

PODCAST MAGAZINE®

BEYOND THE MICROPHONE



TERRON BROOKS

LOOKING
FOR **HONEST**
ANSWERS

**CAROLINE B
& ERIC G**
HANGING
**AROUND THE
HOUSE**

SARA GERINGER
OFFERS HOPE
FOR **NO-DRAMA
HOLIDAYS**

LAW OF ATTRACTION'S

“
**What goes on
inside your mind
is what will be
projected in
your life.**”

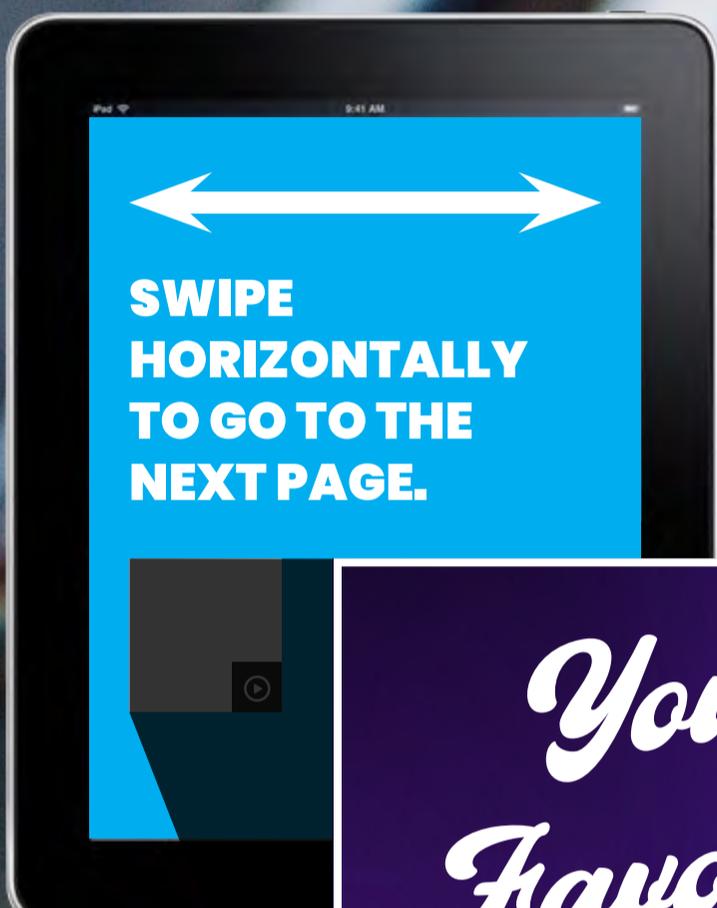
NATASHA GRAZIANO

GUIDES OTHERS TO ATTRACT THE **BEST OUT OF LIFE**



HOW TO USE THIS MAGAZINE

FEATURE



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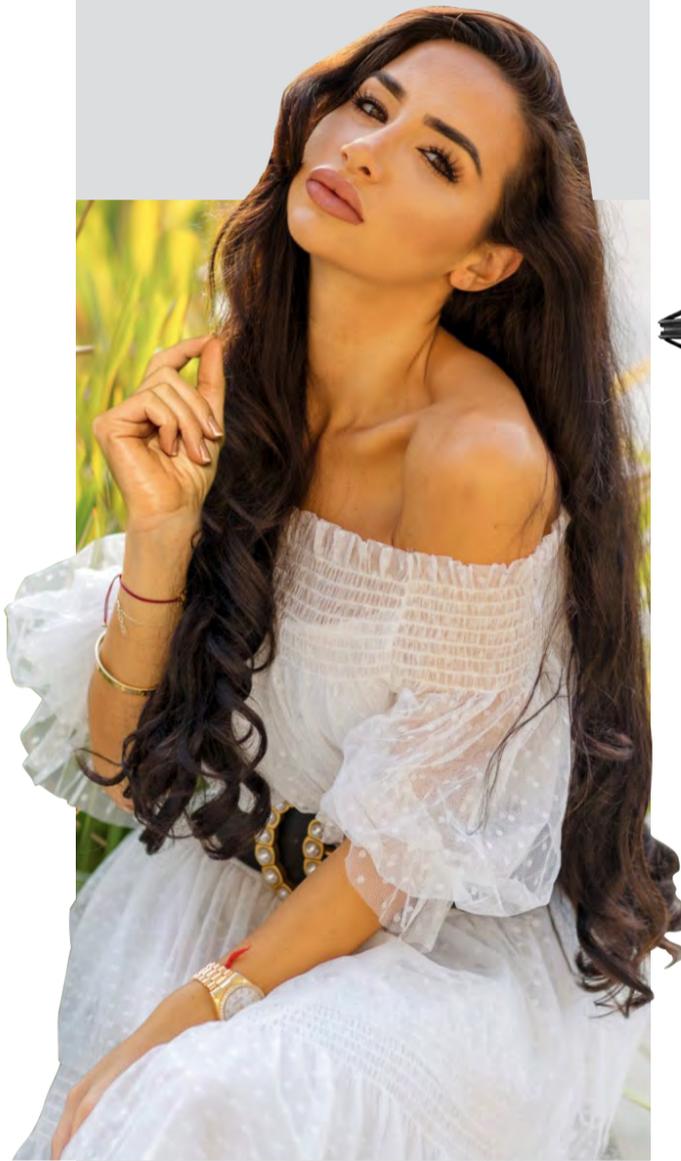
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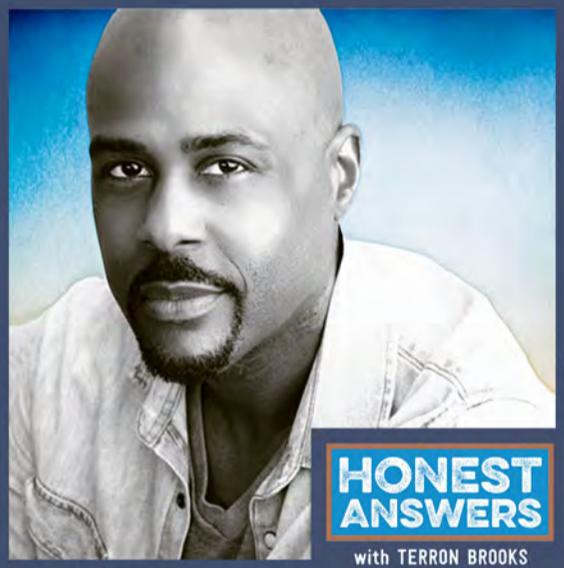


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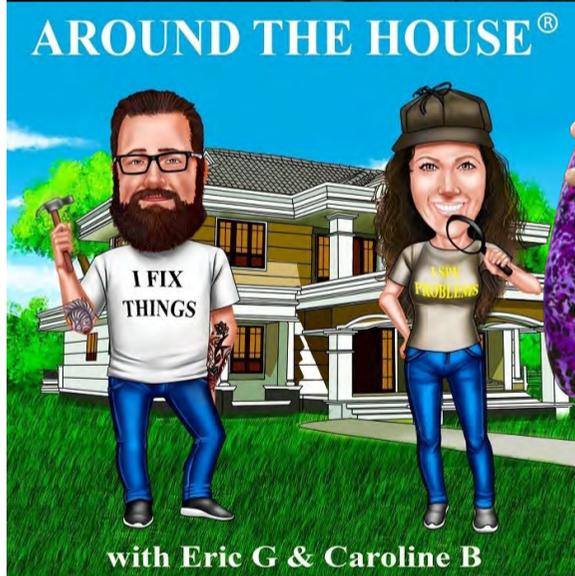
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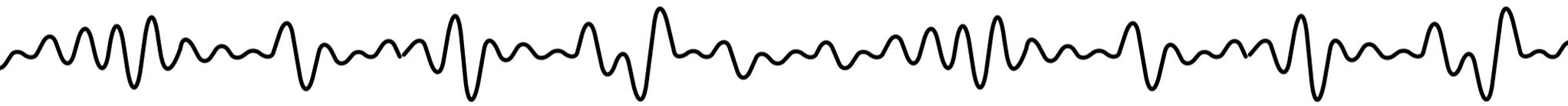
PODCAST MAGAZINE'S HOT 50

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



STEVE OLSHER
Founder/Editor-in-Chief

FROM THE EDITOR



Every now and again, my birthday lands on Thanksgiving. This was one of those years, so late last month, I celebrated my 52nd trip around the sun on the holiday.

Over five decades ago, I was born the day *before* Thanksgiving... and I almost didn't make it.

My lungs were under-developed, and it was touch and go as to whether I'd survive. My family spent that holiday concerned for my well-being.

Spoiler... I survived. :)

The last 52 years have been interesting to say the least. I've loved, learned, lost, and lived more than my fair share. I'm continually learning how to be grateful for everything that has transpired... the good, the not so good, and, of course, the great.

Given that my goal is to always help shorten learning curves for others, I'd like to share a few key entrepreneurial/life lessons I've discovered along the way. Hopefully, you'll find them helpful along your journey, too.

1) Do It Sooner.

As entrepreneurs, we tend to overthink... EVERYTHING. When the universe sends you an idea and you can't stop thinking about it, it is a gift you have been given. It wasn't sent to you by accident. The universe has given you the idea for YOU to move forward with. You have a finite window of time to execute, though. Otherwise, the universe will send the idea back around the globe until it lands with someone who WILL move forward with it.

Deliberating, overthinking, waiting for the right time, making excuses, imposter syndrome, lack of knowledge, lack of experience... it's all bullsh*t.

No one who has ever done anything meaningful has done it before they did it.

Clear?

Do what you are compelled to do... NOW. You won't regret it. You'll only look back and question why you didn't do it sooner.

2) **NoTHING Matters... It's EVERYONE That Matters.**

Think about some of the blowups you've had during your life. Few of us can remember precisely *what* they were about, but nearly everyone can remember *who* they were with.

People are brought into our life for a reason: some to teach us what to do, and some to teach us what not to do... but ALL to teach us more about ourselves.

In ways that are often hard to conceive,

“Do what you are compelled to do... NOW. You won't regret it.”

every person who crosses our path is a gift. Not every moment will be ideal, and some gifts we can certainly live without. Every interaction, however, affords us the opportunity to learn and grow.

As life happens, focus on attacking the *problem*, not the *person*.

Throughout our lives, we will interact with the tiniest fraction of the percentage of the population who will ever walk this planet.

Consider that, perhaps, each of these people (for better or worse) has been placed on your path with your best interest in mind.

(Before the hate mail flows in, I understand that many have experienced incredible trauma at the hands of others. I have, too. My older brother was incredibly abusive. While I intentionally removed him from my life 25+ years ago, I do not believe I would be the person I am today had I not endured the trauma he inflicted. It has taken some time to get here, but I am grateful for what I was forced to learn from this experience.)

3) That Which You Know To Be True... Probably Isn't.

Your beliefs are formed based on the data you have received throughout your life. From the family you were born into and the friends you've made to where you have lived during your life and the media you've consumed, the INPUT you've received is based on an incredibly small subset of the available data in the world.

If you were born in Chicago and lived there until you were an adult (as I did), you would have listened to Chicago radio stations, watched Chicago television shows, read Chicago newspapers, and surrounded yourself with people who have Chicago-based perspectives. Of course, other data is gathered over the years from myriad other sources, as well.

If you were born in Paris, the data you would have received would be VERY different.

So what if all the data you received was actually incorrect? I'm not saying this is the case, but consider the possibility that it is.

In other words, recognize that two people can look at the same thing VERY differently, and in both of their minds, they are each correct.

And perhaps they both are. Or, perhaps they are both incorrect.

Holding on to what you *believe* to be true denies you the ability, and the gift, to be

open to the possibility that another truth exists.

Differentiation is the juice of life.

This has perhaps been the biggest shift I've been able to make over the last couple of years. I'm no longer willing to die on ANY mountain.

And it makes life's climb, and the descent, that much sweeter.

These are three of the lessons I've learned that help me better navigate each and every day.

I hope you find these to be helpful—I would love to hear your thoughts.

Happy holidays. I'm grateful for you. 🙏



STEVE OLSHER

@ThePodcastMag

PODCAST MAGAZINE[®]

Stats You Should Know

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

For online shopping, podcast listeners spend 40% more than non-listeners¹

Online shopping
Annual amount spent



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Annual amount spent for online shopping



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To learn more, contact mediapropects@nielsen.com





NATASHA GRAZIANO

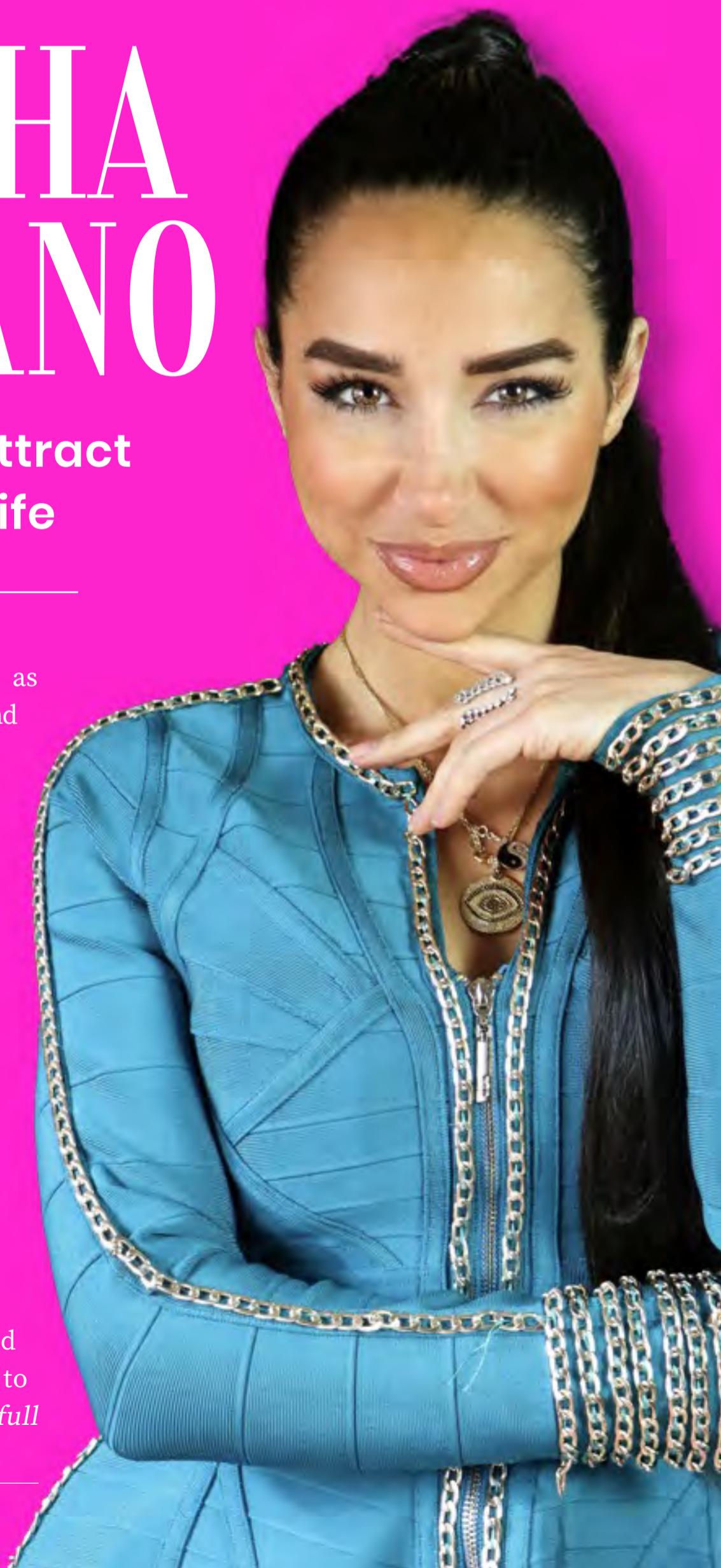
Guiding Others To Attract The Best Out Of Life

Natasha Graziano is widely known as a mindset coach, social media expert, and entrepreneur. Forbes named her “the number one female motivational speaker under 40,” and she is the bestselling author of *The Action Plan: How to Implement the Law of Attraction Into Your Life in Under an Hour*.

She is also a global influencer with an Instagram following upward of 7,000,000. Her Sunday Clubhouse room—the biggest on the platform—attracts 20,000 to 30,000 participants weekly.

Clearly, she is a formidable force in the world of social (media *and* audio).

Drawing on her own adversities and experience, Natasha’s mission is to “mentor, empower, and draw the full



potential out of every person with the promise that positivity, proactiveness, and heartfelt passion in whatever it is you're doing is a sure way to get the very best out of life."

Several years ago, however, Natasha was far from realizing 'the very best out of life.'

Her career collapsed, and she found herself nearly homeless. As a single mom, taking care of both herself and her young child was difficult at best.

Even worse, she'd lost her confidence.

Filled with shame, guilt, and a sense of failure, Natasha was deeply depressed. Her mindset was unhealthy, and heavy with feelings of being unloved and abandoned, she couldn't bring herself to reach out to her family for help. She had only one way to survive: to sell her belongings.

She packed her personal items into a trash bag and walked the streets, selling to anyone who would buy. She used the money to rent a small room in a hostel and purchase food.

She was desperate:

"I remember asking people to buy my watch, or a bracelet... and then, in one of those moments, I just knew I couldn't go any lower than where I was. The only place I could go was up. It became, 'Let me find a way out of

"The only place I could go was up... [I] had to shift my mindset in order for things to change."

here, because no one is going to help me. No one's giving me money. No one's giving me handouts. Nobody's going to get me out of this situation.' *I knew even then that 80% of success in life is ultimately mindset. 20% is action. So, I knew I had to shift my mindset in order for things to change."*

Swallowing her pride, she reached out to her mom for help. Returning to her parents' home, she was grateful to have a roof over her head... and, her child's.

Rather than life improving, however, things took a turn for the worse. Natasha fell terribly ill.

"It's when you don't have your health that the rest of the world becomes a really dark place. I could handle being broke and nearly homeless. But when you fear your actual survival—when doctors tell you you're going to be on medication for life—that's something else. There were heart issues that came with my health problems, and thinking I was going to have a heart attack any day made my daily life a very scary place."

Bedbound and unable to look after her son on her own for over a year, depression and anxiety took root again. Admittedly hitting “rock bottom,” she struggled emotionally, financially, mentally, physically, and spiritually.

“But reaching rock bottom is exactly what has taken me to new heights, too,” Natasha reflected.

It is often in our darkest moments that we find our “why.”

Natasha knew one thing for sure: she didn’t want anyone else to go through what she had endured. Choosing to shift her mindset by adopting the belief that “Pain has the power to change and evolve you,” she became determined to pull herself out of her situation. She also made a promise to herself:

“If I find the tools to get myself out of this

mess, I will come back with a vengeance and go on to serve the world. Because that’s what the human soul is here for—to evolve.”

She filled her time with learning: *The Secret* by Rhonda Byrne, *The Miracle Power of Your Mind* by Joseph Murphy, works by Napoleon Hill... these authors became her mentors. Eventually, she enrolled in a recovery formula program, which she considers “the best money I ever spent in my life.” It was the first of her many investments in mindset and mindset coaching.

Her key takeaway?

Your reality is a direct reflection of your inner self-beliefs—and you CAN change whatever you believe these beliefs to be.

She already understood the Law of Attraction and the importance of healing,



“I will come back with a vengeance and go on to serve the world. Because that’s what the human soul is here for—to evolve.”

but the teachings she absorbed in this training opened her eyes to her own ability to truly create her everyday life:

“What goes on inside your mind is what will be projected in your life. And that is what I had to learn to transform.”

And transform she did, leveraging and now openly teaching her powerful three-step framework:

STEP 1: GET CLEAR ON YOUR PURPOSE... AND YOUR GOAL.

First, Natasha knew she had to become crystal clear on her purpose: her reason for being alive. She'd also need to detail the goals she wanted to achieve.

That purpose? To help people.

And the goal? To help 100,000,000 million people unlock their full human potential.

In order to achieve this monumental task, she knew she'd need to create a business

that not only aligned with her purpose, but that *felt* right for her.

“A lot of people don't actually know their purpose, and that's why they end up in a job they don't like. My work is not work to me. I love what I do every single day. I feel alive and excited by what I do. I can't stop... I have to actually put timers on!”

STEP 2: MAKE MONEY YOUR FRIEND.

Going into Step 2, Natasha was penniless. She knew she had to make enough money to not only survive, but to also re-invest into her business, so it could grow.

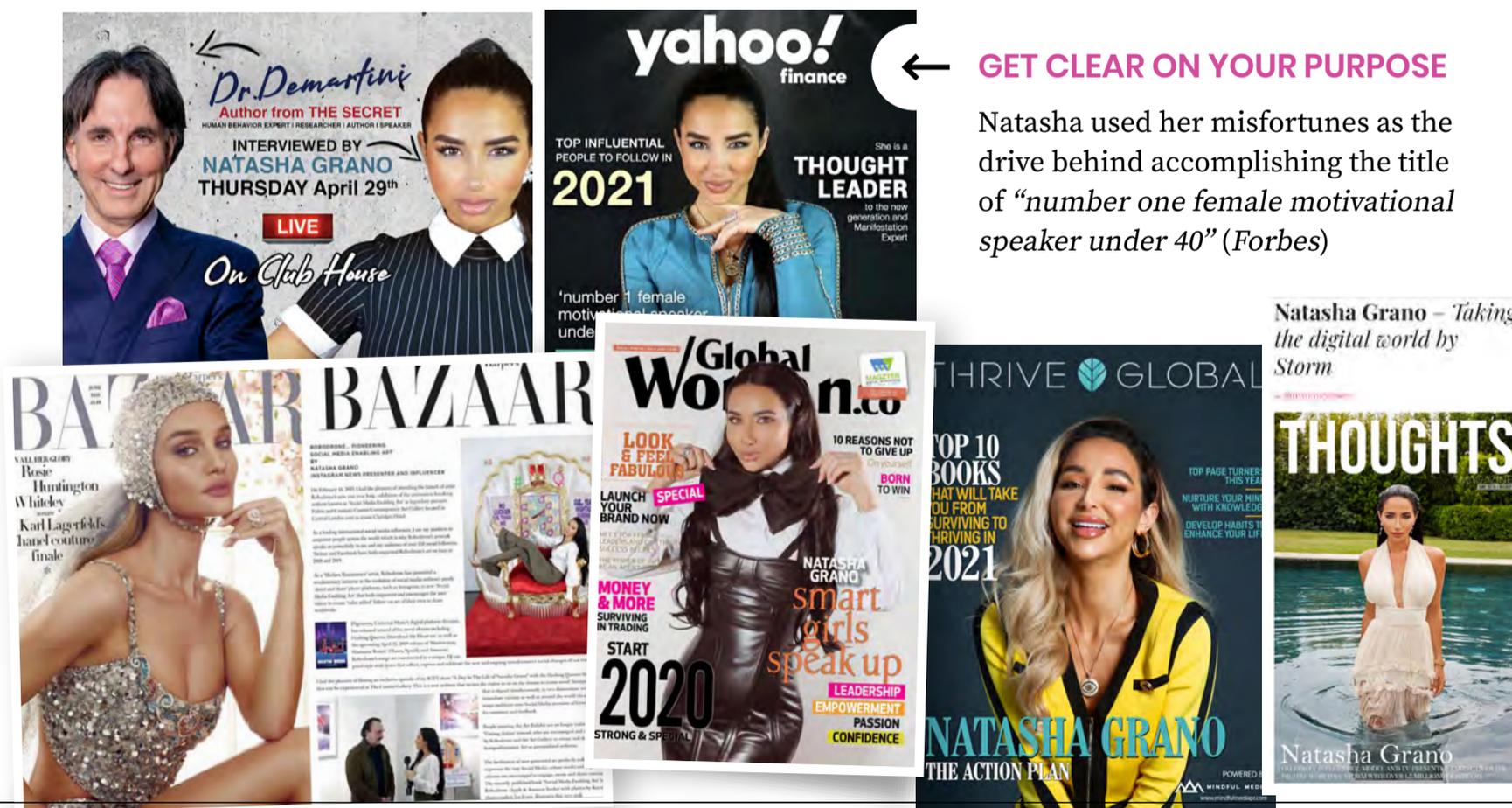
To do so, she borrowed \$5,000—a *“significant amount of money at the time.”*

But she did so with an understanding (and a plan) around what it would take to pay back the loan while identifying her fastest path to profitability.

Endlessly studying the actions of successful people she admired, Natasha

GET CLEAR ON YOUR PURPOSE

Natasha used her misfortunes as the drive behind accomplishing the title of *“number one female motivational speaker under 40” (Forbes)*



chose to invest part of the loan into hiring someone who could secure business collaborations on her behalf. These partnerships paid off as she had hoped, allowing her to reimburse the loan in short order while propelling her along her path of helping 100,000,000 people.

STEP 3: MASTER THE POWER OF INSTAGRAM.

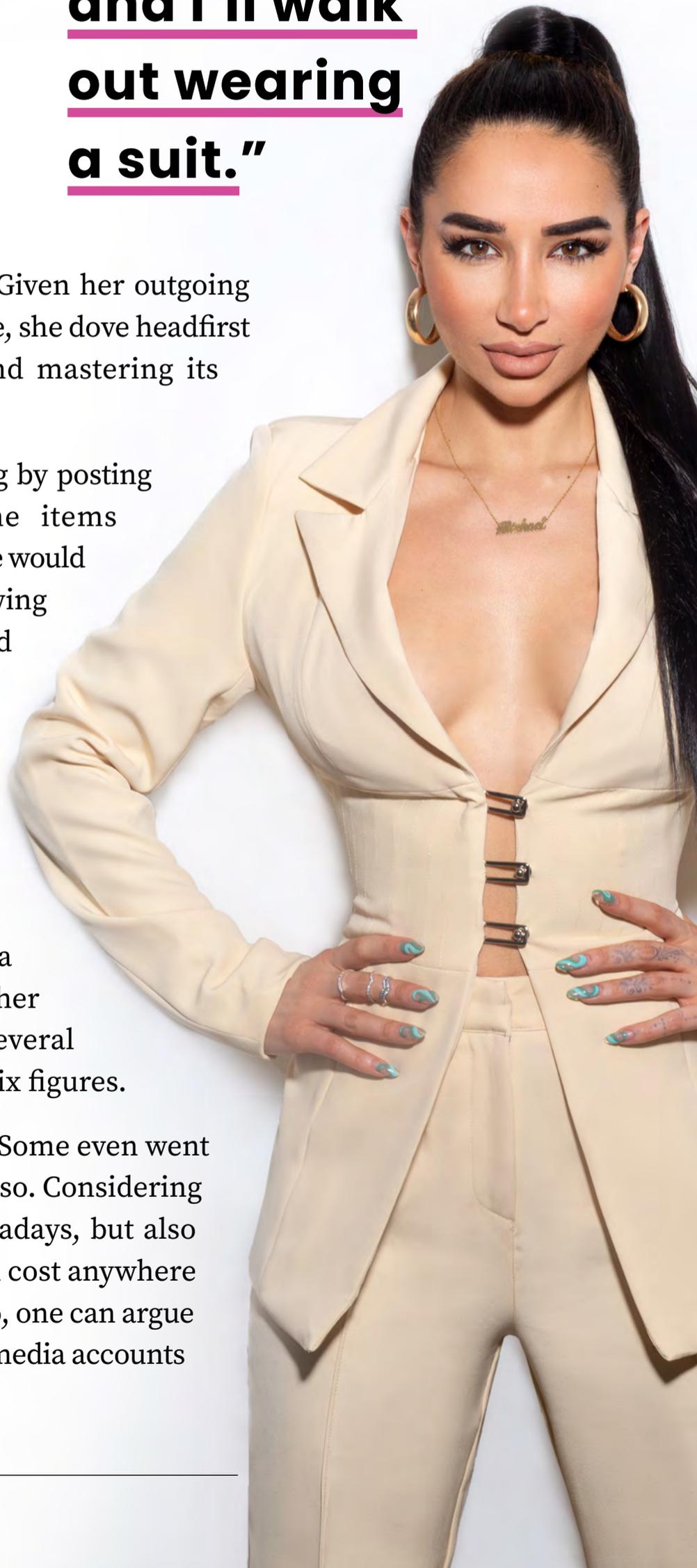
Many of the people Natasha admired were finding tremendous success on Instagram. Given her outgoing personality and that the platform is free to use, she dove headfirst into the medium, learning its nuances and mastering its capabilities.

At first, Natasha gradually built her following by posting pictures of herself wearing brand-name items (purchased inexpensively or borrowed) and she would tag the brands. Slowly but surely, her following grew, and brands began reaching out and expressing interest in working with her. She would then re-invest the money made from these deals into more clothes and repeat the process over and over. It wasn't long before additional brands began inquiring as to how they could work together, too.

As her business (and income) grew, Natasha chose to invest in building her following further by acquiring an Instagram account with several hundred-thousand followers for just shy of six figures.

At the time, people questioned this strategy. Some even went so far as to attempt to discredit her for doing so. Considering this practice is not only commonplace nowadays, but also that acquiring a similar account today would cost anywhere between 3–10x what Natasha invested to do so, one can argue that this was a savvy strategy. After all, social media accounts are commodities.

“You could put me in a jungle, and I’ll walk out wearing a suit.”





Natasha with her son (*far left*) and husband Michael on their wedding day, June 5 2021

Eventually, these three steps culminated into a core component of Natasha's coaching business and online programs.

"I'm able to serve people and help them to transform their lives and businesses because I've been through it," Natasha said. *"I've been through pain, so others don't need to. I've learned how to overcome obstacles and get out of bad situations. And that is the key right there—overcoming adversity and breaking through. It is who you become once you get through the pain that matters."*

"Now, I like to say, 'You could put me in a jungle, and I'll walk out wearing a suit.' You can literally take it all from me, but you can't take my mind. And that is the thing that I will never lose—my ability to move forward."

Always evolving, Natasha developed her signature MBS Method, which guides her clients to get their mindset right, their message clear, and scale their business through social media.

Her end goal today? Not only helping 100,000,000 people, but also having an eight-figure business.

Part of that walk toward eight figures includes social audio and podcasting.

Her podcast, *Law of Attraction*, which has been sponsored by Better Help and NordVPN, is where Natasha discusses with top level entrepreneurs the mindset, skills, and habits that it takes to achieve success. It has also been named one of Top 10 podcasts to listen to in 2021 in multiple publications.

Her guest list is notable: John Assaraf, Dr. John F. Demartini, Lisa Nichols, Mark Randolph, Steven Kotler, Bob Proctor, and many of the authors from *The Secret*, to name a few. Currently, her process includes posting a teaser clip of the episode on Instagram (where it generally garners over one million views and is generously shared, which is why she chooses to keep posting there) and emailing her list extensively.

Then, to access the full episode, followers are directed to Apple, Spotify, or any one of the main podcasting platforms.



Natasha is also a fan, and huge proponent, of social audio.

“I absolutely love social audio. It’s the voice of the soul... the thing that is so authentic to YOU. It is each individual person without filters and distractions. It gives everyone the opportunity to shine—the chance to either listen, learn, teach, or speak.”

Natasha joined Clubhouse after multiple friends, including Daymond John, introduced her to the app.

“I was totally overwhelmed at first, because I didn’t understand it. And I didn’t know anybody. But then I’d turn up in a room, and people would bring me on stage, which I enjoyed. I was just getting my toes wet, really, but I also have massive FOMO. I was like, ‘I’ve only got a few thousand followers, and I missed the first six months.’ So, I got off the app.

“But then somebody invited me to a room they were hosting that sounded

really interesting. And he was like, ‘Look, you’ve got millions of followers on Instagram. Can’t you teach us how to do it?’ So I decided to try Clubhouse again. I ultimately decided I love being on stage, so I created my own rooms. My following grew nicely from there.”

Natasha’s rooms aren’t about her, though—they’re always about others, and she likens her conversations to a *“spiritual church without religion and dogma, for everybody and anybody.*

“It’s a space for thought leaders and the like to come together. We all speak our minds and pour love, wisdom, and knowledge into the audience. It’s a beautiful place to connect.”

Specifically, Natasha and her guests provide real-time mentoring around the secrets of the Law of Attraction—a widely universal force that, whether we realize it or not, is constantly at play in our lives.

Rumi once said, “Your pain is your cure.”

Those truly strong and resilient—like Natasha—are able to use their pain and traumas to elevate themselves and others. And her methods for elevating others work—as evidenced by her undeniable ability to not only heal herself, but also hundreds of thousands of others, leading them toward the ultimate goal... abundance. 📌



Founder/Editor-in-Chief

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2021 Holiday Gift Guide



Friendship is not easy.

Maybe you feel like some of yours would go away if you stopped trying. Maybe you're thinking of one right now—you're doing all the work in it, aren't you?

Well, the truth is, you're probably right.

But on the flip side, you know your friend loves you and loves when you call. And when you get to hang out together, it's like you just saw her yesterday.

Even though you're doing all the work, isn't worth it in the end to have your friend?

I hate to say it, but now is the time to do what you do—love her anyway, and get her a gift.

You know she loves podcasts. No one else is going to get her something podcast-y, so the job is yours.

Let us help you find the perfect gift. (And since we both know she's probably not going to get something for you, let's make her feel really bad by getting her something awesome from this list.)

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Connect it to your phone or radio, and the alarm will play directly into your ear, at whatever volume you want. Wake to your favorite radio station, podcast, or your most annoying alarm sound.

There is nothing better for a podcast lover than a super-flat and comfortable pillow speaker.

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Your friend is always telling people about her podcast, but you know that it's not growing as fast as she wants. You can be the most bestest, superest friend in the world if you get her this shirt to wear at the coffee shop.

While it obviously invites anyone she comes in contact with to ask her about her podcast, it also says (to her), *“I'm so proud of your podcast. I want you to tell everyone about it.”*

You need to give her this shirt. She'll love you AND know she has a true supporter in you.

On Amazon (and everywhere else) for \$19.99.



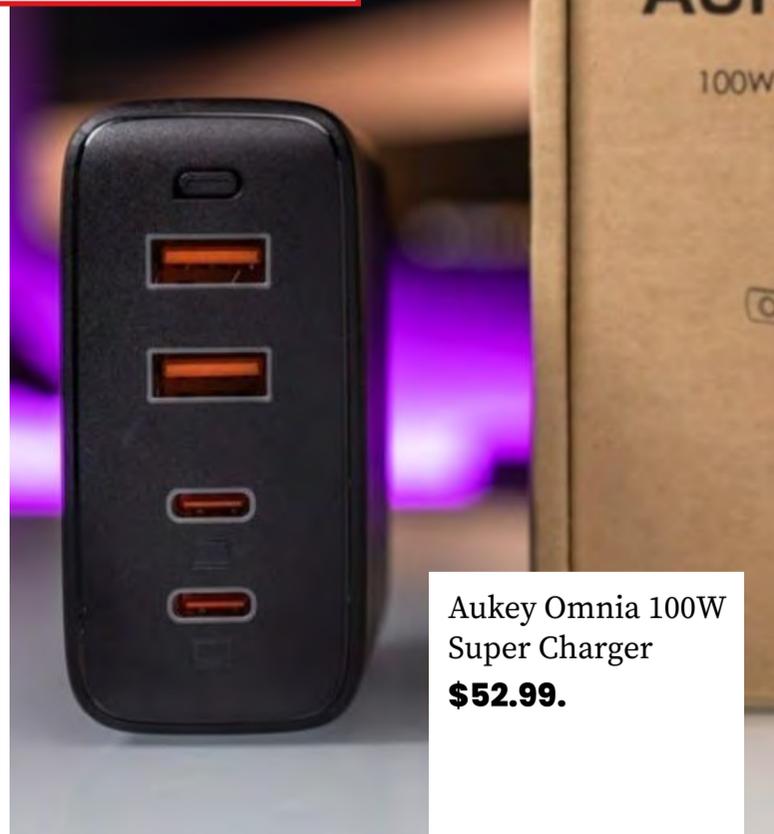
AUKEY OMNIA 100W SUPER CHARGER

Every time you meet your friend at Starbucks, she wants to borrow your charger. If you get her a regular charger of her own, you'd be sending a pretty sarcastic message, right?

But if you give her the Aukey Omnia 100W Charger with a note that says, *"You're busy every time I see you. This charger will charge your phone and computer at the same time in about an hour total. There is no more awesome charger than this..."*

... she'll be wowed at how awesome it is, and will totally miss that you're really trying to say, *"Stop taking my charger."*

On Amazon for \$52.99.



Aukey Omnia 100W Super Charger
\$52.99.



Tascam Mixcast 4 Podcast Mixer
\$599.

TASCAM MIXCAST 4 PODCAST MIXER

You want to be a guest on your friend's podcast, but don't know how to ask. You also want to show your support, right? (Not just be the publicity vulture you really are inside...)

Consider getting your friend the Mixcast 4 Mixer.

You know she'll love it, because she wants her podcast to be the most amazing thing ever. And when you give it to her, you casually say, *"It has four mic input jacks, so now, I can easily come over, and we can do an episode together."*

Boom!

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Podcast Trivial Pursuit Game
\$19.99.



STUFF YOU SHOULD KNOW PODCAST TRIVIAL PURSUIT GAME

You know that Trivial Pursuit game you have in your closet that you bring out when guests come over? It's old.

If you play with anyone under 30 years of age, most of the questions will just garner blank stares. Gorbachev? We are the World? The planet Pluto?

It's time to take that game to your local used book and game store, and let someone else have that kind of old-time fun.

You, with your hip-and-trendy attitude, need the newest version of this trivia giant, which was created by Stuff You Should Know and Trivial Pursuit.

This is you.

That old blue box belongs at your parent's house.

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BLUE YETICASTER

Did I hear that right? Your friend has actually considered starting her own podcast? Can you afford to ignore that? Who else in her life is going to take that reference and run with it?

Let's assume she's already got a computer, chair, and desk. The only thing she needs now is the Blue YetiCaster—the amazing Blue Yeti mic everyone wants. Not only will it get her on the air, but it looks good in selfies and podcast videos, too. There is also a boom arm to attach it to the desk with a shock mount, so her cat doesn't totally ruin the recording.

Plus, she won't even have to worry about sounding like an amateur—the Blue Yeti has amazing voice-enhancing software as well as audio controls.

Finally, there's nothing that makes for a cooler-looking podcaster than having a mic hanging down in front of her, leaving her hands free to point at the camera when she needs to ask viewers to subscribe, like, and rate her podcast.

On Amazon for \$188.97.



Blue YetiCaster
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Headphones
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Open back. Closed back. Is there even a debate?

Tascam is no rookie in the audio department. They've spent years figuring out the headphone thing. And frankly, if your friend is just starting a podcast, she likely won't even know this is a thing.

But you do. And you want to get her the best closed-back headphones you can, because you know she's not only going to be using them for her podcast, but also to listen to tunes at work. The problem with open-back headphones is that the sound has no problem leaking out, which means everyone can hear.

That might be great if you're an audiophile



who wants to hear Mozart’s concertos amidst the sounds of natural surroundings. But we’re looking for high-quality headphones that drown out the sound of everyday life and pump awesomeness directly into our ears.

The Tascam Th-02 is that headphone, and your soon-to-be-podcaster friend needs it.

Available on Amazon for \$23.54.

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Who knows podcasting better than Steve Olsher? Joe Rogan, of course. But we’re not here to talk about Joe Rogan.

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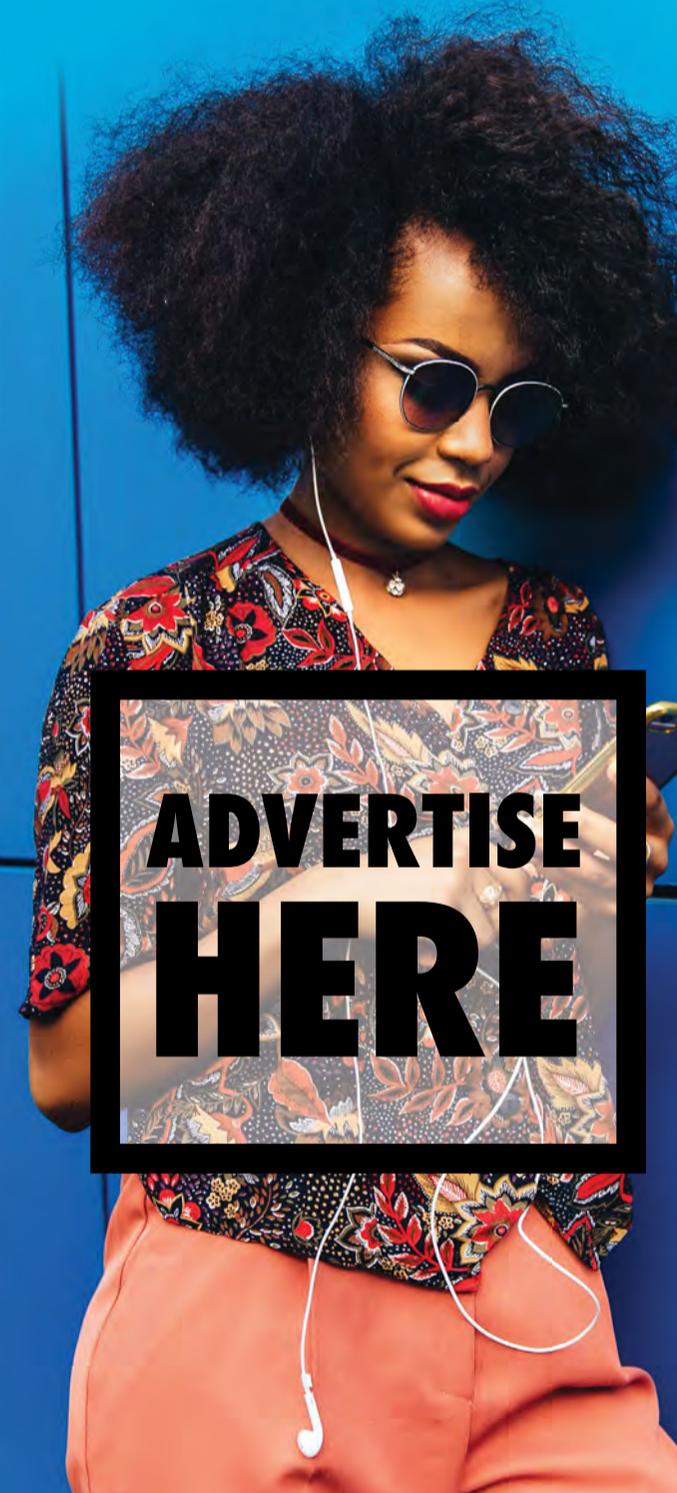
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BEYOND THE MICROPHONE



A Faith-Based

TRUE-CRIME PODCAST?

The Inspired Combination That Is *The Unlovely Truth*

With the holidays upon us, many of us look deeper at our faith... even calling upon it. For podcasters in the True Crime Category, though, doing so can be a bit more difficult. Simply put, there's a lot of evil in this world—more than some would like to admit—and covering these cases can be troubling.

But for those whose faith is strong, it may be a little easier to clearly see the light through the darkness. Such is the case for Lori Morrison, who created what is quite possibly the first and only faith-based true-crime podcast, *The Unlovely Truth*.

Lori is a private investigator by trade. One might think a PI who was compelled to launch a podcast might create something traditional in the True Crime space... maybe something about missing persons, or a look back at her own tough cases. Maybe she'd combine a true-crime podcast with other categories like History, News, or even Comedy, like many podcasters do.

Not Lori.

Her strong faith compelled her to create something different—something authentically and uniquely her.

She delved into the genesis of what would become *The Unlovely Truth* during a recent interview with *Podcast Magazine*®.

“Like most things, it was a journey,” Lori reminisced. *“I’m a licensed private investigator, and one of my mentors has her own podcast. She started it to drive tips to her cold cases. We were on a plane coming back from an investigation we were working on together when we talked about her show and how it moved some of her cases forward.”*

This shed light on the absence of podcasts by PIs, despite the attention the medium can bring to a case AND how it can support and enhance the PI’s business.

As the discussion between mentor and mentee continued, Lori remembers commenting, *“They can’t all be the same. Somebody needs to do a true-crime book-review podcast.”*

“When I got into being a PI, it was in large part because I was trying to find a way to make a bigger difference.”



Her mentor smiled and said, *“Well Lori, that’s your podcast.”*

The seed was planted. Next, Lori mulled the idea over with a friend who offered some important insight:

“She said, ‘There’s a lot of noise in the true-crime genre. You need something that will make your podcast stand out and be different. Being a PI makes you a little different, but the thing about you that I don’t see anywhere is the biggest part of who you are—your faith.’ That resonated. It just made sense.”

By adding *The Unlovely Truth* to her business, Lori tapped into her original mission.

“When I got into being a PI, it was in large part because I was trying to find a way to make a bigger difference than I felt I was making in my job as a paralegal at the

time,” she recalled. As she searched for resources and guidance around starting a faith-based true-crime podcast, she couldn’t find anything useful. So, she decided to be that resource, figuring:

“There’s got to be other people out there like me who love the genre, are solid in their faith, and want to make a difference, too, but don’t know how. That’s part of what I try to do,” Lori continued. *“Tell the stories, because everybody’s story is important. I try to drive some resources to cold cases and missing persons cases. And I try to encourage people to get involved—I describe it as getting out of the audience and into the action, without doing something crazy like getting your PI license like I did. There are easier ways.”* She finished with a big grin.

It would be easy to say *The Unlovely Truth* is simply different, but that wouldn’t do it justice. In a space where so many true-crime shows are highly entertaining and serve a purpose but are also shocking and disturbing much of the time, Lori offers a program that is more like a warm blanket.

One of her themes that contributes to that feeling is forgiveness. When asked if a comforting emotion was an intended effect, she replied with a laugh:

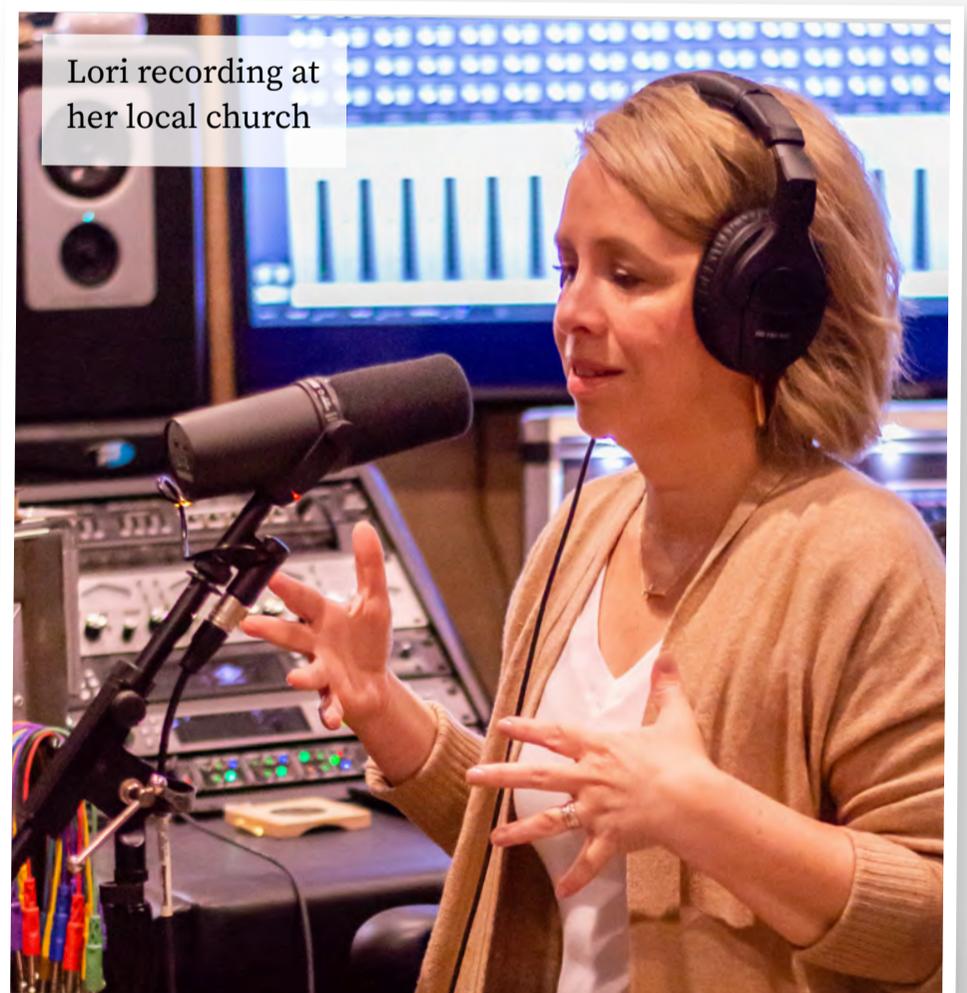
“That’s kinda one of those happy accidents.”

Continuing on the idea of forgiveness, Lori shared a comment from one of her listeners. *“She reached out to say, ‘I had never heard the forgiveness process*

phrased the way your guest described it. Now, I get it.’ If that is a benefit, too, I absolutely love it.

“Sometimes in church, we shy away from the harder topics,” Lori elaborated. *“But they’re so important. Not only forgiveness, but also redemption. We talked in one episode early on about vigilantism, because our book that week was about a guy who had terrorized an entire community for decades. Finally, someone shot him right on Main Street in the middle of the day. Dozens of people witnessed it, yet everyone said, ‘Well, I didn’t see anything.’”*

“So, I had a pastor on, and we questioned whether that is ok. Because law enforcement had failed in that community for years, I think people were really afraid. He really was awful and very violent. So,



is it acceptable to take matters into your own hands to save other people? I want people to wrestle with those questions, because these things can happen to us. You never know when a situation like this is going to engulf you. Being prepared and able to help others when someone in your circle of influence gets caught up in something—knowing how to help and counsel and guide them—is important.”

It’s also important to understand that a podcast in and of itself is not a business, notwithstanding some very rare and well-known exceptions, of course. However, a podcast is often a wise tactic to enhance a business.

“The Unlovely Truth has done that in ways I didn’t expect,” Lori admitted. *“In most jurisdictions, you have to be licensed to do private investigation work. I’m licensed in limited jurisdictions. Even though the podcast is nationwide, and even worldwide, I am only going to be able to work within my jurisdiction. So, I didn’t think the show would draw a lot of cases to me, which is ok, because that really isn’t my primary purpose.*

“What it has done is open up speaking opportunities. That certainly wasn’t my aim when I started, but since one of my goals is to encourage and hopefully inspire others, speaking is a natural step. Am I in it for the money? No. Do I have to pay my bills? Yes. So, I try to strike a good balance between making enough money to have a business and serving people.”

The Unlovely Truth does share one

LORI

listens to



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DIE-ALOGUE

Each week, Rebekah Sebastian interviews fascinating people connected to true crime and criminal justice in unique ways.

“My number-one main goal... is for someone to come forward on a cold case after hearing my show with information that resolves a case.”



common purpose with many other true-crime podcasts: to keep cases alive in the public and help solve them.

“My number-one main goal—I will be so thrilled if this ever happens—is for someone to come forward on a cold case after hearing my show with information that resolves a case. That’s like the Holy Grail. I would love for that to happen someday.”

It wouldn’t be surprising at all to see Lori’s wish come true. The True Crime Category is more than entertainment. These podcasts play a very important role in society, helping solve cases more and more often.

“Being a PI, I work with a lot of victims,” Lori explained. “When you have to put your arms around someone who is crying uncontrollably... when you have to give her news she didn’t want to hear... when you have tried to walk the judicial process with her, and it’s not providing the desired outcome... that’s tough.”

“In one of my favorite episodes, I was talking to a mother of a murder victim. She had actually gone on to become a victims’ advocate in a national organization. She was working with families walking the same road she had. I asked her, ‘How hard is that for you? Does that bring up your own tragedy so much that it’s just really difficult?’ I’ll never forget what she said: ‘Oh, it heals my heart.’ I thought, ‘Wow! To be able to get to that space after what she’s gone through is inspiring.’”

Lori continued sharing her vision:

“That’s what I want to do. I want to encourage people. Even if you haven’t been through that trauma, and you just have a heart for people who are suffering. Or if you have a heart for righting wrongs and setting things right... there are ways you can help, and I want to give people that encouragement and the tools to say, ‘Let’s go!’ Someone has to stand up and do more, or these problems aren’t going to get fixed.”

It certainly seems like Lori is doing just that. For the many true-crime fans out there who just need a break from the valuable but often harsh podcasts in the category, check out *The Unlovely Truth*. It may be the podcast version of a warm blanket that you and your faith need this holiday season. 🎧



True Crime Category Director

Kenneth C. Bator
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UNDER THE RADAR

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



VILLAINS

Want to compare real-life mafia-boss Frank Costello with fictional Don Vito Corleone from *The Godfather*? Want to dig into the similarities of John Wayne Gacy and Stephen King's *It*? Or maybe you are just emotionally spent after listening to an episode on the latest abduction covered by your favorite true-crime podcast, and you need a break—maybe something about your favorite *Star Wars* character Darth Vader, instead?

If you answered “yes” to any or all of those



questions, *Villains* is your podcast. The simple title says it all, and this is a really fun show.

Each episode dissects the greatest bad guys and gals from history and fiction by taking an in-depth look into what made them who they were.

To that point, as a Chicago native, I thoroughly enjoyed the episode on Al Capone. As someone who prides himself on knowing much of the history of my hometown, I was happy to learn a few things about Capone's life I didn't know before.

The episodes on fictional characters go much deeper than surface level, as well. *Villains* uncovers the origins as well as the culture at the time of creation of antiheroes.

So, if you want to hear more about the Grinch this holiday season and then learn about Virginia Hill, Queen of the Mob, without leaving the same podcast, *Villains* is your show. 🎧



GRAB A BOBA TEA & EXPAND YOUR MIND FOR FREE!

Let's Talk Asian American Authors & Their Amazing Books

An offhand comment at an industry mixer was all it took to light a fire under Ree Ra Yoo, co-host of *Books & Boba*, to create a way to shine a great big spotlight on Asian American authors. At the time, she was a journalist, and had just left the magazine she was working for.

“This guy at the mixer asked me, ‘What do you do?’ So I said, ‘Well, I’m a writer.’ And he said, ‘Oh, are you an author?’ And

I said, ‘No, I write articles and blogs.’ And he said, ‘Oh, I don’t know why I thought you would be... there’s not a lot of Asian American authors.’ I was just so shocked, because I knew a couple of Asian American authors right off the top of my head. I was so furious that he would think book writing is a field in which Asian Americans would not excel or be significant.”

Ree Ra wasted no time. On Facebook, she posted: *“Hey, I want to start a book club that focuses on Asian American authors. Does anybody want to join?”* Marvin Yueh, the other cohost of *Books & Boba*—who Ree Ra knew casually but wasn’t close friends with—saw it. He was contemplating starting a new podcast and asked Ree Ra if she’d be interested.

“I said ‘yes’ without thinking about the consequences. I don’t consider myself to be very analytical when it comes to books. And I don’t think I’m a very good public speaker, either, so I was kind of terrified. But I did say ‘yes,’ and we’ve been doing this ever since 2016.”

Marvin had been listening to podcasts since about 2009, when his commute times transitioned from morning talk radio to anytime podcasts. And then, around 2015, he was working for a non-profit arts organization that was looking to take on more digital media projects. They were wanting something that wasn’t video-focused, because video projects are a lot of work. As a non-profit, they had a lot of volunteers, but not consistently. So, they were really looking for something a little bit more accessible. That’s when Marvin got started in the podcasting space with a show called *The Collabcast*.

“The organization I worked for was called ‘Collaboration,’ which is a non-profit that supports Asian Americans in art and entertainment. The idea was to leverage the moments we ‘talk shop’ amongst our community, because usually, it gets pretty

“I was so furious that he would think book writing is a field in which Asian Americans would not excel or be significant.”

interesting. We decided to share these conversations with a wider audience and reveal the things we were thinking about in terms of representation, inclusion, diversity, and basically, how tough it is to break into an industry that seems set against letting Asian Americans be ourselves.”

Marvin built a basic rig with a mixer and mics that the organization used for live events and plugged that into a digital recorder to record *Collabcast*. He did that for about a year before Ree Ra’s post hit Facebook. At that time, he was thinking about branching out.

“I caught the bug and wanted to try putting out new shows... concepts I thought would be interesting. We had connections, too, because I was in the Asian American art space. We already knew a lot of authors, artists, actors, and directors. We wanted to find a way to really create content that wasn’t there already.”



2016 was before the current wave of Asian American representation. Media focus really started to ramp up in 2018 with the premier of the film *Crazy Rich Asians* and the sitcom *Fresh Off the Boat*. A lot of misrepresentation and stereotyping was happening during that period as well, and Marvin and Ree Ra, while not directly in the frenzy, were very inspired to start creating content to fight against that misrepresentation—and to illuminate the perceived injustices for Asian Americans in the representation spheres.

Says Marvin: *“I was really fired up to carry that flag in the podcast world. Anger is good fuel. Also, I hadn’t read a novel in about 20 years, so it was an excuse for me to get reading, as well.”*

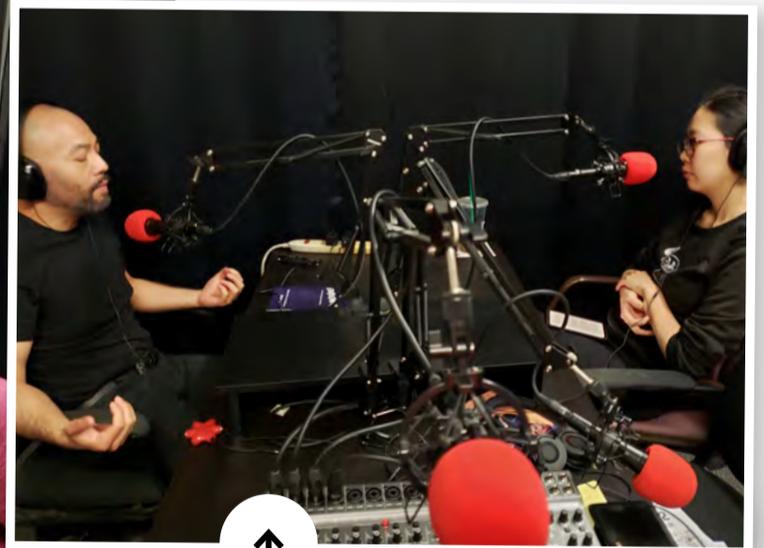
With their podcast, Ree Ra and Marvin illuminate the fact that there is a large breadth of authors across genres. They

wanted to break through the beliefs that Asian American literature was limited to either *Joy Luck Club* or *Crazy Rich Asians*. They help their listeners become aware of authors and writers they might not think of off the top of their head if they aren’t following categories like YA (Young Adult), Mystery, and Crime & Thriller.

Marvin adds: *“Not every story about Asian Americans needs to be about the immigrant ennui or struggles, or about pain, right? There are happy stories—stories about joy, love, and even just about people being dumb and in love.”*

Ree Ra and Marvin purposefully chose not to have the word “Asian” in the title of their podcast. They wanted to be subtle in furthering the work of breaking the stereotypes people associate with Asian American books and authors. They also wanted alliteration.

An interview with *NY Times* best-selling author of *Loveboat*, Taipei Abigail Hing Wen



REPRESENTATION MATTERS

Marvin and Ree Ra (shown here with guest Henry Lien) aim to bring the accomplishments of authors in their community to a wider audience



“Marvin is a big boba drinker. He knows all the great boba places, and I was just like, ‘Okay, well, I’ll be the books master. And you can be the boba master. And we can make this a thing.’ So, Books and Boba. That was the name we came up with, and so far, people have complimented it. I think it was one of my last choices that I pitched to Marvin, and it seemed to stick.”

Stick it has—after five years of podcasting, *Books and Boba*, which is part of the Potluck Podcast Collective, is still going strong... as is the book club that they have incorporated as part of their overall platform serving authors, listeners, readers, and of course, boba drinkers alike. 🎧



Arts Category Director

Anjel B Hartwell

arts@podcastmagazine.com

Wickedly Smart Women Podcast



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Hosts Marvin, Jess, and Hanh discuss the good pop in tv, books, digital media, and more that gets them through their days.



KOREAN DRAMA PODCAST

The *Korean Drama* rewatch podcast for people who DON'T watch Korean dramas.



SATURDAY SCHOOL PODCAST

Covering Asian American Arts and Entertainment and teaching unwilling children about Asian American pop culture.

“We wanted to find a way to really create content that wasn’t there already.”



UNDER THE RADAR

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



WARDROBE CRISIS

Launched in 2017, this chart-topping and industry-penetrating podcast that seeks to “*decode the fashion industry*” is hosted by Sydney, Australia-based Clare Press. Consumerism, activism, creativity, and more are all explored with a mindset that “*Fashion touches everyone.*”

With an outstanding host and industry pioneer who served as the first-ever sustainability editor for *Vogue Magazine (Vogue Australia 2018-2021)*, the show is based on and named after Clare’s book, *Wardrobe Crisis – How We Went from Sunday Best to Fast Fashion*,



named one of the “*Best Books of 2016*” by *The Age*. With nearly 150 episodes, a global audience, and over a million downloads, this show is taking a serious look at the way fashion impacts our environment.

Wardrobe Crisis features interviews with fashion industry leaders, supermodels, runway stars, activists, economists, and emerging designers and topics like plastic pollution, climate change, fair labor practices, and the future of fashion. Listeners can actively participate through a robust platform that includes access to a club and an online academy dedicated to sustainability education.

With a background in journalism, Clare’s show is well-crafted both in terms of content and production quality. If you are wearing clothes and concerned about the impact your clothing purchases, manufacturing, designing, and disposal is having on the environment as well as on your own health and well-being, get educated... take the time to binge-listen to this podcast. 🎧

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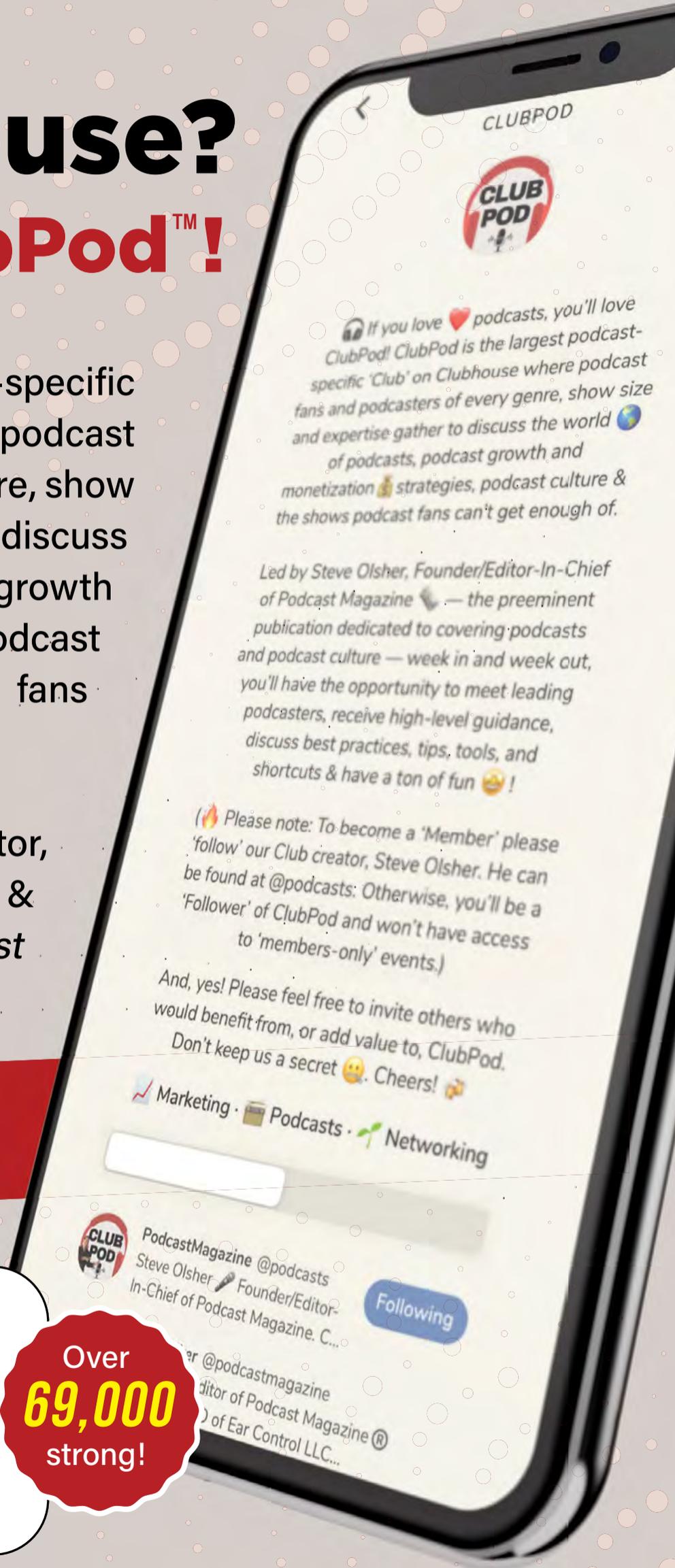
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THE RED ST IS HISTORY

Tom Holland & Dominic Sandbrook: The Professionals



Many history podcasters are keen amateurs who have turned their pastime into a way of life. Yet despite being novices in the podcasting medium, Tom Holland and Dominic Sandbrook are well-regarded, popular, professional historians with hefty bibliographies and multiple appearances on TV and radio in the UK.

Tom is an expert in ancient times and has written about Persians, Greeks, and Romans as well as the histories of both Islam and Christianity, whereas Dominic is a contemporary historian and writes mostly about Britain post 1950s.

However, both admit to not having been plugged into podcasts and podcasting as a format before starting their own. In fact, the only podcast that Tom knew of was his brother's—*We Have Ways of Making*

You Talk. This is an immensely successful World War II podcast that James Holland, a prolific author on the war, presents with UK comedian Al Murray, well known for his “Pub Landlord” act.

Watching his brother consistently rush off to record yet another episode, Tom began taking interest in the medium. Then, James’s production team approached Tom about hosting a podcast, possibly on the Ancient World. In discussion with the production company, though, they decided it would be more interesting to focus on the whole sweep of history rather than just Ancient History.

At that point, Dominic, with his knowledge of recent history, immediately became the obvious candidate for co-host. Though Dominic claims that “50 other people

turned [Tom] down” before landing this show, Tom denies it. He points to Dominic’s reviews of history books for the *Sunday Times* newspaper, saying he “*knows quite a bit about a lot, which seems to be what you need for podcasting.*”

The pair has since discovered just what podcasts have that other formats, such as television or books, don’t:

“It’s freedom,” answers Dominic. Tom agrees, explaining how even while planning the podcast, they realized how liberating the format could be.

Having both done a lot of radio, Dominic says there is something constricting about the medium. But with podcasts, says Tom, *“You can follow your own whim and see what works.”* Dominic adds, *“You don’t have someone looking over your shoulder.”*

When they first started, the production company gave them ideas and even scripted some of the episodes. But they

soon stepped back and let Tom and Dominic take the show the way it seemed to naturally gravitate.

As Tom puts it, *“The lack of format became the format.”*

It also allows them to approach history in different, fun ways. During the recent football (soccer) European Cup, they did a series of episodes discussing the history of the relationship between England and their various opponents, including Germany and Italy. There was obviously plenty to discuss. They also do occasional “10 Best...” episodes, which currently includes “The 10 Best Eunuchs in History” and the “The 10 Best Mistresses in History.”

To increase engagement and build relationships with their audience, production encouraged Tom and Dominic to get active on Twitter. This was no problem for Tom, as he has



“I don’t feel like it is the ‘Ancient guy’ and the ‘Modern guy.’ We are both completely happy to go way off our own terrain.”

The Rest is History co-hosts Tom Holland (left) and Dominic Sandbrook



always been engaged on the platform. For Dominic, it was a different story—his social media activity is a result of the condition required to do the podcast. Both encourage audience interaction and will often include questions from “*friends of the show*,” though they reserve the right to ignore them if they so choose.

Thanks to social media, the connection they have with their audience provides them with real-time feedback on their show, as well. In fact, Tom says that the audience structures a lot of elements of the podcast—particularly, the running gags. They admit to acting up to their podcast personas, too, in which “*Tom is the metropolitan fop, and I am the horny-handed man of the people. The listeners*

know that that is complete balderdash, but they enjoy the pretense.”

“*When you start a podcast, by definition, you are screaming into a void,*” says Dominic. So, connecting with their audience the way they have has been an unexpected bonus.

Though the podcast now takes up more time than they might have envisaged, they obviously both enjoy the experience of working together to create the show.

“*Our sense of humor is quite similar,*” says Dominic, yet there’s enough contrast to be entertaining, as well.

Contrary to many historians, Tom and Dominic are both happy to go out of their

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comfort zone. As Dominic puts it, *“I don’t feel like we are the ‘Ancient guy’ and the ‘Modern guy.’ We are both completely happy to go way off our own terrain.”* Tom agrees and cites the example of the episode they did on the French Revolution, a topic that is not from either of their eras, as being an exhilarating experience. *“It was a good episode that could have been a calamitous episode.”*

When it comes to their own topics, they like to take their time. Tom did a pair of episodes on Thermopylae and Salamis that didn’t reach Thermopylae until the second episode. So when they tackled Nixon, Dominic was determined to make sure that he got to Watergate in the first episode, which he just managed.

“When we do our own thing,” he said, *“it is more stressful. There is so much knowledge to pack into an hour.”*

They also break out of the format by having guests. They hope this means that

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WATERGATE



DECOLONISING AFRICA



HITLER, WITH IAN



KERSHAW



THE WORLD CUP OF GODS

they don’t end up boring the audience, but also, as Tom says, *“There are subjects that we are not qualified to do.”*

Tom talks of the privilege it is to be able to speak to people who are absolute experts in their fields, such as Marc Andreessen, inventor of the web browser, talking about Silicon Valley. It is a privilege for the listener, as well, to spend time with these two historians who are quite obviously having a great time talking about things they find fascinating. 🗣️



History Category Directors

Luke Baxter & Roifield Brown
history@podcastmagazine.com
The Things That Made England 🎧



UNDER THE RADAR

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



CONFLICTED: A HISTORY PODCAST

As the name suggests, this is a podcast that looks at conflicts. This does not necessarily mean wars; as the tagline claims, it attempts to untangle history's greatest controversies.

A good example of this controversial approach is the two largely sympathetic episodes on Admiral Yamamoto, the architect of Pearl Harbor—at one-time, America's most hated man. Listeners hear about Yamamoto the man, who had a great love for the U.S.



Other topics that have been covered are the Sunni-Shia Split, the wars between Israel and her Arab neighbors, and the Marquis de Sade.

Host Zach Cornwell has a warm voice that is a pleasure to listen to. His greatest talent is in really bringing historical figures to life—even someone as distant as Aisha, the favorite wife of the Prophet Muhammed. Zach turns her into a living, breathing person whose motivations suddenly become understandable.

A recent series about the Soviet-Afghan War was a tour de force about the country that is in the news so much. It describes what has essentially been an everlasting war since the 1970s and the background that helps explain how Afghanistan has reached the point it is at today.

Conflicted has been running since 2019 and is certainly one to catch up on and follow in the future. 🎧



Podcast Magazine 
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Twitter: Podcast Audience Builder

 12K  12K  12K 

Do you tune out as soon as you hear the words “social media strategy”?

Everyone has an idea for using social media to grow their audience, brand, business, etc., and they always include terms and advice like “engagement,” “daily posts,” “Be authentic,” “Include a photo,” and “Make sure you are posting when your audience is online.”

You’ve heard all that.

Today’s lesson is one you can truly sink your teeth into, understand how and why it works, and start using immediately.

We’re discussing two different strategies to use on Twitter... AND they’ll go hand in hand with whatever you’re already doing.

1. FINDING AND REACHING YOUR IDEAL LISTENER

Your goal as a podcaster is to get your show in front of as many people as possible, right? That’s the goal of every company, truly.

Some take it to extremes—they buy highway billboard space, advertise in the *NY Times*, or use Google’s AdWords network.

Each of these forms reach a much wider net than is necessary.

Highway billboards are great if your business is targeting people who drive on that particular road. Or if blanketed nationwide—a company like Pepsi gets lots of brand recognition that way.

The *NY Times* is a great medium if you’re trying to reach an older, business-focused audience.

And Google will place ads on pages all over the internet that feature the keywords you provided for Google to target.

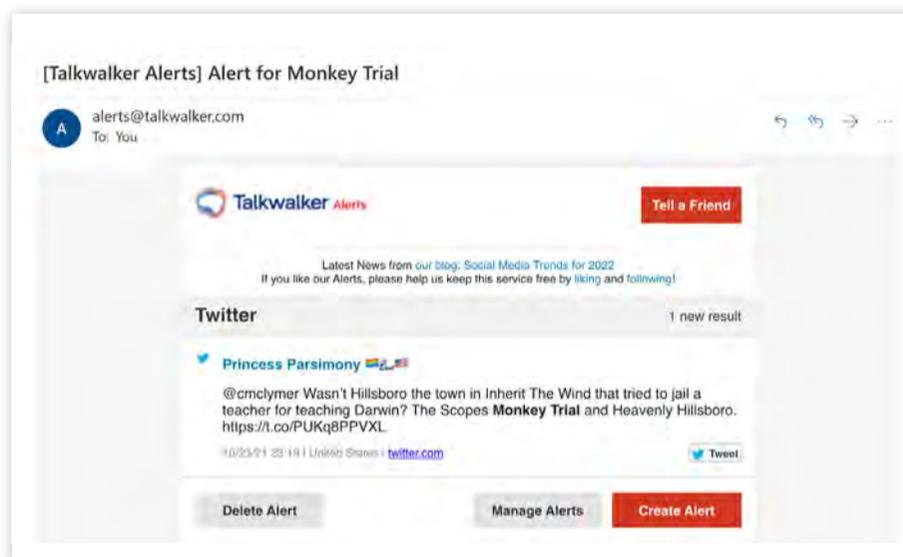
Each one of these is a broad attempt to reach a narrow segment. The problem is, finding one simple method to narrow your reach to only people who might listen to your show isn’t easy.

Twitter has 206 million daily active users who use words and images to convey ideas, have conversations, and just talk to the masses.

Unlike billboards, newspaper ads, and Google ads, there is a free service called “Talkwalker” that will track Twitter for

any word or phrase of your choosing and notify you about it immediately.

Tracing The Path is a 20th century history podcast that focuses on connecting events and people you wouldn’t expect. One of its episodes is about the 1925 Scopes Trial. Talkwalker notifies us whenever someone asks a question about that trial—like in the image below:



Clicking through to Twitter, you can then see another Twitter user’s response. *Tracing The Path* was able to be part of that conversation and even link to relevant episodes.



This largely one-on-one strategy would be further enhanced with relevant hashtags used in the tweets themselves.

2. FINDING AND REACHING YOUR IDEAL PROMOTION PARTNERS

There's a good chance you mention people, places, companies, and products in your podcast. And there's no real reason you shouldn't tweet those with a vested interest in such things.

But in and of itself, a tweet is observed for just a moment in time. And for most companies, the person in charge of social media changes pretty regularly, if not every day or by shift. A tweet answered by Rob might be responded to differently by Helen who sees it three hours later.

Therefore, what if you could reach the people, places, and companies multiple times... perhaps until they take notice?

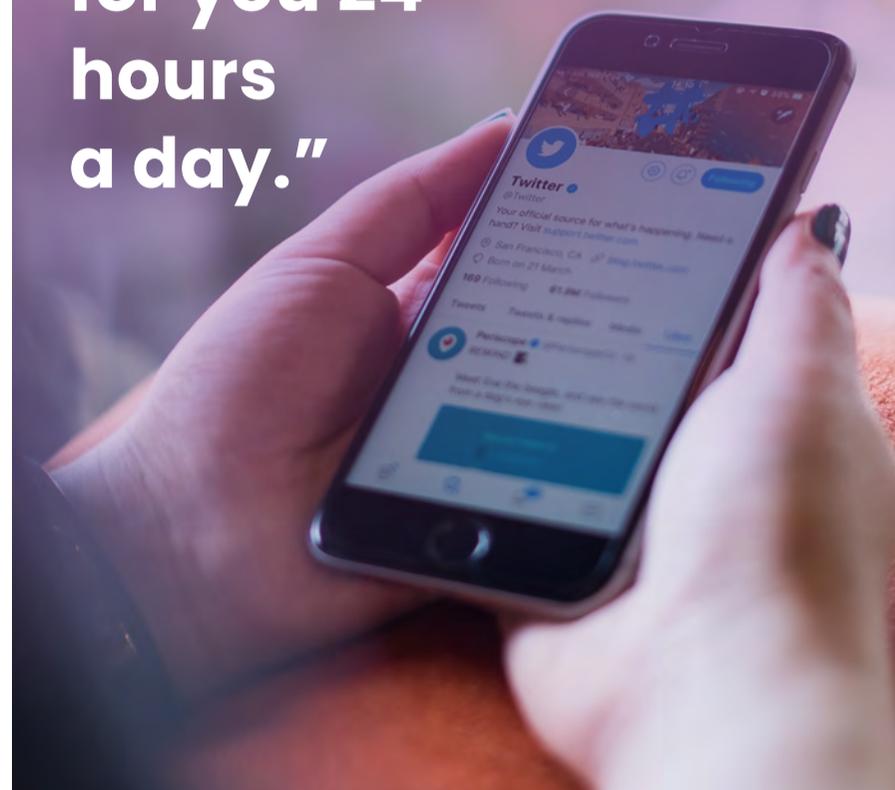
Well, you can, thanks to a variety of services like eClincher, which will send a single tweet out on your behalf multiple times at whatever time interval you choose.

If one was to tweet “@Pepsi is the greatest soda ever. We talk about their history in the latest episode here (link),” and it went out every two months, would Pepsi be sad?

What are the chances they'd share it the first time they see it? What are the chances they'd share it if they see it multiple times?

If you were to do this for every episode, perhaps six different mentions per episode, then you might add 24 productive

**“Pretty soon,
your Twitter
account can
be working
for you 24
hours
a day.”**



tweets to your automated queue every month. If yours is a daily podcast, perhaps 120 every month.

Five months from now, your Twitter account will be a Tweeting machine, tagging relevant companies, people, places, and products and using relevant hashtags.

But don't let your mind convince you that this is a “small” idea.

If you mentioned @Pepsi in your podcast episode, think of how many entities you could tweet that have a vested interest in Pepsi. Bottlers, distributors, museums, collectors... what about the beverage associations? Conferences? Trade shows? How about specific people in the marketing

and public relations at Pepsi? What about ALCOA, which provides the aluminum for all the cans?

If you truly take note of everything you mention in each episode, you will likely be able to come up with 50–100 tweets per episode that could be automated every month, every three months, every December... whatever makes the most sense for the person.

And if each tweet was celebratory, the recipients would not only be excited to see that you tweeted about them again, but they might one day ponder how you can help them reach even more people.

Using *Tracing the Path* again for example, one episode highlights the incredible role Ripley’s had in the “Star-Spangled Banner” being our national anthem. The screenshot below shows a tweet to Ripley’s editor to let her know of the honor.

Then, to let *Ripley’s Believe It or Not* know that we are still promoting them and that episode, they see this tweet in their feed every month:



Give these strategies a try (always with relevant hashtags and mentioning the people, places, and products you comment on in your show), and pretty soon, your Twitter account can be working for you 24 hours a day.

One more tip—make sure you’re visiting your Twitter account daily, so you can continue the conversations as they arise. And as mentioned in the beginning of this article, remember that a social media strategy starts with engagement, daily posts, being authentic, including a photo, and making sure you are posting when your audience is online.

All of that can happen when you start reaching out to the very people who will form your podcast community. 🗣️



And then the Editor replied:



The Professional Podcaster

Dan R Morris
propodcasters@podcastmagazine.com
TracingThePath 🎧

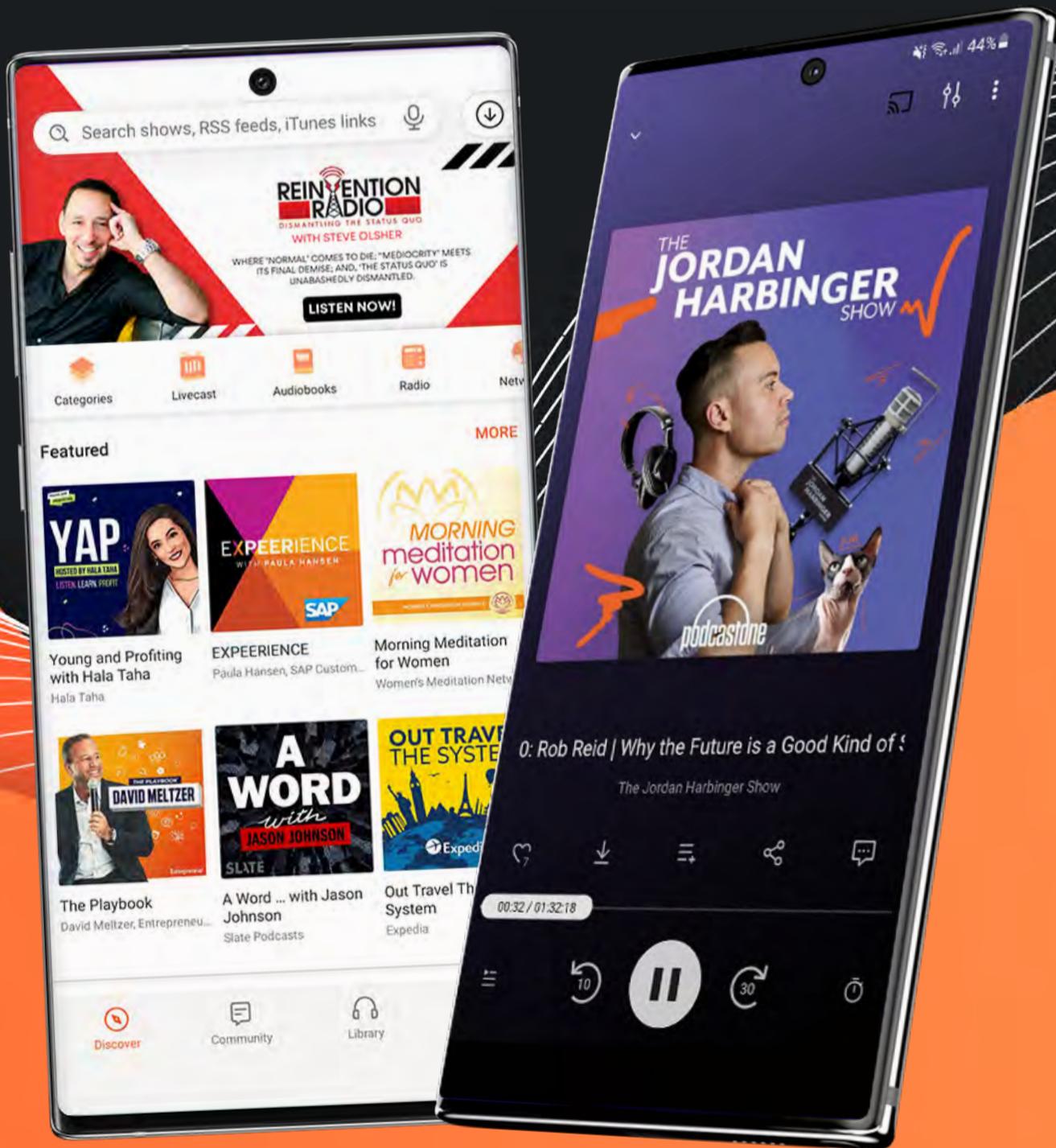


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¹Zoharab, Dave."Apple Podcasts vs. Spotify — Which is more popular?" Chartable, 21 Jan. 2020



TERRON BROOKS

Leading With His Heart

Terron Brooks is a singer-songwriter whose voice has been described by the *Los Angeles Times* as “smooth and soulful.” Ironically, he also has a knack for asking questions that reveal the heart and soul of some of entertainment’s biggest stars.

Guests who have already been featured on *Honest Answers with Terron Brooks* include Sheila E., LEON, Renée Elise Goldsberry, Rhona Bennett, Melinda Doolittle, and Crystal Lewis. And Terron has his sights set on Babyface, Toni Braxton, John Legend, and Smokey Robinson as ideal additions to this esteemed list.

He explained how the idea for the show came to fruition:

“I’ve learned that timing is key. It’s best to avoid forcing your plans. Just let things happen. I knew I wanted to do this podcast

four or five years ago, but I got scared.

“I don’t think I would have started it if it wasn’t for the pandemic. It has allowed us to pause; otherwise, I would have been in the throes of doing whatever I would normally do.

“Not only did I have time and less of an excuse, but I also found that a lot of celebrities were available in a way they weren’t before.”

Terron is humbled by his experience with the show. *“In my first season, when I didn’t really have a leg to stand on, it was amazing to have people like Sheila E. as guests.”*

A two-time NAACP Award nominee, Terron is determined to make the most of every day—a refreshing trait in a time of uncertainty. This Daniel Craig fan, who also loves anything Marvel, is happy that he can now enjoy theaters once again with



**“You have to
celebrate what you
bring to the table and
be more of who you
are, crazy or not.”**

his movie-loving family: Leilani, wife of 18 years, 14-year-old Andrew, and 10-year-old Taylor.

“Right now, we have what I call ‘a moment in the sun,’ because things are reopening. You have to be cautious, but you can still enjoy life. Take a moment in the sun, because you don’t know what life is going to bring. You don’t know if, tomorrow, there will be national shutdown.”

This native of Southern California has learned many lessons throughout his life and career.

“I almost lost my voice a couple of years ago. I underwent surgery because I had polyps on my throat, and I didn’t know if I would ever sing again. I healed, but in the process, I realized that my purpose is not singing or entertainment. It is inspiration. If I couldn’t do anything else, talking to people and encouraging them is what I would want to do.”

Terron readily credits those who have



influenced him at various stages of his journey. Michael Jackson tops the list because of his commitment to forging a unique path. *“Many of us are trying to change... to be somebody else... but there will never be another Michael Jackson.”*

Crystal Lewis has also been an inspiration to Terron. A firm believer in the importance of letting others know how they have helped change your life, he is grateful to have had the opportunity to share that with her on his show.

“I used to try to put myself in a box. I thought about what people would want. Crystal has a voice that is uniquely her own. She used to sing Christian music back in the day, and she is one of the first in that genre to have her own record label. She did her own thing and made sacrifices even when she didn’t know if anybody was watching.”

“You have to celebrate what you bring to the table and be more of who you are, crazy or not. There are people who encourage me to be more mysterious. They say I’m being too real... but I’ve been around too long to live my life the way someone else wants me to.”

Despite performing with artists like Stevie Wonder, Josh Groban, David Foster, Randy Jackson, Stephanie Mills, Peter Cetera, Lizz Wright, Yolanda Adams, Sheila E., and One Republic, Terron doesn’t let his achievements go to his head.

His talents have extended to television, too—Terron played the role of Eddie Kendricks on the Emmy Award-winning NBC mini-series *The Temptations*. On set, LEON made a lasting impression on Terron.

“LEON seems mysterious, but in fact, he is gracious, kind, and open. He said, ‘In order for everyone to be great, you



← **LEANING IN TO YOUR GIFTS**

Although Terron started out singing, he believes his larger purpose is to inspire others to pursue their dreams

Inset photo credit: JoshReiss.com Photography



“Right now, we have what I call ‘a moment in the sun.’”

elevate the situation. You don’t just say, ‘Oh well, I’m gonna be great.’ *While we were filming, LEON helped me see the greatness inside of me and showed me how to relax when we were doing the scenes, so I didn’t get in my head and dwell on the fact that he’s a star.”*

Honest Answers with Terron Brooks allows listeners to get a behind-the-scenes listen to the candid conversations between Terron and stars like LEON as they go deep.

What’s more, a strong spiritual sentiment often emerges:

“It has become clear that many of my guests view themselves as spiritual beings... not just human beings who do what we do. Every guest has organically talked about his or her faith,” Terron revealed.

He described how it feels to speak from the heart and invite his guests to do the same:

“It feels purposeful. Beyond wearing

different hats, as some other artists do, I want every endeavor to be an extension of what I do. I’m always listening. That’s how you discover your purpose. I want to inspire, whether through film or song. If it’s inspiring, I’ll do it.”

For aspiring podcasters, Terron had a piece of advice to share. *“Trust that you are enough, and there is a specific lane just for you. Lean into that lane, and bring that to the podcast world. Just start it, but don’t force anything. Make sure you’re enjoying what you’re doing, yet don’t be afraid to pivot. Good things will come to you.”*

It is clear that Terron Brooks loves the journey of expressing his authentic self and encouraging his listeners to do the same. Check out *Honest Answers* to “reconnect to the soul,” and be sure to watch for Terron’s new album, *The Soul Of Broadway Deluxe*, in early February, 2022. 🎧



Music Category Director

Raven Blair Glover
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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



OK JAZZ

It's such a pleasure to stumble across a rare-find podcast with unique charm—the *OK Jazz* podcast is one of them.

It's your destination for American music as well as new releases from Japan, Italy, South Africa, India, and even South Korea. Keep an ear out for Congolese classics, as well! It's also sprinkled with jazz/dub/funk from Cuba and Puerto Rico. One of most eclectic-yet-cohesive podcasts around, it combines jazz, soul, world music, and other genres from



around the globe, including samba, MPB, rai, cumbia, minyo, soukous, and reggae.

Hosted by longtime Japan resident Mr. OK Jazz of kol-radio.com and tokyojazzsite.com, each episode feels like a warm, friendly chat. A freelance music writer, Mr. OK Jazz seems to have a penchant for exploring and sharing jazz bars and cafes that can be found around the Tokyo and Yokohama areas.

Well-loved bluesy/jazzy singers have a special place on this podcast, from Joan Armatrading to Etta James, and the host treats us to fascinating tidbits about their lives. He even pays tribute to dearly departed musical legends like Lee Perry, Victor Uwaifo, and Charlie Watts.

You may never have wondered what the Japanese jazz scene is like, but once you start listening to *OK Jazz* and take in the wide musical variety it offers, you'll keep coming back for more! 🎧



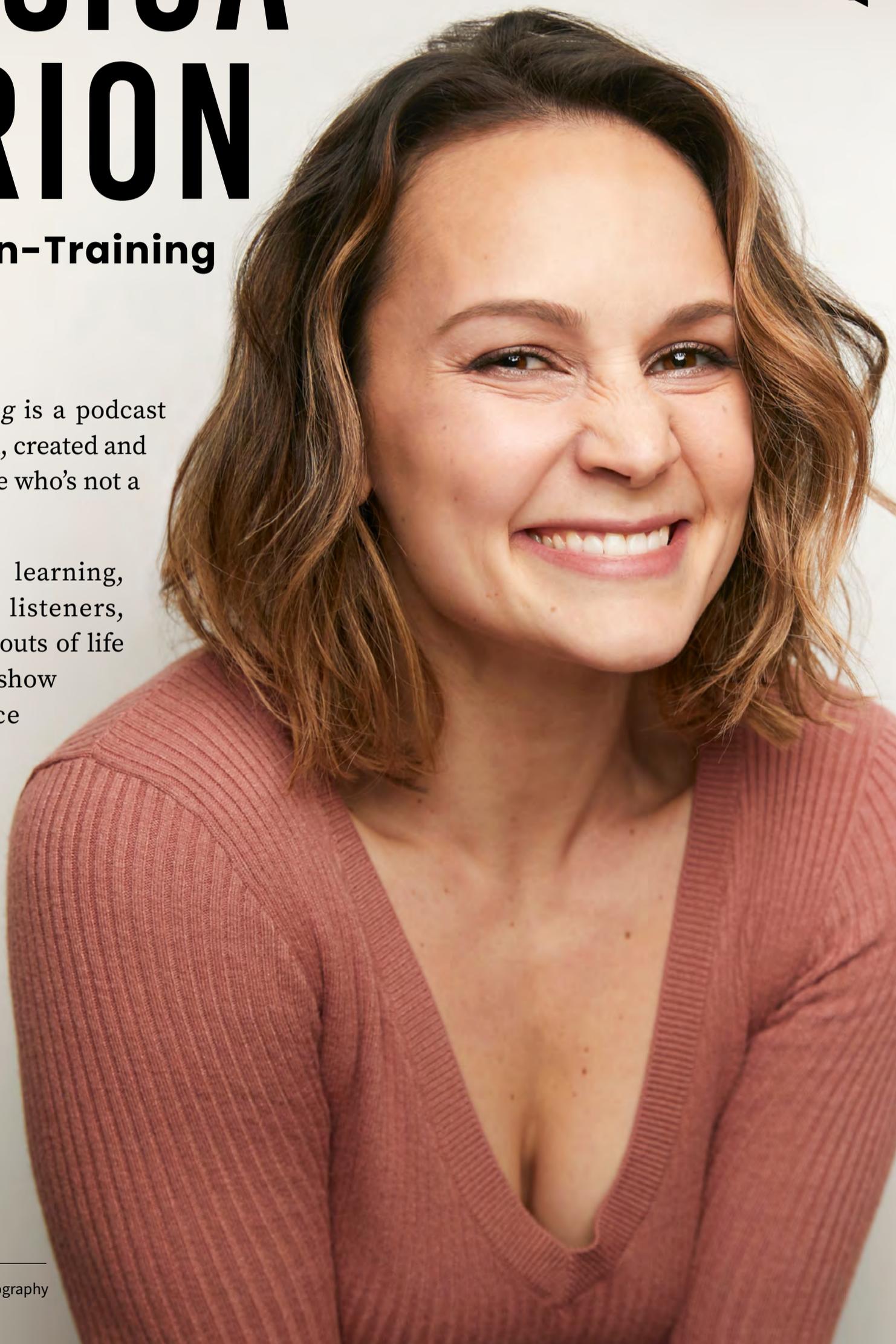
JESSICA LORION

A Mama-In-Training

Mamas in Training is a podcast about motherhood, created and hosted by someone who's not a mom!

Jessica Lorion is learning, along with her listeners, about the ins and outs of life as a mother. The show provides a space where aspiring and expecting moms can come for guidance and a sense of community with moms who've been there.

As an actor in New York City, Jessica is used to an ebb and flow of





work. During one of those ebbs, she began looking for a creative project in which to invest her positive energy.

It just so happened that at that time, most of her friends were on their own motherhood journey, either becoming pregnant or giving birth. Jessica recalled:

“I felt like I was surrounded by conversations about motherhood, and I was a bit of a birth story junkie. When I visited one of my closest friends two weeks after she had given birth, she spoke about how lonely she felt while pumping, breastfeeding, and doing other new-mom tasks. That’s when the idea for my own podcast was born.”

“I was an avid podcast listener, and my friends and I were talking a lot about podcasts already. I realized that often, when you’re not yet a mom, you don’t feel like you can hang with the other moms, because you don’t have a shared experience. You can say, ‘Oh, I understand,’ but you don’t, really.”

Jessica decided that she would interview women about their journeys into motherhood. That way, women who were currently pumping, breastfeeding, or doing any of the other myriad tasks associated with motherhood could listen, know they’re not alone, and therefore feel less isolated.

“The show was initially called ‘The Pumping Podcast,’ but the pandemic led me to get better aligned with my true purpose. I felt the stories of aspiring

MAMAS IN TRAINING

Guests have included:



Episode 67: Neferteri Plessy from *Single Moms Planet*



Episode 94: Heidi Murkhoff, author of *What to Expect When You’re Expecting*



Episode 87: Nikki Bergen, an expert pregnancy and postpartum trainer and the Creator of The Belle Method and The Bump Method Inc.

moms, like me, were missing from the conversations.

“I used to refer to myself as a ‘mom-in-training,’ and after completing a podcast accelerator program, I rebranded the

show with the name Mamas in Training. Since then, the focus has shifted to aspiring future moms like me, expecting moms who are in the thick of pregnancy, and brand-new moms who are at home alone, trying to figure everything out. The idea is that we can all learn about motherhood together. I typically feature moms and motherhood experts who can tell us what they wish they had known when they were pregnant, so aspiring moms can get valuable insight in advance, thereby avoiding stress around the unknown.”

Jessica’s own motherhood journey has been delayed by an autoimmune disease.

“The podcast quickly became a passion as well as a healthy outlet for me to focus my energy. If I could have been a mom years ago, I would have. In the meantime, the show is a positive project I can pour my energy into during this time of waiting, and I can help other women in the process.

“I would never wish any sort of disease, much less an autoimmune disease on anyone, but it has dawned on me that if I didn’t have this illness, I never would have created this podcast. When I think of what it has done for me and for other women based on the reviews and comments, it’s been an amazing blessing.”

As a result of her autoimmune journey, Jessica has come to see that women need to advocate for themselves.

“We have to speak up for what we’re feeling

“I realized that often, when you’re not yet a mom, you don’t feel like you can hang with the other moms, because you don’t have a shared experience.”





“The focus has shifted to... expecting moms who are in the thick of pregnancy, and brand-new moms who are at home alone, trying to figure everything out.”

and going through. I have encountered doctors who don't seem to believe what I tell them, so I've taken this whole journey into my own hands. I focus on my diet, control my stress levels, and use holistic techniques. I have been focusing on healing my body from the inside out, and it's working. I'm almost completely off my medication.”

This TV, film, and theatre artist describes herself as “an open book”:

“I love it when aspiring or expecting moms let me know what they need via email, direct message on Instagram or Facebook, or comments on YouTube. I asked every single one of my followers on Instagram what they are curious about or want to hear more about. That's how I curate my episodes. They are all based on the responses I get.”

Jessica is literally building a community.

“Across the show's 100 episodes, one of the top recommendations for aspiring and

expecting new moms, given by 90% of my guests, is having a community or support system. There's a Mamas in Training Facebook group, and I've also developed a premium membership, granting access to a monthly Zoom support circle, where we can have conversations with the podcast guests and create supportive relationships. There's information about this on the Mamas in Training website at mamasintraining.com/premium.”

Jessica Lorion is proving that a podcast can be more than a platform for sharing information. *Mamas in Training* has become a springboard for collaboration among experienced moms and expecting and aspiring mothers as they help one another along their heroic journeys. 🗣️



Kids & Family Category Director

Christine Franklyn

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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



KIDS' POETRY CLUB

“Let’s have some fun with things that rhyme. It’s poetry time!” The *Kids’ Poetry Club* podcast is just as fun and whimsical as its intro. If you ever thought poetry was boring, think again.

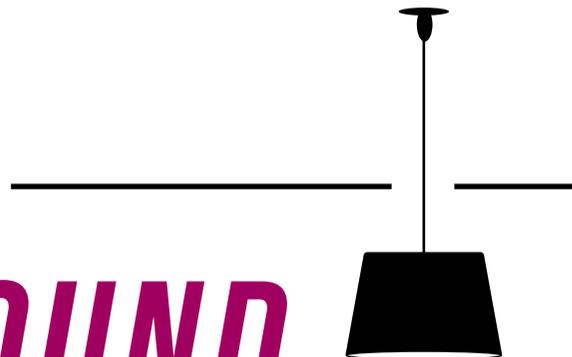
What do you think of when you see the title “The 80’s Party”? Retro music or costumes, maybe? Not so in the *Kids’ Poetry Club*. The episode bearing that title honed in on the advantages and challenges 80-year-olds may experience. That’s how you inspire kids to think outside the box!

On the podcast, we hear budding young poets reading their entries for *The Club’s* regular competitions, and Little Dazzy Donuts is the character responsible for sharing insights into what makes each poem work beautifully. From mint chocolate chip trees to galactic landscapes, the imagery is sure to captivate kids and grownups alike.

Each episode delivers a charming combination of stories, amusing interplay between characters, and easygoing conversations with knowledgeable adults. *The Club* comes to life every week thanks to carefully crafted characters like Queenie and her best friends: saxophone player Chicken, Hedgehog, who pays seasonal visits, and Shasta, a sheep who enjoys dancing and magic.

It is heartwarming to see that the *Kids’ Poetry Club* is a space where the ingenuity of both adult creators and young creatives can shine. Take a listen today! 🎧



The  

AROUND THE HOUSE[®] HOME IMPROVEMENT

Podcast 

Riddle this:

What do you get when you cross a 20+-year expert in the field of home renovation/kitchen and home design with a 20+-year expert in the field of healthy homes? Answer: the *Around the House[®] Home Improvement* podcast!

The hosts' partnership began when Caroline Blazovsky—or “Caroline B,” to listeners—reached out to Eric Goranson (Eric G) on social media. Eric had been hosting *Around the House* as a solo podcast for several years, and as the two built a relationship, Caroline was a guest on the show several times. Their friendship later evolved into a co-host relationship.

As Eric states, “*I decided I wanted to do something different, so I mixed things up a little bit. I mentioned to Caroline that I was looking for a co-host, and she goes, ‘Well, why not me?’ And that’s how we began. It was really that simple and very organic.*”

Like many others, the podcast started as a radio show—one with a rich history that dates back over 33 years. Eric became the show's fourth host about seven years ago and quickly realized the need for redesign.

“At that time, there were a lot of retired handymen doing home improvement shows. And you know, that’s really great for the 45- to 65-year-old homeowner, but there is this whole new generation of homeowners who don’t really relate to that. And, not throwing any shade at the previous host, but the music was even 1940s jazz. I’m like, ‘No, we’re going to rock and roll!’

“We’ve really geared things toward a younger audience. The ironic part is that we’ve actually kept most of our older audience. We’ve gained a lot of 30- to 45-year-old homeowners really just trying to figure this stuff out, because they didn’t have a great role model in their life to show them home improvement.”

Caroline’s background in radio also worked to her advantage. *“I thought I wanted to be an anchor or newscaster, but after interviewing one person and having to ask really hard questions—‘Your son just died on the gym floor. How do you feel?’—I was like, ‘Whoa. This is not me. I can’t do this... it’s just not happening.’”*

Instead, Caroline spent time after graduate school in an internship program with Howard Stern. After that, she started working in the Healthy Home industry.

“We want to do some deep dives but also have fun with musical guests and lifestyle trends.”

“I’ve been an environmental consultant for 22 years. So this kind of happened organically—this direction, anyway, simply because of what was going on in my real life. It’s crazy that Eric and I both started in radio, and then we both had Home Improvement careers for a very long time. Now, we’re back in podcasts and radio again,” says Caroline.

Interestingly enough for a home improvement podcast, the focus is not necessarily on home improvement. The goal for Eric and Caroline is to be more of a fun lifestyle show.

“When we book guests, we don’t want them reading a brochure to the audience. We want the funniest person in the organization who embodies the company’s passion. We don’t care about someone’s title. We want the fun guy—the one a company’s marketing department is nervous about putting on a show,” shares Eric.

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To illustrate the point, Eric and Caroline recently brought a guest on the show to discuss bathroom fans and funny connotations that go with that. Alongside that discussion was another around the guest's hobby—baking sourdough bread. In another instance, a guest came on to talk about water treatment who was also a knife connoisseur.

“We try to go beyond the corporate to get to who they really are,” says Caroline.

Future plans for the podcast include occasionally bringing in a live audience for more interaction.

“Caroline and I have a big goal—we don't want people just calling in and listening to us talk about fixing toilets and gutters for two hours. We want to do some deep dives but also have fun with musical guests and lifestyle trends. We really want to entertain,” laughs Eric.

Eric and Caroline's distinctive personalities and wealth of knowledge and experience makes the *Around the House* podcast an entertaining and educational playlist addition. Relax, listen to the music, and remodel your healthy home! 📍



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



THE SUGARCRAFT JUNKIES

What better time of year to review a podcast about sugar and bakers? From the home baker to the professional baker and everyone in between, this is for you if you'd enjoy a fun show full of hints and tips for baking.

This is a UK-based podcast hosted by two engaging professional bakers, Sam Hamer and Erica Fernando. While fun to listen to, it is also very educational.

Each monthly episode lasts an average of an

hour and is focused around a basic baking theme—from sustainability in baking to how to make a terrific buttercream. There is even an episode relating to Natasha's Law, which requires producers in the UK to list allergens in packaged foods. Clearly, this law affects the professional baker and how they label their products, as well.

This is a very niche podcast that teaches and entertains. The banter between the hosts really speaks to their friendship. While they don't always agree, even the disagreements add to the listener's enjoyment.

Since I'm metric-challenged (yes, I know it's based on 10 and supposedly easier), listening to the ingredients in grams and kilograms was challenging, but it didn't take away from the podcast at all for me.

So, grab your favorite cookie recipe, start the podcast, and enjoy! 🎧

Mind Body Spirit.fm

Going Beyond Conventional Approaches To Health

Mind Body Spirit.fm is a podcast network that expands the realms of what is typically covered in the health category.

The brainchild of Diane Ray, a radio professional with over 30 years of radio and podcasting experience, and Tina Williamson, a marketing and advertising professional and entrepreneur who loves to bring new ideas to market, this network is a labor of love that offers help to listeners on their journeys to spiritual, emotional, and physical wellness.

Tina explained, *“Coming from the ad agency world, I followed all forms of media and became amazed at the growth of podcasting. And yet its popularity makes complete sense, because it’s a medium that allows people to consume their favorite content anywhere at any time.*

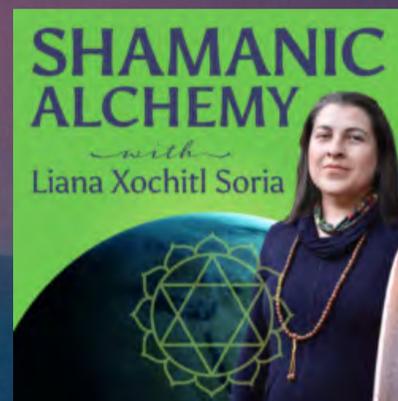
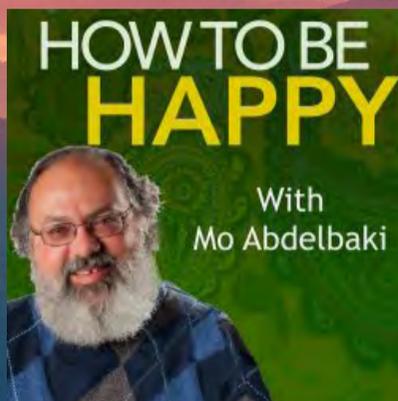
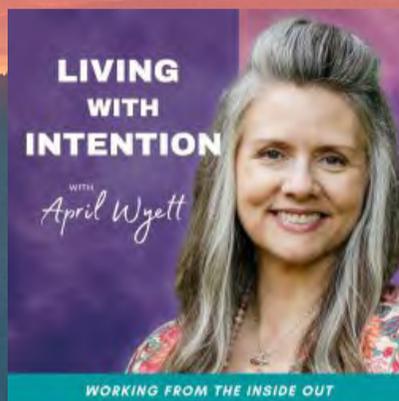
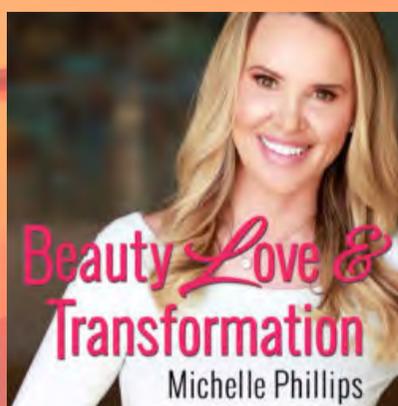
“Diane and I both love to follow people with content that can help others in a

variety of complementary ways. We found that categories on the major podcast platforms didn’t always reflect what we were looking for. For example, religion and spirituality are typically grouped together, yet spirituality is not always religious.

“On our network, there is a podcast called Shamanic Alchemy that is not anything like religion. The host, Liana Xochitl Soria, shows how you can unlock the use of energies within you for self-healing.

“This type of podcast belongs to the mind-body-spirit space, yet there’s no category called ‘Mind, Body, Spirit.’ However, there are conventions and groups that bring people with different mind-body-spirit modalities together at expos or conferences.”

After Diane and Tina created Mind Body Spirit.fm, they started attracting podcasters whose shows had great synergy.



“We recently added the podcast Dynamic Healing, which is hosted by David Hanscom, MD, who practiced complex orthopedic spine surgery for 32 years, and Les Aria, PhD, a pain psychologist who has been practicing for the past 18 years.”

These co-hosts have both dared to go off the beaten path.

Dr. Hanscom quit his practice in Seattle to share his insights into solving chronic pain, which evolved from his own 15-year battle with it, and his discovery that mental pain is the biggest issue.

Dr. Aria is one of the co-founders of RemedyPain.co, an online pain recovery program. He is also a board member for Curable, an app designed to help people with chronic pain by addressing the psychology of pain. He specializes in treating psychophysiological disorders, or persistent pain, and medically unexplained problems.

Through their podcast, listeners discover how their nervous system is a game-changer in the pain-recovery journey. They also learn science-backed mind-body skills to rewire their brain.

Tina added, *“A lot of doctors are recognizing what others have known for a while—that the mind and the body are one, and sometimes, you can be freed from chronic pain by looking at the mind.”*

“Another recent addition to the network is Living with Intention: Working from the Inside Out to Promote Well-Being, hosted by April Wyett. It’s all about the power of thought in the mind-body connection, helping you to unlock your potential to live a happier, healthier life. At first glance, it might not seem to fit into health and fitness, but it actually does.”

On Mind Body Spirit.fm, you’ll also find the shows *Heartcast: A Coach for Your*

Heart with Ed McShane and How to Be Happy with Mo Abdelbaki. The mission of both? To help listeners live with meaning, direction, and happiness.

Tina noted that the network also includes a mental health podcast. *“Hosts Helen Sneed and Valerie Milburn have overcome severe, chronic mental illnesses. They live in recovery and show how others can, too. When you listen to their podcast, you’ll hear them say that it’s like ripping the Band-Aid off your body. They openly share their personal experiences with self-injury, bouts of suicidal thoughts, and some of the drugs that doctors throw at mental illness.*

“Helen and Valerie have psychiatrists and social workers on the show, and through NAMI, the National Alliance on Mental Illness, they also have the opportunity to speak to judges and the police. They help everyone understand that oftentimes, a call to the police is in fact a cry for a social worker’s help. They explain the distinction. And they are living proof that people can heal themselves.”

Mind Body Spirit.fm is designed to be a one-stop resource for anyone looking for inspiration and advice to heal or improve their well-being in revolutionary ways. From *Angel Talk with Rachel Corpus* and the guided meditations on *All Aboard the Mediumship to Do Joy! with Lisa McCourt: The Vibration Elevation Podcast*, this network challenges preconceived notions about the path to living a healthy life.

Over the past 19 months, many people have been writing the next chapter of their



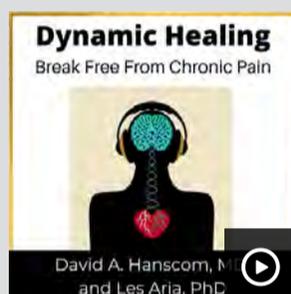
TINA

listens to



ANGEL TALK WITH RACHEL CORPUS

Learn how to tap into your own intuitive gifts and communicate back and forth with Spirit.



DYNAMIC HEALING

Dr. David Hanscom and Dr. Les Aria teach you how to unlock your body’s ability to heal and break free from chronic pain.



MENTAL HEALTH: HOPE AND RECOVERY

Helen Sneed and Valerie Milburn have fought and overcome severe chronic mental illnesses and offer an insider’s approach to mental health.

“A lot of doctors are recognizing what others have known for a while—that the mind and the body are one, and sometimes, you can be freed from chronic pain by looking at the mind.”

lives. The pandemic has driven home the reality that change is the one constant in life, and it has put the spotlight on the need to therefore handle it in a healthy way. The podcast *Second Acts with Joan Herrmann* is a timely addition to Mind Body Spirit.fm.

On the network, you'll also find *Beauty, Love & Transformation* with celebrity makeup artist and women's empowerment coach Michelle Phillips. She helps women have a healthy self-image by breaking free from the pressure to look 'perfect' in our media-driven culture.

Tina advocates a different way of looking at what really supports our health and well-being. "We've carefully curated this group of shows that work well together

to help people understand that health is not just about surgery or going to the doctor. Maybe one day on Apple Podcasts, instead of seeing 'Religion & Spirituality' and 'Health & Fitness,' we'll see 'Mind, Body, Spirit.'"

For anyone looking for healing or just needing to pause amid the busyness of everyday life, Mind Body Spirit.fm proves that wellness is not limited to physical health, because spiritual and mental health cannot be excluded from the equation. 🎧



Health & Fitness Category Director

Christine Franklyn

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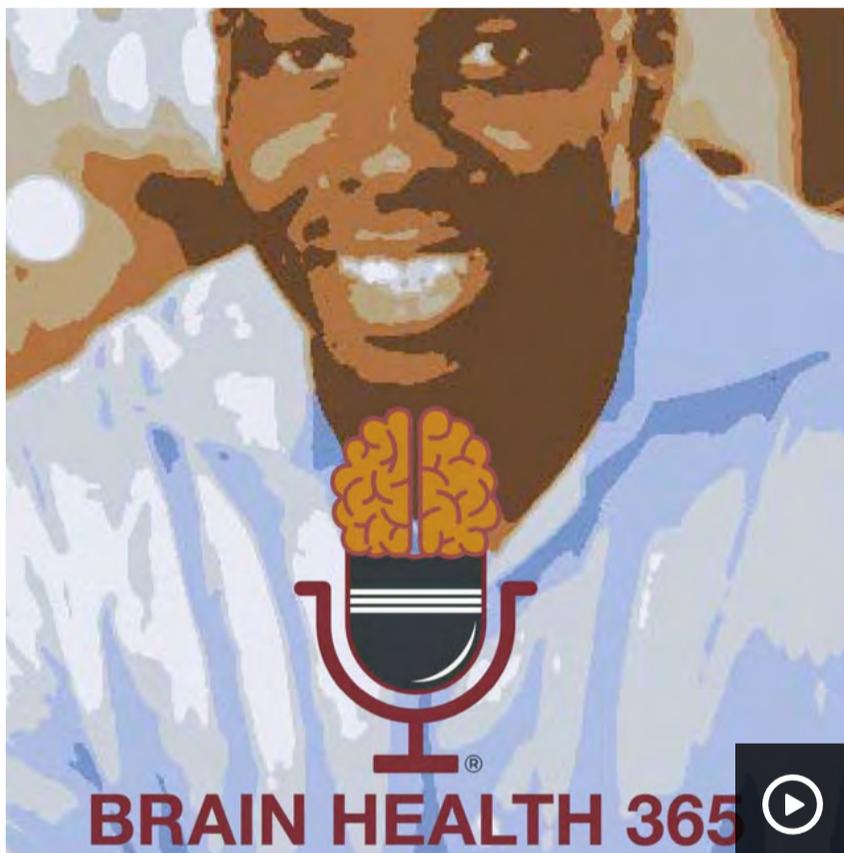


*Nielsen Q4 2020



UNDER THE RADAR

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



BRAIN HEALTH 365

It is refreshing to find a podcast about the brain that makes an important topic accessible to the average person. *Brain Health 365*, hosted by Brian Browne, a cognitive health expert, focuses on innovative, holistic, and integrative approaches.

Brian and the experts he interviews provide the tools and knowledge everyone needs to age well, “*whether you’re thirty-seven, fifty-seven, or eighty-seven.*”

Straightforward guidance is often just what we



need—like this statement from Brian during one episode: “*We treat sleep as if it’s one of the most disposable commodities...but science has proven that it is one of our most valuable.*”

From pregnancy and “mommy brain” to emotional resilience, embracing mortality, and music as medicine for the brain, the topics on this show delve into concerns shared by many.

What’s more, Brian and his guests don’t shy away from controversial topics. In a recent episode, he and Veronica Santarelli, CEO of Grassp Health, discuss the potential of using medical cannabis to help people living with Alzheimer’s and other forms of dementia. This conversation is sure to be of interest to families and caregivers who are feeling frustrated in their search for the right solutions to combat the behavioral disorders associated with dementia.

Brain Health 365 helps listeners think clearly about an aspect of health that we can’t take for granted. 🎧



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THE HOLIDAYS ARE UPON US... *Cue The Family Drama!*

— — — — —
**Sarah Geringer Opens
The Door For Healing
& Hope**
— — — — —

The Christmas tree brightly shines through the window, and the scent of roasting turkey wafts through the house. Presents sit under the tree. The table is set for guests, and soon, family will gather for a savory feast. When gifts are exchanged, the children will delight in their new acquisitions.



And it will *almost* seem like a normal Christmas.

But this holiday celebration isn't normal. There is one less place set at the table, and all feels... awkward. Because this year, there was a divorce in the family. And now, during a festive time usually filled with gratitude, a sense of loss lingers over every interaction.

Things will never be the same—including every holiday from this one on. The pain may dull over time, but it never truly goes away.

Divorce is an unwanted gift that keeps on giving.

According to the Center for Disease Control and Prevention, there will be about 750,000 divorces in the United States this year. While that number has declined over the last twenty years, the effects of divorce on children—including adult children—are undeniable and ongoing.

Sarah Geringer is raising awareness about the effects of divorce on adult children through her podcast, *Heart in a Drawer*.

Geringer's parents divorced when she was four years old. Thanks to her photographic memory, she vividly remembers how painful it was. Then, at 22, one of her parents divorced a second time. She thought she knew how to handle it. Instead, she went through ten years of hard, emotional work to fully process it.

"Being a child of divorce twice over, I think

it's the deepest wound I have," Geringer reflects.

Her parents' divorce changed many aspects of her life, including her living situation. Living in the basement of her grandparents' home meant having family around, but she had less time with her mom, who had to work more.

"I'm coming from a healed place," Geringer said. *"But I know there are so many people who are suffering from that wound of past trauma and don't recognize how it causes relationship problems."*

According to Geringer, holiday gatherings are often difficult due to the tension of unresolved family pain. Rather than acknowledging the issues head on, families try to forget about the pain altogether. *"For three hours, they can pretend that things are okay... and they're not,"* she says.

So, how should we (adult children of divorce) prepare for the inevitable (and

“One candle of hope we have as adult children of divorce is that we can set the tone with our own families.”



uncomfortable) tension this holiday season?

Geringer, author of *Transforming Your Thought Life*, recommends two courses of action:

First, set your own boundaries. For Geringer, everything changed when she and her husband decided not to play the Christmas ‘merry-go-round’ of holiday celebrations. The couple took control by implementing a schedule for seeing each side of the family on alternating years. It caused drama, yes... but Geringer says it was necessary to gain something else—essential time for her own family.

“One candle of hope we have as adult children of divorce is that we can set the tone with our own families,” Geringer said.

Second, practice meditation. Doing so can help shift your mindset into a healthier place. Geringer recommends Psalm 141:3: *“Set a guard over my mouth, Lord; keep watch over the door of my lips.”* She prays this passage while getting ready for the get-together and trusts God to let her know when to speak and when to be quiet.

“I know I’m going to step on a few mines along the way,” Geringer reflects. *“I’m just not going to let them destroy my holiday.”*

In 2020, Geringer felt led to start a podcast to help adult children of divorce learn these types of strategies. She wanted to create a resource for others on a similar healing journey as her own:

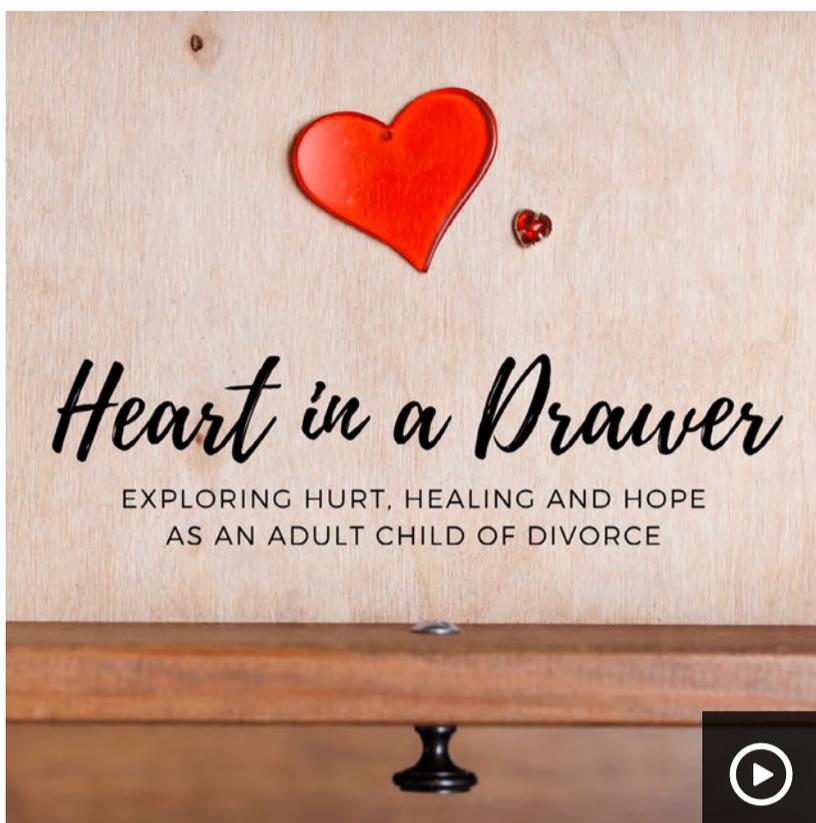
“I want to be the big sister who sits with you and says, ‘Yeah, I hate when that happens,’” she explains.

She called the show *Heart in a Drawer*. When asked about the unique name, Geringer tells the following story:

When faced with making a difficult decision about her relationship with a family member, she knew she needed to set some boundaries. She decided to take a picture of the family member down from her wall and place it in a drawer.

“As soon as I closed that drawer, I felt





that a piece of me was still inside,” she remembers. “We, as adult children of divorce, have a piece of our heart stuck in a drawer somewhere because we don’t want to look at it.”

The more she talks about the image, the more resonance she finds in other people’s experience, too.

Geringer’s goal is to bring hope to her audience—while it may be painful, there is healing.

“If we can get to the point of walking through the grief, we can get to the stages of acceptance, healing, and hope, so we can open that drawer back up and use that picture to pray for that person.” 🎧



**Religion & Spirituality
Category Director**

Eric Nevins

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Halfway There Podcast 🎧



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“ We, as adult children of divorce, have a piece of our heart stuck in a drawer somewhere because we don’t want to look at it.”



UNDER THE RADAR

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



THE 5 MINUTE DISCIPLESHIP PODCAST

When given the chance, I tend to avoid two kinds of content: devotional and short.

The 5 Minute Discipleship Podcast by Loren Hicks is the exception to both rules. Now over 450 episodes, Hicks reliably publishes a daily challenge in five minutes.

Hicks is a pastor, which is why his show deserves to be highlighted.

The Christian category of podcasting is



afflicted with a glut of pastors who make podcasting the modern version of 1980s “tape ministry.” That is, they turn their sermons into podcast episodes as a way to recycle their content. These kinds of shows get few downloads, and deservedly so. They are made for an audience in an auditorium, not earbuds.

Hicks, on the other hand, is writing fresh content—or, taking what once may have been sermon points from his decades of ministry experience and turning them into new content. The effect is more like a radio segment than eavesdropping on a sermon not meant for the podcast audience.

As promised in the title, each episode is only five minutes long, and the production is top shelf.

Given the show’s brevity, one might wonder how much training can be gleaned. But that’s not the point. The short episodes function more like drops of water than a tsunami—both of which powerfully shape the landscape in their own unique ways. 🎧



SMASHING SECURITY AND PERSPECTIVES...

One Episode At A Time



Over the last several years, cybersecurity podcasts have been on the rise as threats have escalated around the world. No longer relegated to only those “in the know,” cybersecurity has become a relevant and ever-present aspect of the day-to-day consciousness of anyone who uses a device. And as smart devices creep into our homes via appliances, lightbulbs, doorbell cams, and even medical devices like pacemakers, the threat of a hack is everywhere.

Enter *Smashing Security*, a U.K.-based show that has taken on the world of podcasts and won. Having generated close to seven million downloads, this is not just a ‘geek-to-geek’ show. Rather, as host Graham Cluley says, “*It is a show for everyone, because cybersecurity affects geeks and non-geeks alike.*”

A massive fan of the show *Doctor Who*, Graham has a bit of the Doctor in him.



The TARDIS could almost be a metaphor for how vast the world of cybersecurity is and how small it seems to the outsider. (If you don't know what the TARDIS is, or Doctor Who, just Google it... or, email Graham, and he will gladly enlighten you.)

Graham and his co-host, Carole Theriault, have worked together in one capacity or another for over a decade. They also had a third co-host, Vanja Svajcer, for ten episodes, but he changed jobs, and the new company wanted oversight of the show in order for him to appear. Believe it or not, that happens frequently in the technology podcasting world.

After listening to the show, though, you probably would not be able to imagine a third host, because the banter between Graham and Carole and their insightful questioning of guests makes one feel as if there is no topic they cannot discuss thoroughly on their own.

Graham believes that *“people’s lives have a rhythm,”* and they want their show to become part of it. What does that mean exactly? They are consistent in the show’s recording and posting schedule, allowing them to fit into the life rhythms of their listeners. According to Graham, *“The lovely thing about podcasts is that you can listen to them while you’re doing anything—fixing the car, walking the dog, or doing the gardening.”*

For someone who works on the cutting edge of technology and threat prevention, you might be surprised to learn that Graham is a fan of retro TV... and not just the black-and-white reruns of the classic *Doctor Who*. In truth, Graham says he *“falls asleep”* when he goes to *“cinema today.”* All the action and CGI doesn’t keep his interest. For him, it is like *“watching a washing machine fight a dishwasher.”* He prefers *“the slow, nothing much*



“A show for everyone, because cybersecurity affects geeks and non-geeks alike.”

happening as a story builds” type of entertainment. Kind of like the podcast—the story builds, and you are not always sure which path the conversation will take. One fan described the show this way: “*It’s like one person is trying to tell a story, and the other two keep trying to derail it.*”

Originally, Carole was the one who wanted to start the podcast, but Graham was not interested. They had already done one, the *Sophos Security Podcast*, way back before podcasts really were what they are today, but they then left *Sophos* and started their own businesses, thereby ending the show. Flash forward to 2016, and with Google Hangouts came the award-winning *Smashing Security*. Graham quickly moved away from video and the live format, and now, they record and edit their episodes to drop every Wednesday at 7:00 p.m. EST. Those who support them on Patreon get the episode a few hours earlier.

Despite their millions of downloads, Graham is surprisingly humble. He is still the young man who learned to code by inputting code from magazines on a Sinclair ZX81 with 1k of memory “*and a rubbish keyboard*” that his dad brought home one day.

He later created a computer adventure game distributed for free via shareware on floppy disks in those same magazines. If players liked the game, they could send him a check for five or ten pounds in thanks, and he would offer help if they were stumped by



GRAHAM

listens to



DOCTOR WHO: TOBY HADOKE'S TIME TRAVELS

Four different *Doctor Who* podcasts from award-winning comedian Toby Hadoke.



ANOTHER KIND OF MIND: A DIFFERENT KIND OF BEATLES PODCAST

Collective of artists, musicians, and professionals who challenge established narratives about the band with irreverent commentary, educated criticism, and original, thought-provoking analysis.



PERFECT NIGHT IN

The podcast where guests discuss the perfect TV-watching night.

“**[I] prefer the slow, nothing much happening as a story builds.**”



the puzzles. Nowadays, inputting code from a magazine would end up on an episode of *Smashing Security* to detail how you can't trust a program just because it appears to be from a reputable source.

That game secured him his first tech job as the first Windows programmer of Dr. Solomon's Anti-Virus Toolkit. Dr. Alan Solomon was a fan of the game, so he sent him a check, some cheesy biscuits, and a note that said, "Love the games. If you want a job, call me." With that note, Graham's career in cybersecurity was launched.

What began as a love of programming, talking, classic TV, and the Beatles morphed into one of the top cybersecurity podcasts in the world. Yet Graham is still always shocked when fans reach out to say they're listening. He treasures every review, email, letter, and guest who agrees to be featured, and he has traveled and spoken around the world, meeting fans and exploring how alike yet different we all are.

"It's like one person is trying to tell a story, and the other two keep trying to derail it."

A lover of chess, he landed legend Garry Kasparov on the show twice and even got to play a game with him. Nope, he didn't win—which didn't matter, though—just being able to talk to someone he respects is what it is all about for Graham.

That and pure fun, that is. Graham is all about having fun while doing life. If something becomes a job or chore, he considers moving on.

With this being the December issue of *Podcast Magazine*[®], I can't think of a better gift to give yourself than having a listen to *Smashing Security*. Then, let Graham and his incredible co-host Carole know what you think. If you do reach out, expect a response back, because Graham is just that kind of host. 📢



Technology Category Director

Laura Steward

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It's All About the Questions 🎧



UNDER THE RADAR

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



WEIRD CHRISTMAS PODCAST

Not sure how this show gets to call themselves a “technology podcast,” but I decided to review it anyway, because for many in the world, December is all about Christmas... and Christmas means music, food, decorations, family gatherings, and doing things looped under the “tradition” blanket that we often have no clue as to where they started or why we do them.

Enter host Craig Kringle and his seasonal *Weird Christmas Podcast*. This is the show

you didn't know you wanted—and *that* is the power of podcasts. With episode topics ranging from “Christmas Pickles” to “Have yourself a Movie Little Christmas” and “Weird Christmas Food,” you'll find weird holiday-related facts and stories to explain traditions you might question and wonder why on Earth they ever got started to begin with.

Episode length is all over the place, ranging from seven minutes to almost two hours, which makes it hard to plan for a listen. From one episode to the next, you can expect unexpected guests, like Cambridge scholars (EP 16), medievalists (EP 24), and even authors, weird food experts, movie reviewers, and of course, experts on Santa Claus!

Nothing about technology in this review, but my gift to you and to the host of this show (that doesn't really belong in the category) is an unexpected recommendation of a weird show about the holiday season. 🎁



'Fan Girl'

TRACY SANDLER

**Creating Content
Catered To
Women Who
Love Sports**



Tracy Sandler is the founder and CEO of Fangirl Sports Network and *The Tracy Sandler Show*.

Growing up in a “*sports family*,” Tracy has always had a love of athletics.

“I’ve been a sports fan since I was a little girl,” she said. *“One day, a female family friend of ours told me I was the Laker’s good luck charm, because I was in the room when they started winning. That’s when I got really into sports.”*

When it came time for college, Tracy wanted the “*full college experience*,” ultimately choosing a school that had a robust sports program and was far from home—the University of Michigan. She studied English Literature and began writing sports for *The Michigan Daily*. She also interned at Fox Sports during her summer breaks and after school.

Later on in her career, Tracy was working at a political and philanthropic donor advising firm when she decided to start a blog about the San Francisco 49ers

just for fun. Within just a year, the 49ers began to credential her, and she's been creating content catered to women who love sports ever since.

"The blog was called 'The Trials and Tribulations of My Love-Hate Relationship with the San Francisco 49ers,'" said Tracy. "People read it... not a ton of people, but a lot. So, I decided to turn it into a business."

Tracy was determined to create a place for female fans to get content that spoke directly to them. She created a website, hired a professional to design a logo, and began writing during the week.

"There is nothing wrong with being a 'fan girl.' The best compliment I've gotten was from someone who said I took that phrase from having a somewhat negative connotation and turned it into a very positive connotation that empowers women who love sports," said Tracy.

Creating content that is catered to women entails going beyond the field. Tracy merges in lifestyle content, as well, highlighting athletes' work in the community.

She also hosts two podcasts: *Get My Job* highlights women in sports and their journeys, and *The Tracy Sandler Show* covers sports, related top headlines, and lifestyle.

"I think the goal in podcasting is for your listeners to feel like they are engaged in a conversation with the person you're interviewing," said Tracy. That's one of the reasons Tracy sends her guests a pre-interview questionnaire:

"There is nothing wrong with being a 'fan girl.'"



"Not for them to send back, but to give them an idea of the types of high-level questions I'm going to ask," Tracy explained. "I love podcasts. When I'm listening, I want to be engaged and feel like I'm learning something."

Through *The Tracy Sandler Show*, which has only been out for less than a week at the time of this writing, Tracy gets to play around with some new ideas—like asking her listeners what they want to hear her talk about and which questions they have, so she can answer them. From a research perspective, getting to know



the audience is essential for Tracy, as it gives her an idea of the type of content her listeners are looking for and makes them feel included and engaged. *“I want them to laugh and feel informed or inspired,”* she said.

She uses different platforms for different content, directing her audience toward certain social media sites to stay up to date on everything going on.

“On a game day, for instance, I drive people to my Instagram for the pre-game. During the game, I live-tweet the game, and post-game, I tweet the main points from the press conferences and videos. That also goes to my Instagram. I drive to different platforms for different areas because I know that’s what people like,” she said.

For Fangirl Sports Network, social media is everything. As a podcaster, Tracy feels it is so important for her viewers to be able to view and interact with her social

“I love podcasts.
When I’m listening,
I want to be
engaged and feel
like I’m learning
something.”

networks to get to know her, her point of view, and what she’s interested in. She also shares news about her upcoming shows and the topics she’s covering, further engaging her listeners.

As a successful writer, blogger, and podcaster, Tracy has found her niche in sports content for women. She truly understands how to engage her audience and run a successful network. 🎧



Sports Category Director

Neil Haley

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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



ACROSS THE POND GOLF PODCAST

The *Across The Pond Golf Podcast* with Sinead McGrath in Manchester and Logan Ryan in San Diego debuted in the top 10 in the UK and continues to grow there as well as in the U.S.

It is the golf fan's go-to show, covering all things golf—everything from the PGA and European Tours to the LPGA and big events like the Ryder Cup and Solheim Cup. Each week, they discuss news from around the



golfing world as guests drop in to share their perspectives.

Sinead is an amateur golfer who provides unique insight into the game, and her passion for the sport comes through each week. After discovering golf in 2019, Sinead became addicted and is now using social media as a means to grow the game (particularly for women) through engaging content. Logan Ryan is a PGA professional from San Diego with over 25 years of golf experience that includes working as a club professional and time spent working for a major manufacturer. Logan brings his experience as a player for many years to the show with his great breakdowns and knowledge of the history of golf. They also occasionally feature guests, like world top ten long driver professional Alex Phillips and collegian star and recently turned professional Ellie Skoog. 🎧

OFF THE CHARTS

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

DECEMBER 2021

ARTS

Method Podcast

GD



METHOD PODCAST FROM GOOGLE DESIGN

Hosted by: Travis Neilson

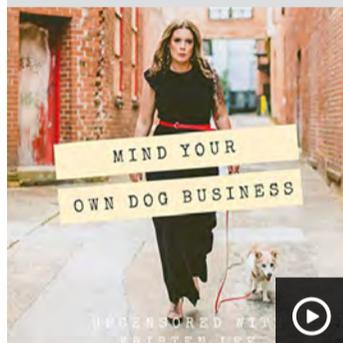
An exploration of product design, profiling designers from Google and exploring their design choices in the creation of technologies.

BUSINESS

MIND YOUR OWN DOG BUSINESS

Hosted by: Kristen Lee

A podcast focused on dog business entrepreneurs on being unapologetically successful and ready to disrupt their dog training and dog walking businesses.



COMEDY



CAN'T WAIT FOR CHRISTMAS

Hosted by: Tim Babb

Comedian Tim Babb hosts this year round celebration of all the little things that make Christmas so much fun. Hop aboard and take a sleigh ride down memory lane.

EDUCATION

THE CALM CHRISTMAS PODCAST

Hosted by: Beth Kempton

Bestselling author Beth Kempton shares soothing words from her favorite poets and writers, tips for a stress-free holiday season and advice for taking care of yourself.



FICTION



THE LOST CHRISTMAS PODCAST

Hosted by: Jeff

A dive into the characters, stories, traditions, food, and everything else surrounding the Christmas season all over the world.

GOVERNMENT



INSIDE THE FBI

Hosted by: The FBI

Inside the FBI highlights news, cases, and people from around the Bureau—in audio form.

HEALTH & FITNESS

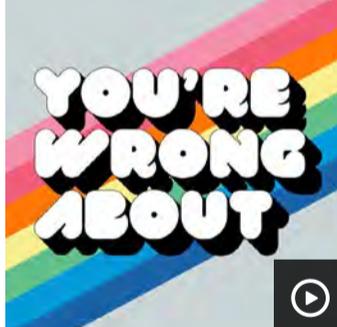
FED+FIT PODCAST

Hosted by: Cassy Joy Garcia

A weekly podcast about healthy living through nutrition, fitness, mindset, and other lifestyle habits.



HISTORY



YOU'RE WRONG ABOUT

Hosted by: Sarah Marshall & Mike Hobbes

This podcast is big—it really is topping the charts and deservedly so. The presenters have backgrounds in journalism and re-examine stories like OJ Simpson and Princess Diana.

KIDS & FAMILY

MYSTERY RECIPE

Hosted by: Molly Birnbaum

Get excited about cooking (and eating) by digging into the deliciously silly and unexpectedly educational sides of food.



LEISURE



FROM MY KITCHEN TABLE WITH JO PACKHAM

Hosted by: Jo Packham

Started by women creators, this takes crafters and creators on a journey from the art of creation to the business of creation.

OFF THE CHARTS

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

DECEMBER 2021

MUSIC



ONGOING HISTORY OF NEW MUSIC

Hosted by: Alan Cross

This show looks at the alt-rock universe to hip hop, and from artist profiles to various thematic explorations. It is Canada's most well-known music documentary.

NEWS

1A

Hosted by: NPR

1A is home to the national conversation. The show frames the best debates with great guests in ways to make you think, share and engage.



RELIGION & SPIRITUALITY



UNTANGLED FAITH

Hosted by: Amy Fritz

For anyone who wants to hold on to faith while untangling their journey from all that is not good or true.

SCIENCE

MAJORING IN EVERYTHING

Hosted by: Andrea Jones-Rooy, Ph.D.

This is a show for people who don't know what to do with their lives because they are interested in too many things, and especially things that seem unrelated.



SOCIETY AND CULTURE



CHRISTMAS PAST

Hosted by: Brian Earl

Christmas Past brings you year-round Christmas history, forgotten Christmas fiction, roundtables, interviews, and most of all, Christmas cheer.

SPORTS



THE RIC FLAIR SHOW

Hosted by: Ric Flair

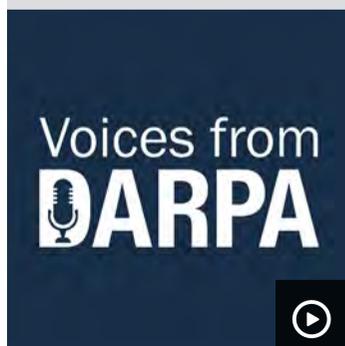
Join 16-time World Heavyweight Champion "The Nature Boy" Ric Flair® and Robert Flores as they talk wrestling and sports with some of the biggest names in the game!

TECHNOLOGY

VOICES FROM DARPA

Hosted by: Various Program Managers from DARPA

Learn the institutional know-how, visions, processes, and history that together make the "secret sauce" DARPA has been adding to the nation's innovation ecosystem for nearly 60 years.



TRUE CRIME



CRIME MOVIE CLUB

Hosted by: Rachel Fisher & Desi Jedeiken

Crime Movie Club is your place to talk about the creepiest and latest crime movies and documentaries you've been watching.

TV & FILM

FIVE TREE CHRISTMAS

Hosted by: Five Tree Christmas

5-minute cheesy Christmas movie reviews (and some bonus content too!).



EDITOR'S PICK

Merry Little Podcast of MyMerryChristmas.com



MERRY LITTLE PODCAST

Hosted by: Chris & Kris

An exploration of all things Christmas from the Internet's longest ongoing celebration of Christmas at MyMerryChristmas.com.

PODCAST MAGAZINE RECOMMENDS

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

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Stats-Hosting-PowerPress
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THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
1	-	SIPS, SUDS, & SMOKES One Tan Hand Productions
2	1	THE UPSIDE Callie & Jeff Dauler
3	4	PEAKY POD Mike Jenkins
4	2	CERTIFIED MAMA'S BOY Steve Kramer & Nancy
5	3	BK ON THE AIR Barry King
6	7	NECRONOMIPOD Dave, Ian & Mike
7	-	PICTURE THE SCENE Andrew & Rachael
8	8	KRAMER AND JESS UNCENSORED Steve & Jess
9	10	PROMISED LAND Ian Kehoe
10	6	NEXT ON THE TEE Chris Mascaroz
11	13	WAIT, WHAAAT? Elaine & Paula
12	12	THE MARRIAGE FIT PODCAST Alan Sanders & Susan Delmonico
13	9	THE NOSTALGIC PODBLAST Chance Bartels, Al Hardee & Tom Williams
14	11	THE BOX OFFICER PODCAST Mel McKay & Derek Zemrak
15	16	60MW PODCAST Dave Robinson & Others
16	-	HUDDLE UP WITH GUS Gus Frerotte
17	-	THURSDAY NIGHT TAILGATE Chris Mascaro
18	-	MOMS ON CALL Moms On Call & Twentytwo
19	14	CHEATIES Lace Larabee & Katherine Blanfod
20	-	THE LAST COMIC SHOP Andy Larson, Chad Smith & JA Scott
21	5	THE WILDER RIDE Alan Sanders & Walt Murray
22	17	UNETHICAL PODCAST Celeste Brown, Richard Steudle, Tali Hall & Kristy Lynn Janssen
23	-	DECODING SUCCESS PODCAST Matt Lebris
24	22	CRIME JUNKIE Ashley Flowers & Brit Peawat
25	25	SOUTHERN FRIED TRUE CRIME Erica Kelly

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
26	-	HAUNTED ROAD Amy Bruni
27	-	CREEPOLOGY Ryan and Becca
28	33	EXCUSE ME, THAT'S ILLEGAL Leroy luna
29	-	SIBLING TIES Shambra Holmon & Ernest Holmon
30	35	RADIO LABYRINTH Tim Andrews
31	26	THE BERT SHOW Bert, Kristin, Davi & Moe
32	-	BE SMART Jared Dillian
33	-	WHO'S DRIVING YOUR CAR Matthew McGlathery
34	39	WKRP-CAST Allen & Donna Stare
35	-	BASKING IN THE SHADE Josh & Kari
36	32	BIG MAD TRUE CRIME Heather Ashley
37	41	DEFENSE DIARIES Bob Motta
38	-	MY FAVORITE MURDER Karen & Georgia
39	-	TALKING GOLF GETAWAYS Mitch Laurance & Darin Bunch
40	-	TWISTED BRITAIN Bob & Ali
41	-	3RD & 3 PODCAST Jason Feirman
42	-	AROUND THE HOUSE Eric G & Caroline Blazovsky
43	-	DARK HISTORY Bailey Sarian
44	-	LAST PODCAST ON THE LEFT Marcus, Ben & Henry
45	-	MORBID: A TRUE CRIME PODCAST Ash & Alaina
46	-	THE MURDER SQUAD Billy Jensen & Paul Holes
47	20	NO GUILT MOM JoAnn Crohn
48	-	ON SCREEN & BEYOND Brian Zemrak
49	-	REAL AF PODCAST Andy Frisella
50	-	SINISTERHOOD Heather McKinney & Christie Wallace

PODCAST, BROADCAST, MIXCAST



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