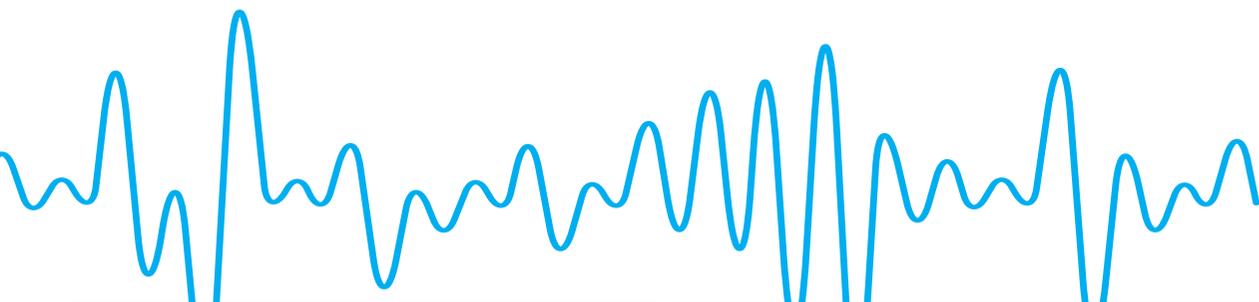
BAD GAYS

A podcast about evil and complicated queers in history. What can we learn by focusing on the dark side of queer history?



IN GOD WE LUST

A six-part series about what the tabloids called “the pool boy” scandal with Jerry Falwell Jr.



and acting of an audio drama, he said, *“The most challenging thing is rhythm, tone, and pace.”*

If you’re as big a fan as I am, keep an eye out for these new shows! *Hot White Heist* is due to premier in June and *Solar* in the Fall.

Cumming’s enthusiasm for the rise in the podcast medium and the audio narrative is apparent:

“I love radio... the use of the imagination that sometimes is lacking when you can see and feel everything.”

We will see (or hear) more of Cumming in the future, of that you can be sure. There is no slowing down for this showman and advocate for LGBTQ rights. Whether channeling his skills to promote a cause he is passionate about, or leading a round of Cabaret, the exuberant and entertaining Cumming is just getting started. 🎧



Science Category Director

Dr. Heidi Forbes Öste
science@podcastmagazine.com
Global Nomad Hacks 🎧

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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



AGE OF PLASTIC

Beyond the conversation of plastic straws and shopping bags, host Andrea Fox covers many tangible ways to eliminate single-use plastics from our business and lifestyles. With six seasons of interviews with experts across industries, this podcast is a refreshing way to understand how to integrate sustainability into your purchases and make decisions with ease.

Andrea is not anti-plastic, but rather sustainable use. Worried about sustainability without sacrificing quality? Don't be! You can have your wine and drink it, too. (Oh, was that supposed to be "cake"?)



Fox makes a point of highlighting businesses that are taking sustainability without sacrificing quality to their core. Understanding the composition of the products and the impact of their creation is a big part of being an educated consumer with power of the purse. The demand for more zero waste products and services is increasing and impacting the change.

With the explosion of green products hitting the market, you no longer need assume that "green" equates to "flavorless" or "substandard." That said, who is just talking, and who is walking the talk? This podcast sifts through the noise. The listener is invited to "*overcome their climate change overwhelm*" and battle the "*plastic guilt*."

Age of Plastic helps listeners sift through new ways to reduce their own carbon footprint by being a conscious consumer. Love this show and can't wait to hear the next episode. 🎧

The *Brains On* Team and Kids

BRAINS ON:

**An Award-Winning
Science Podcast
For Kids And
Curious Adults**

Do you love science, or did you find it boring in school? Either way, as long as you've got a curious mind, *Brains On* is the show for you.

The content is driven by the fascinating questions kids submit, and each week, a co-host joins Molly Bloom to answer them. "We wanted to honor kids' curiosity," said Marc Sanchez, a producer of the show.

"From the start, we asked kids to send their questions, and putting that out into the universe has paid off. The first question we got was 'How does paint stick?'. The child who submitted it became our first listener co-host."



“Now, we get hundreds of questions every week. We will often reach out to kids who asked particularly creative questions to see if they are interested in co-hosting,” Molly explained.

In spite of the pandemic, the show must go on. The *Brains On* team sends a remote recording kit to each co-host. One silver lining of this unprecedented time is that the net of kids who can co-host has widened to include those who live in rural areas, rather than being limited to those who live close enough to get to the studio.

Molly added, “We have a pretty broad view of science. For example, one episode focused on the question, ‘Why do we have crushes?’. We see science as a springboard for exploring a variety of areas, including psychology and social science, as well as history and cultural stories or folklore as it relates to a particular topic.”

There’s never a dull moment on this show. Molly gave us the scoop on how the team puts it all together. “We feel strongly about having ‘furniture’—features of every episode that kids can use as anchors. Even if we get a little wacky and do some things that they haven’t heard before, they know the *Mystery Sound* will be coming up and the *Moment of Um* will happen at the end of the show. This format helps to keep them grounded.”

The *Mystery Sound*, theme song, and sonic-type effects that help make each episode truly entertaining are the product of Marc’s ear for the right sound for the show, his musical talents, and his

“We wanted to honor kids’ curiosity and answer their questions.”

Listener Maverick (left) with host Molly Bloom



Co-host Irene (left) with producer Sanden Totten



background in recording. He’s worked in almost every genre in public radio, from magazine shows to classical music programs.

Brains On was actually born 10 years ago, while Marc and Molly were working at Minnesota Public Radio (Molly has actually worked there for practically her

entire career). She, Marc, and Sanden Totten, who edits and writes for the show, have each worked in public radio for 15 years.

Molly recalled how the show got started. *“Our jobs didn’t typically require a whole lot of creativity, as we were doing a lot of news reporting and producing. Since we were looking for a creative way to play with audio, I suggested doing something for kids, because I also have a keen interest in education. I’ve always wanted to do a kids’ show. I care a lot about children, and I think they’re awesome. I love helping them see the world in cool ways.”*

“At the time I proposed the idea of a kids’ show, there were no podcasts for children but our music station, The Current, hosted live events for kids that were hugely popular, so we knew public radio listeners would probably be interested in high-quality programming for kids.”

In the show’s intro, you’ll hear the words *“We’re serious about being curious,”* and it’s true. The *Brains On* team even joined forces with the Science Museum of Minnesota to study podcast listening for children, with the support of a grant from the National Science Foundation.

Subsequent grants have provided the impetus for them to produce content about the Coronavirus and the pandemic and also investigate the information needs of families during the current crisis. The findings have revealed the kinds of questions children are asking about the pandemic, and parents have

THE BRAINS ON TEAM

also produces



SMASH BOOM BEST

Taking two cool things and smashing them together. Which is best? Children present opinions using facts in a way that is respectful.



JULIE'S LIBRARY

A storytelling podcast for families starring Julie Andrews and Emma Walton Hamilton.



FOREVER AGO

Helping families to think critically about history. Every episode explores the origin of one thing, like sandwiches, video games, or clocks.

“We see science as a springboard for exploring a variety of areas, including psychology and social science, as well as history and cultural stories.”



reported that their kids feel calmer as a result of having their questions answered.

Molly observed that this was a turning point for the team, too. *“We typically do stuff that is evergreen, but the Coronavirus topic pushed us to look at other newsy topics, like George Floyd’s murder, which was heartbreaking to us. So, we did an episode on injustice and anger. We’ve realized we can produce timely content about the big issues kids are facing.”*

A study on joint media engagement is also in the works. The focus will be on family conversations about podcast content in the car, once the most popular place to listen to *Brains On*. Interestingly enough, the team has found that listening habits have changed, as people are in their cars far less than they were before the pandemic. It seems that their audience now listens around the table at lunchtime, during screen-free time in the afternoon, or at bedtime.

The popularity of the show keeps growing.

The Brains On mission is to prove that science is for everyone.

What started as a labor of love that they worked on during nights and weekends turned into Sanden, Marc, and Molly’s full-time occupation four years ago, and producer Menaka Wilhelm joined the team in 2019.

It’s been a gratifying journey for the *Brains On* team. *“We often get drawings sent in to us, and we used to put them on a wall in the office. It became a go-to place for anyone in the building to get away from everyday stresses and see the pure joy in these kids’ drawings.”*

Recognizing that some topics are better understood visually, Molly, Marc, and Sanden have authored a *Brains On* book, *It’s Alive*, and more publications, including a picture book, are in the pipeline. They are also eager to have a live show and more forums where kids can talk to one another.

The *Brains On* mission is to prove that science is for everyone through a show designed for everyone. It’s an invitation to a party, and you’re invited... so take a listen with your kids! 🎧



Kids & Family Category Director

Christine Franklyn

kidsandfamily@podcastmagazine.com



UNDER THE RADAR

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



ALL THINGS MADISON

A confident eight-year-old who is naturally comfortable on-air? That's Madison Lauren. Her podcast *All Things Madison* is produced by her dad, Deronté Smith. In one episode, we learn that her mother died when she was only three years old, and her father took the reins to raise her on his own.

Together, they've created an informative-yet-entertaining show. They give kids a chance to hear from people they would love to meet, including a zookeeper, puppeteer,

former rocket scientist, authors, and Disney animators, among others. Cool rap songs, jokes of the day, and funny skits are thrown into the mix to keep you glued to the show.

Don't be fooled—Madison doesn't pretend that the world is a perfect place. She certainly doesn't shy away from addressing hot topics in the news—the kind kids want to know more about. She talked about the significance of being born at a time when a Black family, with little girls who look like her, was in the White House. She has also called for an end to hate crimes against Asians, highlighted female movers and shakers, and recently interviewed a mother and her autistic son.

This little girl with a big presence is making an indelible mark on the podcast world with *All Things Madison*. Take a listen today. 🎧



A TRUE CRIME FIGHTER

JOHN JAY WILEY: Father, Retired Police Officer, Podcaster

The release of this issue of *Podcast Magazine*® falls between two significant calendared events: Police Week in May and Father's Day in June. Although the in-person activities of Police Week have been moved back a number of months this year due to COVID-19, I still thought this the perfect time to celebrate John Jay Wiley—a retired police officer, awesome father of two daughters, and great podcaster.

When you listen to just the first minutes of any episode of Jay's *True Crime Fighters*, you quickly realize that he has a voice for radio. When I sat down with him recently,



we joked about both having a face for radio, too.

In continuation of my joking mode, I asked him which was tougher—being a police sergeant or the dad of two adult-aged daughters? His response was very poignant and revealing:

“I think of all the aftereffects of the violence and trauma related to police work that have negatively impacted my ability to be a father,” Jay admitted. “Or at least, to be the father I wanted to be. [The job] definitely had a profound impact on not just my first marriage, but my time with my children and everything else. I have to put the burden where it belongs. It was my inability at times to handle things better. Granted, there are a lot more tools available now. We know a lot more than we did back then. But I have to own up to my part of it.”

Jay’s refreshing self-awareness is also a reminder of the toll police work takes not only on the officer, but on the entire law-enforcement family. The job also often nurtures an interesting sense of humor, as evidenced by Jay’s idea of “one of the great things about having children”:

“I always tell them how much enjoyment I get out of embarrassing them,” Jay confessed. “It’s just another service I gladly render any chance I get... especially in front of their friends.”

Jay approaches *True Crime Fighters* with the same amount of heart and passion as he has for fatherhood. He explained how the title was more than just a play on words for a podcast in the true-crime category.

“When I was in the Baltimore Police Department, we had different terms we would call each other,” Jay explained. “For instance, there was ‘good police,’ ‘real police,’ ‘hump.’ The last one was

“I think of all the aftereffects of the violence and trauma related to police work that have negatively impacted my ability to be... the father I wanted to be.”



someone who did very little. You also had report-takers who were basically mobile secretaries. And then you had crime fighters.”

He went on to explain that the “crime fighter” label was a true compliment. (Unless it was used in a certain tone or context, such as, “He thinks he’s a real crime fighter.”)

Jay went on to share his appreciation for the true-crime category, but he also feels there is not enough coverage of those who fight crime. He used the Ted Bundy case as an example.

“Everybody knows Ted Bundy. Everybody knows what a vicious killer he was,” Jay exclaimed. “But a lot of people don’t know the people who

prosecuted him and put him away. Working on that case took two years out of their lives. I think that the people who fight crime should get at least as much mention as the bad guys.”

Jay pointed to some of the heroes he has featured on *True Crime Fighters*. “Bass Reeves was born into slavery, and he became one of the most prolific law-enforcement officers as a U.S. Marshall back in the day when they didn’t have all of the equipment they have now. He served into his late 80s.

“Miosotis Familia of the NYPD, Gail Cobb in Washington DC, Kyle Dinkheller,” Jay continued, “were all killed in the line of duty. They each performed heroically and valiantly. Someone needs to tell their stories. Let’s not just tell the stories about who killed them. Let’s tell the stories about who these officers were and what they overcame to get to where they were.”

Gail Cobb’s story was particularly intriguing to me, as she was the first female police officer in the United States to be killed in the line of duty. That was in 1974. But Jay goes even further back in history in some episodes.

“Some of these stories were back before the advent of 9-1-1. Some of them were before the advent of telephones,” Jay explained. “These were great people. They’re great stories. And I want to get them into more people’s ears. That’s the driving force behind what I do.”



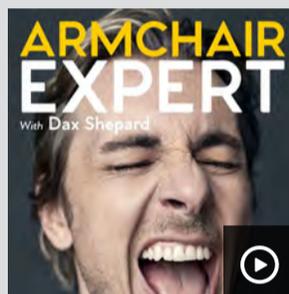
JAY

listens to



CRIMINAL JUSTICE EVOLUTION PODCAST

Created for criminal justice professionals and hosted by a retired criminal justice professional.



ARMCHAIR EXPERT

We celebrate, above all, the challenges and setbacks that ultimately lead to growth and betterment.



LAW ENFORCEMENT TODAY

Law enforcement officers, first responders, military veterans and victims of crime tell stories of the trauma they experienced, and most importantly, how they built the new lives they wanted afterward.



“Let’s tell the stories about who these officers were and what they overcame to get where they were.”



After Jay's law-enforcement career, he was a radio personality before podcaster. I asked how radio prepared him to be an expert podcaster.

"I had a love affair with radio when I was a kid," answered Jay. *"I remember when FM came around. They couldn't get advertisers, so they'd play whole album sides. They'd have a guy who sounded like he smoked a carton of Marlboros on one match talking between sides."*

"One of the things we would do was build our own radios. At night, we would listen to people talking in far-away places like Cleveland, Philadelphia, New York, and Boston. They were playing the same music, but the commentary was around what was happening there. It was an adventure. So I always had a love affair with radio."

"Then, I remember walking a footpost as a young police officer in Baltimore," Jay continued. *"I walked into a barber shop to say 'Hello' one day, and the guy said, 'I love your voice! You need to be doing*

voice-overs. You need to be on radio. When you retire from police work, pursue this.' That stuck with me."

Unfortunately, due to an injury, Jay was forced into early retirement at 33. But his radio career was born when he became the Afternoon-Drive On-Air Host of WDDH's *The Hound* in Ridgeway, PA. He went on to become the program director and on-air personality for WKYZ *Pirate Radio* Key West.

Fast forward to today: Jay manages the L.E.T. Podcast Network, which includes *True Crime Fighters*, *Law Enforcement Today*, *Cop Talk Podcast*, and many more.

"One of the main things I hear from podcasters all the time is 'How do I get more people to know about my podcast?'" Jay shared. *"With the L.E.T. Podcast Network, we put them on lawenforcementtoday.com, which is a huge website. It gets lots of traffic. It's also heavily advertised on my syndicated radio show."*

"I root for the underdogs," Jay continued. *"It's about trying to give someone a leg up."*

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There are a lot of big players in this field and a lot more of them coming into it every day.”

It’s clear that Jay understands the business of podcasting and driving more listeners to his shows. That is one reason for his looking closely at the current format for *True Crime Fighters*.

“The idea was to do a short-form, narrative-type podcast that tells these important stories in 15-minute, easy-to-consume episodes,” Jay mentioned. *“But sometimes, it sounds like lecturing, and it loses some of that human feel. The reality is, I want my wife to get involved. We may do a duo.”*

It’s not like she doesn’t have the experience—she was Jay’s co-host on radio. *“She has a great voice, and she is a wonderful person. We’ve been happily married for over 20 years, and it’s one of the best things that ever happened to me.”*

We talked about how the discussion between two hosts would only add to these stories. *“We’re going to expand into prosecutors, more civilians, and more officers who died in the line of duty as well. There are some tremendous heroes out there. Someone should tell their stories, and I’m not opposed to someone doing it with me.”*

Jay is clearly passionate about three things: being a husband, being a father, and continuing to tell the stories of *True Crime Fighters*. Personally, as a fan of the true-crime genre, I am looking forward to the future of this podcast as it tells both an intriguing and important part of the narrative within this category. 🗣️



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



OFFICER DOWN MEMORIAL PODCAST

Many people, myself included, will point to Derek Chauvin as the exception—not the example—of a police officer today. Having worked with law enforcement for nearly two decades, I can tell you that 99% are professionals of high character.

They do an extremely difficult job that seems to get more dangerous and complicated every year... one that takes far too many of their lives. The *Officer Down Memorial Podcast* is dedicated to those heroes.



In each episode, Sheriff Scott Rose—a 20+ year law enforcement veteran from Minnesota—shares the stories of how these men and women lost their lives in the line of duty. Many of the episodes are produced in a storytelling format and include commentary from the families left behind, which adds a personal element.

This show is a stark reminder that, on this Fathers' Day, some sons and daughters will be visiting their law-enforcement dad's memorial instead of setting up a grill.

Older accounts are written using historical documents and newspaper records. These don't seem to work (or hold attention) as well, as they consist only of Sheriff Rose's reading a story.

Overall, the goal of this podcast is met: to honor fallen heroes, help us remember their service, remind us to support the families they left behind, and never forget their sacrifice. 🎧



HEALTHCARE FOR ALL

Shining a Spotlight on Extreme Poverty

Extreme poverty kills millions every year through malnutrition and disease. Although parts of the world are prosperous, such as the United States, a large portion of mankind still live in extreme poverty, including (and surprisingly) many United States citizens.

Healthcare Policy Analyst and Researcher David Introcaso, Ph.D, began hosting *The Healthcare Policy Podcast* in 2012 because he felt the healthcare policy debate in

D.C. was exceptionally narrow. “*The debate largely amounts to arguments over coverage and reimbursement,*” Introcaso said. “*It’s truly remarkable the number of issues that get substantively ignored—for example, extreme poverty.*”

“*In 2018, U.N. Special Rapporteur on Extreme Poverty, Phillip Alston, wrote a report on Extreme Poverty and Human Rights in the United States. He found that over 40 million Americans live in*

poverty, which is about 14 percent of the population. In addition, the U.S. has the highest youth poverty rate.

“The U.S. poverty rate, the report continues, is due in large part to income and wealth inequality. The top one percent possesses 39 percent of the nation’s wealth. The U.S. has five percent of the world’s population, yet it contains 25 percent of the world’s billionaires. The U.S. leads the developed world in income disparity.

“The correlation between poverty and disease, or the social determinants of health, are well documented, but less reported on. The report concludes that the U.S. relies on criminalization to conceal the underlying problem of poverty. Alston characterizes the U.S. criminal justice system as one that is effectively a system for keeping the poor in poverty. The numbers say it all. Again, the U.S. has five percent of the world’s population, yet it currently accounts for over 20 percent of the world’s prisoners, over two million of whom are poor and disproportionately African American and Hispanic.

“Another topic that is largely ignored by our healthcare policy is our climate crisis. To date, I have done 18 interviews on the subject. There is a direct correlation between climate catastrophe and the adverse effects on human health.”

Former U.S. President Barack Obama stated, *“The world must come together to confront climate change. There is little scientific dispute that if we do nothing, we will face more drought, famine, and mass*

“Healthcare in this country is not healthcare; it is medical commerce.”

displacement that will fuel more conflict for decades.”

In the view of some scientists, and Introcaso, planet Earth is ill. It is running a fever. According to them, the global temperature may be approaching the so-called “tipping point”—that delicate threshold where a slight rise in temperature may “cause a dramatic change in the environment that itself triggers a far greater increase in global temperatures,” says the British newspaper *The Guardian*.

“There are many other topics that I speak about on my podcast, too. Later this year, I will conduct my 250th interview, yet I believe I’ve just begun to scratch the surface. The title of my podcast is intended to be sarcastic. Healthcare in this country is not healthcare; it is medical commerce.”

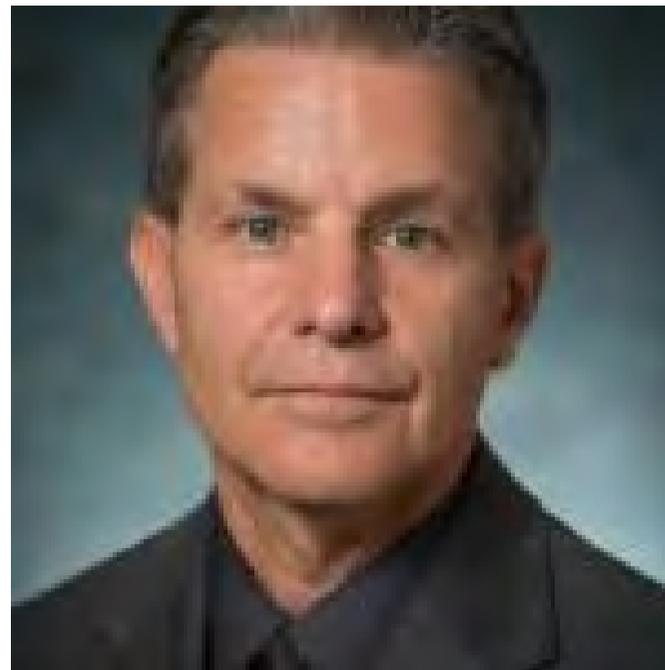
While not everyone will agree with Introcaso’s view of healthcare in this



country, as he says, *“Either way, the listener will find the information sobering. When you listen to my show, you’ll see that my interviews are not for the faint-of-heart. That’s why I don’t do anything to market the podcast or promote it on social media. I do not accept any kind of advertising monies.”*

Introcaso has been a healthcare policy consultant based in Washington DC for the past 25 years. He served in the Office of the U.S. House of Representatives Majority Leader, Rep. Steny Hoyer. He also spent several years working in the US Department of Health and Human Services, including serving as the Evaluation Officer for the Agency for Healthcare Research and Quality (AHRQ) and as a Public Health Analyst in the Office of Assistant (DHHS) Secretary for Planning and Evaluation (ASPE).

The podcast is intended for anyone interested in healthcare, public health, healthcare research, policy, or the



“The right to basic healthcare should not be a privilege to be earned. Rather, it should be the right of every citizen.”

business of healthcare. Listeners include medical students as well as policy individuals in the U.S. and abroad.

“The right to basic healthcare should not be a privilege to be earned. Rather, it should be the right of every citizen,” Introcaso concluded. 📍



Government Category Director

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Clubhouse Lead Gen 🎧



UNDER THE RADAR

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



THE ONLINE FRAUDCAST

Cybercrimes are on the rise. Cybercriminals attempt to gain illegal access to your computer system for the sole purpose of causing damage and harm. Cybercriminals steal your digital information and wreak havoc on your personal life. That's why it's imperative that you be aware and protect yourself.

The Online Fraudcast is hosted by Brett Johnson and Karisse Hendrick—both of whom are anti-cybercrime experts, but with very different experiences.

Karisse has worked with hundreds of the



world's largest e-commerce and mobile companies to help them prevent payment fraud and other threats to their bottom line and customers.

Brett, on the other hand, started his journey as an online fraudster, creating the first darknet forum for buying and selling credit cards. He was responsible for creating the criminal enterprise that commits identity theft, credit card fraud, and many other online scams.

But, after landing on the Secret Service's Most Wanted List and serving time in prison, he's been reformed, and now dedicates his career to helping consumers and online companies prevent fraud.

The Online Fraudcast has 67 episodes jam-packed with useful information. Unfortunately, the podcast became a casualty of the pandemic, but you can still access the information to help protect yourself and your loved ones. I highly recommend this informational podcast. 🎧

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Jay Holland

On Fathering Through Grief



Jay Holland is the husband of Emily and the biological and adoptive father of four

Nothing can quite prepare you for fatherhood. And yet, the expectation on men to master the role—both from others and themselves—is astounding. The reality is, it can be difficult to know what to do even in good times.

“Parenting is a marathon, not a sprint,” reflects Jay Holland, a pastor and the podcaster behind *Let’s Parent on Purpose*. *“You cannot sprint your way through parenting.”*

But what about when difficult times hit? How do you parent well, then? It’s a question many dads and moms are asking as we continue into the second year of a global pandemic. And when we are faced with loss or tragedy, the question becomes even more profound.

Holland has a unique take on parenting

through grief, because he has done it. The experience, while excruciating, shaped him into the resource and pastor he is today.

Holland grew up in West Virginia and married his high school sweetheart. While serving in a church and preparing to become missionaries in India, his wife began to suffer from an autoimmune disease. After an intense period of hospitalization, she was released to spend time recovering at home.

That night, she collapsed in the bathroom. Holland administered CPR, but she was soon gone.

He was then responsible for the excruciating task of telling his daughter that mommy was not coming home. *“In my late 20s, I found myself as the dad of a three-year-old daughter who was also a single parent*



recovering from what I hope is the most traumatic event of my life,” he remembers.

Navigating grief—his own, his daughter’s, and the family around him—became all-consuming.

It was in this season of his life that Holland recalled a conversation he’d had with a friend and counselor, who likened grief to a monster.

“The grief monster will come and knock at your door always at an inopportune time,” Holland recalls.

People handle the grief monster in different ways. Some try to ignore it, only for the monster to grow louder and more vicious. But, *“If you open the door, let the grief monster in, and sit on your couch with it awhile, eventually, it will leave,”* Holland explains. Facing the monster of course takes tremendous courage, but according to Holland, it’s the only way to keep grief from controlling you.

Holland turned to the Psalms for comfort. He also learned to let others help. *“When you’re grieving, it’s not the time to insist on self-sufficiency,”* he learned. *“If people*

try to help you, you need to let them, and stop trying to pay them back. Let helping you be its own reward,” he advised.

As he cared for his own soul, Holland also took care of his daughter. *“I was present,”* he remembered, giving her permission to feel the grief. *“I let her see me cry and never corrected her for crying.”*

He created space for her to be sad and remember happy memories. They often

listened to a CD of her mom singing in church. *“When we could be happy, we were happy. And when we could be sad, we were sad.”* he says. *“We tried not to manufacture emotions.”*

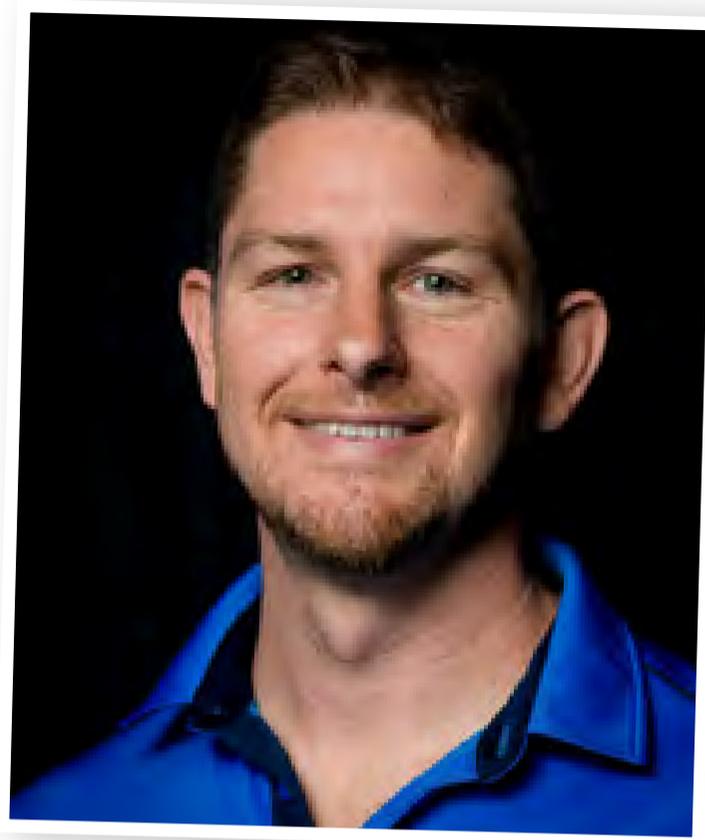
His years being a single dad gave him compassion for anyone trying to navigate the world alone. *“There are very few things that are as chronically difficult as single*

parenting,” he reflects. *“When you’re single parenting, you have so much load on you that it would be very easy to give into some unwise temptations.”*

Holland is grateful for his community, which helped him through it.

In time, Holland found love and married

“Unlike how TV sitcoms conditioned us, there is no speech you can give that will turn the lightbulb on for your children... But modeling by example makes a long-term difference.”



again. He also found a job serving as the Family and Student Pastor at Covenant Fellowship Baptist church.

He quickly realized that the pastoral role only goes so far. Parents spend way more time with their children than a pastor or program ever could. So, he began his podcast to support parents as they raise children, viewing himself as a fellow traveler rather than expert.

What is his best piece of advice for parents?

“We vastly overestimate what can be done in the short-term and vastly underestimate the long-term,” he says. In other words, take every moment seriously and do not put too much weight on any one of them.

“Lower the sense of urgency,” he said. *“Long-term, consistent decisions and behaviors will have tremendous impact for good or bad.”*

Holland recommends having more conversations with kids and leading oneself well.

“Unlike how TV sitcoms conditioned us, there is no speech you can give that will turn the lightbulb on for your children,” he said. *“But modeling by example makes a long-term difference.”*



**Religion & Spirituality
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Halfway There Podcast

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UNDER THE RADAR

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



JOHN ELDREDGE WILD AT HEART

Men: Does your heart yearn for adventure? Do you want to explore a new frontier, to awaken long-lost parts of your heart, and learn to appreciate beauty again?

It's time to check out the *John Eldredge Wild at Heart* podcast.

This is a podcast I used to listen to all the time, but it's been a while. I thought it would be fun to revisit the show and see how it fares today.



Fortunately, it is still a worthy listen. The intro music is dramatic in an epic, medieval way and sets the stage. I always imagine a renaissance festival when I hear it.

Wild at Heart is based on the teachings of John and Stasi Eldredge, their books, and retreat material. It stands out among podcasts for men by addressing the heart. In a time when men are often taught to ignore their hearts and surrender their own desires, this show is a breath of fresh air.

The Eldredges, with the help of other *Wild at Heart* staff members, discuss topics that serve men looking to reconnect with their souls and God.

If there is any criticism to be had, it's that the show can feel like a really earnest NPR show with the hushed tones of the hosts. A man's heart is holy ground, after all, so perhaps the calm timbres are a sign of respect. 🎧

KEEP IT SIMPLE!

Think About The Collective

Calvin Nellum, a physics and math educator in Detroit, is on a mission to provide equal opportunities.

He started his podcast, *TeachSimple*, just as the pandemic began to really hit in 2020. Why did he choose that name?

“I believe simplicity is the ultimate sophistication. The podcast was inspired by my journey at UVA [University of Virginia] studying astrophysics. The best physicists are the ones who can explain the most complex topics in the most simplistic manner.”



Calvin remembers speaking to a professor during that time who had received a specific fellowship (in other words, who had been labeled a “genius”):

“I asked him a pretty basic question, and I kid you not, it took him 30 minutes to explain it. Then, at the end, I still did not know the answer. That’s when I realized it’s not about how much knowledge you have, but rather your ability to explain the same concept on a lower, middle, and higher level.”

This experience really drove home to Calvin what would later become his approach with his podcast.

“At TeachSimple, we are having conversation. I’m talking to educators and deconstructing concepts in a simplistic manner.”

Calvin is originally from New Orleans, Louisiana, but he moved to Virginia after hurricane Katrina. Once he completed his studies there, he moved to Detroit on a teaching fellowship with a commitment to teach in an inner-city school for five years. He then fell in love with the city, bought a house, and settled close to the school where he now teaches. It was this environment, paired with his commitment to education and making a difference, that led to his starting a podcast.

“When you have poverty and disenfranchisement, the voice of those people is not elevated. Sometimes, they need someone to elevate it for them. I thought the podcast would be a

“It’s not about how much knowledge you have, but rather your ability to explain the same concept on a lower, middle, and higher level.”



really great voice for the people, for the teachers, and for being honest.

“I’m providing a platform—a space for disenfranchised people to recognize their power, their potential, and their future.”

Calvin’s biggest challenge so far has been balancing quality with the quantity of episodes. He noticed early on that when he took more time and came out with a podcast a couple of times each month, they were his best shows. He then tried releasing once a week, and then twice a

week, at which point he added a lot more people to his audience.

How to best balance growth and content with quality and sustainability to produce at that rate going forward is a struggle all podcasters experience. It is rare that someone starts out as a full-time professional podcaster without a business or job to contend with.

“Going twice a week was fun, but I am a teacher and a husband, too. I had to balance it all out.”

One of Calvin’s podcasting highlights is when he interviewed a current medical student at Cambridge University about the COVID-19 vaccine. He had decided an episode (at the very least, considering his location) of this nature was needed. So, he sought out this expert and recorded and released the episode promptly, knowing a lot of people in his area were skeptical about the vaccine.

“The episode was amazing, because she broke the vaccine down to the most simplistic form. If you did not know anything about the vaccine, all you had to do was listen to that episode to gain knowledge about and confidence in it. I had people telling me, ‘After your episode, my whole view of the vaccine changed.’ That was really powerful.”

As a teacher, Calvin views his biggest competition not as his fellow podcasters, but as cell phones and LeBron James! The podcast gives him a way to compete with that while simultaneously providing



CALVIN

listens to



8 BLACK HANDS PODCAST

Deep in the heart of public-school education, wars rage on, and few warriors come to fight for the people.



THE WIRE PODCAST WAY DOWN IN THE HOLE

Analyzing every episode of the iconic HBO hit series, *The Wire*, starting from the beginning with season one.



THE JOE BUDDEN PODCAST

Follow along the crazy adventures of Joe Budden and his friends.

others a platform to make a greater impact.

“As teachers, we deserve a platform. We are the hardest working people in the world, so I just want to keep providing that platform for their voice.”

The advice Calvin gives to others who



“I thought the podcast would be a really great voice for the people, for the teachers, and for being honest.”

are looking to create their own platform through a podcast is to think of others and the bigger picture.

“Podcasting has been an amazing experience, because I love speaking, but I also love giving back. I want to always think about the collective group. Once you have gone from a dependent learner to an independent learner, you then need to get into interdependence—where you are not only thinking about what you do, but also how it affects everyone else.

“In the end, if the collective group doesn’t like what you put out, it is not going to have as much value. Always keep the collective group in mind whenever you are teaching... whenever you are trying to motivate, elevate, and educate.”

With all this in mind and now a year into his podcasting experience, which other practical steps might he take differently?

“Space out your time. In January, I recorded three episodes a week and ended

up six months ahead with my content. I’m very proud of that, but I wish I did it as time went along instead, because now, the information isn’t as relevant today. Now I have to be extra creative in how I put out the information.”

I completely agree and resonate with these comments. As a podcaster for over seven years with two shows, *Awaken Your Alpha* and *The TalkXcelerator*, I can attest to the fact that it can get even further out if you let it. I recently released an early 2021 episode that was recorded in late 2019! Being selective, saying “no,” and spacing out recordings (or stopping for the time being) becomes very important as demand to be featured on your platform grows.

As Calvin’s platform grows, I’ll leave you with his final words for how to best reach your listeners:

“If you can break it down in a simple way, I really believe you can reach a wider audience.” 🗣️



Education Category Director

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Awaken Your Alpha 🎧



UNDER THE RADAR

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



THE BEDLEY BROS.

With a combined total of over 50 years of classroom experience, Tim and Scott Bedley, hosts of *The Bedley Bros.*, bring you shop talk from today's leading educators.

The show is described as “an education podcast dedicated to keeping you informed and connected to what's current and what works.” The brothers bring in bright and innovative minds as guest hosts and ask them questions about education. The guests focus on best practices, innovation, and practical



ways to grow as an educator. The show is engaging, energetic, and features a fun quiz for guests to take at the end.

Since 2019, these brothers and educators from California have delivered thought-provoking and informative episodes. However, during the pandemic in 2020, their episode output dropped dramatically. This reduction likely has something to do with them both still being active teachers and dealing with the unique set of challenges that came with 2020. Unfortunately, this lack of consistency does damage the podcast, as there are no new shows released in 2021 as of yet. Even if they are done, there are still 25 episodes available to dive into.

In their final show (currently), which gave no hint as to it being the last, the Bedley brothers “go guestless” for the first time in years. It was a fun show on distance learning that is still very relevant today. 🎧



When You Just Want Someone Else To Tell You What To Read...

Book Riot's *Get Booked* Takes You Between The Covers!

Have a friend, family member, or maybe DAD who loves books? Are you always stumped about what to get him or her (especially around Father's Day)? Book Riot has you covered with a very special show that allows listeners to write in and ask pro book buyers for recommendations.

Book Riot, which is the parent company of the show *Get Booked*, covers all kinds of genres—everything and anything having to do with books and the reading life—and they have an impressive slate of nine different podcasts. When they started *Get Booked*, they only had two.





Host Amanda Nelson started with Book Riot as an original contributor and staff member after connecting with CEO Jeff O'Neal in the blog space. There, he was writing and teaching English, while she was writing her blog, *Dead White Guys*—a tongue-in-cheek reference to the authors of classic literature.

While Book Riot was in its early stages, it became pretty obvious that podcasts were going to be a thing. Jeff and one of the company's original employees, Rebecca, named their first podcast after the company. *Book Riot* was all about book news and publishing, and it was going strong for seven or eight years before *Get Booked* was born.

When the idea for *Get Booked* was floated, Amanda had taken on the role of managing content. She wasn't really talking about books personally anymore, nor was she writing.

"The staff was brainstorming ideas for a fun show that would fill a hole in our content and be a good service to readers. We landed on Get Booked, which would basically provide recommendations to those who write in to ask based on their personal tastes, gift preferences, or book club needs. And I got the itch. I wanted a place to utilize my instincts around recommending books. I'd kind of moved up the ladder at this company, which was great, but I no longer had the chance to talk books. So, this was perfect—I pitched it to the boss, and he liked it."

"Honestly, Get Booked answered a need for more podcast content AND room for advertising. Publishers are our main advertisers. And



they are constantly, especially five years ago when Get Booked launched, looking for more places to get their books in front of people. You can only make so many ad spots in any single show and still have a show. So, we started thinking about what kind of new shows we could do. It was completely selfish of me to be like, ‘Well, I would like to talk about books more and interact with readers more on a one-on-one basis in a way that I’ve not been able to do since I got this job. So what about this idea for a write-in show?’”

Amanda points out that the bigger the main company becomes, the less tangible connection one can really have with his or her audience/listeners.

“I really wanted to talk to readers. Since I wasn’t selling books or writing anymore, I just brought it up kind of casually. We knew our listeners trusted us, because they come to our site and follow our other shows. They trusted our tastes and our infinite background knowledge of books. So, what if we created a show that would allow people to ask us personally for reading recommendations? What if we gave them the opportunity to pick our brain?”

Originally, *Get Booked* was a solo show. Amanda would pick a genre, go out into the world to find an expert, and bring him or her on to the show to help with book recommendations. For example, if she was going to recommend seven romance novels on an episode, she’d go find a romance expert. But she soon



Get Booked co-host
Amanda Nelson

“I wanted a place to utilize my instincts around recommending books.”

discovered that wrangling guests every week is a pain.

She decided to wrangle Jenn Northington, an independent book seller, as her co-host instead. Jenn agreed, and because *Book Riot* was regularly receiving recommendation requests from people via Twitter, Facebook, and email, the show essentially had a built-in audience from the start.

“We weren’t taking the time to answer

all those individual requests. We already knew that people would respond; we created the show to fill that need. We didn't really have to do much other than set up a Google form and put it out across all our social media. We just said, 'If y'all have read requests, drop them here.' And we have never had a problem or shortage of questions. They just keep rolling in.

"We did a lot of personal talking up of the show, too, like on my personal social media. Jenn did the same, hoping word-of-mouth would do what it does. And thankfully, it did!"

Things are different now than they were five years ago. Book Riot has a much bigger audience and platform, which makes launching a new show and growing an audience to a respectable size quickly even easier.

Get Booked is now closing out their fifth year. 270(ish) episodes in, Amanda finds it amazing that people have that many different books they want to read and need help finding, but they do. And as a result, the show is still going strong.

Amanda's favorite part about hosting the show? She loves getting to tell people her opinions.

"It's such a nerdy thing, yet all book people understand. The opportunity to sit down for an hour and tell people what to read is just so great. It's like an 'I'm mad with power' kind of thing. I really love that this platform that I have with the show and with Book Riot allows me to spotlight

AMANDA

listens to



NPR LIFEKIT PODCAST

Everyone needs a little help being a human. From sleep to saving money to parenting and more, we talk to the experts to get the best advice out there.



READING WOMEN

Each month features two episodes on the same theme—one highlighting a range of titles and one discussing two titles more in depth.



PANTSUIT POLITICS PODCAST

Sarah Stewart Holland and Beth Silvers bring a nuanced and grace-filled perspective to discussions about politics and news.

"The show allows me to really direct people's attention to places I think aren't getting enough attention, which is great."



books that I think are underserved. Some authors don't have big marketing budgets, especially this year, during the pandemic. All these books have come out, but those authors can't tour. They can't go out to bookstores or really do any kind of promo. The books are just landing with nobody around to celebrate them. I've done what I can to point people to them. The show allows me to really direct people's attention to places I think aren't getting enough attention, which is great."

"The opportunity to sit down for an hour and tell people what to read is just so great."



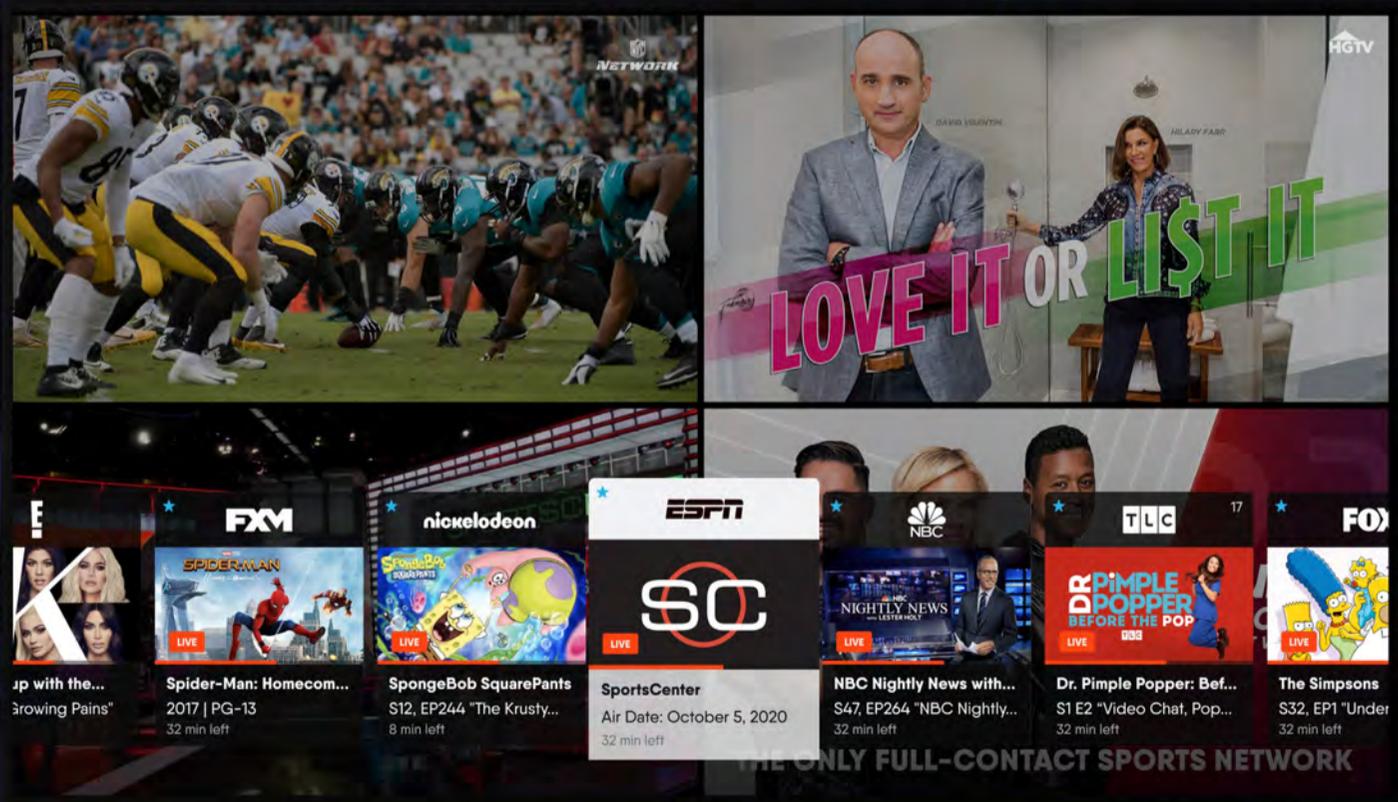
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Wickedly Smart Women Podcast

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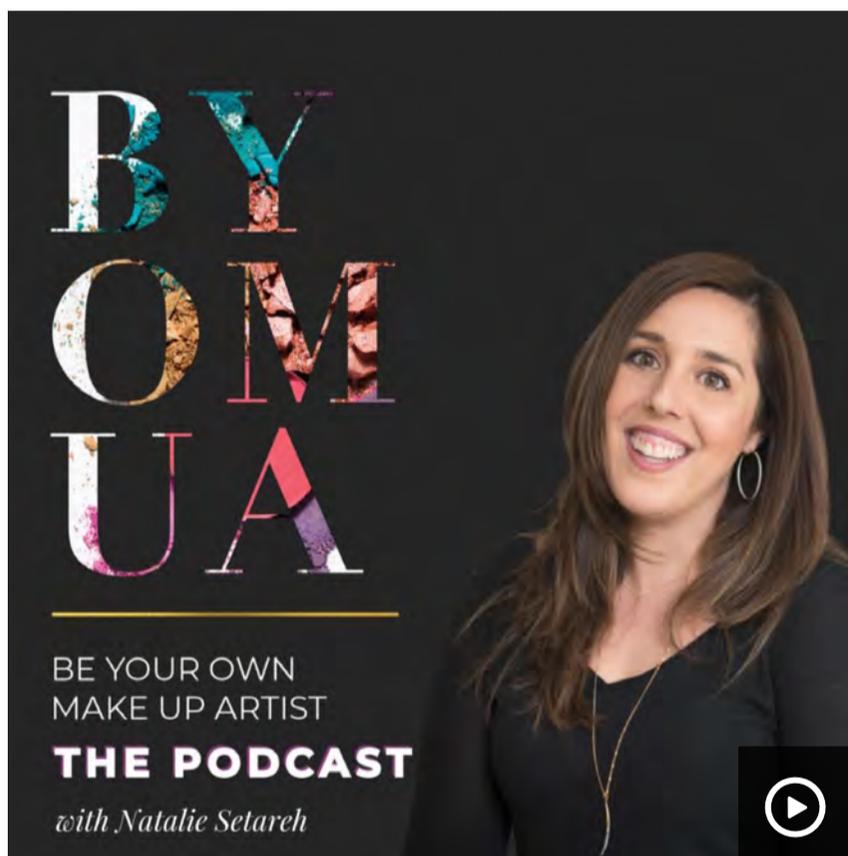
"Leader in sports streaming"
Forbes

"A great cable TV alternative"
tom's guide

"The best service for sports fans"
GIZMODO

OVERRATED

Anjel's Independent Review Of An Arts Podcast You've Definitely Heard Of... But Might Want To Reconsider Listening To



BE YOUR OWN MAKEUP ARTIST

Firmly believing that makeup is for everyone, award-winning international makeup artist, business coach for makeup artists, and educator Natalie Setarah launched this show to provide an inside look at the 532-billion-dollar beauty industry.

Whether you are a makeup enthusiast, professional makeup artist, or simply curious about the industry, Natalie believes this show is for you. She brings celebrity makeup artists, brand founders, and leading makeup and beauty industry experts on to share their knowledge



and insights about how makeup shapes culture. Bonus episodes include her thoughts on topics like creating your signature look.

When Natalie noticed a clear void of real-life, practical, accessible, inclusive, and unbiased education, she decided to fill that void and teach people how to shop for, apply, and wear makeup.

Even though Natalie's got the IN, she proclaims herself a beauty industry outsider who challenges the status quo. And while the content is good and the sound quality great, this show would gain traction if Natalie could provide listeners with consistent content (only 27 episodes since spring of 2018) and stay more alignment with her mission to fill the void she's intending to fill.

More episodes would really improve her credibility on this topic and demonstrate that she actually is committed to serving what she herself has identified as an underserved audience. Go all in and make this a weekly show! 📌

PEREZ HILTON

I'm excited for the future. I'm still hungry.

Much More Than 'Frenemy To The Stars'



Whether you know Perez Hilton as a blogger, media personality, podcaster, original social media influencer, or outspoken LGBTQ advocate, you likely agree with one fact: he demonstrates a seldom-seen level of fearlessness.

Born in Miami, Florida to Cuban parents, Hilton grew up in an extremely religious community... and had to hide his sexuality. He attended an all-boys Jesuit school, which, according to Perez, was “just more indoctrination”:

“They expect you to fit inside a mold they’ve created. And if you’re not one of the four cookie-cutter graduates—doctor, lawyer, engineer, politician—then you’re a freak. It was literally like, ‘Oh, how did you turn out so wrong?’ So even if you weren’t gay, if you went to your parents saying, ‘I want to be a sculptor,’ they would think you’re the biggest nut. You can’t BE a sculptor. That’s a hobby. That was the thinking, and also the main reason I got the hell out of Miami as soon as I turned 18.”

When Hilton was 14, his father died suddenly of a brain aneurysm, and his world completely changed.

“At that age, a child doesn’t really have the tools to cope with something of that magnitude,” Perez said. *“My mother, God bless her, was just trying to stay alive, because he was the love of her life and her only serious relationship. She didn’t have the tools to grieve or to help me. I didn’t go to therapy. So I drowned myself in television.”*

“I’m tired of apologizing. There’s a lot I’m proud of. I’ve maintained and expanded (my) brand for years.”



“My role models growing up were Madonna, Gloria Estefan, and Oprah Winfrey. So the ‘celebrity world’ was always my world. In some ways, it saved me. But it also messed me up majorly. It became my healing and my escape. It also became my crutch, because I never really processed anything. Only in the last few months have I really started to unpack all of that and how it impacted my decisions my whole life. So, I’ve always been in that world even before I was actually in that world. Which is why, when I discovered the world of blogging, I knew right away that I didn’t want it to be about me. Back in 2004, most blogs were kind of like online diaries

or journals—very first person. But I wanted it to be about pop culture and celebrities, which I’ve always found fascinating and have been knowledgeable about.”

After graduating from New York University in 2000, Hilton worked as a journalist before turning to blogging. But it would take hitting rock bottom for him to turn his sights to entrepreneurship.

He recalls a period in spring 2005, while he was doing very well writing for *Star Magazine* and working on his new blog, when he became extremely depressed.

“I called my mother, who even though she’s only in her late 60s, thinks like a 103-year-old. There are a lot of really hip late-60-year-olds out there, right? My mom is not one of them. She’s from another generation, or culture, or whole other world completely.

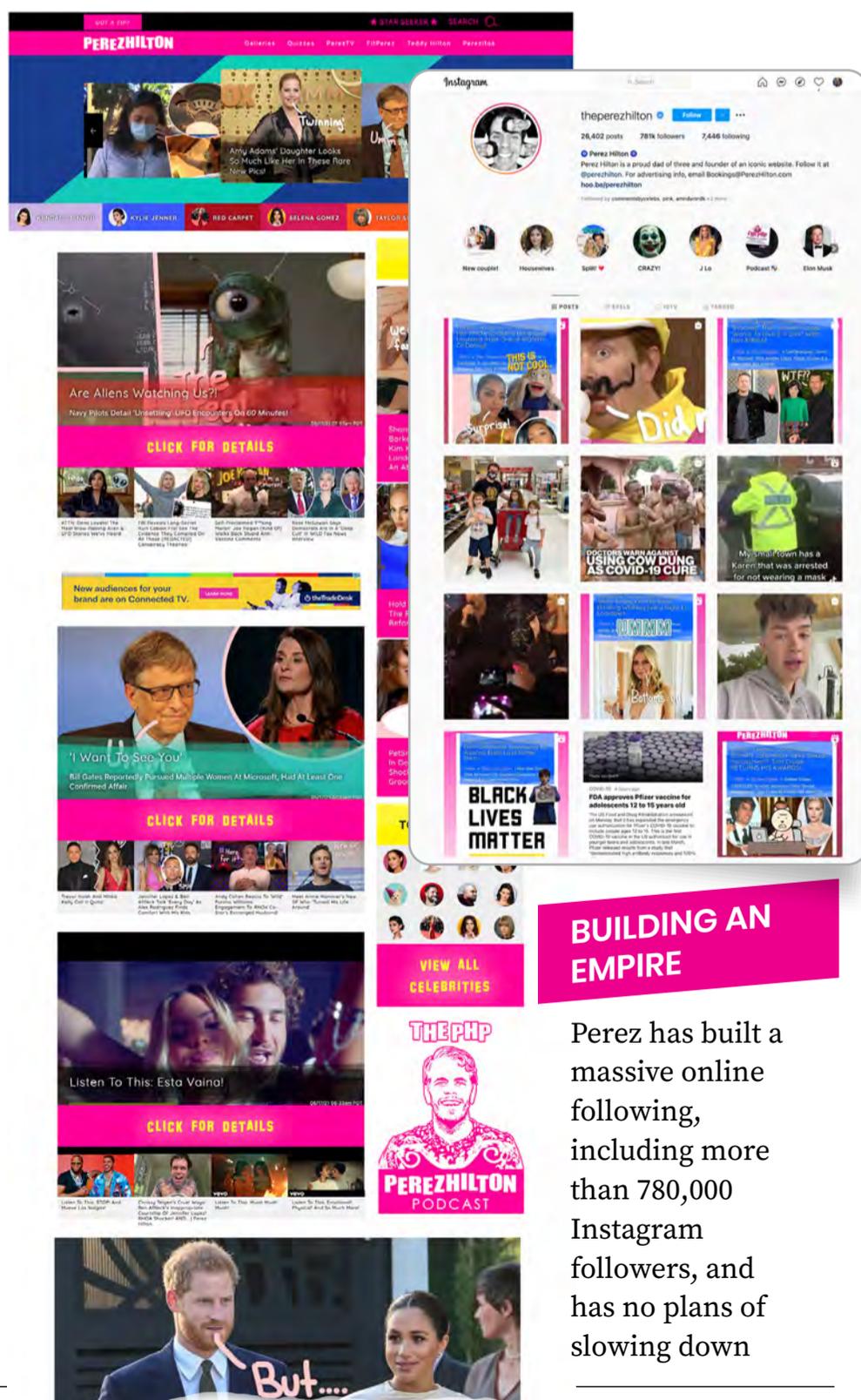
“She said, ‘Mijo, that’s why they call it ‘work.’ They don’t call it ‘happy.’ And I knew I had to make a choice at that point—to accept what my mother said as truth, or to forge a different path for myself. If I accepted her truth, that would have been the death of me. Because in that moment, I thought if that’s the case, then I’m going to end up back in Miami working some nine-to-five job I hate while being totally miserable and feeling like my life is a failure.

“Thankfully, I decided not to listen to my mom. And this is why I say you don’t need role models. What worked for them may not work for you. And in my opinion, the

best entrepreneurs are the ones who buck conventional wisdom on paper but have made things work that shouldn’t. They do things differently, because they’re special.”

The time and effort he poured into the blog and website were well worth it: things took off, and Hilton developed one of the most famous (and some would argue, hated) websites in the world. To his delight, this thrust him into the showbiz limelight.

As it so often goes, stardom came with its



BUILDING AN EMPIRE

Perez has built a massive online following, including more than 780,000 Instagram followers, and has no plans of slowing down

fair share of controversy. Perez became widely known as a “gossip columnist” and was considered a “frenemy to the stars” while facing backlash for his coverage of their lives.

“I’ve apologized for my past behavior. I don’t shy away from it and am rightfully still being held accountable for it. I am embarrassed by a lot of what I did, but not all of it. And honestly, I’m tired of apologizing. There’s a lot I’m proud of. I’ve maintained and expanded this brand for years. I started with a website, but now have two YouTube channels, a podcast, and all my social media accounts. I’ve written four books and am launching a new business later this year. So, you know, I’m excited for the future. I’m still hungry.

“Plus, I love a challenge. Right now, that’s just surviving, right? Lasting long enough for people to see me for who I am today, because so many choose to view me only through the lens of my past. And I was such a different person back then. We

all were. I’ve stopped being sad over the fact that many people aren’t willing to let me grow or don’t care that I do things so differently now, because in their mind, all that matters is what I did years ago. Like doing something awful once makes you awful forever. Well, they’re all hypocrites. Because people can be rehabilitated and change. I have. I mean sure, some people continue making the same mistakes as they were when they were in their twenties. They never change. Look at Donald Trump. He did it quite successfully all the way to the White House. But I thankfully realized at a certain point that maybe I shouldn’t say everything I’m thinking. Or if I do, maybe I shouldn’t say it the way I used to say it.”

In a world becoming more and more comfortable with the notion of cancel culture, Hilton’s message is timely.

“There are teenagers on TikTok trying to cancel Eminem because they don’t like his old lyrics. I’m thinking, wow ... teenagers are so soft these days! If you don’t like Eminem, don’t listen to his music. It’s as simple as that. And I think it’s really concerning when instead of fostering and celebrating differences of opinion, young people nowadays want to squash



“You don’t need role models. What worked for them may not work for you.”



the voices and diminish those who don't agree with them. If someone you don't agree with is speaking on a college campus, you don't need to go to the college and complain to get him disinvited—if you're so bothered by it, don't show up!

“To all those people who are so upset by different opinions, know that you're going to be the enemy in the future. That's going to be you.”

According to Hilton, this extends to Gen Z, too, who “view anybody over the age of 40 as the enemy.” “It's like, ‘You can't have an opinion on this because you're old,’” he said. “Well, you know what? I'm going to get real saucy for a second. To all those people: you don't get to tell me what I can or can't have an opinion on!”

To further his interest in sharing his opinions, in 2015, Hilton entered the world of podcasting with *The Perez Hilton Podcast with Chris Booker*, through which he and Booker bring their “unique perspective and



A FAMILY MAN

Perez now finds joy spending time with his family, including his three children and Mom (pictured above)

insight into the trending stories of the week in the world of showbiz and beyond.”

The appeal?

“It's different than any other platform,” Hilton said. “I don't often enjoy drinking wine, but if I did, I would compare podcasting to that. You don't chug it or shoot it. You savor it. It's a more in-depth exploration of a topic, which I really

love, especially because I'm not doing my podcast by myself. Chris has been my sidekick for six years now, and we just work so well together. He makes me better, and we literally love doing our show."

The part he doesn't love is booking celebrities. When the show first started, they brought on a guest every week.

"But booking celebrities is hard," Hilton said. "They flake. They run late. Not every celebrity is professional or a good interview, either. It just depends. Are they having a good day? Do they feel like being revealing or not? There are so many variables. But if you want to continue to grow a podcast, you have to have guests, I think. And you know, we're at a point now where our show has been around for so long, it's kind of plateaued a bit. So, we want to reach new audiences, and one of our goals for this year is to start having guests on again. Another one of our goals is to figure out some way—either lo-fi or more than lo-fi—to videotape it, as well, because I do believe that video is an important part of the future of podcasting."

And, while most are familiar with Perez for his career-related contributions, few know that he is also the father of three who applies his tireless work ethic toward being a terrific father, as well.

Last year, he not only appeared in a popular reality television show across Australia, but also released his memoir, *TMI: My Life in Scandal*. And this year, he's set to release a new show with Triller.



"The more effort you put into something - the harder you work at everything - not just professionally, but also personally... the more you get back."

This work ethic is something he finds most important to pass on to his children.

"One of the things I took away from my upbringing is the importance of having an incredible work ethic. I go over our family mantra—the eight most important things in life—with my kids every day: family first, work hard, be a good listener, stay healthy, have a positive attitude, practice gratitude, have fun, and breathe. With these eight tools, you can conquer anything in life.

"I've told my kids, 'I love you. And I will support you no matter what, with one exception.' Now, this might come off the wrong way, but I don't care. My kids cannot be lazy. I will not tolerate or support laziness. I'm not saying they all have to have the same drive and ambition I do, but



they have to work really hard at whatever it is they choose to do. Even if that's being a Starbucks barista. I'd tell my kid, 'I want you to be the best freaking Starbucks barista ever. I want you to reinvent what that means. I want you to start creating drinks and make such an impression on your boss that you get promoted to 'International New Drink Creator!'

“What I've learned in life is that the more effort you put into something—the harder you work at everything—not just professionally, but also personally... the more you get back.”

This concept extends to his advice for his fellow podcasters, too:

“So many people are brainwashed by this concept of balance,” he said. “You need to reprogram your brain. If you want to be incredibly successful, there is no balance. Your vision needs to be your sole focus. You need to have an unhealthy work habit. You need to be addicted to your job, and it must consume you. It's all about the hustle.”

PODCAST MAGAZINE®'s

TOP 50



Dads In Podcasting!

Check out *The Perez Hilton Podcast with Chris Booker* at #5 in our Second Annual **Top 50 Dads In Podcasting** feature!

See the full list > p.8

Finally, Hilton credits fatherhood with saving his sanity during 2020.

“Being a single parent to three kids has had a lot of challenges, especially in Los Angeles, where things were just crazy and out of control with COVID-19. If I didn't have my children, it probably would have been very hard to get out of that funk.

“Honestly, if I do nothing else professionally, I'm fine, because it's the kids who make me the happiest. I'm so thankful for them in so many ways. I'm excited for the next generation, too—to see them be even more successful than me in all of the different things they're going to do.”

One need to look no further than his children, and Wikipedia, to clearly see the incredible impact Perez has had on others. His willingness to model what it means to take unconventional, and often unpopular, action is a lesson we all can learn from to attain what we each define as extraordinary success. 📌



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SPOTLIGHT ON:



New Pod City is a podcast hosting company for podcasters run by podcasters which focuses on 5 service branches. NPC is a state-of-the-art **podcast studio** located in downtown Trenton, the capital of New Jersey, the only **podcast hosting** company in New Jersey, a **podcast distribution** firm, a **podcast promotion** hub, and a **monetization** platform! Headed up by award winning podcasters, Frank and Christina Sasso, New Pod City produces a new breed of podcaster!

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Jason (left) with *Lyrics & Lattes* co-host Trevor



Lyrics & Lattes:

Sharing The Truth Of Hip Hop Lyrics



“If you listen to rappers carefully, you’ll realize that they’re philosophers.” This profound statement from the co-host of *Lyrics & Lattes*, Jason R. L. Wallace, captures the inspiration for the podcast.

If you’re a music buff who enjoys inspirational and self-development tips, the *Lyrics & Lattes* podcast is perfect for you. Jason and co-host Trevor DeSaussure invite listeners to join them *“as they sip the newest brew while extracting life lessons, wisdom, and self-development tips from your favorite hip-hop songs.”*

Trevor is a Florida native with an affinity for a hot cappuccino and biscotti on the side. Jason is originally from San Bernardino, CA, but currently lives and podcasts from Washington DC. He enjoys Chai Lattes and relaxing gangsta rap music.

This duo recognizes that many people in their audience may not listen to Tony Robbins or Mel Robbins, or any other personal development guru for that matter. These well-known experts are incredible, but the reality is that they

“Music, especially hip hop, is the heartbeat of many of the movements we’ve seen in the forefront recently.”



don’t reflect a diversity of backgrounds. Jason pointed to himself as an example:

“Growing up, I listened to Ice Cube and Tupac. Things they said resonated with us. Now, in Lyrics & Lattes, we extract the self-development tips found in hip hop to help our audience live a more fulfilled life.”

The show, produced by Josh Bryant, has grown by leaps and bounds since they launched it last August.

“It’s fun to interview people we admire. We grew up listening to rappers like Ja Rule, so having him as a guest on the show



LYRICS & LATTES



THE TRUTH BEHIND THE MUSIC

On each episode, Jason and Trevor dive deep behind the meaning of some of the most popular hip-hop lyrics

was unbelievable. He often talks about enemies, so we used his music to teach people how to build perseverance.” Jason admits this might be his favorite episode and recommends it as a great place to start if you’re new to the podcast.

Reflecting on everything that has happened and been heavily reported in the news over the past year, Jason said, “Music, especially hip hop, is the heartbeat of many of the movements we’ve seen in the forefront recently.

“We had an episode specifically on George Floyd. Many people don’t know that George Floyd was a rapper. In a particular Scarface rap video, you see him in almost every shot. A lot of rappers knew him, even though that side of him isn’t usually portrayed in the news. We were able to extract self-development tips from his lyrics and use them to encourage those who are dealing with the significance of his murder and those types of issues.

“We’re using familiar songs by Nas, Jay-Z, the late DMX, and Erykah Badu. Some people have been singing Erykah Badu songs for years without really knowing what she’s talking about. We break down what she’s actually saying, and we show how you can use it to improve your life.”



Jason and Trevor don’t look for motivational songs. “Regardless of what rappers are talking about, there’s truth in it, and that truth can always heal.”

Trevor added, “We don’t produce the show as motivational speakers. We’re using songs you hear every day to make the show more relatable. We also want listeners to know that we hear them, so we have a feature on our website that allows members of our audience to leave us a voicenote. We’re not trying to motivate people. They’re motivating themselves by listening to the radio and talking to us.”



On the show, Jason and Trevor interview experts as well as musicians. Even the experts break down rap lyrics in relation to their topics, such as a life coach who highlighted various lyrics related to discovering your self-worth. Episodes may include tips on from Jason, Trevor, and/or an audience member who has submitted a voicenote.

The focus is always on actionable steps anyone interested in self-development can take.

Jason and Trevor are using what they've learned throughout their lives—including from their dads—to inspire others, and doing so has played an important role in the success of the show. Trevor credits his military dad with teaching him about integrity and keeping him humble, appreciative, and grounded. Jason's dad taught him to push himself and be bold enough to ask until he gets the “yes.”

The impact of these lessons is easy to see—these guys were able to get Presidential candidate Julian Castro as their very first guest! Shockingly, he agreed before Jason and Trevor had any episodes or listeners.

Before their 50th episode, they featured two Grammy-award-winning artists—one of whom had also agreed to be a guest even before the first episode was released. Jason revealed, “*We have had amazing guests because of our inability to take ‘no’ for an answer.*”

Royce da 5'9” agreed to come on the show when the guys didn't even have a website or logo, because he loved the concept of



JASON & TREVOR

listen to



SINGLE YOU “THE PODCAST”

Reka Robinson helps ambitious millennial single women discover their worth.



SOCIAL PROOF PODCAST

David Shands helps individuals make the transition from their job to their dream business.



THE A24 PODCAST

No host, no ads, no rules. From the people behind *Midsommar*, *Uncut Gems*, *The Farewell*, *Lady Bird*, *Moonlight*, *The Witch*, *The Lobster*, *Ex Machina*, and more.

“We extract the self-development tips found in hip hop to help our audience live a more fulfilled life.”



“Regardless of what rappers are talking about, there’s truth in it, and that truth can always heal.”

the podcast. That episode turned out to be extremely valuable, because the rapper gave specific advice on how to overcome childhood trauma and shared how he is using his lyrics to heal people.

Jason shared some tips for any podcaster looking to book guests:

- Don’t be afraid of a “no,” and don’t take it personally. The 1% rule dictates that, if you ask 100 people, at least one will say “yes.”
- Timing is everything when you’re deciding whom to approach and when.



A CELEBRATION OF DADS!

Jason and Trevor’s fathers have played a pivotal role in their lives and in shaping their podcast.

(Pictured above)

Jason with his dad back in the day and *(right)* Trevor with his father at the Eiffel Tower

- Send individual emails that are tailored to each recipient rather than mass emails.
- Get to the person who has the authority to say “yes.”

This show was born during the pandemic for a reason—it provides a much-needed uplifting for listeners who really need it.

Tune in to *Lyrics & Lattes*. You’ll never listen to music the same way again. 🎧

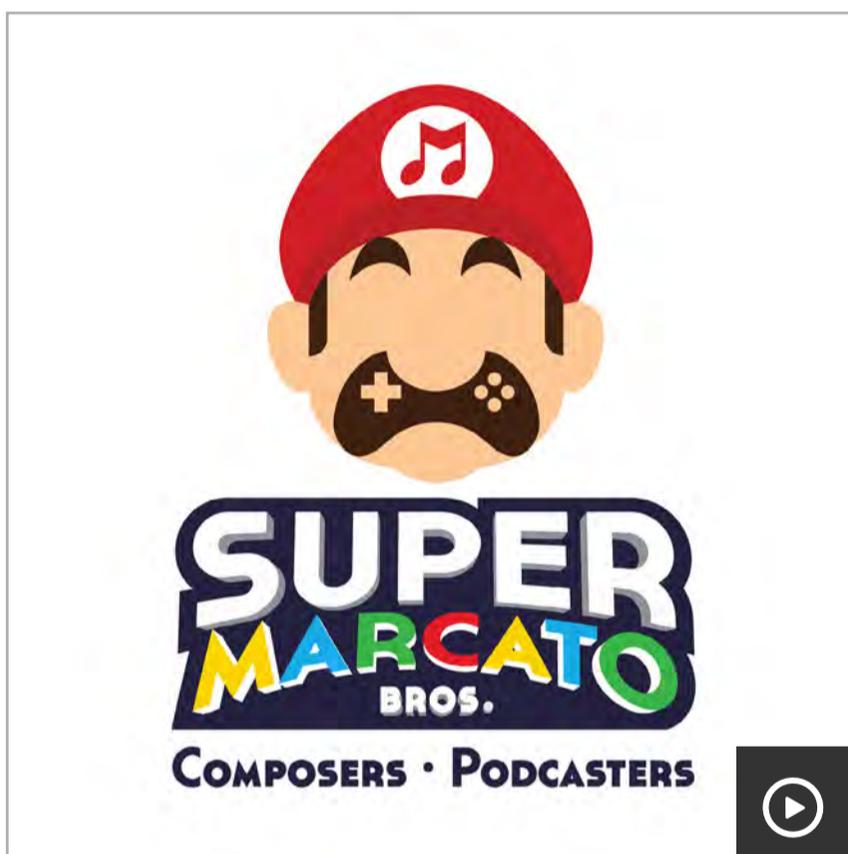


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Amazing Women And Men Of Power 🎧

UNDER THE RADAR

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



SUPER MARCATO BROS.

Who would have thought that learning about the intricacies of video game music could be intriguing to someone who's not at all into video games? That's what I discovered when I listened to *Super Marcato Bros.*

Hosted by brothers Karl and Will Brueggemann, this show often takes listeners on a journey through musical history. The hosts share, discuss, and analyze great video game music, whether the game itself is popular or not. They even dive into some



underrated scores—musical scores, that is.

With 500 episodes to choose from, any video game fan is sure to find music from their favorite series. Over the eight years this podcast has been in existence, the hosts have amassed a diverse collection that covers practically all generations. They explore composition, melody, harmony, chords, and rhythm, as well as technical aspects, such as hardware limitations and production.

From funky jazz fusions to melodic compositions, listening to video game music beyond the game is a very different experience. The hosts celebrate rousing arrangements that feel like orchestral fanfare as well as the level of attention to detail that goes into creating a sound that's representative of the period in which the video game is set, as opposed to the different effect of more modern technological inputs.

It's all surprisingly fascinating! Take a listen for yourself. 🎧



ALL GOD'S WOMEN

**From 12-Person
Bible Study To
An Audience Of
Thousands**

Time stands still for no industry.

Sharon and her husband Fred learned this firsthand. They grew up in the time of VHS, CD, and DVD, and in so doing, had carved out a place in this world where they could make a living telling the stories they wanted people to hear.

They were independent filmmakers. And then, the world changed.

In 2018, they'd completed their final feature film, *Summer of 67*. Inspired by their father's life, it tells the story of the women left behind in Vietnam... the women forced to wonder if their men would come home,



and if they did, whether they'd be alive. The ones who didn't know if life would ever be the same again.

But sales from the film were proof that the world had rotated away from the ingrained distribution channels of DVDs, yet had not quite settled on the new model.

Sharon and Fred knew it was time to adapt.

With a decade of movie-making experience, contacts, and equipment, what would they do next?

Looking back, Sharon realized her life had been a series of events promoting women. Even her bookshelf held stories about the famous women of the Bible.

Something inside her told her to turn to the church. While a triumphant servant of God and Christian, she'd never truly dedicated time to the serving—she hadn't been a church leader or Sunday School teacher. Now, she felt strongly that it was her turn, and there was a need in the Women's Ministry department.

So, Sharon stepped up.

The Women's Ministry department is traditionally a place to address the spiritual, emotional, physical, and social needs of the women in the church. For Sharon, that was perfect. Supporting women had become her life's work, and this was just a new adaptation of that work.

In the meantime, to fulfill her own need to continue to share stories, she started a Bible study at her home.

The question for the women's ministry group was, "Why?"

Each week, the group of 12 women met to study the women of the Bible. Together, they came to the conclusion that no one is in the Bible on accident. If someone is in there, he or she is important.

The question for the women's ministry group was, "Why?"

Then, in 2020, life as Sharon knew it changed again.

The simple idea of women getting together around a large table to share stories and grow closer to God, together, was over. The COVID-19 virus dismantled

All God's Women podcast started as a home Bible study for the women of Sharon's church





the weekly get-together, and the personal and family disarray around the unknown dissolved the group, leaving Sharon with stories, but without an audience.

Again, Sharon had an idea. She and her husband had plenty of equipment and experience in media and editing, as well as real knowledge of quality entertainment.

The stories she loved from the Bible wouldn't have to wait—she'd start a podcast and share them with the world. Unbeknownst to her at the time, those she previously shared over a 12-person table in an old Victorian home would go on to feed the souls of thousands across the globe.

And unlike many other Bible-based podcasts, this one is categorized as History. That's because Sharon does more than tell the Bible story; she ties in the history and shows how the story is relevant today.

In one episode, she connects a 1920s property rights court case to its Bible origins. Zelophehad, a man with five daughters, passes away, but doesn't have any male heirs to pass property to. His daughters successfully lobbied Moses for a change in the law, and ended up with property of their own, paving the way for modern property law.

Since its inception, *All God's Women* has been a weekly podcast that has accumulated 90 published episodes (for those who like to binge-listen). And now, a two-minute encapsulated version can be heard on radio stations across the globe.

Downloads is the measurement by which podcasters determine success, but for Sharon, there's a more important number. *All God's Women* reaches over 90 countries, and 30% of the audience is outside the U.S.

But what Sharon is most excited about is that the show is popular in three of India's biggest cities, where less than 10% of the residents are Christian.

For a show about history and the Bible, that's not a bad way to measure success. 📍



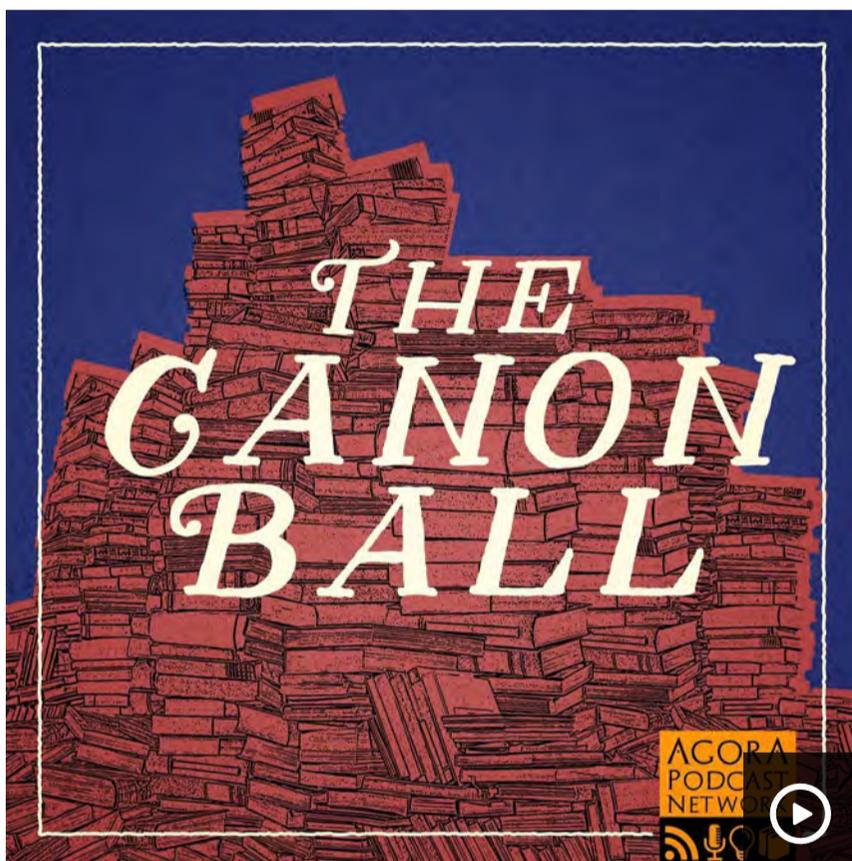
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TracingThePath 🎧



UNDER THE RADAR

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



THE CANON BALL

A podcast should have a point to make and an audience in mind. *The Canon Ball* is the epitome of that. If you're a history buff and a literature aficionado, these guys were born to make you smile.

Imagine your summer goal is to read all the books in Harold Bloom's *The Western Canon: The Books and School of the Ages*. You'd have to have a bunch of extra time, of course, but it would be a grand goal. Claude



and Dan, the hosts of *The Canon Ball*, want to help you.

They are attempting to read all of the pieces Bloom—the Yale academic who bemoans the shifts to the academic curriculum over the course of his lifetime in this piece—highlights.

Claude and Dan try to work through each book from a couple of different contexts. They cover the historical context of the situation that created the writing and the critical context—how this stuff has been analyzed and handed down over the years.

And then they discuss how they appreciate or under-appreciate the work itself. While I love getting the historical and critical context, I just like someone more educated than I helping me to really appreciate these works. Claude and Dan provide the a-ha moments I seek. 🎧

1 MILLION DOWNLOADS



21 Leading Podcasters Reveal

Their Best Strategies For Reaching This Magical Milestone

At *Podcast Magazine*[®], we're dedicated to taking you beyond the microphone and into the lives of the podcasters you love while providing behind-the-scenes explorations of their shows.

We also believe in supporting and elevating our fellow podcasters; in part because it's vitally important that everyone who aims to share their story or what they're passionate about can easily do so; and also because together, we're much more powerful and can better achieve our collective goal of reaching those we are most compelled to serve while making a meaningful difference in the world.

And that's why, this month, we decided to tap into our incredible community of leading podcasters—specifically, those who have reached the magical milestone of **surpassing ONE MILLION DOWNLOADS**—to ask them to share their favorite advice and strategies for growing their show.

We're confident that following the wisdom from these leading podcasters has the potential to help you dramatically shorten your learning curve, avoid much of the struggle, trial and tribulation, and brain damage so many who go at this alone endure, and ultimately, increase your reach and the number of downloads your show garners.

Without further ado...



**Jason Horton of
GHOST TOWN
WITH JASON
HORTON &
REBECCA LEIB:**

“Without a doubt, the most effective strategy we’ve used to grow our audience is doing promo swaps with other shows in our niche. It takes a little effort finding and connecting and scheduling with other shows, but it’s well worth the time and energy investment.”



**Hilda Labrada Gore
of Wise Traditions:**

“It is challenging to identify exactly what is in the ‘secret sauce’ of success.

Ingredients include: consistency, a strong work ethic, a commitment to excellence, a willingness to edit out coughs, and a passion for communication. I consider these to be some of the basic ingredients to pull off a successful (read: not half-baked) show. But what takes a show from ‘ho-hum’ to ‘can’t-miss-it-I-am-obsessed-must-listen-to-every-single-episode fandom’ is authenticity. Don’t be a second-rate, pale imitation of Joe Rogan or some other host you admire. Your show will resonate best with your audience if you bring who you truly are into the mix. Play to your strengths: whether it’s goofiness, sincerity, boldness, or something else. Whatever you do, don’t hide your personality or style.”



**Scott Johnson of
WHAT WAS THAT
LIKE:**

“For my show, the most effective growth strategy has been promo trades. I find another podcast with a similar audience demographic and send them a 30- or 60-second audio file. It’s basically a trailer, or a commercial, for my show. And they send me theirs. We each play those trailers during an episode. Everyone wins—both shows get exposed to new listeners, and the listeners learn about a new show they are likely to enjoy.”



**Brian Beatty
of RESTORING
THE SOUL WITH
MICHAEL JOHN
CUSICK:**

“We work hard to ensure episodes sound great and contain excellent content. I come from a production background, so we also place a high value on technical quality and sounding as professional as possible. I think our podcast could air on major market radio stations anywhere in the U.S. We also give the listeners what they need. Our particular podcast works hand-in-glove with Michael’s counseling practice, so he is able to build episodes that support what his clients need in terms of counseling advice. At the same time, he draws in an entirely new audience of folks who will benefit from his advice and interviews.”



**Tyler Allen of
THE MINDS OF
MADNESS:**

“Consistency is key! There’s an audience for every topic. If

you stay consistent, you have a better chance of retaining and building your audience. Take any criticism, whether it’s from a review or even from family and friends, and try to listen with an open mind. Think of ways you can improve. Interact with your listeners on social media platforms. Cross-promote with other podcasts in your genre. Finally, take the time and put the work into improving your audio quality.”



**Mike Morford of
THE MURDER IN MY
FAMILY:**

“The single most important technique or method that has

helped me reach a million+ downloads is the A.B.C. method: Always Be Cross-promoting. Cross-promoting via promo swaps with other podcasts in the same genre has helped to steadily bring in new listeners.”



Marion Abrams of SPARTAN UP:

“In the digital age, you’re not just competing with your neighborhood. You’re competing with everyone in the world. So how do you win? Double down on being you. The world doesn’t need another Gary V or another Oprah. Gary V is the best Gary V there will ever be. Oprah is the best Oprah there will ever be. But only you can be the best you.”



**Chel Hamilton
of MEDITATION
MINIS PODCAST:**

“My single best strategy was to connect with people

who had complimentary networks—like health coaches helping health coaches and therapists helping therapists grow their businesses. I didn’t even look at other podcasts; I just connected with influencers super organically and naturally via Facebook groups. It took a while to build the relationship, sure, but once I did... magic!”



**Lisa Woodruff of
THE ORGANIZE 365
PODCAST:**

“Consistently producing a weekly show has been the

best strategy I have used to grow my loyal podcast audience. In the past years, I have increased my episodes from one to two, to now four or five per week. I love producing my on-demand radio show, and I have found a loyal audience who consistently download and listen every week.”





**John Lee Dumas of
ENTREPRENEURS
ON FIRE:**

“Podcast listeners listen to podcasts. I have reached 100,000,000 downloads by consistently leveraging podcasters’ audiences. For years, I have committed to being a guest on 20 other shows every month, and my CTA on each show is for people to check out Entrepreneurs On Fire, because I know the average podcast listener listens to seven podcasts, and I am just looking to become one of your seven.”



**Michael O’Neal of
THE SOLOPRENEUR
HOUR PODCAST
WITH MICHAEL
O’NEAL:**

“Don’t forget your old episodes! One of the beauties of podcasting is that the content is evergreen. If you have a great interview or put out a stellar piece of content, don’t be afraid to promote it months after it’s aired. You’ll be amazed at the engagement you get, and pleasantly surprised when looking at your download numbers!”



Danny-J Johnson of THE BEST LIFE PODCAST:

“I think what really helped us get to one million downloads was increasing our publishing from once to twice per week. Just by increasing our volume, it kept our audience wanting more instead of forgetting about us between shows.”

**Chris Bello of
ENTREPRENEUR
MOTIVATION
PODCAST:**



“My number one strategy/tip right now would be to offer ‘podcast swaps.’ I just did four hours of podcasts today (I interviewed three people and was interviewed on one of their shows, as well). If you interview other podcasters, they most likely will reciprocate, as long as it’s a good audience/topic match. This way, you can share your message on their platform. It also makes sense to attract new podcast listeners through the same platform instead of trying to pull them off of other platforms like Facebook or Instagram.”



**Jordan Harbinger
of THE JORDAN
HARBINGER SHOW:**

“By far, the most effective way to grow a show is through paid advertising. Nothing else even comes close. Right now, I’m spending about \$40,000/month on paid ads, and it’s working very well.”



**Scott Carson
of THE NOTE
CLOSERS SHOW
PODCAST:**

“Consistency is the key—along with having a marketing mindset to START the day. Each day, we focus on either what we are podcasting on or what podcast I’m appearing on that I can add value to their audience.”



Shane Salk of CARCEREM:

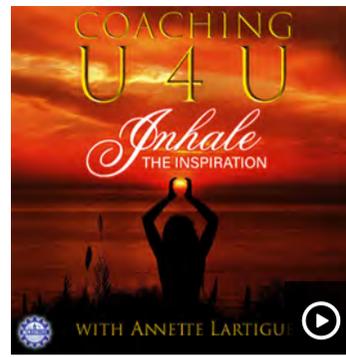
“It’s not the size of your reach; it’s the focus. When you start promoting your podcast, you want to find the niche places (or your smaller communities) online and in person. The ultimate goal is to get people to talk about your show and to tell others about it, right? When you interact with people on a message board or Facebook group that has 100 subscribers, or even 10 people who you know are interested in your show style or topic, you are going to get better and more active followers. Getting an article into the New York Times sounds like a phenomenal idea, and if you can get it, good for you! But if the article is read by a million people who don’t generally care about your show’s topic, how many people did you actually reach? I feel it’s better to spend your time getting multiple articles on a few blogs that are predominately followed by people who are actively interested in your topic. There is a much better chance to not only get them to subscribe and follow your show, but for them to spread the word or connect you to other places of similar interest.”



Pat Flynn of THE SMART PASSIVE INCOME ONLINE BUSINESS AND BLOGGING PODCAST:

“The number one tip for growing my podcast has been featuring listeners of the podcast on the show. Although I interview a lot of high-profile people, it’s the episodes with my regular listeners who have incredible stories that seem to resonate with the audience

more, get shared more, and actually inspire people to take action. Episode 122 with Shane and Jocelyn Sams, for example, has more downloads than Gary Vaynerchuk’s and Tim Ferriss’s episodes combined!”



**Bert Weiss of THE
BERT SHOW:**

“Before marketing, promoting, and trying to gain an audience, you must have well-targeted content and know how to deliver that content properly. Everything else is secondary. Period. Why spend time, money, energy, and effort on a podcast that has no chance of gaining a loyal audience if the content and delivery doesn’t connect?”



AJ Harbinger of *THE ART OF CHARM*:

“Three initiatives that have really helped us grow to over 2,000,000 downloads per month and over 250,000,000 downloads since inception are:

“First, moving listeners toward subscribing to our email newsletter and having an effective onboarding sequence. This allows us to drive our audience toward episodes they should be listening to, especially ‘toolbox’ episodes that highlight tools and/or strategies that can be beneficial for them on their journey while getting to know us better.

“Second, buying ads on other shows to promote ours, especially smaller ones that really appreciate our investment. We invest tens of thousands of dollars into this strategy each month and drive a huge number of new listeners to us.

“Third, leveraging the power of text. We encourage our tribe to subscribe to receive our text messages. This allows us to let them know about new episodes, upcoming guests, events, offerings, and more.”

Cassie Young of *PIONEER NETWORK*:

“Americans listen to an average of eight podcasts a week. So how do you stand out from the thousands of others podcasts out there? Go niche. Take one hyper-focused topic from your podcast, and then market directly to the people who would be most interested. Look for them on forums, Facebook pages, Reddit threads. It’s ok if your entire podcast isn’t about that one topic—you just need to find the connection point to get listeners in the door. Bring the audience in with something that resonates with them, and once they sample your other content, they’ll stick around.”



Delanie Fischer of *SELF-HELPLESS*:

“On top of choosing topics that will attract your ideal audience, selecting simple, juicy titles your people might be searching for has played a big part in our marketing strategy. In the beginning, we had the tendency to want to come up with clever puns or inside jokes from the episode for the title, but once we started keeping things simple, clear, and headline-esque, that’s when we noticed it contribute to a significant difference in downloads. So, think about what people are searching for, and utilize that to inspire how you title your episodes. How will new people find your awesome episode about decluttering your office space if your title is ‘Cats and Pizza’ or ‘Misses Hippie?’”

1 MILLION DOWNLOADS

MASTERMIND



We hope you found these tips helpful and are inspired to pursue the magical milestone of **1 Million Downloads** for your show.

And, while you can certainly do so on your own, it is infinitely more attainable when accompanied by the guidance and support of others.

Through the sharing of challenges, struggles, lessons learned, wins, and proven tactics, tools, and strategies as well as being held to a higher standard and accountable for bringing one's vision to fruition, not only is the journey much more fulfilling, but it also results in the achievement of one's goals and objectives significantly faster.

If you're a podcaster who would like to receive personal guidance over the course of a full year from the team at *Podcast Magazine*[®] as well as many of the podcasters featured in this article—all have whom have surpassed the magical milestone of achieving 1 Million Downloads—we encourage you to become a *Founding Member* of our **1 Million Downloads Mastermind**.

The **1 Million Downloads Mastermind** is a yearlong, immersive mastermind designed to lead you step-by-step through today's best practices for growing your audience, increasing downloads, and generating leads and revenue—all while cultivating meaningful relationships with an incredible community of podcasting and social audio influencers.

Limited to just 100 'Founding Members,' the **1 Million Downloads Mastermind** is unbelievably affordable given everything we're including and offers a rare opportunity to massively accelerate the trajectory of your show... and, your business.

For more information, visit: OneMillionDownloads.com.

Advertisement

JAYSON WALLER

Host / True Underdog Podcast

A TRUE UNDERDOG STORY • Jayson Waller's self-made success comes from hustle, heart and sheer toughness. He's harnessed these instincts to build three companies from scratch into multimillion-dollar enterprises including POWERHOME SOLAR, one of the fastest-growing private companies in the US.

A true underdog since day one, Jayson is always evolving himself and his businesses, while sharing his success story and entrepreneurial insights through the True Underdog podcast.



Q&A

Q: What do you think is your greatest accomplishment?

A: I've built three companies from scratch into multimillion-dollar enterprises, including POWERHOME SOLAR, which is now skyrocketing towards a billion dollars. Now I lead the solar revolution in America, share inspiring stories with True Underdog, and co-host 2 Minute Drill, a pitch competition on Bloomberg TV and Amazon Prime Video.

Q: What is a favorite story of yours?

A: My story growing up in the trailer park, dropping out of high school, and FAKING my resume to get a job that wasn't for me! This led to the beginning of my underdog success story.

Q: What's a challenge in your life that helped you grow or succeed?

A: I didn't get a paycheck from POWERHOME SOLAR for 22 months. I thought I was going to lose everything. I sold my house, put all my savings into it, and bet on myself. This challenge made me and the company what it is today, a solar energy empire.

**TUNE IN TO THE
UNDERDOG:**

Get hyped and motivated with True Underdog podcast on YouTube, Spotify, Apple Podcasts, Google Podcasts, iHeart Radio and www.trueunderdog.com.

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GADGETS, GIZMOS & GEAR

ZOOMED OUT?

Managing Our New Virtual Lives

Imagine going to a museum to hear a historian speak about recent finds at a local archeological dig. You enter the lobby and see people milling about. Along the walls are bar tables set up with coffee and iced-tea stations, and along the far wall is a long buffet of chafing dishes. You can smell the tiny quiches and meatballs held therein long before you arrive.

Over by the single Renoir painting is your friend Sally; it's nice to see a familiar face.

You saunter over and say “hello.” You can tell she’s grateful for the familiarity as well, and you talk for about 10 minutes before the lights flicker and you hear a bell announcing the talk is about to start.

Everyone shuffles to the main room where 50 chairs have been set up around some bar tables. There are a couple students in the front row, an older couple seated near the middle, and groups of four standing around most of the bar tables. You and

Sally find a couple chairs in the back and sit down while Sally points out an older gentleman she's hoping to chat with before the night is over.

This was life before our new “virtual world” began, but as I learned this past week, that experience doesn't have to change all that much.

Sadly, Zoom, Skype, Facebook Live, and Google Hangouts have become the predominant tools for connection, and now, our live presentations have become much more stifling.

For most people, attending this same type of talk today is very different. With Zoom, Skype, Google Hangouts, and Facebook Live, talks are pretty much just a window into someone's room where they speak and you listen. Sure, you can see everyone in separate, independent windows, but the platforms don't really offer opportunities for side conversations or networking after events.

The whole experience has gravitated more toward TV viewing versus coffee-shop intimate.

But all that changed for me having attended the Intelligent Speech Conference on the Event Anywhere platform.

What a breath of fresh air in our virtual world.

I didn't realize it at first, because I wasn't used to seeing a navigation bar on the right side. In fact, at first, I didn't even quite understand what I was looking at.

Zoom, Skype, Facebook Live, and Google Hangouts have become the predominant tools for connection, and now, our live presentations have become much more stifling.



Instead of merely a window on Facebook or a window on your screen, Event Anywhere is a space, just like the museum. In the navigation bar are meeting rooms, exhibitor tables, chat options, breakout rooms, a keynote room, and a lounge.

What does that mean when you're living in a Skype/Zoom mindset?

Well, let me tell you...

Sure, I started clicking buttons to check things out, like all curious people do, and I found it all interesting. But I was still living in a Zoom mindset.

Then, the magic happened.

When the conference started, I could see the keynote speaker was to be live on Stage 1. So I clicked the Live Stage button, and at the top, saw buttons for

five different stages. When I clicked on the first, I was transported to a “Zoom-like” environment.

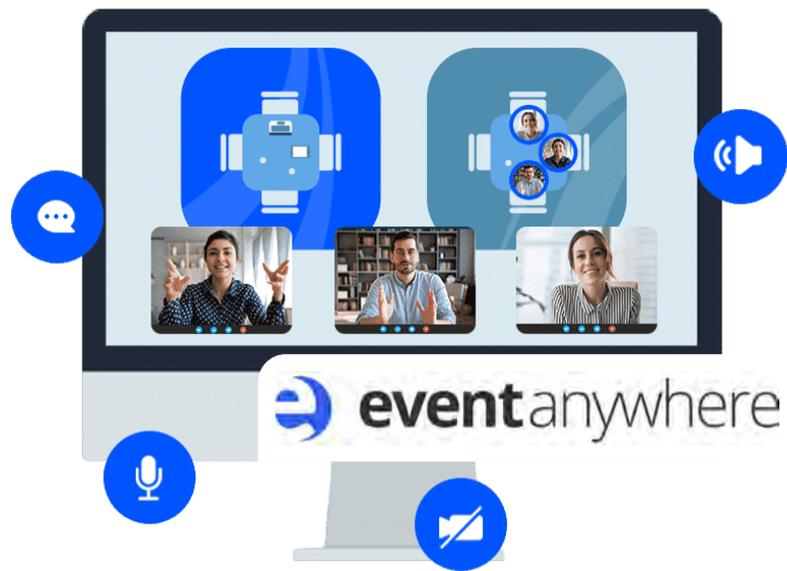
In front of me was a window to the keynote speaker’s home where he was speaking. I could see the windows of all the other attendees, too, along with a chat window. The speaker mentioned something that was of interest to me, so I commented on it, to which another attendee replied. We began a small chat, and realizing that it was not crucial to everyone else, we opened a direct DM chat between the two of us... while the speaker was still talking.

And then, when the talk was over, we clicked the Meeting button and went straight to a private meeting room where we could chat, similar to walking over to the coffee station to chat there.

These types of connections continued throughout the day.

After the keynote, there was a speaker on each Live Stage, and I could join new stages at the click of a button. A few times, I’d end up in a private meeting room with another attendee. And another time, the speaker opened a meeting room for anyone who wanted to continue the discussion. So while five more presentations began at the top of the hour, we had the opportunity to speak in a separate “Google Hangout-like” meeting room.

There was even an exhibitor hall where sponsors were able to connect directly with interested attendees. It was as



EVENT ANYWHERE

An end-to-end, virtual solution for in-person events

simple as clicking on the Exhibit Hall link and then on the “table” that had that exhibitor’s logo.

The world we have been living in since COVID began is very narrow. But now, there are many options available that make connecting with your audience, and your favorite podcaster/presenter, much more friendly.

Imagine going to the art museum now to hear a historian speak about the new finds at the local archeological dig. Imagine being given a window from which you could see and hear the speaker . . . and that’s it! Listen and go.

That’s not a world I want to live in down the road.

If we’re ever in a virtual meeting together, reach out, and let’s start a private side discussion. 📍



Gadgets, Gizmos & Gear

Dan R Morris
 prodreviews@podcastmagazine.com
 TracingThePath 🎧

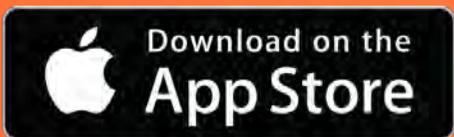
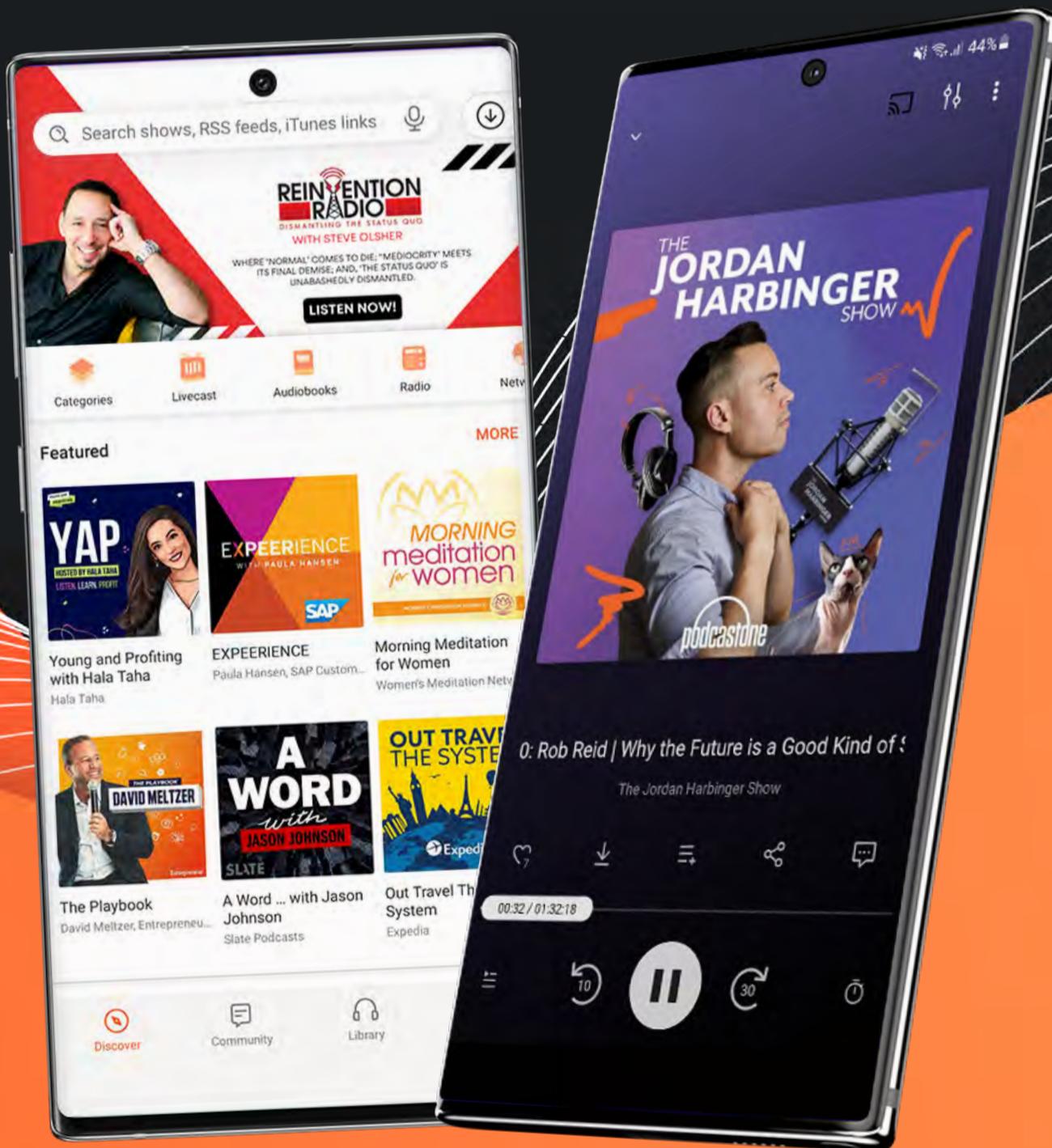


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¹Zoharab, Dave."Apple Podcasts vs. Spotify — Which is more popular?" Chartable, 21 Jan. 2020



GREATER BOSTON

An Alternative Universe

“I am here today, fellow riders of the Red Line, to secure your support for transit transition, a railway revolution, a subway secession.”

Take a moment to consider what the alternative universe version of your town and city might be like.

If Boston is your city, you don't have to imagine. You can just listen in to the *Greater Boston* podcast to discover what you're missing.

"Greater Boston is a notoriously difficult show to describe," said co-creator Jeff Van Dreason. *"We struggle with it; our fans struggle with it. And I think the reason is because it encompasses a lot."*

"The podcast is about a series of interconnected characters and plots navigating their way through an alternative Boston universe. And there are lots of different things that separate this version of Boston, our version of Boston, from the real version of Boston, but the biggest thing is in ours, the red line, which is one of the four transit lines in Boston, secedes from Boston and becomes its own independent city. It's its own independent municipality and has elections to create public parks, restaurants, and schools. It's pretty absurd, but we take it very seriously. And I mean, when I say we take it seriously, we pretend as if this is an actual city, which of course would be impossible. But that's the main thrust of the show. Through that lens, we are able to explore lots of social issues, and tackle lots of things that we think are important, with a fair bit of humor and whimsy, I would say."

"I think we do we try to tackle some fairly serious subject matter," added co-

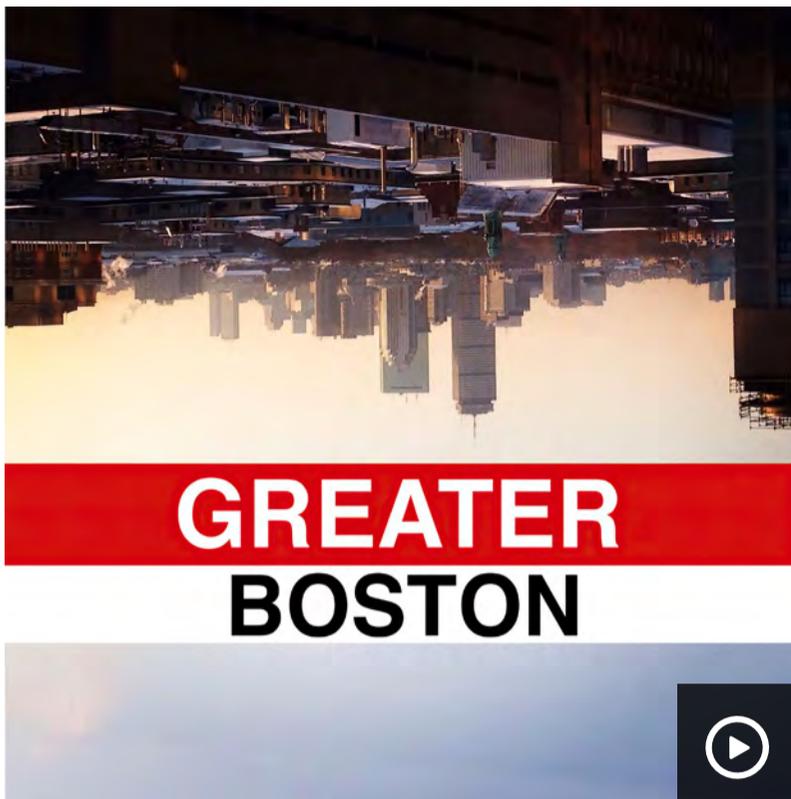
"The podcast is about a series of interconnected characters and plots navigating their way through an alternative Boston universe."

creator Alexander Danner. *"But I think we both come from a perspective that humor is a necessary part of dealing with challenging topics, and our topics range from personal tragedies to social injustice and everything in between."*

"Plus, there's a lot of real history in it, too. It does get a little muddy in places, because there's a lot of our little fantastical elements rooted in very real events. Like in our world, the North End smells like molasses. But that's because in the real world, there was this huge disaster with a molasses flood that killed 21 people. That's the real story. In our world, we have slightly sticky streets as a result."

Van Dreason continued:

"Another example is a theme park, Wonderland, that plays a big part in the show. This was an actual theme park, but



in our version, it still exists. And a lot of the events kind of lead there. There are just weird things from real-life history that we try to preserve by pointing them out and saying, ‘God, this is strange,’ because quite frankly, a lot of Boston is strange—a lot of it doesn’t really make a ton of sense. It was designed very early, because it’s one of the first American cities. It’s not like New York City, which exists on a grid thanks to a lot of thought and work. Boston is very chaotic. There are a lot of new and modern things that were just kind of applied to it. So there are many one-way streets, and rotaries, and lots of literal driving around in circles. The trains don’t connect—like, if you want to get from one part of the city to another, in theory, you should be able to take a couple of transit lines to get there quicker. But in Boston, it would actually probably take less time to walk.

“So there are just lots of strange things about it that we’ve had fun exploring. There’s an island, for example, off the

“We are able to explore lots of social issues, and tackle lots of things that we think are important, with a fair bit of humor and whimsy.”

coast that used to be a trash island. People would just take their trash there, and so much trash accumulated that the gas caught fire, and the island burned for months at a time. In our version of the story, it’s still burning. So there’s this constantly burning island off the coast. And it’s just weird things like that, that we like to reference to illustrate how strange the real world is. It just feels like a very Boston story to me. I love it so much. Of course, our world is even stranger.”

“A lot of our magical elements are extensions of things that really happened,” Danner added. “Just, you know, exaggerated.”

Danner came up with the idea for *Greater Boston* while in a fiction group with Van Dreason. Danner was writing micro-fiction pieces while listening to audio dramas when he got the idea to do something larger—to start stitching those micro fiction pieces together. He also decided to rope Van Dreason into the project, which initially didn’t go the way he had planned.

Greater Boston co-creators Jeff Van Dreason (left) and Alexander Danner



“We have a lot of plot now. Too much, probably.”

“When I first heard about this, I was very much like, ‘This sounds insane,’” Van Dreason admitted. *“Like, I don’t think this is going to work... and what’s a fiction podcast, anyway? I knew about some of them, but they were so niche at that time that I didn’t get it. The pieces he was bringing, and I think this is still reflected in the podcast, especially in the first season, were so disparate from one another. I had a hard time wrapping my head around what he was trying to do. But eventually, it obviously worked. I got to a certain point when he was workshopping this stuff to say, ‘Oh, this is actually really interesting.’ And I was making suggestions about where characters and storylines could go. And then I said, ‘Hey, maybe I’ll write an episode.’ And that’s how I kind of got roped in. So it worked. His plan worked. And I’ve been here ever since.”*

One of the reasons their partnership is so successful is because of their different approaches to podcasting.

“I start very much from a place of themes,” Danner said. *“I see everything connected by the themes. And whether it connects by the plot or the setting wasn’t as critical to me at the beginning. I think in the long run, it’s stronger, having all those pieces. But the connections for me at the start were much more in the abstract than the plot connections.”*

“And I’m the plot guy,” Van Dreason said. *“I kind of pushed against that. I said, ‘No, let’s have it be set in one place. Let’s have this happen here. And that character interacts there.’ So once I came in, I started pushing more of a narrative drive into it, which was in another direction.”*

“How Greater Boston started versus how it is now is very different,” Danner concluded. *“Because we have a lot of plot now. Too much, probably.”* 🎧



Fiction Category Director

Michele PW (Pariza Wacek)
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 The Write Inspiration podcast 🎧



UNDER THE RADAR

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



THE DRAGONING

Imagine a world where the pandemic isn't a virus that affects everyone, but rather an epidemic of women who turn into dragons.

Dragons who eat men.

That's the premise of *The Dragoning*, the first audio drama podcast from The Messenger Theatre Company.

As the name implies, The Messenger Theatre Company focused on the theatre until 2020, when all live stage productions were shut

down. The founders then decided to pivot, using the time to create an audio drama where the actors recorded their lines at home. Because of this, there's less interaction between the actors than a lot of audio dramas out there, and more monologues.

It also makes sense that their first fiction podcast would also be a fantastical version of the pandemic.

The Dragoning turns the idea of men preying upon and protecting women on its head—here, women are the predators as well as the protectors. There is a lot of interesting social commentary and twists around how women might use their newfound power in less-than-helpful ways—how they might be more inclined to be catty and gossipy, and how that could also lead to a lot of fire, destruction, and death.

If you're looking for something a little different in your next audio drama, I would definitely check out *The Dragoning*. 🎧



Betty

*in the Sky
with a
Suitcase*

“Glamorous” Stories From The Clouds

Glamorous locales. Trips around the world. Celebrities. Crying babies. Puking passengers.

Betty in the Sky with a Suitcase! is a fun podcast that celebrates the airline industry from a flight attendant’s eye-level view. Betty N. Thesky is the host of this long-running show, which is published monthly on a fairly consistent basis, even throughout some of the airline’s toughest days in 2020.

Betty publishes her podcast anonymously to protect the major airline she works for. She also waits to talk about some of the stories on air and is careful to edit out all names for anonymity.



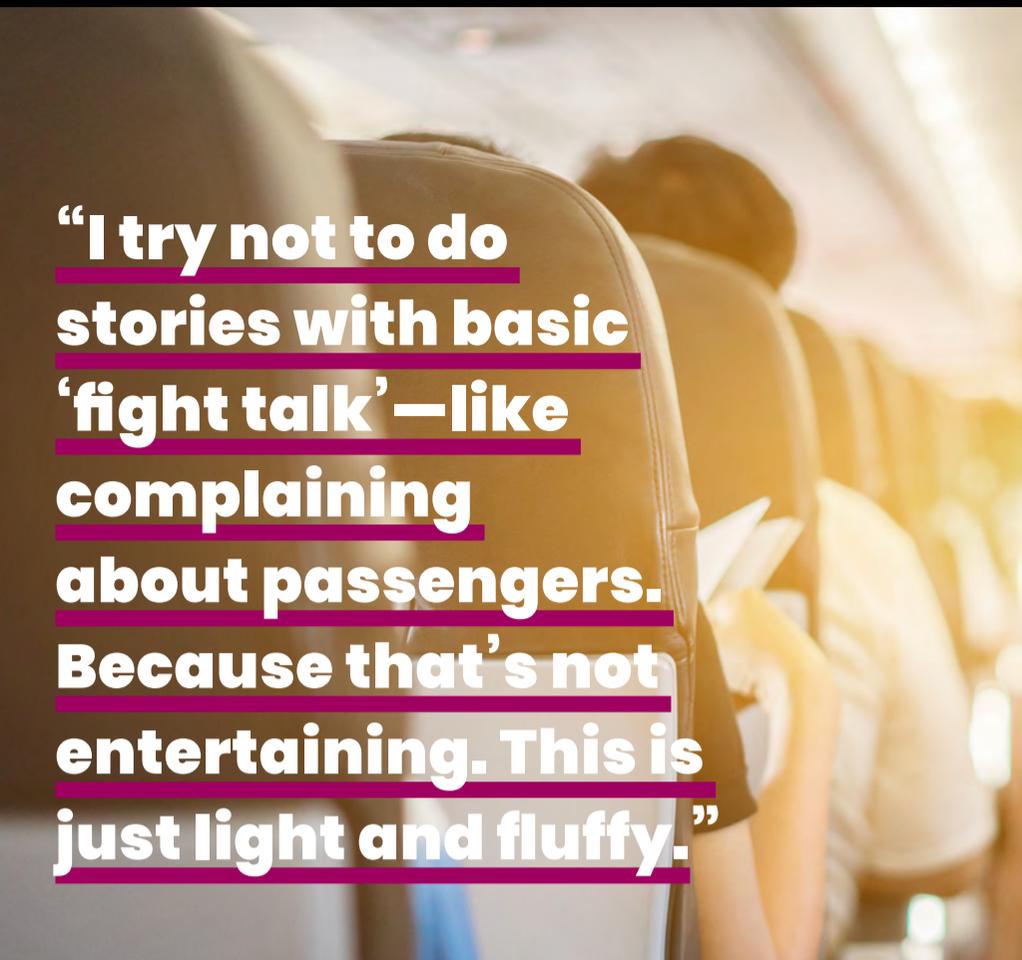


“The entire time I’ve been doing the podcast, I’ve been trying to protect myself. A long time ago, I got an email from the chief pilot at the company I worked for. I was like, ‘Oh no... I’m finally gonna get in trouble.’ And he said, ‘I can recognize some of the voices, and I really liked the show.’ So that was actually really fun.”

Besides Betty’s sense of fun and her storytelling gift, she has a very distinctive and recognizable laugh, which keeps the podcast entertaining. *“The goal with the podcast is just light entertainment. There’s so much seriousness and negativity in the world. I try not to do stories with basic ‘fight talk’—like complaining about passengers. Because that’s not entertaining. This is just light and fluffy.”*

The podcast’s format is a series of stories—some are Betty’s, some are from interviews with passengers, and others are actually contributed by passengers. One of Betty’s favorites is featured in the VCR episode:

“A long time ago, we had a flight from Dallas to Honolulu. This is back when a camcorder was so big, you had to rest it on your shoulder. It had a big VHS tape in it, so it’s not like you could watch it back. The flight attendant asked one of the three pilots to film the Hawaiian Islands as they landed. She said, ‘I know you’re not supposed to, but it’s such a beautiful day, and there are three of you... would you mind filming the islands as we land?’ The pilot was like, ‘Oh, no problem. Give me the camcorder.’ So he takes the



“I try not to do stories with basic ‘fight talk’—like complaining about passengers. Because that’s not entertaining. This is just light and fluffy.”

camcorder, and he’s being a good tour guide as he’s zooming in and explaining what’s what. And then he pans over to the other captain, who has his pants down mooning the camera.

“The three pilots are laughing and laughing. They know the flight attendant won’t see it that night, because she wouldn’t have a VCR in her hotel room. So the next day, they were laughing as they asked her if she wanted to give them her camcorder again so they could film the other side of the island as they took off. She said, “Oh, that was not my camcorder. It was a passenger’s!”

Betty can’t exactly be squeamish in her quest for stories to feature.

“I’m the only flight attendant who gets excited when somebody pees in the aisle, or a dog pukes, or whatever,” Betty laughs. “I’m the only one who’s happy, because it’s like, ‘Oh, good! A story!”

Her start in podcasting was a bit of



happenstance combined with some deliberation. When she first heard of it, she wasn't really familiar with the technology or how it worked. One of the pilots had just started one and asked if she would like to contribute some of her stories. Her first contribution was actually recorded from the cockpit during an overseas flight while the passengers were asleep. From there, Betty started recording stories he could use.

"I had no idea how to edit the audio I sent him, so it was really bad. The pilot basically decided I was going to be too much trouble and was like, 'You have to do your own podcast.'"

At that point, Betty decided she had the equipment, so she decided to go for it. What she didn't know, she Googled. She also had the benefit of having been a guest on the pilot's podcast, which gave her an audience.

"I love to tell stories. I'm a ham. I loved to hold court, and I always loved all the

senior flight attendants who had these great stories. So when I heard of this new technology, a new medium, I thought it was perfect for all the crazy airline stories."

In 2020, when airlines were very restricted due to the COVID-19 pandemic, Betty turned to her travel journals, which she had kept for years, for stories to share.

The podcast has also opened doors for Betty. *"Money isn't the only thing in the world,"* she says. *"I've gotten so many opportunities from the podcast, which is very valuable."*

She has authored several books and been featured in *Travel and Leisure* magazine. She has also been featured in an audio documentary by the BBC, *100 Women Around the World*, keeping company with Chelsea Clinton and Malala Yousafzai.

"I mean, who cares how much money you're making. I was never going to be one of 100 Women Around the World when I was just serving coke and chicken."

As the world opens back up and the opportunities for travel become more available, next time something funny happens in the air, listen for a distinctive laugh, and then, tune into *Betty in the Sky with a Suitcase!* to see if it turns up. 🎧



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



BEEKEEPING AT FIVE APPLE FARM

When one thinks of podcasts about bees, honey naturally comes to mind. But in this case, honey is not just about the bees—it describes the podcast itself: sweet, thick, and golden!

Leigh Knott is the host of *Beekeeping at Five Apple Farm*, currently in its second season.

Leigh is from North Carolina, and her soft Southern voice is the first thing you notice. It, along with the podcast's style, is so soothing.



I picture a beautiful farm with a hammock from which you can watch the bees. (Yes, I know that's not reality, but it's my reality!)

For the beginning beekeeper, this is a trove of information laid out in a very easy-to-understand manner. The first episodes begin with simple, first steps and then walk the listener through more complicated and advanced techniques and skills.

Leigh keeps her explanations short—most episodes are under 30 minutes. She is careful not to overwhelm by squeezing too much information into an episode.

As someone who knows nothing about beekeeping, this podcast makes me want to learn more. I highly recommend it to all beekeepers, whether aspiring, just starting out, or those with years of experience—it truly has something for everyone. 🍯

HOW TO MAKE LONG-TERM CONNECTIONS WITH BIG GUESTS

So you landed a guest who feels way out of your league.

Congratulations! The adrenaline is pumping, and you're thinking... now what?

There is so much internal dialog around this issue, right?

I don't want to push too hard.

I want to be authentic.

I don't want to come across as a person who just takes up time.

It would be easy to let these limiting beliefs stop you.

Don't worry—in this article, we're talking about how to create genuine long-term relationships with bigger guests.

Let's get started.



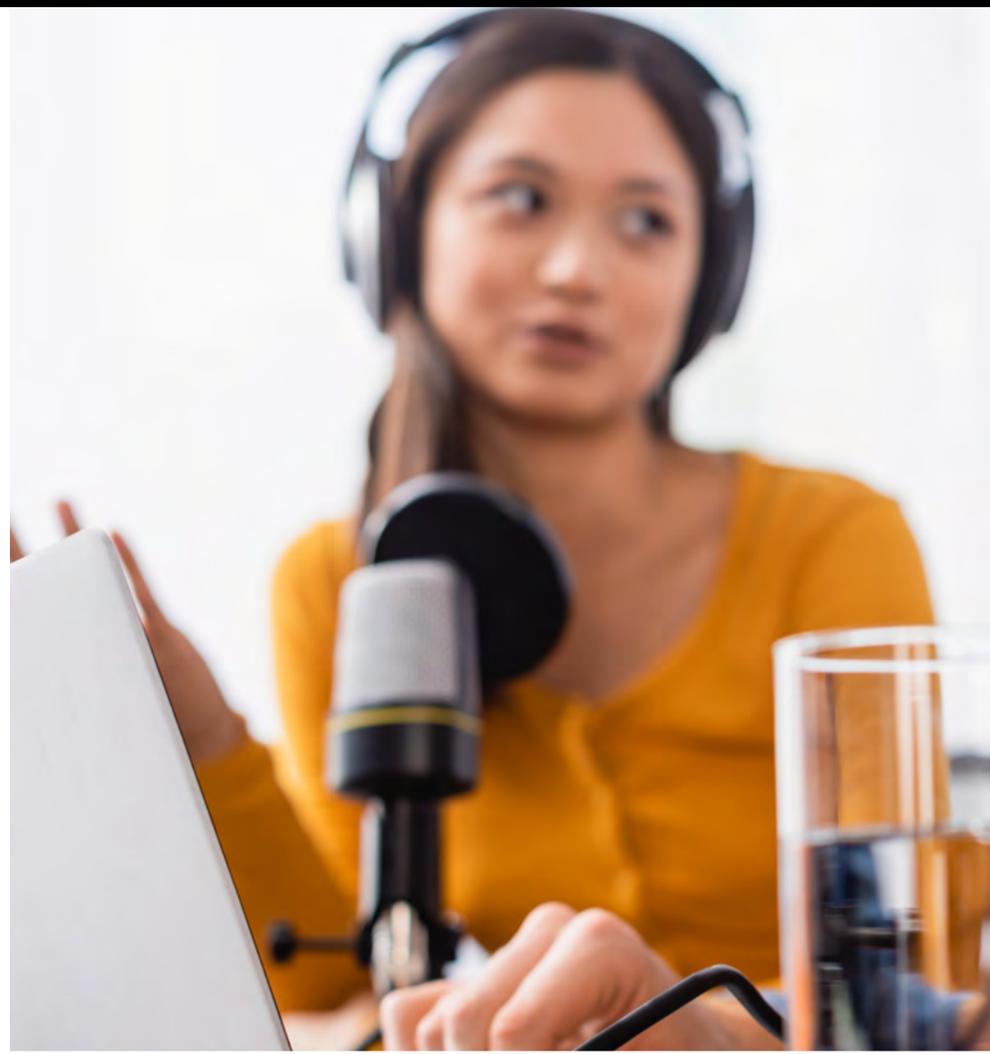
Organic Connection

At our core, we want to connect with other people. Especially following the pandemic, we are all ready for a break from Zoom calls (and maybe our families). So how do you do this in an authentic way within the podcast space?

Within your interviews and afterward, remember that your guests are people outside of their expertise. Look for areas of overlapping interest.

For example, from last September through April, I took my family on an epic road trip to national parks across the country. I figured real-life education was better than Zoom school. In talking with guests of my show before interviews, a number of them said they dream of doing something like that. I have given my personal cell phone number to quite a few of them, letting them know I'm more than happy to be a resource, as there is a lot to learn. This isn't a "strategy" to get personal phone numbers for potential high-level clients—I genuinely want to help them follow their dream to get a camper and live on the road.

Also, I frequently share and comment on their Instagram stories and other feeds. I'll tag a picture of their books or share an insight they inspired. I want my interactions to come from a genuine place of helping my audience, including promoting them when appropriate and natural. These are organic ways to connect that cost nothing but time.



Where to Invest Money

I have lots of people who want to “reach out to connect” with me. I sometimes agree, but generally speaking, I want some gates around my life. I can't really entertain someone who just wants to pick my brain. So, who gets through?

Usually, people I already know on some level. The same is true with bigger guests.

There are a number of ways to connect with them:

- Pay their hourly or speaker fee to have them come and speak to your audience or Mastermind group.
- Do a bulk book buy for your audience and send a copy to your fans.
- Join their membership community and show up, provide value, and listen. Don't just show off how smart you are.



Getting back to the human component of interaction will help you stand out, make stronger connections, and naturally level up your podcasting game.



Most high-level people will see you as a peer if you treat them as professionals doing professional work.

Follow Up to Stand Out

Most bigger guests have an assistant who is also the real brain behind the operation. They know the day-to-day schedule and stresses. They also know what that top-level guest likes/hates.

Imagine you want to send a gift to a guest, so you send a bottle of nice wine or whiskey. But that guest just gave up drinking. That could be quite a misstep! Asking the assistant or the guest him or herself if s/he has any allergies or preferences before sending a gift can really help avoid uncomfortable issues.

If the assistant is really helpful, I also recommend sending him or her a nice gift, thank-you note, or follow-up contact, as well. Too often, people get starstruck,

while forgetting that it was actually the assistant who got you through the door. When I have felt a connection with an assistant or guest, I also let him or her know when I am in town. Some genuine friendships have formed out of just getting to know people in this manner.

Too often in the business world, the exchanges that occur are transactional. Getting back to the human component of interaction will help you stand out, make stronger connections, and naturally level up your podcasting game. 🎧



The Professional Podcaster

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Practice of the Practice Podcast 🎧



JIM LEYRITZ

World Champion,
Humanitarian,
Podcaster



World Series Champion Jim Leyritz is a true champion on and off the field.

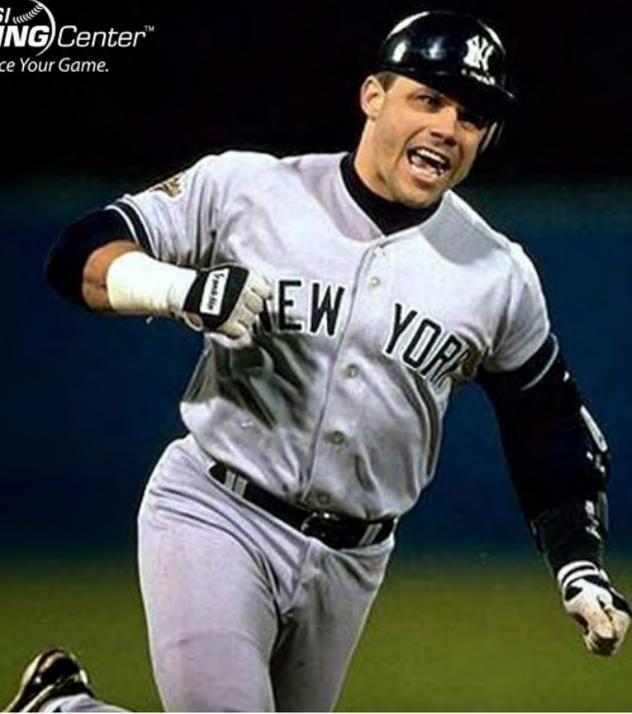
Jim's first love was basketball. He wanted to play at the next level, but his father *"had a talk with him,"* letting his son know he might have a chance to play baseball professionally.

In fact, Jim went on to set himself up as the number one pick in the baseball draft. But then, he fractured his foot while playing tennis, which caused the Atlanta Braves to pass on him. Jim did not get drafted until he changed his position to catcher. Then, he immediately signed with the New York Yankees, despite having never

been a personal fan of the team, because they guaranteed to pay his college tuition.

Throughout his career, Jim has learned from the best. He shared this funny story about George Steinbrenner:

While attending a basketball game at the University of Florida, Jim approached George to say *"hello,"* adding, *"I cannot wait to play for you one day. I am one of your minor leaguers."* In 1990, he had a pinch-hit walk off of Roger Clemens. After the game, Jim found champagne in his locker with a note from George that read, *"Congrats on getting a base hit, kid. You said you were going to make it."*



← IN THE MAJOR LEAGUES

Jim played for the New York Yankees for seven years, including two World Series Championships in 1996 and 1999

Jim was one of the first of pieces of the Yankees' dynasty.

When George was suspended, the Yankees' General Manager Gene Michael let Jim know that the door for minor leaguers to join the team was open.

"Gene had free rein to do what he wanted to do. But I learned what I needed to know to be a New York Yankee—what it meant to be a part of the organization—from the manager, Buck Showalter.

"I remember taking the 4 train to the ballpark and walking right in the back entrance. I saw the statues of Babe Ruth and Lou Gehrig."

It was there that he also got advice from a legend of the game... Pete Rose.

"He told me when I was a 14-year-old kid how important it is to work so hard. He said, 'I would make the same effort in spring training batting practice as I would in the playoffs.'"

Jim shared two of his favorite moments playing for the Yankees:

First, his 15th inning playoff walk-off homerun, and second, his homerun off of Mark Wolhers in the 1996 World Series, which they went on to win (this helped begin the Yankees' new dynasty).

Life after baseball was not a difficult transition for Jim. He began working for MLB.com Internet radio station from his house with Billy Sample as his co-host. He was a very successful ESPN analyst.

However, things took a turn for the worse when he was involved in a tragic car accident. Alcohol was involved on the parts of both drivers, and the woman who hit Jim lost her life.

Jim then endured a three-year battle to be vindicated on all charges besides the DUI.

This was a turning point, and Jim became a spokesperson for charity events.

He also continues to make personal appearances for the Yankees to sign autographs for fans.

When someone approached Jim with the idea of his hosting a sports podcast, he had a better idea:



“I want to take former athletes, celebrities, and entrepreneurs who have maybe fallen from Grace or left their career to do amazing things like charity work and service,” he said.

And so he does, with the *Catching Heat with Jim Leyritz* podcast.

Jim points to his interview with Mariano Rivera as an example of a story that blew him away. *“No one knows his story,”* he explained. *“He is building churches and giving away backpacks.”*

These are the types of stories Jim wants to tell... the real ones that can't be found in the newspaper or on television. So far, he has interviewed the likes of Daryl Strawberry, Nick Toter, and Sid Rosenberg to do so.

Although Jim hopes to have a studio of his own one day, he currently records out of his home using Zoom Video and a

“I want to talk with former athletes, celebrities, and entrepreneurs who have maybe fallen from Grace or left their career to do amazing things like charity work and service.”

camera. He has released 22 episodes as of the time of this writing.

Referring to podcasting as *“an opportunity to meet great people,”* Jim's goal is to simply reach people.

“If I reach that one person who needs a kick that will help him in life, it will be worth it,” he said.

Jim is dedicated to helping and motivating others and is clearly accomplishing his mission to pay it forward. 🎧



Sports Category Director

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The Neil Haley Show 🎧

UNDER THE RADAR

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



THE INJURED LIST PODCAST BY BRIAN "SCOTT" MAIELI

Unlike the many other sports podcasts out there today, *The Injured List Podcast*[®] provides a very unique expert perspective not just on sports injuries, but also on the effect those injuries have on those who sustain them.

Best part is... you don't have to have a medical degree to follow along!

Episodes range from professional sports draft previews to injury documentary reviews and general sports injury education. Host Brian



Majeli often interviews past/current athletes and professionals involved in sports.

Topics range from discussion about the injuries themselves and the science behind them to how injuries have played a role in the careers of his guests. (Stay alert for bonus weekly injury updates, as well.)

Brian has real conversations with real professionals in the world of sports and sports medicine. He shares the stories of common and rare sports injuries through expert analysis and seamless integration of his medical knowledge into casual conversation.

When not working on his podcast, you will find him actively treating patients as a certified Physician Assistant in a busy Orthopedic Surgery and Sports Medicine practice in Charlotte, North Carolina.

Did I mention Brian has had four of his own knee surgeries related to sports? Needless to say, he offers a well-rounded and unique perspective. 🎙️



MIND OVER MATTER



Patrick Johnson Inspires Change From The Inside Out

Patrick Johnson's high school friend, Jon Hill, was instrumental in Patrick's becoming a podcaster. During one of their daily phone calls, Jon told Patrick that he had been planning to start a podcast, but his co-host had backed out. So he thought of Patrick, who he believed had an inspiring, important story to tell. Knowing Patrick's personality would translate well to podcast hosting, he extended the invitation.

Patrick remembers his first response being, "No, I don't want to do a podcast. I don't know anything about podcasting." But Jon convinced him to come over to his grandmother's basement to give it a try, agreeing if it didn't sound good, they would "trash the idea."

Patrick says, "I didn't know what I was doing. But I felt good doing it. And that's how we started out... in Jon's grandmother's basement. We hit the 'record' button in December 2018, and I haven't looked back since."

Their podcast, *ClearMind Fitness*, was born from Patrick's personal life transformation.

He experienced his first wakeup call in 2008, when a gunshot wound to the leg left him with permanent nerve damage. He had to relearn how to walk again, and he lived with depression. Food became his comfort, and over a period of nine years, he went from 182 pounds to 302. With the increase in weight came more serious health issues, too.

“It was 2017. I was 302 pounds, and I had sleep apnea, polyps (one cancerous) in my colon, and high blood pressure and cholesterol. I was admitted to the hospital, and the doctors told me I was going to have a colostomy bag in my stomach. And I knew I didn’t want that.”

Patrick prayed:

“Hey, give me a sign. It’s been six days with no water, no food, no ice, and there’s two IVs in my arm. Please reveal something that can help me get out of this bad place.’ And God revealed two words: healthy cells. When my doctor came in with five prescriptions for me to take—I tore them up and respectfully told him I would see

him in a few months... that I would get my blood pressure where it needed to be and get rid of the weight. I said, ‘I guarantee you, I’ll be a different person the next time you see me.’ That was the true wakeup call. I knew that having a colostomy bag would alter my life. And I knew then that I had to give up all the foods I had been eating to get healthy.”

Patrick’s faith in his healing was strong,

but after so many years of relying on food for comfort, there were times when it was tested. What inspired him to stay the course was the memory and pain of the day he was hospitalized. Patrick shares:

“I’ve thought about going back to food as a coping mechanism, because food

never judged me like people did. But then, I remember this moment: I got up the day after my colonoscopy, and I fell to the floor. As soon as my feet hit the ground, I immediately fell. My three-year-old daughter ran into the room, and I couldn’t move. And I was crying, because my daughter was crying ‘Daddy, Daddy, Daddy,’ and I couldn’t

do anything. I didn’t know that the colonoscopy had poked a hole in my intestines, so the almonds I had eaten the night before were scattered throughout my body. As a result, when I got up, my body went into shutdown mode. It was trying to prevent me from killing myself, essentially, because it didn’t know that I had a golf ball-sized hole in my intestines. It just knew that it needed to eradicate the

“Losing over 127 pounds also helped me lose 127 bad habits. And once I started losing weight, everything started happening for me, and I began to understand my purpose.”



almonds. So I was temporarily paralyzed for about three hours. And my daughter sat there crying next to me.”

The memory of that fateful day and the “healthy cells” message gave Patrick the fortitude to start making lifestyle changes. He remembers:

“You know there are certain things you have to experience. You have to go through those experiences, because you going to be a vessel for someone else. And that person might be going through that same exact thing. For example, I bled for five years. I never told anyone. I didn’t know that I was hurting myself and that polyps were growing in my intestines. Thank goodness, six were benign and only one was cancerous. But here I am today to let people know that it’s okay to talk about these things. These are the things I now talk about on the podcast. Guys who look like me don’t necessarily talk about health problems. And that’s why I don’t go back to my old ways—the way of depression, anxiety, and self-sabotage. I’m no longer that person. Losing over 127 pounds also helped me lose 127 bad habits. And once I started losing weight, everything started happening for me, and I began to understand my purpose. I started expanding my mind.”

Patrick’s weight loss over the next year was a result of his taking up running (which he hated) and becoming vegan. His wife and daughters are vegan, too. Patrick shares:

“I didn’t force it on them. I didn’t want



“I gave my purpose power, and I can utilize that message and help the masses.”

to do that. I wanted to give them choices of things they like to eat. But they saw the changes: daddy’s attitude and sleep patterns were better; he was more loving; he was more energetic. They wanted those things, as well. And my daughter will let you know what corn syrup does to you, and will tell you that she wants you to be healthy.”

In the meantime, Patrick and Jon were speaking daily, and Patrick inspired Jon to make lifestyle changes, as well. That’s what prompted Jon to invite Patrick to be his co-host.

After three seasons podcasting together, Jon started the vegan podcast, *What's On Your Plate*, and Patrick became a solo podcast host. Although they aren't able to connect daily, they remain close friends.

Looking back, Patrick realizes he was always meant for podcasting. Perpetually in trouble at school for talking too much, he also loved talk radio. With podcasting, he realized he could nurture those passions while sharing his journey and message globally. Patrick proclaims, *"I gave my purpose power, and I can utilize that message and help the masses."*

With the pandemic coming to an end, Patrick is excited about his plans for Season 5 of *ClearMind Fitness*. *"I'm going to incorporate my vegan lifestyle into the podcast by traveling to vegan restaurants and podcasting about them—how they incorporate their vegan lifestyle and how food is sourced and distributed. We're also going to do more interviews. I get a lot of questions about what I eat, how I eat, and where my food comes from—there's no better way to answer them than to take my listeners with me as I travel to Chicago, Fort Lauderdale, Denver, Vegas, and other cities along the way!"*

Patrick's dream guests for *ClearMind Fitness* are the three men who provided the motivation he needed to push through the darkest days: Denzel Washington, Kevin Hart, and Eric Thomas. Having run a marathon, biked 100 miles, and dedicated himself to being *"consistently consistent,"* Patrick also plans to write a



PATRICK

listens to



THE WOJ POD

Get the inside scoop on all the biggest NBA news with ESPN's Adrian Wojnarowski.



THE SECRET TO SUCCESS PODCAST

From homeless, high school dropout to entrepreneur, C.E.O., and Ph.D, ET shares how he defied the odds.



CLUB SHAY SHAY

3X Superbowl champion Shannon Sharpe sits down with athletes and celebrities to break down, analyze, and discuss the latest headlines.

"Live your life the best way you can, try your hardest, and do your best. That's all that matters."



book and is looking forward to pursuing voice-over and acting.

In honor of Father’s Day, he imparts this wisdom:

“Being a father has taught me so much about what it means to be the messenger for the ones who listen to you. Our kids are watching everything we do, and their minds are like sponges. They want to incorporate whatever we do into their life. My daughter is intrigued by me.

“Fatherhood has taught me that my kids see the best version of me. If I mess up, I apologize. I also let my children know they can have an opinion. When I was growing up, I didn’t have that option. Being a parent in the 21st century requires tweaking some things.

“Being a father has also taught me patience and made me a kinder spirit. When it comes to life, whatever you focus on, you magnify, so I know futures are designed in habits. There is going to be struggle in life, but it’s about being

PODCAST MAGAZINE®'s

TOP 50

Dads In Podcasting!

Check out *Clearmind Fitness* in our Second Annual **Top 50 Dads In Podcasting** feature!

See the full list > p.8

happy in what you’re doing. We become so fixated on what other people think of us that while people are living their lives, we stop living ours. And before we know it, so much time has passed by, and all we’ve done is continue to look at someone else’s life. Be consistently consistent with your life. I tell my daughters, ‘Live your life the best way you can, try your hardest, and do your best. That’s all that matters.’” 📌



Society & Culture Category Director

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Embracing Courage 🎧

Got a Society & Culture podcast suggestion?

Let us know! >



UNDER THE RADAR

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



LGBTQ&A WITH JEFFREY MASTERS

LGBTQ&A is currently produced by the Advocate Magazine in partnership with GLAAD (Gay & Lesbian Alliance Against Defamation). According to the podcast website, Jeffrey Masters began the podcast in 2016 to “document modern LGBTQ+ history—to get beyond transition and coming out stories, to get to know each person, their accomplishments, their failures, and how they got to where they are today.”

LGBTQ&A explores the very personal stories



of members/allies of the LGBTQ community. The podcast music is upbeat, and most of the episodes are bingeable at thirty minutes. Jeffrey is naturally inquisitive and asks deep questions with empathy while creating an atmosphere of safety and kindness regardless of the topic being discussed.

The most recent episode at the time of this writing shares the story of Gina Brown, a woman who was diagnosed with HIV over 27 years ago. Gina lives in Louisiana and is now the Community Engagement Manager at the Southern AIDS Coalition. Her story is powerful and inspiring. Truth be told, I was shocked to learn that 44% of all people living with HIV were diagnosed in the South.

The beauty of *LGBTQ&A* is that Jeffrey uplifts each guest's life. For allies, this podcast both educates and opens new doors of understanding. For people who are questioning, this podcast provides hope and support. And for members of the LGBTQ+ community, this podcast is a celebration of individuals. 🗣️



The Reasons BEHIND THE FEATURES

I've listened to a lot of technology podcasts since the inaugural issue of *Podcast Magazine*® in February of 2020. Quite a few were exceptional, too many had technical issues with sound quality, and most were good—but unless they were part of a network, a significant number of the hosts had no idea how to promote their podcasts *so they could be found*. Some did not respond to requests for interviews even when I could find their contact info! This seems a little crazy to me, considering how all podcasters have a shared goal: to increase their listenership and provide information.

I am writing this feature this month because many of you who read this wondered how I pick the shows I highlight. Plus, I am frustrated with people reaching out for a feature or review even when

there is nothing in their show about tech, despite being in the technology category! Yup, that happens.

When it comes to the podcasts I have chosen to feature or review, I've found two common elements that pulled me in: the host's joy for their topic, and their ability to present a well-rounded episode based on knowledge and research.

What do I mean by a host's joy and knowledge? It's about the outright curiosity and passion they exude while talking about the topic. Just in listening to a show, it's clear whether the host has interest in the topic beyond the surface layers. If they do, more often than not, their curiosity wins out and they can't help but share their excitement when a guest answers a question and the rabbit



hole opens up, sending everyone deeper into the topic.

Research and firsthand knowledge of the topic stand out because the questions asked are what allows the rabbit hole to open in the first place, so the host and guest can explore different sides of the conversation. If hosts are willing to put themselves out there, even if they don't have the perfect microphone, the exact right list of questions for the guest, or the right graphics for promotion, I am going to look at those shows.

When I decide on the shows to feature, I look at a number of other factors, too, including how the show has grown since the first episode. Some may not think that's important, but to me, it is. Why? Because a show is not about one episode.

It is about the journey of the show's host, guests, and listeners, especially when it comes to independent shows that are not part of a network.

I love featuring the ones that have grown over the course of their seasons, or whose hosts have pivoted based on listener feedback or their own personal and career journeys. In the ecosystem of tech, the trends, topics, and technology can change quickly, yet there *are* core considerations that never seem to change, like ethics, use, and misuse. Many of the shows I have profiled exhibit that growth, and the hosts have demonstrated integrity in getting the data right when they talk about their topics.

One of the other factors I consider is the number of episodes a show has and how recently the latest episode published.



You can tell a lot about a show, including whether it has legs, by looking at how many episodes they've released over time and whether there is some sort of regular schedule. Granted, there may be blips, but I look for overall consistency, not solely quantity. And of course, quality matters.

After I consider all the factors mentioned above (and about ten others!), it comes down to my ultimate goal with every Beyond the Microphone I've written:



For you, the fans of the shows and the magazine, to catch a glimpse of the essence of the person behind the mic rather than a rehash of their show. When I interviewed Kim Komando for the October 2020 cover story, I rewrote the article nine

times. That doesn't happen with every article I write, yet I did what it took to capture the real Kim, on and off air. I knew I'd accomplished my goal when she told me her family read the article and was impressed with how I succeeded in doing so.

Some of the hosts and shows I've profiled are huge shows... others are not quite so big. Show size doesn't matter to me. The content, the consistency, the growth, and the people are what captivate me and drive me to explore their shows deeper.

When I do an Under the Radar review, I use similar criteria to decide on the show. I love to profile newer shows there, or

The content, the consistency, the growth, and the people [of a show] are what captivate me.

those I've wanted to feature, but couldn't get a response from the host or hosts. Sometimes, I've used that platform to share a gem in the making, or one you might not be aware of. I guess that is why we call it "Under the Radar"!

You will probably never see me do an overrated, because ratings are subjective—what I might love, you might not, or vice versa. But I will always be honest, and if there is something I think could be improved to make me enjoy the show more, like in sound quality, I will definitely include it in my review.

If you've been reading my columns, I would love to hear your thoughts on my articles and reviews. I'd also love to hear about the shows in technology you are listening to. You never know... if I write about them because of your recommendation, you just might see your name in the magazine! Email me or reach out on social media.



Technology Category Director

Laura Steward

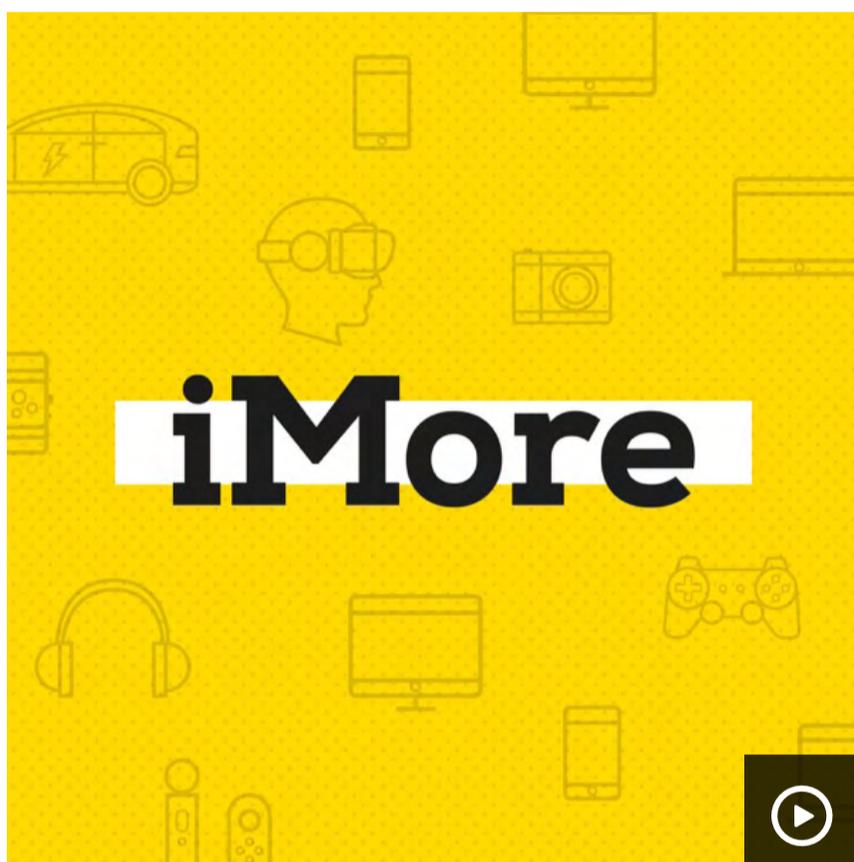
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It's All About the Questions



UNDER THE RADAR

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



IMORE

I found this show while searching for a different one. I am not sure why I never heard of it before.

Host Lory Gil and his various cohosts and guests have a comfortable and informative style that lulls you in and keeps you listening. As I listened to the episodes, I pictured the hosts and guests sitting around playing with the tech they are talking about with big smiles on their faces. It is a friendly and approachable show that provides excellent



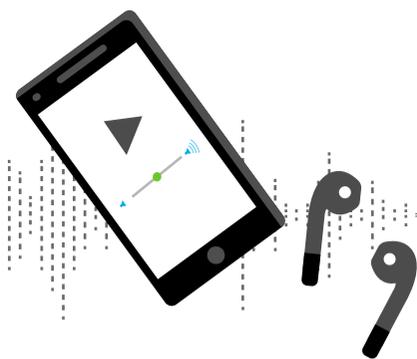
content about important, and maybe sometimes less important (on the surface), but fun topics. I especially loved the episodes about Bob Barker's Cheese and The New Penny Loafer.

Episode titles do not always reflect the topics discussed, but they do provide a bit of insight into the minds of the people featured on that episode, which makes it fun for the listener to explore randomly and go down various rabbit holes of content they may or may not have heard about before.

Their website is also a wealth of information about the topics covered on the show and beyond. I don't know if the website came first or the podcast, but I love how *iMore* uses multiple platforms to make their content accessible and consumable.

If you want to go deep on Apple tech or just learn about new products and features, this is the show for you. 🎧

IN YOUR EARS



Your 'buds' will thank you for introducing them to these shows



WHO'S YOUR DADDY

Hosted by: Frank and Christina Sasso

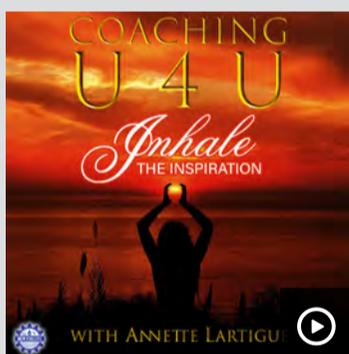
This award-winning GODcast, *Who's Your Daddy?*, features Frank & Christina Sasso and special guests that join in periodically to discuss the stuff you won't hear in church. They share different weekly messages that focus on God's Grace. Their NY accents, coupled with a hilarious yet relatable approach to the Bible, bring a refreshing new sound to podcasts about faith.



BELLA & ME

Hosted by: Frank and Christina Sasso

This is a podcast for children. It's about an adventurous Jack Russell terrier named Bella and her "Daddy-O". When faced with moral dilemmas, she must choose to do the right thing but most of the time, she exhausts Daddy-O with inconsistent stories of her time in New Orleans, Philadelphia, not to mention her time travelling adventures with her sister, Zoe!



COACHING U 4 U

Hosted by: Annette Lartigue

A life coach is someone who helps you work through problems in life and offers their encouragement along the way... And then there's Annette. She doesn't just encourage you, she verbally hugs you, vocally nurtures you, and audibly challenges you at the same time. Oh, and uh—she has a tendency to burst into song.



UNAPOLOGETIC

Hosted by: Elijah Foreman

Unapologetic is just that. Not sorry for being great. It's a show that studies, analyzes, unpacks, and discusses the practices, protocols, and pathways of great authors, lyricists, musicians, poets, artists, painters, sculptures, and any other creatives through candid and thought provoking conversations. Tune in—you may learn something. Oh, was that too harsh? Sorry—Not sorry.



The Making Of A *MASTERPIECE*

And The Podcast To Tell Its Story

It's not often you find longevity on television. Exceptions include *Friends* and *Happy Days*, which each lasted 10 years. *Lassie* was on air for 17 years, and *The Simpsons* for just over 30.

But only *one* show qualifies as the longest-running primetime drama series—and it's been going strong for 50 years.

If you close your eyes, you might now hear the iconic “Suite de Symphonies: Rondeau” by Jean-Joseph Mouret fade into your mind. Of course, we are talking

about the classic long-running series *MASTERPIECE Theatre*, now known as *MASTERPIECE*.

PBS is known for exploring both culture and story through their programs. *MASTERPIECE* was one of their first shows on their family of local channels. Produced by local PBS affiliate WGBH in Boston, it highlights the best in British productions.

MASTERPIECE has featured *Downton Abbey*, *Sherlock*, *Upstairs, Downstairs*,

“I believe the show has not only passed the test of time, but also that the questions we face today can be found in the literature and stories [it represents].”



The First Churchills, and *I, Claudius*, and the list continues to expand. Spinoff series like *Mystery!* and *MASTERPIECE: The American Collection* have joined the PBS mix throughout the years, as well.

Not only is *MASTERPIECE* marked by longevity, but it's also acclaimed with honors ranging from Emmy to Peabody Awards.

Going Off-Screen

While PBS is beloved for its television content, over the last few years, they have expanded past the screen and into podcasting. Exporting high-quality production from video to audio is a task they take seriously.

Nor do they stop at exceptional audio. Every component of their podcasts must reach the exceptional standard that is the benchmark of the PBS brand. That includes the storytelling, interviews, conversations, and journalism, all of which require talent, research, high production, and constant, reliable delivery.

That is the PBS—and its precursor, NET—legacy.

MASTERPIECE Studio—a podcast launched in December 2015—and their 50th-anniversary three-episode mini-series *Making MASTERPIECE* highlights the stories shared on the *MASTERPIECE* television series as well as behind-the-scenes stories never shared on air. It also explores what makes this TV series so special and beloved.

Host Jace Lacob interviewed *Sherlock's* Mark Gatiss for the show's first interview, and since then, guests ranging from Sir Kenneth Branagh to Dame Angela Lansbury, Lily Collins, and Benedict Cumberbatch have joined him on air. The podcast has won several Webby Awards.

I recently sat down with Jace and producer Nick Andersen to learn more about their process for creating this well-crafted show and complementary mini-series.

A Love for **MASTERPIECE** and Unexpected Opportunities

Often, the threads of interest and opportunity seem to collide. Maybe a childhood interest resurfaces during an unrelated event, or an unforeseen offer to create something special just happens to coincide with a hobby you love.

So it went for Jace, who says, *“I was working as a television critic, reporter, and editor for about a decade. I covered a lot of shows over the years, both in terms of interviewing talent and in writing advanced reviews of the show. And I have been watching MASTERPIECE, I’m going to date myself here, for more than 30 years at this point. So I really am a lifelong fan.*

“In 2015, Downton Abbey was wrapping up its final season, and the lovely PBS people approached me with their idea to do a podcast in conjunction with the final season. They offered to fly me to New York so I could interview Allen Leech, who played Tom Branson, for the pilot episode, and we’d ‘see how it goes.’ I said, ‘Sure, why not?’ I love Downton Abbey. It’s one of my favorite shows. And so I went to work. I interviewed Allen, and they liked it, so they picked it up. I think we did 26 episodes of MASTERPIECE Studio over the three-month final run of Downton Abbey. And then they decided to pick up the show for the rest of the year.”

Nick joined the team a little later:

“I was working here in Boston at the other public media giant WBUR as a producer

for On Point. I had been there for about four years, and I was sort of thinking about leaving, but I didn’t want to leave the city. At the Third Coast Audio Festival in Chicago, I ran into Rachel Aronoff, who was the original producer of MASTERPIECE Studio with Jace. We were both talking about our jobs, and how I grew up watching MASTERPIECE, just like Jace.

“My father and I were both big mystery viewers. Every Thursday, we would watch mystery on our local PBS station in Detroit. So, I was always a fan of MASTERPIECE. Rachel said, ‘You know, I’m thinking about stepping away from this job. If it’s something you might be interested in, let me know.’ I thought it was just conference talk, but sure enough, a couple of months later, I got an email out of the blue from Rachel saying, ‘Okay, I’m leaving this job, and they have to hire somebody, so you should come interview for it.’ And that was four years ago!”

♥ In *MASTERPIECE Studio*, Jace takes the viewer behind the scenes of *Downton Abbey*, *Sherlock*, *Wallander*, *Grantchester*, *Poldark*, *Victoria*, *Lewis*, *Endeavour*, and others



A Modern Interpretation from Classic Stories

The three-part mini-series, *Making MASTERPIECE*, is more than the typical “after-show review and commentary” of the current week’s episode. Coinciding with the 50th anniversary of the *MASTERPIECE* series, the podcast answers questions like, “*Is this still relevant today? Has the show stood the test of time?*” It also reveals the foundation of the history and rich heritage behind the show.

I believe the show has not only passed the test of time, but also that the questions we face today can be found in the literature and stories represented on *MASTERPIECE*.

I wondered how Jace and Nick view the evolution of *MASTERPIECE* over the past 50 years now through the eyes of podcasters.

“I think the 50 years of *MASTERPIECE* reflect culture at large,” Jace shares. “We are now seeing other voices come into the conversation—perhaps those that had been excluded before. I’m proud of the fact that, in celebration of our 50th anniversary, we aired the adaptation of Andrea Levy’s *The Long Song*, which looks at the roots of the slave trade and the Christmas Rebellion in Jamaica. It fuses a fictional version of a woman’s story, *Ms. July*, with real-life happenings in Jamaica. It aired in 2018 in the U.K., I think, but it only felt even more timely airing it here in the U.S. earlier this year. It felt really, really relevant. I do think we are going to see more of those stories. Hopefully, we’re going to explore the lives of Britains, including the Black identity,



and dissect what it means to be British in the 21st century.”

Nick adds:

*“We have people who have watched the show for 50 years as well as younger generations listening in to the podcast. I hope it can bring everybody together in the same tent to talk about the issues highlighted and look at things from different perspectives. I’m hopeful that we are introducing people to concepts, or if not, historical revelations, through a modern perspective. We’re making people question things they’ve maybe assumed about history for the last 50, 100, 200 years. I do think that’s the power of *MASTERPIECE*... we reach people of a multitude of ages both on television and with the podcast, as well.”* 🎧



TV & Film Category Director

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 jumbleThink 🎧

UNDER THE RADAR

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



BUZZN THE TOWER

The 80s. A time before the Internet, social media, and phones that control our lives. A decade filled with cassette tapes, VHS, Super Mario Brothers, and cult classics. A decade defined by pop culture, big hair, and a carefree life!

The culture was awesome. The movies, even better. *Ghostbusters*, *Back to the Future*, *Indiana Jones*, *E.T.*, *Dead Poets Society*, *Bill & Ted's Excellent Adventure*, *Footloose*, *The Never Ending Story*, *Princess Bride*, *Farris*



Bueller's Day Off... truly an endless list of greatness.

That's why I was excited to stumble upon this new podcast, *Buzzn The Tower*. The show is a modern guide and fresh look into what is one of the greatest decades of cinema. It gives the feeling of two friends hanging out, bantering over their favorite films. Best of all, you get to hear the conversations most of us used to have—and miss having—in our lives.

Yes, the show is going “nerd out.” While it was *Happy Days* in the 70s that defined the nerd, the 80s that made them cool. A little of that 80s magic in the world today would help us remember what it was like to be with our friends watching the movies we love, devouring stories through film, and that connection that defined a generation.

If you love 80s films, don't put it off... listen to this podcast NOW! 📍



SHULLI EXPOSED

The Shuli Show is truly a one-of-a-kind podcast...

... because there is only one Shuli.

Comedian Shuli Egar, the widely recognized former writer and producer (and regular on-air talent) of the *The Howard Stern Show*, was never one to share much about his personal life. People only saw his funny side.

But during our interview, I discovered that there is so much more behind the Shuli curtain:

“I wasn’t one of the guys who really exposed my life on the air,” he said. “I wanted to get on the waves on my terms, with my material, and showcase what I do best. I didn’t think bringing my family into the mix was necessary. That’s not to say that my kids haven’t recorded bits for the show in the past, and they’re the focal point of my standup. But on the radio, it’s already such a personal thing—I wanted to leave one thing private.”

Shuli was named after his uncle, who was killed in the Six-Day War between Israel and Arab states back in 1967. Shortly after, Shuli was born. His parents decided to leave Israel with their life savings of \$30,000 to immigrate to the United States. The family landed on the West coast in Los Angeles.

*“Growing up in L.A., I was in middle school when I discovered the *The Howard Stern Show* on the radio, and I was instantly drawn to it. The comedy,*

the reality of it. I feel like it was the first reality show out there. Here’s this guy yelling at his co-workers, his boss, talking about his wife, his family, his kids. It was fascinating. It hooked me. And I was a fan for many years.”

Eventually, Shuli began his standup career in Las Vegas. It was during this period of time that he made a phone call that changed his life.

*“I got into an argument with an ex-girlfriend who hated that I stayed up late to listen to the live feed of *The Howard Stern Show*. But I loved it. She said, ‘Why don’t you call in?’ And that night, I decided to do it, and I got through. At that time, they were about a month away from coming to Vegas to do a live show from the Hard Rock. And I made him a proposition—to let me bet with them at the blackjack table they were set to broadcast from when they came to Vegas. He agreed. It was like a fairytale,” Shuli laughed.*



Sure enough, when the *The Howard Stern Show* arrived in Vegas, Shuli was waiting at the blackjack table with all the money he had in the world... \$300.

They won the bet, and Howard gave Shuli all the money.

Even better, this meeting became the start of Shuli's incredible radio career.

"One audition week turned into 15 years," Shuli shared, 'so yeah, it was amazing. I went from a correspondent on the Howard 100 News to a writer, producer, and on-air talent of The Howard Stern Show in 15 years. That's the top of the food chain when it comes to radio. The Mecca.'

When the pandemic hit, Shuli was living in Queens in a two-bedroom apartment that he shared with his wife Christina for ten years. He also has two daughters, Talia and Lili, plus three cats and a dog.

He was also juggling a full schedule, working Monday through Friday in the city from 6:00 a.m. through 5:00 p.m. as well as two weekends per month doing standup on the road. This all came to an abrupt halt on Halloween 2020, when Shuli's iPhone auto-shared "memories" from five years before.

"So my list of priorities went job, standup, and then family. Seeing those memory photos was one of the greatest gifts I've ever gotten, because every one was of me in Pittsburgh at a Stern function with 'Wack Packers' and fans

"I was given the opportunity to actually show my daughters what a dad is supposed to be like"



and doing standup. And then the last three pictures were of my wife trick-or-treating with my girls.

*"That was the final straw for me. I was like, 'These guys have never been number one on my list. And I'm an ass*le for that.' I knew I had to make up for that, and when the world stopped spinning, it became the perfect time to do it.*

"I was suddenly home in this small



apartment with these people who were really strangers in my life for the past 15 years. People I devoted hours to every week. You don't even realize it until you're forced to stop. That's what happened with us. Now, I'm reconnected with them. And I'm falling in love with all we have all over again."

Realizing that Queens was not the place for them, Shuli did what any Jewish comic from Queens would do...

He moved to Huntsville, Alabama.

"So we drove out to visit the area and stayed about a week. We looked at all these beautiful properties, because there, we could afford an amazing place. My kids now have a beautiful home."

Feeling as though they'd "moved to another planet," Shuli says he firmly believes he was given a second chance to "right the wrongs":

"I was given the opportunity to actually show my daughters what a dad is supposed

to be like. I went from being more of a roommate to a father. I'm involved a lot more now, and that's great for them. It's also great for me as a comic," Shuli joked. "For material purposes. You know, I always say I love my wife and kids, and I wouldn't change a thing... because if I did, I'd have no material on stage. They are definitely my source of entertainment, and they don't even know it."

Reflecting on his experience on the radio, Shuli realized he could leverage everything he'd learned to create a podcast:

"I've been able to work and learn from some of the greats of radio: Howard Stern, J. Thomas, Scott Ferrall... each of these guys are originals, and what they do, nobody else can do. And they each did it their own way. I learned directly from them."

The Shuli Show was born.

Based on the last 15 years of Shuli's life, the show is also a tribute to all three of the amazing entertainers Shuli mentioned above—and of course, to comedy.

"Some episodes will be completely over the top," Shuli warned. "Some will be interviews with weird guests, and some will be in-depth interviews with actors and comics. No matter what, the organic nature of comedy will always be there." 🎧



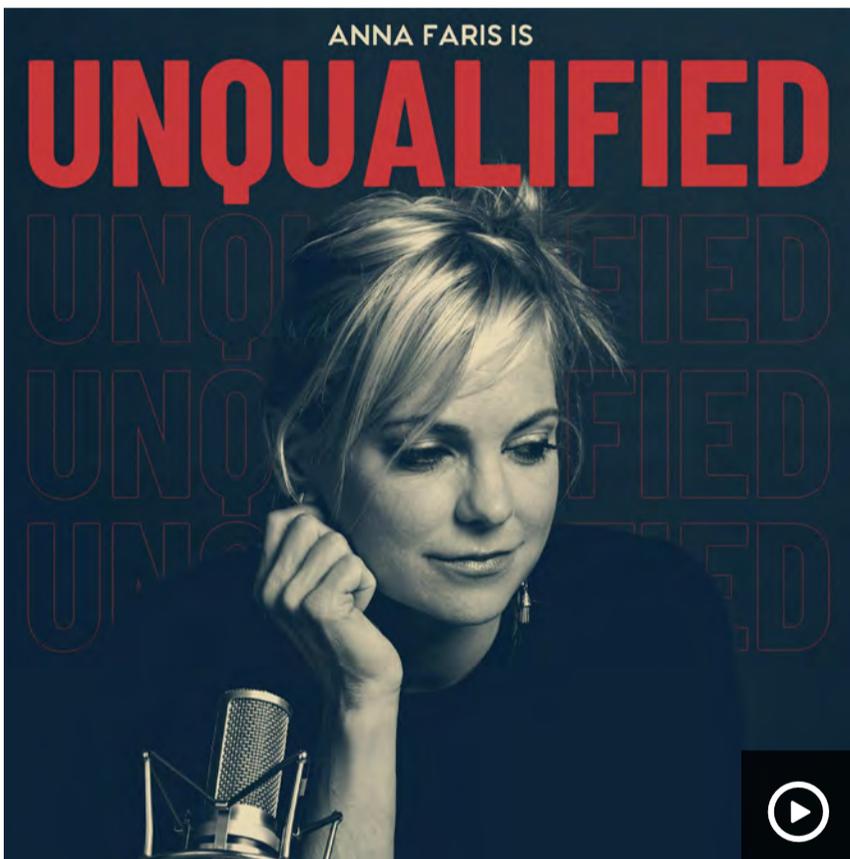
Comedy Category Director

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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



ANNA FARIS IS UNQUALIFIED

Anna Faris... oh yeah, I'll admit it: I'm a big fan! I love her movies, and I love her on TV. Not only is she an actress, but she's also a producer, comedian, and author. Yet even with those credentials, she is still unqualified... which makes her the perfect host of her hit podcast.

In this weekly show, Anna attempts to gain insight into the world that we live in today by talking to celebrity guests and handing out completely unqualified advice. Good thing



she has a team of more qualified experts in the mix, too.

I started listening and couldn't stop. I binge-listened like we binge-watch Netflix. The first episode I listened to was her interview with Seth Green of *Family Guy*, *Robot Chicken*, and *Buffy the Vampire Slayer*. What I loved about it was that it was just a casual conversation about auditioning in Hollywood, how *Robot Chicken* got started, and what's going on in general.

My other favorite episode was Kira Sedgwick's; you may know her from the TV show *Brooklyn Nine-Nine*.

Many shows interview celebrities; Anna does it a little differently. She's open, honest, and vulnerable. Being a peer of her guests, they let down their guard, which makes for a very easy-listening show. 🎧

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INSTAGRAM



REALITY

Taking The Hottest Health & Wellness Issues Off The Gram And Into The Hands Of Experts To Bring You The TRUTH

What do you get when you cross a vegan yoga teacher, a colorful fashionista, a high-powered magazine editor, and a PR executive-turned-fitness personality?

Aside from a massive following on social media... *a whole lot of experience, knowledge, connections, and expertise* in the health and wellness arena.

Heidi Kristoffer (the yogi), Christine Bibbo-Herr (the fashionista), Meaghan Murphy (the editor), and Jamie Hess (the PR exec) share their lives every day with a combined quarter-million Instagram followers. There is no question that they meet the criteria for “social media influencers.”

But they are actual, real-life influencers, too.

The thing is, you can buy 10K followers on Instagram for several hundred dollars and write any bio you want. This results in many social media influencers being “FAKE Famous.” On the flip side, there are highly qualified people who never paid for a single “like” or “follow,” built their audiences organically with valuable content, and provide accurate information based on years of experience.

So how do we know which is which, or what is actually REAL in the world of social media?

Hosts of the *OFF the Gram* podcast (from left) Heidi, Jamie, Meaghan, and Christine



Enter Jamie, Heidi, Christine, and Meaghan!

JAMIE (@nycfitfam): Mom of two adorable boys, she started her IG account after her husband George proposed to her on a treadmill at Barry's Bootcamp and has been a fitness and wellness persona ever since. She regularly appears on QVC as a TV host and recently launched her own wellness coaching program, The Big Ask. (Oh, and her mom is TV journalist Joan

Lunden, so she's been following in her footsteps since childhood when it comes to helping women live their best lives!)

HEIDI (@heidikristoffer): Mom of five-year-old twin girls and a three-year old son, she is a yoga expert and instructor, creator of CrossFlow Yoga, former soap star, and creator of Microsoft Bing Fitness Yoga & MSN Yoga, the yoga program on Microsoft systems around the world. When a car accident left her with severe

injuries to her back and spine, she healed herself with years of yoga (and no surgery). Committed to a vegetarian lifestyle, she leads by example and lives what she teaches.

CHRISTINE (@nycpretty): Starting as a fashion editor at several women’s magazines, she spent about 20 years in the fashion industry. She met her husband while both were working for *Sesame Street Parent’s Magazine*, and they are still producing content together to this day. Always full of energy, Christine’s love of life shines through everything she does, from fashion to lifestyle to health and everything in between. She regularly appears on television shows like *The View* and *The Today Show* and on-air as a fashion and lifestyle expert.

MEAGHAN (@meaghanbmurphy): Editor-in-Chief of *Woman’s Day Magazine*, this mom of three has been in media for almost 25 years. She’s a fitness professional (ACE certified trainer, former fitness director of *Self Magazine*, and architect of the “Self Challenge”), and author of the new book, *Your Fully Charged Life*. When not editing a magazine or doing live TV segments, she is writing and “*momming hard*.”

These are not your typical early-20-something “influencers.” These women are all in their 40s, and each found a successful path in their respective careers long before “influencer culture” even became a thing.



“The chemistry was there from day one. With four of us, we can bounce ideas around and step in to help one another.”

They were tired of seeing the “Fake Famous” social media influencers share misinformation—sometimes *dangerously* false information—that the masses were blindly following.

“*It isn’t always easy to separate real experts from expert self-promoters,*” Heidi explained. Some people are excellent at making themselves look like an expert if they’ve got the algorithms and social media game down, even if they don’t have any real experience or qualifications. Pair that with a large following (even if it’s bought), and before you know it, REAL people—often vulnerable young girls—are acting on their advice.

Think of the countless “health coaches” on social media telling girls what to eat and (perhaps unknowingly) encouraging eating disorders, or the “yoga” accounts posting fancy acrobatic photos which people then try to imitate and end up seriously injuring themselves. That’s not to say that these influencers are intentionally out to hurt anyone—they may be perfectly well-intentioned. They simply don’t always have the experience or background to be opining on the topics they share advice on. And there is no liability if someone gets hurt.

Luckily for us listeners, Jamie, Heidi, Christine, and Meaghan decided to take wellness issues OFF of Instagram to tackle them in person.

From Social Media Influencers to Podcasters

Christine, Jamie, and Heidi met at a photo shoot to publicize a Mindbody Online Wellness Panel on which they were all speaking, along with a fourth influencer, Aly Teich. They could not have hit it off more. While discussing their topics for the panel, they thought, “*We should do a podcast!*” This was where it all began.

Together, they decided to use their collective influence and power for GOOD—to share valuable information and truly help people via their podcast, *Off The Gram*.

They got to work on the idea, the name, the first 10 episodes, and the whole structure. When Aly had to relocate for

OFF THE GRAM

listens to



BAND OF MOTHERS

Exploring women’s lifestyle subjects with honest and raw conversations through the lens of being a mom.



THE DOCTOR'S PHARMACY WITH DR. MARK HYMAN

A place for deep conversations about the critical issues of our time in the space of health, wellness, food, and politics.



NEW JERSEY IS THE WORLD

A loose, hilarious, loving exploration of America’s “greatest and strangest” state with comedian Chris Gethard.

a job offer, Jamie suggested Meaghan fill the fourth spot, and the rest is history.

These women combine their extensive experience with expert guest perspectives to have the deeper conversations and get to the bottom of what’s REAL. Each week, they take listeners into the real-world trenches to navigate the ever-changing landscape of wellness and social media.

All four hosts have amazing chemistry,

the conversation flows easily, and they clearly enjoy one another's company.

"It's true, the chemistry was there from day one," shared Christine. "With four of us, we can bounce ideas around and step in to help one another. We work so well together, and we're 100% all in."

When they first started recording from a basement space in NYC, every time a subway went by, they had to pause, because it would rattle the studio! They eventually upgraded to Gotham Podcast Studio, and during COVID-19, they took everything from in-studio to virtual without missing a beat.

"We're doing our best to highlight experts—real experts—about topics we think are on the pulse of things, because we are really in it; we're entrenched in health and wellness," Heidi explained.

A great example is their episode covering the F-Factor controversy, for which they called on nutritionists, doctors, and people with first-hand experience to bring to light the facts.

"We're doing our best to highlight experts—real experts—about topics we think are on the pulse of things, because we are really in it; we're entrenched in health and wellness."

Because of their respective backgrounds, they have access to some of the most amazing guests, including actors, fitness professionals, fashion designers, celebrities, CEOs, founders and creators, authors, etc. In the 71 episodes aired so far, guests have included Dan Harris, Anna Kaiser, Michelle Hurd, Arianna Huffington, and multiple doctors and top experts in their fields.

When it comes to their success, these co-hosts point to work ethic and tenacity as common threads. All agreed that saying "yes" to opportunities was key to gaining priceless experience in their careers. Years later, many of those opportunities have come full circle as they interview people they've worked with on the podcast!

And the opportunities keep coming.

A few months ago, Dr. Oz and his team approached Christine, Jamie, Heidi, and Meaghan saying they loved the show and asking if they had any video footage.






OZtube



They did.

Which was quite fortunate, because Dr. Oz was launching a new platform called OZ Tube, a digital video platform with content from top creators in the wellness space... and he wanted to include *Off The Gram* as the health and wellness talk show!

Now, each week, you can watch edited 20-minute-or-less mini-versions of some of the best and most popular *OTG* episodes in never-before-seen video format.

As it happens, all four women had interacted with Dr. Oz and his team on different occasions in the past. In fact, one of Meaghan's favorite *OTG* memories involves a pre-Covid event, which ended

in a “fist-pumping dance party with [Dr. Oz] in the middle. Of course, Jamie captured all of the magic on camera—including me whispering in the doc’s ear that I had just peed my pants!”

Which brings us to Meaghan’s advice around reaching your goals: “Be brave enough to make your mess your message. I have found so much strength and ultimately success in allowing myself to be vulnerable.” (She probably wasn’t referring to the aforementioned mess, but you get the idea!).

In all seriousness, *OTG* is the real deal. To these ladies, authenticity is key. You can’t beat four women at the top of their fields—who have done decades of hard work and take every opportunity that comes their way while keeping an open mindset—sharing their experiences and living their truth for their listeners’ benefit. 🗣️



Health & Fitness Category Director

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UNDER THE RADAR

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



THE VERYWELL MIND PODCAST

The Verywell Mind Podcast with Amy Morin is the new name of the *Mentally Strong People* podcast launched last fall by psychotherapist-turned-best-selling author Amy Morin, Editor-in-Chief of Verywell Mind. The podcast “*shares guidance and tips for improving psychological well-being and cultivating mental strength,*” which is needed more now than ever as we continue to navigate through the impacts of the pandemic on our mental health.

What better way to reach more people



and spread awareness of how to prioritize psychological well-being than getting in front of *100 million monthly users* on DotDash? Teaming up with Verywell Mind, the biggest mental health website in the world, was a no-brainer.

On Mondays, Amy interviews inspirational speakers who share stories, struggles, and strategies for developing mental strength. At the end of each interview, in a short segment called the “Therapist’s Take,” Amy breaks down her guest’s strategies and shares how listeners can apply them to their own life. I love how simple and actionable Amy’s suggestions are.

On Fridays, get your mental “fix” with the “Friday Fix.” During these short episodes (usually 10 minutes or less), Amy provides tips on dealing with specific mental health issues by practicing quick mental strength exercises.

This has quickly become one of my favorite “fix”es every week. 🎧

LISTEN NOW

ON ALL OF YOUR FAVORITE PODCAST PLATFORMS!

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



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OFF THE CHARTS

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

JUNE 2021

ARTS



DESIGN REVIEW PODCAST

Hosted by: Chris Liu & Jonathan Shariat

A podcast about products and design from a unique perspective—the hosts discuss important design principles and connect it to their own experience working in the field.

BUSINESS

BEYOND 8 FIGURES

Hosted by: A. J. Lawrence

Interviews with successful entrepreneurs and experts in the various tools or processes needed to accelerate your business growth.



COMEDY

Are You Garbage?

ARE YOU GARBAGE?

Hosted by: H Foley & Kevin Ryan

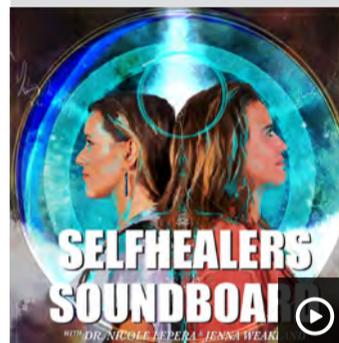
Comedians H Foley and Kevin Ryan are self-proclaimed garbage. Guests get put to the test to determine if they are in fact garbage, as well. It's like a trashy comedy game show.

EDUCATION

SELFHEALERS SOUNDBOARD

Hosted by: Dr. Nicole LePera & Jenna Weakland

In this new podcast, you'll learn how to recognize your patterns, heal from your past, and create your Self.



FICTION



ARMAGEDDON SERIES

Hosted by: Terry Tibke

On a planet of feuding dragon tribes, a young dragonrider journeys to discover the secrets surrounding his country in "Armageddon: Black Dawn."

GOVERNMENT



THE RESCUE SWIMMER MINDSET PODCAST

Hosted by: Cody Wright & Vince

Hosted by two former Coast Guard Helicopter Rescue Swimmers, Cody & Vince. This show is best suited for those with a physically driven mindset.

HEALTH & FITNESS

CONVERSATIONS WITH ABRAHAM HICKS

Hosted by: Abraham Hicks

Curated clips from conversations (people in the "hot seat"), it's a great introduction for anyone new to these teachings. Raise your vibration!



HISTORY



A FLATPACK HISTORY OF SWEDEN

Hosted by: Chris Hayward and Åsa Svensson

A fun history podcast chronologically charting Swedish history in a light-hearted and conversational way. Vikings included!

KIDS & FAMILY

LIFE OF DAD

Hosted by: Tommy Riles, David Guest & Josh Huber

Three dads discuss two topics (one heavy and one light) and come to a resolution at the end of each episode.



LEISURE



CRITICAL ROLE

Hosted by: Matthew Mercer

This podcast guides the listener into their own personal version of *Dungeons and Dragons*. Voiced by actors, they take the listener into the full *D&D* experience.

OFF THE CHARTS

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

JUNE 2021

MUSIC



SOUND OPINIONS

Hosted by: Jim DeRogatis and Greg Kot

Take two nationally respected rock critics, the latest music news, personal commentary, and exclusive interviews and performances, and the result is this show for people who love music.

NEWS

QUICK NEWS DAILY

Hosted by: Brett Spangler

A fresh sounding news podcast that saves you time. Ditch the formal, “both sides” coverage for facts and analysis from an outlet outside of the D.C. mainstream.



RELIGION & SPIRITUALITY



WHOLE CHURCH PODCAST

Hosted by: TJ Blackwell & Joshua Noel

Each episode leaves the audience with a tangible takeaway that will enable us to take action toward real, practical Church unity.

SCIENCE

HONEY BEE OBSCURA PODCAST

Hosted by: Kim Flottum & Jim Tew

Interested in beekeeping, the life of bees, and honeybee management (yes, that’s a thing)? This podcast is for you.



SOCIETY AND CULTURE



QUEERY WITH CAMERON ESPOSITO

Hosted by: Cameron Esposito

Sit in on conversations with standup comic Cameron Esposito and some of the brightest luminaries in the LGBTQ+ family.

SPORTS



THE ETCS WITH KEVIN DURANT

Hosted by: Kevin Durant

Where KD, co-host Eddie Gonzalez, and special guests have candid conversations about the best of sports, music, entertainment, and culture.

TECHNOLOGY

CULTURE OF INNOVATION

Hosted by: Nancy Ridge

A podcast about creating cultures that inspire innovation at all levels of a company. Through interviews with company leaders, learn how innovation cultures are actually being created.



TRUE CRIME

The MURDER POLICE

THE MURDER POLICE

Hosted by: Wendy & David Lyons

Homicide detectives have quietly called themselves “the murder police” for years. This podcast talks about true crime through the eyes of the murder police—what it is like to do the work. The real deal.

TV & FILM

POP CULTURE HAPPY HOUR

Hosted by: NPR

Pop Culture Happy Hour is a great dive into pop culture and the world around us. If you want a polished and well-crafted look at TV & Film, this podcast is a great place to start!



EDITOR'S PICK



THE KSHE TAPES

Hosted by: The U-Man & Favazz

U-Man and Favazz explore the back stories and interviews heard on KSHE, the longest running rock station in the country.

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

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PODCAST

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JUNE 2021

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| 2 | 17 | BK ON THE AIR Barry King |
| 3 | 4 | THE MARRIAGE FIT PODCAST Alan Sanders & Susan Delmonico |
| 4 | 2 | CERTIFIED MAMA'S BOY Steve Kramer & Nancy |
| 5 | 3 | THE WILDER RIDE Alan Sanders & Walt Murray |
| 6 | 6 | NECRONOMIPOD Dave, Ian & Mike |
| 7 | - | COFFEE & CASES Allison Williams & Maggie Damron |
| 8 | 5 | KRAMER AND JESS UNCENSORED Steve & Jess |
| 9 | 9 | LIFE WITH HULA Hula |
| 10 | 16 | PROMISED LAND Ian Kehoe |
| 11 | 13 | LEADER OF THE CLUB Jessica Chenoweth & Hula Ramos |
| 12 | 14 | CRIME JUNKIE Ashley Flowers & Brit Peawat |
| 13 | 8 | THANK GOD CANCER SAVED OUR DIVORCE Denny, Amanda, Jamie & Brandon |
| 14 | 28 | KNOW YOUR AURA Mystic Michaela |
| 15 | - | THE WEDNESDAY PULL LIST! Lex & Simon |
| 16 | - | THE UNSTOPPABLE ENTREPRENEUR SHOW Kelly Roach |
| 17 | - | THE OBLIVION BAR Chris Hacker & Aaron Knowles |
| 18 | 30 | WEIRD DARKNESS Darren Marlar |
| 19 | 32 | THE BERT SHOW Bert, Kristin, Davi & Moe |
| 20 | - | WAIT, WHAAAT? Elaine & Paul |
| 21 | - | IN THE GARAGE PODCAST Gerald Cordova |
| 22 | 46 | MIGUEL AND HOLLY UNCENSORED  Miguel & Holly |
| 23 | 12 | THE BOX OFFICER PODCAST Mel McKay & Derek Zemrak |
| 24 | - | RADIO LABYRINTH Tim Andrews |
| 25 | 19 | THE NEWSWORTHY Erica Mandy |

| THIS MONTH | LAST MONTH | PODCAST NAME Host(s) |
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| 27 | 7 | SWORD AND SCALE Mike Boudet |
| 28 | 18 | MORBID: A TRUE CRIME PODCAST Ash & Alaina |
| 29 | 20 | THE OFFICE LADIES Jenna Fischer & Angela Kinsey |
| 30 | 49 | THE WRITTEN WORD Sunandinii S Bansal |
| 31 | 39 | NEXT ON THE TEE Chris Mascaro |
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| 36 | - | SMARTLESS Jason Bateman, Sean Hayes & Will Arnett |
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