

AUGUST 2021 / VOL. 2 NO. 7

PODCASTMAGAZINE.COM

PODCAST[®] MAGAZINE

BEYOND THE MICROPHONE

TOP 10 BUSINESS PODCASTS

WHO NEEDS
AN MBA?

ALEX KINGSLEY
LOVES *THE STENCH
OF ADVENTURE*

MELISSA K NORRIS
IS A TRUE
*PIONEERING
WOMAN*

*"I watched money
and fame go to [other
podcaster's] heads. It
made me realize that I
never want to go to the
dark side."*

RACHEL MUNIZ
REPPIN' LATINX
& LATINOS
OUT LOUD


*FINDING
MASTERY*
LEARNING FROM
*EXTRAORDINARY
PEOPLE*

SPI'S

PAT FLYNN

INSPIRING *BY EXAMPLE*

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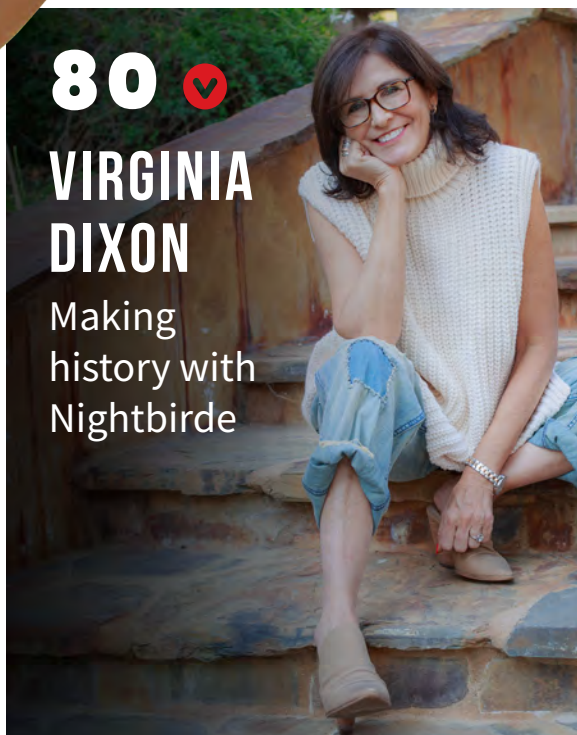
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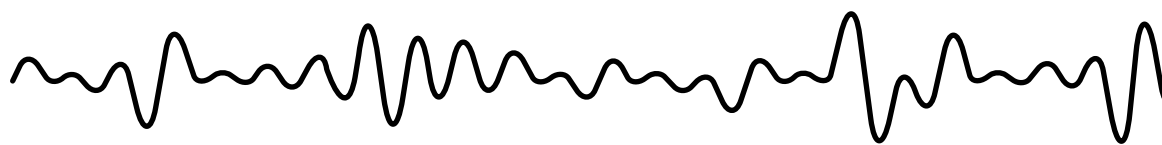
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The industry's only monthly chart highlighting the top 50 podcasts as selected by podcast FANS

FROM THE EDITOR



STEVE OLSHER

Founder/Editor-in-Chief

As I write this month's LFTE, I'm mentally preparing to attend our industry's largest conference, *Podcast Movement*. Various questions race through my mind...

- Who do I want to connect with?
- Which sessions will I attend?
- What are we hoping to accomplish with our booth and presence?

I love attending in-person conferences, and have yet to miss a single *Podcast Movement* since the very first in 2014. Why?

Because *game recognizes game*, and as the creator and host of numerous in-person events (including *The New Media Summit* and the forthcoming *PodXpo*—think Comic-Con for the podcast industry), I can sincerely appreciate the hard work and dedication required to successfully pull off the massive undertaking it is to put on a first-class event.

And that is exactly what Dan Franks, Jared Easley, and the *Podcast Movement* team



consistently produce—a first-class event that attracts both industry icons and newcomers to the medium.

As active members, and supporters, of the podcast industry, I believe it is not only our duty to support those who seek to elevate and legitimize the industry as a whole, but a requirement.

Podcast Movement absolutely elevates and legitimizes our industry. Without it, podcasting will continue to be seen largely as a ‘cute little hobby’ that mainstream advertisers and media smile coyly at while directing their dollars, and focus, toward other initiatives. None of us can afford for this to happen.

The same holds true for *Podcast Magazine*. Month in and month out, our dedicated team of writers scour the podcast world to highlight the shows podcast fans love and are familiar with, as well as those they have yet to hear, but *should* be listening to.

Like *Podcast Movement*, our mission is to elevate and legitimize the industry as a whole.

Christopher Lochhead, renown marketing genius, co-author of the phenomenal *Category Pirates* newsletter, author of

Play Bigger and Niche Down, and host of arguably the top marketing podcast in existence (*Lochhead on Marketing*) recently said, “*The podcast industry needs you [Podcast Magazine] to survive.*”

It does. It needs *Podcast Movement*, too... to not only survive, but thrive.

The podcast industry stands at a perilous crossroads—either the predicted explosion in on-demand audio consumption will take hold, or it will struggle to maintain its growth, and the current numbers will reflect its future.

Both *Podcast Movement* and *Podcast Magazine* are vital components of the overall podcast ecosystem and can help to ensure the former.

However you choose to support the industry and its leading event and publication, we (and the industry) thank you for doing so. 🙏

STEVE OLSHER

@ThePodcastMag

P.S. Stop by **Booth #615** at *Podcast Movement* and get your picture on the cover of *Podcast Magazine*!

PAT FLYNN

Inspiring By
Example



Not only is Pat Flynn one of the top podcasters in the world... but he's also known as *"the nicest guy in podcasting."*

Pat is the founder of SPI Media—Smart Passive Income—a company dedicated to *"elevating entrepreneurs to within reach of their dreams."*

After being laid off from his dream job at an architectural firm in 2008, Pat embraced the world of entrepreneurship. A self-described *"weird nerd who likes to podcast and shoot YouTube videos,"* this author, speaker, husband, and father of two is driven by one motivation in all he does:

To inspire by example.

After shifting everything—including his mindset, from employee to CEO—he built his first online business around helping people pass an architecture exam. When people kept asking Pat how he did it, he'd say, *"I'll just show you."*

And that's exactly what he's been doing ever since—while building several businesses, including one in the security guard training industry, another in the food truck space, and yet another in software.

"I'm not a good salesman. But I can show you what I'm up to. And apparently, people really love that. So, I'm just going to keep showing up."

Inspiring by example is simply what he does—even now, he's actively showing people how he's building a YouTube channel—a space he admits knowing nothing about when he started, but now, he has a following of over 300,000 subscribers.

"I'm not a good salesman," Pat said. *"But I can show you what I'm up to. And apparently, people really love that. So, I'm just going to keep showing up."*

One of the ways he does so is by hosting *The Smart Passive Income Podcast*.

"I knew I wanted to start a podcast, but I was so afraid that I waited years before finally pulling the trigger. I finally got out of my own way, and now I only wish I started sooner."

Clearly, his decision worked: his businesses have been highly successful, and his podcast has an impressive 4.8-star Apple rating while garnering 150,000 downloads per episode. In fact, Episode 500 of the show comes out in August of 2021.

Considering the massive undertaking it is to start a podcast let alone a business, the fact the Pat has done both multiple times while raising two kids alongside his wife is a testament to what is possible in the world of entrepreneurship. Yet one can't help but wonder how Pat achieves the ever-elusive balance entrepreneurs seek.

"Entrepreneurial life balance is very important. But I also believe 'perfect' work-life balance is a myth. There's only perfect balance on a scale for one moment when everything is equal weight on both sides. If that's all you're shooting for, you're just going to set yourself up for failure all the time, because it's really difficult to do."

"What it's actually about is making sure you're not teetering too far to one side or the other and correcting when you are. That takes planning ahead. For example, I let my family know ahead of time when it's launch week. They know why I do what I do and exactly what I'm doing with the launch. They also know I'm going to be less present during that time. But then, when it's over, we're going to be doing all this fun stuff together to kind of balance that out."

"We're a family unit always working in concert with one another. We all do what we're doing for the family. As long as these things are thought about ahead of time, they don't get out of hand."

Pat also points to his team as an important cornerstone of achieving this degree of balance:

"A lot gets done, but I don't do it all. And that's a big lesson I learned during that time of merging from scrappy

"'Perfect' work-life balance is a myth."





Pat travels the country speaking to thousands, but makes a conscious effort to always be present for his family



entrepreneur to CEO and podcaster. For a while, I was trying to do everything, and I was very much under the understanding that if I continued down that route, I would either burn out, or things would crumble beneath me. Over time, I acquired eight trusted team members who are all responsible for certain parts of the business and who also feel ownership in those parts of the business. This allows me to focus on the things I can contribute to the business and to do the things that are very much the kind of activities that only I can do.

“The other thing that’s been really helpful is something I adopted when my wife was pregnant with our second child—that there are only so many hours I should be working, so I’d make sure those hours were worthwhile. I don’t want to work all day on something anymore, because I only have so much time. If I feel like if I’m wasting it, or am inefficient, that is time I’m taking away from my family... away from working on my health and

fitness. This is where that planning comes in again. With regard to my podcast specifically, that means spending a little bit more time up front doing research and having conversations. Then, when I release that episode, I know it’ll go over well... or at least, I’m giving it the best chance to.”

Pat’s impressive success can also be attributed to his “remember-where-I-come-from” attitude, which is, in part, responsible for his reputation as “the nicest guy in podcasting”:

“When I started my online business back in 2008, a couple of friends who were in the same program I was became very, very wealthy, very quickly. I watched firsthand the money and fame go right to their heads. It made me realize that I never want to go to the dark side. I never want to go down that route.

“What’s most important to me is service to my audience. A lot of podcasters like to hang out with the big wigs, because they can maybe give them access to other opportunities. And sure, I try to

Pat and April speak at FlynnCon 2019



Photo credit:
Caleb and
Jen Wojcik

← FLYNNCON

Pat hosts a weekend-long conference to engage and inspire fellow entrepreneurs to gain knowledge on how to put their plans into action

put myself in those rooms, but I get more value by being closer to my audience, so I can really get to know them and continue to build a deeper, more engaged community.”

Out of all his endeavors, podcasting is nearest to Pat’s heart. In fact, he said, “I love podcasting almost as much as I love my kids! I think about it every day. I do it nearly every day. I breathe it. I even dream about it.”

An expert to whom others turn to regularly for podcasting advice, Pat says the one thing he sees podcasters consistently doing wrong is focusing on the numbers. He advises that every podcaster imagine the human beings on the other end of the airwaves and start thinking about those individual lives.

“Rather than asking, ‘How do I attain numbers like you?’ ask how you might attain a deep relationship with your audience. And I’ll tell you, as a ‘smaller’ podcast, you have an advantage there.

Have empathy for each and every person listening, no matter how many there are,” he said.

“Even if there are 100 people listening to each episode—if you were in an actual room with them, you’d feel a little differently, right? And unfortunately, that’s the thing we have a hard time remembering in the podcasting space, especially when people are very open with their numbers. It’s easy to start playing that dangerous comparison game. But we cannot compare our numbers to other people’s, because that would mean comparing two different timelines, two different backgrounds, two different histories... and I think it’s very important for us to compare ourselves to ourselves, instead.

“Compare our last episode to last month’s, and then to last year’s, to ensure we’re always trying to make incremental improvements over time. Maybe in the next episode, we can worry a little bit

more about telling the story a little bit more deeply. Maybe then, we can talk about adding a little bit of the comedic element into the show to see how that goes. A micro change over time can make a huge difference.”

Always quick to share his expertise, Pat offered a few more top tips for podcasters:

1. Define your audience.

Look at the analytics of the specific episodes you’ve created and consider two things: who they were specifically created for, and which ones got traction.

“We only have so much to work with as podcasters, and for this purpose, you do look at download numbers as well as retention rate via Apple analytics to see how long people are listening to episodes for and/or where they drop off. The data is very revealing,” Pat explained.

Even more importantly, have direct conversations with listeners (more on this in the tips below).

“This is the thing that’s taught me more than anything else when it comes to understanding who my audience is.”

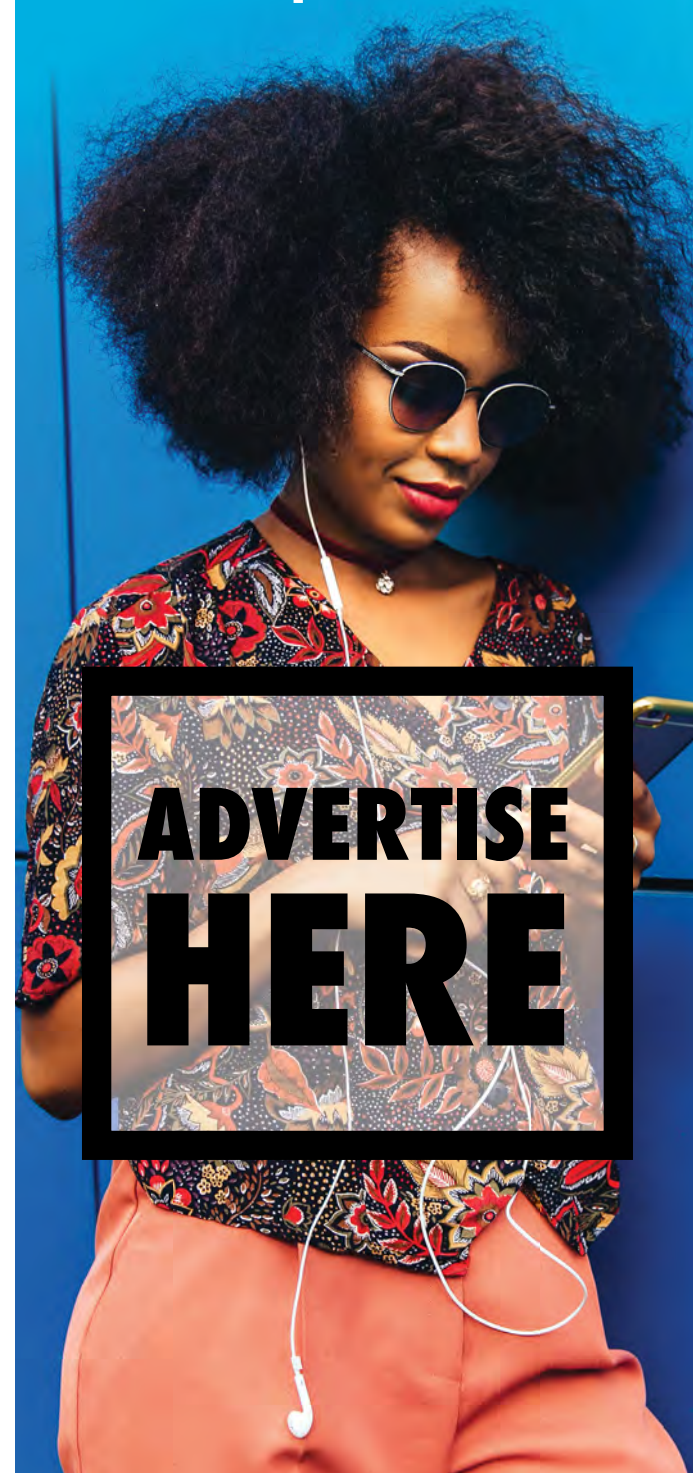
2. Experiment.

One beautiful thing about podcasting is that you can try new things without fully committing to them. Try something new in one episode and watch the reaction.

“Ask your audience about it,” Pat suggested. *“Social media is a great place to say, ‘Hey, we purposefully added a little bit more banter this time around, because you all said you love that. What did you think? Leave your honest thoughts below, because we want to continue to provide the best and most entertaining content for you.’ You’ll be able to literally hear it, which means you won’t have to guess.”*

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3. Engage, engage, engage.

Podcasting is a very one-sided conversation, but a simple way of really engaging with your audience is to make sure you're providing what they're looking for. In other words, pay attention to the feedback you receive.

"Another lovely way I choose to engage with my listeners is by actually bringing them on the show. Sometimes, they've gone through my courses, or they've done something I've taught, and they're able to share that. And yes, of course that makes me look good, too. But at the same time, my listeners have told me that they can really relate to that."

"Don't just utilize your podcast to interview A-listers and other podcasters. Bring on students of yours, customers, and maybe even some of your listeners. That's a great way to spotlight your own community members, too."

Engagement is connection, which is easy to nurture on social media. Pat recommends asking specific questions,

"I watched firsthand the money and fame go right to [other podcasters'] heads. It made me realize that I never want to... go down that route."

like, "Hey, who listened to the latest episode? What was your favorite part?"

"Then, what I do from there is direct message those people who have responded with a video message saying, 'Hey, thank you so much for listening to the podcast. And by the way, if you have a quick second, if you could leave a review on Apple, that would be hugely helpful.' This has near a 95% take rate, because they're getting that personalization that few others take the time to provide."

This level of personalization with his audience is no doubt one of the many reasons for his loyal following. And, as listeners continue tuning in to *The Smart Passive Income Podcast*, Pat will continue to inspire by example. ❶



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Reinvention Radio ▶

PODCAST MAGAZINE® PRESENTS

BEST OF

EDUCATION PODCASTS

August is indicative of back-to-school for most. We went to the fans to identify their favorite Education podcasts. Here are the top 10 for your listening (and learning!) pleasure. **Congratulations to all the winners!**

1



**OVERTHROWING
EDUCATION PODCAST** ♡

Hosted by: Batsheva
Frankel

2

MY EDTECH LIFE ♡

Hosted by: Alfonso
Mendoza



3



**THE HOUSE OF #EDTECH
PODCAST** ♡

Hosted by: Chris Nesi

4

LEMONADE LEARNING ♡

Hosted by: Brianna
Hodges & Lainie Rowel



5



**EDUCATIONAL DUCT
TAPE** ♡

Hosted by: Jake Miller

6

TEACHERS ON FIRE ♡

Hosted by: Jordan
Bonaparte



7



**LEADING OUT THE
WOODS** ♡

Hosted by: Matthew Woods

8

LESSON: IMPOSSIBLE ♡

Hosted by: Aviva Levin



9

**LEADER OF
LEARNING** ♡

Hosted by:
Dr. Dan Kreiness



10

**PODCAST
PD** ♡

Hosted by: Chris
Nesi, Stacey
Lindes & AJ Bianco



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

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

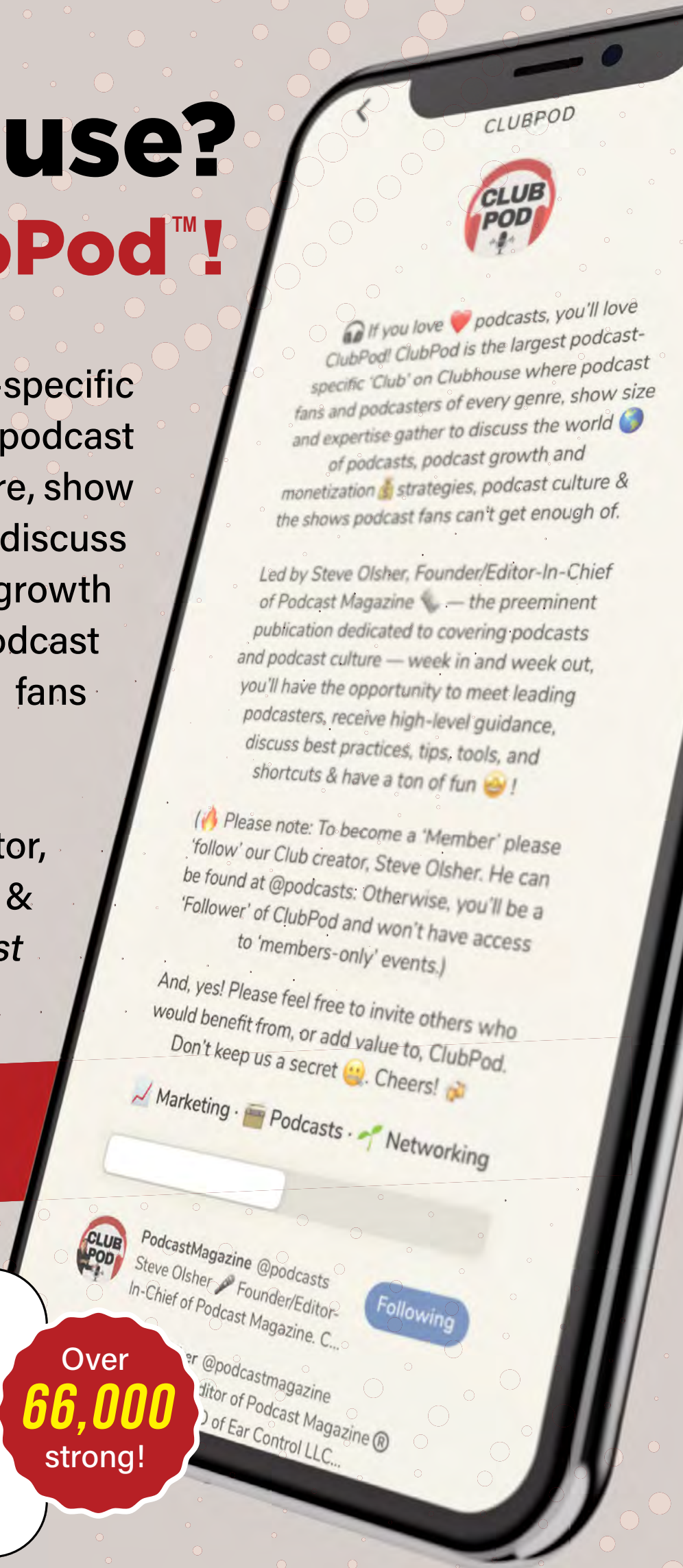
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Clubhouse Conversations: Build Buzz & Authority with Your Podcast hosted by Melanie Benson and Deb Cole



GirlBoss Podcasters: Use Your Voice
hosted by Rachel Stewart



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



How To Use Podcasts To Build A Brand
hosted by Neil Haley



Interviews & Q&A with Podcasters
hosted by Alex Sanfilippo



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** 



THE STENCH OF ADVENTURE

Stella Thomas: The Last Human On Earth

“This is Stella Thomas. She doesn’t know it yet, but she is about to discover that nothing she has ever known was real. What will become of her in a cold, uncaring universe? Apparently, it involves pistachios, arson, and a horse.”

So what do you do when you’re about to graduate from college and start your brand-new life in a career you’ve dreamed about since you were a child... except suddenly, the entire industry implodes in a manner no one could have possibly seen coming?

Well, if you’re Alex Kingsley, you pivot and create podcasts, instead. Specifically, an audio drama podcast called *The Stench of Adventure*.

“The Stench of Adventure *is a sci-fi comedy*,” said Kingsley, who writes, directs, sound edits, scores, and voices one of the minor characters. “It follows the adventures of Stella Thomas, who is a human who only recently found out that the entire Earth

“[Stella] has to figure out what life means now that nothing she ever defined herself by matters anymore.”

was a simulation. The other humans are dead, so she is the only human left. She has to figure out what life means now that nothing she ever defined herself by matters anymore. And she kind of finds herself in this existential haze swept up by a con woman who gets her to work on an intergalactic garbage-collection ship. The show is about Stella’s growth and the relationship between her and this completely alien crew.”

*The inspiration for *The Stench of Adventure* came from a playwriting seminar Kingsley took with the playwright Adriano Shaplin. “The prompt was to write a scene that is both a comedy and tragedy. And this is where my mind went. Oddly enough, when I turned in the scene, he said, ‘Okay, this is good. This is a comedy. This is not a tragedy. This made us laugh, but it’s not a tragedy.’ And I was like, ‘Okay, challenge accepted. Let me take this and expand it into something that is both.’ It is kind of ironic that it sounds like a tragic concept. And yet somehow, I succeeded in the comedic but not the tragic, with that first attempt. Still, I like to think that it uses a sense of existential dread and meaninglessness. It’s not, ‘Oh, God, what is life all about?’ But more of a, ‘We don’t know, so it doesn’t matter.’ And that’s very liberating.*

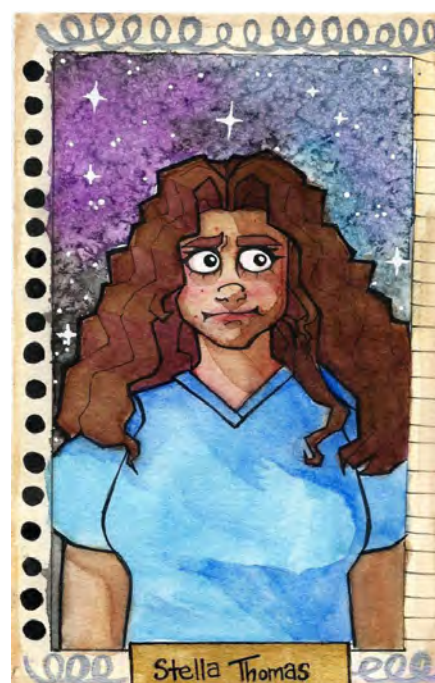
“It was just this one scene for years. And then, the pandemic happened.”

When the pandemic first erupted in 2020, Kingsley and Grace Griego, who produces *The Stench of Adventure* and is the lead actress, were theater majors about to graduate and



start their careers. Instead, as theaters across the world shut down, they found themselves no longer able to do the thing they went to school for.

“I was kind of burned into my own existential crisis. Grace and I were both kind of in this place of questioning—what does our art mean now? What can we do right now that is at all helpful or useful, when we can’t do what we’ve studied and now just feels obsolete? I became really interested in the idea of audio drama. And I got back into fiction podcasts, starting every day of my quarantine by listening to podcast after podcast after podcast. It not only became a comfort, but also a huge inspiration. I also was lucky enough to get hired to voice act on a fantasy podcast coming out shortly called Whisperling. I got to work really closely with that crew, and they talked to me a lot about the process. I was like, ‘Oh, I could do this! This is a way that I can reinvent what I do.’ And I had this idea that I put away years ago that was so exciting to me. I decided



to pull that back out, and then, I wrote to Grace, asking if she wanted to do the show with me. Grace is the best person in the world, and she said ‘yes.’”

Griego’s role, along with voicing Stella, is coordinating with the really big cast. *“This was definitely the most difficult part of the process, because we were managing three different time zones, which was my job as producer. I had to find times that worked in Pacific Standard Time, Eastern Standard Time, and also in Spain.”*

They recorded it using a program called Zencast, which allows everyone to record at the same time in real time.

While they are currently releasing the first season of *The Stench of Adventure*, production has also begun for season two, along with additional fiction podcasts. 🎧



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



BRASS

What do you get when you combine Victorian London in the 1800s with spaceships and science geniuses?

The audio drama podcast *BRASS*, that's what.

BRASS is a steampunk fantasy adventure set in 19th century London—except it's not the London you would remember from history books.

The *BRASS* family are all science geniuses, each with unique abilities: Lord Benjamin Brass (inventor and tactician), Lady Madelyn



Brass (brilliant detective), son Cyril (martial artist savant), and daughter Gwendolyn (con artist, mistress of disguise). They serve Crown and Country as they battle a mysterious criminal mastermind for control of London.

The acting is top-notch, and it truly does sound like an old-fashioned Sherlock Holmes movie with a few extras thrown in.

The only thing I didn't like about it was the narrator. Namely, because they have one. (No matter how many podcasts I've listened to, I still hate narrators in fiction podcasts as a general rule.)

However, mercifully, the narrator is not normally a big part of the story, so I can forget he exists and instead focus on the fun.

Other than the unfortunate narration, there's not much not to like in *BRASS*. Overall, it's a "jolly good" enjoyable romp of a podcast. If you like podcasts that offer a little bit of everything—adventure, mystery, humor, and alternative history—you should definitely give *BRASS* a try. 🎧

The FIRST Model

In the world of podcasting, we all know if the final product isn't good, less people will listen. That means podcasters generally need a decent understanding of the technology, sound, and editing required to make sure listeners have an enjoyable experience. Equally important is understanding how to optimize that podcast and work outside of the actual recording.

Most podcasters don't have a strategy to really take things to the next level. In this article, I'm going to outline the FIRST Model, which I go into in-depth in my new book, *Thursday is the New Friday* (HarperCollins). I thought I'd provide the following blueprint here, because it has changed the outcomes of my business.

The FIRST Model was born out of a need for systemizing to optimize. It has five sections: Fruit, Inflect, Reinvest, Specialize, and Time-Limited.

FRUIT/LOW-HANGING FRUIT: Creatives often look for new and shiny ideas, services, or ways to grow a podcast. But in reality, *your audience* will give you the next steps. There is usually "low-hanging fruit" to be found in terms of optimizing sales, repurposing shows, and using show notes for a product or book. *By identifying what's already working and how we can effectively and rapidly enhance those systems, it creates more profit than starting something new.*

INFLECT/ACT “AS IF”: Look at areas to expand your expertise, offerings, and outcomes. By inflecting in a direction you seek, you magnify and push yourself to play bigger. To be clear, this does not mean lying, like saying you are an expert when you are not or falsifying anything. I teach actions that build a brand and image that helps you stand out quickly—both concepts based on acting as if you are an expert (because you already are). Most people don’t realize how valuable their baseline education and experiences are to the world. *By doing this, it will also press you to grow your knowledge base, stories, and behavior faster while utilizing undervalued skills and expertise you already possess.*

REINVEST/MAKE THE BUSINESS STRONGER: This part of the approach trains you to quickly take off hats and know the real ROI on your time. Most new business leaders will wear multiple hats in an effort to save money. This means most will limp along in overwhelm wondering why their bottom line isn’t expanding. *But if they focus on the specific tasks they are suited for, it will help them expand and grow.*

SPECIALIZE/STAND OUT AND MICRO-NICHE: I teach how to get very specific when it comes to defining, recognizing, and attracting your ideal client. Many are so worried that if they specialize, they will miss their market. But serving too broad a market can be draining, and you already know which part of the market excites and satisfies you best. You just might not be willing to admit or embrace it yet. *Pick*

Follow this blueprint, and you’ll be well on your way to systemizing to optimize.



a market you can really stand out in as an expert, and niche.

TIME-LIMITED/SIX- AND TWELVE-MONTH GOALS: Think about who you were five years ago. Should that person have planned what you work on today? Quite a bit has changed in your personal and business life, as well as in the world. Imagine if you rigidly stuck to that five-year plan. *Instead, focus on shorter goals and sprints.*

Follow this blueprint, and you’ll be well on your way to systemizing to optimize. 🎧



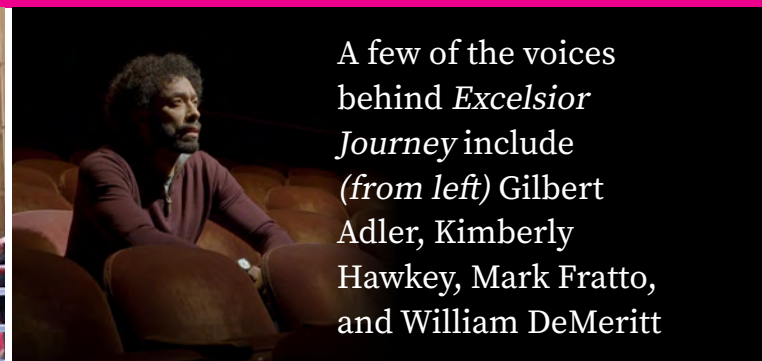
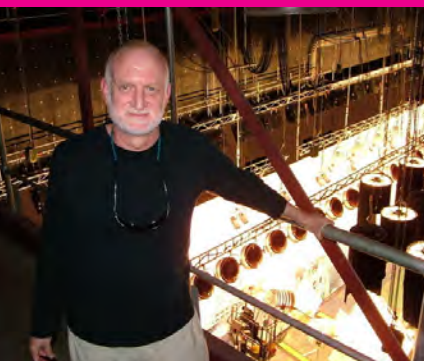
The Professional Podcaster

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Practice of the Practice Podcast 🎧



THE VALUE IN A VOICE

Excelsior Journey's
Celebration Of
The Voices Behind
The Characters In
Animation & Beyond



A few of the voices
behind *Excelsior
Journey* include
(from left) Gilbert
Adler, Kimberly
Hawkey, Mark Fratto,
and William DeMeritt

Some people start podcasting and discover they have “a voice.”

George Sirois, on the other hand, discovered he had “a voice” and *then* decided to start a podcast. It all started back in 2015, when George was losing a job he held as an admin.

“I was really down when that happened. I was just kind of wondering what was going to happen next? What am I supposed to do? You know, I have a wife and a house and everything. What’s the next step for me?”

Then, George came across a documentary narrated by John DiMaggio called *I Know That Voice*. It pulls back the curtain on what it takes to become a voice actor and spotlights the voice actors who bring amazing characters to life in animated films, commercials, and other productions. George was inspired.

He decided to reach out on Twitter to see if anyone in the St. Louis area taught voice acting and was fortunate enough to garner the support of an award-winning voice actress who recommended Clayton Studios. After some research, George

realized he needed to gather some funds for the investment. Already a published author of the international best-selling novel *Excelsior* and its two sequels, he had the idea to reach out to some of his author comrades to do audio narration of their books. He also began a Kickstarter to fund his dream of becoming a voice actor.

The Kickstarter campaign served more than one purpose—in addition to raising the funds to enroll in Clayton Studios, the opportunities that George created for himself to narrate his colleague's books provided him a lot of practice and allowed him to become really comfortable behind the mic all while building his portfolio as an audio narrator.

“Audio has been a part of my life since I was a kid. I would record little things on my tape recorder and always paid attention to the different voice actors in animation that I watched growing up. It was something that always really appealed to me. Being a voice artist in animation is a lifelong dream.”

When George was only six years old, he produced his first audio project.

“Back in the 80s, there were little storybooks that came with cassettes of the narrator reading it. You’d get a little chime to indicate when it was time to turn the page. When my cousin Matthew was about two or three, he was recovering from cancer surgery and asked me if I could make copies of the storybook tapes I had so he could listen to them while in the hospital. I did one better—I went ahead and recorded myself reading it. I

“I always paid attention to the different voice actors in animation that I watched growing up.”



even added that little chime to let him know when I was turning the page. And it was so much fun! That’s what really kind of pulled my attention to audio.”

A really resourceful guy, George had been part of an authors’ roundtable podcast for over two years before he decided to take what he learned and launch his first solo show, *Excelsior Journeys*.

George, who studied theatre in high school and college, started looking at his Facebook friends and realized he knew a lot of really creative people who were all up and coming in their respective fields. He decided that they needed to be spotlighted, so the world would learn who they are and that it’s okay to focus on your passion.

“You don’t have to be a starving artist. You don’t have to live that life. 24/7, you



can make it work within your life and still pursue your passion while paying the bills. I already had the equipment. And I had some podcasting experience. I had never run my own show, but at least I knew enough of the field to go for it. It turns out, I really love the interviewing and getting to talk to people who I admired since childhood.”

Between audio narration, book sales, and his latest full-time job, George has been able to keep it all together and produce and host a show that allows him the delight of speaking to, spotlighting, and catching up with his creative cohorts. Podcasting has also provided him the platform to interview some of the greatest voice actors, movie story consultants, and screenwriters in the industry. 🎧



Arts Category Director

Anjel B Hartwell
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Wickedly Smart Women Podcast 🎧



GEORGE

listens to



THE SAMPLE CHAPTER PODCAST

An author answers a few questions during a short interview that allows listeners to get to know them better.



THE MAGIC KINTOM

Join your qualified yet unqualified wannabe Imagineers, hosts Kim Adragna and Tom Greer, as they provide insider top-notch tips, tricks, movies, attractions, and so much more.



FAILURE TO FRANCHISE

In a Hollywood landscape dominated by giant tentpole movies, not all attempted franchises can succeed.

“It turns out, I really love the interviewing and getting to talk to people who I admired since childhood.”

UNDER THE RADAR

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



A HOT DOG IS A SANDWICH

Hilariously funny and wildly entertaining, *A Hot Dog Is a Sandwich* brings together the talents of Mythical Kitchen's "Chef" Josh Scherer (journalist, author, culinary producer, and director of all culinary content at Mythical Entertainment) and culinary producer Nicole Hendizadeh. They take on and dissect the web's most controversial culinary quandaries with great humor. If you ever wanted to dive deep into the debate of whether ketchup is a smoothie, or how to tell the difference between Coke and Pepsi, or to



discover the best way to cook an egg, there's an episode here for you!

Turn this show on while you're in the kitchen cleaning out that junk drawer to entertain you and help you decide what to keep, what to regift, and what to throw directly in the trash. Dive deep into some of the interviews with culinary travelers like Adam Rich, whose episode explores the greatest food invention of all time, or Khushbu Shah, the restaurant editor of *Food & Wine Magazine*, who explores whether food really brings people together.

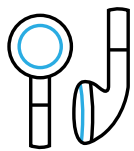
Whatever you do, push the subscribe button on this podcast, because you'll eat up the entertainment provided by this Mythical crew! Oh, and by the way... their opinions are strong and often at odds: according to Nicole, a hot dog is most definitely NOT a sandwich, to which Josh vociferously objects. 🗣️

PODCAST MAGAZINE[®]

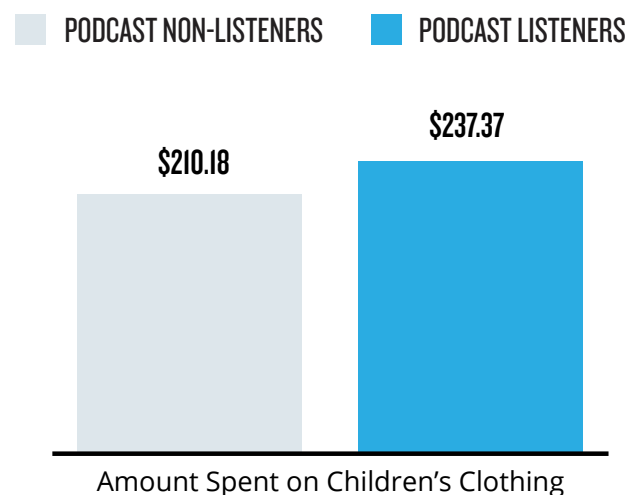
Stats You Should Know

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

BACK TO SCHOOL: PODCAST LISTENERS SPEND MORE ON KIDS' CLOTHES THAN NON-LISTENERS



Podcast listeners are big spenders when it comes to kid's clothing. Podcast non-listeners spend \$210 a year on kid's clothing, while podcast listeners spend \$237.



Source: Nielsen Scarborough Podcast Buying Power, May 2021 (Average amount spent in the past 12 months per household on children's clothing)

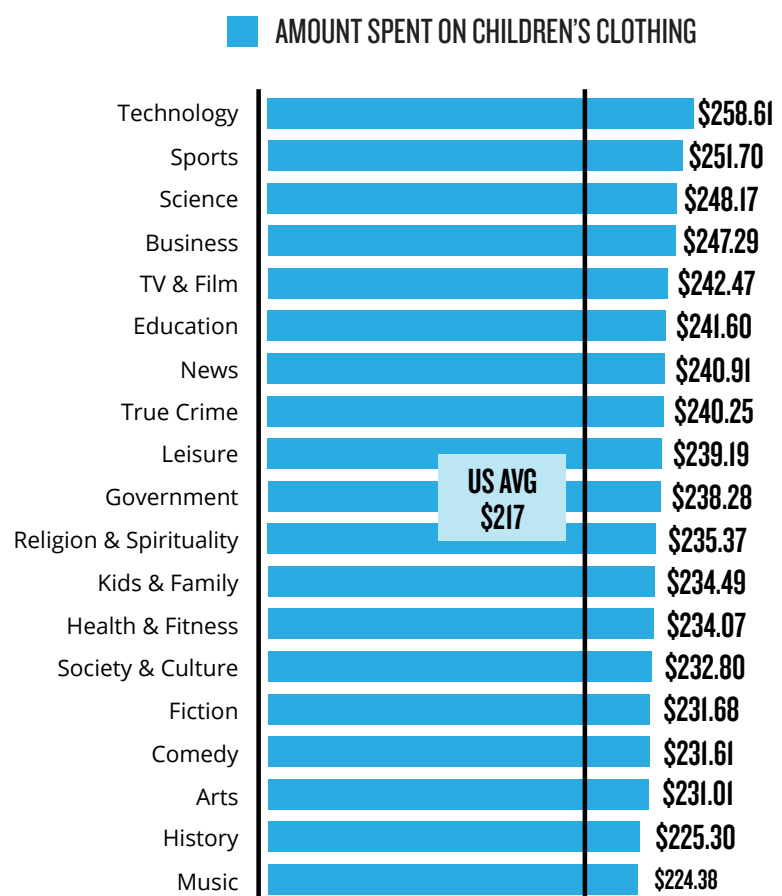
WHEN IT COMES TO SPENDING ON CHILDREN'S CLOTHES, ALL GENRES BEAT THE U.S. AVERAGE



The average U.S. household spends \$217 a year on children's clothing, but every genre of podcast listener spends more than that. This means retailers would be wise to consider podcasting for their "Back to School" campaigns.

How to Read: **Technology** podcast listeners spend **\$259/yr** on children's clothing

To learn more, contact mediapropects@nielsen.com



Source: Nielsen Scarborough Podcast Buying Power, May 2021 (Average amount spent in the past 12 months per household on children's clothing)

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MAKING A PODCAST CAN BE MESSY!

Three Colleagues Dig Into One Of The Strangest Cases Ever In *The Piketon Massacre* Podcast

What happens when one of the primary suspects in a murder case pleads guilty in the middle of the production of season two of your podcast that is solely based on that very story?

You pivot. You reinvent. You adapt. And all those other annoying words you've heard during the pandemic!

That is exactly what the team behind *The Piketon Massacre* podcast—an iHeartRadio original co-produced by KT Studios—did. In a recent interview with Stephanie Lydecker, Courtney Armstrong, and Jeff Shane, they shared a very similar reaction to the amount of chaos Jake Wagner caused when he plead guilty to five murders committed on April 22, 2021, less than three weeks before the launch of season two.



🔊 *The Piketon Massacre* co-hosts (from left) Courtney Armstrong, Stephanie Lydecker, and Jeff Shane

“It was a LOT!” they said, nodding in unison.

First, a bit of backstory:

The Piketon Massacre is the most notorious mass murder in Ohio’s history. *“[It] happened on the night of April 21, 2016, in rural Pike County. Four crime scenes, thirty-two gunshot wounds, eight members of the Rhoden family left dead in their homes. Two years later, a local family of four, the Wagners, [were] arrested and charged with the crimes.”*

Never heard of it? That's not necessarily surprising. Although this case did make national news and was the second largest mass murder in the country that year, it was largely overshadowed by the Pulse Nightclub shooting in Orlando on June 12, 2016.

The KT Studios team—Stephanie Lydecker - CEO and Founder, Courtney Armstrong - CCO, and Jeff Shane - VP of Development—dug into the case by examining crime-scene forensics, legal proceedings, and the ties that bind the victims and the accused.

On the five-year anniversary of the Piketon murders, the team was well into the production of season two when Jake Wagner entered the unexpected “guilty” plea.

“We were well down a path,” commented Stephanie, “by that point.”

"We were quickly alerted," Courtney chimed

in. “We have the best contributors, who all follow [the case] in real time, so we were getting texts. We all watched it, mouths open, on the livestream. It was shocking.”

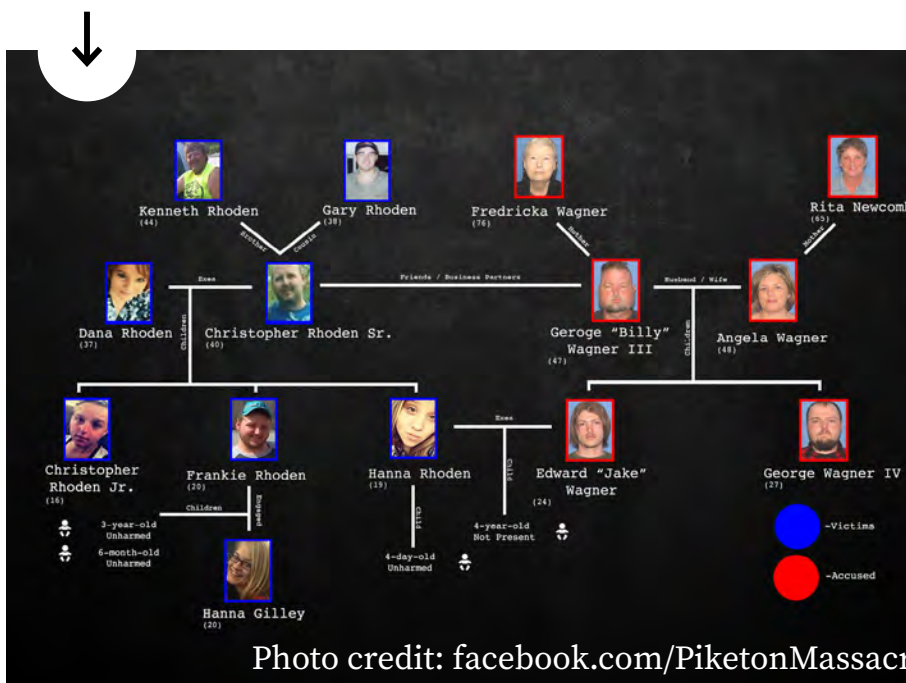
“I started to cry,” added Stephanie. “It was a two-part cry. We were knee-deep in episode five of season two. So obviously, that meant starting over. But moreover, we were not expecting [the plea] in the slightest. If we were putting money bets on anything, which of course we don’t, Jake not only confessing but confessing to five of the eight [murders] was sort of terrifying.”

Although the surprise plea may have reinforced some of the theories the KT Studios team had hypothesized while covering the case, it also certainly threw a wrench into the works of season two.

“Yes, *huge monkey wrench*,” agreed Stephanie. “*But I think ultimately for*

A WEB OF CONNECTIONS

The Piketon Massacre explores the complex dynamics between the victims and the accused of this heinous crime that took place in Ohio on April 21, 2016



Many of the victims and the accused of this crime posed for a picture at a wedding in this now-chilling photo of the group. (*Back row from left*) Jake Wagner, Billy Wagner, Hanna Rhoden, Chris Rhoden Sr., Frankie Rhoden, George Wagner. (*Front row from left*) Angela Wagner, Chris Rhoden Jr.

the better. We're still tracking it in real time. It was a complete switch and move of direction, but ultimately, it was for the better."

"We were weeks away from premiering," added Jeff. "It was shocking, because we had been following the case for so long, and [Jake] had been claiming his innocence. He wanted to catch the 'monsters' who had done this. So for him to change his plea was shocking."

"Not in a million years did we think Jake Wagner would confess. That applies to some degree to the entire Wagner family," Stephanie reflected. "They were so committed to their innocence. As a human being, I personally wanted that to be the case. You don't want to believe someone who knew the Rhoden family so intimately could possibly do this, and do it so well. We don't know the Rhodens personally. We weren't raised in Pike County. But you end up feeling so wildly connected to the case. I really thought there was going to be some real twist that would prove [the Wagners] didn't do it. Seeing Jake stand there, accepting guilt for murdering so many while simultaneously accepting the fact that he is going to have to testify against his own mother, father, and brother is really unheard of."

"Throughout the first season, we spent time working with members of the Wagner family who did nothing but talk about how innocent they were," Jeff chimed in. "You want to believe what people tell you. It's still unbelievable I

think even now that Jake is admitting it."

"As producers, we asked, 'How are we going to do this?'" Jeff continued. "'How are we going to tell this story and pivot this podcast?'"

At the time of this writing, the Piketon murders is a very fluid case—meaning, more twists and turns might happen by the time this goes to print. If so, it is almost a guarantee that those new developments will have been superbly reported by the KT Studios team within *The Piketon Massacre* podcast, given the aforementioned contributors including reporters, attorneys, and other professionals working on this case.

Kudos to the team for adapting to the flow of the case. A lesser team would have simply tossed a disclaimer into the intro and rolled with the already-produced five episodes they had on hand.

"We don't know the Rhodens personally. We weren't raised in Pike County. But you end up feeling so wildly connected to the case."



“That wouldn’t have done the story justice,” Jeff commented. “So, we switched gears and decided to cover it in real time.”

“We called our executives the moment Jake confessed,” added Stephanie. “We had already handed in the trailer and episodes at that point. We spoke to Tyler Klang [Executive Producer at iHeartMedia] to say, ‘Stop the presses!’ iHeart was very supportive.”

“It was a huge pivot,” Courtney explained. “It would have been unfair to people who had spent time listening to the podcast to not tell them what was going on. The choice was pretty clear to all of us very quickly.”

In essence, the team made the change from storytelling to a reporting endeavor. Courtney went into detail on the new direction:

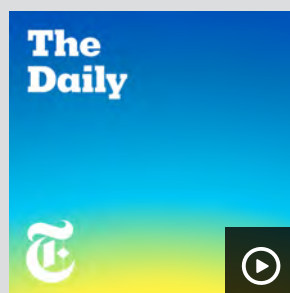
“It was about how we could further the story. So we re-interviewed everyone and examined the investigative pieces, what was looked into by the prosecution, and what will be coming out in court eventually.”

“We have such supportive fans who we are so thankful for,” commented Jeff. “We wanted to deliver the best version of the story for them.”

When it comes to the difference in how they’re approaching the case now, Stephanie said, *“The gloves are off. [Jake Wagner] has confessed to doing something that is unimaginable. We have the chance, on behalf of the Rhoden family victims, to really unpack the story*

STEPHANIE, COURTNEY, & JEFF

listen to



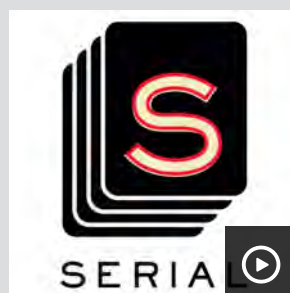
THE DAILY

The biggest stories of our time, told by the best journalists in the world. Hosted by Michael Barbaro. Twenty minutes a day, five days a week, ready by 6 a.m.



MODERN LOVE

For 16 years, the Modern Love column has given readers of the *New York Times* a glimpse into the complicated love lives of real people.



SERIAL

Serial unfolds one story—a true story—over the course of a whole season.

“Yes, huge monkey wrench. But I think ultimately for the better.”



and make sure that people are angry. These types of things just can't happen in the dead of the night with nobody hearing about it."

"Dana Rhoden, who was the matriarch of the Rhoden family, was coming home that night from work as a nurse," Stephanie continued emotionally. "Imagine that! Her 16-year-old son and her daughter who just had a baby four days prior are home. These were regular people, just like the rest of us. Now that we might know who the 'boogie man' is, we really need to make sure that people are mad as hell about it, and that justice gets its day."

It's obvious in listening to the podcast and speaking to the team directly that there is a lot of emotion involved in covering this very unique case. The most disturbing aspect of the story for each of them?

"The decimation of this family," answered Courtney. "Generations [are gone]. The implications of this one night are so far-reaching for [the Rhoden family] forever. The children aren't with their loving mother,

"We all watched it, mouths open, on the livestream. It was shocking."

because she's dead. It's beyond words, what this family has had to go through."

"I think the kids being left alive at the scene," answered Stephanie. "A four-day old, a six-month old, and a three-year old left alive among their murdered parents. It's hard to even speak about."

"When Jake Wagner admitted to all these things, he smirked," answered Jeff. "It was very obvious, when Hanna Rhoden's name came up. To me, that's the most disturbing thing. That did not look like someone who was sad. He was smiling. That's f---ed up!"

There is certainly plenty to be disturbed about when digging into The Piketon Massacre. And again, there may also be a few more sharp twists and turns coming. If that happens, it is almost certain that the KT Studios team will be there to report it as in-depth as possible in the podcast. The rest of the ride will probably be a bumpy one, but as Stephanie said, *"Life is messy, and sometimes making a podcast is, too."* 📢



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



OC SWINGERS

When the *OC Swingers* podcast was first introduced to me, I said, “I cover *True Crime*, not lifestyles!” I was quickly corrected that this IS a true-crime podcast. I decided to give it a listen and almost turned it off after hearing what I found to be annoying intro music.

However, if you can get past the confusing brand name and the irritating opening melody, you will be treated to some of the best reporting and storytelling from host Justine Harman that you will ever find in the true-crime category.



OC Swingers is a true crime investigative podcast focused on the scandal surrounding Newport Beach surgeon and former Bravo reality star Dr. Grant Robicheaux and his girlfriend, substitute teacher Cerissa Riley. The two are currently accused of drugging and raping a number of victims.

True-crime fans who enjoy digging deep into one case are very likely to enjoy *OC Swingers*. Justine does a superb job of presenting the details of the story and includes accounts from alleged victims as well as subject matter experts.

To the last point, I particularly enjoyed the conversations Justine had and shared with Mike Fell, the attorney for Jane Doe #4. They added an intriguing extra dimension to the storytelling.

To my fellow true-crime fans, give *OC Swingers* a listen. It is actually “True Crime,” and not what you might assume by the title. 🎧

MINDY PETERSON

Enhancing Life With Music

Mindy Peterson is a nationally certified music teacher and host of the podcast, *Enhance Life with Music*. This show is unique because it explores the power of music through the lens of science, health, sports, entertainment, business, and education.

She started teaching piano lessons when she was in high school, but in college, Mindy had a revelation:

“I very quickly realized that the music majors live music. I love music, but I also love health and wellness, fitness, and food.”

“Over time, I paid attention to conversations with friends in which they revealed how music had affected their lives, but it was clear that they didn’t even realize it. I searched and found there were no podcasts highlighting the fact that whether we realize it or not, and whether we’re musicians or not, music is all around us, and it influences our lives.”



Mindy became very interested in studies on the effects of music on brain development, or cognition in older adults, as well as its effect on athletic performance, which has been called “legal doping”—a drug-free way to impact performance up to 15%.

“We’ve had Olympic coaches on the show talking about how they use music with the people they’re training to enhance their performance.


“Also, in an episode with Adam Gallagher, it was fun to see how the worlds of music and boxing intersect with the ring walk. He has a background in music as well as psychology, and he is a certified boxing coach who has worked with world champions to help them set up their ring walk music. In preparation for our conversation, I looked at some ring walks and found they were like Broadway shows. They set the stage... literally. It was fascinating to have Adam give us a peek behind the curtain and help us understand what goes into the music

selection, what it means to the audience and to the boxer, and the considerations they factor into the musical selection.”

Mindy is equally fascinated with the finding that music is the last part of the brain to fade for people who have dementia or Alzheimer’s.

“There’s a documentary about patients who are virtually unresponsive and don’t recognize their loved ones because of the effects of Alzheimer’s or dementia, yet when they hear music that was important to them, possibly when they were young, they come alive in an almost eerie way. It’s like they wake up and start talking about that time in their life. It’s not a cure. It doesn’t last indefinitely. But for minutes, or even an hour, they’re lucid and can recall things about the artist or composer or that time in their life. They may have heard the song at a dance or when they met their loved one. It’s really powerful to see what music can do with the brain.”

In a similar vein, some of the show’s episodes focus on the power of lyrics and

A photograph of host Mindy Peterson in her home office. She is wearing large black headphones and is seated at a desk, facing a computer monitor. A professional microphone on a stand is positioned in front of her. The desk also holds a keyboard and a mouse. In the background, there is a window with white blinds looking out onto a green landscape. A yellow exercise ball is visible under the desk.

Host Mindy Peterson records *Enhancing Life With Music* in her home office

“I’m constantly getting out of my comfort zone and growing and learning new things.”



how music helps us process trauma.

“Whether trauma is caused by the pandemic, or sexual assault, or a veteran’s traumatic events while in military service, music might help. If the show can help make the world a better place... if it can help even one veteran, it would mean a lot to me. People might discover how music can help them process trauma, heal a little bit, and maybe share their experience with their family in a way that they haven’t been able to before.”

Mindy has also led a broader discussion about creative expression in challenging times. She explained: *“On the show, we’ve talked with psychologists who reframed the restrictions of the pandemic, pointing out that they can be catalysts for creativity.*

We can use this time to jumpstart our creative juices.”

With a passion for music education and advocacy, Mindy feels more can be done. *“We all have the curse of knowledge. It’s a term that was popularized by Chip and Dan Heath in their book Made to Stick, and it refers to the concept that when we know something, we assume everyone else knows it, too. As musicians, we know how powerful music is. We understand music’s worth and simply assume other people understand it too, so we don’t always do a very good job of educating and increasing awareness among non-musicians of the value and transformative power that music brings to our human journey.*

“To me, music education is the greatest

The image displays the FuboTV streaming service interface. At the top, the 'fuboTV' logo is prominent. Below it, a grid of live streaming channels is shown, including ESPN, FX, Nickelodeon, and Fox. Each channel tile features a 'LIVE' indicator and a brief description of the current broadcast. For example, ESPN shows 'SportsCenter' with an air date of October 5, 2020. Other channels like FX and Nickelodeon show live action and animated content respectively. The bottom of the interface features a dark blue banner with three quotes from reputable sources:

- Forbes:** “Leader in sports streaming”
- tom's guide:** “A great cable TV alternative”
- GIZMODO:** “The best service for sports fans”

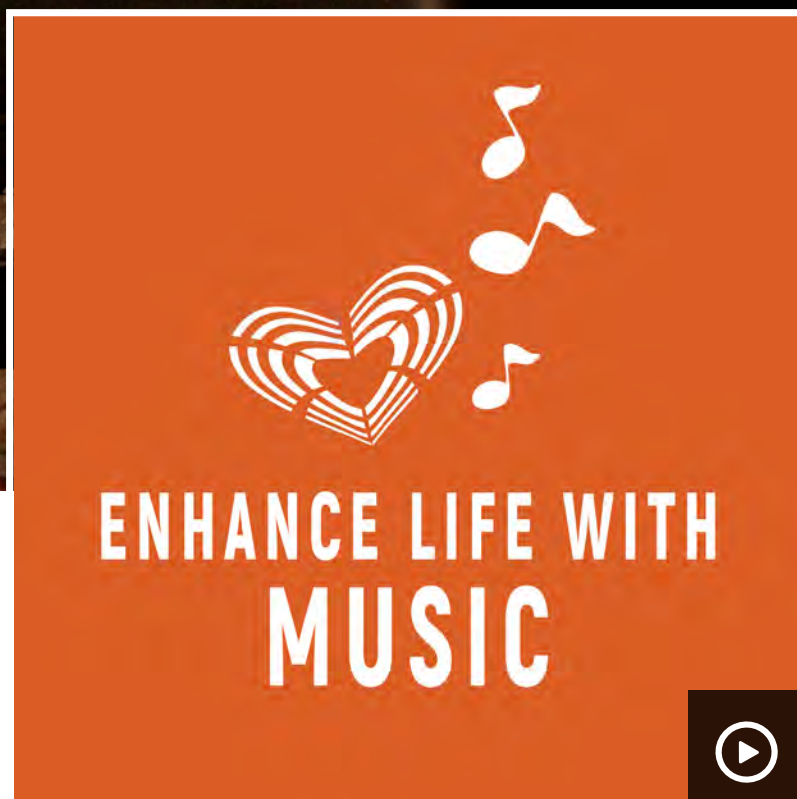


Mindy playing the piano at her studio's spring piano recital

job security that we have as musicians. It's another term for 'music advocacy,' which is actually about educating people and making them aware of the merits of music. When our communities are aware and educated about that, they're going to want to invest in musical education and musical experiences.

"Playing a small part in this type of education is very rewarding for me. I'm constantly getting out of my comfort zone and growing and learning new things, whether it's about marketing or social media, or which headphones or microphone work best, or how to be a better interviewer. Not to mention, I have the incredible opportunity to speak with lots of inspiring people who are doing amazing things with music."

When she's not making or listening to music, Mindy enjoys spending time with her husband and two teenage children, daughter Adrian and son Eric.



"Our family activity when I was growing up was waterskiing. My dad is in his seventies now, and he is still barefoot skiing. In terms of my hobbies, I would say those have definitely changed during the different stages of life, but I consistently love to read. If I had to pick a favorite book, it would be Better Than Before by Gretchen Rubin."

It's clear that Mindy believes that music can make life better. With *Enhance Life with Music*, she invites you to unleash the power of music in your life! 🎧

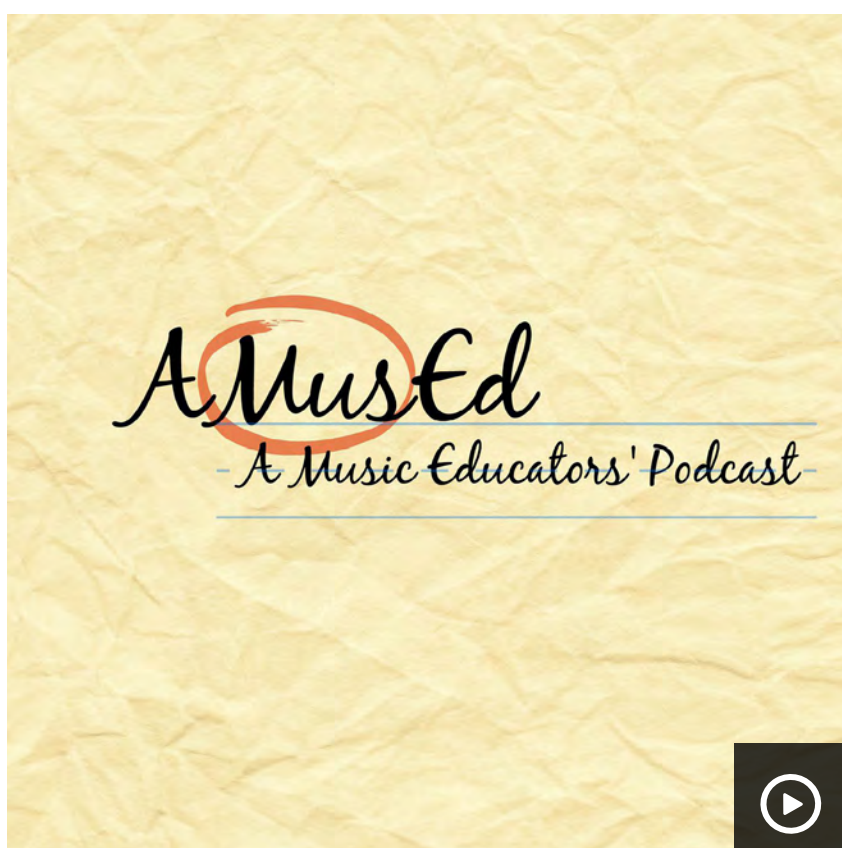


Music Category Director

Raven Blair Glover
music@podcastmagazine.com
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



AMusEd

If you'd like insight into a day in the life of music teachers who are training the next generation of musicians, you've got to listen to *AMusEd*. You'll hear all about the often amusing—pun intended—triumphs, tips, and missteps of three young music teachers, all just out of their first five years of teaching.

Each of these educators brings experience from a different angle of music education. Olin Hannum leads collegiate athletic bands; Susanna Peebles teaches high school choir;



and Veronica Tonus has taught elementary general music, band and strings, and middle school band and choir.

They describe themselves as experts on surviving as young teachers, and they are constantly growing to meet the needs of their programs and students.

It's hard to imagine singlehandedly teaching young people to play a variety of instruments, and the pandemic complicates things even more. Their frank discussions about current issues are simply intriguing. These include returning to the classroom and figuring out how to tie masks onto the “brass kids” instruments, so they aren't excluded from band practice.

This podcast was created to provide resources and support for other young music educators, particularly those who may be starting at new schools. The conversations are refreshingly honest, and the hosts' passion for what they do is unmistakable. The future of music is in good hands. 🎧



PIONEERING TODAY:

How The Homesteading Lifestyle Saved Melissa K Norris's Life

The decision Melissa K Norris made to live a homesteading and pioneering lifestyle was a life-saving one for her and her family.

In her late 20's, Melissa survived a health scare that involved her upper stomach and esophagus and heavy doses of medications. The physicians told her, *"You have to get off these medications. You cannot continue to take them at the doses you are currently taking. You're gonna have to figure out how to control this by the food you eat, or next time, you're not going to be so lucky."*

Melissa, a fifth-generation homesteader, went back to her heritage and dove headfirst into researching the natural lifestyle. Since both her mother and father grew up in homesteading homes, this way





(pictured above) A day in the pioneering life: picking, gathering, and canning

of life was not new to her. Nor was it to her husband, who also grew up in the lifestyle.

While on her new journey, Melissa started blogging to share content about homesteading. Eventually, she wanted to expand it, but she didn't want to start a YouTube channel.

Meanwhile, Melissa had been a popular guest on other people's podcasts, and soon, the producers of a local radio station in its infancy approached her about hosting her own show.

"I thought, 'Well, I really do like to talk. And I really am sharing and teaching.' So I told him I'd give it a go and see if I could work my schedule around pre-recording episodes. I knew I couldn't do it live."

The show began, but several of Melissa's followers couldn't hear it because of its limited broadcast reach. So, she asked permission to post the radio show recordings on her website.

Eventually, her limited availability prevented her from going into the studio to pre-record the show, so she bought a microphone and set up to record at home. In addition to posting the recordings on her website, she started using them as an "official podcast." The next step in the progression was establishing her business using the podcast as a tool.

Melissa's new way of life, tireless research, and radio background ultimately led to the podcast, *Pioneering Today*. It covers all things homesteading and natural: growing your own food, gathering eggs, canning

vegetables, living off the land, and more. It all goes back to a “simpler” way of life.

Via solo and guest episodes, topics are covered in detail, and Melissa provides complementary (and extensive) show notes, videos, and recipes.

Melissa is careful in choosing her guests.

“There’s a pretty robust process that goes into bringing a guest on, because I need to make sure it’s someone who truly is living the lifestyle and has years of practice in whatever he or she is coming on for. Sometimes, potential guests pitch from a research basis only—they’ve never actually lived it, and they’ve not done it—whatever the topic is. I have to have both... the practical knowledge and experience of the topic before I introduce them to my audience as an expert.”

Melissa has authored several books about the homesteading lifestyle, too. She has a huge following and is a big draw to the homesteading conventions she attends. She teaches the lifestyle through her classes and workshops, covering such topics as canning, homemade soaps, and organic gardening. She has also started the Pioneering Today Academy, a monthly membership forum that teaches the lifestyle complete with tutorials, recipes, and membership interaction.

Mainly, Melissa says, *“I really think about how the podcast is serving the people who are listening and what they are getting out of it. Sometimes, it’s inspiration. Sometimes, it’s just keeping people inspired and excited to do these things, or even just helping them realize that something they might not have*

“Sometimes, it’s inspiration. Sometimes, it’s just keeping people inspired and excited to do these things, or even just helping them realize that something they might not have considered before is an actual possibility.”





considered before is an actual possibility. I'm the person delivering it, but it's not about me.

"For example, I did an episode on farm fitness, which was something I had never considered sharing. I mean, I work out so I can lift heavy hay bales, which really only happens once or twice a year. I never thought that my audience would be interested in that. And so I did an episode and actually added it to the YouTube account to show the moves that you do that will translate when you're picking up a piece of equipment or material. So if listeners do that specific movement in a workout, it helps develop those muscles. It was a very well-received episode and video."

Pioneering Today is personally rewarding for Melissa. She meets her listeners, often calling them out by name in the podcast, and the feedback she receives is what keeps her going.

"I like getting emails and messages from people who literally tell you that you have had an impact and changed their life. That's what I want to do—improve and change lives. I would hope that every human being would feel that way. But when you actually get confirmation from someone you don't know that you're doing it... that you helped them or changed them, it's a great feeling. Still, I didn't actually do it. I simply provided the information. They applied it. They changed their life. I'm honored to be a small part of that. When you see that you are making a difference for people, it's incredible." 🎧



Leisure Category Director

Lori Lyons

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OVERRATED

Lori's Independent Review Of A Leisure Podcast You've Definitely Heard Of... But Might Want To Reconsider Listening To



DUCK CALL ROOM

There are two kinds of people in this world—those who loved the TV show *Duck Dynasty* and those who didn't. I fall into the former category, so I had high expectations for the podcast. But alas...

The *Duck Call Room* podcast, hosted by stars of the show Si Robertson and Justin Martin, is a show about nothing... and not in a good “Jerry Seinfeld” kind of way.

The podcast tries to be funny, but despite moments of mild amusement, it mainly falls



flat. The humor of the TV show relied heavily on visual shots of the characters, their facial expressions, and physical comedy. This just doesn't translate as well to the podcast.

To be fair, each episode is uploaded to YouTube, so there *is* a visual available. However, this magazine is not about YouTube videos; it's about podcasts, so the visual doesn't come into play.

I listened to several episodes (like “What Really Happened on Duck Dynasty”) in the hopes of finding TV show intel, but couldn't get past the “good ole boy” conversation and into the meat of the episode. It was the same with several episodes—it just took too long to get to the stories.

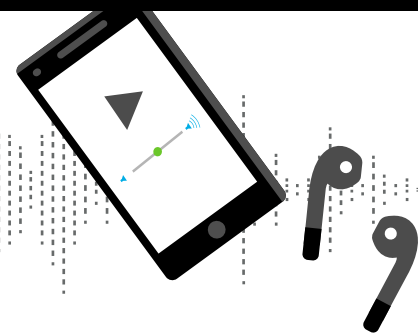
I really wanted to like this podcast.

I really wanted more.

I guess it's back to *Duck Dynasty* reruns on cable, for me. 🙄

IN YOUR EARS

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



STANDUP COMEDY "YOUR HOST & MC"

Hosted by: Scott Edwards

Shows featuring interviews, stories, and comedy sets by the famous...and not so famous.



CLUBHOUSE LEAD GEN

Hosted by: Meiko Patton

Want to get leads and make money on Clubhouse. Learn from the experts and model what they are doing.



52 WEEKS OF HOPE

Hosted by: Lauren Abrams

From Lauren's own dark night of the soul, hear how to make that lonely ache vanish and feel empowered, confident, and secure. Through humor, transparency, and vulnerability you receive real solutions for your issues as you're reminded that everything and anything is possible.

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THE WIZARD OF PODZ:

The Magic That Makes Podcasts



Creating a first-class podcast doesn't take all the skills you think it might. You don't need a studio, high-priced microphones, musicians, professional editing, or graphic design skills. The only things you really need are a voice, a message, and a good idea.

There are tools to handle the rest.

The real difference between professional-quality podcasts and amateur-sounding podcasts is knowledge of the tools available.

The tools make the difference.

RICH QUALITY SOUND

Perhaps the most difficult part of podcasting to learn and master is the editing process. Knowing how to cut out an "um" or a mistake sentence doesn't typically take too much learning. But understanding how to balance the levels, remove background hiss, and equalize and compress can feel like a college education is required.

Fortunately, there are two great tools to make anyone an expert.

The first is a free tool called Audacity.

While **Audacity** is a complete podcast-editing suite, there is one feature you may want to take advantage of no matter what you are using: their fantastic noise-reduction tool.

If you put headphones on to listen to your own podcast, you may hear your computer's fan in the background of the recording, or your studio's air conditioning, or the kids quietly playing in the other room. If you know that could be an issue, try this:

During the recording of the podcast, when this noise is taking place, press "record" for 10 seconds before you start speaking. When you are done with the episode, load the file up to Audacity. You can use its noise-reduction tool to highlight the 10 seconds of background you recorded. Audacity will then go through the entire recording removing the sounds it heard in those 10 seconds.

And voila', the unwanted noise is gone.

The second tool, **Auphonic**, is also free to a specific level. After you finish in Audacity, if you import your episode into Auphonic, Auphonic will deliver back to you an episode that sounds like it was professionally edited. The sound is balanced, levels are fixed, and a richness is added to the overall quality.

MUSIC

Now that your episode sounds professionally recorded, you need background music, fillers, and sound

The real difference between professional-quality podcasts and amateur-sounding podcasts is knowledge of the tools available.

effects. The problem is, it is very hard to find music that isn't copyrighted, blocked by social media sites, or creates a copyright claim. The last thing you need is to have your podcast sent to YouTube only to have the audio track silenced while it investigates copyrights.

Fortunately, there are several sources to help. **Infinitunes** is a membership site that will create music for you based on the tone you're trying to convey and the length of your needs. Since each track has a 100% unique meaning, you'll never have to worry about the copyright police. You still may need to pay to add some war sound effects for your Vietnam War episode, but the feeling you want the audience to have will be there.

VIDEO SNIPPET

Ever see someone post a snippet of their podcast on Facebook? They're typically still images with a "play" button in the middle. When pressed, you'll hear 20



seconds of the podcast and see the wave form as you listen.

As a beginner, making these can be difficult. But [Headliner](#) specializes in this exact service.

Without Headliner, you'd need something like iMovie or Sony Vegas to cut an audio snippet out of your track and add a background image (that may or may not be video) and a wave form that matches your audio track.

But why learn all that when Headliner can crank out many in no time?

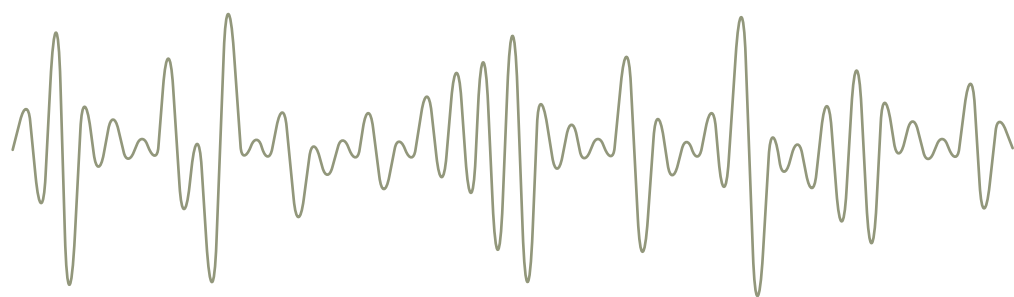
INTROS AND OUTROS

Another hallmark of a professionally produced podcast is the intro and outro for each episode. Sometimes, you'll come across great video intros on YouTube channels that take themselves seriously. And you'll hear some great ones on podcasts, too. Instead of learning the tools to make this on your own, though, once again, you can use a tool.

ProVoiceGuy is not a tool per se, but he will make a custom audio podcast intro for you for around \$50. He'll include audio, music, and custom voice over that match the tone you're hoping to achieve.

Another option is **IntroChamp**.

IntroChamp has pre-produced intros that you can customize with your words, logo, music, and images. It is largely video-based, so Vodcasters and YouTube Podcasters will really love it. But the music and sound effects are cool and can easily



be stripped for an audio-only podcast. Since they're only \$7 each, you could actually change intros pretty regularly.

EVERYTHING ELSE

Finally, [Fiverr](#) is a super-convenient freelance network where you can find someone to do just about anything. Want an intro created? Want someone to write your podcast name in the sand at the beach and snap a picture? Want someone to wear your podcast shirt in Times Square? Need someone to edit your episodes every week?

Fiverr is your friend.

If you can't do anything but hit "record" and talk for an hour, you need to know the myriad tools at your disposal. Don't let the tech get in the way.

Let the tech *be* the way. 🎧



Gadgets, Gizmos & Gear

Dan R Morris

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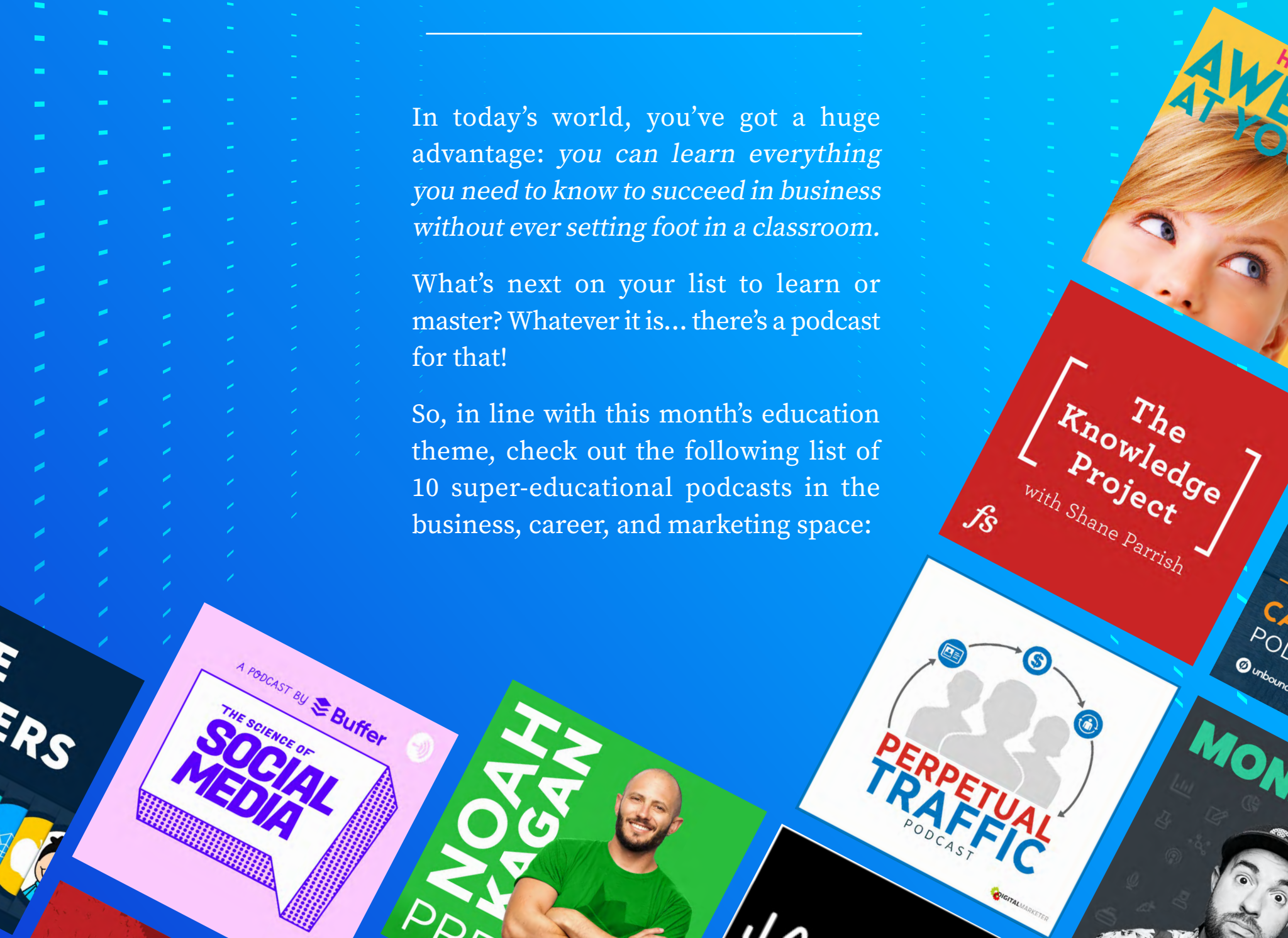
[TracingThePath](#) ▶

Got a Gadgets, Gizmos & Gear suggestion?

Let us know! >

Whatever You're Ready To Master Next, There's a Podcast For That!

So, in line with this month's education theme, check out the following list of 10 super-educational podcasts in the business, career, and marketing space:





The Knowledge Project

with Shane Parrish

fs



THE KNOWLEDGE PROJECT PODCAST ◀

Hosted by Shane Parrish, this podcast knocks it out of the park with insightful interviews to help you quickly master what others have already figured out.

Each episode is filled with experienced-based actionable ideas you can put to work to achieve your goals faster.

HOW TO BE AWESOME AT YOUR JOB ▶

Ready to go from “surviving” or “just okay” at your job to “AWESOME”? Put this one on your playlist.

I think Pete Mockaitis might be what the news world is missing... he knows how to push his guests to share the real truth with you about how they’re succeeding in their careers and lives.

HOW TO BE AWESOME AT YOUR JOB



JOCKO PODCAST



JOCKO PODCAST ◀

Ever feel like someone needs to reboot your brain or wish your body came with a “reset” button?

GOOD. Find your inner warrior and self-discipline with Retired Navy Seal Jocko Willink and Co-Host Echo Charles.

He lays out the battle plan for leadership and success in business, war, relationships, and life... and provides the kick in the *ss you need to get back into action!



DIGITALMARKETER'S PERPETUAL TRAFFIC PODCAST ◀

It's from Digital Marketer. Full stop.

Isn't that all you need to know? If you put Ralph Burns, Keith Krance, and Molly Pittman together on the mic, they can't help but deliver crazy-valuable content.

If you're looking at paid traffic (whether it's Facebook, LinkedIn, Google, or any other PPC platform) to get more leads and sales in your business, you can't afford to miss this.

CALL TO ACTION PODCAST ▶

Marketing success stories from Unbounce!

You'll be inspired when you tune in—they share the honest truth about how to succeed in online marketing.

Packed with experience-based strategies and lessons you can apply in your own business.



ENTREPRENEURIAL THOUGHT LEADERS ◀

Ever wish you had a Stanford education? You're welcome.

This podcast is simply a series of recorded lectures from Stanford.

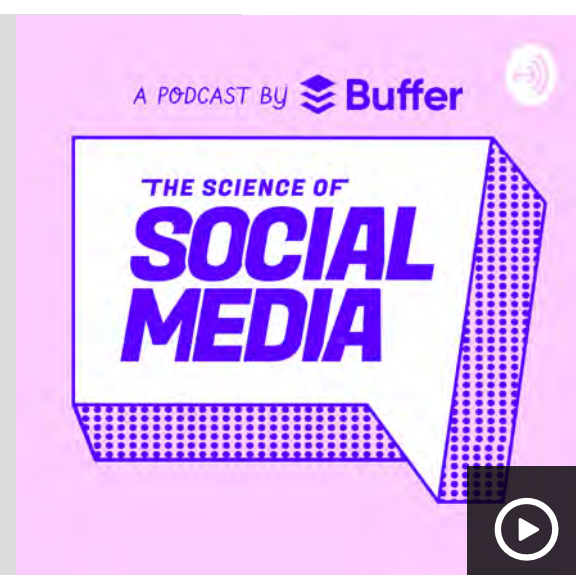
It features big names like Guy Kawasaki, Mark Zuckerberg, and Marissa Mayer, who share their own entrepreneurial journeys and what it took to achieve "success."

THE SCIENCE OF SOCIAL MEDIA ▶

We all love Buffer's blog. So it's easy to guess we'll love their podcast, too.

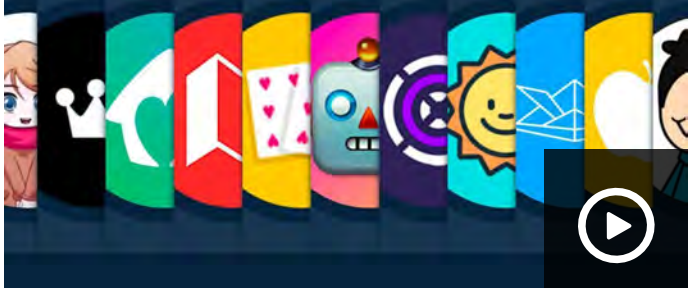
It's fun and value-packed, and there's no fluff. Each episode breaks down best practices in social media and includes super-actionable steps.

If you're a digital marketer, whether brand new or a seasoned pro, there's something in this show for you... so don't miss it.





INDIE HACKERS



THE INDIE HACKERS PODCAST ◀

Bootstrapping your business? Stop and subscribe now. (Wait... finish reading this article, and then go subscribe.)

But seriously, this one is a home run. Host Courtland Allen interviews founders who reveal exactly how they started and scaled their businesses.

It's got a fantastic mix of guests, too, and stories you won't find featured in a hundred other places.

NOAH KAGAN PRESENTS



NOAH KAGAN PRESENTS ▶

This show is BYOT.

Noah describes it best: "Case studies, binge eating tacos, and non-lame interviews of people you haven't heard from before."

(To be clear, "BYOT" is "bring your own tacos." You handle the tacos, and Noah will handle the non-lame interviews you'll love.)

He asks the questions you need answers to, so you can learn tested and proven strategies for business growth, productivity, and success from leaders and top performers.

MONEYLAB ▶

Hosted by Matt Giovanisci, this show self-describes as "*business porn in audio form*." I'd describe it more like this: "*How to make good money online without being a heartless jerk*."

Episodes make you feel like a fly on the wall during a super-honest conversation. Matt and his friends share what's worked, what hasn't, and what they see as the real keys to online business success.

And it delivers real, actionable content—not thinly veiled sales pitches. Check out the archives on this one... there's a lot of gold hiding in there.

MONEYLAB



Remember: you don't need to make all the mistakes yourself! Learn from those who've already failed and succeeded to help you reach success faster.

Now... get to listening, learning, and taking smarter action in your business! 🎧



Business Category Director

Michelle Shaeffer

business@podcastmagazine.com

The Art of Giving a Damn ▶

UNDER THE RADAR

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



MARKETING MANTRA PODCAST BY 99SIGNALS

If you're a digital marketer into the techie side of things, check out *Marketing Mantra* with Sandeep Mallya, presented by 99signals.

From hot topics in tech news (ex-Googleers taking on Google?) to his contrarian views on platforms and tools (is Clubhouse just masquerading?), episodes are both interesting and educational.

Some episodes dive into the business side of marketing tech, like "Ep. #63 - 20 Questions to Ask Potential SEO Clients," or Sandeep's case



studies on WeWork ("Ep. #32 - The WeWork Fiasco, Explained: Why It's a Cautionary Tale for Entrepreneurs & Investors"), or Zappos ("Ep. #24 - Startup Culture Series: The Unique Case of Zappos").

Check out the archives to find solid help with SEO, link building, and content marketing—all explained in plain English.

The publishing schedule is a bit unpredictable, but it's worth subscribing and keeping an eye out for new episodes to release.

Two more highlights worth mentioning:

- Sandeep's wife, Raksha Shenoy, joins in on episodes to discuss growth, culture, and HR.
- Most episodes are short—many under 10 minutes—and easy to fit into your busy day.

Bottom line: *Marketing Mantra* is packed with actionable marketing strategies, tips, and tools to help you scale your online business. And they're not pulled from some "top 10" list or by which pay great affiliate commissions. They're from Sandeep's real-world experience. 🎧



HEADS IN THE CLOUD AND FEET ON THE GROUND



Admiration and respect for one another, deep knowledge of their industry, and a passion for telling stories are just a few things you will discover about the hosts of *Heads in the Cloud*, a podcast created by telecommunications company Star2Star. Hosts David Portnowitz, John Roth, and Frederick Weiss handle all things marketing and creative for Star2Star when not working on the podcast. Star2Star's President and Chief Revenue Officer Michele Accardi hosts occasional episodes for a special "Women in Tech" series, as well.

David is the leader of the group and the CMO (Chief Marketing Officer) of the

company, but his hosting duties are more fluid. John, SVP - Learning Management & Training, adds levity along with an insane depth of knowledge gained from his 37 years in the industry. (The video call for this interview revealed an old, working Bell Telephone sign that used to point the way to a telephone booth on the wall behind John. If you don't know what Bell Telephone is, or a phone booth, reach out to John, and he will gladly share with you the history of the phone.) Frederick, Vice President and Creative Director, is the youngest of the group, and has hosted his own show, *Thunder Nerds*, since 2015.

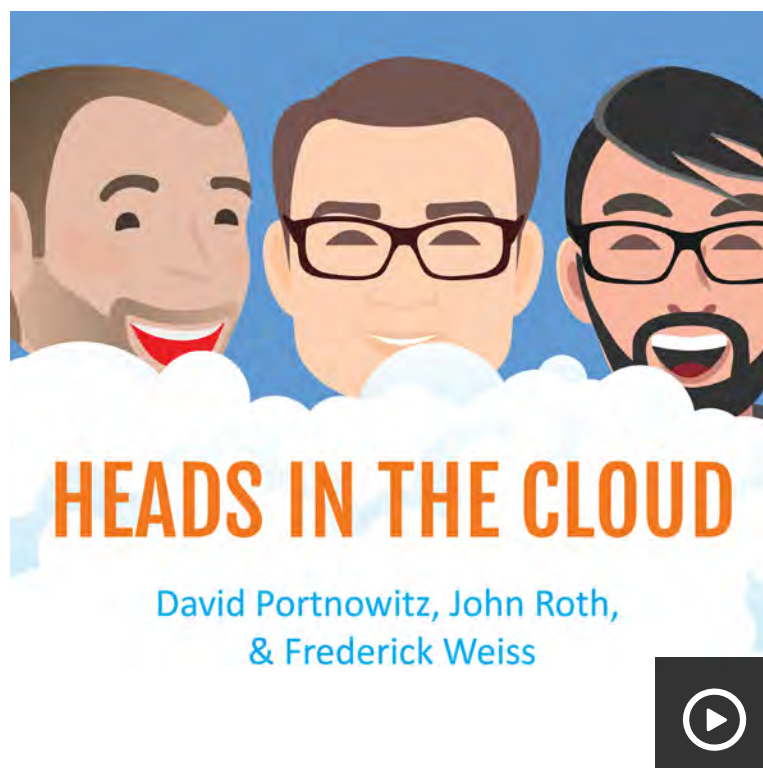
Food and diners seem to be a common

love for all three. John even has a dish featured in a Sarasota, Florida diner called “Crager’s” that doubles as their unofficial extra office. Imagine: meatloaf with eggs Benedict. Interesting combination, but that is exactly what these hosts are—an interesting combination.

Their love of food and fun takes a unique turn on the show with John’s critically important rotating closing questions to shake things up. One of those questions is, “What is your favorite sandwich?” A worthwhile ask, considering their show is all about communications... the world of Unified Communications, that is. Still, food is one of the oldest forms of communication. One episode saw them go on for about ten minutes on the merits of mayonnaise.

With their deep technical knowledge and expert interviewing skills, the trio brings a refreshing voice to technology and the Cloud. Witty repartee is not just reserved for the show—it is apparent they are the same on and off the air.

**“Live life fully,
because you are
only here once.
So enjoy!”**



The idea for *Heads in the Cloud* was born at an event in San Francisco. The original hosts were David and one of the first ten employees at Star2Star, Graham Potter. Like John, Graham is a veteran in the field, and he and David plumbed the depths of their robust relationships in the industry to bring carefully chosen guests onto the show. Analysts, vendors, partners, and even customers of Star2Star began sharing their stories and parrying intellectual thrusts with the hosts, and they continue to do so today.

John took over when Graham retired, and then Frederick was added to round out the team. Their unique voices and diverse backgrounds make the show enjoyable to listen to even when the topics go deep.

David and John are that rare breed of Floridian natives... born, raised, and never left. Frederick is a transplant from New Jersey. All three are family men. David has begun collecting bourbon and



has amassed a diverse assortment (the exception being a bottle of Pappy, still to be added). Frederick was a musician who, in his younger days, was a lead singer in many bands. And John? Well, you can typically find him behind his Traeger grill or out on the waters of Lake Placid, Florida. He also enjoys water skiing, tubing, and boating with his wife, three kids, and five grandkids.

One theme runs through all of their individual stories featured on the show:

“Live life fully, because you are only here once. So enjoy!”

Their show reflects this theme as they weave curiosity, technical knowledge, and a killer line-up of guests from within the industry with whimsical moments, including guests’ answers to the age-old question that no one

ever really knows they need the answer to: “Is a hot dog a sandwich?”

At the end of the day, *Heads in the Cloud* is a show about Cloud technology and Unified Communications.

Or is it?

Frederick says that their *“rhythm was organic and immediate.”*

Decide for yourself when you listen to the show. If you do, be prepared to laugh, be inspired, and learn a lot about technology in the Cloud and the people who make it all happen. 🎧



Technology Category Director

Laura Steward

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It's All About the Questions ▶

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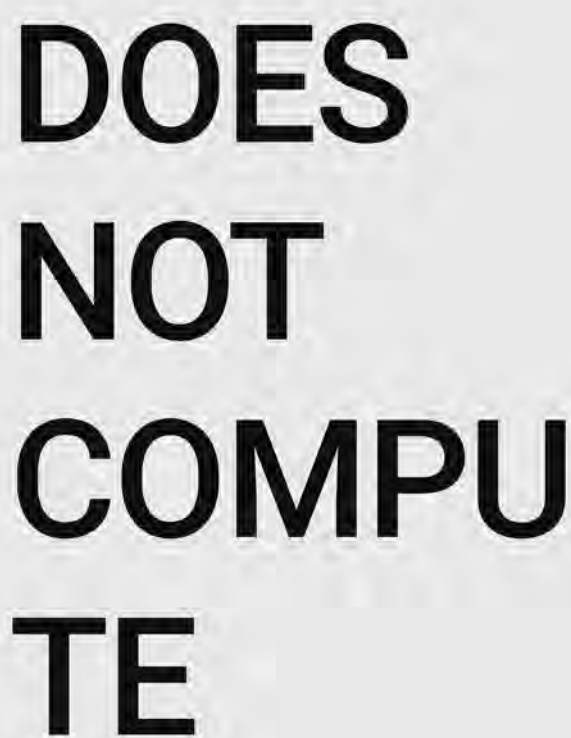
*Nielsen Q4 2020



UNDER THE RADAR

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

DOES
NOT
COMPU
TE



DOES NOT COMPUTE

Hosts Sean Washington and Rockwell Schrock talk all things web development, and it is obvious they have deep knowledge and a love for what they do.

Stick with the show past the initial opening, because it is not always crystal clear what the chosen topic is at first, even after reading the episode description. They just dive right in without setup for the episode or show.

The show has a feel of two guys sitting in a room talking about their day and the



challenges they faced working on their projects and in their lives.

Once I let go the need/want for a setup, I found I really enjoyed listening to them talk about their day, their projects, and their interactions with team members while working on code. They explain code development in language that even novice or want-to-be developers can learn from.

They occasionally bring on a guest, but the majority of the almost 300 published episodes are just Sean and Rockwell. I found myself jumping around from episode to episode, from newer to older. Some I found useful while others shared fun information and banter.

Check out “Episode 177: Hiring Is Hard to start.” The hosts shared what they look for when hiring team members and how they go about making the hire decision.

If I was a developer, I would have this show on regular rotation. 🎧



SOLITARY WORK

How Suzanne Stabile Helps People Know Themselves

Suzanne met her husband Joe while teaching senior theology at a Roman Catholic high school where he was the parish priest. He had already moved on when a tragedy at the school left seniors without answers to life's hardest questions. They wondered where God was while they suffered.

Suzanne called Joe and asked him to come speak to the students, which he did,

“I teach what people most want to know about, which is themselves.”



patiently answering their questions until they could function again. Later, Joe was once again appointed to Suzanne's parish, and she asked him to teach a class with her. He was reluctant because it was a busy time of year, but she persisted until he relented. That's when they learned something unexpected:

"As it turned out, he and I have some kind of magic, teaching together," Suzanne remembers fondly. Word got out, and class enrollment grew into the hundreds.

They continued to work together for three years before Joe made a fateful decision. *"He left the priesthood because of the role of laity in the church and because of the role of women in the church. And we happened to be best friends,"* she says, foreshadowing the partnership to come.

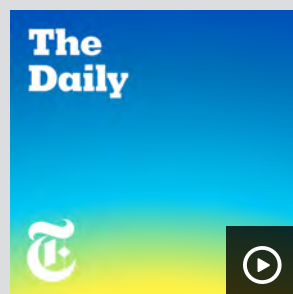
It wasn't long before Joe called Suzanne to ask her to be his first date. She accepted, and before long, their friendship blossomed into love. *"We discovered what my mother said she knew...I don't know who else knew, but we didn't know, that we were really in love with one another. So, we got married,"* she says. But leaving the priesthood was painful, and it left the Stabiles looking for a place to process the hurt. Joe had read Richard Rohr, and one day called his Center for Action and Contemplation in Albuquerque. They set up an appointment to visit.

Rohr ended up handing Suzanne a copy of *The Enneagram: A Christian Perspective* because he thought she might enjoy it. She loved learning about the nine types of



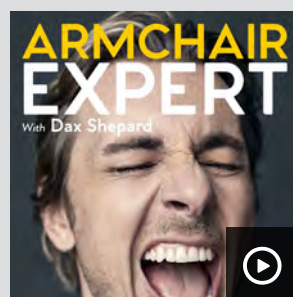
SUZANNE

listens to



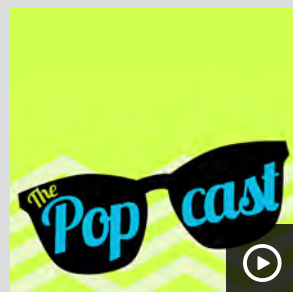
THE DAILY

Twenty minutes a day, five days a week, hosted by Michael Barbaro and powered by *New York Times* journalism.



ARMCHAIR EXPERT

Dax Shepard explores the challenges and setbacks that ultimately lead to growth and betterment.

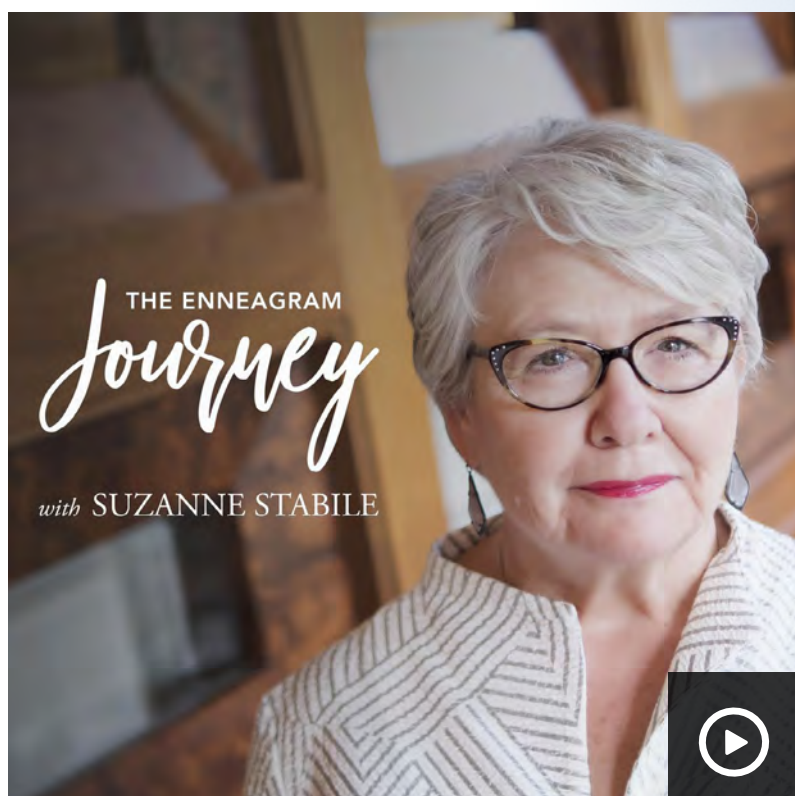


THE POPCAST WITH KNOX & JAMIE

A weekly pop culture podcast seeking to educate on things that entertain, but do not matter.

people so much that she started the book over again immediately after finishing it. *"Nothing surprised me the second time. It was like I didn't forget anything,"* she remembers.

The Enneagram is an ancient way of understanding personality and motivation, though it goes much deeper than that. *"We have to define the Enneagram as nine ways of seeing. We can all be in the same room and see it nine different ways,"* Suzanne explains.



Rohr could see that she understood the Enneagram intuitively and issued an odd challenge: to not talk about it for five years. *“I had so much respect for him that I just did it,”* she says. However, she did study every book on the subject she could find.

The following season, Rohr told Suzanne that it was time to try teaching.

That was 30 years ago, and she’s been teaching the Enneagram ever since.

The Enneagram has become a very popular topic as demonstrated by the high ranking of Suzanne’s podcast, *The Enneagram Journey*. She believes there are two reasons for this:

First, *“I teach what people most want to know about, which is themselves,”* she says.

Second, many people learn not to be themselves as they grow up. *“We start out very early being told not to be who we are,”* Suzanne explains. *“The people around us who provided us with safety as children were very likely not our same Enneagram number.”* The Enneagram offers the first

“We can all be in the same room and see it nine different ways.”

measure of understanding of self that some people receive.

But not everyone is enthusiastic about the Enneagram. In some more conservative Christian traditions, it is considered dangerous because of its distant origins. *“The dangerous thing about it is to take it for more than it is,”* counters Suzanne. *“It’s just one thing. It’s much better if it’s practiced with other spiritual practices and disciplines.”*

Suzanne recommends that people who want to explore the Enneagram seek support, as it is *“solitary work that cannot be done alone.”* To know oneself requires a committed and honest community. *“If you want to do the work of self-awareness, self-understanding, and transformation, you need others to hold your feet to the fire, because it’s too easy to take the short cut,”* she explains.

That’s why she started her podcast in 2017. *“It’s comforting to me to feel like and believe that I have something to offer another human being,”* she says. *“It’s a gift, to have an hour to learn from another human being.”* Suzanne’s podcast *“helps people to understand Enneagram in ways they can’t at a big event. Because we are going deeper,”* she shares.

For example (and for your reading pleasure), following is Suzanne’s summary of how each Enneagram type may have experienced the pandemic:



- 01 **THE PERFECTIONIST**
Fixed up everything in their house within a few months and then had to face what's wrong with themselves.
- 02 **THE HELPER**
Saw many opportunities to help others and loved it. May have struggled with lack of feedback.
- 03 **THE PERFORMER**
Found it difficult to meet their goals and had to find new ways to set and achieve them. Experienced way more feelings than they would like and learned to deal with them.
- 04 **THE ROMANTIC**
Naturally tending toward melancholy, may have experienced more depression during the pandemic. May have struggled with the fact that their creativity could not be seen.
- 05 **THE INVESTIGATOR**
Felt misunderstood by people who think their personality loved being in lockdown. May feel less comfortable in the world now.
- 06 **THE LOYALIST**
Most prepared type of all, but since they did not expect it to last so long, their plans fell apart, and they had to rebuild their feeling of competency by rebuilding their plan.
- 07 **THE ENTHUSIAST**
Their unusual ability to entertain themselves ran out three to four months in. Had an opportunity to embrace less happy emotions if they were willing to.
- 08 **THE CHALLENGER**
They were angry that everything shut down early on. May have been told they were difficult by those around them.
- 09 **THE PEACEMAKER**
Went with it even though it wasn't great. Did what they could whenever they could.

Suzanne describes podcasting as a “*more intimate and in-depth forum*” than she usually has access to, and says she loves the feedback from people who can't get to workshops with her, because it helps her know others better. 🎧

“Conversation will heal the world—the whole world—if we could just get to know one another through it.”



**Religion & Spirituality
Category Director**

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Halfway There Podcast 🎧

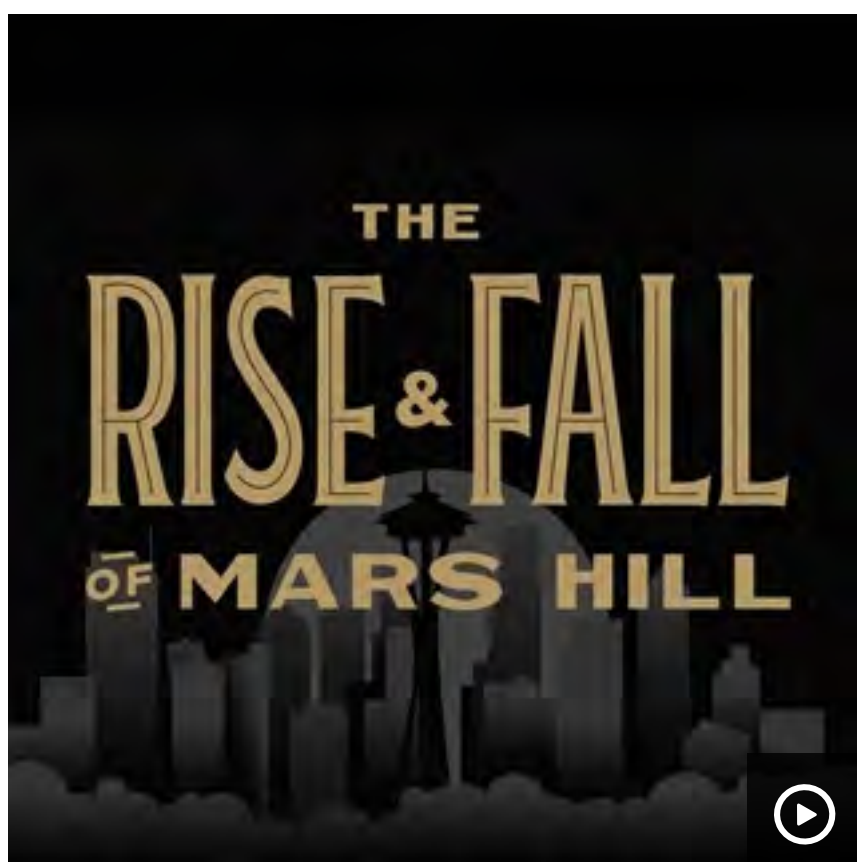
**Got a Religion &
Spirituality Podcast
suggestion?**

Let us know! >



UNDER THE RADAR

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



THE RISE AND FALL OF MARS HILL

Two episodes in is too early to judge a podcast. But occasionally, a show appears that promises something so important, it needs coverage.

The Rise and Fall of Mars Hill is one of them.

A Christianity Today original podcast, the show is hosted by Mike Cospo, Director of Podcasting. Cospo investigates how a large and apparently thriving ministry like Mars Hill—a 12,000-person, multi-site church in Seattle—could collapse overnight, just as it did in 2014.



Production values are as expected from an organization the size of Christianity Today. The use of music under narrative and dramatic pauses are reminiscent of *Serial* and gives the listener the feeling of something big approaching.

Two groups of people will love this podcast: First, the deconstruction crowd tired of and antagonistic toward formal Evangelical religion. Their bias against megachurch pastors and ministries will be confirmed.

Second, Christians who long for transparency from their leaders will appreciate the questions Cospo poses. He asks the difficult questions about a megachurch celebrity pastor, but also asks why it happened in the first place. The spotlight turns around to the listener and demands reflection as well.

Cospo is aware that some Christians would prefer not to be too transparent and embarrass the church. His willingness to go deep on the most difficult questions is a worthy act of journalistic bravery that deserves a listen. 🎧



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bookdeborahbishop@gmail.com

Topics Include: Spirituality, Personal Development, Music

I am gifted at seeing the unseen, and am a gentle catalyst that delivers both instant and permanent shifts and freedom from your deepest struggles.

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**JOHN
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Topics Include: Business Consulting, Technology, Business

John Deel is known as one of the world's foremost CHANGE experts. CHANGE is in his DNA and he thrives when leading others through complex CHANGE.

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An expert in transforming trauma, Catherine blends modern science, psychotherapy and spirituality to help clients heal and live their Soul purpose.

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Topics Include: Personal Development, Life Coach, Diversity

Dave was a ballistic missile submarine captain. With 27 years of experience, he now shares leadership development lessons through his "sea stories."

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CJ GRACE

cj@adultererswife.com

Topics Include: Relationships, Sex/Intimacy, Women's Issues

The best revenge is to get past the need for it, says infidelity author CJ Grace—snarky Brit in USA—ex-BBC journalist—cancer warrior—voice-over artist.

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FINDING MASTERY

Learning From Extraordinary People

“The Finding Mastery community [consists of] people who are interested in getting to the truth. They are not interested in hacks, tips, and tricks. They are interested in the psychology of excellence.” - Michael Gervais

Michael Gervais is a high-performance psychologist who works with some of the best in the world in the trenches of high-stakes environments to teach the mindset skills and practices essential to pursuing and revealing one's potential. His clients include world record holders, Olympians, internationally acclaimed artists and musicians, MVPs from every major sport, and Fortune 100 CEOs. He was also part of the team for the Red Bull Stratos mission to transcend human limits—for which Felix Baumgartner made a freefall jump from 128,100 feet, becoming the first human to break the sound barrier without a capsule!



With all this awesomeness going on, why add a podcast to the mix?

“I was in the thick of an amazing professional year, and a friend of a friend introduced me to Rich Roll.”

For those who are not aware, Rich has a massive podcast called *The Rich Roll Podcast*, and Michael was invited on as a featured guest.

“I was able to sit down with Rich after hours and really unwind this amazing year. [At the end], I sat back and said, ‘Rich, this was incredible. How does this [podcasting] work?’ He said, ‘It’s kinda just this: talking with people you want to meet or friends who are doing things you want to celebrate.’ I said, ‘I want to do this, too!’ It was such a gift he gave me. About nine months later, I bought some equipment and started to mess around with it.

“I saw the value in me as a learner sitting down with some of the most extraordinary people on the planet to understand their psychology. It was a postgraduate learning. It was me sharing this gift to my burgeoning community at the time. These are the types of conversations I was having as a sports psychologist with extraordinary people. We are just making it available to everyone, now.”

Considering Michael’s amazing body of work and client record, you might assume he was able to tap into that resource to secure podcast guests.

“As a trained psychologist, I made a commitment to not have any of my clients

“I saw the value in me as a learner sitting down with some of the most extraordinary people on the planet to understand their psychology.”



on the show. I felt it was crossing a line. That decision hurt the podcast. Some of my past clients are flat out the best in the world at what they do.”

That said, Michael did tap into his network of colleagues, and then, *their* friends. He also had a ‘hit list’ of people he had always wanted to speak with.

“Dr. Albert Bandura is one of the legends

of psychology, and I got to sit down with him. Then, with CEOs of some of the largest organizations on the planet.”

While Michael chose to exclude clients as guests on his podcast, his guests often become clients. It’s not all been smooth sailing, though. Like every podcaster, Michael has come up against challenges.

“We started seven years ago, and the biggest challenge was making the decision to move from self-funding it to turning it into a business. I wasn’t sure if I was going to lose some purity in the process. I couldn’t afford to keep a full-time member on staff, but we did have a large audience, so I figured we should probably bring on some advertisers.”

It was around the two-year mark that they selectively invited fitting sponsorships on board. Since that time, Michael has experienced personal highlights along his podcasting journey.

“I set out with a semi-structured interview format, as I wanted to really hone in and learn something. I became overwhelmed with the amount of information I was consuming firsthand. So, we built a latent semantic analysis—a machine learning algorithm that we push all our transcripts through. We could then identify the themes, streams, and applied insights of the first 100 guests. It’s real science that supports what these people are doing. That was an important moment for us, to be able to say, ‘This is collectively what



APOLO OHNO ON COMPETITION, OLYMPIC GREATNESS, AND TRANSITIONS



DR. BESSEL VAN DER KOLK, TRAUMA EXPERT

▲ Guests on *Finding Mastery* include the world’s best athletes, business leaders, scientists, doctors, and artists pushing the perception of what’s possible

you are saying, and I am pulling this all together to be able share it in a wider way.”

We joked about how hard it is to choose a “favorite” guest (of course you are mine, Michael!). However, Michael fondly remembers Alex Honnold’s episode. Michael was the first person to climb “El Capitan”—3,000 feet without a rope!

“He did something so extraordinary. I think he is the most significant athlete in modern times.”

What has been Michael’s worst situation as a podcaster so far?

“I was interviewing a professional football player, having an incredible, deep conversation... I don’t know what happened, but the recording didn’t start. It was heartbreaking. There was a moment when I realized it and thought, ‘Do I tell him?’ I did, but we couldn’t recapture the magic, so I ended up not airing that one.”

As seasoned podcasters, we compared notes on this unfortunate occurrence. Between us, we have experienced this



“interview loss” about three to four times out of about 350-450 episode recordings respectively. Maybe it is unavoidable collateral damage in relation to recording that many podcasts over several years?

“There is real work in doing this [podcasting] properly. My team and I love it. We don’t love it for what it is going to do later. We love it because of the joy of learning, figuring it out as we go, and being able to share it.”

So who is his dream guest?

“The Dali Lama would be absolutely incredible. Now, I haven’t heard him on many podcasts, so I’m not sure it’s even a thing. I am going to do a little work on this now, so thank you for asking that question.”

Michael’s advice for any other aspiring podcasters or those already in the game and looking to master it?

“You hear the narrative that it’s a crowded

**“If you are living
a meaningful,
purposeful life... then
you absolutely have
a duty to share.”**

space, but you have a community... and in some respects, you have a duty to share what you have come to learn in your life. If you are living a meaningful, purposeful life—if you have understood some stuff and you have some gifts to share in return—then you absolutely have a duty to share. Whether that is in written form or audio form, I say yeah... fire it up!”

There is definitely a lot of work involved, and many of these new podcasts don’t really make it out of the early stages.

“I would be very clear about your goals for the podcast. What is your purpose with it? Even after seven years, there are hard times when we are constantly questioning, ‘Are we doing our guests service? Are we doing it right?’ There is no blueprint.”

If you do have something valuable to share, get started (or continue) on your own podcast journey to mastery! 🎧



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 EDUP EXPERIENCE

The podcast is described as “America’s leading higher education podcast. Dr. Joe Sallustio & Elizabeth Leiba connect you with some of the most complicated topics in Education today. Along with Producer Elvin Freytes, The EdUp Experience team brings over 60 years of experience in higher education, and you will feel refreshed, upskilled, and reskilled after listening!”

The original hosts had never met before connecting on LinkedIn. They started



the podcast in January 2020. The higher education-based podcast has already produced over 240+ episodes, releasing almost daily.

Whereas other higher education podcasts are clearly linked to institutions looking to enroll listeners, *The EdUp Experience* was determined to avoid that and provide invaluable information in a non-boring way! Their goal is to “*inspire and educate people to pursue a lifelong learning mindset no matter the path they choose.*”

Having three co-hosts share the duties keeps the show fresh. They sometimes interview university presidents, which is really useful if you are considering going back to school in the near future. The consistency, quality, and volume of episodes is also a strength of this podcast. 🎧



OB POD co-hosts (from left)
Cash Lovett and Zack Sims

PANDEMIC- BORNE POSITIVITY:

The Hospitality State Lives Up To Its Name

“Your smile is your logo, and your personality is your business card,” Cash Lovett remarked.

OB POD podcasting duo Cash Lovett and Zack Sims had been podcasting together for six years when the pandemic hit, which ultimately resulted in the shutting down of their entertainment podcast. They could have wallowed in misery and completely given up, but they didn’t.

“Instead of just moping around, we decided to shift gears toward something positive,” Sims said. “And for us, something positive indeed came out of the pandemic.”



That “*something positive*” was *OB POD*, through which Lovett and Sims let their personalities shine and continue to smile.

“The mission of our podcast is to mainly just promote the community in a positive light,” Lovett said. *“One of our hashtags is ‘promote your community,’ or #PYC. We aim to share as much positive news as we can, and to let people know that there’s still some good in the world.”*

“OB” stands for the city of Olive Branch, Mississippi. “POD” is short for podcast. Their core listening audience is comprised of the men and women of Olive Branch—the sixth largest city in Mississippi, and DeSoto County is one of the top three growing counties in the state.

For Lovett and Sims, the podcast is a true passion project. Lovett works full-time as a DJ, editor, and producer at 95.3 The Rebel radio station, and Sims works full-time as a school administrator.

The two met and became fast friends when Lovett was playing high school football for his coach, Sims. Even after Lovett went to college, the two kept in contact, and a deeper friendship formed. Eventually, they became business partners.

“The best part about doing the podcast is that I get to hang out with one of my best friends,” Lovett said.

They both have the same outlook on life—one of positivity. That shared outlook is what makes *OB POD* so special. They infuse motivation into their message, and it is really resonating with listeners.

Their very first guest was a local resident

named Rhonda Wright. During the pandemic, she heard that many first-line essential workers did not have transportation to local hospitals because of what residents called the “*snowpocalypse*.” In other words, snow and ice were everywhere, which is uncommon for the area, and it resulted

in such havoc that doctors and nurses were finding it hard to get to work. After reading about this on Facebook, Wright, who owned a Jeep but never drove it, decided to learn how to drive it with the express purpose of giving rides to medical personnel. She made herself available at all hours to accommodate them for an entire week.

“We received so much feedback from that episode,” Sims said. *“The community let us know how awesome and amazing she is.”*

“We aim to share as much positive news as we can, and to let people know that there’s still some good in the world.”

“Yes, we felt so good that we could broadcast her story to our community,” Lovett said. “To have played a part in helping to get her story told and bring positivity to our listeners is why we do this. Back in the day, people would gather around the community bulletin boards and get news. Today, people want an easier way to access news, and that’s where we come in. We do a motivational message to kickstart everyone’s week, and that lets the community know we are here for them.”

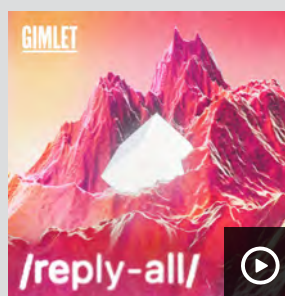
“Our goal is to keep expanding,” Sims said. “We want to become known as the central positive news source for the city and DeSoto County.”

Lovett was born in Henderson, Nevada, and raised in Olive Branch. He is single, and in his downtime, he likes to play disc golf, relax, and get out in nature. He is inspired by his family. In fact, they have a family text chat, and their motto is, *“This is the best day ever.”*

“I believe that each day is truly a blessing. I learned something called ‘fundamental attribution error,’ which means you might have caught someone on a bad day, so it’s important to give someone a second chance, so they can show you who they truly are. We never know what someone is going through.”

Lovett loves a tweet by New York Times best-selling author Shea Serrano, who said, *“You can’t hit the game-winning shot in game seven unless you lose the first three games.”*

CASH listens to



REPLY ALL

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



THE LOWE POST

ESPN’s Zach Lowe talks to various basketball people about various basketball things.

ZACK listens to



S-TOWN

The story follows a man named John who despises his Alabama town and decides to do something about it.



IN THE DARK

Serial investigative journalism from APM Reports, with host Madeleine Baran and a team of reporters.

“Today, people want an easier way to access news, and that’s where we come in.”



“To me, this means that you will lose some things in life, but that doesn’t mean you still can’t have the biggest moment of your life while taking those losses in stride. So even when it looks like you won’t be able to live your dream, keep pushing through, and you’ll see that you learned a lot,” Lovett said.

Sims was born in Memphis, Tennessee. His mother was an insurance instructor, which meant she had to move to a new city quite often. Before he entered middle school, Sims moved with his family 16 times before settling back in Olive Branch.

He has been happily married for nearly 18 years to his beautiful wife Alicia, and they have two children, Tytan and Layla.

A movie that had a profound impact on him was *Shawshank Redemption*. *“I think this was the number one movie ever made. There are a lot of lessons in it, such as perseverance, believing in yourself, understanding you don’t have to succumb to your circumstances, and prevailing against insurmountable odds,” Sims said.*

Sims is also a professional artist, and in

his downtime, he loves to paint murals, graffiti, and large-scale paintings.

“We want to inspire our listeners. We want them to know it’s ok to jump and let the net catch you,” Lovett said. “In fact, we started this podcast a lot sooner than we thought we would. It was also terrifying to start a company, but we did it, and we want others to know that they can do it, too.”

“I teach my kids all the time that if they shoot for the moon and miss, they will land amongst the stars. Rhonda Wright, who I spoke about earlier, said, ‘Be the change you want to see.’ I believe that and live that. My kids inspire me to be better and do better. That’s why every day, I strive to acknowledge and thank someone. You can change people’s entire day, if you just notice and thank them for who they are,” Sims said.

“In every interaction I have with people, I try to breathe as much positivity into the world that I can. I want people to remember me as a giant man with wild hair who brought joy and happiness. You can always find people who want to infect you with sadness. I want to infect people with joy and happiness,” Lovett said. “Always remember, your smile is your logo, and your personality is your business card.” 🎧



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



RADIOLAB PRESENTS: MORE PERFECT

The *Radiolab Presents: More Perfect* podcast was a thrilling series about the Supreme Court and how it became so supreme. Now, I know what you're thinking... *"Thrilling?"*

Yes, every episode tells a story about each amendment in a fascinating way and keeps you on the edge of your seat.

The last recorded episode aired in December 2018, yet Apple Reviews shows over 17 glowing ones in just 2021 alone. One listener



said, *"This was the podcast that made me fall in love with podcasts."* Another said, *"More please. I really miss the theme song and the way this podcast made me think."* Clearly, people are still listening to this podcast and missing it some three years later.

I really enjoyed it, because like most Americans, I could not name all 27 Amendments to the Constitution, but this show created a unique audio experience that brought to life the words our Founding Fathers penned.

In the last season, they took the lens off the Supreme Court and zoomed in on the words of We The People. They cleverly took the 27 amendments and made them into an album titled *"27 The Most Perfect Album."* It's a digital experience of original music and art inspired by the 27 Amendments.

If you're looking to brush up on your history, this is a great place to start. 🎧

A detailed historical painting of a battle scene, likely the Battle of Tewkesbury. It shows a vast landscape filled with soldiers on foot and horseback, engaged in combat. The scene is set in a valley with rolling hills in the background under a dramatic, cloudy sky. The colors are muted, typical of historical battle paintings, with earthy tones and some brighter highlights on the soldiers' armor and banners.

BEN JACOBS:

The History
Podcaster's
History Podcaster



Ben Jacobs, host of *Wittenberg to Westphalia: The Wars of the Reformation*, can barely remember the year he launched, so lost is it in the mists of time... well, 2014, to be precise. He is now on episode 75 of his wonderful exploration of the early modern period.

The main focus, as the title suggests, is the period between when Martin Luther nailed his 95 Theses on the door of Wittenberg Cathedral in 1517, which started the German Wars of Religion, and the signing of the Treaty of Westphalia in 1648, which ended them—i.e., the Thirty Years' War. But, and this tells you all you need to know about Ben and his approach to detail and analysis, he is quick to point out that the German Wars of Religion did

not, in fact, kick off in 1517 (it isn't the 130 Years' War, after all). They didn't end in 1648, and they really weren't just German.

Another key insight into *Wittenberg to Westphalia: The Wars of the Reformation* is that eight years in, we are not yet at Wittenberg... quite a way off, in fact. As Ben says, “*I thought it was important to do a lot of background. So now I am on Episode 75... and I still haven’t gotten to Wittenberg.*” And just as the podcast did not start at Wittenberg, it will not be ending precisely at Westphalia, either. Ben estimates that it will be the Glorious Revolution in Great Britain of 1688, though one suspects he will be tempted to take us all the way to the French Revolution. That’s because Ben does things properly—

he really is “The History Podcaster’s History Podcaster,” on a number of levels.

The history podcaster par excellence, Ben does podcasting his way, and that’s it. You are very welcome to hitch along for the ride, but don’t expect him to do it any other way but his—precisely the way an independent history podcast should be done.

He is taking as long as he is with the series because he really does encompass an enormously broad approach with his topics. For example, as listeners get to Wittenberg and learn about the foundation of the Protestant religion and the split from Rome, Ben also wants us to have a clear understanding of the world where this seismic event took place. As Ben puts it, *“No matter what people say about wanting just the facts, you actually need to create a narrative that people can understand.”* So, unlike some podcasts, *Wittenberg to Westphalia* does not just summarize a succession of kings and battles; it is a deep dive into the society of the time. As such, Ben’s recent episodes have covered non-normative populations in Medieval Europe, including a mini-series on women and slaves.

Ben is a stalwart and supportive member of the history podcaster’s social media community and is always available and willing to offer help and advice to newcomers on the scene. He considers this to be his way of “paying it forward” in recognition of the help he received from the community when he was starting out. Ben made a very obscure reference to an

“I thought it was important to do a lot of background. So now I am on Episode 75... and I still haven’t gotten to Wittenberg.”

old U.S. commercial while explaining why he likes to help out where he can (hopefully, it will make more sense to our readers than it did to this British correspondent): *“I work for Hairclub for History Podcasters, but I am also a member... I am not just a podcaster; I am also kinda a superfan, myself.”*

Ben is also the Secretary of the Agora Podcast Network, a network of independent educational podcasters (fine people all!). Agora includes a range of interesting podcasters who occasionally come together to produce collaborative episodes on the network’s feed, including *Agoraphobia*, the spooky series they release around Halloween.

Add “logistical powerhouse behind Intelligent Speech” to Ben’s list of credentials, too. Intelligent Speech is a conference for podcasters with a focus

on history. The first was held in New York City, but since the pandemic hit, it has migrated online. Ben is the swan's legs paddling furiously below the waterline to ensure that the conference glides gracefully into existence. He makes sure the speakers are truly diverse and represent a wide range of topics, and crucially, that they know what to do when the big day comes.

An urban planner by day, Ben brings the kind of analytical mind you need for that profession to his podcast. With a major in international relations and a master's in urban planning, he believes the underlying methodologies of these kinds of social sciences are transferrable, and they help him create the narrative for his podcast from available facts.

In a recent episode, he dove into the question around the scarcity of medieval slavery records possibly indicating that it did not exist. He pointed out that the only record-keeper at the time was the church, and documenting their involvement in a practice that went so clearly against the teachings of Jesus Christ might not have been in their best interest.

In his day job, Ben uses tools like Geographic Information Systems to analyze big data by plotting information on maps. These kinds of tools are also used by historians—Ben cites Michael McCormick's research into trade routes by following coins found in a series of archaeological digs across Europe as an example.

Ben's professional knowledge also

BEN

listens to



THE LEOPARD AND THE LILY'S PODCAST

The Leopard and the Lily Podcast explores the history, times, and people of the Hundred Years' War.



PONTIFACTS

A light-hearted, only slightly blasphemous papal history podcast, ranking the Popes from Peter to Francis.

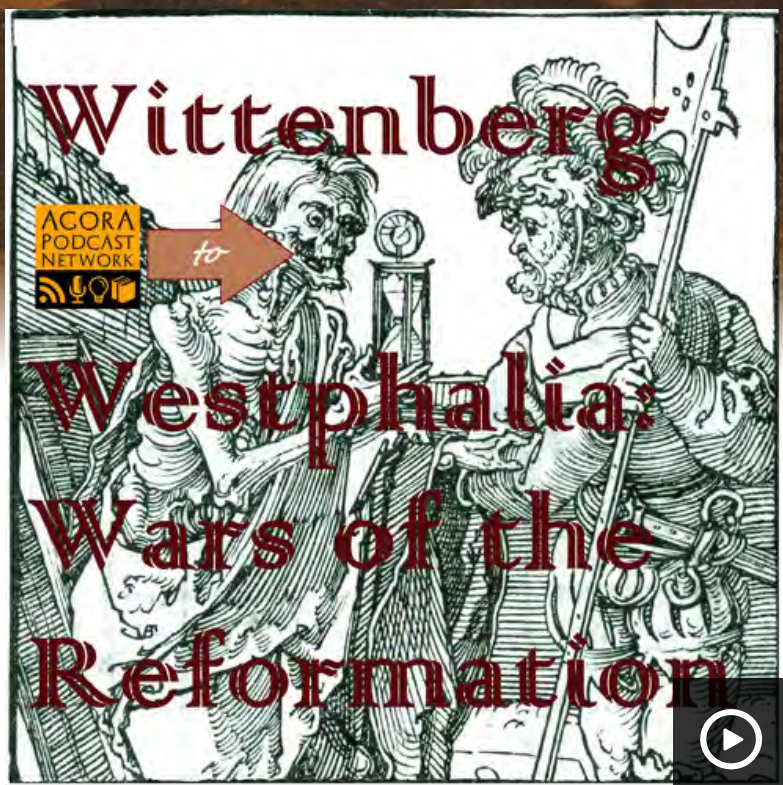


DREAMS OF BLACK WALLSTREET

A podcast that takes a look back in history at a time of great promise and great disappointment for Black Americans who dreamed of and struggled for the promise of community and full citizenship.

“No matter what people say about wanting just the facts, you actually need to create a narrative that people can understand.”

Wittenberg to Westphalia: The Wars of the Reformation



The one potential grumble that prevents this article from becoming a hagiography is that Ben doesn't really like dates—a fact some might find strange for a history podcast. For example, he tells us of one of Berengar's many defeats at the Battle of the Brenta, where he was routed by the Magyar, but leaves us wondering when the battle actually occurred (24 September 899, should you be interested). In this correspondent's opinion, Ben is quite right that the year it happened is the least interesting thing about the Battle of the Brenta.

allowed him to air one of the truly ickiest podcast episodes this correspondent has ever heard... it's all about sewage (Episode 59, if you are feeling brave).

Ben's favorite episodes as of this writing are on economics (Episodes 50-52). Perhaps recognizing that this may sound a little dull, he conceded that the episode he most enjoyed was Episode 27: Berengar the Nudnik. In it, he asks whether Berengar of Friuli, a Holy Roman Emperor famous for never winning a battle, was a schlemiel or a schlimazel—have a listen to find out what that is all about. Also listen out for the fanfare of Russian music that his editor, Andrew Pfannkuche, seemingly randomly scatters throughout the podcast. (Ben tells us that Andrew is open to offers of work, should any reader need the services of an expert audio editor.)

Ben concedes that history podcasting is unlikely to make one as rich as a feudal lord, but he is now doing quite nicely with a loyal following on Patreon and his **Wittenberg to Westphalia Podcast Store** that he shares with his wife, who has her own crafting business.

If you do hitch a ride on the *Wittenberg to Westphalia* wagon, you are in for a treat. It's a podcast with real heft, but also humor, and crucially, even though you'll have eight years of episodes to catch up on, you'll still be at the introductory phase if you start with the most recent episode—it's not even the end of the beginning, if you will. 📌



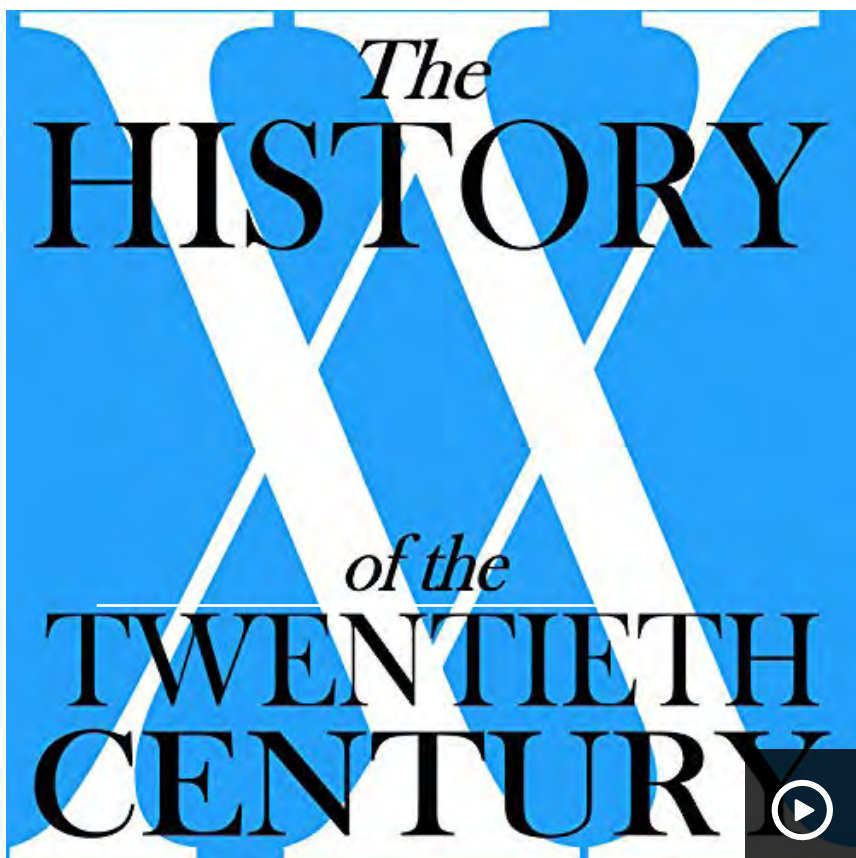
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UNDER THE RADAR

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



THE HISTORY OF THE TWENTIETH CENTURY PODCAST

The first decision a podcaster needs to make (after deciding on the subject matter) is where to pitch the knowledge level. This is where Mark Painter of *The History of the 20th Century Podcast* is note-perfect.

This podcast looks at the history of the 20th century, each episode examining a period in time. In chronological order, Mark unearths some genuinely interesting information, like



the opening of the institution that pioneered gender-reassignment surgery in Berlin in 1919. It's one thing to know of The Weimar Republic, but it's another thing to learn this kind of nugget.

That is the X-factor when creating a podcast.

There is a lot of social, military, and political history covered in the podcast, but Mark's study of inventions is particularly interesting. The early wireless episode was excellent—listen to it to find out why American radio stations start with either a “K” or “W.”

Mark is an engaging and unassuming host, and you can tell he's done his research. Between the facts and storytelling, there are just enough dry witticisms to prevent it from being a lecture in the form of a podcast.

The History of the 20th Century Podcast is a tour de force when it comes to looking at the societies, culture, countries, and personalities that formed the 20th century. 🎧

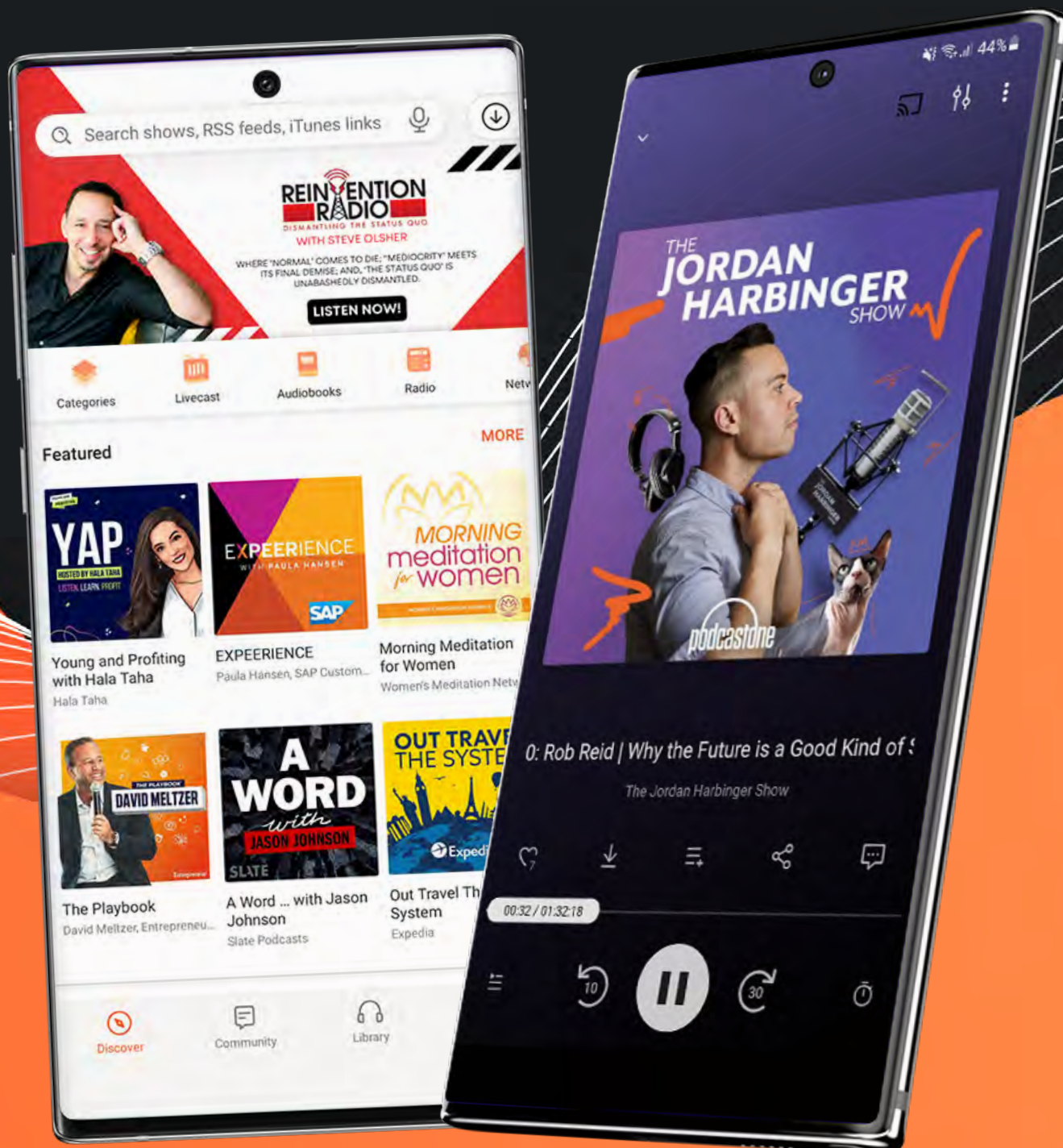


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¹Zoharab, Dave."Apple Podcasts vs. Spotify — Which is more popular?" Chartable, 21 Jan. 2020

R.E.S.T.

What Is It, Why Do We Need It, And How Can It Help Us Understand Life?

“You can’t wait until life isn’t hard anymore before you decide to be happy.”

You may have heard these inspiring words spoken by 30-year-old Jane Marczweski, who goes by the stage name Nightbirde, during her *America’s Got Talent* audition that aired

last month. Her original song, “It’s OK,” won Simon Cowell’s Golden Buzzer, and the audition video now has over 120 MILLION views on Facebook alone.

At the time of her audition, Nightbirde shared that she had cancer in her lungs, spine, and liver and had been given a two percent chance of survival.

“But two percent is not zero percent,” she said. “It’s important that everyone knows I’m so much more than the bad things that happened to me.”

And so much more, she is.

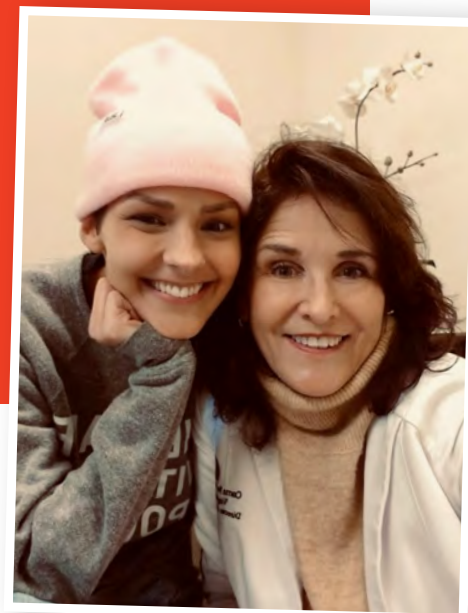
Her positive outlook and attitude are lessons in survival at a time when we need it most. She is a beacon of light and hope for people currently finding themselves in dark places.

“It’s Alright to Be Lost Sometimes.” - Nightbirde

While the song’s lyrics provide a glimpse into Nightbirde’s cancer diagnosis, divorce, cross-country moves, and feelings, there is so much more to her story. Beyond the details of the cancer and what happened, there are the tools that she has used to get through it all.

Nightbirde pointed to one of those tools on her Instagram page a few weeks before AGT aired, sharing a clip from a podcast series she participated in with *“the therapist [discipleship counselor] who saved my life with the truth.”* That podcast is *R.E.S.T. with Virginia Dixon*, and Nightbirde was featured in the four-part segment titled “How You Love & Attachment.”

“Jane is a perfect, textbook example of the impact that unresolved emotional conflicts have in creating and advancing disease and what is possible when those conflicts are reconciled.”



“It’s the realest I’ve ever been about the collapse of my marriage and the lies that were keeping me sick,” Nightbirde said.

The “R.E.S.T.” Is History.

“R.E.S.T. (Relational, Emotional, Spiritual Truth) is the single most important component for healing the whole person.”
- Virginia

As explained on her website, “After years of working in the field of neuroscience [and] collaborating with medical practitioners... Virginia Dixon observed that it is through the pursuit of relational, emotional, and spiritual truth (R.E.S.T.) that we most effectively reconcile conflicts and displace the confusion, chaos, and dis-ease which frequently lead to illness.”

To achieve the R.E.S.T. necessary for healing, it is essential to examine the life of your heart, the role of your relationships, the meaning behind the pictures of your life, and the intrinsic value of your story—in other words, the good, the bad, and everything between.

Each of us has a “story”: the sum total of what we’ve experienced and inherited from our ancestors. R.E.S.T. involves knowing, understanding, and ultimately reconciling our stories to end negative generational patterns and bring about healing.

Dis-ease will become disease if left unresolved. But if looked at as an opportunity to understand things you didn’t know existed (attachment styles, triggering events, relationships), you can understand how you love, and you can heal and prevent all kinds of disease.

Virginia employs an integrated, comprehensive approach to reconciling the “*confusion, chaos, and dis-ease*” that compounds when spiritual, emotional, and relational conflicts are not resolved.

R.E.S.T. is the fruit of 40+ years of Virginia’s life’s work, and she now leads a six-week online course called 40 Days of R.E.S.T. every 60 days throughout the year to help people live with increasing measures of freedom by displacing the confusion, chaos, and dis-ease that plagues them.

Born in Montevideo, Uruguay, into an eclectic family of deep political and philosophical convictions, Virginia observed at an early age how people’s hopes, dreams, fears, and



“R.E.S.T.™ (Relational, Emotional, Spiritual Truth) is the single most important component for healing the whole person.”

passions are often rooted in an inherent desire to reconcile generational conflicts. She intuitively recognized that confusion, chaos, and dis-ease were a part of life and had a profound understanding that, by nature, people long to be seen, heard, and understood.

She found that it is the lies people believe about themselves and the intentions of others that generate confusion, chaos, and dis-ease resulting in conflict, and she felt an innate compassion for people's vulnerability and desire for peace and freedom.

"We need to be quiet and learn to listen to people, because their constitution by nature knows exactly what it needs, and when it needs it. And it knows what's creating the confusion," Virginia shared.

So, Virginia went on to study multiple disciplines in search of the truth: philosophy, theology, biology, chemistry, and law. Her findings?

"If we do not intentionally step into these places of R.E.S.T. to reconcile the disparity between our spirit, our soul, and our body, we are not going to work our way out of a paper bag," she said. *"There's not a pill to fix this. There's no MRI. There's no blood test. You need to go into that quiet, still place and understand the constitution of the spiritual realm, the soul, and the brain, and how it processes information and sustains life."*

That's really what R.E.S.T. is about—its deep roots are grounded in the history of Virginia's family and woven into the anatomy of her ancestors.

The Podcast

R.E.S.T. with Virginia Dixon was launched in January 2021 to meet the needs of Virginia's clients by allowing them to revisit the principles

of R.E.S.T. covered during their time spent working together. It also serves as an introduction for new clients, providing a foundational understanding so they can hit the ground running at their first session.

"Mental health is the number one health crisis facing Americans today," Virginia said.

Episodes 1-4 dive into understanding our constitution (spirit, soul, and body) and how it works to sustain or diminish the life of our heart, the role of relationships, the meaning of pictures, and the stories of our lives. This is imperative to displace the growing confusion, chaos, and dis-ease in order to heal and find significance in life.

Episodes 5-8 constitute the aforementioned four-part series telling Nightbirde's story. Listening to these binge-worthy episodes, it is apparent why Nightbirde credits Virginia with saving her life with the truth: Relational,





Emotional, and Spiritual Truth, that is. According to Virginia:

“Jane is a perfect, textbook example of the impact that unresolved emotional conflicts have in creating and advancing disease and what is possible when those conflicts are reconciled.”

In these episodes, we learn that cancer can be linked to certain traumas or relationships, depending on the context in which it developed and/or the triggering event that led to the disease.

From understanding the emotional constitution of cancer to how your “attachment style” may be connected to disease, these episodes provide fascinating information and discussion, all woven throughout Jane’s illuminating story of marriage, divorce, cancer, remission, return of cancer, and healing—and Virginia’s facilitation of the reconciliation process.

Listeners also meet podcast moderator

“Covid to me is the beauty in the ashes of humanity, because it’s exposing so many facets of the human condition.”

Natalie Williams, a former client-turned-Virginia’s administrative assistant, in Episode 5. She immediately grasped the concept and value of R.E.S.T. and recognized how it could speak to the heart of her generation. She now handles the social media accounts for R.E.S.T.

Episodes 9-12 dive into the environment of our childhood and how it impacts our lives from birth to beyond. After that, another series of episodes with guest Katherine Dang covers things that hold us back, feelings of control (or lack thereof), power and weakness, and more.

The entire series is well laid-out and easy to follow, and it provides a wealth of information and clarity. It’s truly hard to stop listening once you get started.

An expert at understanding the human condition, Virginia’s belief that the heart is central to all things guides her philosophy on healing, allowing her to effectively understand and communicate the instrumental role that R.E.S.T. has

upon each individual's capacity to reconcile conflicts.

R.E.S.T. is really the story of every single person listening. We are a nation—a world—in a global state of dis-ease. Even beyond our political and economic situations, it's woven into the anatomy of our souls.

We need R.E.S.T. now more than ever.

R.E.S.T. in the Pandemic

Covid has ushered in an era of fear, but in Virginia's world, it has also done a lot of good for humanity... because it's waking us up.

"Covid to me is the beauty in the ashes of humanity, because it's exposing so many facets of the human condition," she said.

We can give it power and say it's killing us, Virginia continued, but the *real* pandemic consists of the unresolved conflicts within the heart of man, which are driven by the *"I wants, I needs, I deserves"*—the lusts of the flesh. If we can get through those, we can thrive and shine despite a pandemic.

However, R.E.S.T. is not about a cure.

"We don't chase a cure, because we all have an appointment with destiny," Virginia explained.

R.E.S.T. is about freedom.

Virginia firmly believes that, by design, individuals have a fundamental understanding of what is at the core of



their conflicts and dis-ease. Convinced they possess both the power and authority to heal, she guides them through the process of reconciling the conversation between spirit, soul, and body. The therapeutic relationship is not the primary source of healing; the client is. Virginia merely facilitates the process.

"I'm just putting an oxygen mask on them and teaching them about the oxygen," she said.

Virginia empowers people by providing a formula to reason through the complexities of the human experience. And by working with one patient, she creates a sort of "ripple effect" that extends to the healing of others. 🕊



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



PLANT POSITIVE PODCAST WITH KATE GALLI

In the *Plant Positive* podcast, Australian personal trainer, animal rights activist, and vegan health coach Kate Galli talks all about living a healthy, plant-based lifestyle, and importantly, she focuses purely on the positives!

Kate is vegan for ethical reasons, but makes it clear that she is not trying to convince, convert, or judge anyone else. She simply shares what prompted her to adopt her lifestyle in case it's of value to listeners on their journey.



Her intention with *Plant Positive* was to show how simple, sustainable, and delicious a plant lifestyle can be by providing weekly training tips, motivation, and eating and exercise inspiration. It's a chance to connect with the wins, the progress, and everything there is to feel grateful for.

She's authentic in sharing the difficulties and challenges along the way, yet manages to present them in a positive light.

In the final episode of Season 1, Kate shared a few early 2021 takeaways and directed listeners to her main show, *The Healthification Podcast* (see this month's OTC).

"Sometimes, true strength and wisdom is knowing when it's the right time to walk away," she explained. As much as she loved the podcast, the downloads didn't warrant the time, energy, and expense invested. Thus, Kate has stopped releasing new episodes, but with enough demand, said she could be back. Let's bring back *Plant Positive*! 🗣️



THE STORY SEEDS PODCAST

**Where Kids'
Ideas Blossom**

Sandhya Nankani has always been fascinated by kids' story ideas.

"I wanted to create The Story Seeds Podcast to explore what imagination means and why creativity needs to be nurtured, honored, and preserved."

Before she started her studio, Literary Safari, 12 years ago, Sandhya worked in educational publishing and children's media.

"My background includes print journalism, and in the course of my career, I once was the editor of a magazine for kids called Writing Magazine. We had a lot of innovative projects, such as the



Weekly Writer. We invited a famous writer to start a story and asked kids to submit ideas and choose the next paragraph. It became a collaborative story of sorts. Although it was a one-off project, the concept stayed with me.

“A couple of years ago, my studio team and I did a project for a client who produces books for the school market. They gave us story ideas and had us commission trade authors. The result was a collection of leveled readers. One of the books was written by Jerry Craft, who’s now a Newberry Medal-winning graphic novelist.

“I was struck by the thought that we had built relationships with authors, and we could bring kids with great story ideas and authors together on a podcast.”

Sandhya took the leap and did just that. From the beginning, she and her team felt it was imperative to have a diverse group of kids. “We wanted children hearing the

show to feel like they were represented, seen, and heard.”

The concept revolved around creating a 30-minute audio-first experience.

“I wanted to have the type of soundscape that allowed kids to hear real conversations without too many bells and whistles. It seemed like the Nickelodeon type of sound was prevalent, but for some children, that might become a little overwhelming. When I listened to podcasts with my daughter, I noticed that there were certain kinds of shows she just wouldn’t listen to because they were too produced.”

Host Betsy Bird sets the tone for an insightful yet fun-filled experience. A librarian and author in her own right, when she joined the *Story Seeds* team, Betsy was already co-hosting the *Fuse 8 n’ Kate* podcast with her sister. In it, they read, discuss, and review books together.

Sandhya refers to Betsy as “*The Uber Librarian.*”



Story Seeds host Betsy Bird



“She’s prolific. I knew her when she was in New York, working as the librarian at the New York Public Library. She is now the Collection Development Manager at Evanston Public Library in the Chicago area. When I worked at Scholastic, I followed her blog on the School Library Journal website and invited her to consult on a literacy project. I was generally impressed whenever I heard her speak. I like her style of talking to adults and kids. I feel like she’s not sugary sweet—she can be kind of sarcastic, and she’s definitely down-to-earth... a perfect fit for the overall sound of the show.”

The podcast has hit the right note with listeners. It helps kids to build confidence in their writing and/or become interested in reading. Children are invited to submit a seed of a story that they would like to grow on the show, and they are inspired to go off on their own imaginative adventures.

“We decided the format of the podcast would work best if we ask the authors to start a story and allow the child in their pairing to take it in their own direction,” Sandhya explained. “Authors seem to really love the collaborative nature of this format, because they get to talk through the story idea and work closely with the young person.”

What’s more, bonus episodes feature interviews with the authors, allowing them to reflect on their experience. Betsy delves into their writing process and gives listeners a look at the inner workings of a writer’s mind.



SANDHYA

listens to



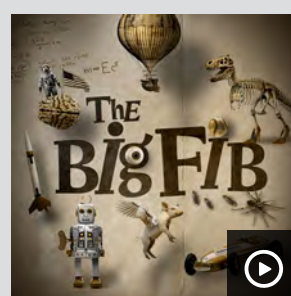
LIKE YOU: MINDFULNESS FOR KIDS

Breathing, affirmations, music, and imagination to explore feelings, relieve anxiety, encourage self-esteem, and grow empathy, all while having fun!



A KIDS BOOK ABOUT: THE PODCAST

A kids’ podcast about the things that matter, like racism, body image, and belonging.



THE BIG FIB

Each week, a kid interviews two ‘experts’: one is a genuine, credentialed expert, the other a liar. Kids learn to ask insightful questions, weigh the evidence, and trust their gut.

“We wanted children hearing the show to feel like they were represented, seen, and heard.”



Story Seeds brings authors and children together to weave a story all their own. Episodes have featured (clockwise from top left): Cici, age 7 and Aram Kim; Hannah, age 11 and Dan Gutman; Zarana & Siri, age 10 and Carlos Hernandez; Jasper, age 13 and Chris Grabenstein; Irthan, age 12 and Jason Reynolds



“She is genuinely excited to chat with the authors and has a knack for getting them to share valuable insight. They are usually equally eager to talk to her, because she is a public figure—she’s also hosted a lot of panels at conferences with authors. For many of them, having a chance to talk to Betsy was a bonus.”

Synergies between the author and child are quite common, as well. *“In some instances, they both have had experiences that are similar to the ones in the story ideas, or they may have similar personalities. Pre-COVID, it was often fascinating to see these second- and third-layer connections between adult and child as they sat together. I think for young people, this is very empowering, whether done in-person or virtually. This one-on-one experience can also be motivating and inspiring for a writer.”*

The show, too, has formed a partnership that will broaden its reach. Listenwise has entered into a licensing arrangement with *The Story Seeds Podcast* to fill a gap in their English Language Arts content. This educators’ platform creates lessons around audio, mostly using short NPR stories. They have taken *Story Seeds* episodes from the first season and spliced them into shorter segments to make it easier to create lessons based on the literary content.

The producers of *The Story Seeds Podcast* are always open to exploring additional ways to deliver opportunities for the audience, so listeners can try activities

“I was struck by the thought that we had built relationships with authors, and we could bring kids with great story ideas and authors together on a podcast.”

that interest them most. Podcasting apparently tops the list, and the *Story Seeds* team has realized that podcasts are ideal launchpads for fostering curiosity while building public speaking, writing, reading, listening, and artistic skills. And so, the Summer of Podcasts camps, led by educators, were born. During August’s Intensive Camp, nine- to 14-year-olds will learn the nuts and bolts of what it takes to make a podcast, from ideation to scripting, recording, and editing.

What better way to ensure the future of podcasting is in good hands! There’s no doubt *The Story Seeds Podcast* will continue to spur creativity and serve as a much-needed educational resource. 🎧



Kids & Family Category Director

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UNDER THE RADAR

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



THE TEN NEWS

Breaking news! There is a podcast that kids and adults alike may find informative and way more fun than television or radio news. *The Ten News* podcast provides 10 minutes of news and information for curious kids ages eight to 12.

Every Tuesday, Thursday, and Saturday, children can learn about what's happening in the world while being brilliantly entertained. Host Bethany Van Delft is professional yet cheery and endearing, and Ryan Nerz's interviews are compelling.



From sports to science and pop culture, *The Ten News* reports on the stories children want to know more about. The show also breaks down complex topics to make them accessible to kids. Children get context for much-talked-about subjects, even controversial ones, and they hear inspiring stories of young people who are paving the way for positive change.

Each episode starts with fascinating topical information. In June, the focus was on the origins of Pride. Children can learn more about topics that are rarely discussed in detail, like the shortages that have occurred as a result of the pandemic and what has fueled some of them.

The Trivia on The Ten segment is equally educational. Bethany shares intriguing facts about the people and animals known for extraordinary feats.

Who knew that news for kids could be binge-worthy! Take a listen and prepare to be hooked.🎧



The preeminent lifestyle magazine
dedicated to podcast FANS

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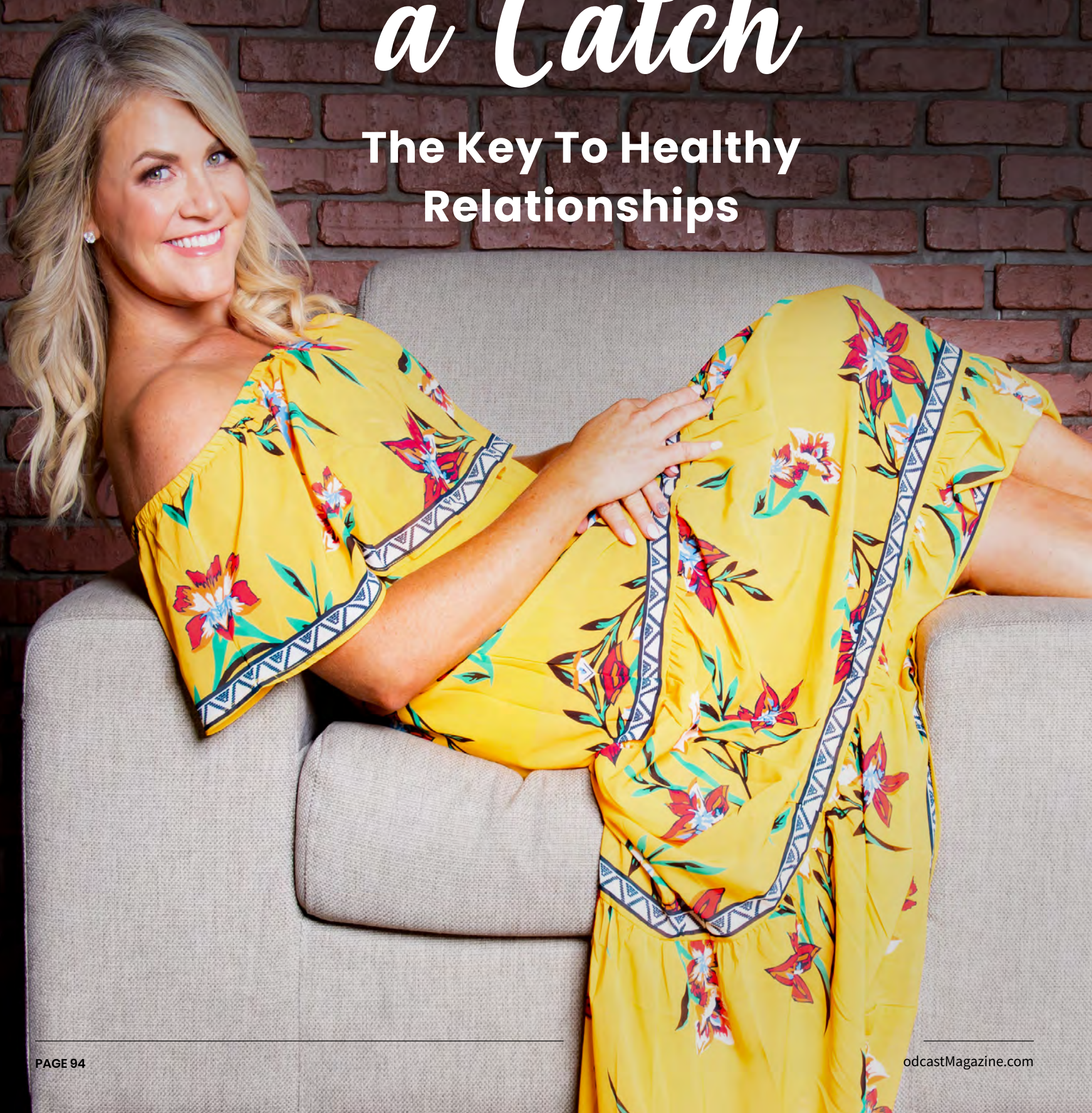
[PodcastMagazine.com]



Erin Ramsey's

You're Such a Catch

The Key To Healthy Relationships



“I decided to try anything and everything I could to crack the code on NOT being single. I would interview dating and relationship experts on my show and figure it out.”

Erin’s podcast origin story began in a unique way.

Her successful corporate career kept her frequently on the road, and she had gotten a divorce. So began her foray into online dating.

“I actually had a spoofy Instagram page,” Erin shares, “where I used to talk about my dating life. I would screenshot pictures of guys from dating apps and create my own memes. One day, I got a direct message from a woman named Veronica saying, ‘Hey, I really like your content. Would you consider starting a podcast?’”

Erin admits that, at that point, she had not only never listened to any podcasts, but she didn’t even know what a podcast was. She began listening to shows while nurturing a friendship with Veronica. As “luck” would have it, Erin was scheduled to attend a conference in Salt Lake City, which was near Veronica’s home. So, she and Veronica met in person, and Veronica offered her a proposal:

“She said that she and her husband are starting a business teaching people how to podcast. If I agreed to be their guinea pig, they would teach me everything about podcasting. I felt like we were best friends after our time together.”

Erin felt so comfortable in fact, she extended her trip and found herself at Veronica and Steve’s studio, sitting behind a microphone for the first time.

The name of her show came out of her experience dating and related talks



with her girlfriends. *“I was basically documenting my dating experiences with self-deprecating humor. I had been single for so long. It was a six-year span. The reason my podcast is named ‘You’re Such a Catch’ is because I would bump into a girlfriend, and she’d inevitably ask, ‘How’s it going? Are you dating?’ And I would answer, ‘No, I’m still single.’ And then she would respond, ‘I just don’t get it, Erin. You’re such a catch!’ That phrase stuck with me.*

“And when I would go out with my fabulous group of girlfriends for happy hour, I would look around the table at them and just kind of marvel. They’re all smart, funny, and charismatic. Everybody’s got a career. Yet the one common denominator between us was that we were single.

***“‘You’re such a catch!’
That phrase stuck
with me.”***

“I would interview dating and relationship experts on my show and figure it out. I launched my podcast in October of 2019, and I continue to work with Veronica and Steve!”

With her Instagram and blogging experience, sharing her escapades on her podcast came naturally to Erin. She recalls:

“Some of my dates were so bizarre or funny, I felt I needed to document them. It was also therapeutic, putting my thoughts on paper. I kept thinking how



one day, I'd look back and see that it was all worth it.

"I still maintain the blog. I also feature other 'Cinderellas' and share their stories. So many women and men out there have great stories, too."

Sharing her love journey on her podcast has also been healing for Erin.

"I got married when I was fairly young, at 26. And after three years, he decided he didn't want to be married, and he didn't want to have a family. I wanted both of those things. That was a pivotal point in my life."

"My parents celebrated 45 years of marriage this year. My grandparents were married 74 years before my grandpa passed away. I had grown up with these great role models. It was difficult for me to accept that divorce was going to be part of my story. Because in every other aspect of life, I considered myself a success. Yet in this one, I truly felt like I had failed."

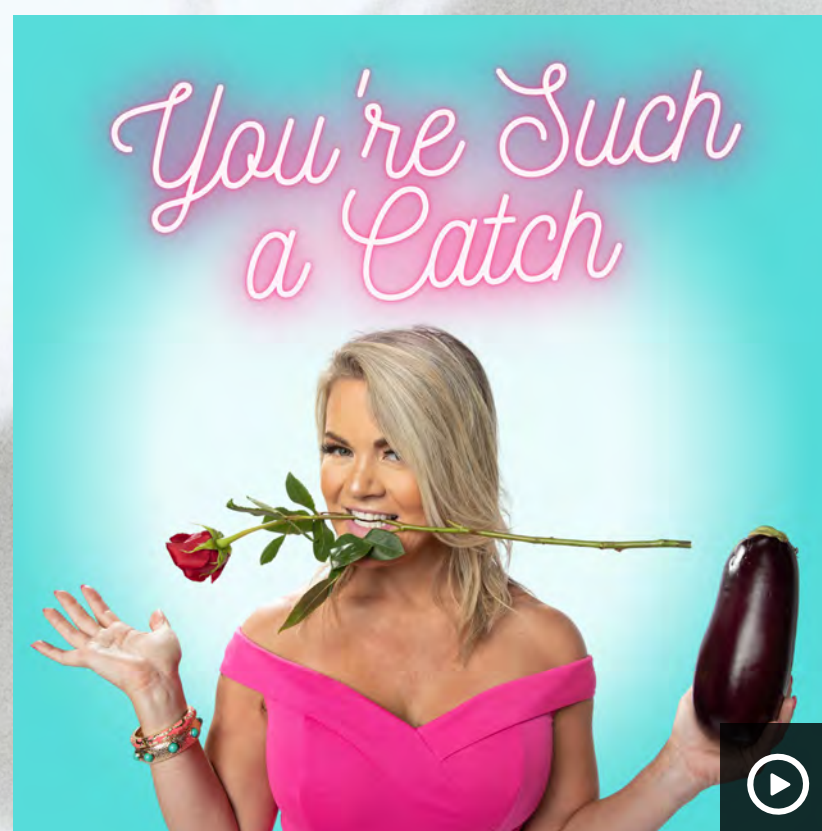
"Through my journey of self-reflection and therapy, I've come to understand that I can't make someone meet me in that spot if he doesn't want to. And I think part of the reason I was single for so long is that I was working through those things. On the podcast, I'm doing the same thing—truly working through some of my issues. There have been times that I think to myself, 'I cannot believe you just said that!' But I've learned that sometimes, when you open

up and are your true, authentic self, people relate to that. They feel it. I have had an outpouring of people reach out to me to say that my story resonates with them, and they know they aren't alone. And for me, that is the ultimate goal of this podcast—to connect with other human beings and assure them that they are truly not alone."

After launching *You're Such a Catch*, Erin continued to succeed at her corporate job in sales in the automotive industry. With a 32-state region, she had the three best months of her career. Then, because of the COVID-19 lockdowns, she was laid off.

At first, she was angry and frightened. Then, she realized it might actually be a gift. She would no longer have to record her episodes at 4:00 am on the way to the airport, and now, she could focus on growing her podcast.

Around this time, Erin brought Sarah Centrella, a *New York Times* bestselling





author, on her podcast. The interview was timely.

“Sarah’s book is about manifestation,” Erin says, “and one of the assignments in it is to write about where you want to be and what your life looks like in five years. I remembered that I had done that exercise before. And in the five-year plan I’d made for myself, my corporate job didn’t exist. What did exist was the podcast, and expanding it. I wanted to incorporate mixers for singles, and ways to help women feel good about their relationship with themselves. I wanted to provide the tools for them to use to go out there and find love.”

“I really took a step back at that point. I realized that maybe this was the Universe’s, or God’s, way of saying, ‘Erin, this is your dream! This is what fills your bucket. This is your purpose and your calling. And you would have never taken this step on your own. So, we’re going to push you. We’re going to force you to take that step.’ And here I am. It is scary as heck, but it is also more rewarding than anything I’ve ever done.”

Erin continued dating throughout the pandemic, albeit with hesitation and caution. *“All the single people I knew were trying to decide if it was safe to date. Was it okay to meet up with somebody? What if he coughs on me? What was the best way? Are we Zoom dating? Is that a thing? Do we just pump the brakes until we get out of lockdown? It was a scary time. But I wanted to keep myself out there,*

“It is scary as heck, but it is also more rewarding than anything I’ve ever done.”

because I’m 39 years old, and motherhood is something that I really want. So, time is of the essence. I was still active on all the dating apps in June.”

And then, Erin became the Cinderella of her own story. She received an email and direct message on Instagram. When she opened the email, she found a six-minute voice message. Erin shares: *“First, he introduces himself and his family. It was cute. Second, he tells me his Zodiac sign and describes his personality. The second half of the message was all about why he wanted to get to know me. He told me that he saw my profile on Hinge, and rather than just match with me, he wanted to do something to stick out from the crowd. He tells me that he listened to an episode of my podcast. And he wraps up the message by saying that I might think that this is crazy, but he had to take the chance.”*

“It was late at night, and I was literally in bed with my retainer in, feeling like a hot mess. But I thought, you know what, this man put forth so much effort to send me this voice note, I’m going to reciprocate.”



Erin with her
new love, Jamarr

“So at 11:30 at night, I did something I had never done, which is record a voice note on my phone and send it to somebody through email. I responded back expressing appreciation of his message, and then I hit ‘send’ on that bad boy.”

The relationship that ensued between Erin and Jamarr is very much like a fairy tale.

“It is funny,” Erin shares. “My listeners have dropped since I met Jamarr. I think that’s okay, because the people who are sticking with me and the people I will connect with in this next phase will be there. And we can all learn from one another.”

“We all have struggles, positives, and negatives when we’re single. And we have struggles, positives, and negatives when in a relationship, too! We evolve, and there’s still a story to be told; there’s still something to be learned. And since

Jamarr is comfortable being an open book, I’m happy to share our relationship with everybody, so people might benefit from our lessons. Hopefully, we’re delivering a positive message and being open about the struggles as we experience them.”

Erin leaves us with the following words of wisdom around the key to healthy relationships:

“Being in a relationship with the right person has really given me a newfound confidence in my abilities. That’s also the reason I didn’t want to only talk about dating on my show—dating is only one aspect of who we are.”

“The one thing we must work on the most is our relationship with self. That is the key to healthy relationships. The energy and effort that we put forth matters. We also have to be open to opportunities while being able to say ‘no’ to the things that don’t match our intentions or what we truly desire. And I think that’s something that I really missed for a very long time. I was trying to put a square peg into a round hole. It doesn’t work.”

“What does work is honoring who you are by being your true, authentic, genuine self, and waiting for the right opportunities to come your way. Then, when they arrive, say, ‘YES!’” 🗣️



Society & Culture Category Director

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Embracing Courage 🎧



UNDER THE RADAR

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



I SWEAR ON MY MOTHER'S GRAVE

I was barely 18 when my mother passed away, and we were never close. None of my friends had lost their mother, and if they had, we never discussed being “motherless” or how our lives were impacted by the loss.

I Swear On My Mother's Grave is about the memories, influences, and dynamics of losing a mother, whether through death or by choice. I was immediately hooked by the trailer of this podcast.



Dana Black, the podcast host, is on a mission to unpack and process her relationship with her mother, share her guests' stories, and find the common threads that exist in mother/child relationships.

While the topic in and of itself has the potential to be heavy, there is a great deal of laughter. I found the conversations light and insightful. Plus, Dana's interview style is warm and conversational, and her guests share their stories with refreshing openness.

The beauty of this podcast is that all share their own vulnerabilities—not with shame, but with acceptance. The episodes focus on the various stages of healing from grief and generational trauma, and the grief isn't necessarily from losing a parent to death. Dana lost her mother over several years due to opioid addiction.

I was touched by the flowing empathy and the aura of love enveloping each episode. 🎧

Rachel Muniz

Keeping It Real With Latinos Out Loud

Rachel Strauss-Muniz's many accomplishments are quite impressive. Seriously, check out this list:

Her one-woman show, *Ink*, was selected for the 2021 ONE Theatre Festival. Streaming now on Peacock TV, you can catch Rachel alongside Room 28, the multicultural sketch comedy troupe she acts and produces for, on NBC's *Bring the Funny*. Room 28 has performed at The Toronto Sketch Fest and New York Comedy Festival, and they serve as content creators for Broadway Video's "Mas Mejor" comedy hub powered by Lorne Michaels. Rachel is also the creator and producer of the all-female *HERlarious Show*, with a ten-episode



production now live on Rizzle TV and YouTube. It was also featured in the 2021 Toronto Sketch Festival.

Rachel is the voice of a *LatinX* mom on the eight-episode animated series, *The Tuttle Twins*, which is now in production. She recently played a criminal mastermind/principal role in an episode of *Diabolical* (ID Network), as well. She has also produced and written several branded content projects for the U.S. Census Bureau.

Rachel has written and performed for Latina.com and Parents.com and has starred in *Nobody Told Me* (STX), a spinoff web series from the producers of the movie, *Bad Moms*. She produced and co-wrote *El Profeta de la Salud*, a six-part bilingual web series for the non-profit organization, SOMOS. She has collaborated with Univision's Flama channel on viral hits like *Latino Field Studies: The Lip Purse*. She self-produced and rapped in the music video parody *Pregnant Queen*, which was featured on *Midnight with Chris Hardwick* (Comedy Central). Her character work can also be seen on *Gente of Thrones* (Buzz Feed), a *Game of Thrones* parody.

Rachel is a two-time recipient of The Upright Citizen's Brigade Diversity Scholarship and studied improv, character development, and sketch writing. She is a selected writer for NHMC's 2020 *LatinX* Stream Showcase, where her short film, *The Swimmers*, is being shot in

“To know that I’m shifting mindsets out there—helping people have a better day... those things make me so, so happy.”





🎧 The *Latinos Out Loud* crew celebrated their 100th episode at the W New York with featured guest Lin Manuel (third from left) and his father

← Co-hosts Jamie Fernandez, Frank Nibs, and Rachel Muniz amplify LatinX voices

Los Angeles and will be featured in the upcoming virtual showcase.

And if that isn't enough, she is a wife and mother. Oh... and the host of the 2021 Webby Award nominated podcast, *Latinos Out Loud*, now on the Sonoro Media network. And *that is* why we crossed paths.

The show got its start when Rachel and her friend (and former co-host) Juan Boggo were sitting in a bar in Washington Heights in New York City. They were both part of an online radio show called *The Butcher Window Show* on Urban Latino Radio, and years later, were still together and working in the comedy sketch space as well as standup.

"So fast forward a few years later, and podcasting is this huge space. Yet it was lacking the Latino voice. About five years ago, yes, there were people doing it—shout out to the pioneers out there, like Latinos Who Lunch. Pioneers like NPR.

Maria Hossa, with her shows. But I didn't see anybody doing it for Latinos in the comedy space," Rachel explained.

Rachel decided on the name *Latinos Out Loud*, because first, they are Latinos... and second, because she is also a little loud. Plus, the acronym is in perfect alignment: LOL. (Because you WILL do that, when you listen to the show.)

This comedy podcast is now co-hosted by Jamie Fernandez and Frank Nibs. Rachel and Jamie were both part of Room 28, and they decided to mix things up a bit with Frank—their resident conspiracy theorist. The crux of their show is comedy, but there is also a lot of "realness": they merge things like political issues with laughter.

The three have been friends for close to 20 years... and that is the magic of the show.

"We like to say that we move Latinos forward while making them laugh,"



Rachel said. *“We have banter, talking about the week’s events and news gossip through our lens. Topics can be personal, national, or about nothing. We interview artists, actors, writers, anybody—the criterion for being on our show is that they just have to move the needle... move our people forward within their craft.”*

Recently, the *Latinos Out Loud* crew celebrated their 100th episode at the W New York. Their featured guests? Lin Manuel and his father.

“That day, Lin dropped gems and inspiration,” Rachel remembered. “We talked about his upbringing and how real he is. There were multiple messages I wish I could just tattoo on my back. He left us with so many ‘Aesop’s Fables’ that day. I was like, bro, he’s a genius of our time.

“The people who come on our show are doing it for the community.

They’re doing it to make noise. We use our platform as a conduit to get those messages out to the people who need to hear them. I love it.”

Which brings us to Rachel’s message for her fans:

“I LOVE you, my dear fans. I love every message that comes on Instagram. I got one just today that had me bawling, crying. It said, ‘I’ve been watching your story through the pandemic. You’re an amazing mother. Don’t ever think that you’re dropping the ball. You may have your moments, but that’s okay.’ Keep it coming! Keep the dialogue open. Call us.

“To know that I’m shifting mindsets out there—helping people have a better day—making their commute to work a little less stressful... those things make me so, so happy. It’s a podcasting perk, for sure. Because you don’t really need therapy. Just read the testimonials.”

Rachel keeps it real on *Latinos Out Loud*, and when you listen, you will recognize her for the powerhouse she truly is. 🗣️



Comedy Category Director

Rob Actis

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Living the Law of Action Show 🎧

Got a Comedy Podcast suggestion?

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UNDER THE RADAR

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



GOOD ONE

I tend to lean toward podcasts that are really genuine conversations. *Good One*, hosted by senior editor Jesse David Fox of *vulture.com*, is literally about jokes, comedy show excerpts, or a funny bit played. Then, Jesse and his comedian guest break it down for you.

With over 1000 five-star reviews, I can tell you they're well-deserved. I've become a big fan, and in full transparency, have subscribed. Here are a few of my favorite shows:

"Dan Harmon's Community Payday Rap."



Dan Harmon is an actor, writer, producer, comedian, but he's best known for creating and producing the NBC sitcom *Community*. He also co-created the Adult Swim animated series *Rick and Morty*.

Another episode I loved takes you back to the beginning of Howie Mandel's career by showcasing his first appearance on *The Tonight Show* and how he sort of just stumbled into comedy after someone asked him to perform on stage during amateur night. It also covers how he lives his life by always saying "Yes."

And the one on Margaret Cho—an amazing comedian/comedy legend who started her career at just 14 years old and has been doing it for over 40 years.

There are over 150 more episodes to choose from, and after binge-listening to a lot of them, I'm confident you will love them, too. 🎧



DAN DICKAU, NCAA ALL AMERICAN...

Now Podcaster

Dan Dickau's name might sound familiar.

An all-American college standout, this former NBA player's voice is now all over the airwaves.

Growing up outside of Portland, Oregon, Dan knew he wanted to play basketball from a young age. When his teachers asked him what he wanted to do when he

grew up, he would confidently reply, "A professional basketball player." Despite his classmates' and peers' obvious doubt, Dan said, "*I have belief in myself, and I don't allow other people to talk me out of what I want to do.*"

That confidence stuck with him throughout his developmental years, during which he

learned the fundamentals of the sport. He also developed an extremely strong work ethic, which he prides himself on to this day. He remembers shooting, doing drills, and working on his game for many hours every day in addition to the mandatory practices with his team.

This hard-working kid who dreamed of the NBA really shined.

After graduating high school, Dan started his college career at University of Washington. However, he felt like he was in a slump during his time there, battling injuries and feeling like he didn't truly belong. So, in 1999, he began a new chapter by becoming a Bulldog, playing for coach Mark Few at Gonzaga University

and studying broadcasting. To say he was excited to hit the court again is an understatement.

By his junior year, Gonzaga's basketball program was growing substantially. *"Going into games and having actual success made my belief in myself grow, too,"* Dan recalled. And as a senior, Dan knew his dream was finally within reach.

However, he also faced a reality check: average NBA players were around 6'7, so at 6', Dan had to work even harder to offset that height disadvantage with skill. Thus, the fire we see in him to push himself toward his goals.

Finally, Dan's training and love for the game resulted in the realization of his

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dream—he was drafted as a first round and 28th pick going to the Kings.

“The jump from college to the NBA is mind-boggling,” Dan shared. But that didn’t stop him. He played six years in the NBA, for the Clippers, Blazers, Celtics, Mavericks, Pelicans, and Hawks.

After the NBA, Dan thought coaching would be an interesting experience, so he worked for the Blazers coaching staff in player development for a year. This experience showed him how short a ‘shelf life’ the front office has, which led to his questioning what he wanted to do with the rest of his life. After all, basketball was really all he knew.

Shortly after his coaching debut, Dan became a radio personality, staying connected to the sport he loves by calling games. *“It keeps me close to the game without having to immerse myself in it every day,”* he shared. It also allowed Dan to utilize his broadcasting degree.

After many years in broadcasting,

“It keeps me close to the game without having to immerse myself in it every day.”

podcasting took off. Dan began his show, *The Iso*, at the start of the pandemic. On it, he interviews former NBA players, coaches, sports psychologists, and more. For the first three to four months, he released new episodes five days a week, whereas now, it’s an average of two per week. Dan noted that he wants his podcast to *“bring excitement [to listeners], or something that can teach and guide them.”*

The Iso isn’t about basic statistics of a game or player. Rather, it offers a behind-the-scenes look at what goes into playing college or professional basketball as well as into the lives of players. This makes his podcast very unique, since Dan has the perspective of a former college and professional basketball player. That perspective also contributes to great conversation with his guests.

Dan has a lot of new content coming up within the next few months, so be sure to give *The Iso* a listen. 🎧



Sports Category Director

Neil Haley

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The Neil Haley Show ▶

UNDER THE RADAR

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



EVERYTHING BUT HOCKEY WITH ANDREA HELFRICH

Everything but Hockey is run by Philadelphia Flyers and hosted by Andrea Helfrich. The idea is to give listeners insight into the players, wives, and the people who work for the Flyers organization. It not only includes personal stories about how the players and their wives met, but it also gives insight into what the players eat before a game. It covers a variety of topics with engaging conversations.



Andrea has great chemistry with the organization, which makes the show light-hearted and full of laughter. Even those who are not Flyers fans, but hockey fans, can gain a lot from this podcast that focuses not on the game itself, but on what life in the NHL is truly like.

After listening to *EbH*, you feel as if you know the players and can connect with them on a more personal level. It's a truly unique experience.

Andrea prides herself on connecting and engaging with her audience on the show and via her tech-savvy social media presence (check out her Instagram). She continuously asks for feedback to help her make the podcast a better experience for her listeners.

She releases a new episode each week ranging from 11 minutes to over an hour, depending on the guest. If you want a backstage pass into the life of an NHL player or franchise, *Everything but Hockey* is for you. 🎧

OFF THE CHARTS

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

AUGUST 2021

ARTS

BORROWED

Bklyn Public Library



BORROWED

Hosted by: Brooklyn Public Library

Brooklyn has so many stories to tell, and a lot of them start at the library. Every other week, *Borrowed* brings you stories that take you somewhere new.

BUSINESS

EXTREME PRODUCTIVITY WITH KEVIN KRUSE

Hosted by: Kevin Kruse

Discover how to “master your minutes” and 10x your productivity with Kevin Kruse and his ultra-productive guests.



EXTREME PRODUCTIVITY



COMEDY

SMARTLESS

JASON BATEMAN SEAN HAYES WILL ARNETT



SMARTLESS

Hosted by: Jason Bateman, Sean Hayes & Will Arnett

Smartless, with Jason Bateman, Sean Hayes, and Will Arnett has thoughtful dialogue and improvised and authentic conversation filled with laughter and newfound knowledge.

EDUCATION

THE SAAD TRUTH - CLASSICS & SHORT TAKES

Hosted by: Dr Gad Saad

Tackling a broad range of important issues using science, reason, logic, and common sense.



FICTION



SPORADIC PHANTOMS

Hosted by: Sporadic Phantoms

Follow us, a team of investigators, as we look into suspicious activity of a community organization called The Sharing.



GOVERNMENT



THE MODERATE PODCAST

Hosted by: Jimmy Davis

Explores the politics of the week from a centrist, pragmatic point of view. Host Davis uses his expertise in local government to provide an insider's perspective on how our government works.

HEALTH & FITNESS

THE HEALTHIFICATION PODCAST

Hosted by: Kate Galli

Vegan health coach Kate Galli shares tips, motivation, and inspiration for creating a strong, healthy, fit, sustainable, happy, compassionate, vegan-loving world.



HISTORY

We Are History



WE ARE HISTORY

Hosted by: Angela Barnes & John O'Farrell

A comedy history podcast presented by two well-known British comedians. You are likely to learn something from each episode while enjoying plenty of chuckles along the way.

KIDS & FAMILY

TUMBLE

Hosted by: Lindsay Patterson & Marshall Escamilla

Explore stories about science discoveries with the help of scientists! Join the hosts as they ask questions, share mysteries, and share what science is all about.



LEISURE



ANIME OUT OF CONTEXT

Hosted by: Shaun Rollins & Remington Chase

A podcast for the anime uninitiated. Shaun explains the fun and sometimes weird concepts of anime to Remington—who doesn't “get it.”

OFF

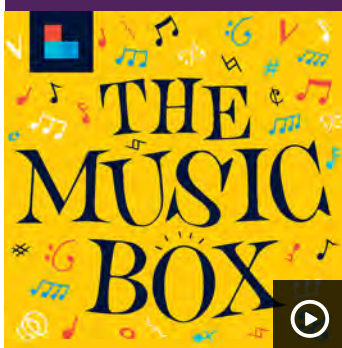
THE

CHARTS

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

AUGUST 2021

MUSIC

**THE MUSIC BOX** ▶**Hosted by:** Faith Murphy

An interactive music education NPR podcast for kids, exploring fundamental music concepts through performing, responding, and connecting. Each episode gets listeners involved in making music!

NEWS

YOUTHCAST ▼**Hosted by:** Swayam Sidh Tripathy, Samarth Pal & Yajat Gulati

Three students wishing to share their views on the latest happenings around the world and how they affect us, be it politics, world affairs, economics, technology or even education.



The podcast for the youth, by the youth

RELIGION & SPIRITUALITY

**MADE TO THRIVE** ▶**Hosted by:** Sam Feeney

Encourages, equips, and empowers people to live more fully in seven areas: relationships, health, career, finances, identity, faith, and purpose.

SCIENCE

HELLO PHD ▼**Hosted by:** Joshua Hall & Daniel Arneman, PhDz

Making it through a PhD program and into a rewarding career can seem downright impossible. Wouldn't it be nice if someone shared the secrets for success at every stage?

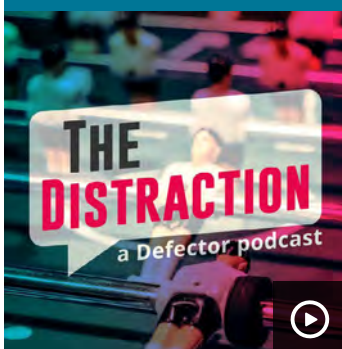


SOCIETY AND CULTURE

**TED TALKS SOCIETY AND CULTURE** ▶**Hosted by:** TED

Thought-provoking talks about life and being human, with ideas from leaders, psychologists, and researchers speaking onstage at TED conferences, TEDx events, and partner events around the world.

SPORTS

**THE DISTRACTION: A DEFECTOR PODCAST** ▶**Hosted by:** Drew Magary & David Roth

Sure, their new indie sports podcast will break down the week in sports, but these two men and their guests will have their fair share of off-the-field issues to address, too.

TECHNOLOGY

USER EXPERIENCE PODCAST ▼**Hosted by:** Gerry Gaffney

Hosted by Australian podcaster Gerry Gaffney, this podcast discusses topics of interest to developers and those with an interest in user experience design, web design, and usability in general.



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TRUE CRIME

**MEDICAL MURDERS** ▶**Hosted by:** Alastair Murden

Meet the worst the medical community has to offer—men and women who took an oath to save lives, but instead, used their expertise to develop more sinister specialties.

TV & FILM

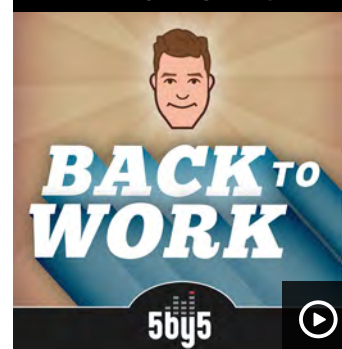
TUBI OR NOT TUBI ▼**Hosted by:** Cecilia Dillon & Rafiq Taylor

So you're sitting on your couch... or in your bed... or on the subway during a 3-hour commute... and you need something to stream.



CINEMATIC PUNISHMENT BETWEEN FRIENDS

EDITOR'S PICK

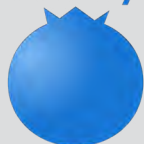
**BACK TO WORK** ▶**Hosted by:** Merlin Mann & Dan Benjamin

An award-winning talk show discussing productivity, communication, work, barriers, constraints, tools, and more.

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We recommend, have tested, and believe in the products, programs, and services shown below.

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PODCAST

HOT 50™

AUGUST 2021

This month's Top 50 podcasts as determined by podcast fans. Vote at PodcastMagazine.com/Hot50 »

THE TOP 18 PODCASTS ARE ALL RETURNING!

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
1	1	THE UPSIDE Callie & Jeff Dauler
2	2	CERTIFIED MAMA'S BOY Steve Kramer & Nancy
3	5	KRAMER AND JESS UNCENSORED Steve & Jess
4	6	NECRONOMIPOD Dave, Ian & Mike
5	4	THE WILDER RIDE Alan Sanders & Walt Murray
6	3	THE MARRIAGE FIT PODCAST Alan Sanders & Susan Delmonico
7	31	BK ON THE AIR Barry King
8	7	PROMISED LAND Ian Kehoe
9	19	COFFEE & CASES Allison Williams & Maggie Damron
10	11	CHEATIES Lace Larabee & Katherine Blanfod
11	9	LIFE WITH HULA Hula
12	10	WAIT, WHAAAT? Elaine & Paula
13	13	INNER IDIOT Tyler Havling & Shorty Hoffman
14	16	NEXT ON THE TEE Chris Mascaro
15	24	THE NOSTALGIC PODBLAST Chance Bartels, Al Hardee & Tom Williams
16	22	THE ATWOOD BAR PODCAST Ben & friends
17	14	IN THE GARAGE PODCAST Gerald Cordova
18	32	60MW PODCAST Dave Robinson & Others
19	-	THE WEDNESDAY PULL LIST Lex & Simon
20	29	CRIME JUNKIE Ashley Flowers & Brit Peawat
21	18	KNOW YOUR AURA Mystic Michaela
22	17	MOMS ON CALL Laura & Jennifer
23	30	DARK HISTORY Bailey Sarian
24	-	BE THE RIGHT CLUB TODAY Hal Sutton
25	-	SOUTHERN FRIED TRUE CRIME Erica Kelly

BIGGEST MOVER

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
26	-	MURDER, MYTH AND MYSTERY Eric, Mary & Sarah
27	-	RADIO LABYRINTH Tim Andrews
28	40	THE NEWSWORTHY Erica Mandy
29	28	COUNTERCLOCK Delia D'Ambra
30	-	OFFICE LADIES Angela Kinsey & Jenna Fisher
31	34	SWORD AND SCALE Mike Boudet
32	37	JUST B WITH BETHENNY FRANKEL Bethenny Frankel
33	15	MIGUEL AND HOLLY UNCENSORED Miguel & Holly
34	-	MY EDTECH LIFE Alfonso Mendoza
35	-	RAWTRUTH: STORIES A FEMALE INFIDELITY Rebecca Adams
36	20	THE BERT SHOW Bert, Kristin, Davi & Moe
37	12	THE UNSTOPPABLE ENTREPRENEUR SHOW Kelly Roach
38	45	WEIRD DARKNESS Darren Marlar
39	-	ANATOMY OF MURDER Anna-Sigga
40	-	BIG MAD TRUE CRIME Heather Ashley
41	-	THE GARCIA DIARIES Bethany & Anthony Garcia
42	27	WHO'S DRIVING YOUR CAR Matthew
43	8	A PARANORMAL CHICKS Donna & Kerri
44	26	IN THE MOEMENT Moe Mitchell
45	23	MORBID: A TRUE CRIME PODCAST Ash & Alaina
46	21	WKRP CAST Allen & Donna Stare
47	-	MY FAVORITE MURDER Karen & Georgia
48	-	ROASTS & TOASTS Ester & Chrissy
49	-	SMALL TOWN MURDER James Pietragallo & Jimmie Whisman
50	-	ASK US SPORTS Shane, Andy & Ken

Advertisement

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The image features a central template for a Podcast Magazine cover, surrounded by several past issues. The central template is for the August 2021 issue (Vol. 2 No. 7) and includes the following text: "AUGUST 2021 / VOL. 2 NO. 7", "PODCASTMAGAZINE.COM", "PODCAST MAGAZINE™", "BEYOND THE MICROPHONE", "TOM ARNOLD UNFILTERED & OFF TOPIC", "CHRISTOPHER LOCHHEAD THE FUTURE REQUIRES DIFFERENT", "GUY KAWASAKI A PASSION FOR REMARKABLE PEOPLE", "NICOLE MOORE HOW LOVE WORKS WITH THE RIGHT PEOPLE", "SIOMAI MOORE BOLD & BEAUTIFUL BURLESQUE", "YOUR PHOTO HERE" (with a white arrow pointing to a silhouette of a person), "YOUR NAME" (in large yellow letters), and "THE BEST IN THE BIZ". Surrounding the central template are several past issues of the magazine, including the Special Mother's Day Edition, the 1-Year Anniversary Issue, and the Special Father's Day/LGBTQ Edition. The background is a solid yellow color with pink L-shaped corner brackets.

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PODCAST MAGAZINE
BEYOND THE MICROPHONE

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