

PODCAST[®] MAGAZINE

BEYOND THE MICROPHONE

**ELISABETH ROHM
& ERIC ROBERTS**

DELVE DEEP INTO
THE *PSYCHE OF A
SERIAL KILLER*

FR. MIKE SCHMITZ
FROM HOLLYWOOD
TO *PRIESTHOOD*

A LOOK BACK AT
**PODCAST
MOVEMENT**

**LAURETTA
ALABONS**
CONNECTS
*ARTISTS TO
FANS*

**SHARON
MCMAHON**
HELPS PEOPLE
MAKE *INFORMED
DECISIONS*

BACK TO SCHOOL'S

MAZ JOBRANI

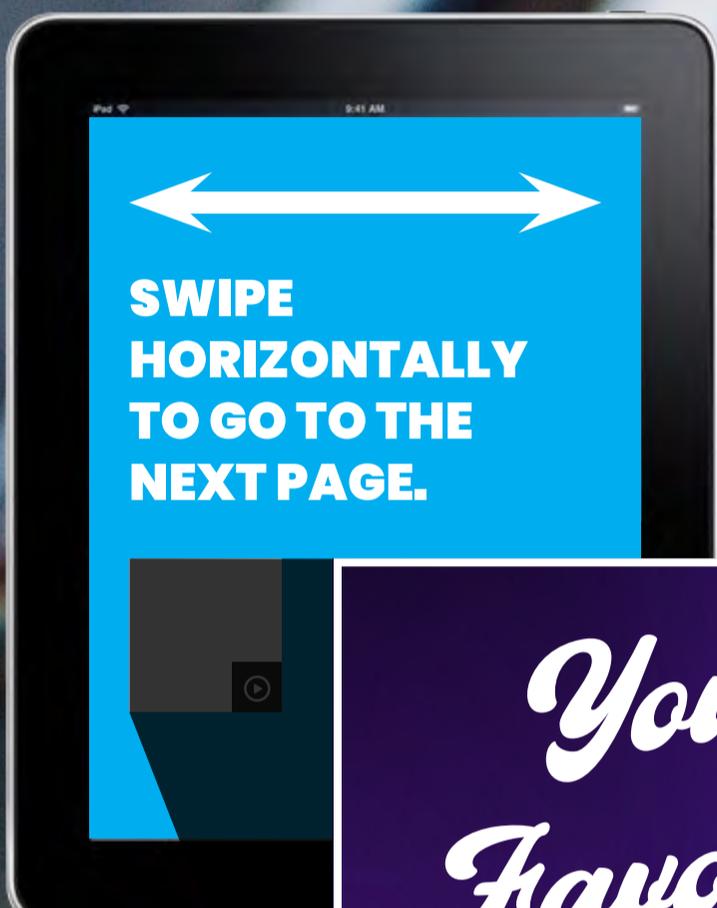
*"You've got
to do what you
love. I was
lucky enough
to know my
passion."*

BRIDGING THE CULTURAL DIVIDE...
ONE LAUGH AT A TIME



HOW TO USE THIS MAGAZINE

FEATURE



SWIPE HORIZONTALLY TO GO TO THE NEXT PAGE.



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



TAP SCREEN TO SHOW BOTTOM BAR.
Swipe horizontally to quickly navigate pages.
Tap selected page to view.

Look for these Icons + Identifiers to help locate where you are in the magazine and what category you're viewing!

CATEGORIES

-  Feature
-  Arts
-  Business
-  Comedy
-  Education
-  Fiction
-  Gadgets, Gizmos, and Gear
-  Government
-  Health and Fitness
-  History
-  Kids & Family
-  Leisure
-  Music
-  News
-  The Professional Podcaster
-  Religion and Spirituality
-  Science
-  Society and Culture
-  Fiction Podcast: Not What You Think
-  TV & Film
-  Technology
-  True Crime



Founder, Editor-in-Chief

Steve Olsher

Executive Editor Kelly Poelker
Creative Director Elizabeth Scott
Assistant Editor Megan Yakovich

Category Directors

Arts	Anjel B Hartwell <i>Wickedly Smart Women Podcast</i>	Kids & Family	Christine Franklyn
Business	Michelle Shaeffer <i>The Planet Business Podcast</i>	Leisure	Lori Lyons
Comedy	Rob Actis <i>Living the Law of Action Show</i>	Music	Raven Blair Glover <i>Amazing Women And Men Of Power</i>
Education	Adam Lewis Walker <i>TalkXcelerator - How To Get A TEDx Talk</i>	The Professional Podcaster	Joe Sanok <i>Practice of the Practice Podcast</i>
Fiction	Michele PW (Pariza Wacek) <i>MichelePW.com</i>	Religion & Spirituality	Eric Nevins <i>Halfway There Podcast</i>
Gadgets, Gizmos & Gear	Dan R Morris <i>TracingThePath</i>	Society & Culture	Gin Keller <i>Embracing Courage</i>
Government	Meiko S. Patton <i>Clubhouse Lead Gen</i>	Sports	Neil Haley <i>The Neil Haley Show</i>
Health & Fitness	Sabrina Ursaner	Technology	Laura Steward <i>It's All About the Questions</i>
History	Roifield Brown & Luke Baxter <i>The Things That Made England</i>	True Crime	Kenneth C. Bator <i>Public Safety Talk Radio</i>
		TV & Film	Michael Woodward <i>jumbleThink</i>

Feedback? Questions? PodcastMagazine.com/feedback



Advertising ads@podcastmagazine.com

Editorial editorial@podcastmagazine.com

IN THIS ISSUE

SEPTEMBER 2021 / VOL. 2 NO. 8

08 

MAZ JABRONI

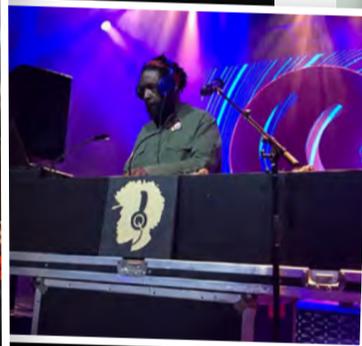
Bridging the cultural divide... one laugh at a time



35 

A look back at

PODCAST MOVEMENT



(from top) Podcast Movement Co-Founder/President, Dan Franks with *Podcast Magazine*® Founder/Editor-In-Chief, Steve Olsher; Events included panels, discussions, music from Quest Love, and more

38 

LAURETTA ALABONS

Connects artists to fans



**IN EVERY
ISSUE**

BEYOND THE MICROPHONE

In-depth sit downs with, and profiles of, today's leading podcasters

UNDER THE RADAR

Detailed reviews of podcasts you've likely never heard of, but should be listening to

OFF THE CHARTS

Podcast Magazine's TOP podcast picks of the month for all 19 podcast categories

47 > SHARON MCMAHON

Helps people make informed decisions

Sharon Says So

WITH SHARON McMAHON



PODCAST MAGAZINE

BEYOND THE MICROPHONE

60 >

FR. MIKE SCHMITZ

From Hollywood to priesthood



THE BIBLE IN A YEAR
WITH FR. MIKE SCHMITZ, FEATURING JEFF CAVINS

71 >

MELISSA VICTOR

The unstoppable creator of *Stoopkid Stories*



Stoopkid Stories

92 >

KAREEM MADDOX

NCAA basketball star creates his dream podcast



IN EVERY ISSUE

GADGETS, GIZMOS & GEAR

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

THE PROFESSIONAL PODCASTER

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

PODCAST MAGAZINE'S HOT 50

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



STEVE OLSHER
Founder/Editor-in-Chief

FROM THE EDITOR

Recently, our team had an internal discussion around adding a social audio section to *Podcast Magazine*®. I am a proponent of the idea. Others have a differing viewpoint.

Their contention is that *Podcast Magazine* should be focused on, well... podcasts, podcast culture, and the podcast industry.

I'm of the mindset that social audio *is* a podcast—one that is conducted with an audience in attendance, allowing for their

participation if desired—and absolutely needs to be included in the current podcast discussion.

Naturally, this begs the question: “*How does one define the word ‘podcast’?*”

According to Merriam-Webster, a podcast is defined as:

A program (as of music or talk) made available in digital format for automatic download over the Internet.

Fair enough. However, this definition was originally created in 2004. 17 years have passed since the podcasting phenomenon was brought to life. Needless to say, the industry has evolved substantially since that original definition was coined, as have our collective consumption habits and creation abilities.

I would argue that it's high time we revisit this definition.

Today, I would define what constitutes a “podcast” with three simple words:

Audio. On. Demand.

The caveat, I would add, so as to avoid the debate that terrestrial radio should be included in this discussion, is that said audio is accessible via, and delivered through, the Internet.

I would therefore offer the following 2021 definition of a podcast:

Audio on demand accessible via, and delivered through, the Internet.

In other words, if you can turn on your preferred device—mobile phone, iPad, laptop, etc.—and access, via the Internet, the audio content you *choose* to consume, you are listening to a “podcast.”

Based on this definition, the following categories should be included within the context of this discussion:

- Traditional podcasts (evergreen, recorded files accessible via podcast distribution platforms such as Apple Podcasts, Spotify, etc.),

“How would YOU define the word podcast?”

- Social audio (real-time conversations, live ‘podcast’ interviews, and recorded files accessible via Clubhouse, Greenroom, etc.), and
- Audio books (recorded spoken word files accessible via Audible, Scribd, etc.).

That’s my take. I’d love to hear yours.

So... please email me at Steve@PodcastMagazine.com and let me know how YOU define the word “podcast.” Alternatively, join the conversation in our Facebook group: <https://www.facebook.com/groups/ThePodcastMag>.

In an effort to maintain consistency, please format your response as an answer to this fill-in-the-blank statement:

A podcast is _____.

I’ll then share as many responses as I can in next month’s Letter From The Editor.

Let the debate begin. 🗣️



STEVE OLSHER
@ThePodcastMag

maz jobrani

Bridging The Cultural Divide...
One Laugh At A Time



Maz Jobrani, Iranian-American comedian and actor, has transformed his passion into his legacy: using comedy to address prejudice and stereotypes around the world while educating on a variety of topics.

He has appeared in numerous comedy specials on Comedy Central, Showtime, and Netflix and in several films and shows, including *Better Off Ted* and *Superior Donuts*. He is the author of *I'm Not a Terrorist but I've Played One on TV* and a TEDx speaker.

Jobrani was also founding member of the 'Axis of Evil.' No... not *that* axis of evil. Rather, it's a comedy group with top stand-up comics of Middle Eastern descent Ahmed Ahmed and Aron Kader and special guest Dean Obeidallah. As described by Letterboxd, Axis of Evil "[took] it upon [itself] to single-handedly bridge the gap with an original comedy tour that has become one of the hottest tickets in the country... a sold-out, no-holds-barred event that has made

headlines everywhere from CNN to Newsweek."

Jobrani's family immigrated to the United States from Iran in the late 70s, when Jobrani was six years old. Even at such a young age, he loved comedy and aspired to be like Eddie Murphy—much to his parents' dismay. They had different expectations for their son, persistently encouraging him to become a lawyer or doctor.

"It became this battle that went on for years," Jobrani said. *"I would tell them, 'But I want to be on stage.' They would say, 'Well, become a lawyer, and then on weekends, you can go be on stage.'"*

However, Jobrani wasn't on board with this plan. He decided he'd rather be a professor, but ultimately changed his mind and dropped out of graduate school.

"It wasn't until I was in my mid-twenties that I finally realized that you only live once, so you've got to do what you love. I was lucky enough to know my passion."



"It wasn't until I was in my mid-twenties that I finally realized that you only live once, so you've got to do what you love. I was lucky enough to know my passion."

At 26, Jobrani decided to go all in: he enrolled in comedy classes with the dream of being an actor.

“My mom was worried—she was very worried. I remember her saying, ‘You didn’t become a lawyer. You didn’t become a professor. At least become a mechanic.’ I said, ‘Mom, how did you go from lawyer to mechanic? There’s a bunch of jobs in between.’ And she said, ‘Listen... everybody needs a mechanic. Nobody needs an actor.’ I was like, ‘You know what? You’re kind of right!’ My mom is funny.”

Clearly, she passed her sense of humor down to her son. Jobrani is especially gifted at leveraging his heritage in his comedy. In a growing cancel-culture society, one might wonder how he is able to do so in such a widely appealing way:

“I never try to punch down—only up. I try to make fun of people in power. I try to do self-deprecating jokes. But I never make fun of anybody for their personal attributes, or anything like that. Plus, with the world we live in, you do have to be considerate of the way you say things. You just have to be a little more thoughtful about how you express yourself.

“You talk about your life. You talk about you. You talk about what you’re going through. And people will relate. Then, we all get to realize how much we have in common. When I talk about my kids being exhausting in a club in L.A. and then go to Australia and do the same jokes, they laugh as much there as they do in L.A.



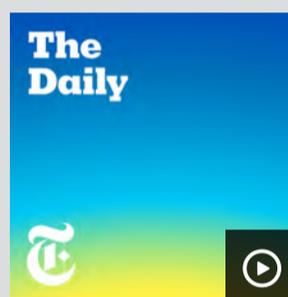
MAZ

listens to



WTF WITH MARC MARON PODCAST

Comedians, actors, directors, writers, authors, musicians, and folks from all walks of life in revealing conversations.



THE DAILY

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



THE DOLLOP

Comedians Dave Anthony and Gareth Reynolds pick a subject from history and examine it.



“With the world we live in, you do have to be considerate of the way you say things. You just have to be a little more thoughtful about how you express yourself.”



Because kids are just as exhausting over there as they are here. So you just talk about you, and people find the relatability.

“It’s also about storytelling. Let’s say you did something unique, like climb Mount Fuji. The key is painting the picture. You have to bring your listeners with you on that journey, so they’re experiencing it, too. They’re going, ‘Oh my God, this is crazy!’ as they make the climb with you. That’s all storytelling.”

This focus on storytelling is part of what makes Jobrani a gifted podcaster, as well.

When his ten-year-old son asked him a question he didn’t know the answer to, Jobrani had an idea—rather than go to Google, he’d launch a podcast to bring professors, experts, and successful people from all walks of life on to educate him and his audience on a plethora of subjects, from God to fashion to Russian politics

and more. And of course, Jobrani and his team add the comedic element to ensure the lessons are funny.

So began the *Back to School with Maz Jobrani* podcast, co-hosted by Tehran and Kaitlin, launched in late 2019.

When the pandemic hit a short time later, Jobrani viewed switching to Zoom interviews as a “silver lining”:

“Having done morning radio and press as a comedian for the past 20-something years, I was always comfortable behind a mic. So I was comfortable doing other people’s podcasts, and I was comfortable doing mine. I was just getting used to talking to guests and laughing in a room when everything locked down. Zoom turned out great, though, because if we wanted a guest who was on the east coast, we no longer had to wait for him or her to be in Los Angeles to come to the studio.”

It also gave him a “live” audience aspect, which, as a stand-up comedian, he loved:

“Once we figured out the formula,” Jobrani said, “which was unmuting 10-20 audience members, telling them not to have barking dogs or crying babies nearby, and asking them to be the voice of the audience, we were dialed in. So if there was a joke one of them liked, we wanted her to let us hear her laughter, which would help other people laugh. And the real beauty of it was that I could then go into the gallery, where there were say 100 people I could interact with. Let’s say I saw someone texting on his phone. I’d be like, ‘Hey John, what are you doing?’ And boom—I could do immediate crowd work with that person. Everyone else could see John, too, which is a lot of fun. So we were able to see the ‘glass half full’ of it all.”

Boasting a 4.7-star rating on Apple, Jobrani said *Back to School* has “become an excuse to talk to interesting people... and there are a lot of them out there. I want people to hear their stories and hopefully leave the conversation with a little more knowledge about the subject than when they first started.”

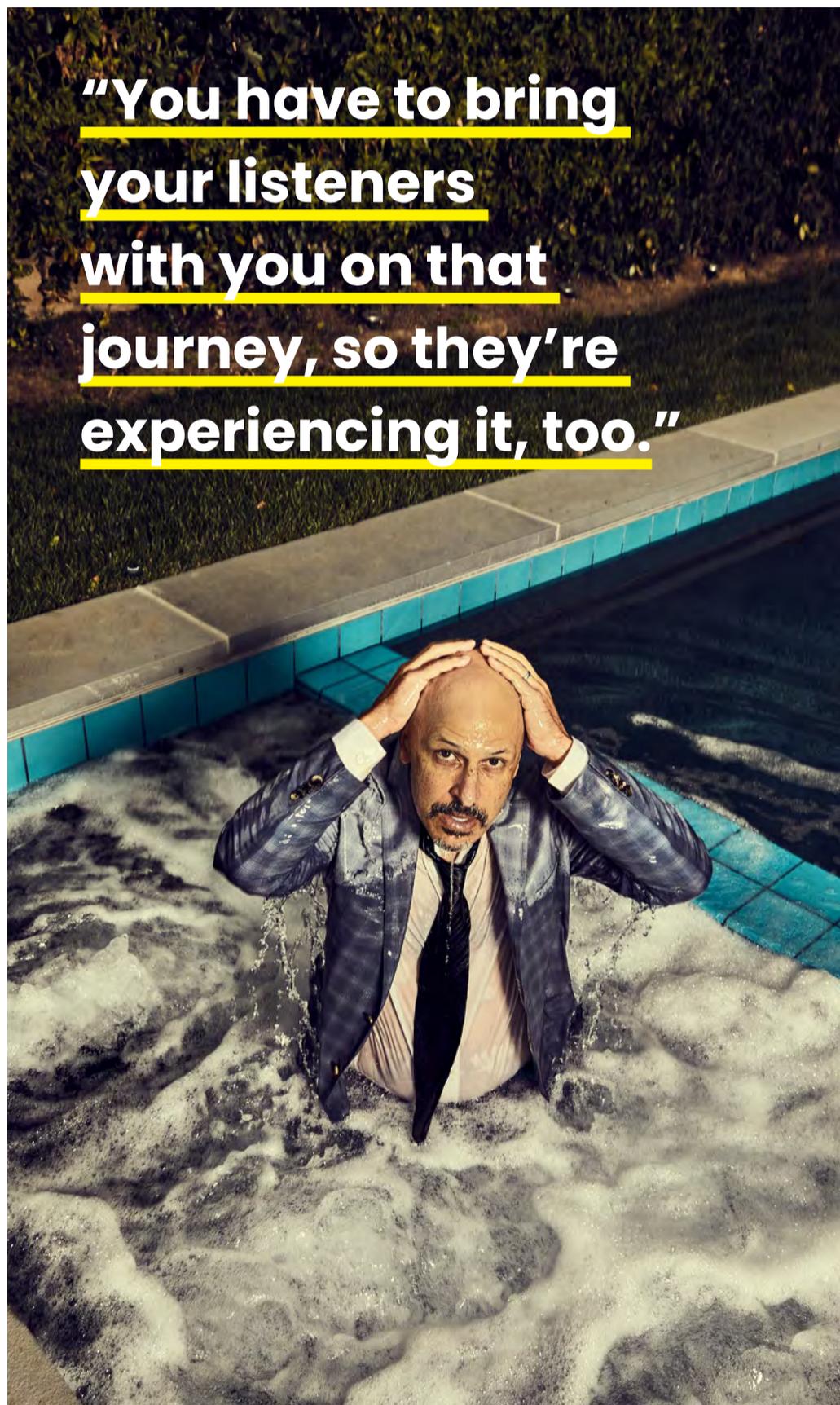
It’s safe to say he’s accomplishing his mission. Jobrani already had a built-in fan base, and his live standup provides him with a solid, free advertising opportunity—recently, at the Houston Improv, he invited his live audience of about 1500 to check out his podcast, and his number of listeners continues to grow.

He has also used social audio to grow his

fanbase, hosting rooms on Clubhouse with nearly 6,000 people in attendance.

“I loved the sincere connection and being able to talk with people. The problem became leaving the room, because with that many people, the subjects keep evolving. So before you know it, you’re two hours in, and your wife is saying it’s time for dinner, and you’re like, ‘But I’ve got one more question to answer.’ So it got a little carried away.”

“You have to bring your listeners with you on that journey, so they’re experiencing it, too.”





“I want people to hear their stories and hopefully leave the conversation with a little more knowledge about the subject than when they first started.”

While Jobrani has cut back his presence on Clubhouse, he intends to use it when appropriate and, more recently, has set his sights on Mark Cuban and Falon Fatemi’s Fireside app.

Naturally, as a comic *and* podcaster, he finds the idea of having an audience present while recording (a feature that Fireside has offered since its launch) to be intriguing, because they can become part of the conversation. Then, the episode can easily be shared.

“They can be part of a live show, and you can even take their questions. I am a proponent of that,” Jobrani shared.

Jobrani’s love of comedy is matched only by the love he has for his children. The father of two recalled his grandfather’s sage wisdom while reflecting on the one thing in life he wish he had known before he experienced it—*“Just how deep your love will be for these people,”* he said.

“Kids weaken you a little bit. My grandfather tried to tell me... he used to say, ‘I’m the luckiest man. I’ve had a great life. The moment I started having kids, I became unfortunate.’ That is translated Farsi—he was saying he became tied to them, these people he loved so much... so much so that the stakes in his life were suddenly heightened. He tried to tell me how deep this love would be, but I just didn’t get it. It’s such a beautiful thing.”

Parenting isn’t the only “beautiful thing” Jobrani is doing with his life. He’s also truly helping to change the world... one laugh at a time. 🎧



Founder/Editor-in-Chief

Steve Olsher
steve@podcastmagazine.com
 Reinvention Radio 🎧

PODCAST MAGAZINE®

Stats You Should Know

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

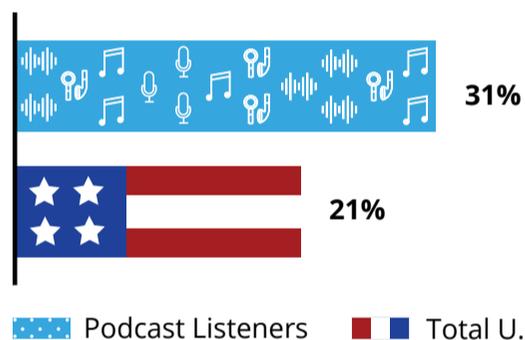
PODCAST LISTENERS ARE ON THE MOVE

THEY TEND TO BE MORE ACTIVE, WHICH MAKES THEM AN IDEAL AUDIENCE FOR HEALTH AND WELLNESS MARKETERS.

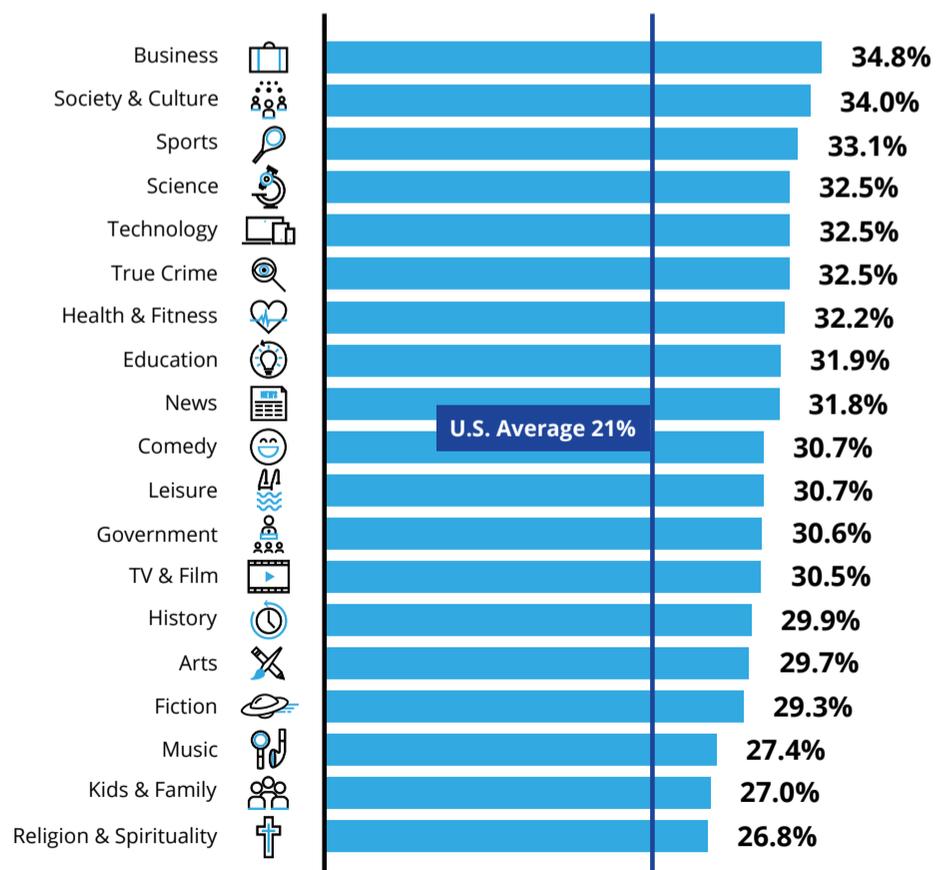


31% of podcast listeners have a health club or gym membership, compared to **21%** of U.S. adults

Belong to a gym or health club



In addition, all podcast genres have a **higher amount of listeners** with health club or gym memberships, compared to the U.S. average.



To learn more, contact mediapropects@nielsen.com



DO YOU *REALLY* WANT TO DIVE INTO THE PSYCHE OF A SERIAL KILLER?

Elisabeth Rohm & Eric Roberts
Delve Deep Into Notoriously Twisted
Minds In *Killer's Vault*

We are all mentally ill; it's just a matter of degree.

This concept has been discussed many a time within many different forums. Some of us believe it to be true.

Continuously wondering if you left the oven on or stacking your stash of 100 bars of soap in your cabinet in a very specific

manner are examples of one type of mental illness. Many of us navigate this level to live perfectly functional lives.

However, having deep thoughts about how to kidnap, rape, strangle, torture, hang, and dismember another human being, and then meticulously carrying out those very acts, is an entirely different level of insanity.

Do you, as a true-crime podcast fan, *really* want to delve into the depths of a mind like that? Elisabeth Rohm and Eric Roberts sure do. And they do it on a regular basis for their new podcast titled *Killer's Vault*.

The most obvious question for the co-hosts is “Why?”

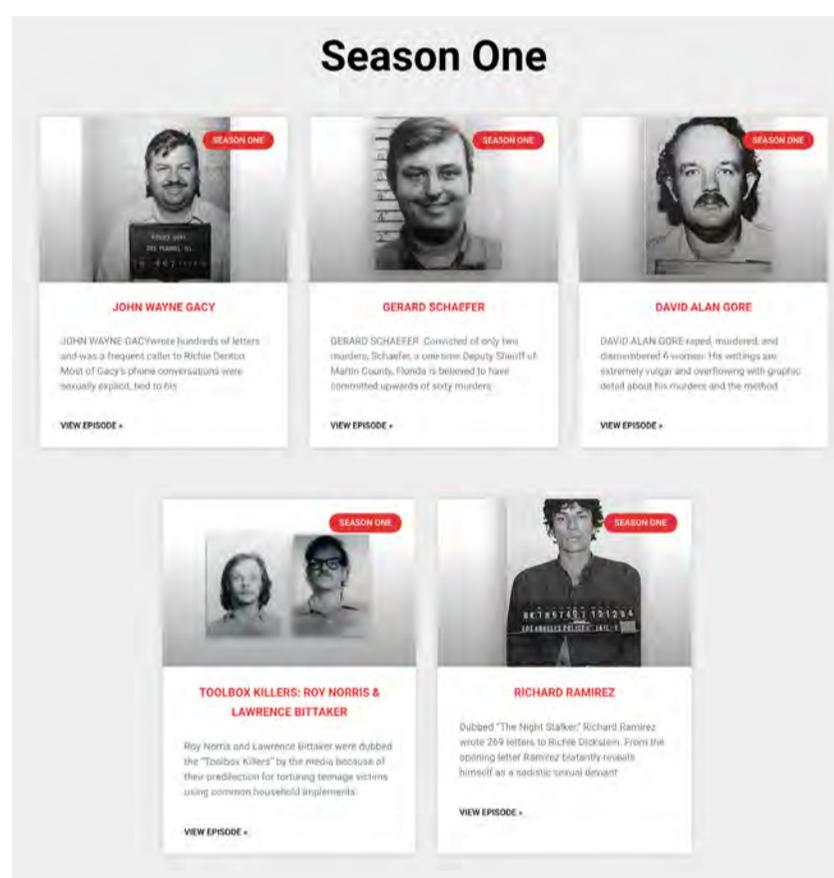
“I have always been intrigued by the criminal mind,” answered Elisabeth during a recent interview for *Podcast Magazine*®. *“In my family, there was a murder in my mother’s childhood, and I think that was haunting for her. So, in my young adult years, and then while acting in Law & Order, the criminal mind has always been interesting to me. Serial killers in particular is a topic I didn’t know much about. This podcast offers a treasure trove of information.”*

You might remember Elisabeth for her role as Assistant District Attorney Serena Southerlyn on *Law & Order*. Most recently, she plays Martha MacCallum in the Lionsgate film *Bombshell* with Margot Robbie, Charlize Theron, and Nicole Kidman.

You likely also recognize Eric Roberts from his long and distinguished acting career going back to the late 70’s and early 80’s in films like *King of the Gypsies*, *Raggedy Man*, and *Star 80*. Some will also remember some of the very villainous characters he played in movies such as *The Specialist*, *The Dark Knight*, and *The Expendables*, to name a few.



▲ Elisabeth Rohm and Eric Roberts co-host *Killer's Vault*, diving deep into the minds of some of the most heinous serial killers



Eric’s superb acting brings the serial killers they feature to life in each episode of *Killer's Vault*. *“These are the most broken of the broken psyches,”* he explained, in discussing how he portrays each killer. *“People ask me, ‘How do you portray them?!’ You can’t. You have to guess. It’s educational in that it does teach us how, if we don’t take care of our babies, they will turn into these kinds of people.”*

SEE THIS AD?

So do thousands
upon thousands
of people who
love podcasts!



**ADVERTISE
HERE**

LEARN MORE >

or contact
ads@podcastmagazine.com

The fact is, most, if not all, of the serial killers they cover on the show had traumatic and even horrific childhoods. This was evident from much of the source material for *Killer's Vault* obtained from Barbara and Richie Dickstein—a couple who has spent more than two decades corresponding with several convicted serial killers.

"It's really true, what Eric is saying," Elisabeth chimed in. "Every subject in season one has an origin story that includes a tremendous amount of childhood abuse. Gacy, for instance. His father rejected and abused him. In another world, if he had just been gay, accepted, loved, and supported, maybe things would have been different. I'm not justifying or glorifying any of it. It is an interesting case study to look at, because his murders were so heinous and so specific. He set up an entirely fake life, complete with a fake wife, family, and environment, presenting it all to the world while living out his gay fantasies and murdering people within the family home. You just have to wonder to yourself, would he have become who he was if he hadn't been horribly abused by his father?"

There has been no shortage of information on the John Wayne Gacy murders going back decades. However, many listeners will find details of this case in the *Killer Vault's* episode that we, the general public, were never aware of. This speaks to the quality and depth of the podcast episodes.

The hosts are also superb storytellers. *"To me, the Killer's Vault is completely original. It's also an opportunity for those interested in the criminal mind or the mind of a serial killer to really dive deep. With Eric reading the letters and performing, the experts we feature, and my threading together the facts, you really get a deep sense of who they were. Eric is also an empath, and his performance makes each episode an incredible listen,"* Elisabeth shared.

Elisabeth isn't simply being nice to her co-host in

dishing out these accolades. Eric's portrayal of each serial killer is one clear differentiation that sets *Killer's Vault* apart from most other true-crime podcasts. As he reads the letters from each murderer, the listener feels as if the killer is speaking directly to him or her. This can be quite disturbing, if you aren't mentally prepared.

Eric also changes his tone and personality to coincide with each different serial killer and holds nothing back, which makes listeners truly feel the angst and even evil nature in each. (*Killer's Vault* would definitely earn an "R" rating if it were a movie, so keep your kids away from this one.)

"I have played the broken psyche a few times," Eric reminisced when asked if his acting career prepared him for bringing these serial killers to life in the podcast. *"It's not an unknown avenue for me. It's fun to pursue, because I consider myself very dull and very boring, but I play very spicy people. My wife even says I'm boring."*

There is definitely nothing boring about *Killer's Vault*. For adults who want to dig into this subject intellectually, there is a lot to unfold. *"What's fascinating to me—and what I took on as my job to do well—is that each serial killer is a completely different mess,"* Eric elaborated. *"So they aren't just additional messes... they are each a unique mess. The road that got them there was through their childhood, which was destroyed, but they all went through different methods of destruction. I want to always give the different flavor."*

"[Killer's Vault] is... an opportunity for those interested in the criminal mind or the mind of a serial killer to really dive deep."

They're not the same kind of person just because they did the same kind of act.

"They're fascinating to me because I can't imagine what they did," Eric exclaimed with hands to head. *"The toolbox killers—I can't imagine that type of psyche! I cannot go there! But I can play act. I can pretend, because I have to. I cannot comprehend the depth of their depravity. They're so far gone, I can't reach understanding. But based on their acts, I can portray an understanding of what they did."*

As outstanding and disturbing as Eric's portrayals of the serial killers are, the experts Elisabeth mentioned mercifully have a calming effect on the listener while providing a break from Eric's all-too-lifelike portrayals of the insane and twisted. They bring a return of a sense of normalcy and purpose in digging around in twisted minds. Those experts include Dr. Katherine Ramsland, a



professor of forensic psychology, and Stephen Giannangelo, the author of *Real-Life Monsters: A Psychological Examination of the Serial Murderer* and *The Psychopathology of Serial Murder: A Theory of Violence*.

As for that sense of purpose, there has to be more to *Killer's Vault* than simple morbid curiosity and the strange entertainment of quenching that thirst.

"I definitely think that it is a call to action," Elisabeth said. "We created our first season by choosing serial killers who had the most heinous histories of crime and violence and pairing them with a vast number of letters and information that we could use to weave together [episodes]. Again, each of these serial killers experienced tremendous physical abuse and violence in their family history. Even though I do think [the show] is sensational, shocking, and horrible to witness, if you really delve into the experts and their opinions, what you really have is an incredible criminal psychology class in the sense of how these serial killers came to be. I think we are

"These are the most broken of the broken psyches."

telling these stories in a very complex way. Our experts are phenomenal."

"Reading the letters and understanding how these guys talked about themselves and wanted to be heard is upsetting, but also fun, in a strange way," Eric chimed in.

As off-putting as hearing what a mass-murderer has on his mind may be, there really is a "fun" aspect to it. For Elisabeth, that is the learning component. *"I think it's about being educated on who these people were," she remarked, "and their deep granular history. I never learned more about serial killers in my life. So if you are interested in understanding the way a serial killer thinks, you're never going to find a better source of information than Killer's Vault. It's traumatizing, but it's exhilarating. It's exciting; it's informative; it's fascinating! I've never experienced anything like recording this show. I hope people who listen to it have the same experience I have, which is mind-altering, really."*

Do you want a mind-altering experience from a podcast? If you do, *Killer's Vault* is probably your next true-crime favorite. 🎧



True Crime Category Director

Kenneth C. Bator
truecrime@podcastmagazine.com
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



INTERNATIONAL INFAMY

After listening to more than my share of true-crime stories from the United States, I sometimes wonder if murder and mayhem is different in other countries. Maybe things are more civilized on other continents? Maybe there isn't as much evil elsewhere?

That's why I'm glad I found *International Infamy*. It confirms that the whole world—not just the country I proudly call “home”—has more than its share of evil.

Ashley Flowers, of *Crime Junkie* and



Supernatural fame, hosts the show with her usual intriguing storytelling style. She takes you on a world tour of home invasion, con men, mutilation, and, of course, murder.

Flowers' superb narration takes you to the UK, Italy, France, and even Indonesia. You will also travel back to North America to hear about heinous crimes in Canada and Mexico.

The last stop mentioned is actually the first locale visited on *International Infamy*. “The Little Old Lady Killer” is particularly disturbing. It is a story of a woman who poses as a social worker to prey on the elderly in Mexico City.

That episode superbly sets the tone for the entire podcast, which offers 15 true-crime stories from 15 different countries.

Give a listen as Ashley Flowers digs into notoriously high-profile cases and the cultural details that make them unique. *International Infamy* proves that strange and disturbing true crime isn't exclusive to America. 🎧



THE BRICKS KING PODCAST

Podcast Creativity One Brick At A Time

They've been called the "ultimate" and "perfect" toy.

They fuel the imaginations of children and adults alike.

And while colors may have changed and additions added, the basic design and style has remained unchanged since they hit the market in 1949.

Legos.

Matt King, host of *The Bricks King Podcast*, discovered Legos around the ripe old age of five. It remained his favored toy for many years, until he discovered perfume and cars.

Then, it became “not cool” to play with Legos. So, like many parents, he rekindled his love of Lego sets when his son became a fan himself. As his son grew older, the builds became more and more complex, growing right along with them.

The Bricks King Podcast combines Matt’s lifetime enjoyment of Lego with his love of podcasts:

“I’d rather listen to podcasts than watch TV. In fact, I listen to over 20 different podcasts [at a time]. I definitely wanted to do a podcast rather than a YouTube channel. Video is just too much work!”

Matt soon discovered the lack of podcasts about Lego bricks. He launched in February of 2018, and since having released more than 140 episodes, his audience has grown steadily, too. The creation of the television reality competition show, *LegoMasters*, a couple years ago likely contributed to that growth. Matt was able to interview the “Bricks Masters”—the Lego sets’ engineers and creators-turned-judges on the show. Matt also has access to the contestants when they leave the show, and it’s interesting to get a “behind-the-scenes” view from them.

Matt finds that Lego joy is universal, and as such, his podcast brings back memories for many adult listeners. He’s gotten comments like, *“I found your podcast, and it really reinvigorated my love for Lego”* to *“I was too cool for the plastic bricks, and then I found my way back to them.”* His range of listenership is quite wide, aged 25-55 all over the world.

“I still look at myself as a small-time podcast in the giant ocean, and even smaller when you think that it’s Lego.”



Just as the Lego brand is not just for kids, the podcast is not a kids’ podcast. In more recent years, Lego started catering to the 18+ market, making kits that were larger and more complicated. This has brought more and more adults who are reliving their childhoods with the Lego brand to the show. The advent of the adult market and the company’s interest in expanding to the adult genre led to Matt’s involvement in the Lego Ambassador network. The membership in the network has benefitted the podcast as Matt has access to advance press releases and is privy to insider Lego information that he can pass along to his audience.

With such a specific niche, it’s also interesting that Matt has plenty of topics and guests to choose from. *“I love hearing my guests’ stories, whether they are designers, fans, or people who have created something entirely new in the Lego world.”*



Creativity above and beyond is Lego's theme, and showing that creativity is part of what the podcast is about.

"It's fun hearing about Lego-oriented products coming out. Just recently, a big book of Lego ideas was published to basically give people an idea of what they can do with Lego. It boosts their creativity above and beyond."

Recently, the show has acquired the backing of IHeart Radio, a bigger player in the world of podcasts. Matt noted: *"The IHeart thing was definitely unforeseen. I did not expect that. When I got the email and set the call up, I was kind of like, 'Where did this come from? This is crazy!' Because I still look at myself as a small-time podcast in the giant ocean, and even smaller when you think that it's Lego. Most people don't think of Lego and say, 'Oh man, that's a podcast I want to listen to.'*

"But I was very adamant that I'm not going to do it unless my content stays my content. I don't want somebody dictating



what I can and can't do and what I can and can't be. I don't want my content being taken from me."

Apparently, IHeart agreed, and the move seems to be a good one for *The Bricks King Podcast*, as the numbers—from listeners to downloads—have increased with the relationship.

For Matt, the bottom line is that the podcast is a continuing passion.

"I enjoy it. I beyond enjoy it. It has become basically a second life for me. And so, for anybody to want to do it, you've got to have the passion. My passion is Lego bricks. My passion is podcasting and connecting with people, or else it wouldn't survive."

For fans of the plastic Lego bricks everywhere... that is indeed good news. 🗣️



Leisure Category Director

Lori Lyons

leisure@podcastmagazine.com



UNDER THE RADAR

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



THE CARMUDGEON SHOW

From the clever play on the “curmudgeon” name to the excellent production, this is a fun and informative podcast to listen to, whether you like cars or not. While I appreciate a great collector car, I usually don't spend time listening to car podcasts. Hosts Jason Cammisa and Derek Tam-Scott have an easy camaraderie and use their background and talents to educate and entertain their audience.

The show is sponsored by ISSIMI, a San



Francisco-based company that specializes in collector cars and car management. Derek is a principal in the company (in full disclosure); however, this is not a commercial-fest for the company. The discussions range from modifying stock cars to comparisons of collector cars to the absolute waste of fast cars.

The podcast also starts quickly. The intro is quick—you don't have to suffer through 10 minutes of commercials, nor is there a length of small talk inordinate before they jump into the subject. Episodes generally run about an hour, so it's a time commitment to listen to the full show. My only real complaint: they do seem to lack consistency in publishing episodes. There really doesn't seem to be any rhyme or reason as to when new episodes are released.

This is an excellent, timeless podcast to add to the “must-listen-to” list for car enthusiasts, especially the collector car enthusiasts. 🎧



ALL TIME #1 IN DESIGN!

**Because What Matters
Most Must Be Baked
Into The Design**



Back in 2005, the fledgling radio network Voice America approached Debbie Millman expressing interest in her hosting a show. At first, she thought they were offering her a job. Turns out the opportunity was for *her* to pay *them* to produce a podcast.

“At the time, I was experiencing what I felt was a creative death. For a decade, I had put all my energy into building a business. And over time, I had slowly let go of all the ‘side projects’ I engaged in to nourish my soul. It was the first time in my life that I had been successful in anything. Because that was such a new and intoxicating feeling, I essentially abandoned everything else, and put everything I had into my work. I felt my creative soul slowly dying. When this opportunity came up to do an Internet radio show, I thought, ‘Oh, this could be a fun, creative thing.’”



“The show became one of the first ‘podcasts.’ If you look on Wikipedia, they have lists of podcast launch dates, and there I am, in 2005.”

A complete vanity project, *Design Matters* was launched on February 4, 2005.

They broadcasted live at 3:00 pm Eastern from Debbie’s office in the Empire State Building, New York, following the format of a typical radio show complete with live callers and advertising. At the time, she was also writing for the world’s first-ever design blog, and one of her friends in that project suggested uploading the digital files from the radio show to iTunes. That way, it would give people more opportunity to listen whenever they wanted instead of having to tune in when the radio show was live.

“The idea to do the show essentially came from Voice America. I created the topic and the name. The idea to upload it to iTunes came from my friend Bryony Gomez-Palacio. I started uploading in June, and the show became one of the first ‘podcasts.’ If you look on Wikipedia, they have lists of podcast launch dates,

and there I am, in 2005. It's also one of the few still broadcasting."

Pre-pandemic, Debbie was doing all of her shows live in front of the student audience at the School of Visual Arts, where she took on a second job in 2009, planning and developing the first-ever graduate program in branding. The show became a big part of recruitment, because people would hear about the graduate program. The school has been very supportive of her podcasting for many years.

"I was doing this on my own dime; I wasn't monetizing it. It was a passion project. For the first 12 years, I didn't even have a logo. Because I was designing logos for a living, I really didn't want to commercialize the show in any way."

In addition to being the Apple #1 All Time USA Design Podcast, *Design Matters* has won several awards, including the Cooper Hewitt National Design Award, and it has been nominated for the Webby Award six times. But the most exciting part of producing and hosting one of the longest-running podcasts was meeting her wife Roxane Gay—*New York Times*' best-selling author of several books including *Hunger* and *The Bad Feminist*, who she invited on the show in 2017.

"I kind of fell in love with her from afar while reading Hunger. I felt that her book carved a path into my own heart. I invited her to be on the show after that. She agreed and asked me to get in touch with the PR team at Harper Collins. I wrote and never heard back. Then I



DEBBIE

listens to



HURRY SLOWLY

A show about how you can be more productive, creative, and resilient through the simple act of slowing down.



THE LISA CONGDON SESSIONS

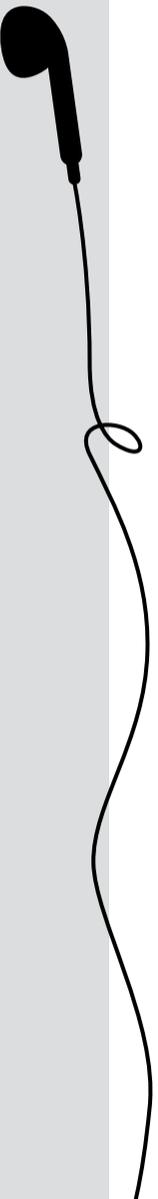
A podcast for creative folks about living and working with more intention, curiosity, and joy.



THE OBSERVATORY

Michael Bierut and Jessica Helfand of Design Observer discuss design, current events, and current enthusiasms.

"I was doing this on my own dime; I wasn't monetizing it. It was a passion project."





wrote again, and again, never heard back. I think I wrote three times, and nothing. Finally, the fourth time, I got a bounce-back message. The PR lead had left the company. So I forwarded the whole exchange back to Roxane and asked if she'd still be willing to be on the show... and if so, could we schedule it directly? She responded, 'No, thanks. I'm exhausted from the book tour and done talking for a while.'

Not one to give up—whether in her commitment to *Design Matters* or in love—Debbie was eventually able to make the connection with Roxane and boldly asked her out on a date. By February 2019, they were a couple, and Roxane finally made her appearance on the show.

“The show isn't really about design anymore. When I started it back in 2005, I was creating it for a different entity. It was prescribed that I talk about a specific topic, and my expertise was design. As

Suneel Gupta

AUTHOR / ENTREPRENEUR

2021



Bobbi Brown

ENTREPRENEUR / MAKEUP ARTIST

2021



Jonny Sun

WRITER / ARTIST

2021



Celebrating Pride

POETS / WRITERS / ARTISTS

2021



▶ With more than 450 episodes to date, Debbie has featured some of the most creative people as they discuss how they designed the arc of their lives

I've grown over the years, I've wanted to talk about more than design, so I've re-engineered what the title means. It's now a show about how the world's most creative people design the arc of their lives, with a focus on inspiring people to create who they are through their creativity.” 📌



Arts Category Director

Anjel B Hartwell

arts@podcastmagazine.com

Wickedly Smart Women Podcast ▶



UNDER THE RADAR

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



THE LEFT BRAIN ARTIST

With nearly three years in the podcasting game and over 150,000 downloads, Suzanne Redmond, who started her show by making a list of 62 of her artist friends, is shattering the myth of the “starving artist.”

Bringing to the table an interesting combination of accounting, finance, and exhibiting her own art, she exclusively interviews artists—some unsung—who are actually working their art businesses. In other words, she chooses artists for both their quality of work and because they have

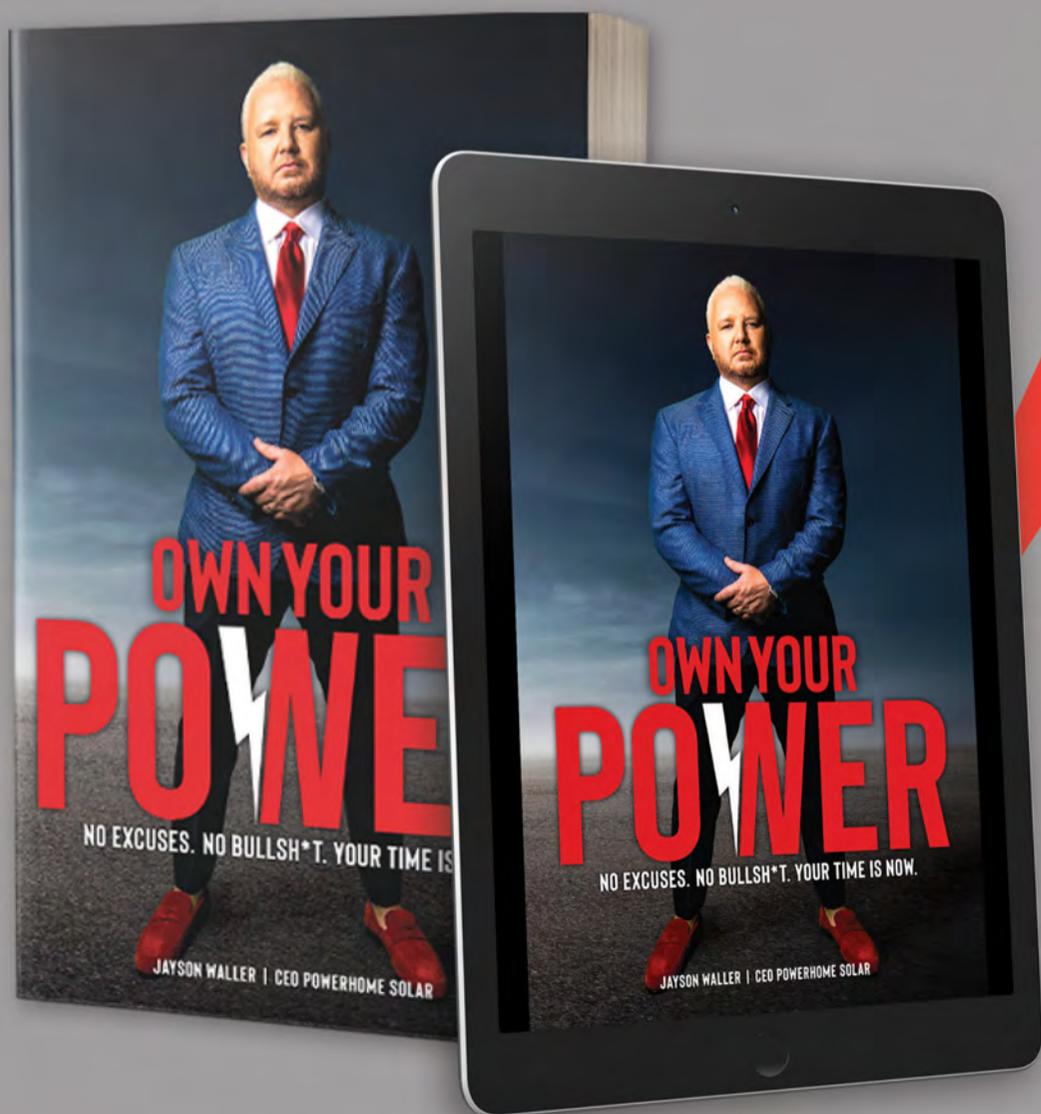
actual experience showing and selling it.

The range is incredibly broad: from metalsmiths to yarn bombers, to lettering artists, to bookbinders and stencilers, to the more “traditional” watercolorists, oil and abstract acrylic painters, and photographers. Episodes range in length from 20 minutes to just over an hour and a half, which can be challenging for a listener who might prefer consistency in the amount of time budgeted for listening. Most episodes start with Suzanne briefly summarizing a key point or biographical note about the guest who is about to be interviewed, so listeners get a short trailer of the episode.

COVID-19 has definitely created a major shift in the art world, where artists traditionally sold most of their work via galleries, stores, and festivals. In recent episodes, Suzanne digs into how these artists were able to transform their business model to be more digitally accessible. 🎧

OWN YOUR POWER

NO EXCUSES. NO BULLSH*T
YOUR TIME IS **NOW.**



PRE-ORDER NOW ON [amazon!](https://www.amazon.com)



THE PROFESSIONAL PODCASTER

HOW WE MADE UP TIME

“I don’t have enough time.”

“I’m too busy.”

“When will I fit it in?”

What’s *your* excuse?

As a trained psychologist, I have noticed a few things (that are also supported by research):

1. We tend to adapt to and reinforce the environment we are given, without deciding to do so.
2. Our behavior usually tells us more about our priorities than our “to-do” list.
3. We naturally work on the tasks that reduce pain more than those that increase pleasure.

THE WORLD OF TIME WE WERE GIVEN

I'm convinced that, within our generation, a four-day work week will be the norm. Why?

Because we made it up.

A few thousand years ago, the Babylonians made up the seven-day week. They had seven bright celestial bodies they observed (sun, moon, Earth, Mercury, Venus, Mars, and Jupiter). So they had a seven-day week. The Romans had a ten-day week, whereas the Egyptians' consisted of eight.

In nature, a year makes sense. A day makes sense. Even a month is pretty much in line with the moon cycle. But a week... that's just made up!

We could just as easily have had 73 weeks per year, each one being five days.

Then, in 1926, Henry Ford switched the Ford Motor Company to a forty-hour workweek. At the time, the average worker spent 10-14 hours a day, six to seven days a week, in the factory.

So less than a hundred years ago, we were handed the forty-hour workweek.

TIME AND OUR BEHAVIOR

You may have heard of Parkinson's Law—that work expands to the time given. But the other side of the law discusses how, over time, organizations get bulky. They add unnecessary steps, approvals, and

checklists, but never evaluate why they continue to do so.

In the same way, when we look at our time and process as a podcaster, we may need to start cutting some steps. Each moment you waste on tasks is time you could be using to create content. Even the simple act of setting a 20-minute timer will help you focus on one particular task. And at the end of that time, you'll most likely feel invigorated and pumped to move into your next sprint.

In short, you'll only work on the tasks that are most important.



The simple act of setting a 20-minute timer will help you focus on one particular task. And at the end of that time, you'll most likely feel invigorated and pumped to move into your next sprint.



STOP REDUCING PAIN

If you're looking to become a professional podcaster who can get more done in the time you have, you must stop fearing pain.

It is to our own detriment that we constantly avoid pain.

Here are some common examples of how we do so:

- We think we have to complete household tasks before feeling like we can work from home. We are avoiding the unpleasant feelings associated with a messy house.
- We feel we must return all emails before working on podcasting, so we feel a sense of completion. We are avoiding the unpleasant feeling of having things hang over our heads.
- We deal with family conflict or a friend's drama first, before doing the work. We are avoiding the important work to focus on the tasks at hand. Essentially, we are giving our extra energy to the drama of life.

There are times that you—and those around you—need to be ok with things not going your way. A great example that Michael Singer gives in his book, *The Untethered Soul*, is traffic and weather. He notes that you may have your ideals about traffic and how it “should” function, but it's rather narcissistic to think everyone should think that way. Or that the weather should match your expectations. Instead, Singer guides us to allow those feelings to move through us.

“

When you start to shift toward your best work, you get more done, with less energy.

”

When you start to shift toward your best work, you get more done, with less energy, and then, you have more to give in other areas.

BOOKS THAT CAN HELP

If you want to grow in your ability to get more done and make more of an impact, here's a short list of books that can help:

- *The ONE Thing* by Gary Keller and Jay Papazan
- *Thursday is the New Friday* by Joe Sanok
- *The Power of Habit* by Charles Duhigg
- *Declutter Like a Mother* by Allie Casazza
- *Tao Te Ching* by Lao Tzu 📖



The Professional Podcaster

Joe Sanok

propodcasters@podcastmagazine.com

Practice of the Practice Podcast 🎧



 **GADGETS, GIZMOS & GEAR**

A Look Back At

PODCAST MOVEMENT NASHVILLE ★ TN





Podcast Magazine® Founder & Editor-In-Chief Steve Olsher with Lore host Aaron Mahnke at the Podcast Magazine booth



WORLD CLASS EDUCATION

Podcast Movement took place over four days across 10+ stages, featuring over 150 workshops, breakout sessions, panels, and more

This past month, the folks at Podcast Movement decided to break ground and put on their in-person conference... and podcasters were ready.

They came from all over the world, arriving in Nashville to Gaylord Opryland and a full menu of podcasting events. In typical Podcast Movement fashion, attendees were provided opportunities to learn, hobnob with celebrities, socialize with friends, and meet product and service providers as well as facilities for podcasting live *and* a great sense of community.

Podcast Movement isn't designed for people who are thinking about starting a podcast, nor is it a place for podcasters to meet with fans, sell merch, or find guests.

It is three days of jam-packed sessions, talks, and panels—a **conference for the industry, about the industry.**

A large portion was focused on the state of the industry itself: where it has been

and where it is going. Tom Webster of Edison Research spoke about the latest trends, research, and studies. Alejandro Vargas, Aracely Rivera, and Melvin Rivera reported on the developments in Spanish language and Latin American podcasting. There were speakers discussing BIPOC Women in Podcasting, the state of non-fiction, and more. Even Fireside founder Falon Fatemi spent time talking about podcasting already being a “tired” medium in need of a lift and change in direction.

If you are interested in where podcasting is headed, there is really no better place to learn than Podcast Movement.

The monetization topic also took center stage. Despite an off-hand comment by

Mark Cuban that “sponsorship” was the “only way” to make money in podcasting, podcasters were treated to many other monetization opportunities. Patreon had two teams of podcasters in attendance who talked about how they make six figures from memberships. Tactics like putting podcasts behind paywalls, selling ads, working with brands, and selling products were all represented in the mix of monetization talks.

The EXPO hall provided an opportunity for people who’ve dedicated their lives to making podcasting better to come face-to-face with those they help. Among the exhibitors were:

- PodinPage, a company that helps podcasters create podcast websites.
- Libsyn, a podcast hosting company.
- *Podcast Magazine*™.
- PodinBox, a company eager to improve the connection between podcasters and listeners.
- Focusrite, a hardware and software provider who aims to make the recording of podcasts and making of music a wonderful experience.

For truly engaged podcasters, conversations with the exhibitors were educational sessions all by themselves.

Perhaps the most useful part of Podcast Movement were the chairs and tables. Everywhere you looked, you’d find podcasters doing live sessions, making connections, and conversing.

Everywhere you looked, you’d find podcasters doing live sessions, making connections, and conversing.

Despite COVID, people need one another. The number of podcasters who used Podcast Movement to create new partnerships, set dates for co-hosting opportunities, and book appearances is astounding.

While the event and sessions might be the catalysts for bringing people together, it was the “together” that created the value.

Finally, Nashville itself made the event pretty memorable for many who wanted to do more than just attend a conference. The Music City Grand Prix was happening downtown; Bob Saget was at Zanies; the Triple A Nashville Sounds hosted a game; the Oak Ridge Boys and Joan Jett were rocking, and Questlove was DJing a Podcast Movement Party.

Overall, it was an amazing weekend for podcasters in attendance. 🎧



Gadgets, Gizmos & Gear

Dan R Morris

prodreviews@podcastmagazine.com

TracingThePath 🎧



LAURETTA ALABONS

Connecting Artists To Fans

Lauretta Alabons is a determined lady. From Singapore, she shares her *Words & Music* podcast with listeners all over the world. Her conversations with prominent international musicians and comedians delve into a variety of topics, from the development of their careers to their opinions on global matters.

Lauretta's aspirations are limitless, and she is inspired by her mother's fighting spirit.

"My grandmother died when my mother was born, so she was basically tossed around from family to family. She was Indian, and I think she wanted to ensure she wouldn't be forced into an arranged marriage. So, after meeting my father, who is from Singapore, they ended up getting married here, with the hope of having a better life. And she did.

"She taught me to open doors for myself. As a minority, no one's gonna do it for



me. In the words of Nicki Minaj, I've been 'pounding the alarm.'"

Growing up in a "very western household," Laretta's parents spoke English, and the family gravitated toward shows like *American Top 40*.

Laretta's deep love for music led her to become a radio DJ in the nineties. In 1993, she was asked by the Television Corporation of Singapore to host a variety show called *Rolling Good Times*, and she became a prime-time fixture. That was followed by an English Entertainment weekly show called *Showbuzz*. And throughout the course of her exciting career, she has had the opportunity to meet several celebrities, including Morgan Freeman.

Laretta didn't stop there. She went on to become one of the busiest concert and comedy show promoters in Asia, organizing shows featuring international acts from the world of entertainment, from Janet Jackson to RuPaul Drag Queens.

"I didn't even know how risky the business was. I just jumped into it. There was no one to ask what to do or how to do it. I just went for it. At the time, I was pregnant, yet my willpower was strong. I pushed myself and contacted agents in the U.S. and agencies in the U.K. I figured it out on my own.

"I founded LAMC Productions in 2000 or 2001 with my business partner Ross Knudson. We promoted the amazing Dionne Warwick in 2004 or 2005, and she told me, 'If you can think it, you can do it.'

"I didn't even know how risky the business was. I just jumped into it."



"After many years, I also started a company dedicated to promoting the biggest names in comedy in the world. My first L.A. Comedy Live show was held in 2012. I took financial risks and brought out names like Rob Schneider. I went on to promote Russell Peters, an Indian comedian from Canada, and we sold out two nights at the Indoor Stadium—18,000 tickets!"

And then came the pandemic...

"I reached out to all the bands we've



promoted. The pandemic made me realize that sometimes we need to give ourselves a pat on the back and let ourselves get noticed.”

And so the *Words & Music* podcast was born.

“The first guests were a band called Trivium. We were going to promote Trivium in Singapore along with Slipknot. These are two juggernauts. Admittedly, I love the rock and metal genre... that’s my thing. Since we were already booking Trivium and then had to cancel, I quickly reached out about interviewing them for the podcast. They had a new album coming out at that time, and they were happy to be on the show, because their management said they were not getting any press in Asia. I was told, ‘It’s so nice to see a promoter coming out and doing something out of the ordinary by creating this podcast.’

“Amazingly, as I kept doing the podcast, managers from bands like Papa Roach came to me. They emailed me saying, ‘Thank you for showing us how great the promoter relationship can be. We work with many companies around the world, and most don’t show the tender love and care that you showed our clients.’”

Lauretta’s celebrity guests have also included the “*King of Romance*,” Engelbert Humperdinck.

“We even had the famous photographer Greg Gorman on the show. We’re interviewing all kinds of people.”



LAURETTA

listens to



THE BOB LEFSETZ PODCAST

Bob addresses the issues at the core of the music business, Internet, and world at large.



WTF WITH MARC MARON PODCAST

Comedians, actors, directors, writers, authors, musicians, and folks from all walks of life in revealing conversations.



THE PROF G POD WITH SCOTT GALLOWAY

Best-selling author, professor, and entrepreneur Scott Galloway answers questions from you (his listeners) on who’s winning and losing, and how you can get ahead.

For Lauretta, the possibilities are endless.

“The beauty of my business is that I have the concert promotion arm; I have a comedy arm, and now I have a media arm.”

As for Lauretta’s dream guest...

“I would love to talk to Michael Douglas. I met Kirk Douglas in his home, and he said, ‘Of all the children, I’m so proud of Michael, because Michael never had to work. None of my children had to work.



Neither did my grandchildren, in their lives, but Michael went on to become a big Hollywood star.’ *If I could tell Michael Douglas that his father told me that, it would be phenomenal.*”

Laretta added, *“I think Americans have entertainment down to a tee, and they know how to scale entertainment businesses.”*

She credits the United States Information Services for a turning point in her life, which came when she received a grant under the International Visitor’s Program. She traveled to five American cities in five states as she learned about broadcasting in the U.S.

“The highlights were the visits to the Pentagon and the CNN office in New York. That trip was a game-changer for me. I saw America as a powerhouse, and that experience opened my eyes to the greatness of the United States.”

Laretta’s commitment to bringing world-class entertainment to fans has clearly been a major driving force throughout her life. Without a doubt, her *Words & Music* podcast audience appreciates her dedication and passion. 🎧



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



KYLE MEREDITH WITH...

The artists featured in this interview series, hosted by WFPK's upbeat Kyle Meredith, are diverse and often legendary. They include Paul McCartney and U2, as well as newer icons like The National and St. Vincent.

One of the most striking elements of this podcast is the consistent feeling that these musicians are kicking back comfortably and chatting with Kyle, who's not afraid to dig deep into the artist's work. Listeners learn



about the process of making the music and the journey music-makers are on.

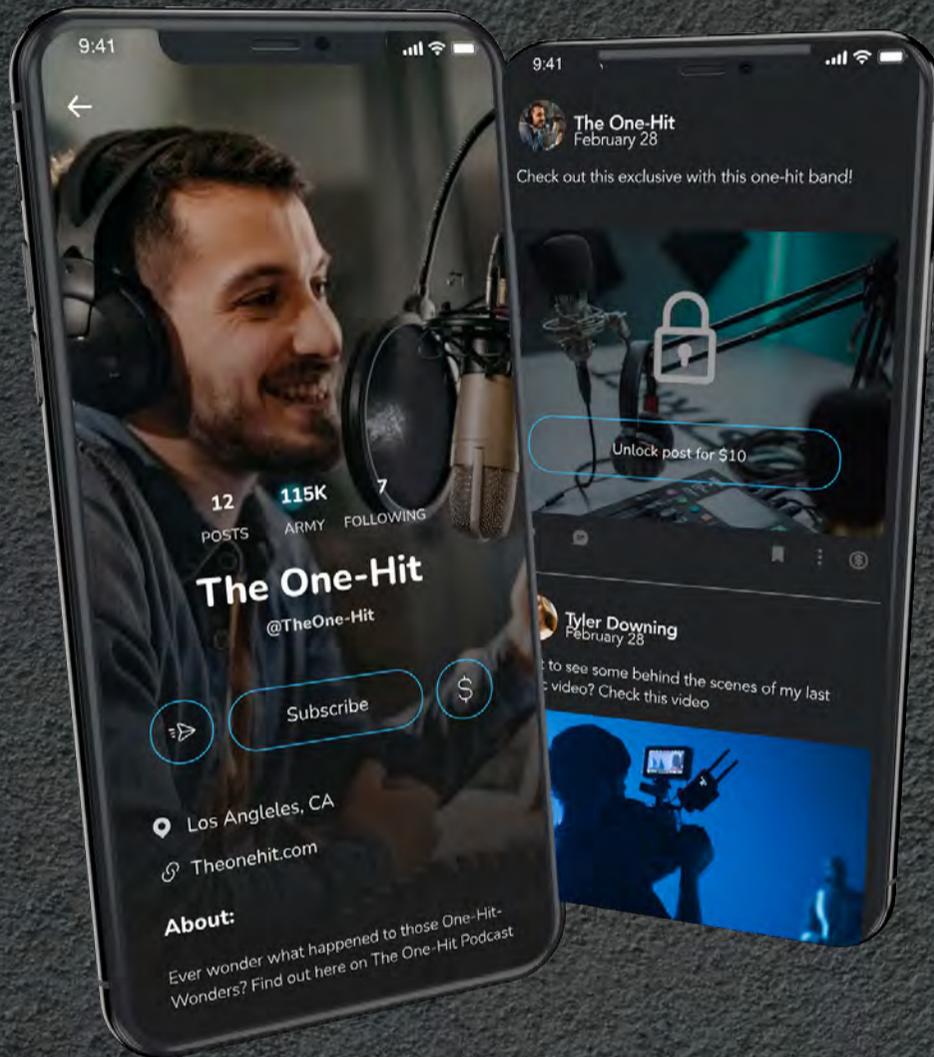
Here's a little name-dropping to highlight just how varied and celebrated the guests are: Spandau Ballet's Gary Kemp joined Kyle to talk about his new solo album; Stone Temple Pilot's Robert DeLeo shared his thoughts on the band's upcoming show, and Pearl Jam's Jeff Ament took time out to dig into his new solo album and revealed that the band members have been jamming together.

As if that's not enough, writer/director Kevin Smith sat down with Kyle to talk about Netflix's *Masters of the Universe: Revelation*. He let listeners in on a bit of the epic score and what it was like to create the continuation of *He-Man* and the *Eternia* crew.

New episodes of this podcast are released every Monday, Wednesday, and Friday—a commendable feat.

Take a listen. You'll be glad you did! 🎧

MONETIZE YOUR LISTENERS ON BRANDARMY



**BRANDARMY, A NEW-FAN MONETIZATION PLATFORM
FOR ALL CREATOR TYPES,**

SEEKS PODCASTER BETA TESTERS.

We are seeking podcasters who would like to shape the platform for the podcaster community. We want your input and advice on how to make this the best monetization platform for podcasters!

Apply Today at
brandarmy.com/apply

Use code: **PODCAST**



PODCAST MOVEMENT WEEK

BONUS:

Nashville's ROCKNPOD Expo

Luckily for rock 'n' roll podcasters, this year's Podcast Movement 2021 happened to coincide with the 5th Annual Nashville ROCKNPOD Expo, and it was just two miles down the road.

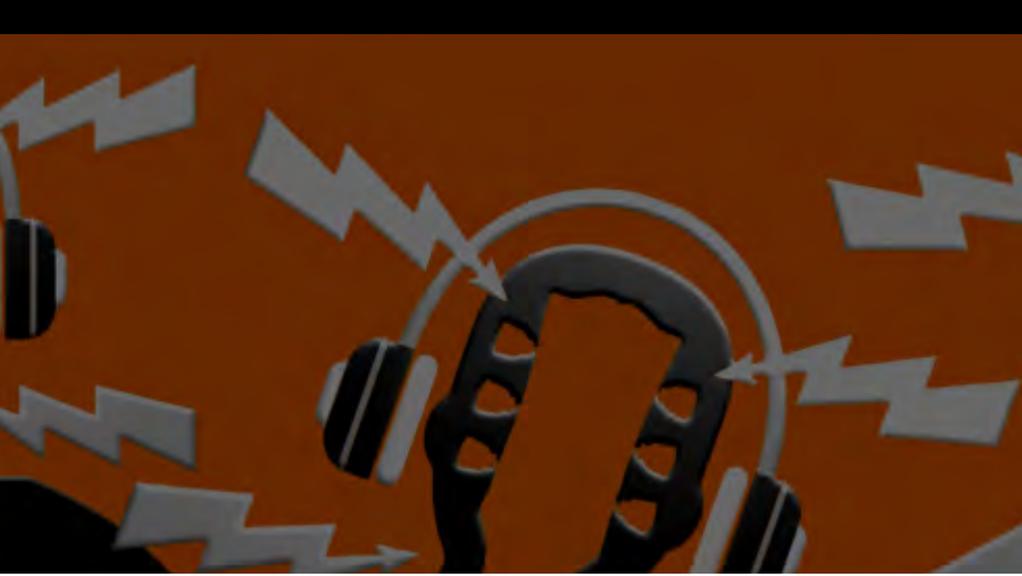
The difference was stark and immediate.

The moment you walked in the door of RNP, you were among people decked out like Gene Simmons, Axl Rose, Lenny Kravitz, and Slash, among others. And those not in garb were likely sporting some sort of black rock 'n' roll tour shirt. That's

because Nashville's ROCKNPOD Expo is an event for podcasters, musicians, and fans alike.

And it was fantastic to see all three groups together.

RNP is a combination of the Playlist Live events that bring YouTubers and fans together crossed with the education and community that a conference like Podcast Movement brings. This synergy really makes the event hugely valuable.



It's a great event largely because it creates mutually beneficial relationships by bringing people in the podcasting world together to connect with amazing potential guests and fans—which in turn makes the podcasts themselves better and better.

Podcasters get a chance to meet people who would make great guests for their audiences. Guests with intimate knowledge of the rock 'n' roll world benefit by getting needed exposure for their products/work when they are featured on a show. And fans get to meet their favorite musicians and podcasters and buy the swag they love.

For example, Brad Page of the podcast *I'm in Love With That Song* was in attendance. His podcast breaks classic songs down to their finest parts to determine what really makes them great. At RNP, Brad could not only find other podcasters to cross-promote with, but also musicians who have intimate knowledge about the songs he features... and sometimes, the musicians themselves.

Here are just a few of the special guests who helped make the event tremendous:

- Sandy Gennaro, who toured with Cyndi Lauper, Joan Jett, The Monkees, and The Mamas and Papas.



⬆ The event hosted meet and greets, signings, sessions, photos, panel discussions, and more from some of the top rock musicians and personalities

- Vinny Appice, who played for Black Sabbath.
- Anthony Corder of Tora Tora.
- Mark Goodman, Riki Rachtman, and Matt Pinfield—former VJs at MTV.
- Greg Bissonette, drummer with David Lee Roth, James Taylor, Joe Satriani, and more.
- Tony Harnell of TNT and Wallflowers.
- And Chris McLernon of Saigon Kick.

One of the more innovative features

**SEE
THIS AD?**

**So do thousands
upon thousands
of people who
love podcasts!**



**ADVERTISE
HERE**

LEARN MORE ▶

or contact

ads@podcastmagazine.com

ROCKNPOD

**Nashville's ROCKNPOD Expo
is an event for podcasters,
musicians, and fans alike.**

of RNP was the “live podcast recording” room. All weekend, attendees could sit and listen as podcast hosts recorded live with celebrity and VIP guests. Witnessing it this way made so much sense for a podcast conference.

Tony Wright was the first guest of the day in the live recording track, and he didn't disappoint. Tony's career includes engineering work for Sammy Hagar, Kiss, Michael McDonald, and others. He also got the engineering credit on Metallica's... *And Justice for All* album and is considered the guy who made Alice in Chains famous.

The Podcaster Education Track was also impressive. It attracted celebrities from the podcast world, like David Hooper of *The Big Podcast*, Dave Jackson of Libsyn, and Larry Roberts of PodBoost. Topics covered by the speakers included livestreaming, getting the attention of big-name guests, remote recording, and working with fans.

All in all, ROCKNPOD was a well-executed, well-thought-out event. 🎧



Gadgets, Gizmos & Gear

Dan R Morris

prodreviews@podcastmagazine.com

TracingThePath 🎧



Sharon Says So!

When Sharon Talks, People Listen

If you've never listened to a government podcast before, now is the time to rethink your stance. Here are a few reasons why:

The *Sharon Says So* podcast launched on July 19, 2021 and quickly reached:

- #1 Podcast on Apple Podcasts status.
- #1 Government on Apple Podcasts status.
- Over one million downloads.

So, who is Sharon and why should you listen to her?

Sharon McMahon is a longtime government and law teacher. Last year, her Instagram account (@sharonsaysso) went viral after she released short videos explaining non-partisan and fact-based aspects of the 2020 election.



Her goal? **To help people understand the issues, so they could make an informed decision.**

She now has over 667K followers.

“The overarching theme of everything I do is to educate and entertain. Rarely is it just one or the other. I love helping people learn something new while having fun,” she said.

The popularity and success of the podcast is in large part due to McMahon's infectious personality and her keen ability to break down government terminology in plain, accessible language the average person can understand.



“People are tired of being told what to think, so I provide them with information they can consider while making their own educated opinion. I’ve found that people really respond to that, because it’s hard to have an educated opinion, if you don’t have any education on the topic. So, I think people really enjoy learning when they feel smart and are taken seriously rather than being coddled and told to think a certain way.”

One thing podcasters can learn from McMahon’s success is that she spent time growing her audience before she launched her podcast. *“I had a large, engaged audience in advance of the release of my podcast; they weren’t fake followers. They were ready and waiting to listen. I also reached out to other influencers on social media and asked if they would help me promote the podcast, thereby casting a wider net,”* she explained.

Her core listening audience is college-educated women between the ages of 25 and 45 living in the United States. One of her favorite things to talk about, and what her core audience resonates with, are untold stories about government and political history.

“These stories create what I like to refer to as ‘brain-tingle lightbulb moments.’ They occur when my listeners are like, ‘I did not know that!’ It’s that excitement you feel when you learn something really juicy and immediately want to tell your friends about it. I love delivering those kinds of moments to my audience.”

“The overarching theme of everything I do is to educate and entertain. Rarely is it just one or the other. I love helping people learn something new while having fun!”

McMahon believes that misinformation is a threat to democracy, and that’s what she aims to combat through her podcast.

“If you are misinformed about how the system works, you cannot work to change it, and you cannot protect your own rights. In essence, you don’t have a clear understanding of what’s actually going on. So, we all need to know how the system works. You’ll often hear how journalists shine light in the darkness. Well, that’s what I’m doing, too. I’m turning on the lights in the room to find out what’s really going on. I really view my role as a teacher—it’s my job to shine light on the dark corners and make sense of them.”

A fun fact: McMahon became interested in government when she was just 12 years

old. Growing up in Minnesota, she had a paper route, and would walk from house-to-house delivering the papers. Along the way, she'd read the stories.

"I had to read the papers in such a way that the recipient wouldn't be able to tell. I had to carefully fold the paper back and then pick up reading in the same spot with the next paper I had to deliver. Later, as a teenager, when I got into high school, I became more interested in government and used my babysitting money to buy a Newsweek subscription. It just snowballed from there."

Two dream guests McMahon would love to have on her show are Michelle Obama and George W. Bush. *"They would be a dream combination to interview, because they are actually really good friends. I love the idea that these two people from two totally different backgrounds can respect each other and enjoy each other's company."*

In her downtime, McMahon is an avid reader. *"I'll be watching the TV with my husband and have a book in my hands reading simultaneously. My husband is like, 'Are you even paying attention to this?'"*

One book that has made a profound impact on McMahon is by her good friend Adam Grant.

"Think Again is a must-read. What I think is dangerous is forming an opinion and never revisiting it again. Like, some people never move off of a position, no matter how much new evidence is presented to them. Thinking again is something that

SHARON

listens to



OFFICE LADIES

The Office co-stars and best friends, Jenna Fischer and Angela Kinsey, are doing the ultimate *The Office* re-watch podcast for you.



SERIAL

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



THIS AMERICAN LIFE

This American Life is a weekly public radio show heard by 2.2 million people on more than 500 stations, giving listeners touching, humorous, and often unexpected vignettes of life in America.

"Having the goal of everyone liking you is the most futile, worthless goal you can have, because it means you are not doing anything of substance."



too few people are willing to do, but it's absolutely crucial if we want to have the best government, public policy, taxes, laws, relationships... anything, really. We have to be willing to rethink how we are doing things. And maybe the reexamination will lead us to the same conclusion, but the process of reexamination is incredibly important and valuable."

The best piece of advice McMahon has gotten has been, "You are meant to attract the right people to you and repel the wrong people away from you," she said. "Having the goal of everyone liking you is the most futile, worthless goal you can have, because it means you are not doing anything of substance. Some people will not agree with you, like your methods, or anything you have to say. Once you let go of the idea that everyone has to like you, it's incredibly freeing."

McMahon has been married for 21 years and has four children. She is addicted to learning.

"It's that excitement you feel when you learn something really juicy and immediately want to tell your friends about it. I love delivering those kinds of moments to my audience."

"There is a lot of information acquisition that takes place in my brain. It's a little like being a marathon runner, where you have to continually consume more calories because your brain is just hungry for it. So I'm always asking, 'What can I learn?' It's exhausting, because like my husband said, I can't just sit and watch TV. I have to read, too, because I'm always in the act of learning. That's just how it works for me, but I love it." 🗣️



Government Category Director
Meiko S. Patton
government@podcastmagazine.com
Clubhouse Lead Gen 🗣️

Got a Government podcast suggestion?

Let us know! >



UNDER THE RADAR

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



LADIES, FIRST

The *Ladies, First* podcast, hosted by Natalie Gonnella-Platts, was broadcast for just one season in 2018, but what a season it was. This microcast, which features mini, ten-minute episodes or less, provides an informative and entertaining look at our first ladies' legacies and how their leadership has shaped our nation and the international community.

Gonnella-Platts is the Director of the Women's Initiative for the George W. Bush Institute. In this role, she is responsible for research



and programmatic efforts that support women and girls worldwide to lead in their communities and countries.

This podcast shows that there is so much more to the elite sorority of first ladies than fashion and state dinners. Episode 11 introduces you to Former First Lady Julia Gardiner Tyler, who was just 24 years old when she married tenth President John Tyler, then 54 years old. There was much talk about their 30-year age difference, but she quickly became the darling of the capital and “reigned” as First Lady for the last eight months of her husband’s term.

In episode 10, the listener is introduced to Clementine Churchill. Sir Winston Churchill remains one of the most well-known world leaders, but few realize the impact his wife had on his political career. Clementine both tamed and empowered the “*British Bulldog*.”

This is a very entertaining, informative, and well-produced podcast. I highly recommend it! 🎧



UNCANNY COUNTY

The *'Twilight Zone'* Of
The Southwest

"You're riding alone on a moonlit-but-starless night. You just missed your exit, and now there's only one way home. So sit back, open your ears, and hold on tight. Because you're about to take a quick detour through Uncanny County."

If you've ever wondered how *The Twilight Zone* would sound if it were set in the Southwest, wonder no more, because *Uncanny County* has you covered.

"Uncanny County is a Southwestern anthology show delving into the weird, strange, and unusual, but it does have a very loose continuity," said Todd Faulkner, one of the co-creators, writers, and producers of *Uncanny County*. *"In other words, if a sheriff shows up, it's always our good Sheriff Jane Rowland. And her deputy Dillard, who is pretty much always on his first day. That said, he's been known to die on his first day more than once. So there is a very loose reality, or realities. A lot of things we draw from are actual legends in the general area around Oklahoma to Texas, particularly West Texas, New Mexico, Arizona, etc. Like one of my early episodes was about the Clown Motel, which is an actual motel in Tonopoh, Nevada, but ours is different. Ours is actually a gateway to another dimension kind of thing. We also referenced the legendary giant octopus of Oklahoma in an episode, which is a mythological beast. I don't think it's real, because it's alleged to exist in a manmade lake. But, you know, it's out there."*

"While there are a few local legends that we touch on, it's more the atmosphere and inspiration, especially around the old Route 66," said Alison Crane, one of the co-creators, writers, producers, and sometimes, actors. *"It's the feeling more than anything. It's very specific. A state of mind. It's where I grew up."*

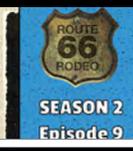
**"If a sheriff shows up,
it's always our good
Sheriff Jane Rowland.
And her deputy Dillard,
who is pretty much
always on his first day.
That said, he's been
known to die on his first
day more than once."**

"Yeah, it is a state of mind," Faulkner agreed. *"There's a certain willingness there to accept the unusual... even the supernatural."*

Both Faulkner and Crane grew up in Oklahoma, although they didn't meet until they both moved to New York. They actually met through their mutual friend and co-producer William Franke, who is from Minnesota.

Faulkner and Crane had been talking about doing a writing project together for years, and finally, one day, Crane decided to get it going.

"We were going to do these holiday readings of one-act plays," said Faulkner. *"And they were going to be set around these weird, roadside attractions. We wrote three, and our executive producer, Jessica Walker, heard them. We had a*



meeting a few weeks later to figure out what to do next, and she said, ‘You know, you should record those plays and put them out as a podcast.’ We all talked about what we wanted to do, and I said I had always thought it would be fun to do a Twilight Zone set in the American Southwest. Before long, we realized we were talking about the same thing. It just kind of evolved into doing it as a podcast instead of doing it as live production, because obviously, live is a huge challenge everywhere, but it’s particularly difficult in New York. It’s much easier to line up people to record. Plus, you’re less limited in what you can do writing for audio, because they’re just sounds. So if you write it properly, the sky’s the limit.”

With all the different creators, writers, and producers (along with Faulkner, Crane, and Franke, there’s also Faulkner’s wife, Nicole Greevy, who is one of the writers), they’re able to balance out one another’s strengths and weaknesses.

“Alison’s work tends to be more character-driven, whereas mine tends to be a little more plot-driven,” said Faulkner. “But the nice thing is because we’re such a brain trust, we all bounce things off one another. Nicole is the best at finding things that aren’t quite working and helping guide us where we need to go. And she’s such a great writer on her own. With the brain trust, I think that my plot-driven stuff gets more character-rich, and Alison’s character-driven stuff becomes a little more of a plot journey. We’re able to balance each other out and lift each other up, which is nice.”

“It’s also extremely supportive,” added Crane. “It’s so supportive and conducive to creative growth. And I think everyone cares a lot about one another and really just wants to help tell the best stories.”

Uncanny County was on pause during Covid as they record live, and clearly, Covid put a wrench into all of that. They’ve been busy writing new episodes, though, and are hopeful they will soon be able to get back into the recording studio to start working on a new season. 📍

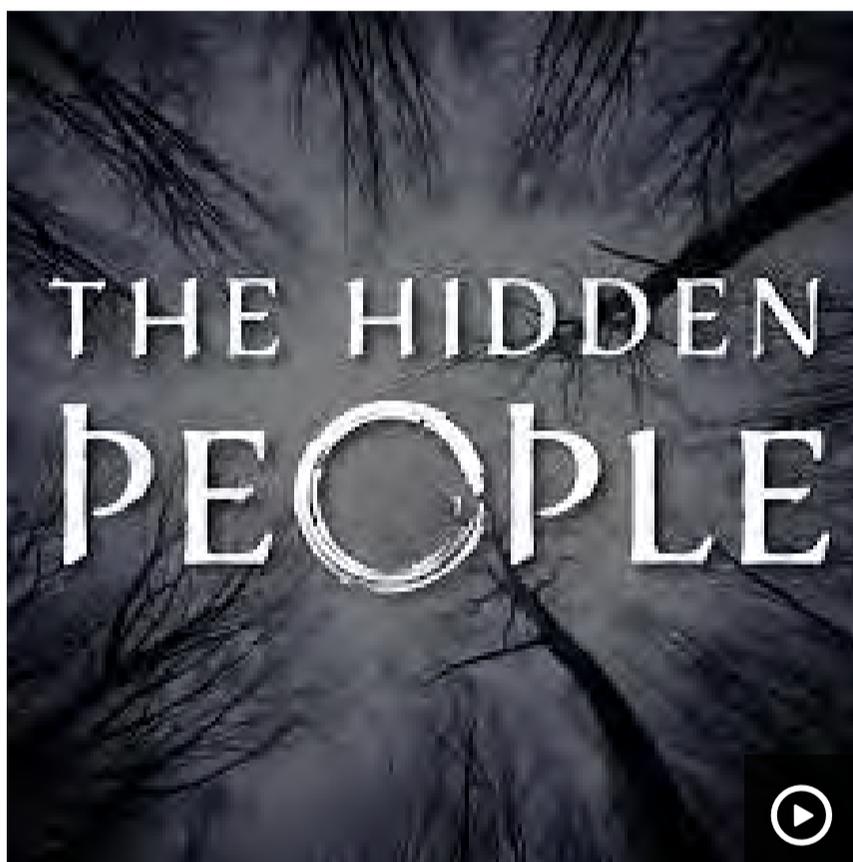


Fiction Category Director
 Michele PW (Pariza Wacek)
 fiction@podcastmagazine.com
 The Write Inspiration podcast 🎧



UNDER THE RADAR

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



THE HIDDEN PEOPLE

Murder. Mystery. Madness.

If you're looking for a genre-bending audio drama that blends urban fantasy, horror, action, comedy, psychological thriller, mystery, and more, you may want to give *The Hidden People* podcast a listen.

What I liked about it is that despite being such a mix of genres, the story is clear and easy to follow, the voice acting is solid, and you want to keep listening to find out what happened.



What I didn't like is... the narrator. (Sigh.) Yes, I still don't like fiction podcasts with narrators. I just feel like having a narrator pulls you out of the story, and every time I hear it, I'm reminded that I'm listening to a story instead of being inside of it.

ALTHOUGH in *The Hidden People's* defense, the creepy narrator is an actual character in the story.

In the first episode, he explains what happened to another character. You don't really understand the relationship or who the creepy narrator is, but it's clear he is a character and is somehow involved with the unfolding of the story.

But, regardless, he's not too overly intrusive, so for that I'm grateful.

With Halloween just around the corner, this is the perfect podcast to curl up with on a cold, autumn night—although you may want to leave the lights on. Just in case. 🗣️



PODCAST MOVEMENT'S SHINING STAR: audioburst

What 'Discoverability' Really Means

Every podcaster's primary goal is to get more listeners.

But the question in the world of podcasting isn't, "Can I get more listeners by Tweeting more and spending more on ads?"

It's "How can I improve my discoverability?"

So, what exactly *is* discoverability?

The Golden Chalice is a podcast that grows on its own. People find it when they're searching, by other podcasters mentioning it, and by reading its write-up in *Podcast Magazine*[™].

That's discoverability—your podcast

can be discovered wherever listeners are looking.

At Podcast Movement '21, there was one company that works solely to help podcasters achieve that end. Because while all the classes, gurus, and "how-to-podcast" books focus on Apple Podcasts, Google Podcasts, and Amazon Podcasts, the folks who run Audioburst have been playing on the other side of the court.

Audioburst sees the world of audio differently. In fact, in 2015, it didn't even start as a podcasting company; their idea was to fill a huge void in the *radio* world. Talk radio hosts were producing amazing content every day, but there was no real

way to find it after the fact. So Audioburst created software that would transcribe and index the shows, so they could be found in search results.

And podcasting was a natural second medium to assist.

But while the “Artificial Intelligence” they created to transcribe, index, and understand live content is next-level amazing, it’s only one of the two things that make Audioburst THE most important tool for podcasters.

They also realized another gap in the market—websites, apps, and software programs didn’t have a good method for embedding audio content into their sites. Apple Podcasts isn’t an embeddable program, nor is Google or Amazon Podcasts. So, they decided to also create an interface for their software that would enable an app owner to utilize a podcast button in their app.

If you’ve visited the Podcast Movement website lately, you’ve seen its new functionality. As Podcast Movement was happening, Audioburst was recording,

understanding, and indexing the sessions, so site visitors could search for topics and see what was being said. And if you visit Mark Levin’s website, you’ll see that this nationally syndicated radio host has the same widget there. Now, you can search his talk show to see what he’s said about COVID, for example.

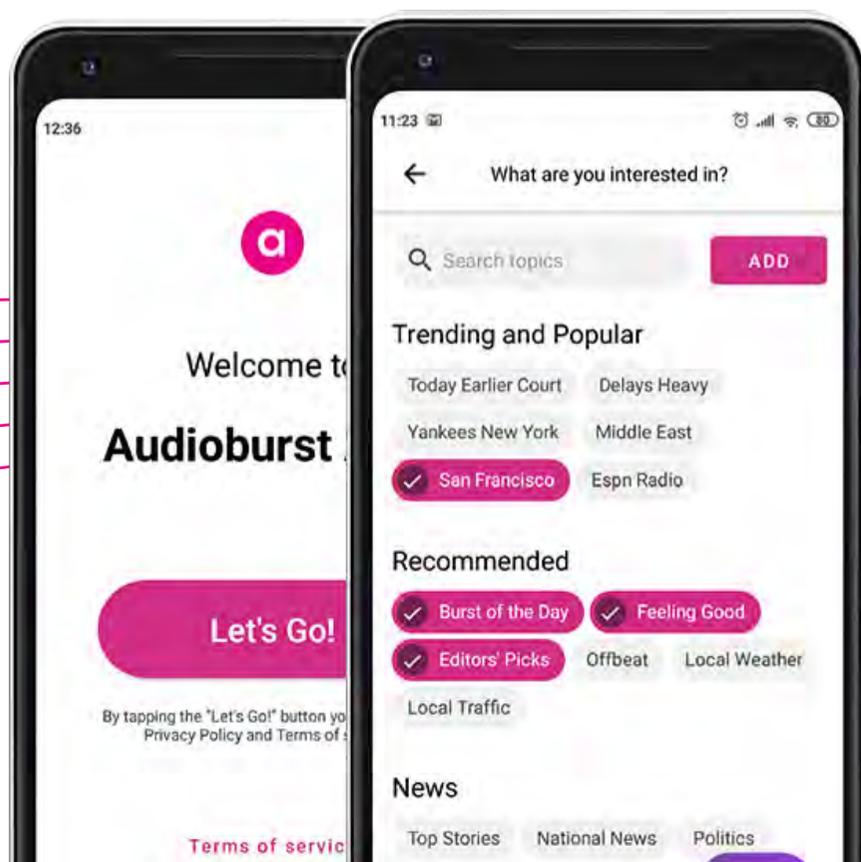
And this is where Audioburst becomes “mandatory” for podcasters.

Combined, Perfect365 (a beauty app), C25K (a running app), and Calm (a meditation app) have over 150 million users. All three of them offer their users an opportunity to listen to podcasts while using their app. And who serves them that content? Audioburst.

Discoverability is the ability to be listened to by a Calm user while that person is on the Calm app. But if you’ve not registered your podcast’s RSS feed with Audioburst, your podcast won’t be found. That means you also won’t be found on Perfect365, C25K, any Japanese radio station website, or soon, in the default car stereo that will come with your next new Chevy or Ford.

Audioburst is putting podcasts where Apple Podcasts can’t go. And they’ve taken it even one step further.

Audioburst understands that podcast episodes can be long, and listeners don’t want to get stuck in a 60-minute episode they don’t care about. So when a Calm App user searches for “motherhood” in her podcast section, Audioburst serves her a playlist of short snippets of podcasts talking about motherhood. Their A.I. listens to all their podcasts and transcribes,





understands, and indexes them for this activity. And then, the listener will hear a two- to five-minute blurb of a variety of podcasts while remaining just one click away from listening to the entire episode.

Therefore, a user might hear 10, 20, 30 podcast snippets while working out, instead of just one full episode.

Think about what that will mean when Chevy and Ford release their newest car stereos featuring Audioburst's content.

Being on Apple Podcasts is not enough. In fact, for most podcasters, Apple Podcasts is merely a formality. It, along with Google Podcasts, is a starting point. Their search function is limited to episode and show titles, which means a great deal of what's being produced can't be found.

Every day, Audioburst is pounding the pavement, looking for more places to embed audio. Who is next?

And where will your content be found? You truly have to partner with the company whose main focus is to improve your discoverability.

The next time you see someone using Perfect365, Radioline, CLNS Media, My Tuner Radio, or any of the Zen Labs apps, just know that he or she will have an opportunity to discover your podcast without ever leaving the app. 📍



Gadgets, Gizmos & Gear

Dan R Morris

prodreviews@podcastmagazine.com

TracingThePath 📍

Advertisement

Are you listening?

Over 100 million people (in the U.S. alone) listen to podcasts EVERY month!*



REACH THOUSANDS UPON THOUSANDS OF PODCAST FANS WITH **PODCAST MAGAZINE**®

(for a LOT less than you might think.)

Visit PodcastMagazine.com/advertise or contact ads@podcastmagazine.com



*Nielsen Q4 2020



Perfect Podcast Guest

it's a perfect fit!

Get booked on top podcasts... today!

Perfect Podcast Guest is an online searchable directory that puts you in front of thousands of podcast producers, hosts, and schedulers looking for *THE* Perfect Podcast Guest

... is that you?

Looking for a podcast guest? Enjoy *FREE* unlimited searches through our directory of top-notch industry experts, authors, thought leaders, executives, & entrepreneurs to be guests on YOUR show, like these featured guests:



JENNIFER BRITTON

info@potentialsrealized.com

Topics Include: Author, Business Coach, Work at Home

Coach, author and thought leader in the area of group and team coaching, Jennifer has been an early pioneer in the virtual and remote space. Since 2004, she's led as the CEO of her company, Potentials Realized.

[View full profile →](#)



MERIDITH HANKENSON

meridith@gritmindsetacademy.com

Topics Include: Life Coach, Personal Development, Entrepreneurship

Meridith is a best-selling author, powerhouse mompreneur and top female motivational speaker who has become known for inspiring high-level professionals and entrepreneurs to venture beyond the place where their beliefs stop them.

[View full profile →](#)



RENEE PASER-PAULL

soaringpathways@gmail.com

Topics Include: Self-Help, Women's Issues, True Crime

[View full profile →](#)



JANI (RED) ROBERTS

janiroberts1@gmail.com

Topics Include: Wellness, Alignment, Spirituality

Best-selling author, empowerment coach, founder of alignment essentials, the living in alignment online course, podcast and live retreats.

[View full profile →](#)



RYAN ROY

fbidads2020@gmail.com

Topics Include: Author, Coach, Podcasting

Ryan has extensive personal and professional experience on the subject of parenting; especially Fatherhood. He is an accountability coach and he is the owner of Justify or Just Do It Coaching which serves clients from all over the world.

[View full profile →](#)



PAUL VANN

info@paulvannspeaks.com

Topics Include: Money and Finance, Author, Podcasting

Founder of Wealth Building Academy, LLC a professional development company that provides professional speaking, coaching, training, book publishing, podcasting, and radio show interviews for guests, with over 525 episodes.

[View full profile →](#)



CAROLINA VASQUEZ

meryvasquez@gmail.com

Topics Include: Holistic Healing, Personal Development, Spirituality

An integrated approach to create holistic wellness naturally, without dependency on toxic chemicals, annoying therapies, or complicated solutions.

[View full profile →](#)



THEA WOOD

thea@backstagechats.com

Topics Include: Women's Issues, Music, Personal Development

Thea's covers female empowerment issues with relatable stories and modern strategies for succeeding in male-dominated industries.

[View full profile →](#)



FATHER MIKE SCHMITZ

On The Balance Of Joy And Sorrow

“I could have been the first ex-Mr. Angelina Jolie,” chuckled Father Mike Schmitz.

In the mid-1990s, Fr. Schmitz auditioned for the male lead role to star opposite Jolie in the movie *Hackers*. The actor who won the role married the star briefly.

But between his rugged good looks and radio-ready voice, it’s easy to imagine a different career path for Fr. Schmitz.

While some might have lamented the missed opportunity, Fr. Schmitz is grateful.

“Alas, the Lord had other plans,” he said with a grin.

As a teenager, a journey toward the priesthood seemed unlikely for Fr. Schmitz. His family attended Mass every week no matter where they were in the world. Skipping church was not allowed, unless you were too sick to do anything the rest of the day. Fr. Schmitz recalls choosing boredom in his room all day just to get out of going.

Then, around the age of 15, he was attending Mass when he was overcome with a sense of repentance. He finally understood his own need for salvation and wanted to confess his sins.

“I could wait until Saturday, but I knew where the priest lived,” he remembered. So, he rode his bike to the priest’s house, knocked on the door, and asked if he could confess. The priest graciously invited him in and heard his Confession.

Fr. Schmitz left feeling like he encountered God.

He also decided that if he were ever to become a priest, he would also pay it forward by hearing confession from anyone anytime they needed it.

Becoming a priest was not a decision he pursued lightly. He considered it for over ten years while studying and learning to pray. He was overseas serving as a missionary when he realized seminary was his next step.

Choosing to follow a call to the priesthood was costly—it would mean bringing to a close a long-term relationship with a woman.

“I can be grieved and still trust.”



“There was sorrow, but also joy,” Fr. Schmitz reflected.

The experience taught him an important lesson.

“We can judge ourselves and say, ‘If this is what God is calling me to, I shouldn’t feel any sorrow. I shouldn’t be sad, or it shouldn’t be difficult,’” he remembered thinking.

But that is not how life with God works.

The reality is that joy is often accompanied by sorrow.

Fr. Schmitz explained it by using the analogy of scuba diving. The surface can be tumultuous, but once you flip over the edge of the boat and enter the water below, there is peace. Sorrow rocked him on the surface, but peace and joy were below.

“I can be grieved and still trust,” Fr. Schmitz said. *“If there was just pain or just sorrow, I don’t think I would have done it. I’m not that good of a person.”*



Part of becoming a priest is to promise obedience to the bishop, meaning Fr. Schmitz works where he is assigned. When he received his first assignment at the Newman Center at the University of Minnesota Duluth, he was excited to work with students. Then, another priest died unexpectedly, and he was sent to a local parish to fill in.

He worked for two years as a local priest (who could see the childhood home of Bob Dylan from his office window). The time gave him a perspective on life not ruled by the school calendar.

When the time was right, he returned to the Newman Center to work with students, training them in the beliefs of the church. He has found that many students are “culturally Catholic,” but have not yet had personal encounters with God. His job is to facilitate that encounter, while helping students answer big questions about the meaning of their lives.

In 2021, he started *The Bible in a Year (with Fr. Mike Schmitz)*™ featuring Jeff Cavins. The show walks his audience through the entire Bible over the course of the year. In January 2021, it topped the Apple Podcast charts for 17 days, and it remained the top show in Religion & Spirituality for six months.

He saw the Bible’s teachings as exactly what the world needed after a chaotic pandemic year. “When I start getting overly anxious, and distracted, and distressed about the current news cycle, I have to realize that this is not new,” Fr. Schmitz said. “People

FATHER MIKE

listens to



LEAD TO WIN WITH MICHAEL HYATT

Actionable insights to help you win at work, succeed at life, and lead with confidence.



CHASING EXCELLENCE WITH BEN BERGERON

Dedicated to dissecting what it means to live a life of excellence, both inside the gym and out.



YOU WERE BORN FOR THIS WITH FR. JOHN RICCARDO

Anything and everything aimed at transforming the church.

have not only lived through this before, but they’ve lived through it as part of the Great Story. This doesn’t disqualify me from being part of God’s story. It doesn’t give me permission to throw up my hands.”

Instead, his hope is that those who listen with him will have a greater appreciation for their part in that story. “By the end of the year, I want people we journeyed with to have a bit more of an understanding of how God sees it,” he said.



WITH FR. MIKE SCHMITZ, FEATURING JEFF CAVINS

How does he handle the success of *Bible in a Year*?

“I’ve had two other podcasts where it was just me—just my thoughts—and neither did as well,” he said with a grin. *“When I start just reading the Bible into a microphone, it does well. If I take any credit for that, I’m a fool,”* he said, chuckling. *“If anything, it’s humbling. These are not my words. They’re God’s words.”*

While Fr. Schmitz is demure about his role, he has made his significant gifts available to God. The results speak for themselves. His life may have turned out differently than he originally hoped, but he is now doing something much bigger than starring alongside one of the most famous actresses in the world...

He’s changing the world for the better. 🗣️

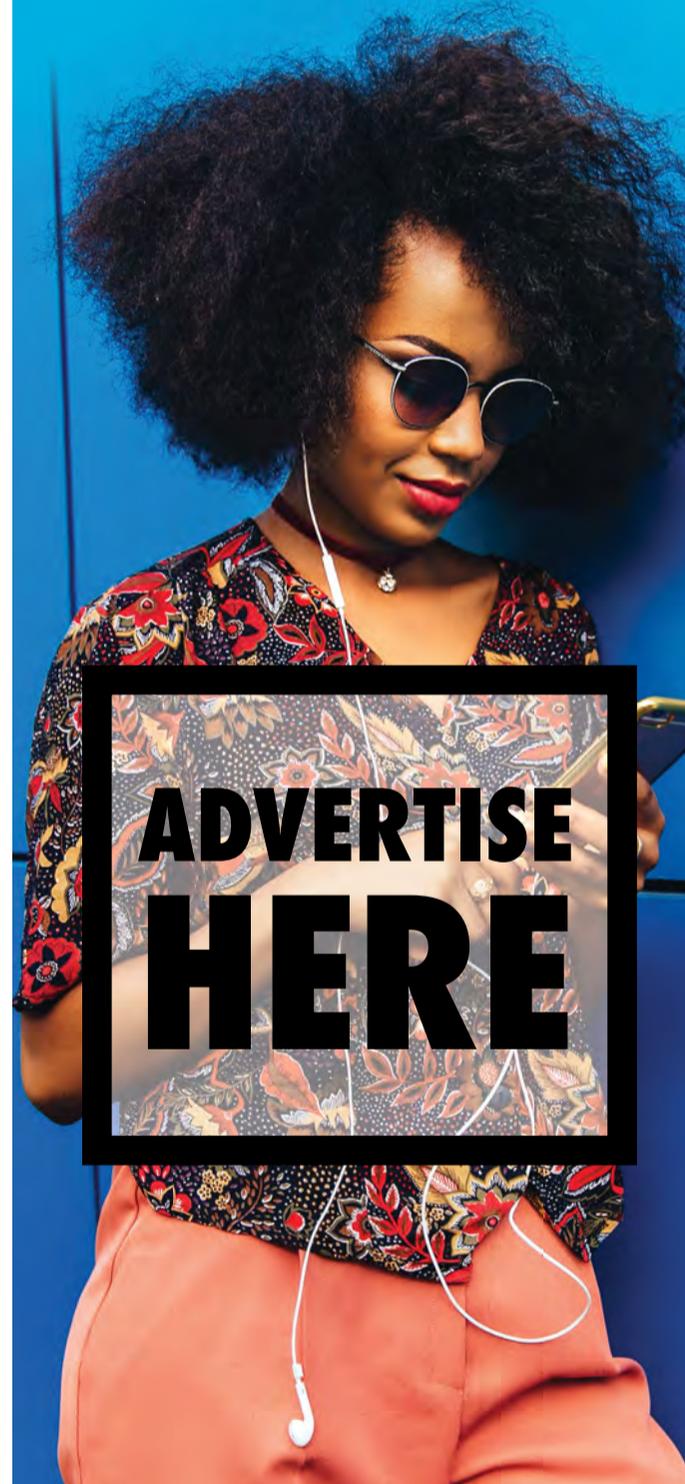


**Religion & Spirituality
Category Director**

Eric Nevins
religionandspirituality@podcastmagazine.com
Halfway There Podcast 🎧

SEE THIS AD?

So do thousands
upon thousands
of people who
love podcasts!



**ADVERTISE
HERE**

LEARN MORE >

or contact
ads@podcastmagazine.com



UNDER THE RADAR

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



HOPE UNYIELDING

In these strange times, the greatest benefit of podcasting is the ability to hear from others and feel less alone. Learning that we are not the only ones who suffer brings tremendous hope.

If you want to hear how God's people wrestle through life's most pressing issues, *Hope Unyielding* is for you.

The show is approaching its one-year anniversary, and host Hope Johnson is beginning to hit her stride as she publishes episodes more frequently.

Episodes feature a Christian believer feeling his or her way through a situation that seems scary or outside expectations. For instance, an episode with Natalie Hixson discussed overcoming destructive anger. Another discussed hearing God's voice and how to discern it.

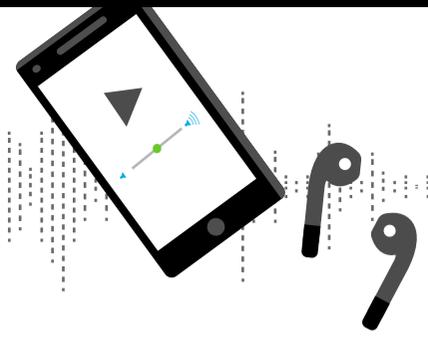
Johnson's line of questioning leads the listener from feeling lost in the powerful emotions to sensing that God is present.

The show's production is well-crafted, especially in Johnson's solo episodes. Her soft tones are very soothing with background music to match. Her deep understanding of trust in God regardless of circumstances sets this show apart.

Occasionally, there are audio quality issues that plague all new podcasters, like Internet issues or leveling crop up, but this should not deter audiences from listening.

If you are ready for a podcast that speaks honestly about struggle without being patronizing, check out *Hope Unyielding*. 🎧

IN YOUR EARS



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



KICKASS BOOMERS

Hosted by: Terry Lohrbeer

The *Kickass Boomers* podcast shares inspiration and motivation to get boomers up off the couch. Terry interviews dynamic baby boomers who refuse to act their age. Join us each week to hear new stories like Ep12: where Cassandra shares her story of getting sober at age 79 and is now living her best life ever at 87.



WHO'S YOUR DADDY

Hosted by: Frank and Christina Sasso

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



REINVENTION RADIO

Hosted by: Steve Olsher

Reinvention Radio — where 'normal' comes to die; 'mediocrity' meets its final demise; and, 'the status quo' is unabashedly dismantled. Featuring sit-downs and in-depth, often controversial, discussions with leading authors (e.g. Simon Sinek), podcasters (e.g. Jordan Harbinger) and entrepreneurs (e.g. Naveen Jain), few shows dare to go where the Reinvention Radio conversations live.



YOUR PODCAST
BELONGS HERE!

Reach thousands upon thousands of podcast fans who are *always* on the lookout for new shows.

Secure your spot now! >

Questions? Email ads@podcastmagazine.com



intheir **20s**

Best Friends & Their Legacy

Landon Campbell created a podcast with his best friend and college roommate Micheal Holmes after they graduated and began their careers. It was also at the start of the pandemic.

“We wanted to help people... to interview the most influential people to talk about one thing: their 20s. It’s a defining decade where they made a lot of mistakes, or had a lot of failure, or a lot of obstacles to overcome. We really believe that in

order to be successful, you need to see success. Those are the stories we wanted to highlight.”

During this time, they saw a lot of their peers facing challenges. They noticed a general sadness in people not knowing what to do. Both Micheal and Landon had signed post-graduate offers with companies, so they did not have the same worries as many they knew.

So, they chose to help by podcasting.

Their original idea for the podcast came around March of 2020, and the first episode was released in June. From day one, they were determined to run it like a business while being very intentional with their mission.

InTheir20s is broad while being very specific to successful people's experiences during that period of their life.

Neither Micheal nor Landon knew the gravity of the challenge that was about to hit them, in *their* twenties.

"Micheal unfortunately passed away in April 2021 from a short battle with brain cancer. He was a few months younger than me, and that's been a really challenging thing to work through. I'm focused on keeping this podcast going—we started it from nothing, and I want to preserve his legacy, his memory. This was both of

ours. While I don't have him here every day anymore, he is still a co-founder. He is still a co-host."

This tragedy was very out of the blue; Micheal passed away just one month after everyone, including himself, found out about the diagnosis. They decided to go public with the information, and through their local and podcast communities, ended up raising \$20,000 in a very short amount of time for Micheal.

"Through all the sadness, it has been magical to see all the impact that Micheal had in people's lives. People would tune in to this show to hear his voice every single week. He is in his 20s, and even though he is not interviewing anymore, his energy is there, and his enthusiasm is there."

Micheal's presence can still be seen on their website. In fact, it is not clear that



"I'm focused on keeping this podcast going—we started it from nothing, and I want to preserve his legacy, his memory."

Host Landon (right) considers his co-host, friend, and founder still very much a part of the team even after his tragic passing in April 2021

he is gone when you initially come across *InTheir20s* online, so the news can be shocking. But that makes sense, when, according to Landon, he remains part of the current team.

And Landon continues to interview “*the most influential people in the world to share the best advice for 20-somethings.*”

In the spirit of sharing advice, Landon has two pieces he received early on that helped *InTheir20s* get a strong start:

“Number one—just start. During our preparation period, we would constantly question when to start. Just start. you are not going to have all the answers first. Number two, after you start releasing episodes, don’t focus so much on monetization. Focus on building the brand and the community.”

For Landon and Micheal, that meant reaching out to people in their community, which, thanks to Landon’s 10 internships in college, was vast. His adult identity and network were created through these internships, during which he worked with great people and companies doing amazing things. Landon was impacted by all the advice he received, and he knew they were the people they wanted to hit up first for interviews.

“We started with people who were influential to me—maybe not recognized world leaders, but important to me. Now, we are going after some big names.”

When it comes to monetization, things look very different now than they did

LANDON

listens to



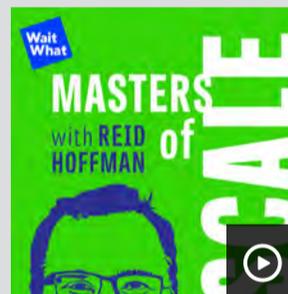
ALL-IN PODCAST

Industry veterans, degenerate gamblers, and besties cover all things economic, tech, political, social, and poker.



THIS WEEK IN STARTUPS

Angel investor Jason Calacanis (Uber, Calm, Robinhood) interviews the world’s greatest founders, operators, investors, and innovators.



MASTERS OF SCALE WITH REID HOFFMAN

Iconic CEOs—from Nike to Netflix, Starbucks to Slack—share the stories and strategies that helped them grow from startups into global brands.

“We really believe that in order to be successful, you need to see success. Those are the stories we wanted to highlight.”



when Michael and Landon began trying to turn their show into a business.

“We were calling different businesses and offering sponsorship opportunities. I remember there was a lot of frustration there. People were not interested, as we didn’t have much to show for it.”

They went back and focused on the content, and now, they have a partnership with Upkeep to train and run internships via their podcast. This is not something they could have planned out before beginning their podcast. They also now have interns who help them share their media out onto many social platforms each week to continue their growth.

“We have had some amazing guests now. Steve Wozniak, the co-founder of Apple, is our 50th episode in just over a year.”

Landon focuses mainly on Spotify, as they use Anchor to create their podcast, which is owned by Spotify.

“We have had some amazing guests now. Steve Wozniak, the co-founder of Apple, is our 50th episode in just over a year.”

“We love Spotify. We love the direction the company is going when it comes to podcasting and audio, from the quality to the acquisitions they have made. We are proud to be a Spotify podcast.”

So what is next for *InTheir20s*?

*“We are developing a live show on Fireside, which is co-founded by Marc Cuban. We like the direction they are focused on when it comes to podcasting and content creators. So, we are launching a weekly live show separate from the podcast, which is the *InTheir20s Live* show. This is where we’ll be speaking to people who are currently in their 20s about key takeaways they have learned.”*

Landon has already learned a lot in the last year during his 20s, and he and Micheal created a podcast to help others in theirs. In doing so, they also created a legacy that keeps their joint impact alive. 🎧



Education Category Director

Adam Lewis Walker
education@podcastmagazine.com
Awaken Your Alpha 🎧

OVERRATED

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



TED TALKS EDUCATION

What should future schools look like? How do brains learn? These are the sorts of questions presented in the *TED Talks Education* podcast. And you hear from some great educators, researchers, and community leaders as they share their big ideas for future schools and learning. This is primarily a video podcast taken from talks presented onstage at the TED conference, TEDx events, or partner events.

If a podcast review came down to purely

content, this would score highly. I am a big TED fan who helps aspiring TEDx speakers land and prepare for their talk. However, as a podcaster, I cannot score it high for these reasons:

This is a long-running podcast (first episode December 2011). However, consistency is important, and I couldn't get a handle on their episode release strategy. Releases vary from once a month to every other month and everything between. As of now, the last episode released was two months ago.

With the huge pool of great content and resources to pull from, I do not fully understand why the consistency is not there.

Commit to it properly, or don't. With there being at least 13+ different podcasts from the TED platform, maybe this is not a priority for them. Still, it's a good podcast to browse through, but realistically, you'd be better off consuming your TED content on YouTube! 🎧



MELISSA VICTOR

The Unstoppable Creator of *Stoopkid Stories*

Melissa Victor, creator of *StoopKid Stories*, is known for her bubbly energy that lights up the room, whether she's speaking at Podcast Movement or in character on her show.

It's hard to believe she was initially resistant to the idea of starting a podcast.

While she was chasing her Broadway dream in New York City, there came a time when she was in between gigs. Melissa remembered this turning point like it was yesterday:

"I prayed—'God, I need to feel creatively fulfilled. What do I need to do next?'"



“I thought God was gonna send me a TV show or movie to show me I should transition from theater to film. Instead, what came to me was that I needed to make a podcast. My response was, ‘No, I’m not doing that.’”

Nevertheless, the idea of a podcast came to her with very specific instructions to tell stories, particularly stories of Black kids, based on her own experience of growing up in Baltimore.

She recalled the moment she finally gave in and said, *“Okay... this is what you want me to do, even though I don’t know what I’m doing.”*

Melissa previously hadn’t been an avid podcast listener, yet she challenged herself to write a story as a test run.

“I had written lots of stories when I was younger. If I hadn’t done a bachelor’s degree in musical theater, I would have gone to school for creative writing. It’s interesting how things come full circle.”

Even though she wasn’t sure whether she still had her writing chops, Melissa sent her story to a couple of her friends. *“I had already planned that if they told me it sucked, I wouldn’t start the podcast.”*

The opposite happened! Melissa’s friends said, *“Oh my god, this is so great. I love it! If I had kids, I would read this to them.”* This was a resounding confirmation that she should take the plunge, so she pressed “record,” and as they say, the rest is history.

This was over a year and a half ago. Since then, the *Stoopkid Stories* audience has grown by leaps and bounds as they follow fun, exciting stories featuring seven young Black characters who face a new adventure in each episode and have to overcome different obstacles related to their friends, family, school, and community. Each story is written by Melissa and holds a lesson, which she hopes will spark conversations everywhere.

Melissa still can’t believe how popular the show has become.

“I have to thank the Kids Listen community, because they really poured into me and showed me what to do and how to do it. Members of the community, like from Stories Podcast, said, ‘I want to

“There is currently a focus on amplifying Black creators and Black voices, and some conscientious storytellers want to bring in a Black creator to help tell the story correctly.”

promote you on our show.' *Kids Listen is such a tight-knit group. I am forever indebted to them.*"

Melissa has had stellar collaborations with other podcasters, including the team from *Imagine Neighborhood*. "On *What If World*, the stories are improv, and I was invited to do a joint improv story." She has also done some voicing for *The Past and the Curious*.

"There is currently a focus on amplifying Black creators and Black voices, and some conscientious storytellers want to bring in a Black creator to help tell the story correctly.

"Some podcasters wanted to talk about racial injustice and how to discuss this topic with kids, so why not bring in a Black creator to help? I co-wrote some stories with other podcasters, because they wanted to be very careful about how they were presenting certain situations like police brutality and racism in school."

If Melissa's stories seem true-to-life, it's because they are... even the light-hearted ones.

"As I was walking through the city one day, I knew someone must have taken out her braids, because I saw a clump of braiding hair on the ground. I watched it tumble down the street, and a thought hit me: 'That's the story: The Magical Tumbleweave! Why not have the four girls sitting on the stoop, learning how to braid hair?' After all, that's how I learned to do it—sitting on a stoop. In the story,

"I wanted Black, inner-city kids to see themselves represented in a way that didn't involve gang violence."



suddenly the clump of braiding hair could turn into a wig, and the girls have to chase it through the city.

"When I was planning the podcast, I wondered, 'Where's the show where we're all at the cookout, and we all look the same?' Growing up, my church and my school were all Black. I was on an all-Black swim team. I went to Spain on a music tour in high school in an all-Black choir, and we also sang at Carnegie Hall: activities you might not normally think would be Black experiences. I really wanted to hone in on



that, and I wanted Black, inner-city kids to see themselves represented in a way that didn't involve gang violence.

“Kids who live in Baltimore, or any inner city, are just regular kids who wake up, go through puberty, get bullied, and have fun with their friends. They have responsibilities, they get into trouble, and they ride their bikes just as kids do in the suburbs. It's not that different. I thought that if a range of people want to listen, that's great, but I knew this would resonate with at least one Black kid out there.”

An unexpected outcome has been that transracial adoptees and their families are among those who have gravitated to the show. This means a lot to Melissa, because she too is adopted (though in her case, her adoptive parents are Black).

Stoopkid Stories' listeners span more than 50 countries, and the show just keeps expanding.

Melissa shared the details of her latest masterpiece:

“I recently had the opportunity to write, direct, and choreograph *Stoopkid Stories LIVE!*, a fully-staged musical based on the podcast. It took place at the Summer Theater of New Canaan, and it was a hit!”

What's next for *Stoopkid Stories*? One thing's for sure—Melissa Victor has a winning attitude. With her strong sense of purpose, the possibilities are endless. 📣



Kids & Family Category Director

Christine Franklyn

kidsandfamily@podcastmagazine.com

Got a Kids & Family Podcast suggestion?

Let us know! >



UNDER THE RADAR

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



YOGA KIDS ADVENTURE

Is it possible to make yoga fun and exciting for children, yet also totally soothing? The *Yoga Kids Adventure* podcast achieves this beautifully. Marrying mindfulness and physical activity, this new show from Tumble Media is phenomenal, and it's the first of its kind.

Who better to guide children through each episode's creative routines than a kids' yoga teacher? Kathryn is the perfect host for this podcast. She has clearly mastered the art of



balancing a child-friendly upbeat tone that keeps children interested with a sense of calm. The entire family is likely to feel more centered during and after every episode.

With a yoga podcast, young ones can get moving without staring at a screen. As the podcast description says, *“All you need is your ears, your imagination, and a safe place to move.”*

Wouldn't you love to stretch out with a morning swim at the beach? These yoga adventures take you there. Each episode takes kids on journeys that are built on novel ideas, like calming your body before bedtime in a cozy bear cave or wiggling with wild animals on a safari.

Kathryn even teaches children how to do yoga in a chair. Using *“rocketship breath,”* kids lift off on a space adventure and breathe and bend among the stars. 🎧



STRONG VS THE MACHINE

Guess Who Wins?

Automation—powered by Artificial Intelligence, or AI, as it is commonly known—runs our lives, whether we believe it does or not.

In the “olden” days, automation was controlled by simple programs that didn’t learn the behaviors of its users. Today, almost anything you buy or use has had automation at some point in the process that decided what you would see and how and when you would see it.

Isaac Asimov’s famous sci-fi books, including *I, Robot*, talked about machines-gone-wild, but they also outlined

rules to follow to prevent the machines from gaining control of humanity and destroying all human life. Think Skynet from *Terminator* or HAL from *2001: A Space Odyssey*.

Are these stories coming true today?

Should we place our trust in machines? If we do, what do we need to consider? What are the ethics and moral leanings to be considered?

Enter *In Machines We Trust*, hosted by award-winning journalist Jennifer Strong, also the creator of the podcast powerhouse show from *The Wall Street Journal*, *The Future of Everything*. *In Machines We Trust* is by the folks at the *MIT Technology Review*, the oldest technology magazine in the world, founded in 1899. Jennifer

is the Senior Editor for Podcasts and Live Journalism and can often be found speaking on stages around the world on technology and its intersection in our lives.

Rather than go surface on machine learning, aka “AI,” Jennifer and the team go deep into topics that affect our lives without our even realizing it. Research and data are at the core of all they do, and each episode is a masterclass on what happens behind the scenes of an

award-winning show to keep it relevant and accurate. Topics are often the ones deemed “*too heavy for broadcasting.*”

Last season included a series on machines and hiring. Referencing it, Jennifer shared nuggets that should not be spoiled by this feature. They also raised questions in her own mind, like, “*Is AI-based hiring propagating current business staff makeups of gender and personality by only presenting exactly what the machine has*

learned is currently successful?”

Those are the kind of thoughts that go through Jennifer’s mind. As a 2019 co-chair of the United Nations AI for Good Global Summit Strategy Lab exploring how newsrooms can prepare to report on the use and impact of AI, Jennifer looks at

each episode as a link in a chain of an ever-evolving story that needs to see the light of day. Public policy, government, and technology have been her newsbeat for years, and her gift for unlocking doors and uncovering the unintended consequences of technology feeds her purpose—to “*help us become a more informed society.*”

An upcoming live event interview will have her on stage with her guest, an

Uncovering the unintended consequences of technology feeds [Strong’s] purpose—to “help us become a more informed society.”



avatar version of a real person deep in the investigation of ransomware attacks who cannot risk being exposed. Jennifer has also created a personal avatar with voice and personality to do research on how AI perceives an individual. To get the answer, you will need to listen to the season two finale that ran in August.

Covid means in-person interviews are not always an option, and virtual interviews can be complicated by uncertain Internet or sound equipment on the other end of the call. Jennifer and her team have remained undaunted, figuring out how to make the best of what they have while remaining focused on telling good stories. Over the course of her career, Jennifer has had to improvise and sometimes even pivot when it comes to finding an optimum location to record (think backseat of a car under a blanket, for example). All that experience has proven invaluable in how quickly she can pivot when challenging factors arise in recording or production.

Curiosity about how the world works, what drives people to make the choices they

Topics are often the ones deemed “too heavy for broadcasting.”

make, where the world might be going, and just people in general leads Jennifer down many different paths professionally and personally. With three children ages 10-14, curiosity is something she gets to explore every day. Currently, learning to sail is one exploration her teenage daughter has gotten her to enjoy in the chaos that is the Hudson River.

Living in a 100-year-old apartment also creates some opportunities to learn new things. This past year, Jennifer has refinished woodwork, rewired lights, made things for her home, and tried to find a spot in her home from which she can quietly record without picking up sounds from other apartments. Currently, her linen closet with a recorder and mic is her favorite spot.

No matter where she is recording, getting to the facts and opening listeners’ minds to perspectives they might have never considered is the goal. Showing the world the deep nooks and crannies where AI helps decide who gets hired, what you see on the Internet, what you buy, and what you believe is a noble goal, and one upon which Jennifer Strong has built a career. 🎧



Technology Category Director

Laura Steward
technology@podcastmagazine.com
It's All About the Questions 🎧



UNDER THE RADAR

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



FRONT END HAPPY HOUR

Geeks, beverages, and incredible conversation. What more could you want from a technology podcast? How about senior-level tech folks from Silicon Valley companies including Netflix, Twitch, Atlassian, Evernote, LinkedIn, and more? If that isn't enough to pique your interest, the wide variety of guests and topics are sure to draw you in.

No topic is off-limits, and cocktails or non-alcoholic beverages of choice are a recurring theme as they pertain to the title of the podcast. The show's focus is on



career development, software development, diversity and inclusion in the tech industry, and front-end design, but don't be surprised if an episode takes a slight detour to the personal experiences of the hosts or guests.

Each episode also ends with a fun section called "Picks," wherein each host and guest shares their current favorite things. Those picks might include food, beverages, articles, entertainment, or something off the wall you might not know about. Picks might be serious in nature, too—like an interesting article on technical interviewing—or a bit less serious, like a cool gadget to make pizza, or a piece of music.

No matter what level of developer, tech leader, or lover of tech you are, you are sure to find multiple episodes of this podcast to increase your knowledge, pique your interest, or spur your curiosity. With over 130 episodes at the time of this writing, there is plenty of content to enlighten, entertain, and increase your skills. 🎧

On Clubhouse? Join Us In ClubPod™!

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

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

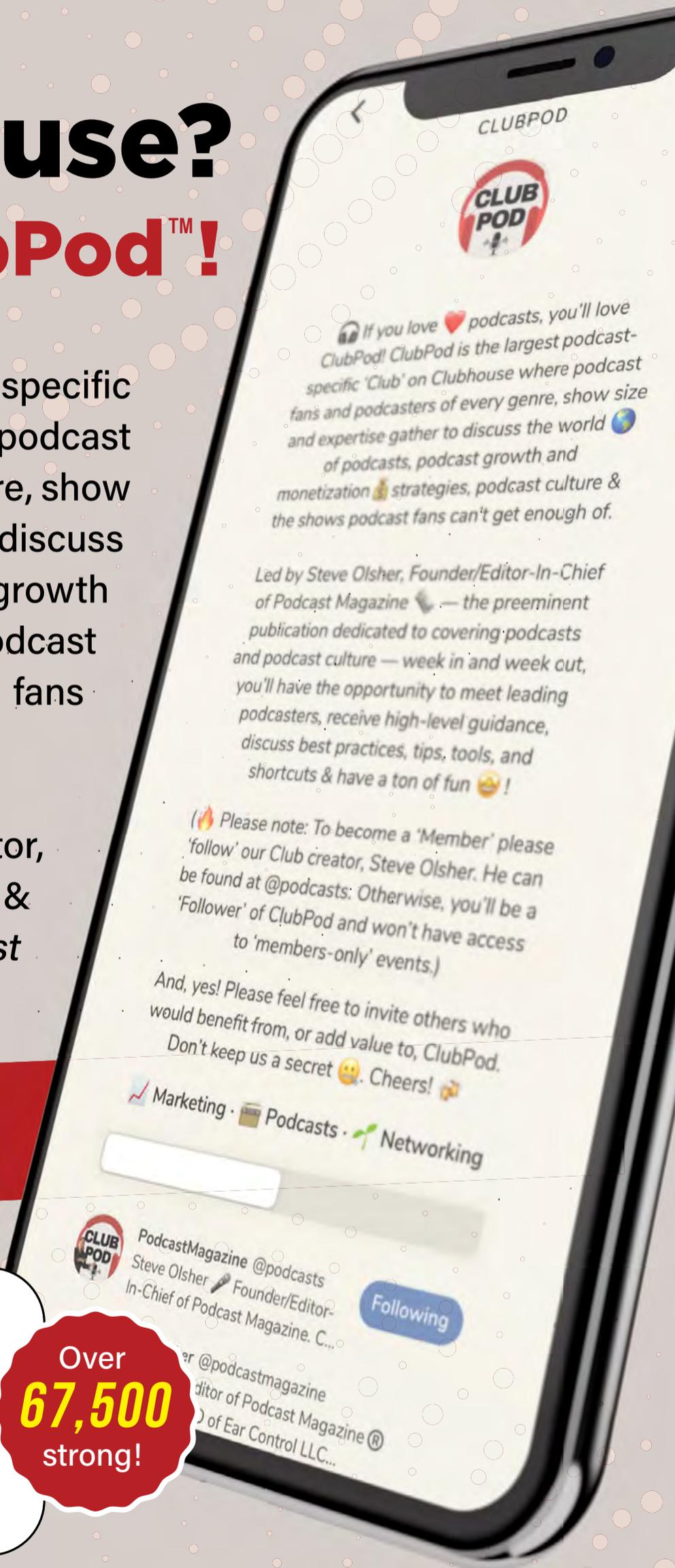
See you in the 'Club'!



Download Today



Over
67,500
strong!



HEATHER TEYSKO:

A History Podcasting OG

Podcasting since 2009, Heather Teysco hosts the incredibly popular *Renaissance English History Podcast*, covering the period forged in the white heat of technological revolution—printing—which ignited almost two centuries of religious strife across Europe that ultimately launched explorers across the globe and landed White men in the Americas and around the world.

The printing press is central to why this period of history is so well-known. Its ‘leading lights’ wrote in diaries, and their thoughts and actions have been set in print, immortalized for posterity.

The podcast may deal with the most

well-known of English royal houses, the Tudors, but it doesn’t just dwell on the reigns of kings and queens, their battles, and when it comes to Henry VIII, his many lovers. *The Renaissance English History Podcast* also looks at the wider societal aspects that made up early modern English life—anything from period dress to an in-depth look at spas in Buxton in the Midlands. In one episode, Heather explains how “*taking the waters*” became something of a national interest during the reign of Henry VIII, for example.

Heather, who lives in Ronda, a small town in Andalusia, Spain, with her husband Jonathan and daughter Hanna, said: “*When I started my podcast, I was*

working at a library consortium doing training for librarians. I thought, ‘Oh, this podcasting thing would be good for libraries. I need to teach librarians.’ So I stopped on the way home from work and bought a USB mic.

“Then, it was, ‘Well, what do I want to podcast about?’ And I really liked Tudor history, so that’s how my show got started. Ironically enough, I now teach podcasting classes for the American Library Association. So it has all come full circle.”

It is not just in the now 172 episodes of her podcast that we can see Heather’s love of all things Tudor; she is also the creator of the popular Tudorcon, a yearly offline and online conference.

Just as this is more than just your “regular” history podcast, Heather is much more than just a host: she has a real entrepreneurial zeal, having also launched a range of merchandise around her show. And unlike most podcasters, she makes a healthy living from her passion.

Heather is incredibly knowledgeable and personable. Her podcast episodes provide great detail and reflect her devotion. And although podcasting is largely a one-sided dialog, Heather is in conversation with her listeners.

When she talks about Bloody Mary, for instance, you can almost forget that you already know the outcome, spoilers, false pregnancies, and reversal of her re-establishment of Roman Catholicism by her younger half-sister Elizabeth. You

“I really liked Tudor history, so that’s how my show got started. Ironically enough, I now teach podcasting classes for the American Library Association.”

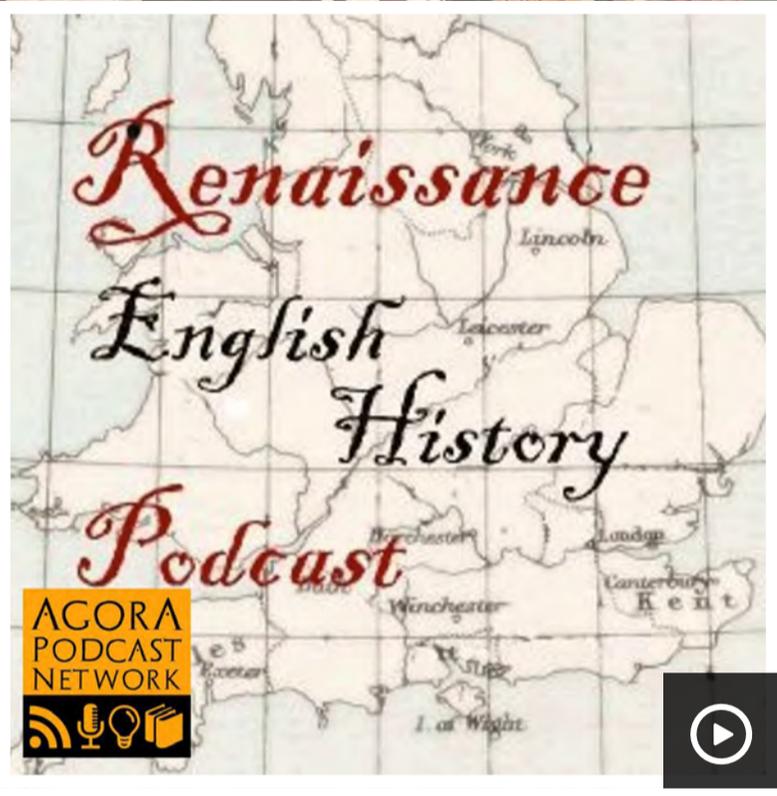


get so caught up in Heather’s informed narrative that, for a delicious moment, any outcome seems possible. You are gripped by her phenomenal storytelling.

Heather also talks about Margaret Beaufort on her show. Margaret was a major figure in the Wars of the Roses and the mother of King Henry VII, a descendant of Edward III.

“This heiress was forced into marriage at the age of like 11,” Heather said. *“Her*

The first Tudorcon took place in 2019 and is currently in its third year



Heather has spoken on many stages, including (above) in an interview with Jeff Goins.

husband died while she was pregnant, and she almost died while giving birth. Her labor was so horrible; it lasted three days and messed her up so much that she couldn't have any more children. She was absolutely devoted to her son." Margaret's great political skill helped put her son on the throne, and her strength was popularized in the TV show *The White Queen*.

Then there's the little-known figure Levina Teerlinc, the court painter after Hans Holbein. As Heather explained, Teerlinc was paid more than her famous predecessor, but is somewhat lost to popular history.

Heather links the rise of women in general to Beaufort and Teerlinc in the

early modern Tudor world. Perhaps this is one of the reasons for the enduring appeal of the period.

Listening to the podcast gives us a glimpse into a world recognizable to our own. Its society was not steeped in medieval practices, but in politics. This age started with the printing press, which revolutionized communication, so it is only apt that in the 21st century, we document the Tudors through another revolutionary technology—podcasting, with Heather Teysco. 🎧



History Category Directors
 Luke Baxter & Roifield Brown
history@podcastmagazine.com
 Map Corner 📍



UNDER THE RADAR

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



HISTORY'S MOST

The main presenter of *History's Most* podcast is Alex Clifford, author of two books on the Spanish Civil War and another coming out soon about inter-war Germany.

The podcast exploits the superlative in the title and examines topics along the lines of *History's Most*—whether that be “History’s Most Puzzling Century,” or “History’s Most Brazen Assassination.” We also get “History’s Worst...” including “Friendly Fire Incident,” “Stalemate,” and so on. You’ll have to listen to



find out what each one of these refers to—it is rarely obvious!

Given Alex’s area of research, many of the episodes focus on that fascinating period of history between the two World Wars. One of the highlights was the series that covered Spain.

Apart from his own knowledge, Alex is also a very sympathetic interviewer, and interviews with historians form the backbone of *History’s Most*. Alex and his co-presenter have called on a range of eminent historians, all true experts in their fields, who can really delve deep into the topic of the episode.

Given that, unlike many podcasts, *History’s Most* does not follow a chronological arc, but rather dips into many different periods, listeners can choose episodes that grab their attention rather than feeling that they need to start at the very beginning and work their way through. Why not try “History’s Most Forgotten Foreign Intervention”? It’s good! 🎧



Ami with her daughters
Anya (left) and Kyla



TUCKERED OUT WITH AMI THAKKAR

Searching For Purpose Around The Globe

Ami Thakkar's journey to podcasting was one of finding her true North—her purpose in life.

Ami's parents immigrated from Bombay to the U.S. in the 1960s making Ami first generation. She grew up in Houston, where she was immersed in the South Asian community and culture. Her's was a traditional South Asian household, and going to graduate college and having a stable career was the expectation. Ami says that while her parents raised her with traditional values and culture, "They also understood the importance of integrating into the American life, because



at the end of the day, we were American kids with an Indian background.”

Ami’s brother’s path was clear—he became a pediatrician. Ami enjoyed writing and wanted to study journalism, yet in order to please her parents, she graduated with a degree in economics instead and landed a corporate job with Enron. Looking back, Ami shares, *“If I could rewind, I would definitely go to journalism school. I just didn’t tune into myself enough to understand what I wanted to do.”*

Because Ami was bilingual, after she left her job at Enron, she moved to Bombay and worked as a backup dancer for a singer and as a DJ radio personality. After a year, she moved to Chicago to study

law. Next, Ami moved to New York City to practice law, and three years later, she met her husband. Shortly after getting married, they moved to Delhi before packing up again and moving to Dubai. From Dubai, they moved to Dallas, then Arkansas, and finally, to her current home in Connecticut.

“I have now lived in nine cities and three countries. After I got married, I retired as a lawyer. During our moves, I tried several career paths, including working with nonprofits and startups and freelance writing for magazines. I felt like I was always trying to figure out my calling. What did I really want to do? What was my purpose? And while starting over was exciting because I got



to explore new stuff, I never knew what I wanted to stick with.”

Ami had been listening to podcasts and became obsessed with serial podcasts, including true crime. A few months after her second daughter Kyla was born, Ami experienced a dark night of the soul:

“I lost it,” she recalls. “I knew I needed to do something for myself. I needed to do something that I could bring with me anywhere we moved, and that I could do from home, so I could be with my daughters. I knew I loved storytelling and that I was a connector. I also knew that I loved working in radio. With all of that combined, I decided to start my podcast. It launched in December 2017, and it was very, very basic. I did the graphics by myself!

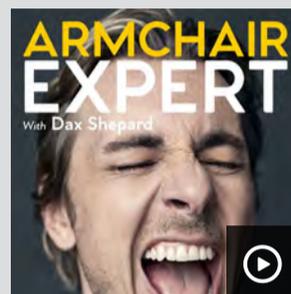
“I chose the name ‘Tuckered Out’ for a couple reasons: first, because I was literally tuckered out from the moves and from trying to understand what my purpose was. I had tried so many different things, and I was fatigued. I was also tuckered out from being a mother of two young children.

“Second, I’ve always been called ‘Tucker,’ because that’s my last name. I thought it was a cute play on words: ‘Tuckered Out With Ami Thakkar.’ Then I thought, why would anyone want to listen to me? What do I have to offer? What do I have that’s unique? What is my experience? And I realized that the South Asian community was one thing that I’m passionate about. I had always been curious about people’s professional journeys, and that’s when I



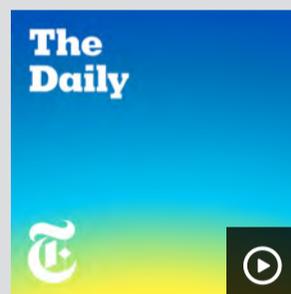
AMI

listens to



ARMCHAIR EXPERT WITH DAX SHEPHARD

Fascinated by the messiness of being human, Dax explores the struggles and shortcomings of people’s stories while celebrating their growth and betterment.



THE DAILY

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



SLOW BURN: THE ROAD TO THE IRAQ WAR

This podcast explores the people and ideas that propelled the country into the Iraq War and the countries that failed to stop it.

**“Now I’m full force—
interviewing South
Asian prominent voices,
experts, and trailblazers
who are leaders in their
industries and doing
unique and cool things.”**



decided I could combine my passion and curiosity! I had a great network, and I knew a lot of South Asians who were doing great things, so I could have conversations with my own friends, and we could share our experiences and stories as first-generation South Asians in America.”

After her tenth episode, Ami’s family moved from Dallas to Arkansas, and Ami remembers thinking, “Okay, that was fun for 20 episodes, but nothing’s going to happen with this. Whatever. It’s a hobby. I have to figure out what my true calling is...” *Again, I was on that path. So I put a pause on the podcast. Fast forward to 2020, and we move to Connecticut during the pandemic. I realized that I didn’t really*

give podcasting a chance. I also realized how much I enjoyed podcasting. I was ready to really focus on my podcast and me. I rebranded with a professionally designed new logo. We’ve got a new website, and I relaunched the podcast. And now I’m full force—interviewing South Asian prominent voices, experts, and trailblazers who are leaders in their industries and doing unique and cool things. And it’s been very fun.”

When not recording her podcast, Ami spends time on Fireside. One of the co-founders of Fireside, Falon Fatemi, reached out to Ami to become one of their Firestarters, and Ami jumped on the opportunity. She says, “It’s still in

Advertisement

Did you know that 45% of monthly podcast listeners have a household income over \$75,000?*

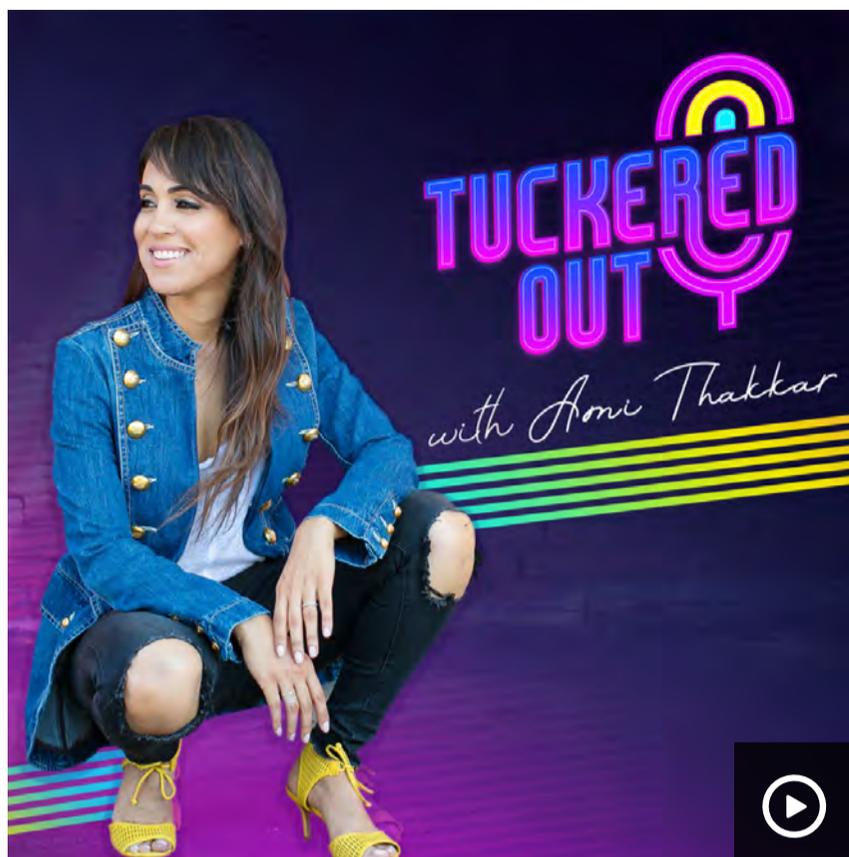


IT’S TRUE!
Reach them with
PODCAST MAGAZINE®

Visit PodcastMagazine.com/advertise
or contact ads@podcastmagazine.com

*Source: Edison Research Infinite Dial 2019





“I followed my energy, and whenever it felt right, it felt good. I followed the right vibe... the right energy. So, follow yours.”

beta testing. It’s kind of a next-generation podcasting platform. I really love the way they built Fireside and geared the app toward podcasters.”

Last month, Ami was a Podcast Movement panel speaker on the subject of “Mommies in Podcasting.” She also met Mark Cuban, the other co-founder of Fireside!

Ami’s dream guests for her podcast are comedian Lilly Singh, Indra Nooyi (former CEO of PepsiCo), and Prime Minister Narendra Modi of India. Ami is also focusing on building a global network of South Asians while uplifting their voices around the world.

Ami shares these words of wisdom from her travels around the world in search of her voice: *“The one word that always comes to me is ‘impact.’ I want to have some kind of impact. Now, what does that mean? I don’t know yet. But I know there’s always room for your voice. I*

think all of us are tuckered out at some point, and it may be a constant thing for some—especially in adults. I guess the most important life lesson I’ve learned when I look back at my twists and turns is that I followed the energy. I followed my energy, and whenever it felt right, it felt good. I followed the right vibe... the right energy. So, follow yours.” 🎧



Society & Culture Category Director

Gin Keller
societyandculture@podcastmagazine.com
Embracing Courage ▶

Got a Society & Culture Podcast suggestion?

Let us know! >



UNDER THE RADAR

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



NOT! JUST ANOTHER RANDOM KNOWBODY

I enjoy writing the “Under The Radar” review, because I have the opportunity to discover and sample a multitude of podcasts, and one of my favorite parts is learning why the hosts start their podcasts.

This month is Trisha Dawkin’s one-year podcast anniversary of what was originally titled *Conversations With A Random Knowbody*. Over the year, listeners are able to experience her growth as a podcast host and human.

The trailer for the podcast instantly caught



my curiosity. As soon as I hit “play,” I heard upbeat music before Trisha saying, “*Greetings massive!*” (in Jamaican Patwah... translation: “*Hello everyone!*”). For me, her opening was inviting, unique, and enthusiastic. Her voice is clear and happy, and the music is uplifting.

Trisha shares the experience that inspired her podcast in episode one, and after listening, it’s clear that the name of the show is perfectly suited to her purpose. Trisha alternates her weekly episodes with guests and solo episodes, sharing the details of her life experiences in a natural way. I had the feeling of a budding relationship/friendship as I listened.

Becoming a podcaster as a single mother of two is admirable in and of itself. Being a student and having a job in addition is inspiring. In her second season and 40 episodes in, the podcast name transitioned to *Not! Just Another Random Knowbody*, and her opening includes, “*Big Up Yourself!*” (translation: “*I appreciate you!*”). Back at you, Trisha! 🎧



KAREEM MADDUX

NCAA Princeton University Basketball Star Creates His Dream Podcast

Kareem Maddox's passion is to live a life of experiences.

He played college and professional basketball as a way of doing so—a way of living a full, purposeful life.

Yet growing up, he never actually wanted to play sports. His parents pushed him to get the best grades possible, and he credits them for helping him see the importance of education.

In high school, he began playing basketball, and added running track and perfecting

the high jump to his athletic experience. Then, he grew six inches going into his senior year, and at 6'8", he was even more naturally gifted at basketball. So, he shifted his focus to basketball only. He was a very well-rounded athlete, and began viewing athletics as a gateway to amazing experiences.

Since he played multiple sports and never did the AAU circuit, he wasn't seen by many schools—which means he wasn't highly recruited out of high school. He was finally discovered at a Princeton Elite Basketball Camp, where the coaches were surprised by the fact that none of them had discovered his talents.

Nebraska became interested, along with a few Ivy League schools.

Kareem chose to attend Princeton University. *"I fell in love with the campus and the program,"* he said.

He enjoyed his experience there, recalling the Ivy League Championship in his senior year as the most memorable of moments.

"We were the worst team in Princeton during my Freshman year. We were the best, in my senior year," he shared.

Eventually, Kareem decided to major in English Literature—a choice he is thankful he made.

After college, he had the opportunity to play professional basketball overseas, and went on to play in Holland, Netherlands, Poland, and England.

"My talent gave me opportunities to have wonderful experiences."





“Basketball gave me the opportunity to see the entire world,” Kareem said. “My talent gave me opportunities to have wonderful experiences.”

After playing a few years of pro ball, Kareem interned at Ariel Investments in 2012. John Rogers, founder of the firm, had played basketball for Princeton in the 80s, and once again, new opportunities opened for Kareem.

John was very competitive and liked to compete in three-on-three tournaments. John had his team run the same system Princeton ran, which resulted in a *“bunch of nerdy dudes beating people,”* according to Kareem. *“We could dribble, pass, shout, and cut back door.”*

Once John could no longer play, he began recruiting former Princeton players—enter Kareem. Playing for the three-on-three league became one of Kareem’s passions, and his team won many championships and now plays professionally.

In the meantime, he interned at KCRW in San Monica, and *“fell in love with the media.”* Next, he worked for Colorado Public Radio in 2013 and 2014.

When Kareem returned to Poland to play pro ball, he also delved into the world of podcasting by hosting a travel podcast. The idea was to travel and spend time surfing or playing other sports with elite athletes—thus the name, *Elite Athletes Connect*. He was then discovered, and he started a new podcast called *The Greatness with Kareem Maddox*.

“The concept is more about telling stories of the Olympics past,” he said.

Then, he was met with yet another new opportunity, and his life changed again:

“In 2016 and 2017, I started searching for jobs. I saw this Gimlet media position, and it was my dream job. At the same time, I won my first money tournament at Venice Beach, CA. So then, I was able to work for Gimlet during the week and travel to tournaments on the weekends.”

Kareem brings all his experience as an elite athlete, radio show host, world traveler, podcaster, and lifelong learner to what is a very interesting podcast.

Kareem’s show is historical, as well—Olympics enthusiasts will enjoy these stories from past Olympians. 🎧



Sports Category Director

Neil Haley

sports@podcastmagazine.com

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



GEEKS WHO LIKE SPORTS

There's a lot of things you talk to your best friend about—some serious, some not so much. Best friends Lee Elias and Ray Carsillo often returned to their mutual interests: comic books, video games, movies—what some might describe as “geek stuff”—and sports... especially their favorite teams, who were also natural rivals. After years of having the same discussions, the two realized there had to be others out there like them who loved sports and everything pop culture.



Thus, *Geeks Who Like Sports* was born.

Going strong with over 150 episodes between their main episodes and leaderboard editions, they feature guests such as baseball legend Roberto Clemente Jr. and Kevin Eastman, the creator of *Teenage Mutant Ninja Turtles*, among many other leaders in the sports and geek realms.

With 30+ years of professional experience in broadcasting, sports, and gaming between the co-hosts, each episode offers something for everyone. If you don't like video games, skip ahead to the baseball talk. Tired of hearing Ray rant about the Giants offensive line? Jump to their latest Marvel movie review.

These two pride themselves on engaging with their online community as much as possible to keep the weekly conversations going. So, if you're looking for a few new friends to playfully mix it up with, check out *Geeks Who Like Sports*. 🎧

Mixcast 4

PODCAST, BROADCAST, MIXCAST

Having your unique voice be heard is more important now than ever. With Mixcast 4, anybody can easily create pro-sounding podcasts and live streams. Our free easy-to-use Podcast Editor Software allows you to record, edit, and prep your show without the need for a pricey DAW or big learning curve. Rise above other podcasts and give yourself that professional polish with built-in dynamics and effects on every channel.

Podcasting has never been so simple or sounded this good.

- Podcast production of up to 4 people:
4 mic inputs with auto-mix, 4 headphone outputs
- Mac/PC/iOS compatible
- XLR / 1/4" Inputs for mics or musical instruments
- Invite guests and friends: Mix-Minus to connect call-ins via Bluetooth, USB Input, or 4 pole TRRS audio cable
- Dedicated iOS app
- Sound pads for instant sound triggering and effects
- Easy and intuitive control using the 5-inch touch screen
- Fully compatible with the dedicated TASCAM Podcast Editor software to cover entire production workflow
- Direct internal multi-track recording to SD card (up to 14 tracks)
- 14-in/2out USB audio interface mode
- Nine language options - English, French, German, Italian, Spanish, Russian, Chinese, Japanese and Korean
- Optional custom carrying case (CS-PCAS20)



TASCAM
50
ANNIVERSARY

Plug,
Play,
Create.

OFF THE CHARTS

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

SEPTEMBER 2021

ARTS



THE WRITTEN WORD

Hosted by: Sunandinii

A bi-weekly, bilingual podcast about giving voices to the host's poetry pieces. Fellow writers and other guests come on to help the poetry community grow into the podcast arena.

BUSINESS

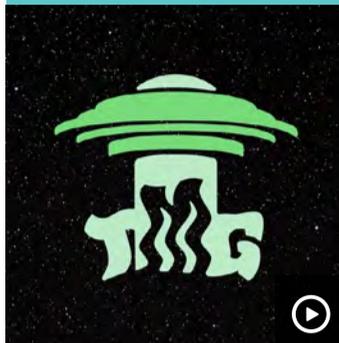
MOMSTOWN 365

Hosted by: Mary Goulet & Heather Reider

The daily podcast for Mom entrepreneurs.



COMEDY



THE TINY MEAT GANG PODCAST

Hosted by: Cody Ko & Noel Miller

Comedians Cody Ko and Noel Miller make you laugh, hopefully. With over 26,000 five-stars reviews, there's a good chance you will.

EDUCATION

THE MISSION DAILY

Hosted by: Mission

Apple "Best of 2018." Dedicated to accelerated learning and helping you become healthier, wealthier, and wiser.



FICTION



PULP FURY RADIO

Hosted by: Side Quest Studio

From sci-fi-horror and noir to fantasy and mystery, *Pulp Fury Radio* is designed to give podcast audiences something new by bringing back something old.

GOVERNMENT



STRICT SCRUTINY

Hosted by: Leah Litman, Melissa Murray & Kate Shaw

A podcast about the Supreme Court and the legal culture that surrounds it.

HEALTH & FITNESS

THE IMPERFECTS

Hosted by: Hugh van Cuylenburg & Ryan Shelton

Hugh van Cuylenburg, founder of The Resilience Project, chats to a variety of interesting people who are willing to make themselves vulnerable.



HISTORY



THE MOVEMENTS: A PODCAST HISTORY OF THE MASSES

Hosted by: Comrade KG

An avowedly left-wing podcast that wears its politics on its sleeve and covers key mass movements such as the Russian Revolution or Cuba.

KIDS & FAMILY

WELLNESS MAMA

Hosted by: Katie Wells

Topics include holistic health, real food, stress, sleep, fitness, toxins, natural living, DIY, parenting, motherhood, and other health tips to give you actionable solutions.



LEISURE



DUNGEONS AND DADDIES

Hosted by: Anthony Burch, Matt Arnold, Will Campos, Beth May, Freddie Wong & Ashley Nicollette

Each host plays a character in this action-packed podcast, as they work on rescuing their children from a fantasy world.

OFF THE CHARTS

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

SEPTEMBER 2021

MUSIC



RIFFS ON RIFFS

Hosted by: Joe Watson & Toby Brazwell

The hosts connect the musical dots between legendary tracks and the often lesser-known songs they sampled. It's like being in the studio while an artist creates a new song from an old riff.

NEWS

PBS NEWSHOUR

Hosted by: Judy Woodruff

Published each night by 9 p.m., our full show includes every news segment, every interview, and every bit of analysis as our television broadcast.



RELIGION & SPIRITUALITY



LIVIN' WHAT YOU'RE GIVEN AT EVERY AGE & STAGE

Hosted by: Laura Padgett

Exploring the complex issues of aging, being artists, finding our gifts, and encouraging others to find their gifts and share them.

SCIENCE

SCIENCE FRIDAY

Hosted by: WNYC

Science Friday is your trusted source for news and entertaining stories about science. It's brain fun for curious people.



SOCIETY AND CULTURE



THE POD BROADS: A PODCAST ABOUT WOMEN IN PODCASTING

Hosted by: Alexandra Cohl

Authentic, heartfelt conversations include topics of mental health, imposter syndrome, relationships, and social justice.

SPORTS



THE JERRY LAWLER SHOW

Hosted by: Jerry Lawler

Join WWE Hall of Famer and pro wrestling legend Jerry "The King" Lawler as he looks back at his incredible pro wrestling career spanning five glorious decades.

TECHNOLOGY

AWS TECHCHAT

Hosted by: Gerry Gaffney

The latest thinking and insights from expert hosts who share tips and chat with people pioneering, innovating, and solving business challenges with AWS Cloud technologies.



TRUE CRIME



WELCOME TO YOUR FANTASY

Hosted by: Natalia Petrzela

Behind the powerful mullets, oiled pecs, and non-stop parties of the 1980's "male exotic dancers" of Chippendales, lies a much darker story of greed, corruption, and murder.

TV & FILM

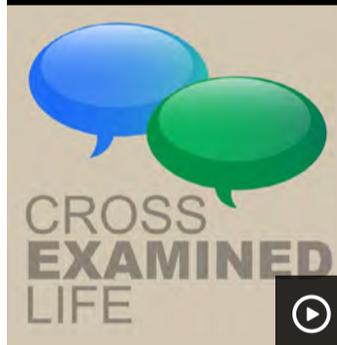
IN REVIEW: MOVIES RANKED, REVIEWED, & RECAPPED

Hosted by: Cndrea Rene

Reviews, ranks, and recaps of every movie in the biggest franchises including Marvel Studios, DC, Star Wars, Pixar, Harry Potter, Fast and Furious, and more.



EDITOR'S PICK



CROSS EXAMINED LIFE

Hosted by: Chris Tatem

Improving the way we disagree with one another, guests advance and defend their position on a controversial topic. Then together, we exemplify thoughtful and respectful disagreement.

PODCAST MAGAZINE RECOMMENDS

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

blubrry



Stats-Hosting-PowerPress
www.blubrry.com

Blubrry is the ideal resource for hosting your podcast media files. They offer affordable prices, great podcast statistics, the PowerPress plugin that makes it seamless to integrate with your WordPress website, and their tech support is superb.

podcastmagazine.com/blubrry »



click funnels

Click Funnels' drag-and-drop system makes it easy to create landing pages, order forms, product and service funnels, webinars, and membership sites along with easy one-click upsells and more. It allows for integration with payment processors, email, and Facebook automation.

podcastmagazine.com/clickfunnels »

inmotion
hosting

We love InMotion hosting! They are one of the longest-standing web hosting companies around, having been in the business since 2001.

They have excellent uptime, good server speed, and great 24/7 customer support amongst other things.

podcastmagazine.com/inmotion »

KARTRA

Grow your leads, nurture your relationships, & drive more sales all from one, simple tool. Start for \$1 and choose from scalable plans that grow with your business. Custom Domains. Database Organization. Generate Leads Quickly. Email & SMS Systems. Mobile Optimized.

podcastmagazine.com/kartra »

KAJABI

Kajabi is an all-in-one platform for digital entrepreneurs and small businesses to sell content and digital products online.

Excellent choice to deliver your online course including everything you need all in one platform—your website, CRM, landing pages, and much more.

podcastmagazine.com/kajabi »

ontraport

Ontraport provides a comprehensive business and marketing automation platform targeted to the specific needs of entrepreneurs and small businesses.

Build, automate and scale your vision with Ontraport.

podcastmagazine.com/ontra »

Sendible

Sendible is a great tool for managing your social media platforms. It allows for scheduling of posts and a good number of connected services compared to most others. Affordable pricing.

podcastmagazine.com/sendible »

DISCLOSURE: The links shown are affiliate links. If you purchase any of the recommended products, programs and/or services, *Podcast Magazine* will receive compensation. Please note that our results from using these products, programs, and services may not reflect yours. We highly recommend conducting your own research before investing in anything, from anyone.

PODCAST MAGAZINE

HOT 50™

SEPTEMBER 2021

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

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)	THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
1	1	THE UPSIDE Callie & Jeff Dauler	26	-	EDUMAGIC Dr. Sam Fecich
2	7	BK ON THE AIR Barry King	27	-	LET ME ASK YOU SOMETHING M. D. Pitman
3	3	KRAMER AND JESS UNCENSORED Steve & Jess	28	9	COFFEE & CASES Allison Williams & Maggie Damron
4	5	THE WILDER RIDE Alan Sanders & Walt Murray	29	-	SATURDAY MORNING REWIND Tim Nydell
5	5	NECRONOMIPOD Dave, Ian & Mike	30	33	MIGUEL AND HOLLY UNCENSORED Miguel & Holly
6	2	CERTIFIED MAMA'S BOY Steve Kramer & Nancy	31	36	THE BERT SHOW Bert, Kristin, Davi & Moe
7	6	THE MARRIAGE FIT PODCAST Alan Sanders & Susan Delmonico	32	19	THE WEDNESDAY PULL LIST Lex & Simon
8	8	PROMISED LAND Ian Kehoe	33	43	A PARANORMAL CHICKS Donna & Kerri
9	10	CHEATIES Lace Larabee & Katherine Blanfod	34	40	BIG MAD TRUE CRIME Heather Ashley
10	15	THE NOSTALGIC PODBLAST Chance Bartels, Al Hardee & Tom Williams	35	44	IN THE MOEMENT Moe Mitchell
11	14	NEXT ON THE TEE Chris Mascaro	36	25	SOUTHERN FRIED TRUE CRIME Erica Kelly
12	37	THE UNSTOPPABLE ENTREPRENEUR SHOW Kelly Roach	37	29	COUNTERCLOCK Delia D'Ambra
13	11	LIFE WITH HULA Hula	38	27	RADIO LABYRINTH Tim Andrews
14	13	INNER IDIOT Tyler Havling & Shorty Hoffman	39	-	THE COURAGE WOLF Terry Oliver
15	12	WAIT, WHAAAT? Elaine & Paula	40	-	THE FIRST ISSUE CLUB The First Issue Club Comic Books
16	18	60MW PODCAST Dave Robinson & Others	41	-	THE WEEKLY PULLS Dereck, Tevin & Ricky Z
17	17	IN THE GARAGE PODCAST Gerald Cordova	42	-	UNETHICAL PODCAST Celeste Brown, Richard Steudle, Tali Hall & Kristy Lynn Janssen
18	20	CRIME JUNKIE Ashley Flowers & Brit Peawat	43	-	BOUNCING FORWARD Amy Purdy
19	-	PEAKY POD Mike Jenkins	44	30	OFFICE LADIES Angela Kinsey & Jenna Fisher
20	22	MOMS ON CALL Laura & Jennifer	45	31	SWORD AND SCALE Mike Boudet
21	24	BE THE RIGHT CLUB TODAY Hal Sutton	46	28	THE NEWSWORTHY Erica Mandy
22	48	ROASTS & TOASTS Ester & Chrissy	47	42	WHO'S DRIVING YOUR CAR Matthew
23	21	KNOW YOUR AURA Mystic Michaela	48	-	ALL IN SAN DIEGO AJ & Sara
24	-	THE BOX OFFICER PODCAST Mel McKay & Derek Zemrak	49	-	BOOKSHELF BOYFRIENDS PODCAST Stevie & MJ
25	39	ANATOMY OF MURDER Anna-Sigga	50	-	BROADLY SPEAKING David & Cassie

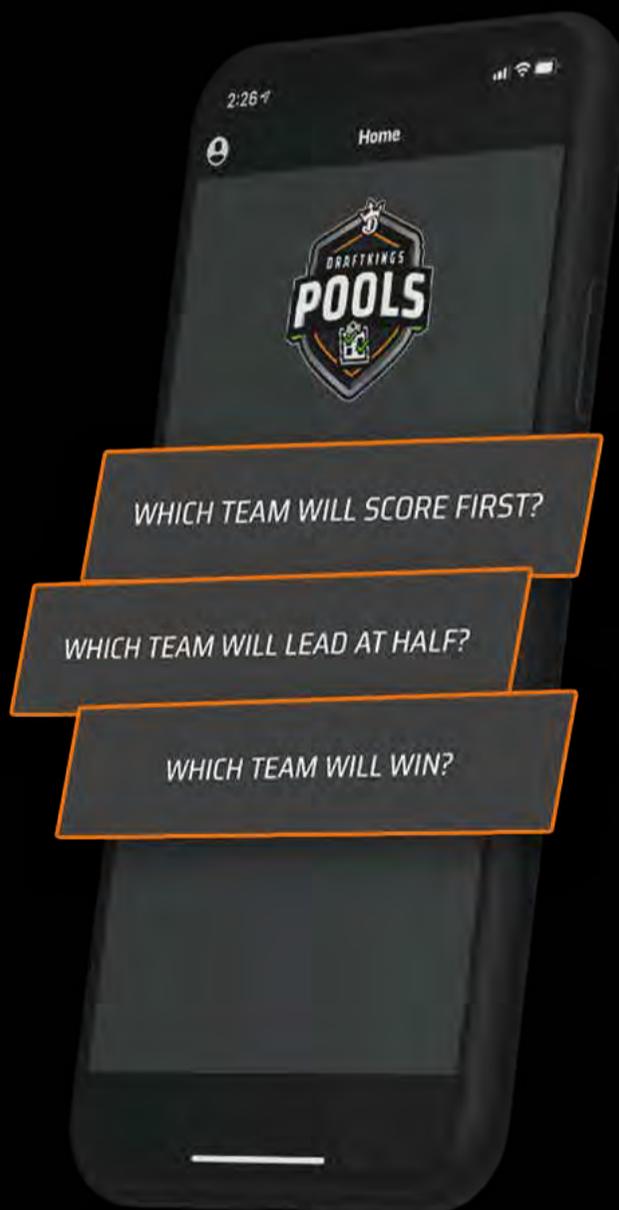
BIGGEST MOVER ↗

Advertisement



PLAY FREE FOR \$10,000 IN WEEKLY PRIZES.

MAKE YOUR PICKS WITH OUR
FREE-TO-PLAY PREDICTION POOLS.



If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537) (IL). Gambling problem? Call 1-800-GAMBLER (NJ/WV/PA/MI), 1-800-9-WITH-IT (IN), 1-800-522-4700 (NH/CO), 1-800-BETS OFF (IA), 1-888-532-3500 (VA) or call/text TN REDLINE 1-800-889-9789 (TN).

21+ (18+ NH). CO/IL/IN/IA/NJ/PA/TN/WV/MI/VA only. Screen images simulated. Eligibility restrictions apply. See draftkings.com/sportsbook for full terms and conditions.