

# PODCAST<sup>®</sup> MAGAZINE

BEYOND THE MICROPHONE

**HOLLY SHANNON**  
FROM ZERO  
TO PODCAST

A PODCAST  
FOR **HOME HAUNTERS**

**MATT ANDREWS**  
CREATING  
OPPORTUNITIES  
FOR OTHERS

**TIM DENNIS & DAVE SCHRADER**  
DEAD THINGS THAT GO  
*BUMP IN THE NIGHT?*

**WE INTERRUPT THIS BROADCAST'S**

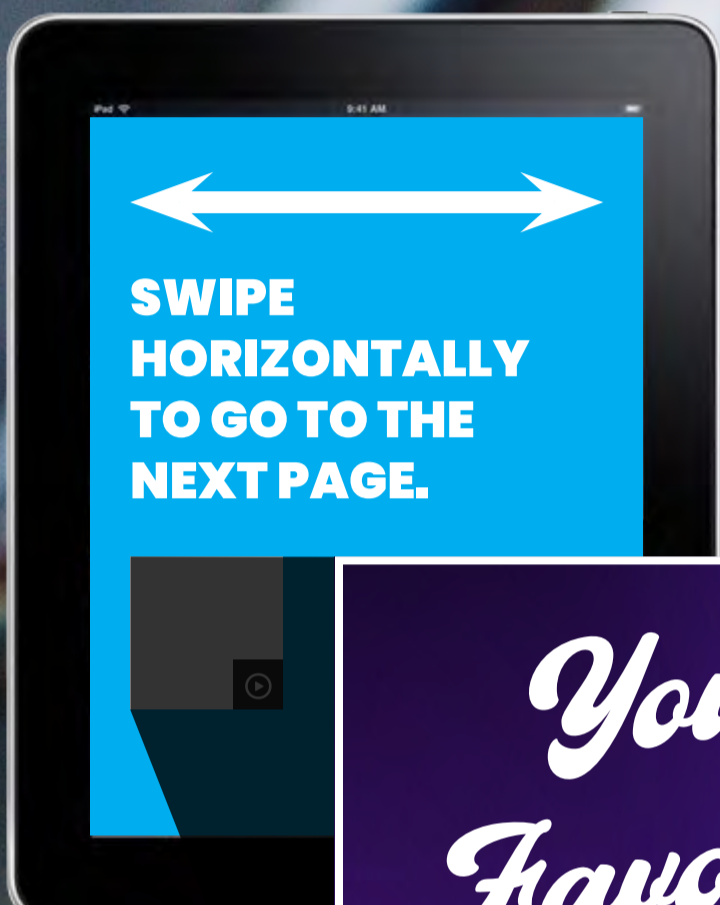
# BRIAN WILLIAMS & BILL KURTIS

COVERING THE BENCHMARK MOMENTS OF *TRIUMPH & TRAGEDY*



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FEATURE



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**STEVE OLSHER**  
Founder/Editor-in-Chief

# FROM THE EDITOR



In last month's LFTE, I shared how, given the evolution of audio, I believe it is high time we reevaluate the definition of what constitutes a podcast. The feedback on my proposed definition was, well, colorful... :)

I also asked you, our readers, to share your thoughts on the definition of a podcast in 2021.

Here are some of my favorite responses:

Tres Dwyer said, *"A podcast is a silly name for a computer file."*

Aaron Fletcher said, *"A podcast is a digital audio file made available on the internet for downloading to a computer or mobile device, typically available as a series; new installments can be received by subscribers automatically."*

Tyler Martinez said, *"A podcast is whatever you want it to be."*

Last month we asked:

**“How would YOU define the word podcast?”**

Billy Donnelly said, *“A podcast is art.”*

Jude Ibemere said, *“A podcast is a medium to express myself.”*

Rob Walch said, *“A podcast is an audio, video, or PDF file delivered by RSS feed—where said RSS feed is in Apple Podcasts’ directory.”*

John Williams said, *“A podcast is a radio show online.”*

Shawna Scafe said, *“A podcast is a way to change your audiences’ lives with big ideas broken into small concepts.”*

Billy Thorpe said, *“A podcast is an awesome tool.”*

Sydney Mack said, *“A podcast is a platform I use to help people and share my gifts with the world.”*

Jacqui Lewis said, *“A podcast is a tool for creating trust in your brand and building community. It’s also an opportunity to talk to the best in the business for free!”*

No matter how we define it, podcasts are an integral part of our lives, and the trend line continues to move forward in a positive direction.

According to Triton Digital, since September 2020, 85 countries have seen an increase in the number of podcast downloads year after year. And, according to Statista, 34% of Americans 12 years of age and older have listened to a podcast in the last 12 months.

When compared to the consumption of other media (such as television), the podcast industry of course has a long way to go... which, in my mind, is a GREAT thing.

In the words of the immortal Canadians Randy Bachman, Robbie Bachman, and Fred Turner, aka BTO, aka Bachman-Turner Overdrive, *“You ain’t seen nothing yet.”*

The best is absolutely yet to come.

Rock on! 🎸



**STEVE OLSHER**  
@ThePodcastMag



***WE INTERRUPT***

***THIS BROADCAST***

# **BRIAN WILLIAMS, BILL KURTIS, & JOE GARNER**

**Covering The Benchmark Moments  
Of Triumph & Tragedy**



In 1998, Joe Garner, then an executive at Westwood One radio network, had a realization: everyone in the room had a story about where they were during certain world events: the Kennedy assassination, the Apollo 11 moon landing, and the O.J. Simpson chase, for example.

*“I had this lifelong love and passion for radio, television, and history and how they intersect and affect one another,” Joe said. “That day, I thought, ‘Wow... these are more than defining moments in our history. They are benchmarks of our lives!’ It occurred to me that if I could put a book together featuring those ‘Where were you?’ moments and include the actual bulletins and news coverage for each event, I could bring the stories to life.”*

The following year, Joe released ***We Interrupt This Broadcast: The Events That Stopped Our Lives.***

Then, one night while watching A&E, the “dulcet tones of Bill Kurtis” inspired him to have it narrated.

*“I’d always been a huge fan of Bill’s, and I just thought, ‘What if?’ So, I poured every ounce of passion I had into a letter to him, explaining what I was hoping to accomplish. And he very graciously agreed.”*

*We Interrupt This Broadcast* hit the *New York Times* bestsellers list shortly thereafter and, from there, it morphed into a podcast by the same name.

Naturally, Bill—acclaimed documentary host, television producer, and news anchor with 50 years in the industry—is the host.

Brian Williams, journalist at MSNBC and former NBC News network’s chief anchor of *NBC Nightly News*, provides the narration. Having worked with Joe on excerpts for the book, he identified with Joe’s vision.

*“I’ve been invited to do other podcasts, but nothing spoke to me,” Brian said. “My day job offers plenty of work already, so a podcast idea would need to put me over the top to do it. Joe’s did. Mid-pandemic, as I had time to think about it, I realized that*

*all this audio exists—and by its nature, is gripping material. It’s a chance to relive all these seminal moments, and the promise is right there in the title.”*

Journalists describing their firsthand experience reporting the big moments in real time provides unique and meaningful insight into the events featured.

| **“** |

**“From backseat coverage of an AP car following JFK past the grassy knoll to waiting for the man on the moon to walk, everybody remembers these moments.”**

***“I believe that’s how the show really comes to life,” Joe said. “Journalists write the first draft of history. I can assure you, you’ve never experienced stories like this before.”***

Bill agreed, adding:

*“Today, the most valuable source of information we have are reporters. Oftentimes, these are the biggest moments of their career and perhaps life, because what they say can literally mean life or death. Yet whether in an emergency situation or otherwise, journalists create memories that stay with us for the rest of our lives. From backseat coverage of an AP car following JFK past the grassy knoll to waiting for the man on the moon to walk, everybody remembers these moments.”*

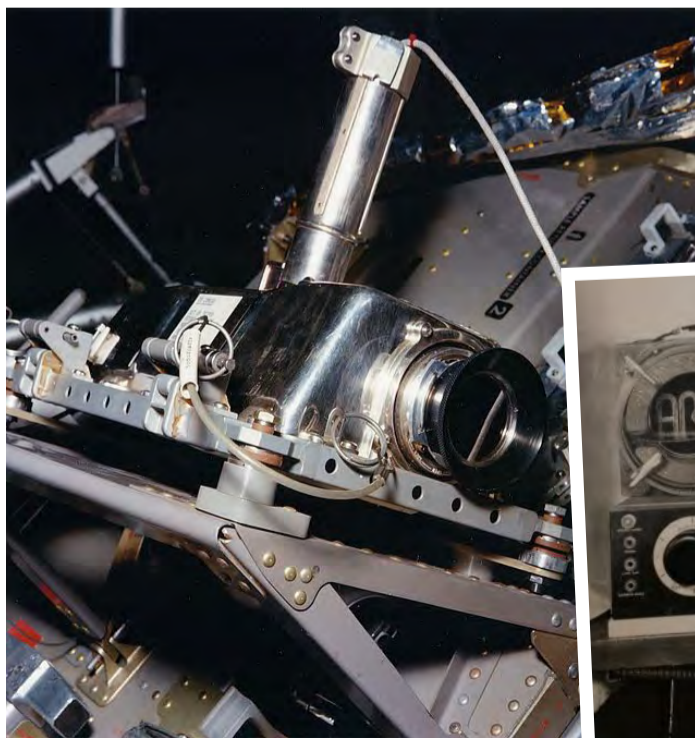
To illustrate the point, when the team decided to feature the Apollo 11 moon landing, they went straight to the source—NASA’s chief archivist—to tell the story in a way no one has heard before. The archivist connected them with the person who was responsible for getting the television

signal from the moon to television sets around the world—something that hadn’t been done before. They were also able to interview the director of the CBS telecast at the time. Add in the archival interviews with Walter Cronkite, and it’s a rich, 360-degree experience.

Understandably, producing episodes of this depth is no easy feat. It is also significantly different than the live reporting experience.

*“I appreciate the pressure of the moment and time,” Bill said. “Journalists are not oracles who suddenly know the facts of a story all around. They have to wait and let that play out. And as the facts come in, they are layered in your mind. Then, you can broadcast them. But the pressures on anchors are tough. They’re experiencing history at the same time it’s happening. How will they interpret it? And how will they choose the right words in such high-pressure moments?”*

***“Walter Cronkite described it best: **There is a kind of calm that comes over you,*****



### A NATION, FOREVER CHANGED

*We Interrupt This Broadcast takes the listener behind-the-scenes to listen in on journalists in real-time as they navigate some of the most newsworthy moments in American history*



*(far left) Apollo Lunar Television Camera, as it was mounted on the side of the Apollo 11 Lunar Module.*

*(left) Recordgraph machine, the same model used by Hicks.*

***because you are suddenly focused on the most important thing at hand, which is watching and interpreting accurately what you are seeing and then communicating it to the world. That's the experience of the anchor.***

The aforementioned pressure is obviously intensified when choosing words in the most terrible of moments. Joe points to Aaron Brown, who anchored 9/11 for CNN, to describe it:

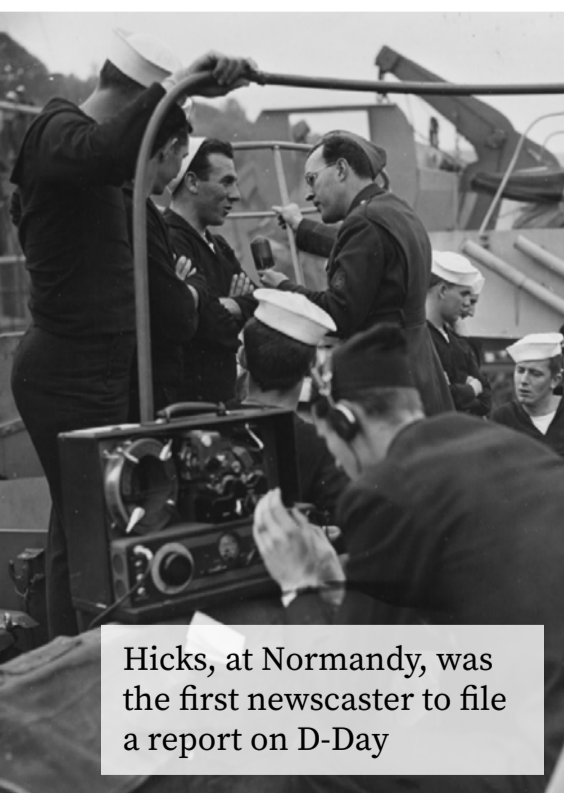
*“Aaron has commented on how being an anchor is not the same as being a play-by-play announcer. There were a lot of things fed into his ear during 9/11. He not only had to know what to say, but also how to say it—and even harder, when not to say anything at all. At one point, when the second tower came down, all he said was, ‘Good Lord. There are no words.’ When we interviewed him for the podcast episode, he shared that he realized in that moment that there wasn’t anything he was going to be able to say that was going to make the situation any better. And sometimes, it’s*

*better to just let people feel it.”*

Navigating the pressure to make a call even when they don’t have all the information is an art—one that has arguably become even harder with modern technology.

*“It was easier before we carried the world in our heads,” Brian expounded. “While anchoring breaking news in 2021, I have more than once said on the air that we realize there is a story, or pictures, on social media that says ‘X’ and purports to show ‘Y.’ But those of us fortunate enough to work at a vast and well-financed news division have a standards division within that is invariably staffed with people from the trenches—executives who spent time doing exactly what we do now. So, we have to wait for certain clearances.*

*“If we don’t, we risk major mistakes. On 9/11, a major news organization reported a car bomb in front of the State Department. We don’t blame them; it was plausible in the craziness, but it was wrong. In our podcast series, we get to hear Frank Reynolds lose his temper all over again around ABC news*



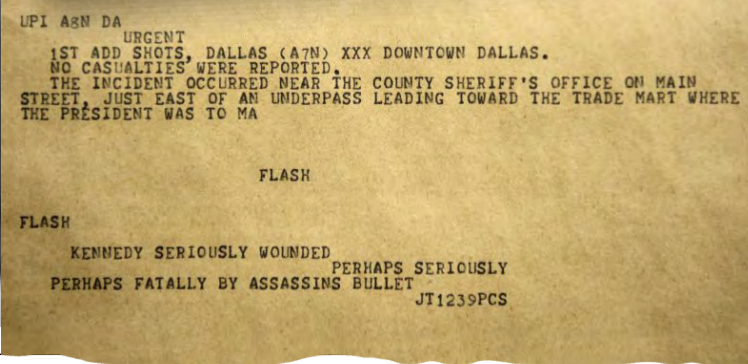
Hicks, at Normandy, was the first newscaster to file a report on D-Day



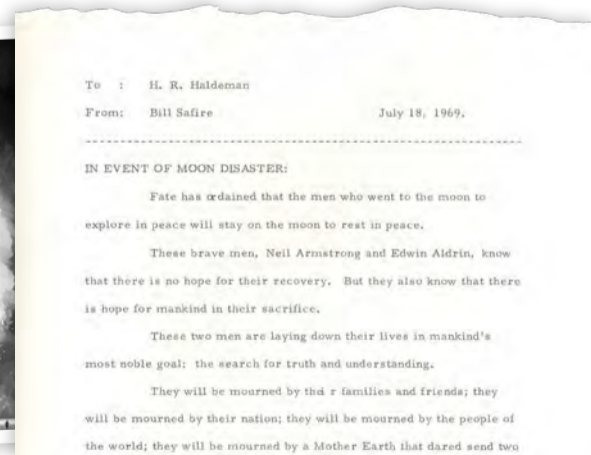
(top middle) Morrison and Nehlsen listening to the recording of the Hindenburg disaster on 16-inch audio discs



(above) President Nixon’s “alternate” speech in case of lunar module failure



(left) UPI wire copy of first reports of the assassination of JFK



*mistakenly airing that Jim Brady, former press secretary, had been killed as opposed to grievously wounded [in the assassination attempt on President Ronald Reagan].*

*“We have to wait for that call... unless something is so painfully obvious, unless we know with lock-cinch assurance that what we’re watching on television is insurrection in real time. For example, the sacking of the U.S. Capitol. It doesn’t matter in that instance that you’ve got a seat on television working for a major news organization. Right there in that moment, if done right, you’re just a fellow viewer. You’re sitting on the couch next to your viewer at home. And you’re realizing everything together in real time. It can be an incredibly intimate moment.*

*“And that’s why, as old as I am, and in as many years as I’ve been doing this, I will still encounter people who say things like, ‘I was with you all night when Princess Diana died.’ **They want you to know that you talked them through it.**”*

Bill can relate, having covered some of the biggest moments in history... including the assassination of Martin Luther King, Jr. in 1968 and the Charles Manson case, in which a jury found Manson guilty on five counts of first-degree murder in 1971.

*“Talk about power surging through the telephone,” Bill said. “It was like the world was waiting for my every word.”*

Brian added:

*“As a consumer, viewer, and listener, I link news events with the anchor of my choice who talked me through it. For us, it’s about honing the relationship to become that trusted friend, injecting as much history as we can conjure, muster, and see fit, while calling the plays clearly and saying what we see, feel, and hear. And just as importantly, [being clear about] what we don’t know in the moment.”*

Of the 39 stories covered in the book, 34 are of a darker nature. This naturally begs the question—is this a reflection of a cultural obsession with failure and tragedy?

| “ |

**“It was like the world was waiting for my every word.”**

*“To paraphrase David Brinkley,” Joe said, “If a plane takes off from New York and lands safely in Los Angeles, that’s not news. But if it crashes on the way, it is. The fact is, catastrophes and unexpected conflict tend to be dominant in news coverage.”*

*“It has been the nature of the news business since the first stone carving,” Brian added. “I mean, do I look forward in our later seasons to the broadcast about John Glenn orbiting the earth? Absolutely. It’s nothing but good news. There are also stories that*

*mix good with bad—the killing of Osama Bin Ladin, which again, we will get to in later seasons of the podcast. While it is in the context of a military action and the death of a human being, it also brought joy to a nation that witnessed 9/11. As long as I’ve been alive, and probably years after we’re gone, the ‘If it bleeds, it leads’ philosophy will remain true.”*

**“Our job is to report what is different—what will change people’s lives. It’s as simple as that,” Joe added.**

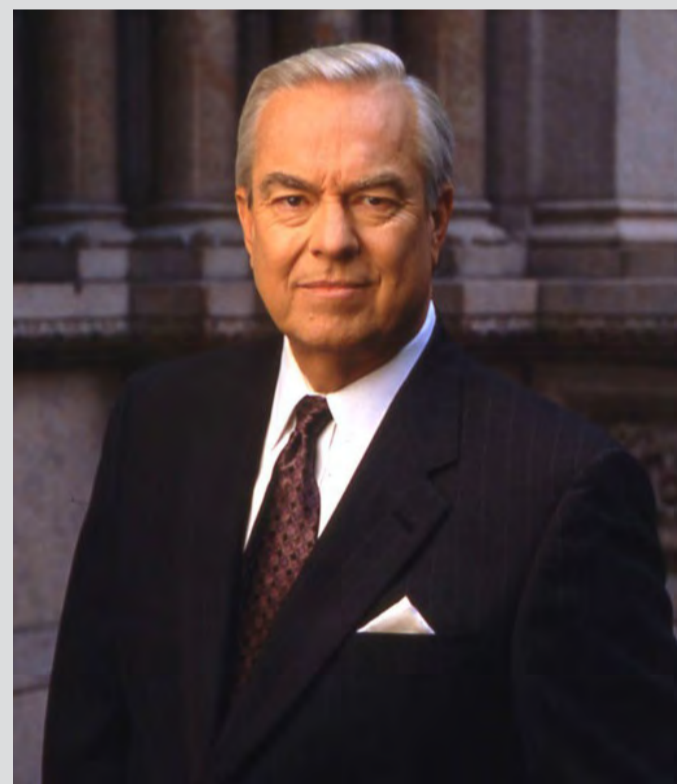
Yet, when covering tragedies like the Columbine school shooting, some fear the media sensationalizes the crime and argue that journalists perhaps would do society a better service by not even talking about it. Bill disagrees.

*“We make adjustments. In the case of Columbine, we wanted to ensure we weren’t publicizing and glorifying the shooters. It was so hard to determine what was actually happening as it occurred, so it’s a story that has developed over time. If you go back, we were all watching it unfold together. And there was a lot of questioning, because we weren’t there, under the pressure and unable to get accurate facts. I’ve had people say, ‘Oh, well, it’s terrible, because you should have told us right off the bat.’ My counter?”*

**“Chasing truth is difficult. Finding it is almost impossible.”**

Joe continued:

*“One of the things I’m most proud of is how we demonstrate the humanity at the core of journalism. To quote Walter Cronkite again, who actually wrote the foreword for the book: ‘EMTs, nurses, and firemen do their job not because it’s their profession, but because it’s their calling.’ And they do it oftentimes at the expense of their own emotional and physical wellbeing. That comes out in our Columbine episode.*



## **BREAKING NEWS**

### **THE VOICE(S) OF AMERICA**

Brian Williams (above) and Bill Kurtis have been staples on the American journalistic scene for decades



*It comes out in the 9/11 episode. You'll hear not only from Brian, but also from Tom Brokaw and Dan Rather. You'll also hear from John Montone of 1010WINS, who just retired, about what it was like to go down to ground zero, not knowing if there were other bombs about to go off... not knowing if people were going to come out with automatic weapons. He said, 'We just knew that this was our job, and we had to do it.'*

***“What I think really rings true in every episode is that we keep humanity at the core.”***

For Bill, Joe, and Brian, podcasting provides unique elements for covering breaking news:

*“Liberation,” Bill explained. “You have no time deadlines, so you can actually study what you're going to say. You can compare history with the litany of events that led up to what you're covering. You can cuss, and interview fun guests... so there is a freedom that comes with it. There is still that pressure of needing to be right—no mistakes. But it's also a wonderful opportunity.”*

And for Joe:

*“Podcasting is the most intimate medium for the kind of storytelling we do. Events like Columbine are wrought with emotion, of course. Yet I think our contributors to that story felt comfortable sharing what could be described as lingering PTSD, whereas under the lens of a camera and the lights for television, they might not feel as free to express themselves. And I think that's the gold in an audio-based medium.”*

Brian added, “Podcasting allows us to get it right—we get to tell the story calmly and accurately. If we do it right, it will bring people as close as possible to the feeling of being as fortunate as we are to have this job. I'm a college dropout from the Jersey shore. I did not expect to be in this career. It's been a tremendous privilege and honor to live through breaking stories as they are happening, right alongside our viewers. Listening to We Interrupt This Broadcast, you're going to feel that same tension, excitement, mystery, and urgency that we felt in the moment as we broadcasted.”

Joe, Bill, and Brian capture incredible moments in time that will be talked about for decades—potentially generations—to come... and they do so with a genuine grace and humanity that cannot be surpassed. 🎧



#### **Founder/Editor-in-Chief**

Steve Olsher

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Reinvention Radio 🎧

# PODCAST MAGAZINE®

## Stats You Should Know

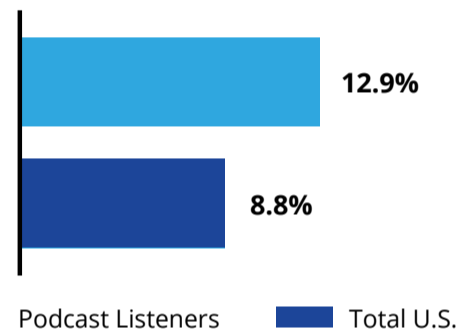
A new monthly insight report from Nielsen to help you understand the world of podcasts even better.

### PODCAST LISTENERS TAKE MENTAL HEALTH SERIOUSLY

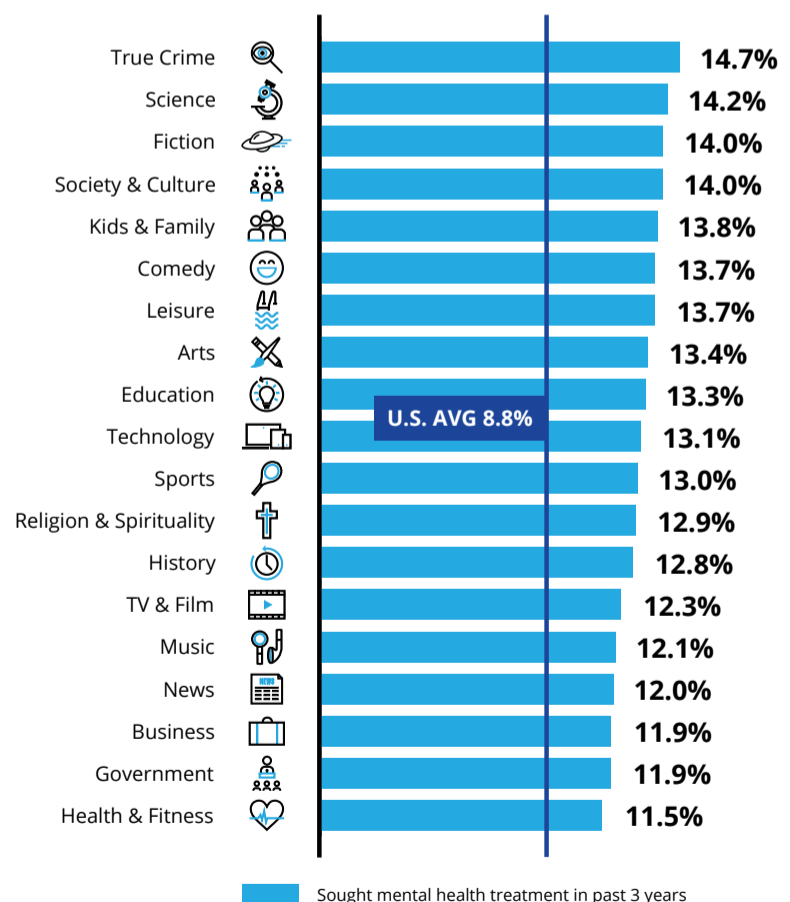


Anxiety, depression and stress affect millions of Americans. While **8%** of U.S. adults visited a physician for mental health issues, **13%** of podcast listeners sought mental health treatment over the past 3 years. Mental health is a difficult topic, and podcasting offers a unique forum for healthcare marketers to engage with patients.

Sought mental health treatment in the past 3 years



**14.7%** of the True Crime audience sought mental health treatment in the past 3 years, and Science, Fiction, Society & Culture and Kids & Family are also in the top 5. Conversely, Health & Fitness podcast listeners are at the bottom of the list at **11.5%**, which is still much higher than the U.S. average.



To learn more, contact [mediapropects@nielsen.com](mailto:mediapropects@nielsen.com)

# FIRESIDE CONVERSATIONS

With Ryan Bethea

One of the best things about camping is the end-of-the-day fireside conversations—the perfect chance for deep and real conversations... and the occasional ghost story.

Ryan Bethea is capturing these conversations in his podcast, *I Went Camping*, and it's truly unique.

*“So it’s not technically camping. People always ask us, ‘Are you really camping though, or not?’ But that’s the point. We like deep conversations, and the*

*best conversations always happen by a campfire. I thought, ‘Why not bring that to people and avoid all the reasons they don’t want to go camping? Get rid of those, and just get to the best part—a great conversation around the deep questions about life, and maybe some s’mores and a spooky story or two.’”*

One of the cool things about *I Went Camping* is that the story behind the show takes place on a bus—an airport shuttle bus, to be exact.



Ryan's friends have been pressuring him to do a podcast for years.

*"And that could be just because they're tired of listening to me talk all the time. They're like, 'Maybe if we gave you a microphone, that might actually solve that issue for us.'"*

Ryan eventually took them up on the idea, combining conversations with camping—in other words, doing what he loves.

*"I'm a big believer in going for it. If you can make money doing something you love, you should absolutely go for it. Not everyone gets to do it. But why not try? For me, I had to. And luckily, even if I give it my all and it doesn't work out, I can go to bed at night going, 'You know what? I tried, and it was so much fun!'"*

Ryan doesn't just "try"—even starting out, he wanted to go big. Thus, his idea for a mobile studio.

*"Being in Southern California, traffic is a nightmare. So what if we removed all objections from a potential guest by bringing the studio straight to them? We built an awesome set totally influenced by Pirates of the Caribbean, which was my favorite ride as a kid. It was just*

*the coolest thing! I loved it, and wanted to recreate it."*

Ryan hired a team to design the concept, and the wheels were set in motion.

*"We decided we're gonna go out and build a podcast that brings campfire conversations right to the guests' door, too. I am unaware of any other mobile campfire studio, so we're really trying to dominate that category."*

Once the decision was made, Ryan had to find a bus. He researched and called on companies that sell old airport shuttle buses, bought one, and tore out the insides. Unfortunately, he did this just a week before the pandemic hit.

*"So how's that for timing? Then it turned into, 'Hey, who wants to get in the back of an airport shuttle bus with a stranger during the middle of a pandemic?' As you can imagine, no one! So we bought it and*



*I Went Camping* host Colby Ryan (right) interviews Kolby Koloff, an American Christian musician

*had to sit for seven to eight months while we figured out what we were going to do. Then, we retrofitted it—put in plexiglass, air sanitization, social distancing... we had to redo the entire thing to make it as COVID-safe as possible.*

*“But not everyone has an airport shuttle bus, you know. I mean, I’ve got all sorts of stuff now. So I can live in that thing, too, if things really got bad. I’m mobile, man.”*

Once they put these protocols in place and deemed it safe to record, they needed a great producer.

*“Mark Ryan is the best kind of friend. He supports you... said, ‘I believe in you, and I’m willing to help out. I’m tying my future to yours.’ And I said, ‘Hey, how would you feel about just driving out across the country on spec? Let’s just go. Let’s take Nashville, and just see who we get. I know some people out there. Let’s just drive out there and see who agrees to an interview.’ And he’s like, ‘Let’s go!’ So we hopped in, drove across the country, and met all sorts of amazing people. It was a lot of fun.”*

Ryan has enjoyed interviewing his dear friend and famous childhood star David Henry from the *Wizards of Waverly Place* and UFC legend Chuck Lidell.

And that’s just the beginning.

What does Ryan see as the future of *I Went Camping*?

*“I’ve got a few big guests internationally that I’m dying to go interview. I’m trying*

**“We like deep conversations, and the best conversations always happen by a campfire.”**



*to figure out how to get Camping across the pond. My dream is to have a network of shuttle buses across the world that we can fly to, set up elaborate campsites, and go camping in Irish castles or in the Moroccan desert.”*



*“We actually include immersive sound designed to take you to the mountains with us—crackling fire, owls hooting, crickets. We want it to be a journey to a campsite—to make you feel like you are there, sitting around the fire with us. We find the ambient noise actually helps listeners enjoy it more.”*

Even if you don't like camping, you will enjoy this show. When you listen, you'll hear how Ryan truly comes from the heart. 🎧

One of the cool things about listening to the audio-only version is that Ryan and his team have made it an immersive experience.



**Comedy Category Director**

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



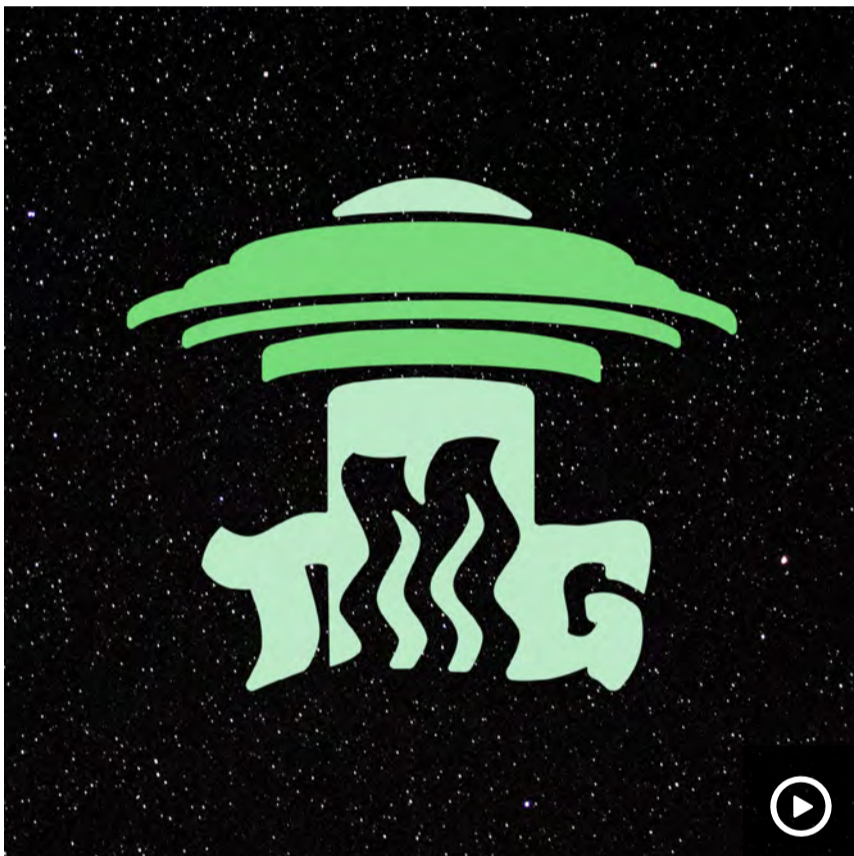
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\*Source: Edison Research Infinite Dial 2019

# UNDER THE RADAR

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



## THE TINY MEAT GANG PODCAST

With over 27,000 reviews on Apple averaging 4.9 stars, how could I not review this show? It's *The Tiny Meat Gang Podcast*, created and hosted by Cody Ko and Noel Miller—a pair known as two of the most famous Vine-to-YouTube content creators out there.

They have just passed 200 episodes, and a new show premieres every Thursday.

As someone who listens to a lot of podcasts,

I sometimes come across very boring, dry shows. This podcast is not one of them. Friends Ko and Miller—who seem like genuinely cool people—turn every episode into a comedy special. I didn't expect to laugh, but oh, I did!

I will say that episodes can definitely trigger. You never quite know what's going to come out of their mouths, but no matter what it is, it's always entertaining. 🎧



# DEAD THINGS THAT GO BUMP IN THE NIGHT?

**From Paranormal To True Crime,  
This Podcast Has It All...**

---

*“It’s the great unknown. We’ve traveled to space. We’ve traveled to the sea. We’ve traveled the deserts, and the only real final frontier is what comes after life. Everybody’s touched by it. We’re all going to have to face mortality at some time or another.”*



*Darkness Radio*—one of the original paranormal podcasts—had humble beginnings. Host Dave Schrader and Tim Dennis met in college, and with a mutual love of radio that began early in life, the pair ended up hosting a show together on the college radio station.

As a child, Dave recorded radio shows on his tape recorder. He would also call radio stations just to talk to the radio hosts about their shows. Tim’s fascination was similar; similarly, he and his friends played street pickup “boot hockey” games and called them in on CB radios, sharing their game scores with less-than-pleased truckers.

After college, they went their separate ways. But in 2005, Tim, now a radio station manager, reached out to Dave:

*“Listen, I’ve got a sh\*tty gold show, a sh\*tty real estate show, and a sh\*tty vitamin show,”* he shared with his friend.

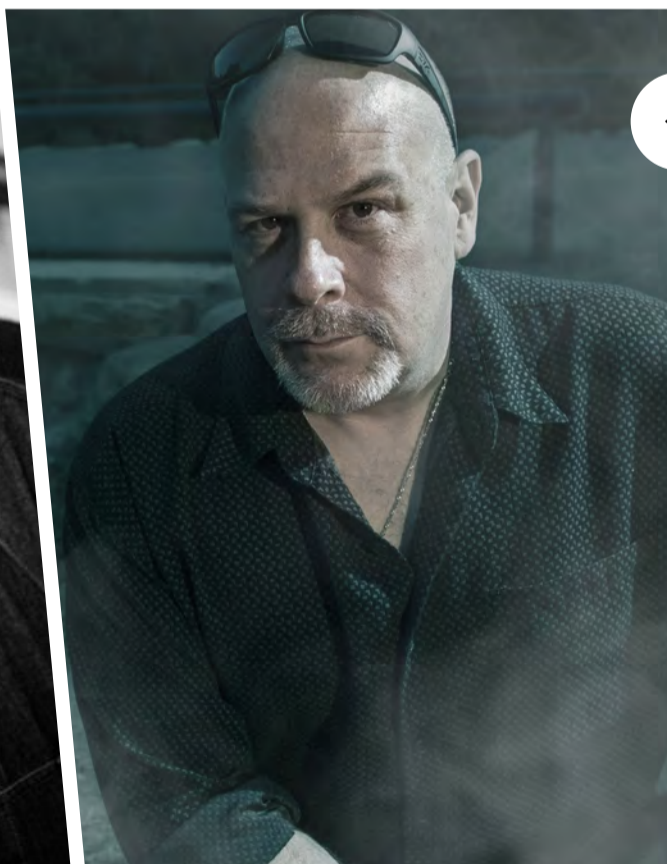
*“You think we can do a sh\*tty radio show together? The bar is not very high.”*

*“Since I had not been on the radio for 20 years,”* Dave laughed, *“Tim knew exactly how low the bar would be.”*

The next order of business? Deciding what the show would be about. Both men had experiences with the paranormal—Tim’s earliest was around the age of 10.

*“As a 10-year-old, it scared me to death. I thought I had killed Grandpa!”* Tim’s out-of-body experience gave him witness to his grandfather’s death. It was so clear, he was able to recount to his parents exactly what had happened *hours prior* to their receiving the call that notified them of his grandfather’s passing during the night.

Dave grew up in a haunted house in Illinois. After his grandmother passed, she would return to visit him and read him stories. Now, according to Dave, he’s



← **TUNED IN TO THE PARANORMAL**

Childhood experiences with the supernatural brought friends Tim Dennis (left) and Dave Schrader together to discuss their unique sightings on *Darkness Radio*

just been in the right place at the right time, witnessing phenomenon from UFOs to Bigfoot to ghost psychics.

*“When you put yourself in the right place and steep yourself in it, weird stuff happens,”* Dave explained. *“Today, we go out of our way to receive it. We go to haunted locations, UFO hot sites, and any place we can to try to step outside of the experience. We are not just telling a paranormal story—we involve ourselves in it, to see how much of it is legitimate.”*

Dave and Tim’s late-night radio show became popular in the Twin Cities area. The hosts did what a lot of radio stations did at the time—they posted the show online, which allowed them to build a large, national following. Tim explained:

*“We’ve always had a podcast, and in fact, we’re kind of the granddaddy of all paranormal podcasts. There were only five of them around when we started. A lot of people don’t know this, but podcasts were always the ancillary thing that radio threw away when they did a show. So, in 2006, when we started, we had a podcast to go along with the radio show, so it was always out there—we would do the show and then post it online for people to listen to whenever they wanted.”*

The podcast has led to a variety of opportunities for both Dave and Tim. Dave has made guest appearances on television shows such as *Ghost Adventures* and was a lead judge in a miniseries called *Paranormal Challenge*. Most recently, he’s

**“We will take you to dark places at the beginning of the show, and then leave you laughing and scratching your head with what we deliver at the end of the show.”**

been a regular contributor on the *Holzer Files*, a Travel Channel show based on Hans Holzer’s *Paranormal Investigations*. Tim is a contributor to and part of the cast of Travel Channel’s *Paranormal Nightshift*.

As most shows with this type of longevity typically do, *Darkness Radio* has evolved over the years. Episodes are released four days a week with each day devoted to a specific topic. True Crime Tuesday is an addition that fulfilled a cutting-edge niche at the time. Today, with the explosion of true-crime podcasts, True Crime Tuesday remains a very popular staple of the lineup.

*“Sadly,”* Dave said, *“many of us have been touched by tragedy and true crime in our lives—whether we shoplifted as dumb children, or like in my case, lived through the murder of someone close to us. When I was in high school,*



*I had a girlfriend who I reconnected with many years later. We were friends. She passed away at the hands of her ex-boyfriend, who murdered her and two of her children. She was pregnant with his child, and they stole the baby from her—it was just horrific. I just want to understand... why do people do this? How do you look at somebody and think she's not worthy of living? 'I can take that life because it justifies what I want'? That's just kind of the internal dialog I have while searching for understanding."*

True Crime Tuesdays is not serialized. Each episode explores the dark side of a tragedy in one episode and then ends on a lighter note with a "Dumb Crimes, Stupid Criminals" segment. Dave explained the format:

*"We talk about the crimes that are taking place and the dumb antics of human beings to kind of lighten up the load. We will take you to dark places at the beginning of the show, and then leave you*

## **"The paranormal goes beyond the world in a bigger way in that we go beyond life itself."**

*laughing and scratching your head with what we deliver at the end of the show.*

*"Aside from the show being about the paranormal, Tim and I have both been very open about our lives. We talk about all aspects of life and our own struggles with anxiety and depression and things. Sometimes, it feels so much like two guys just talking, you forget you're podcasting. Then, you realize how it's bigger than that."*

Tim summed it up very well:

*"Our show is about something that is innate in all of us. We all love to be scared. That's why horror movies and thrill rides are so popular. We all have that feeling of emotion of reconnecting, and that's what the supernatural and paranormal mean. It's going beyond getting answers to making connections again. The paranormal goes beyond the world in a bigger way in that we go beyond life itself."*

Now, sleep tight... and maybe check under the bed! 🗿



**Leisure Category Director**

Lori Lyons

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# UNDER THE RADAR

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



## TOPICS UNDER THE STAIRS

This is a hard podcast to review.

It's fairly new—less than a year old and about 50 episodes published at the time of this writing. The episodes drop weekly.

Overall, it's a really good podcast, and I did enjoy listening to the episodes I chose.

The good: Hosts Jon Stairs and Ryan Hathaway are engaging and personable, and they bring a variety of guests (mostly entrepreneurs with different backgrounds)

to their audience. I really like the way they interact. There doesn't seem to be any rhyme or reason to the show themes, which is good and bad—more below. There are a lot of topics to choose from based on the listeners' personal interests.

The bad: I have two problems: the first is the roughly 30 seconds of just music before they even start. Guys... get to it quicker! I did test several of the episodes, and this seemed to be the norm. Easily fixable to get this rating up! The second is the category. The expectation was this is an automotive podcast. While there is some talk of cars and ATVs, it is not the focus. From a straight automotive perspective, it lacks. But in a different category, this would be a 4.5 (if they fix the music, of course... just sayin'!). 🎧



# THE PARANORMAL, TRUE CRIME, & COMEDY:

## Two Best Friends Dig Into Their Weird Obsessions On *A Paranormal Chicks*

The world of true-crime podcasts can be intense. You have serial killers, mass murders, stalking, obsession, and more. Throw in some hauntings, demonic possessions, and other downright unsettling phenomenon, and even the most seasoned and hardened listeners can be overwhelmed. So much so, they might even welcome a chorus or two of “Baby Shark” or “It’s a Small World” just for an escape.

Another option? Listen to a few episodes of *A Paranormal Chicks* for a dose of murder and mystery mixed with a little southern sass and comedy from co-hosts Donna and Kerri.

*A Paranormal Chicks* has hit *Podcast Magazine’s* Hot 50 chart an impressive 13 times thus far, and with the Halloween



Life-long friends and co-hosts Donna (above, left) and Kerri each bring their unique love for the paranormal and true crime to the podcast

season on the horizon, Donna and Kerri gave us a little insight into their friendship, their podcast, and their love of everything true crime and paranormal.

Turns out these ladies were friends well before they were co-hosts:

*“We were in the same second-grade class together,”* Kerri confessed. They are so close, both personally and in proximity, that they continued to do every show together, in person and in the same room, throughout the pandemic.

*“We are the definition of codependent,”* Kerri continued. *“My house is the office. We have sound panels that we made.”* They pointed out one of the homemade sound panels that also serves as a makeshift bulletin board displaying dozens of cards they’ve received from their listeners.

The first, last, and all episodes in between have been recorded in one of their homes. Reminiscing about their first installment, Kerri said, *“We started in Donna’s old house. The sound quality was terrible. We sounded like we were in the Mobile Tunnel!”* (This is also known as the George Wallace Tunnel, for those who are not Southern ladies like Donna and Kerri.)

Their friendship and sense of humor was evident as they continued to look back on that first episode. *“My ADHD-<sup>ss</sup> was literally sitting in a wooden chair,”* Kerri continued.

*“It was a nice chair,”* added Donna. *“But you have to rock back and forth.”*

*“I move all the time,”* admitted Kerri,

RANK	LAST MONTH	PODCAST NAME	HOST(S)	RANK	LAST MONTH	PODCAST NAME	HOST(S)
1	1	THE UPSIDE	Callie & Jeff Dauler	26	-	EDUMAGIC	Dr. Sam Feich
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	NEGRONOMIPOD	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 Blanford	34	40	BIG MAD TRUE CRIME	Heather Ashley
10	15	THE NOSTALGIC PODBLAST	Chance Bartels, Al Hardee & Tom Williams	35	44	IN THE MOMENT	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	Della D'Ambr
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	GOMW PODCAST	Dave Robinson & Others	41	-	THE WEEKLY PULLS	Derek, 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 BOY OFFICER PODCAST	Derek Zemrak	49	-	BOOKSHELF BOYFRIENDS PODCAST	Stevie & M.J
				50	-	BROADLY SPEAKING	David & Cassie

to which Donna agreed, adding, *“Constantly!”*

*“In episode one, every time I move, you hear the popping [from the chair],”* Kerri lamented. *“We had to do something.”* That’s when the homemade sound panels were added to Kerri’s new house to perfect the audio quality.

*“Donna’s a good Googler. She figured everything out,”* Kerri praised while Donna laughed.

The hosts and creators of *A Paranormal Chicks* certainly aren't the first podcasters to figure things out as they go. As they close in on nearly 200 primary episodes at the time of this article's printing, it's obvious from their fan feedback that they have certainly figured out more than the sound panels. And that 200 doesn't even include their special Sinister Sighting installments, which total well over 100.

Going back to the early days of the show's conception, even the content was in question. Kerri recalled their first discussion about it during one of their friendly hangouts.

*"Donna is so creative, and she needed a creative outlet. She said, 'I really think we could start a podcast,' to which I replied, 'What the hell would we do a podcast on?!"*

*"She listened to true-crime podcasts," Donna chimed in. "I listened to Gary V. I thought there were just educational and advertorial podcasts out there. She got me into My Favorite Murder and others." That planted a seed in Donna's mind.*

*"I love true crime," Kerri stated. "She loves it, too, but not the way I do. She loves paranormal. I'm a skeptic. I don't like it enough to have to research it every week."*

Naturally, they tossed around the idea of doing a show based on both the paranormal and true crime. *"At the time, I think there were only one or two podcasts we knew of that covered both subjects," Kerri explained. "So we said, 'Let's do both.'"*

This led to a logical division of labor. *"She*

**"I love puns and plays on words. A Paranormal Chicks was really the first and only choice."**

*always does the paranormal stories, and I always do the true crime," Kerri pointed out. "We make sure that neither one of us knows what the other is going to cover, because we want the reactions to be genuine."*

*"I dip my toe in her pond sometimes," Donna expounded, but then quickly added, "That sounded sexual!" And much like her listeners have come to expect from the show, that motivated laughter for several minutes. "I have covered strange disappearances and strange deaths, too," Donna felt the need to explain.*

She then returned to the early days of creation. *"Then, we had to figure out what to call [the podcast]. I love puns and plays on words. A Paranormal Chicks was really the first and only choice. Normally, Kerri doesn't go along with what I say. When you hear her on the podcast, most of the time, it's 'No.'" They both laughed.*

But when it came to the name, they

agreed, although both were unsure it would stick. *“A lot of people don’t get the play on words,”* admitted Donna.

*“People ask, ‘Did you put the ‘A’ in there so it pops up first on a search?’ No. It’s a pun,”* Kerri explained (something this “pair o’ normal chicks”—get it?—likely have to do more often than they would care to).

While the clever name may attract many folks for the first time, they become loyal listeners due to the quality of the show. A large portion of the image is, of course, two long-time friends having a fun conversation about the paranormal and true crime. However, Donna and Kerri do truly research and dig into their stories. Most listeners will also find that they are both likeable and approachable.

*“We have always been authentically us,”* Donna commented. *“And it’s just us. Our editor, Will, is amazing, but the show is just us through and through.”*

*“Yes, it’s just us being us,”* Kerri added. *“I try to not think about the reviews from people saying we have too many f---s in the episodes. We’re going to just keep being us, ‘cause it’s who we are, and it’s worked for us for years.”*

*“We’re not everyone’s cup of tea,”* Donna said in true Southern style. *“But those who we are...”*

*“Those are our people,”* Kerri finished as Donna shook her head in agreement.

*“We have really loyal listeners,”* Kerri

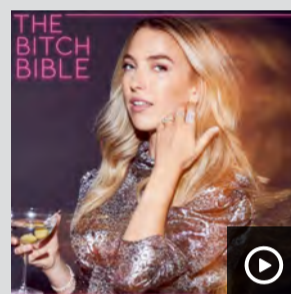
# DONNA & KERRI

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## WITHOUT WARNING

Behind the scenes with renowned private investigator Sheila Wysocki as she pulls back the curtain on official police investigations.

continued. *“We want to keep that. We don’t have ads. We don’t have any of that. We solely go by Patreon. We want people to feel like they’re sitting in a room with friends. That’s who we are. We’re welcoming in that way. I think that comes across, because it’s not an act.”*

Kerri definitely has a point. There is an overabundance of true-crime podcasts out there. One of the ways to stand out

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in a crowded space is via the authenticity and personalities of the host(s). Even with a number of paranormal podcasts available, Donna and Kerri aren't trying to copy anyone else. They are uniquely them, and that authenticity is noticeable.

Now, there are plenty of podcasts in several categories for which two friends get together and do little more than press "record" and yammer for an hour. *A Paranormal Chicks* is also unique in its storytelling.

The "give and take" between these adept hosts allows them to dig further into the cases they feature. They look forward to each other's perspectives when bringing a story to the podcast table to record an episode, even though the reactions aren't always what was expected.

*"Sometimes, Kerri will say, 'I think you're really going to like this story, and you're going to have so many opinions.' Then she tells it, and I'm like, 'Meh,'" Donna shared with a smile.*

*"Sometimes, I come in thinking, 'This is the person we're going to hate in this story,'" Kerri added. "And then she says, 'You know, actually...'"*

*"There was one episode when I said, 'I don't know if I think he did it,'" admitted Donna. Kerri adamantly disagreed. "So, we had a poll in our Facebook group, and the responses were split."*

*"I won," whispered Kerri before they both erupted in laughter, proving that their friendly banter is the foundation of both their friendship and their podcast.*

*"I think that helps us, too," Donna said, referring to the polite and professional disagreements with her co-host. "It gives the listeners their voice, too. They can say, 'I'm with Kerri on this,' or Donna, or even neither. It spurs conversation."*



In addition to their personalities, another unique aspect to the *A Paranormal Chicks* brand is their aforementioned special episodes, Sinister Sightings.

*“The Sinister Sightings episodes start with one of our listeners from Patreon doing the introduction as part of their tier,”* explained Kerri. *“It’s always someone different. It’s cool, because that person gets to hear him or herself on the podcast. Originally, these episodes were every other week, but we eventually progressed to doing them weekly.”*

*“We both read four stories that listeners send in via email describing their experience, whether it be true crime or paranormal,”* Kerri continued. *“Usually, it’s more paranormal than true crime, but we try to end with one of the lighter stories. Sinister Sighting episodes are a little shorter, and listeners get to share their experiences. Many times, listeners realize that other people are experiencing something similar, like shadow people, and they realize they’re not alone.”*

The preparation for the Sinister Sighting episodes is just one aspect of how seriously Donna and Kerri take their relationship with their loyal fans. *“We read every single email sent to us,”* stated Kerri. *“In the order that we get them.”*

Continuing on the discussion of how much they cherish the connection they have with their loyal listeners, Donna exclaimed, *“We’re just small-town people!”*

*“We met a listener during a recent podcast festival,”* Donna continued. *“She said our show was a random recommendation when she first started listening. Then she Googled us and said, ‘They look like me, and they’re doing this. They’re putting themselves out there. How can I not support them?’ We talk to her almost every other day. We talk to most of our listeners frequently. If they reach out on social media, we reach right back out to them.”*

Whether you are looking to add a new show to your list in the spirit of Halloween, or you just have an interest in a mix of true crime and paranormal, *A Paranormal Chicks* is worth a listen. Like many others, you just might get hooked and tune in regularly. You may even be compelled to reach out to Donna and Kerri. If so, you can bet that they will be nice enough to reply. 🗣️



**True Crime Category Director**

Kenneth C. Bator  
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Public Safety Talk Radio 🎧



# UNDER THE RADAR

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



## 3 SPOOKED GIRLS

Keeping with our Halloween theme, I deliberately looked for a podcast on the lighter side. After covering so many quality, but quite frankly, very heavy shows lately, even I need a break from so much hardcore death!

For my fellow true-crime fans looking for a similar pause, give *3 Spooked Girls* a listen. Is there anything that different from other shows with two friends chatting about death? Probably not. But is it a fun listen? Yes.



Plus, *3 Spooked Girls* is a perfect show for this time of year. It's primarily a paranormal podcast with “a dash of true crime.” There is usually an alcoholic beverage or two both discussed and consumed during each episode.

This is definitely an adult podcast, so if you're looking for something spooky for the kids to listen to as you drive them to school, this is definitely NOT it.

The co-hosts, Tara from Alaska and Jessica from California, deliver a new installment every Monday. As a casual listener, I appreciate that there are plenty of episodes at different lengths, from under 30 minutes to over an hour.

These ladies just celebrated their three-year anniversary, and there are nearly 300 episodes to choose from as of this writing. Plus, you might get hooked and become one of their “Spooksters”... their name for their loyal listeners. 🎧



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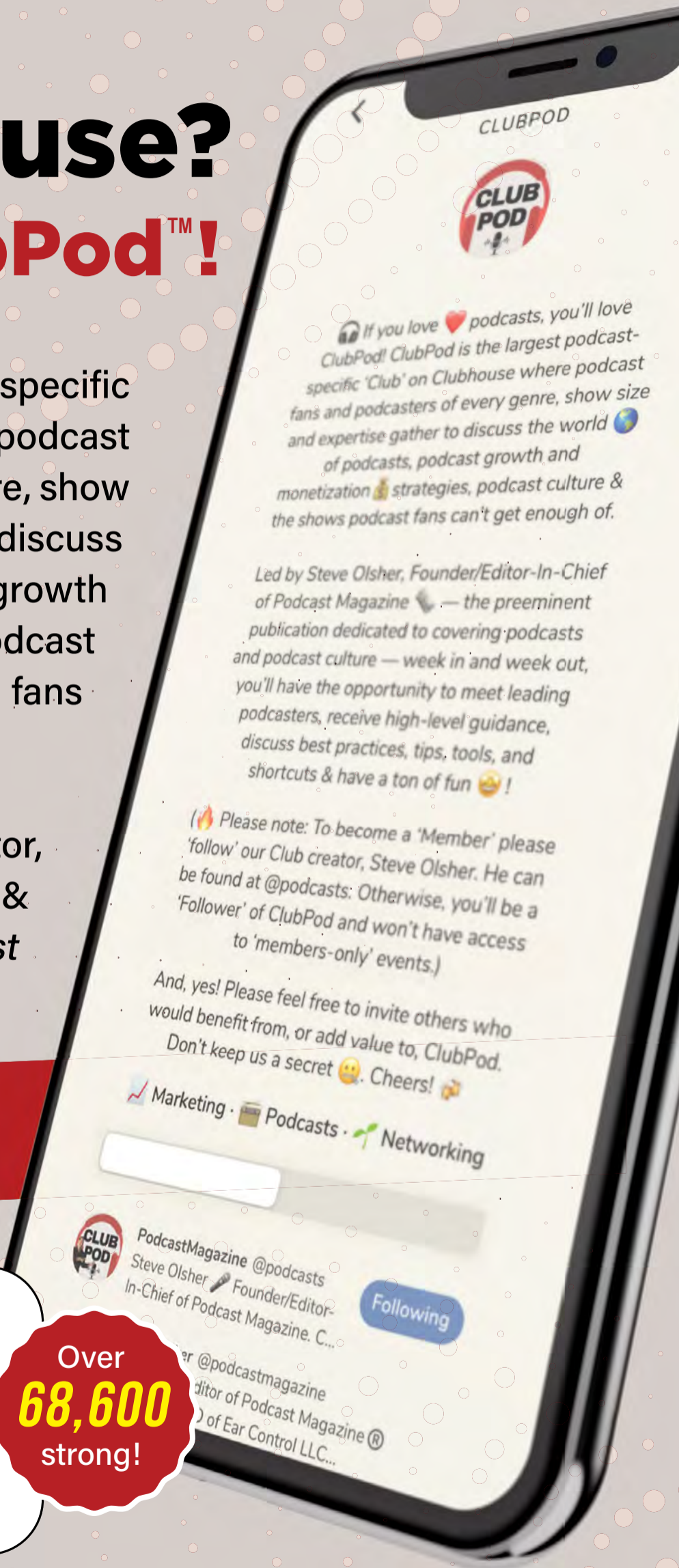
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# NATCH, THIS SHOW IS A BEAUT!

**(And With A Comic For A Host,  
It's Mighty Funny, Too!)**

Let's go back in time a little bit... back to 2016.

Though she was not a podcast listener herself, some of Jackie Johnson's friends were starting podcasts. One in particular, Georgia Hardstark (the now-famous co-host of the *My Favorite Murder Podcast*) encouraged Jackie to think about starting her own show.

*"In my head, I had these voices saying, 'Everybody has a podcast! Nobody's gonna listen to yours.' Unfortunately, a lot of us have to deal with those voices. But then, a few other people started telling me I should do something—start a YouTube channel, and all these other things. At the time, I was about to get married, and I'd do these big rants on Snapchat about how I couldn't believe*





**“I wanted to  
have a point  
of view.**

**I wanted to  
have attitude.”**

*the caterer screwed things up and other messed-up things that were happening during my preparation for the wedding. That’s when another friend said I needed to get this stuff out there. I thought, ‘Okay... maybe I’ll do a podcast.’”*

Knowing that just about everyone in the L.A. comedy world had a podcast helped Jackie get clear on how starting her own show made sense. Thinking it would be fun, she began pitching it around.

*“I didn’t want it to be just two funny people talking. I wanted to have a point of view. I wanted to have attitude. I grew up around glamour and beauty. I even used to do pageants as a child, but that’s a whole other conversation. I was also a sorority girl in Texas. So I came to realize that beauty is something that a lot of women have come to me with questions about, and we’ve had amazing conversations. I love chatting with my friends about their self-care, their beauty, the products they use for hair color and on their nails. So I said, ‘Why don’t I do that?’”*

Jackie has always found abbreviations funny. *Natch Beaut* worked for the name of her show, because it encompasses natural beauty, which in Jackie’s view, is something we all have inside. Some people think that *Natch Beaut* is short for “natural beauty,” meaning natural products. Although she does talk about natural products, she also talks about chemical products, so it’s not an accurate



translation. Again, it's really about the natural beauty in all of us.

For the first iteration of the show, Jackie wanted a slumber-party vibe reminiscent of her youth growing up in the 90s and the early 2000s. Back then, magazines were all that was available for learning about beauty, products, and the soon-to-be-released in the beauty industry. Ultimately, though, the show became so much more. Like Asian fusion food, *Natch Beaut* is a feast of information, education, and edutainment all wrapped up in one hilarious comedy show. In fact, it's really comedy, but also fashion and beauty.

*“At the time, it was pure marketing strategy. I said, ‘Do I want to be the beauty-est comedy show or the funniest beauty show?’ I knew that the category would lend itself to a specific audience, and the comedy category was very popular... saturated. As I mentioned previously, I thought everyone I knew in comedy had a podcast, and then, it became everyone I know literally. I think my aunt is starting one next week!*

*“When I did my research, I looked at the arts chart and the beauty chart specifically. There was really only one or two other beauty shows, and both were completely opposite of what I was trying to do. They were beauty editors, professionals in the space, interviewing editorial people, the style-wise, brand owners, and others in the space. And I said, ‘Okay, I’m going to come in hot. And I’m going to be a non-expert enthusiast*

**“I went opposite of what everyone else was doing at the time.”**



chatting with other people in my area.' I wanted to bring on comedians, artists, and other performers and talk to them about the question, 'What does beauty mean to you?' I went opposite of what everyone else was doing at the time, so that's why I ended up in the art category. It was a strategy, and I believe it worked."

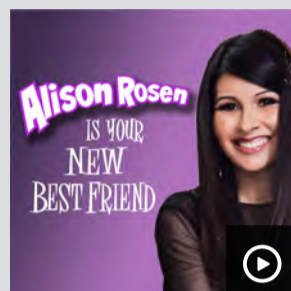
Not only did the strategy work, but after only three episodes, Jackie was able to monetize the show. As an actress and comedian who landed in L.A. in 2006, she was no stranger to "side jobs," like being a celebrity dog walker, waiting tables at Cheesecake Factory, and doing eyelash extensions for a period of time while in between acting and comedy gigs. When she discovered that she could generate revenue from ad placements, she decided to go all-in on *Natch Beaut*. It became her full-time "side job" that ultimately morphed into a small business (in addition to her acting and comedy).

"Going in, I was very naive. I thought everyone made their living from podcasts. I know now how insanely fortunate it is to make even one dollar doing a podcast, but back then, I went in going, 'Yeah, I'm gonna make my living doing this. I'm gonna buy a mansion. I'm gonna be well-known.' There's really one reason that this show took off—the My Favorite Murder Podcast. When I started *Natch Beaut*, I was on the same network as My Favorite Murder and a few other really large podcasts totaling hundreds of thousands, if not millions,



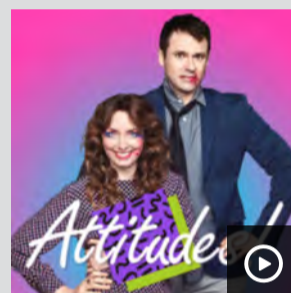
# JACKIE

## listens to



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### ATTITUDES

The political comedy podcast hosted by Erin Gibson and Bryan Safi who deliver their fresh takes on pop culture, women's rights, and LGBTQ+ rights with hilarity and vulgarity.



### LAS CULTURISTAS

Join your culture consultants, Matt Rogers and Bowen Yang, on an unforgettable journey into the beating heart of culture.

**"I had no proof of concept yet. But they believed in me and gave me a chance. I will always be grateful for that."**



*of downloads a week. Because I was on that network, they did a lot of cross-promos. Having my voice in pre-roll ads for Natch Beaut on some of the largest podcasts in the world inspired people to come over and listen to me. Getting on that network was key.*

*“Your next question is probably gonna be, ‘How’d you get on that network?’ I had guested on several other shows before I started my own. And the person who owned the network then had seen me do my thang and slay on other people’s podcasts. When I emailed him and said I was interested in starting a show, he took a chance on me. And that’s hard to do. I didn’t have a big following. I probably had 1,000 Instagram followers. So I had no proof of concept yet. But they believed in me and gave me a chance. I will always be grateful for that.”*

Natch, Jackie is grateful, and what a beaut of a show she’s faithfully and joyfully

**“I grew up around glamour and beauty. I love chatting with my friends about their self-care, their beauty, the products they use for hair color and on their nails. So I said, ‘Why don’t I do that?’”**

produced over the last five years! It’s a beautiful thang, when you can celebrate the natural beauty in everyone, have fun being funny, and get properly paid for putting yourself out there as a performer. 🎧



**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



## CLEVER – A PODCAST ABOUT DESIGN

Superior production quality is what makes *Clever – A Podcast About Design* truly stand out from the crowd in the ARTS Design subcategory. Created by Design Milk founder Jaime Derringer and designer and Emmy-Award-winning television personality Amy Devers back in 2016, the show features a vast array of episodes about design, including interviews with designers, founders, and visionary problem-solvers.

Check out the interview with the CEO of AirBnB



for insight on how he went from aspiring to be an artist to finding his co-founder at Rhode Island School of Design. Tune in for the design aspects of the Biden-Harris Campaign with campaign creative director Robyn Kanner, who led the design team that imbued the ticket “*with an uplifting sense of hopefulness that stressed reliability, inclusive values, and unification.*” At *Clever*, you can immerse yourself in finding out about pioneering wearable technology, how design is helping to create change in gang-ravaged neighborhoods in El Salvadore, and deconstructing the success of New Zealand’s pandemic response and the role that design played in that.

The show features 150 episodes and periodically re-broadcasts from their archives. It is one of nine shows that are podcasting under the Airwave Media banner.

One thing that would make this show even better would be fewer commercial shoutouts at the beginning as well as many more episodes to enjoy, considering it has been in production for five years. 🎧

# 3

## MINDSETS

# THAT WILL CHANGE HOW YOU PODCAST

If you're like me, podcasting is another way to consume great information.

Recently, I attended Podcast Movement and had the chance to spend several days with incredible podcasters—some with big shows, and some with small... others without a show at all (yet). But we all had something in common:

*We crave information to help make our businesses easier.*

That's why this month's article is all about quick tips I've gleaned from books and podcasts that have absolutely changed the way I think and work.





### ***The ONE Thing Podcast and Book***

Geoff Woods hosts *The One Thing Podcast*, which is part of Gary Keller and Jay Papasan’s network. The book *The ONE Thing* asks the central question, “*What’s the one thing that I can do, such by doing it, everything else will be easier or unnecessary?*” I have asked myself this question every year since 2013. One year, it was to get at least five consulting clients at twice my counseling rate. The next year, it was to have six mastermind groups with at least six people in each. The next year, it was a membership community. In December 2018, it was to get a traditionally published book and go for *NYT* bestselling author status. Every year, I have “the one big thing” to focus on. In doing this, I’m better able to hone in on specific tasks to move the needle toward it.

### ***The Untethered Soul***

In 2021, a number of things shifted for me. I began the uncoupling process with my daughter’s mom and had some shifts in other personal relationships.

“When we’re able to have less of our ego based on the emotions, ups and downs, and outcomes, we actually create more compelling work.”

Anyone who has had change in his or her life (that’s all of us, right?) knows how difficult it is to transition and transform. Hal Elrod, author of *The Miracle Morning*, recommended the book, *The Untethered Soul*. Central to this book is the idea that we aren’t our bodies, because the body changes. We’re not our emotions; those come in and go out. We’re not our memories or thoughts; they pass, as well. But at our truest, we *are awareness*. When we allow heavy emotions and memories to flow through us, instead of getting locked in, we are more free. In doing this, I’ve been able to more fully approach my work and podcasting with creativity. I also carry less baggage into my parenting and relationships.

### **Master Your Environment**

Most podcasters enter into their work without the intention their brain needs. Your brain still acts like it did for humans thousands of years ago. Sure, it’s evolved a bit, but for the most part, it still focuses

on safety and security first. So, one shift you can make is to have different environments for different tasks. When I was writing every Thursday, I had a very clear routine. I didn't check email, texts, or news before writing. In fact, I didn't even look at my phone. I protected my brain. Then, I changed the lighting in my office and moved the chair to the writing spot. Next, I put on my Bose headphones that I only used for writing during this time, and I listened to a specific writing playlist. In doing this, it triggered my brain to know it was time to write. I very quickly could dip into a flow state, during which I wrote a chapter or so a week.

When you can focus on the one thing

that will change everything else, untethering your soul from your emotions and memories, and mastering your environment, you start working and podcasting in a way that helps you get more done. It also just feels better! When we're able to have less of our ego based on the emotions, ups and downs, and outcomes, we actually create more compelling work. And that work will grow an audience passionate about what you have to say! 🎧



**The Professional Podcaster**

Joe Sanok

propodcasters@podcastmagazine.com

*Practice of the Practice Podcast* 🎧

ring

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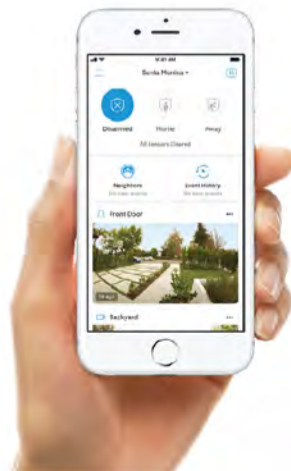
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# FROM TRANSYLVANIA, ROMANIA TO BOISE, IDAHO

## A Story Of Grit & Giving

---

Anca Trifan, host of *EVENTS: demystified*, wanted to come to America for as long as she can remember. Back in 2003, she raised \$650 dollars from friends and family to buy a plane ticket, and with \$150 in her pocket, the rest is truly the American Dream.

Consider the fact that the amount Anca raised to follow her dream was, at the time, the equivalent of an ANNUAL salary for the average Romanian. Then consider whether *you* would have had the courage to leave everything you knew behind to start fresh, far away from family and friends, with only \$150 in your pocket.

Anca grew up in a small town in the heart



of Transylvania, Romania where her dad owned an electronics repair shop. She learned from him how to repair broken things—and not only objects. One might say she also learned how to keep going, “repairing” things when life doesn’t go the way you imagine.

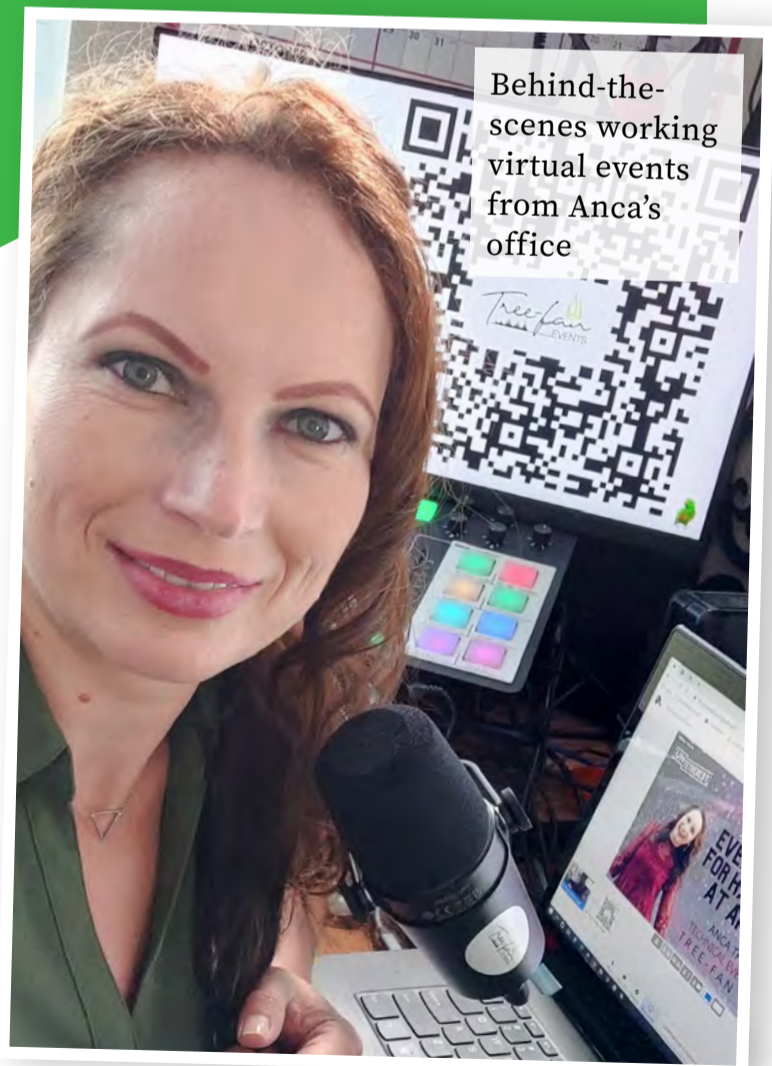
During high school, she put her computer science education to use, fixing computers at a radio station. It was a small station, and she was quickly asked to be a DJ. On-air talent, producer, engineer, sound person, and more all rolled into one, bringing Anca’s love of AV and production to life.

When Anna first got to New York, she needed to get to New Jersey to start her new summer job at Six Flags Amusement Park. That \$60 “taxi” ride (that ended up being a limo) was not planned... nor was missing a bus home one night and having to walk several miles along a NJ highway with two containers of milk and bags of other groceries (her only food for the week). Undaunted, Anca had a “*hunger to learn,*” and she kept moving forward toward her dreams. Next stop, Los Angeles.

Once again, her ability to fix things and her drive got her foot in the door, and she began learning all about audio and event production—not just the planning side, but the actual production side, too (not an area you normally see a lot of women playing in). Yet this was her dream, and nothing was going to stop her... not even audio speakers bigger than her. Anca found a way to make things work and learn in the process.

Now, Anca and her family live in Boise, Idaho, and she runs an in-demand event planning and production company. Not satisfied with just running her company and helping people keep events going even during COVID, Anca also mentors women interested in the field. And that brings us full circle to her podcast, *EVENTS: demystified*.

**“The simple act of listening to another person can make that person feel valued, respected, and dignified.”**





**“[Each] guest knows they are valued for their expertise, their story, and their contributions.”**

The title says it all. Anca wants more women to enter the technical side of events, so the show’s goal is to translate the insider language of the events and audio-visual (AV) industry and give smaller underdog event planners and companies a voice.

The most important thing Anca believes she has learned while interviewing her guests is that *“The simple act of listening to another person can make that person feel valued, respected, and dignified... like they belong where they are.”* No matter her guests’ level of expertise, everyone has something to offer, and Anca wants them to share their knowledge with anyone in the industry or who might want to be. In just *“30-40 minutes of listening and asking questions, that guest knows they are valued for their expertise, their story, and their contributions,”* Anca said.

In the world of technology, events, and speakers, a push is being made to include more women versus the traditional “manel” (male-only panel or slate of speakers). Anca is determined to change

that at events focused on event planners, event technology, and AV. Women are in the industry, but are not often asked to speak or share their expertise. Anca’s been in rooms where the clients have walked into a room full of men and watched them *“walk up to the tallest man in the room and ask him questions as if he is the boss,”* never even thinking that a woman could be in charge of the technical aspects of an event or the event itself.

By putting herself out there as a speaker and using her podcast and company as a platform for change, Anca is taking on the production and events industry and using the skills her dad taught her at a workbench in Romania fixing broken TVs and radios to help repair how women are perceived in an industry... one event and one episode at a time. 🎧



**Technology Category Director**

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*It’s All About the Questions* 🎧



# UNDER THE RADAR

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



## CODE NEWBIE

Saron Yitbarek is the host of the *Code Newbie* podcast. With seventeen seasons of the show published, listeners are sure to find useful content no matter their level of coding experience. Each show is focused on one topic with featured guests from around the world who work in the coding/development space. Not every guest started their careers in coding, and that makes this show different from many of the other shows in the category.

Listening to episodes from each season



reveals timeless-yet-timely content. Saron is an intuitive interviewer who smoothly weaves a story around the experiences of each guest while making the content accessible and interesting, even if you are not a coder. Episodes go deep on each topic, and guests are encouraged to share the personal along with the knowledge transfer.

Seasons have a good mix of technical and non-technical topics to help developers expand their social, human experience, interviewing, and business skills. S16 E5 explored the quirks and idiosyncrasies of being a developer while S16 E6 discussed what one guest learned from failing technical interviews.

Having reviewed several coding shows in the past, I loved the unique voice the host brings and how she draws out her guests to provide them a space in which they feel safe to share their real-world developer and life experiences. 🎧



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**STEVE  
BISSON**

stevebissonlmhc@gmail.com

**Topics Include:** Self-Help, Life Coach, Healthcare

Born and raised in Montreal, Steve Bisson moved to Massachusetts to pursue his dream of becoming a therapist. Steve worked in a non-profit for 15 years and obtained his masters in counseling psychology in 2003.

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**NIKKI  
D'ANTONI**

nikki@nikkidantoni.com

**Topics Include:** Health and Fitness, Diet and Nutrition, Women's Issues

Do you host a show about dieting or weight loss? Chat with The Wizard of Weight Maintenance, Nikki D'Antoni, who's kept over 40 pounds off for more than 30 years.

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**PER HOLM**

info@businessthesmartway.com

**Topics Include:** Business, Entrepreneurship, Business Coach

Per is a former captain in the army and a MSc in Finance and Accounting who has helped small- and medium-sized businesses optimize their business for faster, safer, and smarter growth during the last 25 years.

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**KYLIE  
LANG**

kylie@kylielang.com

**Topics Include:** Entrepreneurship, Marketing, Business Consulting

Sales Funnel Strategist & founder of the 'Fab Factor' helping creatives & coaches get clients using the power of automated sales funnels.

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**RAGINI  
MICHAELS**

rm@raginimichaels.com

**Topics Include:** Author, Happiness Coach, Spirituality

Ragini Michaels dedicates her time to supporting women leaders around the globe who wish to catapult their commitment to conscious living & conscious leadership to a higher level of impact.

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**CRYSTAL  
PARTNEY**

scatteringhope1@gmail.com

**Topics Include:** Suicide, Psychology, Death & Grief

After losing her sister the day before her birthday from suicide, Crystal is scattering hope to those who need it most.

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**CHRISTY  
PIPER**

christy@christypiper.com

**Topics Include:** Personal development, Relationships, Author

Author, mindset expert, professor, Navy veteran uncovers YOUR strength & resilience. Specialties: narcissists, toxic relationships, workplace bullying.

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**NEFERTITI  
SAN MIGUEL**

nefertiti.sanmiguel@gmail.com

**Topics Include:** Arts & Culture, Health & Fitness, Women's Issues

Founder of the stress release program FROM CHAOS TO CALMNESS, where Japanese floral design and neuroscience create Zen environments.

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# DEMOCRATIZING THE SUPREME COURT



## The Three Female Attorneys Behind The Mic

The Supreme Court of the United States (SCOTUS) is the highest court in the nation.

But how much do you really know about it?

*Strict Scrutiny* podcast hosts Leah Litman, Melissa Murray, and Kate Shaw endeavor to pull back the curtain on all things SCOTUS and the legal culture that surrounds it.

According to Litman, “*The mission of the podcast is to democratize the Supreme Court and the commentary that revolves around it.*”

Litman is an assistant professor of law at the University of Michigan Law School. She clerked for Judge Sutton on the Sixth Circuit and Justice Kennedy on the Supreme Court. She researches and writes about the Supreme Court, federal post-conviction review and habeas corpus,



and the construction of federalism and the separation of powers.

*“We want to inform people about the workings of the court, which is a crucial part of our constitutional democracy. Many people may not have time to follow the court’s decision in depth, or they may get their commentary from mainstream media, which oftentimes comes from White men, in a very formal and stiff way. We are three women. We are law professors. We practice before the Supreme Court and write about it in our professional lives, so we have a very different take that our listeners tell us they enjoy,”* Litman shared.

Shaw continued, *“The Supreme Court is the least transparent institution in American public life. We are working hard to illuminate what happens inside the halls of the highest court in the land.”*

Shaw is a professor of law at the Benjamin N. Cardozo School of Law in New York. She teaches legislation, administrative law, and a seminar on the Supreme Court. She also worked in the Obama White House Counsel’s Office, and before that, clerked for Justice Stevens and Judge Posner.

Murray remarked, *“The impact of the court’s work is borne disproportionately by minority groups. This really comes across when you look at the commentary. It not only lacks diversity in terms of minority group representation, but also the way in which those consequences for minority communities don’t often come to the fore. Because, if you are a person*

**“We are working hard to illuminate what happens inside the halls of the highest court in the land.”**



*of color, this work does affect you in ways that may be quite personal.”*

Murray is a professor of law at NYU School of Law, where she teaches constitutional law, family law, criminal law, and reproductive rights and justice. She clerked for Judge Stefan Underhill on the District of Connecticut and for Justice Sotomayor when she served on the Second Circuit.

*Strict Scrutiny*, Litman’s brainchild, aired its first episode in June 2019.

*“There wasn’t a podcast about the Supreme Court, and there certainly wasn’t one hosted by women with our perspectives. I thought it was something that would be nice to have,”* Litman said. She became friends with Murray after Murray wrote a review of a law article Litman wrote. Shaw met Litman after doing a podcast together.



Their core listening audience consists of law students, professors, teachers, and other people who don't have law backgrounds, but want to understand the innerworkings of the Supreme Court.

"We want our listeners to know that there exists a cadre of experts who report on the Supreme Court and constitutional law that go beyond the kind of usual suspects you'll see, and that there's often a more diverse and heterogeneous group than is reflected in the way the Supreme Court is covered by mainstream print and radio. With our in-depth legal analysis and our esteemed podcast guests, we have a unique way of bringing those new lines of expertise to the fore," Murray said.

"Our podcast is also about the lawyers who do really fantastic work. These

lawyers aren't considered members of the close-knit Supreme Court bar, but they deserve to be recognized for the hard work they do on behalf of our judicial system," Litman added.

"We are particularly proud of amplifying a lot of really amazing voices in the ecosystem surrounding the Supreme Court," Shaw quipped.

Ironically, all three ladies stated that their interest in law and government was somewhat sparked by being on the debate team in high school (a fun fact that they did not know about one another before this interview).

Why the name "Strict Scrutiny"?

"We chose it for two reasons. One, it's a technical legal term that describes



# LEAH

listens to

# MELISSA

listens to

# KATE

listens to



## AMICUS WITH DAHLIA LITHWICK

A show about the law and the nine Supreme Court justices who interpret it for the rest of America.

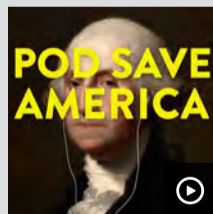


## BROKEN LAW

Speaking truth to power to discuss how our laws and legal system serve the few at the expense of the many.



I like anything from Crooked Media!



## POD SAVE AMERICA

Four former aides to President Obama are joined by journalists, politicians, activists, and more for a no-b\*\*\*\*\*t conversation about politics.



## STAY TUNED WITH PREET

Former U.S. Attorney Preet Bharara breaks down legal topics in the news.



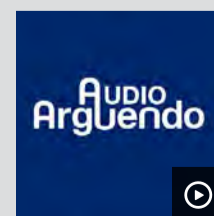
## SLOW BURN

Watergate was stranger, wilder, and more exciting than you can imagine.



## THE LAWFARE PODCAST

The first episode in a new special series—"Arbiters of Truth"—about disinformation and online speech in the lead up to the 2020 election.



## AUDIO ARGUENDO

Unedited recordings of oral arguments from the Supreme Court and interesting cases from around the globe.





**“The impact of the court’s work is borne disproportionately by minority groups.”**

← SCOTUS

The addition of Justice Amy Coney Barrett (*back row, right*) seemed to create a six-to-three conservative majority that would transform the Supreme Court. Time will tell.

*the type of review that courts use when evaluating certain kinds of law that draw distinctions on the basis of certain characteristics like race and sex,” Shaw explained. “So, it’s a technical term of art, but sort of a double entendre, because we are strictly scrutinizing, or closely reviewing, the work of the Supreme Court and federal courts.”*

Shaw loves co-hosting the podcast, because she gets to spend an hour going really deep into what these cases stand for, and ultimately, what they will mean to our society. Murray loves to hang out with her two co-hosts, and because she specializes in specific topics in constitutional law, the podcast helps her to branch out more. For Litman, she loves to have fun... and hearing from women listeners who say they really enjoyed the show.

Litman was born and raised outside the Twin Cities in Minnesota. In her downtime, she loves to swim, go on hikes, do yoga, Pilates, and take pictures of her mini golden doodle puppy.

Murray was born in Brooklyn, NY, and raised in Florida. She is married with kids, and in her downtime, she loves to hang out with her girlfriends. Pre-COVID, she did so by taking a hip-hop dance class with them, but now, they do it via Zoom. She also enjoys keeping up with Meghan Markle, the Duchess of Sussex.

Shaw was raised in Chicago, IL. She is married with three kids, and in her downtime, she loves running, doing yoga, and baking with her kids.

Litman and Murray both agree that the best advice they’ve ever gotten was to *“fake it until you make it.”*

*“A mentor told me that you have to project the confidence that you obviously lack, because if you allow your internal self-doubt to win, you’ll be really limited—not only in opportunities, but in respect from people. So, don’t wait until you feel perfect or when you’re one hundred percent ready,”* Litman stated.

*“I tell my students that all the time. It was*



*really powerful when I heard it, because most people have no idea what they're doing. We're all flying without a net most of the time," Murray said. "But the people who seem to be the most successful are the ones who sort of carry it off with aplomb and let you think that they know exactly what they're doing. So, for me, I often say things authoritatively, even if I'm not as authoritative as I would like to be."*

For Kate, the best piece of advice she heard was from a speech at the American Constitution Society in which Dawn Johnsen said she doesn't regret anything in relation to not being confirmed to the head of legal counsel during the Obama administration. *"She actually ended up withdrawing, but she would not change any of her choices. In life, don't trim your sails because you're worried about what the choices you make today will mean down the road. She was saying, pursue what you are passionate about, and fight for the things you want to fight for. Then, let the chips fall where they may. Her speech was very inspiring," Shaw said.*

## **"The mission of the podcast is to democratize the Supreme Court and the commentary that revolves around it."**

You can tell by the banter of these three very accomplished ladies that they are genuine friends. The podcast is expertly produced by another amazing lady, Melody Rowell.

When asked about their hope for the future of the podcast, all three unanimously agreed that they want to keep expanding their audience. And since it's homegrown, with no sponsors, they would like to keep paying a living wage to their producer, Rowell. 🗣️



### **Government Category Director**

Meiko S. Patton

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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



## SHE WEARS THE BOOTS: A PODCAST FOR WOMEN VETERANS

Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. Paying attention to our mental health is crucial as it determines how we handle stress, relate to others, and make choices. For women, the same attention should be placed on reproductive mental health.

*She Wears The Boots*, a podcast dedicated to the women in the VA as well as the people who care for them, recently interviewed



Dr. Laura Miller, Medical Director of Reproductive Mental Health Services at the VA who commented on how the mental health of women are affected during reproductive phases in her life such as menstruation, pregnancy, and menopause.

*“These reproductive cycle events matter a lot to women, but early in my career in psychology, the effects were not well understood and not considered when planning treatment for women. I try to help fill this gap, so women get the care and treatment they deserve,”* Dr. Miller explained.

Reproductive mental health is not just about pregnancy.

It includes all the ways a woman’s reproductive health can affect her emotions and well-being. Some examples are menstruation, infertility, menopause, breast cancer, and pelvic pain, each of which can affect mental health.

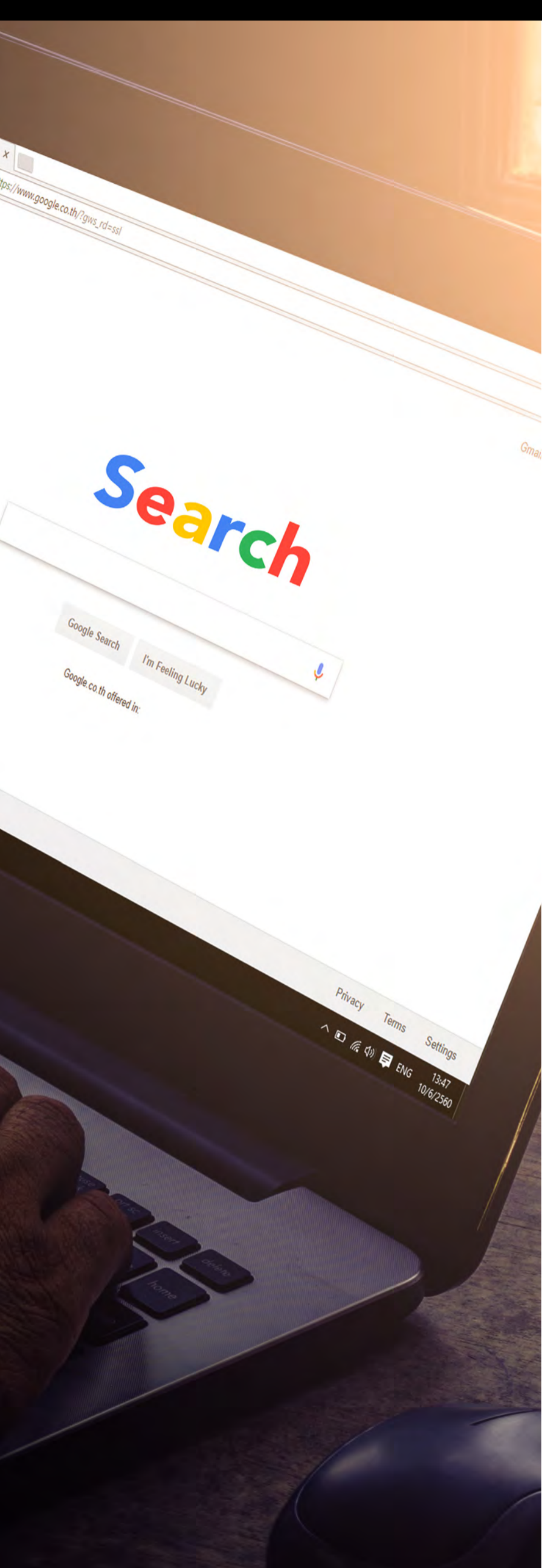
Even though this podcast is for women veterans, the health topics covered pertain to every woman. 🎧

# IS THERE A GOOGLE FOR PODCASTS?

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The Research

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There is so much gold in podcasts—interviews with primary sources, super-well-researched and vetted topics, and hosts of experts sharing their knowledge.

The problem is, they are very hard to find. You probably don't know it, because when you search for something, you always get a result. But the truth is, for every podcast episode you find when searching, there are 100 more that don't show up.

The answer to this problem is simple.

Podcasts, at their most primitive level, are .mp3 files. They are no different than the file format a Beatles tune, radio commercial, or exported voicemail are saved in. And while there are players to play them and voice-recognition programs to transcribe them, there is no search engine that can read them when they are not playing.

When podcasters record shows, they save them as .mp3 files and upload them to their podcast host. Since that file can't truly be read, the search engines really only have the title, image file, subtitle, description, and tags from which to index the episode. (On occasion, they have the transcription, as well.)

So, if a podcaster interviews Neil DeGrasse Tyson, but decides to name the episode "Talk Shop with the Nation's Top Space Doc" and makes the podcast description about the discussion itself without mentioning Neil, the chances of it being found on an Apple Podcasts search is very slim.

That "problem" has opened the door to a variety of third-party search engines with better ideas.



Audio Junkie, Listen Notes, Ivy, Mixtape, and OmniSearch.ai are all vying to be your podcast search engine of choice.

Listen Notes is probably the biggest and most well-known podcast search engine, and for good reason. Wenbin Fang, its creator, built something amazing. Launched in 2017, Listen Notes now boasts 1.4 million users each month, and with that number comes some amazing ways to help you find the topic you're looking for.

Wenbin realized that technology is not the only way to read what a podcast is about—he's got 1.4 million users to do it for him. Listen Notes gives its users the ability to create playlists for themselves, which sounds pretty normal, right? But from a search standpoint, when a user puts a particular podcast episode into a "Current Events in Afghanistan" playlist, a search engine can then see that intent and index those podcasts as such.

Listen Notes also takes note of what its 1.4 million users are listening to right now, adding relevance to podcasts with really obscure titles and descriptions.

Wenbin also found power in his employees and their recommendations, which has resulted in another source of indexed shows.

All in all, Listen Notes leverages eight or nine different ways to index podcasts for its search functions.

Audio Junkie found themselves with a similar asset—users. Audio Junkie

# Audiojunkie



## MIXTAPE



## OMNISEARCH

collects user reviews and gives reviewers a chance to tag shows with their most relevant hashtags. That category cloud of options exists on their homepage and is an easy way to search for the topic you're interested in most. And you don't have to type into the search bar... clicking around on a list of categories still allows you to search for something good.

Ivy.fm is another unique search engine. Ivy's algorithm turns every episode into a series of tags (that the podcaster is able to edit). It takes the episode title and description and uses them to pull



## Audio Junkie, Listen Notes, Ivy, Mixtape, and OmniSearch.ai are all vying to be your podcast search engine of choice.

out searchable tags, and its algorithm adds tags that seem relevant. For instance, if an episode claims to be about the Cuban Missile Crisis, Ivy's algorithm will add JFK as a tag. That means it is not totally relying on the few words the podcaster writes about the episode.

Mixtape and OmniSearch are the most ambitious of the search engines. With a \$125K grant from the European Union, Mixtape set about to create a process that listens to every podcast uploaded, automatically transcribing and indexing the content, and then using that to aid its search feature. OmniSearch thought the technology could be used internally by companies like Dropbox to make every file, regardless of type, searchable.

As goes the world of start-ups and social media companies, Apple and Google are very likely working on implementing this technology or buying one of these companies as we speak. Fortunately, in the meantime, these companies are filling that hole nicely. 🎧



### **Gadgets, Gizmos & Gear**

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# CLIFF BEACH

## Digging Into *Deeper Grooves*

Funk music artist Cliff Beach is the executive producer and host of the podcast *Deeper Grooves: Musicians on Music*. He has been performing live for more than 18 years in Los Angeles and is the ideal person to go beyond the surface to reveal a profound understanding of music.

The name of the podcast is a nod to the analog (or vinyl) era, and Cliff enjoys going deep into his guests' process of writing songs, doing live shows, and/or producing music or other content behind the scenes.

*Deeper Grooves* also reflects the many layers within every human being.

*"Much of the time, we're very superficial. We don't want to scratch the surface, and I think that's a disservice to the new generation. In the Motown generation, people were used to taking deep dives. As*



*I tell my students and the people I mentor, ‘You need to find out not only about the people you like today, but also about their influences.’ Michael Jackson and Prince were influenced by James Brown. James Brown was influenced by Jackie Wilson and Little Richard. There’s nothing new under the sun, but it may be new to you, if you haven’t heard it.”*

A DC native and Berklee-trained singer/songwriter/keyboardist, Cliff has created a style of music he has coined “Nu-funk”—a hybrid of soul, traditional R&B, funk, and neo-soul, and he performs regularly throughout Southern California.

Cliff has much to be proud of. His highly anticipated independent EP, “Who the Funk Is Cliff Beach?” was nominated for three L.A. Music Awards, including Record of the Year and a Hollywood Music in Media Award. He has also been featured in a live review in *Music Connection Magazine* and as a performer at TEDx Napa Valley in 2014. His last album, *The Gospel According to Cliff Beach*, was nominated for an Independent Music Award (Funk/Fusion Jam Album) and won two Global Music Awards.

After the pandemic hit and music events weren’t being held, Cliff wanted to expand his brand, so he decided to start a podcast.

*“Over the course of more than 20 years as a musician, I have seen a lot of people who have done really cool things, but they’re not household names. I believe that everybody has a story, but not everybody has an outlet to share it. I thought that a podcast would be a great medium to tap into for that.”*



*“It allowed me to do a deep dive into the stories of Grammy winners and nominees... people who really work on their craft.”*

Cliff has a very clear vision for the podcast.

*“I wanted to create a situation like Inside the Actors Studio, but for music instead—asking deep questions about musicians and their craft, so people could get a full 360 view of what it means to be a musician at this time.*

*“The age range of my audience is over 30 or 35 up to 55. Because the show offers deeper content, it’s not a flash in the pan. This podcast is really for people who are used to delayed gratification... people who have built patience and perseverance and want to understand more about long-staying artists.*

*“40 years later, people are still listening to Motown; that’s what I want. You can be a one-hit wonder and sell a million records today, and have a bunch of 808 beats that sound very ‘today,’ but 40 years from now, am I gonna want to hear that when I’m in the old folks’ home? Probably not. I want to talk to people who are saying, ‘I may be a slow boil, but I can cook for a long period of time.’ We need more crock pots than microwaves.”*

In addition to hosting the *Deeper Grooves* podcast, Cliff hosts the *Deeper Grooves Radio Hour* on 88.5FM KCSN.

*“I think podcasters and broadcasters have to be open to opportunities and to what’s happening. If you’re open, you’re able to receive and give, whether you’re going into a podcast, an interview, or a songwriting session.”*

Cliff’s open-mindedness is evident.



Cliff performing *Let’s Begin* with L.A. Rock Artist Catt Christine

Photo credit: Hoai Doan



The Cliff Beach Band  
(photo credit: Sheldon Botler)



*“Being a starving artist never appealed to me. A more practical approach for me is to try different things from a diversification perspective. That way, I can self-fund all my own projects. I am not beholden to anybody with the creative art that I decide to make, even if it takes me longer to do it.*

*“I think many people are able to work and do one or two things on the side that they love. That’s why I have my upcoming book, Side Hustle & Flow.*

*“I get to combine my skills. I’ve used digital marketing to get my music out there, promote events, gain followers, and so on. I think it all goes hand in hand—digital and marketing and creative.*

***“My purpose in life is to be as creative as humanly possible and to be able to use that creativity to make the world a better place. It’s to entertain people.***

*“I suspect that when people are making daily decisions, not everybody considers,*

*‘Is this moving me toward my goals and purpose, or away from that? Do I have a purpose?’ I think the earlier in life you figure this out, the better, even if it changes over time.”*


Cliff believes that “standing still is always stagnation,” and he’s not slowing down. He recently won a World Songwriting Award for Best Funk Song and is a member of the current house band on Josh Gates’ *Tonight* show on the Discovery Channel.

Cliff has poured his passion and purpose into the *Deeper Grooves* podcast. As a result, listeners come away with a deep appreciation for the process musicians and engineers use to create long-lasting musical gems. 🎧



**Music Category Director**

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*Amazing Women And Men Of Power* 🎧



# UNDER THE RADAR

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



## HIP-HOP CAN SAVE AMERICA!

Have you ever thought about the ways in which hip-hop music and culture are improving society? Listen to *Hip-Hop Can Save America!* to find out more about this fascinating topic.

Hosted by award-winning hip-hop journalist Manny Faces, this podcast explores the innovative, inspiring, and often surprising influence hip hop can have on an individual's emotional and mental wellness while also addressing social issues.

The guests on this show are always thought-provoking, from Dr. Elliot Gann, who breaks



down the neuroscience behind his acclaimed concept of healing trauma in young people through therapeutic beat-making, to 2020 Jefferson Award-winner J.C. Hall, whose Hip-Hop Therapy Studio after-school program was showcased in an award-winning documentary.

Each episode takes listeners on a journey of discovery as a variety of views on the positive impact of hip-hop are highlighted. The intersection of hip-hop and philosophy, civics, education, activism, and empowerment takes centerstage on this show.

It is amazing to hear the discussions about the power of politically charged music with groundbreaking public statements and complex messages. Without these conversations, hip-hop beats and lyrics could easily be taken for granted, and few may be aware of the significance of this genre for kids who “*are not reading the New York Times*,” as JC Hall puts it.

Thanks to this thoughtful podcast, we know that indeed, *Hip-Hop Can Save America!* 🎧

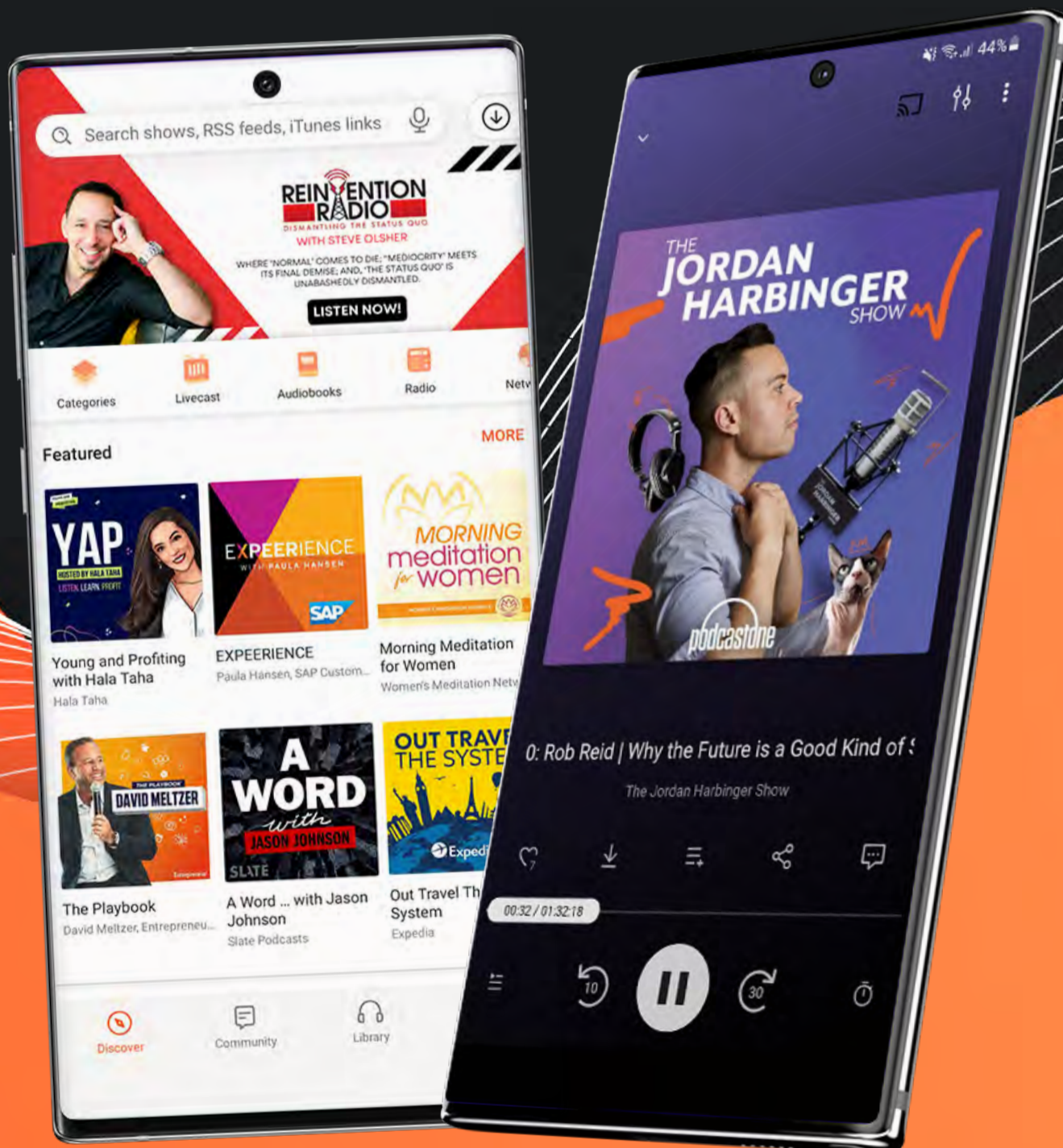


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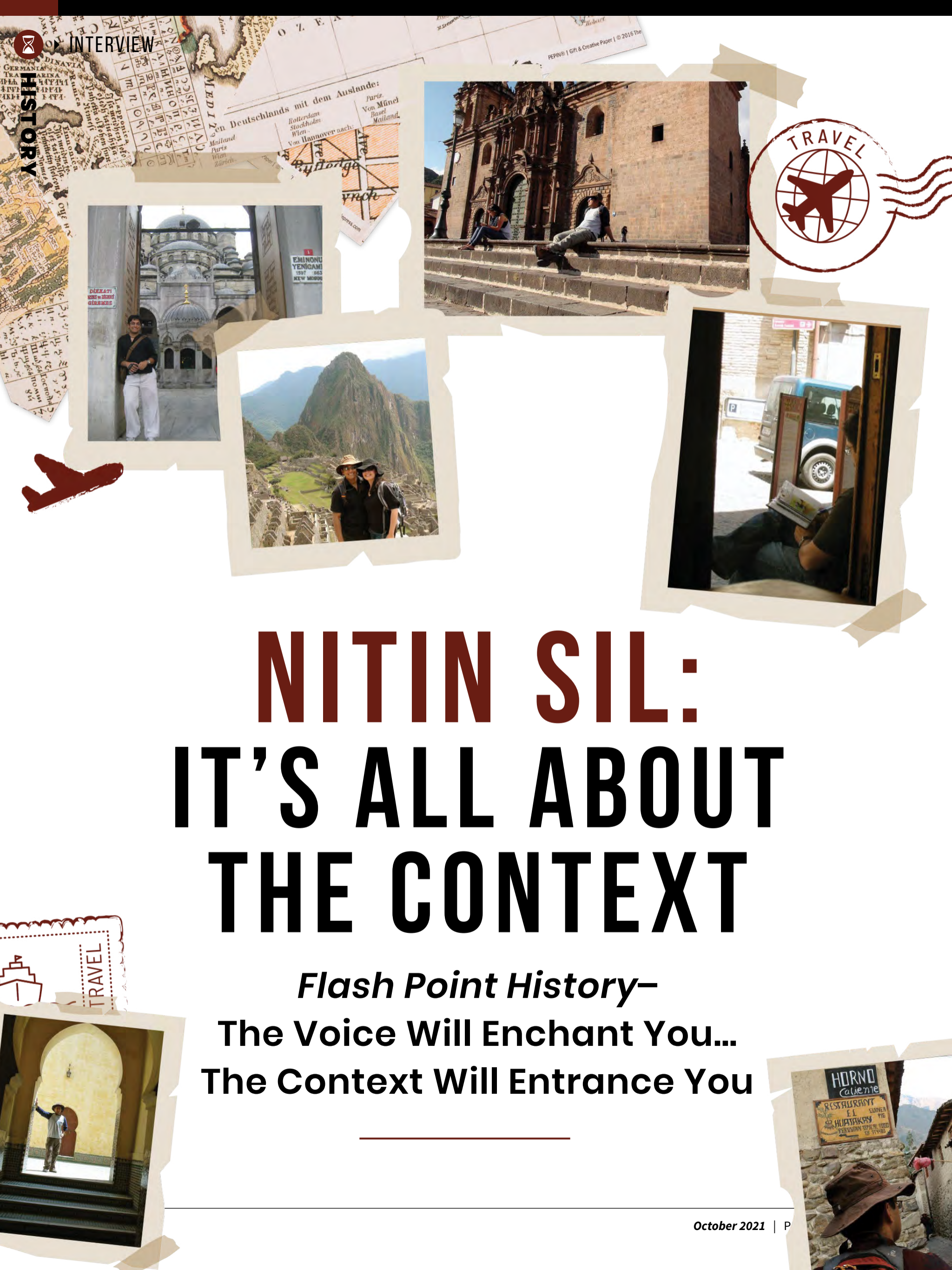


<sup>1</sup>Zoharab, Dave."Apple Podcasts vs. Spotify — Which is more popular?" Chartable, 21 Jan. 2020



INTERVIEW

HISTORY



# NITIN SIL: IT'S ALL ABOUT THE CONTEXT

*Flash Point History—*  
**The Voice Will Enchant You...  
The Context Will Entrance You**





In this article, you will learn all about Nitin Sil, his wonderful podcast, *Flash Point History*, and its spin-off YouTube channel. We'll travel with him all 'round the world, and we'll see how important being a father is to him. But before we get into all of that, we need to first mention the one thing that immediately makes *Flash Point History* stand out—Nitin's voice.

It is truly a melodic, mellifluous thing. Nitin is unsure as to the origin of his accent; he has lived around the world and thinks of himself as something of a chameleon in terms of picking up the accent of those around him. But given how he has spent the longest time in San Francisco, where he settled down with his wife, Maria, and child, Siddhartha, he thinks it is likely Californian.

Beyond that voice is *Flash Point History*, a podcast that has been running since 2015 and is now accompanied by a wonderful YouTube channel. As the name suggests, Nitin covers flash points in history—those moments in the past when things happened that would profoundly shape the future—the world we live in today. Nitin points out that “*Flash points occur in all sorts of things—social development, art, and literature.*” He didn't want to be tied down, and thought the flash point concept would allow him to roam far and wide with his content.

So far, he has covered the *Punic Wars* between the Roman Republic and Ancient

## “Flash points occur in all sorts of things—social development, art, and literature.”

Carthage, during which Rome sealed its rise to greatness. We also learn about *Attila the Hun*, the man who did so much to bring about its demise. These two series were relatively short, with three and seven episodes respectively. One gets the feeling that Nitin eased himself into podcasting with them, preparing himself for *The War of the Worlds*—the series he is currently releasing.

This is his magnum opus, and it clearly illustrates how much context means to him. The end point for *The War of the Worlds* is that epic clash between two worlds that took place in his wife's homeland of Mexico, when the Spanish conquistadors met the Aztecs and destroyed that young empire. Nitin admits that this was a period of history that he knew very little about, but the more he looked into Cortez, the more he realized the need to put him into context.

“*To understand Cortez, you need to understand the Reconquista, and to*





*understand that, you need to understand the initial Islamic conquest. And then, you have to understand the whole birth of Islam.”*

And that’s where the *The War of the Worlds* series begins—in the Arabian Peninsula in the seventh century. Where we are heading is Tenochtitlan 800 years later—that’s the kind of context you get from Nitin Sil.

To date, *WoW* has covered the Reconquista as Spain prepared herself for the trip west across the Atlantic for the Conquista. The Reconquista was painted as the Christian reconquest of the Iberian Peninsula, as the Islamic invaders were pushed out of what is now Spain and Portugal. But the story we have been treated to goes into far more depth than that simplistic summary.

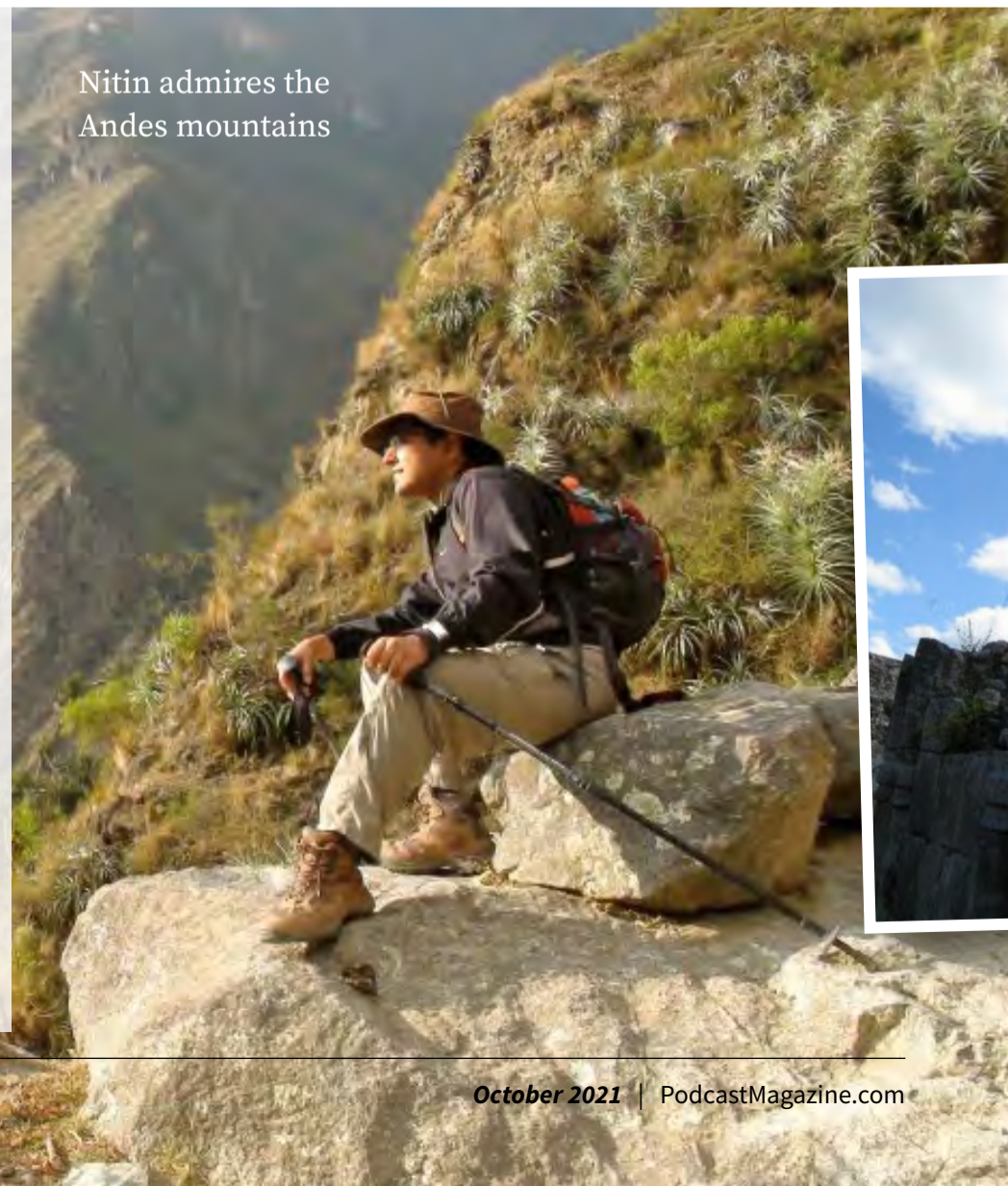
This is a story that has not only been simplified, but also often told decidedly from one side or the other. As Nitin tells it, *“Sometimes, the bias is so subtle... you have some people who say it was a time of ‘convivencia,’ when everybody was getting along. On the other end of the spectrum, some say it was a totalitarianistic kind of state, in which they were squashing people below them. I don’t think either one of those is necessarily true. There is a lot of bias out there.”*

Nitin strives to remain unbiased, and sure enough, *Flash Point History* reflects it. Nitin says, *“This was not a kind of ‘manifest destiny’ that happened quickly.”* Rather, they were a series of complex conflicts that continued for nearly

800 years and were only occasionally overtly religious, or even ethnic wars, despite their culmination as such when the Catholic Monarchs—Isabella and Ferdinand—took Granada, the last Islamic stronghold on the Iberian peninsula in 1492 (yup, *that* 1492).

That’s the kind of context a true flash point needs, so that we, the listeners, can really understand the people who arrived in the New World in the 15th century. In fact, to give these people more context still, Nitin is making a short diversion east to examine the fall of Constantinople, not 50 years before the fall of Granada. These were the years when Christianity pivoted west—when the capital of eastern Orthodox Christianity was reborn as the capital of a great Islamic empire, which coincided with the arrival of Catholic

Nitin admires the Andes mountains



crusaders on the far side of the Atlantic.

In an effort to provide even more context, and to allow his listeners to clearly visualize the tales he tells, Nitin launched a complementary YouTube channel.

*“Geography is a massive component of history. It shapes it,”* he says. Being able to point to a map gives that geographical context to the history, and Nitin openly questions the validity of any history book that doesn’t contain one.

Interestingly, the birth of the *Flash Point History* YouTube channel coincided with the birth of Nitin’s son, Sidd, resulting in an understandable disruption to his household noise levels, which seemed a double-edged sword—if the baby was asleep, Nitin could not power up the mic and start narrating in his deep, sonorous voice. And if the baby was awake... well, we can all imagine how impossible it would be to record with a newborn baby about. So, Nitin started making videos

to accompany the podcasts he had recorded—work he could do in silence!

The evolution of the videos portrays Nitin as an amazing learner. The first set, covering the Punic Wars, are fine examples of what many podcast YouTube channels consist of: namely, animated PowerPoints. There are lots of nice bullet-pointed facts, maps with arrows showing troop movement, and illustrations using Creative Commons images. But the later videos are something else entirely—each a carefully crafted work of art.

Nitin has taught himself animation and makes his videos come alive with marching armies, exploding fires, bird’s-eye visits to the great cities of Middle East, sweepings through the streets to visit an ornate palace, and inset animated maps, all allowing the viewer to see the detail of a battle within a wider context.

To a certain extent, Nitin’s life has always given him the kind of context that enriches



Nitin has traveled the world including (from left) the Mayan ruins in Mexico and also Morocco, often with his wife Maria (below, right)





his podcast. His dad was a hotel manager, and they spent time in New Delhi, Cairo, Madrid, and London, as well as the States. *“Growing up with that kind of background—history was always there.”*

Nitin loves Madrid and describes it as *“the city that negates jet lag”*: when you get in late on a flight from the States, you can go straight out to party, as inhabitants are up all night. Even when Nitin last visited at the height of the Great Recession, which hit Spain particularly hard, you couldn’t really tell the dire economic straits they were in, he says, as they would not compromise their social lives. *“Everybody was just out, having a good time... they have the philosophy that life is meant to be lived.”*

Cuzco, Peru, is also special to Nitin, because it is where he proposed to his wife, Maria. He loves traveling, as he meets fascinating subsets of people and aggregates to them. In Cuzco, for example, he explains how you go out to dinner and hear all different accents, from all over

**“To understand Cortez, you need to understand the Reconquista, and to understand that, you need to understand the initial Islamic conquest. And then, you have to understand the whole birth of Islam.”**

the world, as they talk about checking the Nazca lines or going to Aguas Calientes. These are *“his people,”* he explains.

Nitin brings this wealth of experience and shares it with his listeners, so that we too become *“his people”* as he paints wonderful pictures with his voice and YouTube channel. *Flash Point History* is well worth a listen, if you’d like a little context in your life. 📍



#### History Category Directors

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Map Corner 📍

**Got a History Podcast suggestion?**

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# UNDER THE RADAR

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



## REVOLUTION 1

10 years ago, the Arab Spring seemed to herald a new dawn for the countries of the Maghreb and the Arabian Peninsula. Yet the promise of democracy and freedom has, in large part, not been realized. However, Tunisia, the country where the spark of revolution started, hasn't fallen into civil war and repression, unlike other countries that saw their citizens take to the streets 10 years ago.

Husband-and-wife team Cyrus Roedel



and Erin Clare Brown are the creators of the podcast *Revolution 1*, which examines the events that led to the start of the Arab Spring. Cyrus is a historian who focuses on contemporary history and politics of the Middle East and North Africa, and Erin is an experienced multimedia journalist—now the Tunis correspondent for *The National*. Their compelling eight-part series looks at the people and personalities who lived through the revolution in the small African nation. They have embedded themselves in Tunis to document the fall of Ben Ali and his regime.

*Revolution 1* is a personal and intimate podcast series, though the editorial and production quality are on a par with NPR. The narrative from Cyrus and Erin flips to first-person testimony effortlessly. It is a captivating deep dive into societal change and what revolution actually looks like through the eyes of people who lived it. 🎧

A PODCAST FOR

# HOME HAUNTERS

Making Your Home The Envy Of The Hood This Halloween

The obsession started simply enough:

Three childhood friends who loved Halloween, haunted houses, and scaring one another. Years later, they morphed their hobby-turned-obsession into a podcast that revolves around building haunted houses.

For hosts John Schelt, Leslie Reed, and Keoni Hutton, Halloween—complete with dressing up, candy, and parties—has always been the favorite holiday. They grew up together in the same hometown and were high school classmates. John and Keoni go back even further, to sixth grade, where they decided they could build a better haunted house than the wimpy one down the street.

Keoni laughs: *“This has been a passion of mine ever since fifth grade when I visited someone else’s haunted house and was not very terrified. Looking back, I’m sure my 10-year-old could do better.”*

The next year, Keoni and John joined their competitive spirits to scare trick-or-treaters in Keoni’s front yard. Ultimately, that became a passion, and come high school, they enlisted Leslie into the mix.

*“Leslie started off by throwing water balloons at us. We eventually convinced her we needed her makeup skills, too, and that’s when she joined us. She handled the makeup for the scary characters,”* Keoni says.

Fast forward through college, and then “adulthood” things like graduate school and jobs. With jobs came income, which meant they were finally able to really indulge their hobby. As John states, *“We were able to be legit. Our builds became bigger and bigger and more elaborate. The haunts became themed—Walking Dead, Batman, the Arkham Asylum, Dr. Strange, and more.”*





The centerpiece of the 2020 Home Haunt, the Sanguine Creek Estates Crypt



### DIE-HARD HORROR FANS

Co-hosts John, Leslie, and Keoni pose here in costume with the crew of the Arkham Asylum Home Haunt in 2015

After several years, Keoni’s job transferred him, taking him out of the area. While they could no longer build together, they realized they had gotten pretty good at their craft. That’s when they realized that one of the ways they could stay connected was to start a podcast to teach other homeowners how to build haunted houses.

The *Haunting U* podcast was born.

*“The haunt industry is exploding right now,”* Keoni shares. *“It’s threatening to take over Christmas as the number one holiday with regard to how much money is spent every year. It’s a really cool time to be part of the industry.”*

The podcast itself follows a format. It doesn’t drop an episode every week or even every month. It’s cyclical, but the strategy is purposeful.

*“So as we have built out this podcast, we have really immersed ourselves in the haunted attraction industry—which is an industry. I visited haunted houses when I was a kid, and it gave me ideas that I could then incorporate into mine. But we’ve learned much more about the business of running haunts. We attend conventions and report on them. West Coast Haunters and Fear Expo are some of our favorites.”*

*“What we found is the industry itself has a cyclical pattern that runs throughout the year. You have the hot season, which really starts in September and goes through October when the haunts open. After that, everyone takes a breather for like a month and a half. And then it’s back into convention season, wherein the industry highlights all their new products. They’re taking orders and building stuff*





**“The haunt industry is exploding right now. It’s threatening to take over Christmas as the number one holiday with regard to how much money is spent every year.”**

*until about mid-summer. And then you’re right back into build season, constructing the haunts. As we learned about this cyclical nature, we structured our podcast in the same way. We talk about Halloween in October—about what we’re doing and how we’re executing our haunts. We then typically do a recap episode—here’s how the season went. Here’s what we learned and all the ways that we failed, so hopefully, our listeners don’t fail in the same way,”* says Keoni.

For the hosts of *Haunting U*, the build is a process that works. Listeners get to eavesdrop on their creative process as they plan the next year’s build. What will be the theme? The costumes? How will they incorporate new technology? How will they build bigger and better each year?

For the three friends, the podcasts allows them to stay connected around something they enjoy doing. As Leslie says, “By

*continuing the podcast and showing how we are growing our relationships within the industry and the changes we’re making to the haunt, we are showing people that they don’t have to do the same thing every year. We can keep doing what we’re doing and bringing in different aspects of things we’re learning. And it really is a way for us to continue working toward our goals while bringing our audience along with us. They can take away from it whatever they want... even if they’re just listening because their favorite part is our banter.”*

And banter they do! Enjoy the *Haunting U* podcast, and soon, your home haunt will be the envy of the neighborhood! 📍



#### **Contributing Editor**

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## Emotional Intelligence Has Never Been More Fun

Have you ever heard a piece of music that sends shivers down your spine?

The effect audio has on people's emotions is a crucial component of *The Imagine Neighborhood* podcast. The show is based on the award-winning social-emotional learning (SEL) curriculum, Second Step, which was created by the Committee for Children.

Scotty Iseri, an award-winning producer and narrative designer, is the creator and host of this entertaining yet highly educational show.

Scotty used to be a sound designer and has worked in theater and radio. He pitched a longstanding idea to his boss at Committee for Children, and the rest is history. *The Imagine Neighborhood* found a home.

*"At the time, we had a mobile app for parents. Within it, I thought we could explore how sound and emotion interact by aligning stories with the research on social-emotional learning and how it supports kids' development. The idea took off with a life of its own."*

*"I think audio is an intimate medium*



*that lets you use your imagination in fascinating ways. During my stint in radio, it was intriguing to find that a sound or a description of a scene could spark the imagination of listeners.*

*“On the show, we have wild and crazy fantastical characters that encourage kids to build empathy while talking about the big feelings we all have.*

*“Much of the work we do starts with imagination. Someone might say, ‘Imagine how it would feel if you XYZ. Imagine how someone else might feel if you did this.’”*

The creativity the show ignites is evident in the drawings kids send for their complementary Instagram page.

*“We’ve realized that kids envision the characters in many different ways. It’s a great way to stretch their imagination muscles and build some social and emotional skills.”*

The *Imagine Neighborhood* concept is built around a sense of community.

Scotty agrees with the adage, *“It takes a village to raise a child”*:

*“During the COVID pandemic, we noticed that kids were finding their own villages, or neighborhoods, in online games and Zoom.*

*“I’m a single dad. I know that our neighborhood is not just my eight-year-old son’s school or our neighbors. It’s also the donut shop we go to every Friday and the people at the park he’s seen multiple times. I love the notion that there is a community*

*of people that kids come across, and I enjoy exploring how that affects the way they grow and learn.*

*“The world is not built for kids. There are streets you have to cross and counter heights made for grownups. I think it is fascinating to watch kids bend that world to their own devices. They have a fantastic way of taking a world that was not made for them and making it their own.*

*“As I watch my son grow up, I recall fond memories like the two half-buried tractor tires at my school that, for us, became skateboards and horses, rocket ships and racecars. On the show, we try to reflect*

**“Audio is an intimate medium that lets you use your imagination in fascinating ways.”**

The *Imagine Neighborhood* host Scotty Iseri





*the things kids imagine. I personally love the fact that kids tell their own story and create their own world.”*

The show’s team isn’t writing scripts in a vacuum, though. They’ve been very responsive to what’s happening in the world.

*“We’ve all been going through a massive trauma over the past year. It made sense to talk about it through our lens, so in some episodes, we refer to a ‘pixie pandemic.’ There are pixies all over the neighborhood, so we have to stay inside. They could get into your nose and mouth, so you have to wear a mask.*

*“After the George Floyd murder, for example, we wanted to start focusing the*

*show on issues of diversity, equity, race, and identity. We found partners with expertise in that area at the University of Pittsburgh and among our own researchers, and in February, we launched a six-episode series called Imagine Equity in collaboration with the Allstate Foundation. We’ve gotten some great feedback on it, so we’re going to continue with that focus.”*

Scotty has a keen interest in the ways people learn what they don’t have to.

*“A librarian came up with a term for what we do through the show’s silly stories—‘stealth social-emotional learning.’*

*“A great example is that last December, we made up a holiday called Cardboard Boxing Day. What do you do with the*

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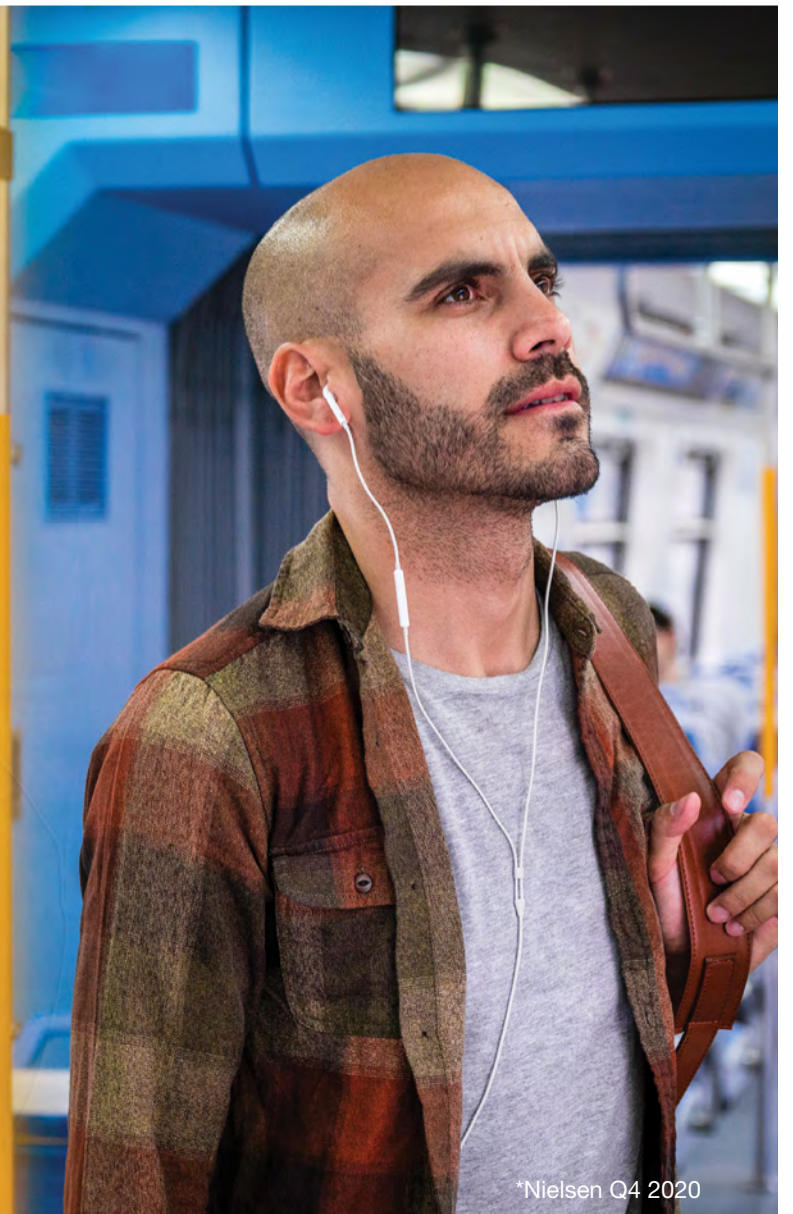
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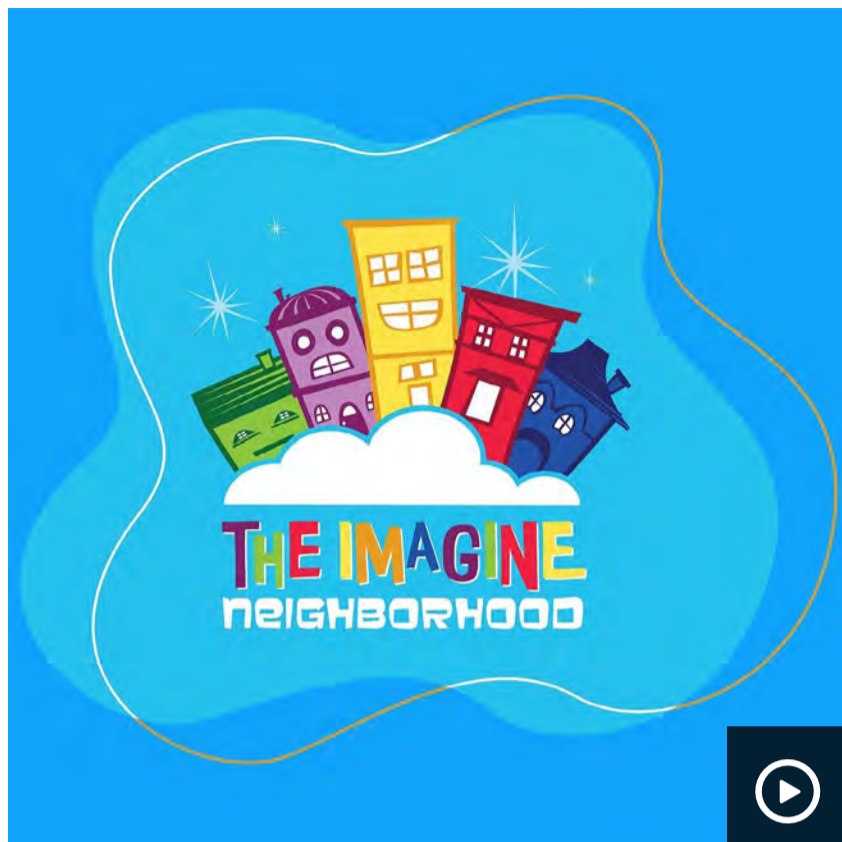
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▲ *The Imagine Neighborhood* focuses on issues of diversity, equity, race, and identity in a series called ‘Imagine Equity’

*cardboard boxes from gifts? Make anything, even a rocket ship or a time machine!”*

That episode was inspired in part by a family who wrote a letter to say that they celebrate Hanukkah and would love to hear about it on the show, if possible.

*“We decided to talk about all the different holidays celebrated in the neighborhood: Christmas, Yalda night, Hanukkah... and we showed how we can all come together around a cardboard box for the holidays.”*

This December is going to be significant for the show—the team will be launching an activity book for parents and children to use together.

*“We want kids to make it their own. They can draw their own versions of the neighborhood, or they can rip it apart... whatever they choose.*

*“We’re going to donate copies to organizations that deliver books to kids*

*in different areas. When you have a valuable digital product like our podcast, there are always questions around how to give everybody access. The book will help us support kids and families with the same kind of content that we created for the show.”*

Something exciting is always happening in *The Imagine Neighborhood*. The character Count Vacula now has a segment all his own—a talk show called *No Filter*. The goal is to generate curiosity about the world while helping adults to adopt the playful mindset of a child. Guest suggestions for this segment are welcome.

Count Vacula’s final question usually is, *“How were you kind today?”*

Think about that as you spend time in *The Imagine Neighborhood*. 🎧



**Kids & Family Category Director**

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# UNDER THE RADAR

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



## WHERE YOU ARE

The *Where You Are* podcast skillfully challenges many of the myths and stereotypes associated with mental health. Real-life stories and practical tips are offered to meet families where they are in their journey.

The hosts from BC Children's Hospital's Kelty Mental Health Resource Centre are Michelle Horn and Bryn Askwith. Their conversations with health professionals feel casual, yet they are incredibly informative. They also answer questions from parents and caregivers and address families' concerns about navigating difficult situations.

Pivotal topics covered on this show include anxiety, stress, technology use, managing family relationships, and how to have conversations about tough issues with your child.

If you've ever wondered how to "excavate" what's bothering your child, you'll welcome the episode in which child psychiatrists give valuable advice that may be somewhat surprising.

Parents and caregivers who are raising a child with ADHD in the face of the disrupted routines and uncertainty of COVID-19 will undoubtedly appreciate the concrete tips that were provided in another episode.

On this show, you'll also find practical tools and strategies to set your family up for a successful return to school, including what to do if your child is feeling anxious, or even refuses to go to school.

For anyone who wants to ensure their family has sound mental health and wellness, this podcast is a must-listen. 🎧

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# MATT ANDREWS

## Leveraging Podcasting & Clubhouse To Create Opportunity For Others

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Many people know Matt Andrews as a real estate investor, serial entrepreneur, growth hacker, film producer, and bestselling author.

What they may not know about is his intense desire to make a difference.

A native of Tampa, Florida, Matt started in corporate America right out of school. But it wasn't long before he saw the intrinsic opportunity in real estate.

*“What I loved about it then and still love about it now is that you can take real estate in so many different directions,”* Matt said. *“It’s a thousand businesses, and there are problems that need to be solved. If you can solve them, you can both help people and make money. I saw that potential, as well as the*





*opportunity to build something from the ground up that was mine. For me, it was a chance to create freedom—that was the greatest attraction.”*

An entrepreneur at heart, Matt longed to free himself from the classic nine-to-five. So, he purchased his first property and flipped it. He admits to “*tripping all over*” that “*learning experience*,” but he succeeded in turning enough of a profit to do it again. It also built his confidence, and ultimately, taught him about the world of business.

*“I cut my teeth flipping houses, managing crews, and leading construction projects. If you’re wrong in that business, you lose money fast. So really, it was a great way to learn about the business world.”*

But Matt has a bigger message to share: real estate itself is NOT “*the thing*”:

*“When I’m talking to real estate crowds, especially real estate students, I always tell them that real estate is the thing that gets you to the thing. It’s the bridge, the conduit. It’s a vehicle for making money and helping people.*

*“To me, it’s what you can do with the financial benefits—with the freedom that comes from it. One of those things for me is charity. I do it because I love it. It fulfills me. We incorporate charity into our business in a mission-based way that strengthens our*

**“[Real estate is] a thousand businesses, and there are problems that need to be solved. If you can solve them, you can both help people and make money.”**

*companies. It aligns us with something of a higher purpose. So, I celebrate the freedom that we gained from real estate by paying it forward in an effort to help others.”*

Driven by an urge to interface with people and make things better together, Matt often pools his resources with others to do far greater things in the world than he feels he could do on his own. He truly strives to make the world a better place.

*“As the leader of companies, mastermind groups, and communities, I think of myself as a conduit, as well, to those members and people... so they can do bigger things, too. That’s probably my highest and best purpose as somebody who can build communities—to offer the opportunity to do something bigger, somewhere else—whether that’s in Haiti, Jamaica, India,*

*some other country, or America. It's a beautiful thing to use influence to offer opportunity, and to pool our resources as a group. Real estate is the **vehicle by which we have the freedom and finances to be able to do those things.***

To illustrate this type of confluence for a greater purpose, when Matt aligned with Frank McKinney, who works to build villages in Haiti, he decided to host a live event to raise money. In one hour, he raised approximately \$150,000. He followed that up with a Clubhouse event, during which his community raised tens of thousands more.

Together, this will build 38 houses in Haiti.

*"Frank has been doing this for 20 years. I love aligning with somebody who has a process down that works—that's key for anybody who has a heart for charity. This way, you can not only learn from him, but come alongside him knowing that any*

*influence or money you bring to the table is in good hands."*

And Matt isn't finished, by any means. He intends to continue to use Clubhouse as "a great way to bring community together... and a fertile ground for fundraising and effecting change."

He compares the platform to social media, in that both function as a "connection point"—a way to start the conversation. Then, Matt shared, you grow those connections further via phone calls, podcast guesting, live interactions, and more.

*"You get to be purposeful about the relationships you ascend beyond that Clubhouse interaction," he said. "Audio is a very unique outreach tool. The way we learn and are able to interface very quickly and share information on this platform and on audio-based apps is unlike anything I've ever seen from a speed standpoint. It's the speed of the communication, of making a new*



**"It's a beautiful thing to use influence to offer opportunity, and to pool our resources as a group."**



← **A PASSION TO HELP OTHERS**

Matt leads  
The Family  
Mastermind

connection—very possibly, one you might not otherwise make.

*“Talking to good people, collaborating, getting out there, and interfacing is always going to yield good results. And by serving others first, great collaborators will find you. Clubhouse speeds up the whole process. I think we can figure out how to communicate better and better using these tools. It’s also a really good place to find innovative ways to serve existing communities.*

*“I’m not an influencer. I don’t have millions of followers on Instagram, and I don’t get endorsements to wear a watch. That’s not my thing. The time I spend on Clubhouse and the exposure it gave me started so many conversations that have become so valuable for me.”*

Matt’s strategy clearly works: he is one of the few people to have more than 128,000

followers on Clubhouse and is able to consistently have hundreds of people in his rooms. He also points to connecting with influencers as a major driver of his success on the platform.

Matt’s next goal? To continue paying it forward with his charity work. He strives to come together with one of his real estate masterminds to raise enough to build an entire village of 50 homes in Haiti by the end of the year.

He also has plans to continue working closely with his mastermind groups on collaborative projects and efforts.

*“From protection to lead-sharing, I’m always looking for ways to take a group of really great individuals and collaborators and say, ‘Hey, here’s something we could do together that none of us would have done alone, but that will give us a strategic advantage.’ When I identify those kinds of*



*opportunities, I get excited. So, I spend a lot of time not only putting deals together like that, but also identifying what is useful to the group and providing it.”*

In the podcasting world, Matt endeavors to create a real estate podcast network for real estate investors, utilizing the multiple businesses involved in his masterminds.

*“There’s just a lot of cool things that we could do with the tons of amazing expertise we have within these groups. We have literally hundreds of businesses coming together—some that are multi-million-dollar flipping operations. As far as my sphere of influence, real estate is the most powerful circle I’ve got.”*

As it is, Matt hosts *The Real Estate Influencer Podcast* with co-host Jason Hartman from his mini-studio in downtown Alachua. Its audience includes real estate educators, speakers, authors, coaches, and product creators.

*“It’s for people already in my industry,”* he

said. *“It’s almost like a club... a place for them to get to know about other people and their industry.”*

True to his entrepreneurial spirit, Matt has quite a bit on the horizon, too:

*“What I’m most excited about, going forward, is taking my collaboration to the next level. Collaborating in terms of going into larger-scale real estate deals, acquiring new businesses that feed into the ecosystem of companies I already own in a meaningful way, starting new businesses in that real estate world, and new product lines. I also want to learn how to be an even better leader and identifier of collaborative opportunities between members of the communities I build.”*

He also intends to spend a lot of time with his wife Lindsey of 14 years, seven-year-old daughter, and three-year-old son in their country home.

*“Remember Green Acres?”* Matt asked. *“That’s what we’re like. We’re city slickers turned country and cow fields. We love it out here. It’s beautiful.”*

As Matt focuses on effecting change through collaboration, the world will continue to benefit—something his fellow entrepreneurs with a heart for making a difference can appreciate and aspire to. 🎧



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# CUTTING THROUGH THE CULTURE CRAP

When A  
Swiss Army  
Knife Hosts  
A Podcast

Holly Shannon's been described as a "*business Swiss Army knife*." Might sound a little weird, until you tune in and realize that her podcast, *Culture Factor*, is in the top two percent in the business category for a reason—it literally cuts through the culture crap.





**“Everyone has a story or expertise to share, and everyone’s voice matters.”**



“Culture” has become an overused buzzword in the business space today—so much so, everyone seems to have an opinion on the “right” way to build a company culture (even those who’ve never run a business).

It does lead one to wonder: does the world need another podcast on culture? Yes, if it’s Holly’s.

Because she doesn’t just see culture as creating a mission statement and list of core values for your team and expecting them to jump on board.

**Instead, Holly explores culture as a strategy that requires a deep understanding of the human side.**

As she covers emerging trends and foundational truths, she packs *Culture Factor* full of episodes that will not only give you insight into key business topics, but also guide you into new perspectives and different ways of approaching challenges and opportunities inside your business.

Holly was a self-admitted “podcast junkie” before she decided to host her own show, and she knew the medium could be a vehicle for getting her message out there and creating more impact. But her fascination with audio and social marketing soon went beyond podcasting and into Clubhouse—and that’s when she decided to host a second podcast—*Zero to Podcast*—set to launch soon.

Holly is driven by a core belief that everyone has a story or expertise to



**“[Podcasting] enables you to create a community of listeners, subscribers, and followers.”**

share, and that everyone’s voice matters. It’s what inspired her to take what she’d learned from hosting her own podcast and turn it into the best-selling *Zero to Podcast* book.

In it, she shares what she’s done, step by step, to launch and grow her own podcast. She endeavors to provide others with an easy-to-follow roadmap, as well as replicate the process for additional shows of her own.

What Holly loves about the podcasting space is that it *“enables you to create a community of listeners, subscribers, and followers.”* But there’s a lot more to it, too, in Holly’s mind:

### **1. Fully Democratized Platforms**

Everyone has an opportunity to share their message and support others. You don’t have to fight the social media algorithms to get noticed.

### **2. Anyone Can Start a Podcast to Share His or Her Message**

There’s a very low barrier to entry in podcasting. You don’t need a huge budget or extensive tech skills.

### **3. Podcasting Creates “Street Cred” as a Thought Leader**

After Holly launched her podcast, she found people were open to being on her show, and she’s been able to interview and learn from a parade of high-level guests.

Three great reasons to podcast, for sure.

But where Holly’s expertise shines is in the strategic approach she takes to podcasting and business. And her strategy is quite unique: offense/defense.

You’re probably wondering what exactly that means. Here’s how Holly explains it:

**OFFENSE:** *“The offensive part of my day starts with me. It consists of a great*



cup of coffee, exercise, and meditation. Still in offensive mode, I work on client's podcasts, research and source interviews for my podcast, create content, ghostwrite, record, and work on strategic plans. I then move into a building mode, ideating on business ideas, articles, and content-batch production for social media."

DEFENSE: "The defensive part starts when I check my email. It changes the order of how I conduct my work if I do it first thing.



So, giving myself time to stay offensive as long as possible to maintain a flow state and finish projects is critical. But being defensive does not mean anything negative to me. It's where new business awaits (in my inbox). It's to participate in social media, respond to DMs, and build community. It is scheduling the work that comes in and starting the process with companies that are ready to have their idea on iTunes."

If you're thinking, "Well, that makes sense," you'll love the *Culture Factor* podcast.

And how could you *not* love a host who admits on Instagram that she got lost at the Gaylord Opryland Resort? (We've all been there, Holly. Next time, perhaps just sit down wherever you are, and record a podcast for us?) 📍



**Holly's unique, strategic approach to podcasting and business: first play offense, then defense.**



**Business Category Director**

Michelle Shaeffer

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*The Art of Giving a Damn* 🎧





# UNDER THE RADAR

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



## MARKETING SMARTS

Sometimes, marketing podcasts feel like BS. This one doesn't.

Anne Candido and April Martini share honest talk about everything marketing, and you might be surprised by the real-world examples they're willing to share.

You'll notice a few unique aspects to the *Marketing Smarts Podcast*:

**1. Every episode has a companion worksheet.** Yes, really... they've gone beyond "practical advice" and provided highlights,



step-by-step implementation notes, and space for you to create your own action plan from each episode.

**2. They'll tackle any topic.** While they focus on personal branding and marketing, as you dive into the archives, you find episodes like "How to Get Good at Saying No" and "4 Tenets of Tough Conversations."

They don't sugar-coat or gloss over the reality of business, either. Consider "4 Unspoken Rules of Networking" or "Being a Woman in Business: Everything We Wish Someone Would Have Told Us" to explain exactly why their company is called "Forthright People." It makes sense.

**3. It's not a stream of interview episodes.** The current trend in business podcasts is an endless stream of guest interviews. April and Anne aren't swayed. The majority of episodes are straight talk as the two of them share their deep experience in branding and marketing.

Tune in, take notes, and see what IPM you get. 🎧



— — — — —

# DEAD MAN WALKING

**Exploring Films  
Through Death**

— — — — —

Ghosts, ghouls, witches, trick-or-treating, horror movies, costumes, fall festivals... all are embedded into what has become a month-long celebration of Halloween and harvest. It's about both the here and now, as well as the afterlife.

There are countless podcasts covering movies in the mystery, horror, who done it?, and slasher/thriller genres. Each celebrates and explores something different about the films beloved by those who like a little fright and suspense in their lives. These shows can approach a specific movie franchise, film style, or the mystery and murder that draws so many viewers to them via their own unique personalities and voice.



Unfortunately, though, the space has become oversaturated with shows that have become white noise cluttered by the same old format. Their approaches have become bland and boring.

Fortunately for listeners, the world of podcasting is also filled with creative ideas and approaches to stale categories.

## A NEW APPROACH TO LIFE AND DEATH IN CINEMA

When a genre becomes oversaturated with podcasts, it is hard to stand out and let your voice be heard. That's when you have to become creative with the show format and approach. You have to do something unique and fresh.

*Films To Be Buried With* is one such fresh and unique show.

Instead of focusing on films in these genres, host Brett Goldstein, known for his acting in *SuperBob* and *Ted Lasso*, asks guests to imagine they have reached

their demise—their expiration date. In this imaginary world, Brett and his guest kick off the conversation by exploring how the guest died. While this may seem morbid and dark, the conversation is often amusing and humorous. Some of the guests have 'died' in very unusually funny ways.

After this, we get to the really creative part of the show...

## THIS IS YOUR LIFE... THROUGH FILM

'The soundtrack of our lives.'

That's how we often think of music. Many even create custom mixtapes or playlists that become that very soundtrack. We don't often think of our lives through the lens of film.

But when you look back over your life, you may remember movies that hold a special place in your heart. It could be the film you watched on your first date, a holiday movie you enjoyed as a kid, or a blockbuster movie you binged over and over again.

### **Films are a part of life in unique ways.**

Through *Films To Be Buried With*, Brett leads his guests through a series of questions to help them explore and paint the picture of their lives through the films that have impacted them.

Questions like: What was the first film you ever remember watching? What's the film that scared you the most? What is the film that you used to love that you recently

watched that you don't like as much anymore? What's the film that means the most to you because of the experience you had watching it? What's the sexiest film you've ever seen? What is objectively the best film of all time? What's the film that made you laugh the most?

### A CLEVER WAY TO EXPLORE FILMS

The more you listen to *Films To Be Buried With*, the more you begin to see the uniqueness of it. So many podcasts are about hosts and guests dissecting, reviewing, and ranking films. This is a great way to critique a film and discuss your opinions on it. There is nothing wrong with this format, but *Films To Be Buried With* changes it up, providing us two very unique takeaways:

First, you get to learn more about the guest and his or her personality. Movies, like many other things, are very personal. Each one of us has likes and dislikes. Some things we just simply click with while others turn us off. As Brett guides each guest through the conversation, you learn more and more about the individual and the films that helped to shape his or her tastes.

Second, you learn all about films you may or may not know about, but not from the viewpoint of a film critic or superfan. Instead, you get to hear the guests share their very particular experiences with the film—stories that are often filled with other powerful stories that will make you laugh and/or feel the guest's pain.

**When you look back over your life, you may remember movies that hold a special place in your heart.**



This take on reviewing films is not only a great way to discover films in relation to someone's life, but it's also a powerful way to connect with another person's very intimate experiences with the films they both love and loathe.

On its surface, *Films To Be Buried With* seems to be a very simple show about people and films. And yes, it is.

But it is done in a fresh and fun way... by looking at films through the lens of death, you may actually find new life in the movies you watch. 🎧



**TV & Film Category Director**

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# UNDER THE RADAR

Michael's Independent Review Of A TV & Film Podcast You Probably Haven't Heard Of... But Should Be Listening To



## THE BIG PICTURE

The Ringer—a network filled with standout shows—takes podcast-creation seriously. Their podcast, *The Big Picture* hosted by Sean Fennessey, is no exception. With over 400 episodes in their library, it has a lot to offer listeners.

*The Big Picture* takes a unique approach to all things cinema. While many podcasts about the film industry take either a generalist or niche approach to the content they create,



this show does things differently—they *craft a show for their fans*.

Each episode is unique, fun, and focused. They may cover the ‘winners’ bracket’ of best films of a specific year, or explore a specific actor’s movies—like Clint Eastwood. You will catch episodes that dive into recent film festivals and the new films they showed.

It may appear that the show is a random hodgepodge of generic topics, genres, and aspects of the film industry. Instead, it offers you a unique and deeper look into what has happened and is happening in film culture. For example, the show does a mini-series of episodes exploring movie critics Gene and Roger.

What makes this show incredible is both the breadth and depth that *The Big Picture* offers listeners. If you love movies, you need to check out this show. 🎧



# Open To Podcasting

## Confident As Fu\*k

Elle Russ has been podcasting for seven years as the host of Mark Sisson's popular *Primal Blueprint Podcast* with 500+ episodes and 20 million downloads! She just launched her own podcast, *The Elle Russ Show*, in September 2021. Elle is also a speaker, coach, and best-selling author of *Confident As Fu\*k*, *The Paleo Thyroid Solution*, and *The Manifestation Journal*.

So, why did Elle choose to podcast?

*"I got lucky. I was the seventh person brought on at a very fast-growing company. I kept getting promoted and was managing 100 people on huge tech projects. At a young age, all my financial dreams were coming true."*

However, at the age of 22, Elle sustained a repetitive strain injury that left both of her hands and arms permanently disabled.

*"I could not even hold a fork, and*

*it was 24/7 excruciating pain. What's interesting in the world of hands is that no one really thinks about it until they have a problem with it. Then, they realize it is every motion."*

Although the company got extra help for Elle, she realized it was not going to work long-term, and she needed a drastic change.

*"Back then, in 1998, there were no podcasts. I went back to my original kid thing, deciding to learn how to sing, act, and dance... basically, to figure it out. I ended up moving out to LA and performed sketch comedy and improv for over a decade."*

During that time, Elle wrote and performed in over 100 live shows and as an actor in TV and films.

*"That speaking and improvisation is what helps me as a podcaster today."*

Elle ended up doing some part-time work for Mark Sisson (founder of Primal Kitchen Foods), and for the second time in her career, was an early member of staff in a quickly growing company. A couple of years in, Mark was so busy that he asked Elle if she would take over the hosting duties of the podcast, and she has never looked back!

*"That was great, as it gave me a platform to later bring people to my book and my coaching, but it also brought a lot of women into the fold for Mark, who had a lot of male fans."*

**"I am going to be on the 50% side of the fu\*kers who succeed."**



So, what have been some personal highlights in Elle's podcasting journey?

*"Refining my interviewing and public-speaking skills. Eventually, I also got to interview a lot of my favorite authors, like Bethany Hamilton, the surfer who lost an arm to a shark. Her story is very inspiring to me, as I have an arm issue, but she doesn't have an arm! I kick my own \*ss to watch the movie Soul Surfer every year to remind myself."*

When it comes to facing podcasting

challenges, there is only one at this point for Elle—and it’s something no podcaster can entirely avoid after completing hundreds of interviews.

*“When I want to fall the fu\*k asleep, because they are so boring. In that case, you just have to fight through it and carry the whole d\*mn thing. I’ve even done a couple so bad, I couldn’t even upload the interview.”*

Elle also hosted a couple of other podcasts on fixed, limited runs during this time. Then, with how 2020 unfolded, The Primal Blueprint (parent company) being sold, and having to build her own brand, the timing felt right for Elle to go all in on her own thing.

*“I basically toyed around with it for about a year and a half. I am excited, but some of it is a little bittersweet. I’m happy that legacy is there, though, and ready to open up the new show.”*

Elle already has 20+ dream guests booked for appearances on *The Elle Russ Show*. Some of the ethos for the new show are to *transform your mindset, up-level your confidence and self-esteem, declare boundaries, and speak up.*

Elle’s advice for any aspiring or existing podcaster?

*“I would say you have got to get on other people’s podcasts, too. You have to be a self-promoter. You have to get yourself out there. If you are constantly worried and checking download numbers, that isn’t why you should be in it. There is an audience out there for everyone.”*



# ELLE

listens to



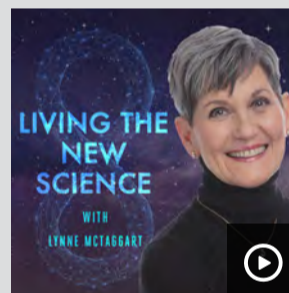
## WOMEN OF IMPACT

This show features women who have overcome incredible hardship to achieve massive success.



## MANIFEST IT NOW A LAW OF ATTRACTION SHOW

Discussing elements surrounding the process of deliberate creation and what it takes to manifest your desires.



## LIVING THE NEW SCIENCE WITH LYNNE MCTAGGART

Lynne McTaggart shares some of her greatest discoveries and little-known secrets on new science and how to ‘live’ it. You’ll learn how to extend your human potential and use your thoughts to heal.

This goes back to Elle’s *Confident As Fu\*k* book:

*“If you tell a friend, ‘I’m thinking of starting my own business,’ and that person tells you that 50% of businesses fail in the first year, tell them, ‘I am going to be on the 50% side of the fu\*kers who succeed.’ That is an outlook situation.”*





So, what is the future plan for *The Elle Russ Show*?

*“I have realized that, over past decades, half the things I have done were never planned. In the case of my work, I had the perfect plan, and it was being executed. Then, I got the golden handcuffs cut off me, literally and figuratively. So, I am open to where it goes. I really just care about putting out great content that is going to inspire.”*

To close this article, following is a quote from Elle that will hopefully make you smile...

*“The best gifts in life come wrapped in sh\*t.”*

Despite major life challenges, Elle has gone on to write two bestselling books and help thousands of people around the world.

What gifts have you been given recently? 🗣️



**Education Category Director**

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*Awaken Your Alpha* 🎧

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# UNDER THE RADAR

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



## THE LAZY GENIUS

Launched in 2016 and at 236 episodes (at the time of writing), *The Lazy Genius Podcast* caught my attention with its great show title. The official blurb: “The Lazy Genius is here to help you be a genius about the things that matter and lazy about the things that don’t. From laundry to cooking chicken to making new friends, Kendra is here to welcome you into an easier way.”

In her own words, Kendra Adachi is “a wife and mom.” She quit trying so hard to have



the ‘perfect life’ and decided to focus on being a genius about the things that matter and lazy about those that don’t. I love this concept!

With earlier episodes well over the hour mark, roughly 20-minute episodes now seem to be the norm. There are many life hacks for mom life on this show, and Kendra simplifies things that pop up in daily life. As a dad, I find the tips helpful even if not specifically aimed at men. It’s a positive show. One reviewer noted, “The guest interviews can be a little tough, because there is a lot of ‘You’re so pretty!’ ‘No, you’re so pretty!’ flattery that dominates the conversation.”

Kendra brings wisdom and humor as she tackles lighthearted as well as deep topics, all based upon her lazy genius principles. Worth a listen. 🎧



# KENNY BOLIN

## Pro Wrestling Manager Turns Podcaster

Kenny Bolin is a born salesperson. He was able to combine that passion with his love of wrestling in his dream job— independent pro-wrestling manager.

Kenny's gift of gab is what makes him one of the best in his industry... considering he grew up watching Jerry The King Lawler on television and is a huge fan, this isn't surprising. He dreamed about being a professional wrestler, and at 12 years old, he had the courage to approach Lawler. The two became friends.

Surprisingly enough, Jerry never knew Kenny had dreams of becoming a professional wrestler... despite the fact that Kenny's best friend, Jim Cornette,

photographed the shows. Kenny had planned on Jim managing him someday.

*"Jim never told Jerry, in over 45 years of their friendship,"* Kenny said.

So, Kenny worked a day job, never imagining he would actually be in wrestling. One day, he was shopping at Service Master, and so was legendary promoter Nick Gulas. Kenny went right up to him and said, "Nick, my name is Kenny Bolin. I am good friends with Jerry Lawler and Jim Cornette." *Nick then asked me if I wanted to wrestle, because he was opening up a TV promotion in Nashville. I said, 'No, I want to be a TV commentator and manager.' He hired me, and the rest is history."*

Kenny continued his role in his corporate day job while working for Nick at night. Despite being a master interviewer and cutting the best promos, Kenny was struggling to pay the bills... so, he moved back to Louisville, Kentucky.

While employed by a couple of independent promotions, Kenny met Danny Davis of OVW (Ohio Valley Wrestling) and began working for him. Some nights, he made more money than Danny selling merchandise, which is called “gimmicks” in wrestling. OVW came upon the opportunity to work with the WWE as a developmental organization to help WWE get new talent experience. Kenny would manage some of the big

stars in the WWE as well as the new talent OVW was training.

Kenny continued to learn how to make money in OVW by selling advertising:

*“I would go out and sell banners for all the shows and get a percentage from OVW. In addition, I would make money—about 30 percent—booking Stone Cold Steve Austin, Big Show, and other WWE superstars for personal appearances.”*

Not only that, but Kenny got to live his dream of being a “heel” aka “bad guy” manager—one he had been preparing for since high school, where he says he was “not really liked.”

While Kenny was able to use his ability





to speak and sell to make his living in wrestling, he is also a veteran podcaster and radio host. He started in podcasting/radio with a pro-wrestling hotline.

*“I was the first pro-wrestling podcast. I started before anyone else wanted to do it.”*

That was in 1996, but he began in television ten years prior as a commentator. He has since completed over 1187 episodes of *The Bolin Alley Podcast* (audio and video). On average, his episodes garner around 40,000 views and another 40,000 listens to the audio version.

*“I have the best podcast in the world,”* he said.

Kenny broadcasts his show daily, and episodes sometimes lasts three hours or more. He loves interacting with his fans, although he was quick to warn that he *“will block you if you are a troll.”*

While Kenny has monetized his video podcast through donations, he still endeavors to monetize the audio form

**“I was the first pro-wrestling podcast. I started before anyone else wanted to do it.”**

of it. He always prioritizes the listener’s experience. And although he talks about all kinds of subjects, he continually relates it back to sports.

Kenny Bolin is a master entertainer who was born to podcast. He takes it to the next level by providing the entertainment his fans want with the controversy that keeps his listeners wanting more. Kenny has stayed the course and evolved as podcaster—expect more great things to happen as Kenny builds his podcasting brand. 📍



#### Sports Category Director

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*The Neil Haley Show* 🎧

**Got a Sports Podcast suggestion?**

**Let us know! >**

# UNDER THE RADAR

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



## MARKED OUT WRESTLING

The *Marked Out Wrestling* weekly podcast is for the fans and all about the fan's perspective. It “cover[s] the latest pro-wrestling news, WWE news, WWE rumors, and WWE highlights of the week, weekly reviews for WWE Raw, WWE SmackDown, WWE NXT, AEW Dynamite, and all major PPV shows during the year,” according to its description.

When you search for a wrestling podcast, you look for certain things: relevant information, entertainment, and newsworthiness.



Hosts Brian and Kyle are very entertaining and informative in their coverage of day-to-day happenings in wrestling. They discuss AEW, WWE, and any news from the independent circuit. For instance, in one episode, Vince McMahon remembers 9/11, and how WWE was the only professional sport to go live right after the tragedy. They also cover the latest signing and firing from the WWE and AEW.

The hosts provide updates on the current promotions, but try to do so from the “mark’s” perspective—the name pro wrestlers have given the fans. Pro-wrestling fans want to listen to a podcast that provides analysis for the smart mark, not the casual fan. The predictions the hosts make before pay-per-view’s are really thought-out. If you are a fan of wrestling, you should check out this podcast. 🎧



**BOSE**  
Better sound through research



# THE PLAYFUL IMAGINATION

## How Christina & Frank Sasso Podcast

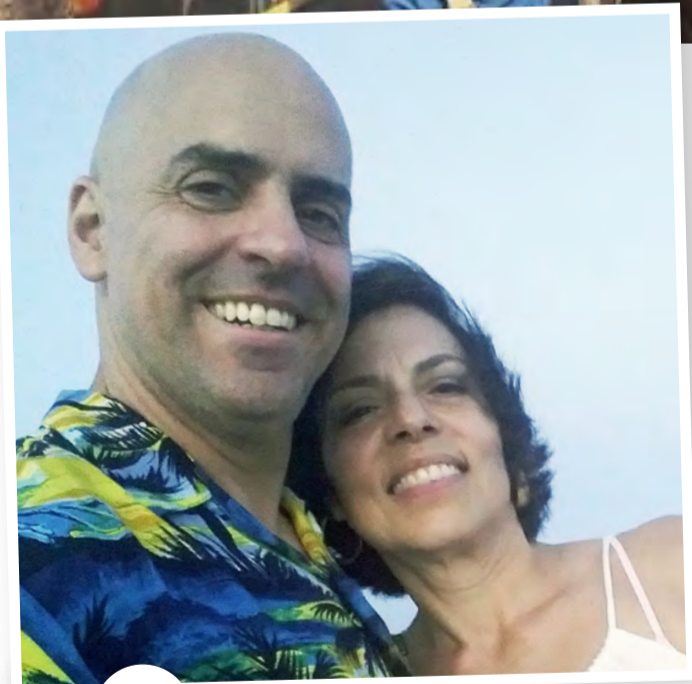
*“When you’re from New York, New Jersey is just like come on... why would you even go there?”* said Christina Sasso as her husband Frank chuckled nearby.

How the couple ended up owning a podcast-hosting company in New Jersey and producing four shows of their own is a fascinating story.

Christina grew up in Brooklyn in a Roman Catholic family. An imaginative child, she remembers *“going to Catholic school and thinking it was fantastic,”* she said. When asked about stories of abusive treatment at the hands of nuns running such schools, Christina smiled.

*“Yeah, but that was part of the charm,”* she reflected, before relaying a story about the time a nun yanked her pigtails when she was talking out of turn.

Meanwhile, Frank, the problem child of



### MOVING ACROSS THE RIVER

Frank and his wife, Christina Sasso founded New Pod City, a full service podcast company, in Trenton, NJ



his family, grew up in Queens. *“I was always drawing and always talking,”* he reminisced.

In third grade, Frank drew a picture of Jimmy Carter as a peanut and promptly got in trouble for drawing in class. He listened through his parent’s bedroom door as they discussed his potential punishment.

*“You’ve got to admit, it is a really good drawing,”* his mother said. Frank would never forget that affirmation of his talent.

He continued getting into trouble fairly often, and by the time high school rolled around, he had already repeated two grades. He dropped out when he learned his junior year would also need to be repeated, though he eventually earned his GED.

Frank entered the working world, and his insatiable curiosity continued to get him into trouble. *“I pretty much got fired from every job I ever had except for two,”* he admitted. *“I question processes. You can do that when you’re the boss, but not when you’re the worker.”*

Then, in 1986, Frank and Christina met while doing a community theater production of *Oklahoma*. They stayed in touch, remained friends, and once they were both available, began dating.

The couple began to spend more time together and became involved in Amway. They did well and attended the company’s famed conference complete with Sunday morning worship. They felt convicted and went forward during the altar call to give their lives to God.

## “Our heart is for the city.”



As they looked for a house, New Jersey became an affordable option, so they made the (unthinkable) move south.

New faith and a new town meant that they also needed a new church. They began attending Protestant church instead of pursuing Christina’s Roman Catholic roots. *“I still didn’t get it,”* she said.

They attended one church for seven years and then left under difficult circumstances. Then, they attended another, and had a similarly difficult time when they pointed out how the community was becoming more legalistic. So, they sought out an outlet to share the grace they believed in, and their website was born.

Then one day, Frank was perusing his podcast apps looking for the kind of encouraging content he wanted but could not find. Christina wondered aloud about having a radio show where they could talk instead of write about their ideas.

So, the Sassos decided to start their own



# “We love helping people be successful; that’s how we are successful.”

podcast—the *Who’s Your Daddy Godcast*.

“We’ll just make our own recordings with our friends,” Frank thought.

Today, the Sassos produce four shows, including one called *Bella and Me* for children. This one started when Christina kept speaking for their dog to Frank, carrying on conversations and giving him instructions. Her imagination sparked the idea, and now, Bella travels all over the world and through time on adventures that they share with their young audience. One episode even included a chance encounter with the Beatles, voiced by Frank.

What started as a couple of podcasts is now a full-fledged network and hosting company—the only one in New Jersey, as Frank likes to say—called New Pod City.

New Pod City just announced Will Foskey as their new president. With Foskey at the helm, the Sassos can focus more on the vision going forward, their mission to help more podcasters grow their reach, and their own creative and business ventures.

“We love helping people be successful; that’s how we are successful,” said Christina.



Frank and Christina personally host or are involved with several podcasts on the New Pod City network

The couple has even started a podcast called *Trenton Waves*, “the un-official podcast of the City of Trenton.” It’s safe to say that New Jersey has grown on them.

“Our heart is for the city,” Christina said. “We love it.”



### Religion & Spirituality Category Director

Eric Nevins  
religionandspirituality@podcastmagazine.com  
*Halfway There Podcast*



# UNDER THE RADAR

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



## BLEEDING DAYLIGHT

If there's one thing we can all agree on, it's that times are bleak. A global pandemic, political unrest around the world, and division in the United States can feel heavy and dark.

What can one do to push back the darkness? Start a podcast, of course.

The *Bleeding Daylight* podcast's goal is to resist the darkness. The show takes its name from a line of Bruce Cockburn's classic song, *Lovers in a Dangerous Time*:

*"But nothing worth having comes without some kind of fight,*



*Got to kick at the darkness, 'til it bleeds daylight."*

So how does the show "kick at the darkness"?

Host Rodney Olsen features guests who are working for positive change in the world. Recent episodes include themes such as compassionate faith, unlocking potential, and making the best of your circumstances. As you might imagine given the serious title, Olsen adds no fluff. He gets right down to business, and calls to action are swift and effective.

Olsen is a radio veteran, and it shows in the quality of the show. He is great on the mic and carries the conversation with well-placed and well-worded questions. Audio quality is always top-notch, and his Australian accent keeps it interesting, too.

Episodes drop every week ensuring there is plenty of content for fans.

If you need a ray of light and encouragement, *Bleeding Daylight* is for you. 🎧

# OFF THE CHARTS

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

OCTOBER 2021

## ARTS



### THE DRAWING INSPIRATION PODCAST

**Hosted by:** Mike Hendley

Self-taught artist sharing experiences in learning how to draw and paint with listeners interested in exploring art at any age. Includes talks about the challenges of being creative and making space for passionate pursuits.

## BUSINESS

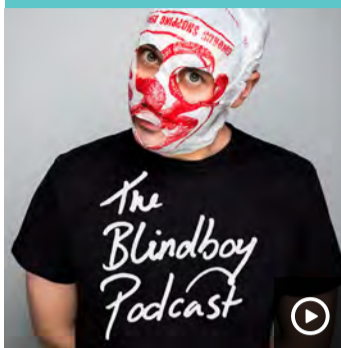
### MAKE IT HAPPEN MONDAYS - B2B SALES TALK

**Hosted by:** John Barrows

Sales tips you can take action on from a variety of great guests (and the host!). This one's a definite "note taker." Subscribe, and you'll finally look forward to Mondays.



## COMEDY



### THE BLIND BOY PODCAST

**Hosted by:** Blindboyboatclub

An eclectic podcast containing short fiction, interviews and comedy.

## EDUCATION

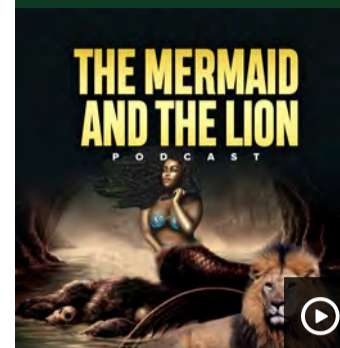
### ACTIVE SELF PROTECTION PODCAST

**Hosted by:** John Correia & Mike Willever

To help good, sane, sober, moral, prudent people in all walks of life to more effectively protect themselves and their loved ones from criminal violence.



## FICTION



### THE MERMAID AND THE LION

**Hosted by:** Mermaid-Lion Entertainment LLC

A scripted audio drama about two imperfect people who are working on perfecting their love for one another.

## GOVERNMENT



### GRANT WRITING & FUNDING

**Hosted by:** Holly Rustick

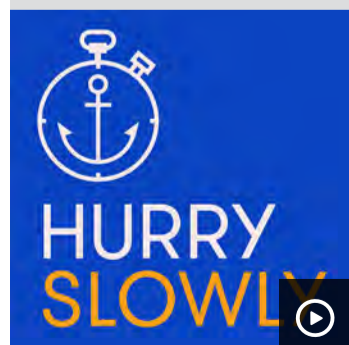
Business tips, grant-writing strategies, nonprofit funding action steps, and tips and tools to get ahead of the curve with your freelance grant writing business, nonprofit consultancy, or nonprofit organization.

## HEALTH & FITNESS

### HURRY SLOWLY

**Hosted by:** Jocelyn K. Gleib

*Hurry Slowly* is a show about how you can be more productive, creative, and resilient through the simple act of slowing down.



## HISTORY



### THE REST IS HISTORY

**Hosted by:** Tom Holland & Dominic Sandbrook

Two very eminent British historians draw on their extensive contact list in the world of history to interview some great and enlightening guests.

## KIDS & FAMILY

### HEALTHY KIDS ZONE

**Hosted by:** Dr. Cindy Gellner

Keep your kids healthy and happy with the help of pediatrician Dr. Cindy Gellner.



## LEISURE



### ABNORMAL MAPPING

**Hosted by:** Em & Jackson

This podcast makes old games new again. A roundtable discussion of older video games, highlights, and new ways to look at the games. Sit back and enjoy!

# OFF THE CHARTS

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

OCTOBER 2021

## MUSIC

### SONG VS SONG

#### SONG VS SONG

**Hosted by:** Todd Nathanson and Alina Morgan

This show pits two similar songs of an era against each other with controversial outcomes.

## NEWS

### MORNING WIRE

**Hosted by:** John Bickley

Get daily coverage of the latest developments in politics, culture, education, sports, and more. Wake up with Morning Wire and get the facts first on the news you need to know.

### Morning Wire

## RELIGION & SPIRITUALITY

### THE PODCAST FOR CHRISTIAN TEEN GIRLS

#### uncommon Teen

### UNCOMMONTEEN: THE PODCAST FOR CHRISTIAN TEEN GIRLS

**Hosted by:** Jamie Kirschner

Jamie Kirschner helps teen girls discover their true identity in Christ, overcome insecurities, and step into their God-given purpose.

## SCIENCE

### SCIENCE FOR THE PEOPLE

**Hosted by:** Rachelle Saunders, Bethany Brookshire, Anika Hazra & Marion Kilgour

Conversations with experts about science from the past, the science that affects our lives today, and how science might change our future.



## SOCIETY AND CULTURE



### THIS WEEK IN TRAVEL

**Hosted by:** Gary Arndt & Jen Leo

A weekly roundtable discussion on travel news and the travel industry with leading travel writers, bloggers, and podcasters.

## SPORTS

### 83 WEEKS

WITH ERIC BISCHOFF

### 83 WEEKS WITH ERIC BISCHOFF

**Hosted by:** Eric Bischoff

Since 1984, every wrestling promoter has tried to best Vince McMahon and the World Wrestling Federation unsuccessfully... except one, Eric Bischoff.

## TECHNOLOGY

### THE ROBOT BRAINS PODCAST

**Hosted by:** Pieter Abbeel

Artificial intelligence researcher, professor, and entrepreneur Pieter Abbeel is joined by global experts in AI Robotics to explore how far humanity has come in its mission to create conscious computers, mindful machines, and rational robots.



## TRUE CRIME

### THAT'S SPOOKY

### THAT'S SPOOKY

**Hosted by:** Johnny Cann & Tyler Hyde

A weekly sashay through some of the freakiest real stories from around the world with your new gay best friends, Johnny and Tyler!

## TV & FILM

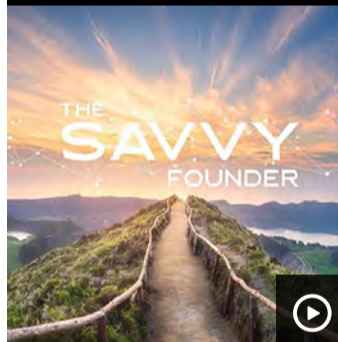
### POP CULTURE HAPPY HOUR

**Hosted by:** NPR

Lively conversation. Quality production. Pop Culture Happy Hour dissects the best and worst of TV, film, books, video games, and more with diverse points of view to keep the conversation interesting.



## EDITOR'S PICK



### THE SAVVY FOUNDER

**Hosted by:** Philip Topham

Explores the startup struggle and what it means to be founder and Chief Everything Officer. Philip interviews guests and shares his own experiences uncovering the raw truths and hard earned "aha" moments.

# 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](https://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](https://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.

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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.

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This month's Top 50 podcasts as determined by podcast fans. Vote at [PodcastMagazine.com/Hot50](https://PodcastMagazine.com/Hot50) »

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
<b>1</b>	<b>1</b>	<b>THE UPSIDE</b> Callie & Jeff Dauler
<b>2</b>	<b>6</b>	<b>CERTIFIED MAMA'S BOY</b> Steve Kramer & Nancy
<b>3</b>	<b>2</b>	<b>BK ON THE AIR</b> Barry King
<b>4</b>	<b>3</b>	<b>KRAMER AND JESS UNCENSORED</b> Steve & Jess
<b>5</b>	<b>19</b>	<b>PEAKY POD</b> Mike Jenkins
<b>6</b>	<b>11</b>	<b>NEXT ON THE TEE</b> Chris Mascaro
<b>7</b>	<b>4</b>	<b>THE WILDER RIDE</b> Alan Sanders & Walt Murray
<b>8</b>	<b>5</b>	<b>NECRONOMIPOD</b> Dave, Ian & Mike
<b>9</b>	<b>7</b>	<b>THE MARRIAGE FIT PODCAST</b> Alan Sanders & Susan Delmonico
<b>10</b>	<b>10</b>	<b>THE NOSTALGIC PODBLAST</b> Chance Bartels, Al Hardee & Tom Williams
<b>11</b>	<b>15</b>	<b>WAIT, WHAAAT?</b> Elaine & Paula
<b>12</b>	<b>15</b>	<b>60MW PODCAST</b> Dave Robinson & Others
<b>13</b>	<b>9</b>	<b>CHEATIES</b> Lace Larabee & Katherine Blanfod
<b>14</b>	<b>24</b>	<b>THE BOX OFFICER PODCAST</b> Mel McKay & Derek Zemrak
<b>15</b>	<b>8</b>	<b>PROMISED LAND</b> Ian Kehoe
<b>16</b>	<b>13</b>	<b>LIFE WITH HULA</b> Hula
<b>17</b>	<b>-</b>	<b>HUDDLE UP WITH GUS</b> Gus Frerotte
<b>18</b>	<b>23</b>	<b>KNOW YOUR AURA</b> Mystic Michaela
<b>19</b>	<b>18</b>	<b>CRIME JUNKIE</b> Ashley Flowers & Brit Peawat
<b>20</b>	<b>27</b>	<b>LET ME ASK YOU SOMETHING</b> M. D. Pitman
<b>21</b>	<b>39</b>	<b>THE COURAGE WOLF</b> Terry Oliver
<b>22</b>	<b>17</b>	<b>IN THE GARAGE PODCAST</b> Gerald Cordova
<b>23</b>	<b>25</b>	<b>ANATOMY OF MURDER</b> Anna-Sigga
<b>24</b>	<b>36</b>	<b>SOUTHERN FRIED TRUE CRIME</b> Erica Kelly
<b>25</b>	<b>21</b>	<b>BE THE RIGHT CLUB TODAY</b> Hal Sutton

**BIGGEST MOVER** 

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
<b>26</b>	<b>-</b>	<b>I AM RAPAPORT</b> Michael Rapaport
<b>27</b>	<b>14</b>	<b>INNER IDIOT</b> Tyler Havling & Shorty Hoffman
<b>28</b>	<b>38</b>	<b>RADIO LABYRINTH</b> Tim Andrews
<b>29</b>	<b>22</b>	<b>ROASTS &amp; TOASTS</b> Ester & Chrissy
<b>30</b>	<b>-</b>	<b>GEEKS OF THE WEEK</b> Julian & Megan
<b>31</b>	<b>-</b>	<b>NO GUILT MOM</b> JoAnn Crohn
<b>32</b>	<b>28</b>	<b>COFFEE &amp; CASES</b> Allison Williams & Maggie Damron
<b>33</b>	<b>26</b>	<b>EDUMAGIC</b> Dr. Sam Fecich
<b>34</b>	<b>31</b>	<b>THE BERT SHOW</b> Bert, Kristin, Davi & Moe
<b>35</b>	<b>-</b>	<b>THE INNER MONOLOG PODCAST</b> Marcus, Jose, Julio & Ricky
<b>36</b>	<b>46</b>	<b>THE NEWSWORTHY</b> Erica Mandy
<b>37</b>	<b>41</b>	<b>THE WEEKLY PULLS</b> Dereck, Tevin & Ricky Z
<b>38</b>	<b>42</b>	<b>UNETHICAL PODCAST</b> Celeste Brown, Richard Steudle, Tali Hall & Kristy Lynn Janssen
<b>39</b>	<b>-</b>	<b>IFANBOY</b> Connor & Josh
<b>40</b>	<b>44</b>	<b>OFFICE LADIES</b> Jenna Fisher & Angela Kinsey
<b>41</b>	<b>32</b>	<b>THE WEDNESDAY PULL LIST</b> Lex & Simon
<b>42</b>	<b>33</b>	<b>A PARANORMAL CHICKS</b> Donna & Kerri
<b>43</b>	<b>34</b>	<b>BIG MAD TRUE CRIME</b> Heather Ashley
<b>44</b>	<b>-</b>	<b>LAST PODCAST ON THE LEFT</b> Ben, Marcus & Henry
<b>45</b>	<b>-</b>	<b>MORBID: A TRUE CRIME PODCAST</b> Ash & Alaina
<b>46</b>	<b>-</b>	<b>MY FAVORITE MURDER</b> Karen & Georgia
<b>47</b>	<b>29</b>	<b>SATURDAY MORNING REWIND</b> Tim Nydell
<b>48</b>	<b>-</b>	<b>THE GARCIA DIARIES</b> Anthony & Bethanie Garcia
<b>49</b>	<b>49</b>	<b>BOOKSHELF BOYFRIENDS PODCAST</b> Stevie & MJ
<b>50</b>	<b>-</b>	<b>THE LAST COMIC SHOP</b> Andy Larson, Chad Smith & JA Scott

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
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- Direct Internal multi-track recording to SD card (up to 14 tracks)
- 14-In/2out USB audio interface mode
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