

PODCAST MAGAZINE[®]

BEYOND THE MICROPHONE

SPECIAL
VETERANS
ISSUE!

DAVIDE G MARTINS
TURNING CHICKENS
& *BREAKING DISHES*

WARRIORS
LEADING
THE WAY
IN BUSINESS

ALI LEVINE

STRIPPED DOWN
TO EVERYTHING

MATT ST. JACK
ANIME HAS
SOMETHING FOR
EVERYONE

THE *END OF*
POINTLESS
MEETINGS

CO-HOST OF ARMCHAIR EXPERT

MONICA PADMAN

CAPTURING UNIQUE MOMENTS & *HUMAN TRUTHS*

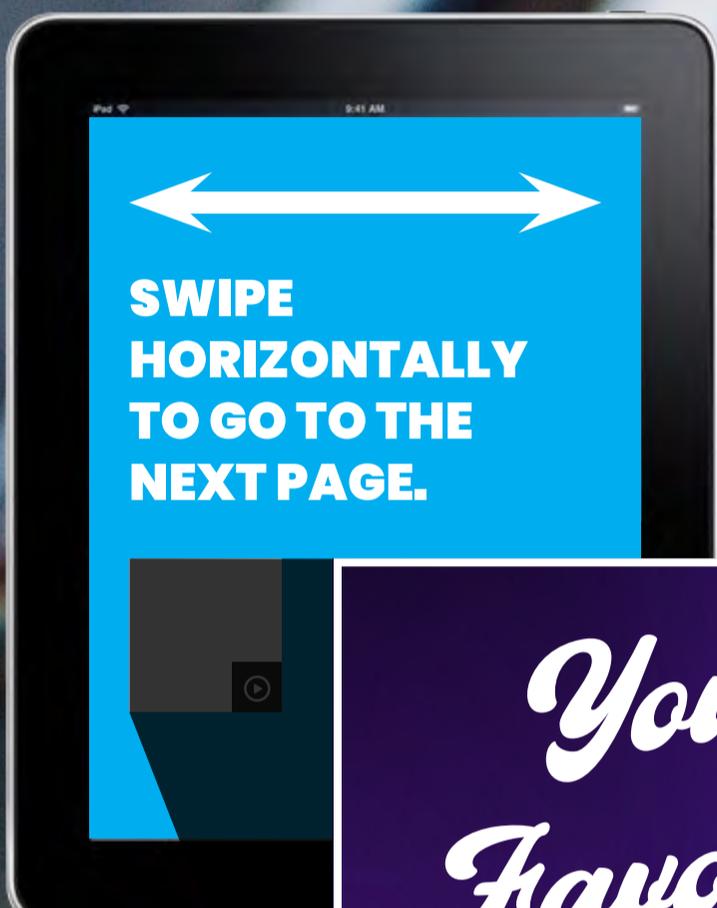
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*I really love
being part of
the podcast
culture.*



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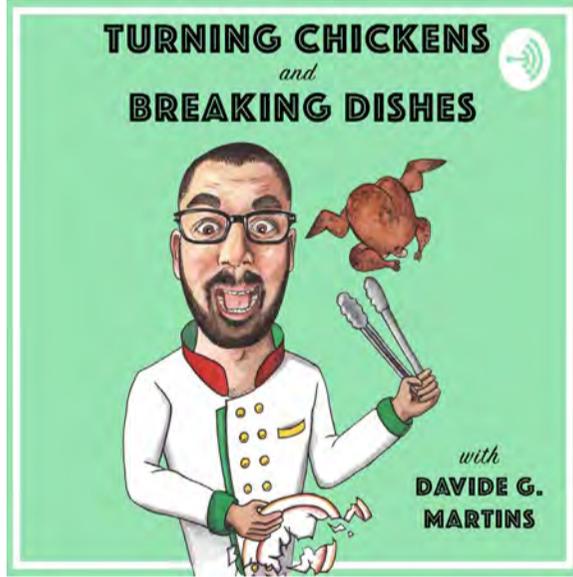
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Stripped down to
everything



Photo:
Michael Bezjian

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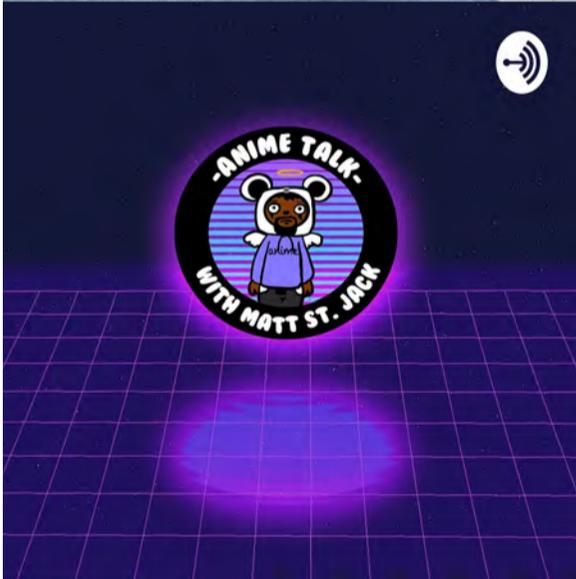
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THE PROFESSIONAL PODCASTER

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

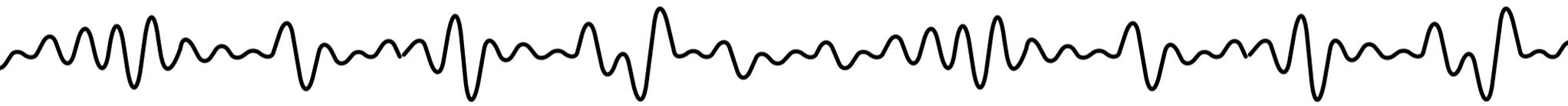
PODCAST MAGAZINE'S HOT 50

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



STEVE OLSHER
Founder/Editor-in-Chief

FROM THE EDITOR



Shiba Inu. NFTs. DAO. Tokenization. WEB3. Oh my!

Unless you've been completely off the grid over the last 90 days, it's impossible to have avoided hearing about the 'new world economy' we're all living in.

BTC, ETH, DOGE... and more.

How about having your OWN currency? Should you?

We do. It's called \$BOLD coin, and it trades on the Rally.io platform.

Why am I sharing this with you?

Because, if you're a podcaster, business owner, coach, author, or speaker,

you ABSOLUTELY need to consider creating your OWN economy—or at the very least, understand what this all means.

Can you imagine how your business (and your life) would change if you had your own currency?

Imagine having complete control over your own ecosystem from start to finish, including payments.

My inbox has been blowing up with questions about all of this as I'm knee-deep in the WEB3 world and have been for some time.

Why?

Because throughout my career, I've been spot on when it comes to recognizing BIG opportunities. As Wayne Gretzky said, *"I skate to where the puck is going, not where it has been."*

For example, in 1993, I implored everyone who would listen to launch an e-commerce store on either America Online or CompuServe.

In 1995, I implored everyone who would listen to launch their own website.

In 2001, I implored everyone who would listen to build their real estate portfolio.

In 2009, and again in 2017, I implored everyone who would listen to get involved with podcasts.

And now, in late 2021, I am imploring everyone who reads this to pursue the world of WEB3.

Mark my words: this (meaning, NFTs, DAO, creator coins, crypto currency, and tokenization) ISN'T a fad.

Everything is shifting—you will be either at the forefront of this move and actively playing (and winning), or watching it happen and playing catch-up.

I just invested BIG time in an opportunity to learn from one of the leaders in WEB3 what precisely to do as the industry evolves further.

To share what I learn (and know) with you, I'm hosting several live trainings starting the week of November 15.

There are two options for joining us:

"NFTs, DAO, creator coins, crypto currency, and tokenization ISN'T a fad."

1) Absolutely FREE for General Admission.

I'll share the recordings and notes from our live sessions, and you can watch at your leisure.

2) Join me LIVE as a VIP.

If you'd like to be on the Zoom sessions with me live and have an opportunity to ask your questions, etc., I'm asking you to make a small investment and play a bit in our ecosystem by purchasing 10 \$BOLD coins.

As mentioned, \$BOLD is our crypto currency and trades for ~ \$3.86 per coin on Rally.io as of this writing. (So, yes, to attend as a VIP, I'm asking you to dip your toe in the WEB3 water by investing \$38.)

To do so, go here: ClubPod.Club/coin, scroll down to "Active Campaigns," and choose the "LIVE WEB3 Training VIP" option.

Upon completion, email me (Steve@PodcastMagazine.com) and let me know your Rally username. When you do, I'll send you back 10 \$BOLD coins in return.

In other words, **you WON'T** come out of pocket whatsoever.

And, yes, these are 100% YOUR coins to keep, and you can sell them any time.

If you have questions about this new world economy, as a VIP, I'll be able to answer 'em and help you personally.

Next step? Choose option #1 or #2 and email me (Steve@PodcastMagazine.com) with either "VIP" or "GA," so I know what you'd like to do.

We'll be getting together via Zoom the week of November 15.

I look forward to having you join us

and ushering you into this exciting new world.

STEVE OLSHER

@ThePodcastMag

P.S. TLDR? I'm sharing what I know and continue to learn about the evolving world of WEB3 with a small group of game changers who are committed to staying on top of what's now, what's new, and what's next.

If that's you, email me with either "VIP" or "GA" to let me know how you'd like to participate.

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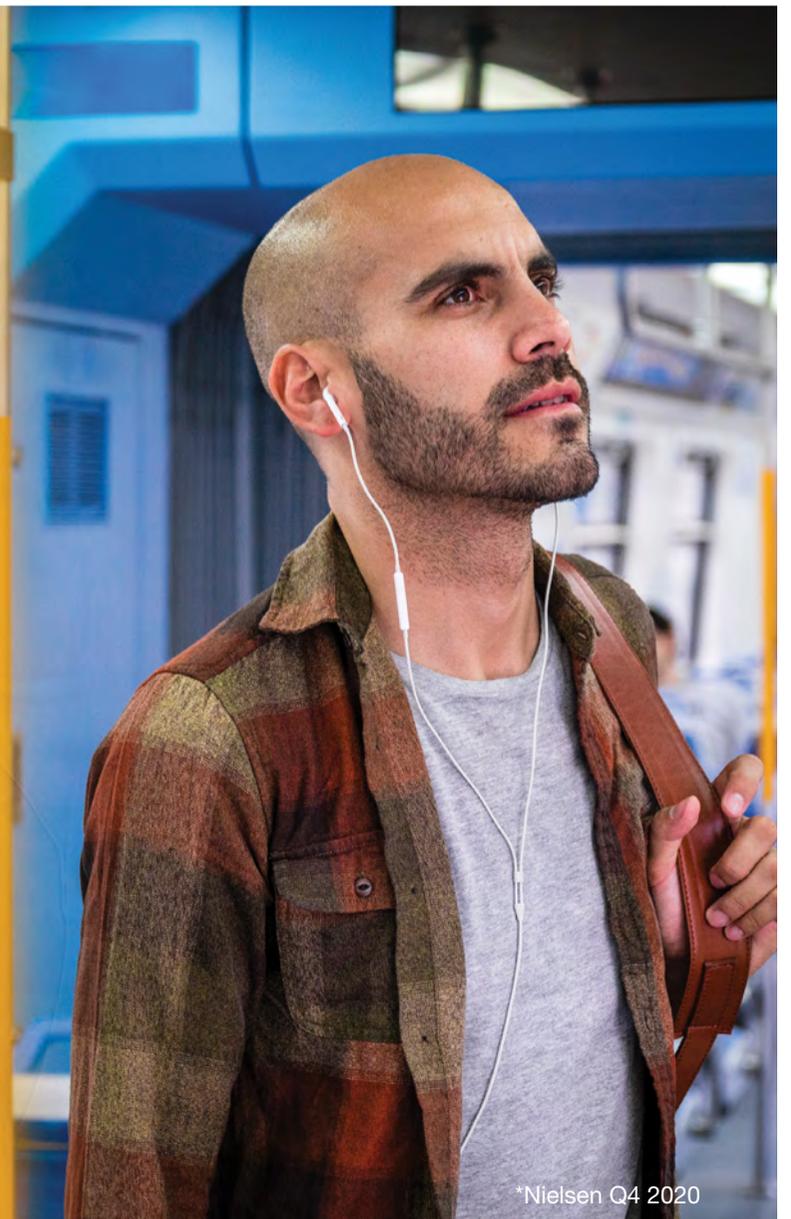
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Stats You Should Know

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

Podcasting appeals to the light TV viewer¹

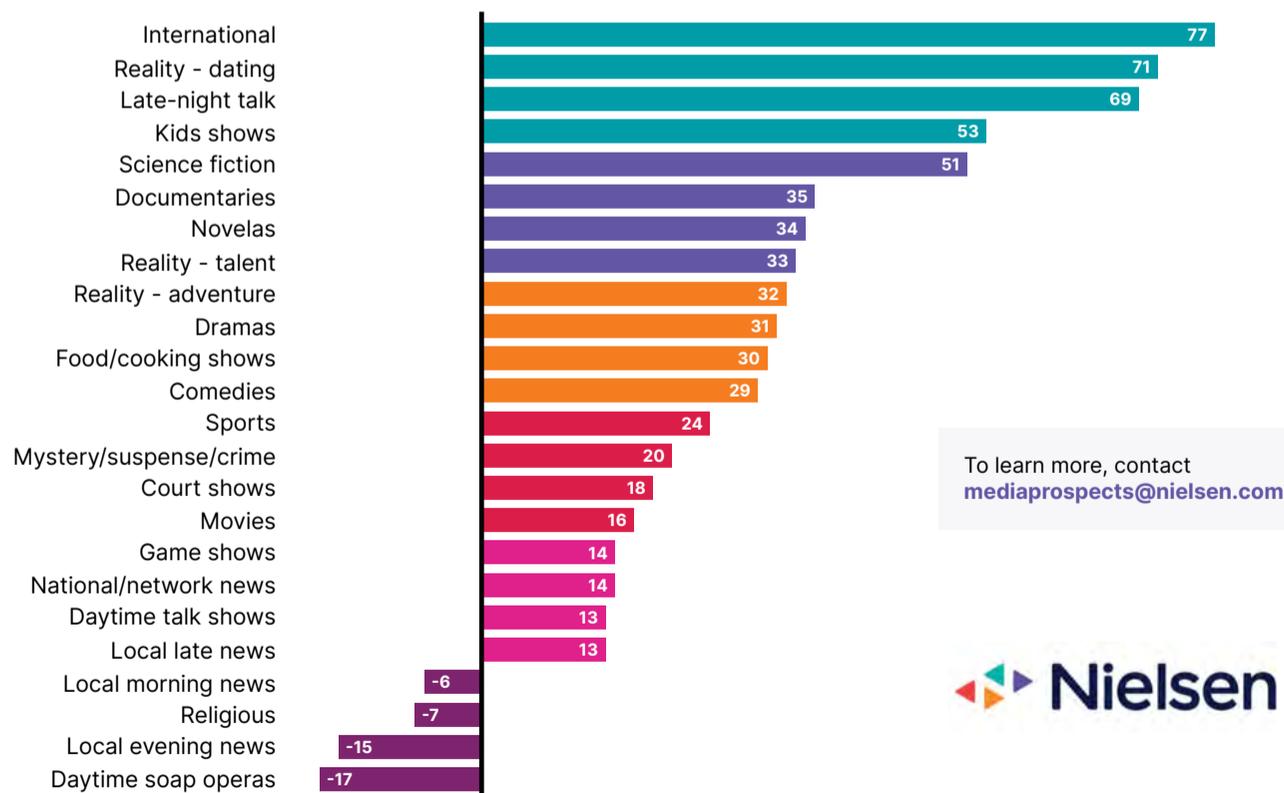
Tercile analysis of broadcast & cable TV viewers



Podcasting and TV complement each other very well. Light TV viewers are 19% more likely to listen to podcasts, while medium and heavy TV viewers are less likely to be listeners. This is why so many TV shows create podcast content—to engage audiences when they're not watching.

Many TV genres appeal to podcast listeners²

Listeners are 77% more likely to watch international shows, 71% more likely to tune in to reality TV shows about dating, and 69% more likely to watch late-night talk shows. Science fiction is also popular, with listeners 51% more likely to tune in. The intersection of TV and podcasting is an excellent opportunity for cross-promotion and growth.



To learn more, contact mediapropects@nielsen.com



Source: ¹Nielsen Scarborough Podcast Buying Power, Rel1, 2020 (USA+) Adults 18+ Index of monthly podcast listening

²Nielsen Scarborough Podcast Buying Power, Rel1, 2020 (USA+) TV Programs typically watched indexed to monthly podcast listeners



MMP



Like many young aspiring actors, Monica Padman (of *Drop Dead Diva*, *The Good Place*, *House of Lies*, and *CHIPS*, to name a few) arrived in L.A. in 2011 with stars in her eyes.

At 24 years old, she dreamed of landing a role on a show similar to *Friends*—the sitcom she had loved since eighth grade that also inspired her to act.

Little did she know that life would take a different turn, eventually leading her to co-create, co-host, and co-edit one of the most popular podcasts on the planet—*Armchair Expert* with Dax Shepard.

The “how” can be explained simply: proximity led to opportunity.

Arriving in L.A., friends introduced Monica to Dax’s wife Kristen Bell. Later, Monica auditioned for, and landed, a gig alongside Kristen on *House of Lies*.

The two established a level of trust, and Monica became Dax and Kristen’s babysitter.

“I’m pretty neurotic,” Monica admitted. *“So I was a little scared of losing my job all the time. I remember one time, I was picking up one of the kids from preschool, and I had the other, a baby, with me. It was one of those chaotic moments—things falling, baby screaming—and I’m trying to cross the street. There was this woman, a parent at the school, in a car. I honestly can’t remember the details, but essentially, I rolled my eyes at her. And she rolled the window down and scolded me! I remember her asking who I was, and I was like, ‘Oh no. I’m going to get fired for this. This mom is going to tell Kristen and Dax that I rolled my eyes, and I’m going to get fired.’ So later, out of pure guilt, I told them. I told them I couldn’t help it; it just happened. They just laughed really hard.*

MONICA PADMAN

Co-Host Of *Armchair Expert* With Dax Shepard:
Capturing Unique Moments & Human Truths

And then I knew that there was some safety there. We'd built something a little different, and that felt really good."

Still, her sights remained set on acting.

"It was never like, 'Oh, I'm now moving into the world of personal assisting or babysitting.' That was never a thing. It just all happened so organically. I was still there as an auditioning actress, and I made that really clear to Dax and Kristen at the beginning. They even reassured me that someone would always be available to cover for me when I went to auditions, which at the time, was frequent. I was booking commercials and doing a lot in that realm. Babysitting was my day job.

"Then, it turned into a much different relationship—this real, connective family unit. But my goal of acting and working in the industry never changed—all these other things were basically on the way

“

There was no illusion of success in this realm... we set out to do it for fun."

to that aspiration. Then came the point when I had to realize that the goal had changed. Things are different now—my priorities have shifted."

In reference to Monica's blooming friendship with Dax and Kristen, she continued:

"We built a rapport. You can't fake that kind of connection. We created this solid foundation that morphed into something else entirely. We would have these real, in-depth conversations about various

issues and topics, and we just related to one another. You really have to find your people—especially out here in L.A. It's so hard, but you just have to... because otherwise, you can really just drown."

It was following these conversations and debates that Dax became interested in starting his own podcast.

Having appeared on Marc Maron's and Sam Jones's podcasts, he was already hooked—not only were they incredible interviewers, but Dax appreciated the long-form structure of podcasting.

"He really loved that type of conversation—the ability to get deep. The absence of sound bites. And I was just sitting there, like, 'Yeah, I can help with that. Let's do it. Let's try.' We had a concept, but didn't really know what anything was going to be."

Soon after, Dax landed a guest appearance on Michael Rosenbaum's podcast, where he met Rob, who was the sound engineer for the show. "We brought him on," Monica said, "and just dove in, creating the artwork and all the necessary pieces."

That was in 2018—the same year Apple named *Armchair Expert* among its top 15 podcasts of the year—and it quickly became *one of the most downloaded*.

Just two years later, *Forbes* named *Armchair Expert* the fourth highest-earning podcast in the United States, estimating its yearly earnings at \$9,000,000.

Their monthly reach?

Over 20 million listeners—or "Armcherries," as fans are lovingly referred to.

And now, just three years after launch, *Armchair Expert* is a Spotify exclusive. Though terms of the acquisition have not been disclosed, some have speculated that the contract is worth well north of \$25,000,000.

"You really have to find your people—especially out here in L.A.... because otherwise, you can really just drown."



Monica and Dax inside the *Armchair Expert* attic

Photo credit: Michael Friberg

Dax and Monica interview artists, celebrities, and world leaders to “celebrate the messiness of being human.” The show’s promise is to “celebrate the challenges and setbacks that lead to growth and betterment,” resulting in vulnerable conversations with some of the most intriguing names in the world: the Duke of Sussex Harry Mountbatten-Windsor, President Barack Obama, Bill Gates, Brené Brown, and many others.

The show is, without a doubt, a grand slam in the world of audio. To what do they attribute their success?

Primarily... that **nothing** was forced.

“There was no pressure,” Monica shared. “There was no illusion of success in this realm. We didn’t even know what it meant to be successful at podcasting. There was no meter stick. We set out to do it for fun. That was literally the goal. I don’t know that I’ve ever—EVER—in my life truly done anything or started anything just because it was fun.”

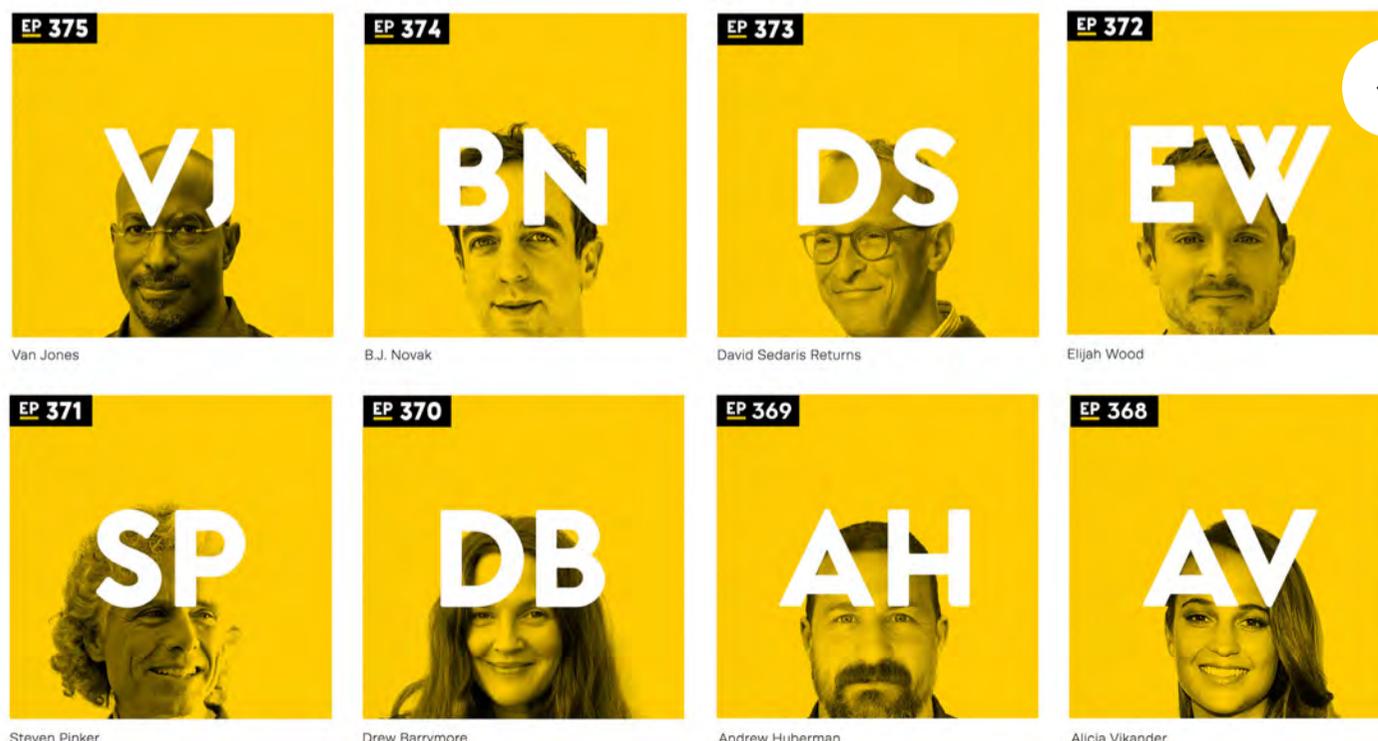
And secondarily, they were strategic

with their guest-booking. Their very first guest was, naturally, Dax’s wife Kristen. People around the world are intrigued by this relationship, so it seemed a natural choice. And it didn’t disappoint:

“Theirs is a very honest portrayal of who they are—they’re not trying to present anything that isn’t real. People like that—they gravitate toward authenticity, and Dax and Kristen exude it. That first episode drew a large, loyal audience. And then our second and third episodes were Ashton Kutcher and Joy Bryant—again, connected guests. It was a little bit strategic in the way of bringing on people who were already fans of Dax.”

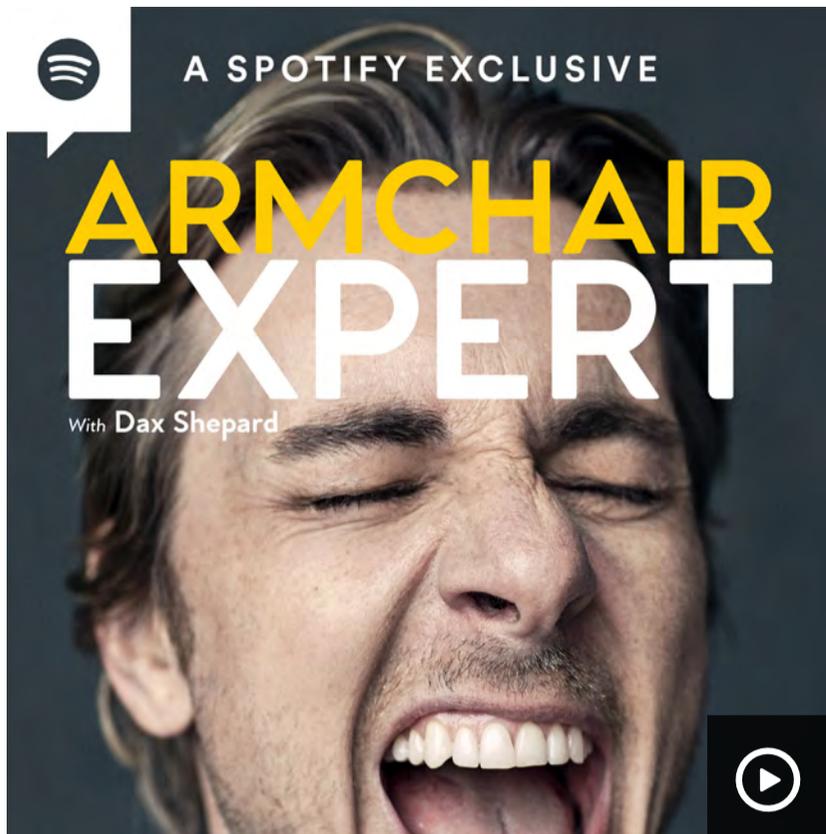
And there are many—on Twitter alone, Dax and Kristen amass several million followers. Plus, Dax appeared on *Ellen* to promote the launch of the podcast—a privilege Monica called “special and different.” From there, word-of-mouth brought the show a new level of popularity.

Despite Dax and Monica initially joking about naming the show *The Millionth*



← THE MESSINESS OF BEING HUMAN

Recent guests on *Armchair Expert* have included journalist Van Jones, author David Sedaris, actor Elijah Wood, and more



Podcast as a nod to the saturated space, they have, without a doubt, set it apart from the competition:

“Dax is incredibly curious. He’s very good at asking questions, diving deep, and being vulnerable.”

“When we first started, though, I was really hung up on a lot of stuff,” Monica admitted. “We had Judd Apatow on, and I was still in the mindset of someone who wants to be in a Judd movie! So, I’m sitting next to him and in my head, I’m going, ‘I need to talk! I need to be impressive.’ And of course, no one’s impressive when they want to be impressive. So that was a big hindrance. But I just don’t have that anymore. And I think that is largely thanks to three things: the confidence the show has brought me, our success, and our gratitude. I really love being part of the podcast culture.”

To succeed in the podcasting space, Monica advises podcasters to remain “malleable.” Having moved to Spotify, for

example, she explained how she and Dax are constantly revisiting and re-evaluating the breakdown of the show in addition to what’s happening at every moment.

For Monica, perhaps one of the greatest unforeseen positive effects of podcasting has been making her parents proud. As Indian immigrants, Monica shared, they put their lives on the line, sacrificing so much to come to America so their children could have safe paths moving forward in their lives:

“The fact that I’m now able to give them some element of security is the absolute best gift of all. They both came to one of our in-person shows to surprise me. And as they were getting on the plane, my dad said, ‘We’re really proud of what you’re doing.’ You think you grow out of wanting to hear that, right? But you don’t. It was really special.”

Together, Monica and Dax capture special, unique moments and human truths. Their conversations are intimate and honest as they explore their guests’ stories and share them with their listeners worldwide... perhaps no longer just for fun, but for the betterment of all.

At the end of the day, each and every one of us can relate to the messiness of being human... and the truths these discussions lead us to. 🎧



Founder/Editor-in-Chief

Steve Olsher
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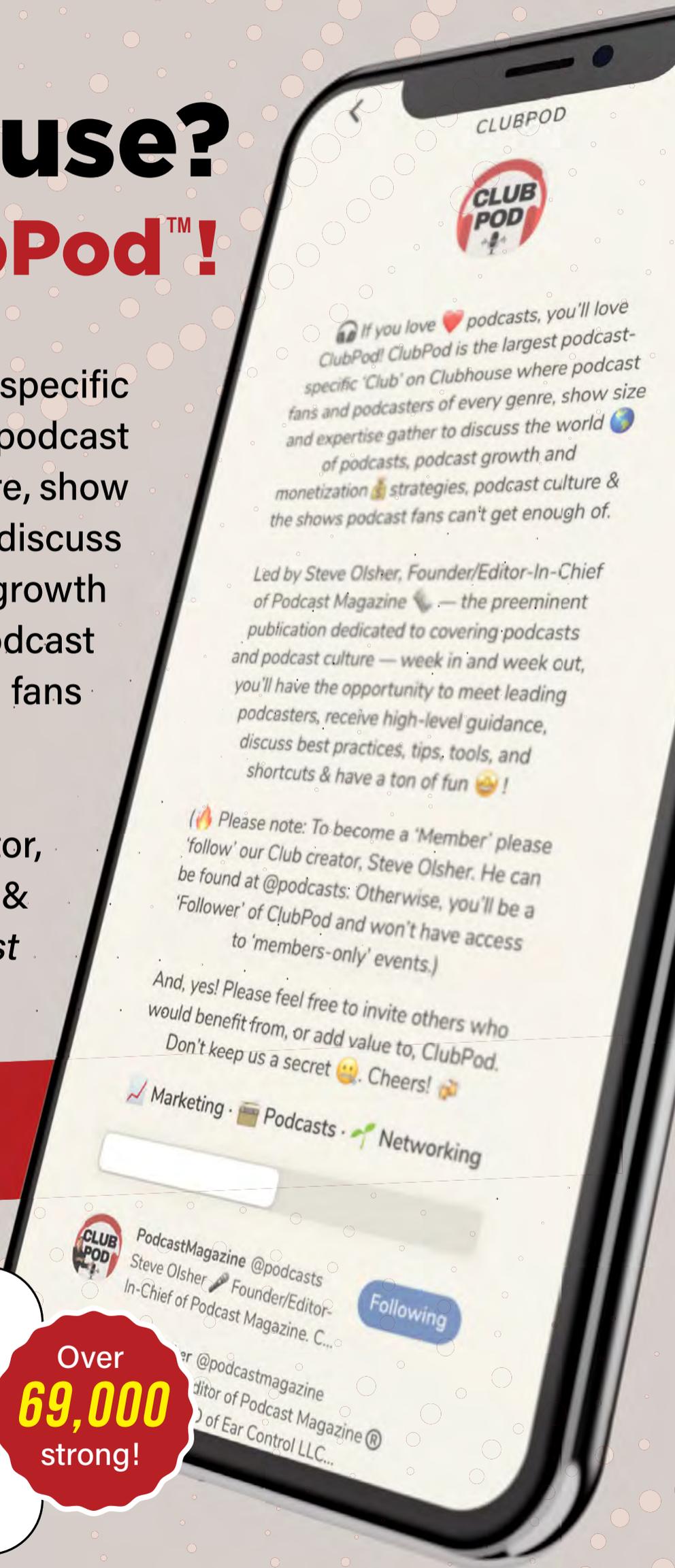
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LETTING THE STORY TELL ITSELF

Oral Historian Emma Courtland Takes A Different Approach In *Crime Show*

If you Google “podcast categories,” you’ll invariably be provided a link that, when clicked, reveals a list. It will almost certainly be one that is based upon the segmentation provided by Apple Podcasts. Odds are, you’ll find a list of about 20 categories, almost all of which will contain at least a few subcategories.

But not True Crime. It is one of the few to stand alone with nary a breakout list, lumping all shows into one big bucket.

Emma Courtland, host of the recently launched podcast *Crime Show*, might disagree with this lack of subcategories. And rightfully so. Not all true-crime podcasts are the same.

You have your investigative-reporting, hard-hitting ones.

You have your friendly banter/conversational type, where a few people get together to talk about crime, sometimes in an entertaining way (other times, not so much).

You also have those that may be more comedy than true crime, as hosts actively make fun of the mindless stupidity of some criminals.

Yet, even if there were subcategories of True Crime, Emma’s show would possibly land in one all its own—maybe “Experiential.” Or “Empathetic.” It’s hard to say, because despite the show’s title

insinuating that it is like many others, it is (at minimum) a little different from what us true-crime fans have become accustomed to in this space. And that little nuance makes a big difference in the listening experience.

Emma does an admirable job of explaining that difference by drawing from her college days. “As an undergraduate, I studied literature,” she shared. “I got really into Dostoevsky and read a lot of his work. I learned of this Russian term [one we here at *Podcast Magazine*® are not even going to attempt to spell or pronounce]. It means ‘co-suffering.’ We don’t have a word for this idea in English. The closest is ‘empathy,’ but it actually means **truly feeling along with somebody.**”

Emma went on to explain how *Crime Show* portends to break down the barrier between the listener and the story. This isn’t to suggest the listener becomes part of the story, but instead that s/he is actually *experiencing* the story. While it is a tough concept and feeling to explain, most will quickly get it once they dig into a few episodes.

The *Crime Show* podcast experience begins with Emma’s unique approach. “I trained as an oral historian,” she explained. “I think that is one of the things people notice when listening to *Crime Show*. We’re podcasters by virtue of the format, but we could be telling these stories potentially in any other format.

“We let the content drive the format,” Emma continued. “Podcasting has been

“I think of us as journalists, as oral historians, and as creative non-fiction storytellers who work in podcasting.”

wonderful for us, but I think of us as journalists, as oral historians, and as creative non-fiction storytellers who work in podcasting.” While it may seem like semantics to some, this is the difference that makes *Crime Show* special—and it no doubt contributed to the show becoming a standout in the True Crime Category in a very short amount of time.

With Emma’s format, she acts as the support—instead of the focal point—of each episode. “I am more interested in what the story means to the people who lived it,” she confessed. “That’s primarily what we are after. When I am in the story, I am mostly functioning as a translator, while adding context to the larger experience of a crime. So I’m filling in where I can, but trying as much as possible to have a soft touch when I do... to build a sense of setting and atmosphere... of feeling.”

Crime Show episodes take the listener on a journey that many may not expect



in another way, too: the stories they tell aren't your typical cases.

While most true-crime aficionados may be used to hearing the 12th alternative angle to the Golden State Killer case, *Crime Show* focuses on lesser-known but highly intriguing stories. You won't hear 57 retellings of a young White girl getting bludgeoned to death with a strange object and a focus on the hunt to find the killers.

But you will hear stories like "Scums. xls," about a man who is threatened by a telephone scammer and then spends years tracking down the person responsible. And in "Don't Click This Link," you'll learn about a junior-college student who tricks people into downloading a program to their iPhones that automatically dials 9-1-1.

A lot of time is spent among the *Crime Show* production team to cover stories that listeners may not hear anywhere

else. "We have a pitch meeting once every two weeks," Emma explained. "We put in two hours. The whole team comes with stories, and we pitch each other's stories. We just know it when we hear it. We literally find stories all over the place."

Emma shared an example of how unusual sources eventually give birth to new episodes. "A *Man With No Name*' is a story I found in an old psychology journal. I searched the word 'crime,' and it was article number four that came up."

"A *Man With No Name*" is a prime example of the different brand of true-crime podcast that is *Crime Show*. The perpetrator in this story, Stephen Brinker, may also be a victim himself, given his claim of amnesia. He legitimately seems to not remember the crime for which he is still serving time.

"I think about this story a lot, actually. In

"I am more interested in what the story means to the people who lived it."





Western society, we are taught to think of things as binary. Is this a good guy or a bad guy?” Referring to Stephen Brinker, Emma continued: “He couldn’t be the victim if he is the perpetrator, right? And if he is the perpetrator, how can we show him humanity? That’s what our show wants to explore—all dimensions of humanity.”

It’s not just about finding lesser-known cases, though. There is a formula or, as Emma put it, “a secret sauce.”

“Each Crime Show episode has two turns,” Emma revealed. “There’s the thing that happens, and then the thing that happens that makes the story stick with you. The second turn is so critical. We are a character-and-context show.”

To further the depth of detailing the uniqueness of *Crime Show*, Emma also made an unusual admission. “My biggest influences are *X-Files* and *The Simpsons*,” she laughed. While the *X-Files* reference may not be too farfetched for

the genre, she expounded on her love of *The Simpsons* and how it ties into their podcast production:

“The MySpace Misdemeanor’ episode is a total example of a Simpson’s structure. You start with a story about a crime that is not the crime you are going to be covering, and then it transitions into a completely different story.”

Non-traditional influences and a different approach make *Crime Show* a rare find in the category. And a good portion of that uniqueness comes from the host. Emma is a multifaceted individual, and *Crime Show* is complex. Maybe there’s a special Russian phrase to describe it... but for now, we’ll just call it “distinctive” and “entertaining.” 🎧



True Crime Category Director

Kenneth C. Bator
truecrime@podcastmagazine.com
 Public Safety Talk Radio 🎧



UNDER THE RADAR

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



MILITARY TRUE CRIME ADDICT

In honor of Veterans Day, I am privileged to take a closer look at *Military True Crime Addict*. The host, David, is a military veteran who started this podcast not only for his interest in true crime, but also to help with his own PTSD.

The show covers crime relating to actual life events of military personal, veterans, family members, and those associated with the military. Many of the stories featured are not mainstream accounts reported by news outlets or media.



A couple of the more intriguing episodes are “The North Pole Serial Killer” and the “Letter from Home.” The latter is particularly disturbing, in that someone would take advantage of one of our soldiers serving overseas.

Most true-crime fans will enjoy this podcast, even if not associated with the military. Of course, you will find coverage of the usual topics—assault, harassment, sexual preference, abuse of power, murder, hazing, and more.

More so than the true crime itself, I appreciate the highlighting of the Soldier/Veteran of the Month, which you can find on the podcast’s website. There, they also provide the Veterans Crisis Line for those in need: 1-800-273-8255.

To David and everyone else who has served our country—a sincere and heartfelt *thank you*. I personally appreciate your service. 🇺🇸

5

TECHNIQUES THAT WILL CHANGE HOW YOU PODCAST



Right after graduate school, I did a lot of public speaking to audiences of therapists. Incorporating activities, meditations, and other experiential methods for keeping people engaged was fun, and I usually received positive feedback.

But the truth is, despite being trained as a psychologist, I just didn't know how to construct engaging content.

Today, we're going to dive into a few techniques you absolutely want to have in your podcasting toolbox if you want to provide content that will keep your audience hungry for more, whether in solo shows or during interviews.

1 GO MACRO AND MICRO

When it comes to storytelling and talking about your topic, one technique is “the macro and micro.”

When we speak in macro terms, we look at the really big picture:

- “In society, when this plays out, we see...”
- “The reason we're set up for failure is that media and the way we were raised...”

You're thinking really big picture, but

then, you can take the same subject and zoom in. What does it look like for an individual?

For example, in talking about the mental health crisis in America, going “macro” could be discussing how we got here, when mental health isn’t prioritized, and the big picture lack of funding. But then, to go “micro” could mean talking about a friend whose brother didn’t have access to a quality counselor and committed suicide.

2 GO POSITIVE AND NEGATIVE

When talking about a topic, think about what happens if progress isn’t made, and then, the potential if the goal is completed. There’s a famous TED talk that looks at Martin Luther King Jr.’s *I Have a Dream* speech and compares it to Steve Job’s iPhone launch. Both go back and forth between what is and what could be. In the same way, you want to be able to talk about the current struggles for your audience while also offering inspiration for moving into the future.

3 THEN WHAT HAPPENED?

The amazing thing about stories is that they trigger neuro-mirroring—the brain of the storyteller mirrors that of the listener. This builds empathy and connection. It’s something that has evolved in humans to tell us to listen harder to stories that protect us. Whether you are interviewing someone or telling a story about your life, keep asking, “Then what happened?” This creates a chronological timeline that brings the story to life.

4 WHO IS THE ENEMY?

Joseph Campbell wrote about the “Hero’s Journey.” *Star Wars*, *Story Brand*, and numerous other stories/movies are based on the hero’s journey. Essential to a good plot is an enemy. An enemy can be a person, idea, or tough situation. Say you’re talking about marketing; who is the enemy? That can be tough to figure out. The enemy could be doing life like you’ve always done it. It could be not knowing your potential, or it could be a full-time job. As another example, the big enemy to the four-day work week is the industrialist’s mindset—they thought of people like machines, yet we don’t believe that anymore.

5 WHAT IS NEXT?

Imagine someone loves your podcast. What is next for that person? If you're really going to the next level, you want to give them something extra.

So often, podcasters just make content and expect people to know what to do next. No! People need you to guide them and clearly walk them through their next steps.

Early in my career, I didn't have the skills to really have something to say. But over time, I added tool after tool. Which will you try this month? 🗣️

“If you're really going to the next level, you want to give [your audience] something extra.”



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LET'S BREAK SOME DISHES!

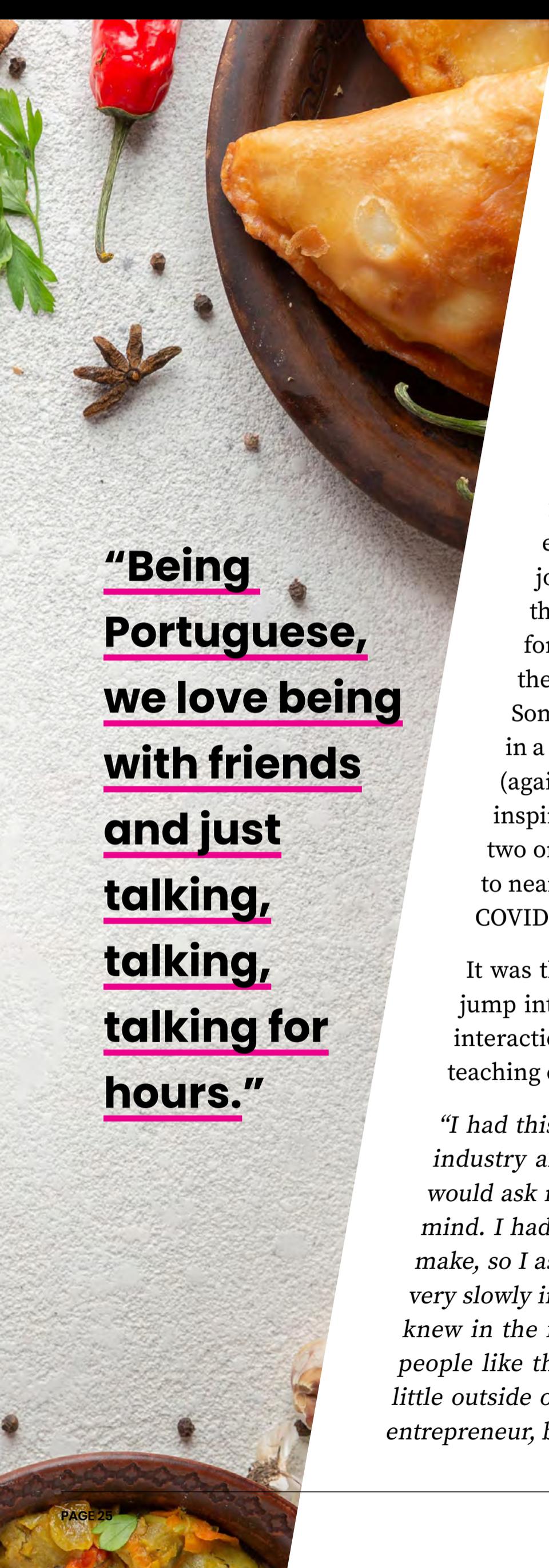
And Exceed Expectations With Executive Chef Davide Martins Of The European Embassy

Davide Martins got started in the food world to save his family—because his mom is a horrible cook, and someone had to do something about it. So, he took on the task.

Born and raised in Portugal, he did undergrad and grad in culinary school. In Portugal, this five-year course is not just about cooking. It's about management of business, being an F&B (food and beverage) director, and many other aspects of the food and cooking industries.

“As soon as I finished culinary school, I had a job offer. I went to an interview to be the chef at the Portuguese Embassy in Washington DC. I applied without thinking I was ever going to get the job, since I was just out of culinary school. But three months later, I was in DC. I was there for four years. Five years ago, I moved to the European Union Embassy. Everything was very fast.”

For Davide, applying for that job was like buying a Powerball ticket—he didn't actually



“Being Portuguese, we love being with friends and just talking, talking, talking for hours.”

think he’d win. Next thing you know, he was being interviewed by the Portuguese Ambassador’s wife, who hired him. She chose him for the job specifically because he had done internships abroad during his time at culinary school, including six months at a Michelin two-star restaurant in Brussels called “Sea Grill.”

Starting at the EU Embassy in September of 2015, Davide soon discovered that while he was employed full-time, it wasn’t exactly a full-time job, because the Ambassador didn’t want him there every day—he could precook and leave food for a week in advance if he wasn’t expected to be there for official breakfasts, lunches, and dinners. Sometimes, he would have between six and 10 days in a row without doing anything. Realizing his luck (again!) to have such a lot of open time, he was inspired to start teaching cooking classes in a store two or three times a month. That worked its way up to nearly 20 classes a month in the two years prior to COVID-19.

It was the pandemic that caused Davide to decide to jump into podcasting—mainly because he missed the interaction with people that he’d been enjoying while teaching classes.

“I had this necessity to talk with people from the food industry and ask them the silly questions my students would ask me. So, I had the idea of what I wanted in my mind. I had the format(ish). I knew the song I wanted to make, so I asked a friend of mine for help. Then, I started very slowly inviting more local people in DC who I already knew in the food and beverage business, journalists, and people like that. And then I started trying to reach out a little outside of the bubble of local guests. I’m not the best entrepreneur, but I gave it a shot.”



Davide had been listening to podcasts for about five or six years, following a few Portuguese and a few American shows. Funnily enough, he doesn't listen to any food podcasts.

When Covid hit, a lot of people started transitioning to online classes. Perhaps because English is Davide's second language, he felt uncomfortable with the idea, believing he needed to be in person to teach.

“For me, teaching online wasn't going to work. And being Portuguese, we love being with friends and just talking, talking, talking for hours. The podcast seemed ideal, because it would be mine. I could talk for two hours if I wanted with my guests. It could be a small sample of what I do in my cooking classes, which is talk with my students and ask them a bunch of different things. So, I knew podcasting

would be the vehicle for me, and I could do what I loved, just without the cooking part. We could still talk about food.”

Relying on his guests for exposure, most of whom come onto *Turning Chickens and Breaking Dishes* to increase their own exposure but also have followings of their own, has helped Davide grow his audience while still working for the Embassy. He doesn't have the time to create a bunch of what he calls “empty content”—including multiple daily social media posts—or anything beyond the core content of the podcast itself. A lot of his followers are from Portugal, mainly because he's one of the few Portuguese podcasters.

When it comes to acquiring and booking his celebrity guests, Davide shares something he learned from the Portuguese Ambassador:



← **THE AMERICAN DREAM**

Davide poses with former President Barack Obama and First Lady Michelle Obama after cooking brunch



Davide with Portuguese Ambassador, Congressman Devin Nunes and Former Speaker of the House John Boehner



“He said, ‘In the U.S., they’re going to say ‘no’ 20 times. At the 21st time, they open the door for you. But you’ve got to keep banging doors.’ So, I did. With a lot of my guests, it took me trying four or five times, and at the sixth time, they said, ‘Yes, sure... sounds great.’ And so for me, it was always very simple: I would introduce myself—who I am, my work at the Embassy—and that I was starting to podcast. I’d share how I’d been following their work, and that I would love to talk with them.”

Davide’s favorite part of podcasting is asking his guests the lighthearted questions that instantly take them out of “interview mode” and into a deeper conversation—one of his favorite ways to do so is by asking guests about their first memory of taste.

Good taste is definitely on the menu with *Turning Chickens and Breaking Dishes*—two Portuguese phrases that hold a lot of meaning for both Davide and the show. “Turning Chickens” refers to someone



DAVIDE

listens to



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HELP I SEXTED MY BOSS

A comedy podcast helping listeners to navigate everyday modern life.



THE BILL SIMMONS PODCAST

The most downloaded sports podcast of all time, hosted by Bill Simmons of *The Ringer*, features celebrities, athletes, and media staples.

who has a lot of experience, like many of Davide’s celebrity guests. “Breaking Dishes” refers to someone who has exceeded expectations... which he has definitely done by leveraging his luck and his good old-fashioned Portuguese friendliness to talk, talk, talk, entertaining his audience all around the world. 🎧



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Wickedly Smart Women Podcast 🎧

OVERRATED

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



THE JUNOT FILES WITH JIM JUNOT

Previously named *Lights, Camera, Author!*, *The Junot Files* is hosted by Jim Junot and features interviews with authors talking about books they've written about celebrities, actors, actresses, Hollywood, and TV. Some of the featured authors are actors or celebrities themselves, including singer/actress Olivia Newton-John.

Because the concept of the show is unusual and highly niched, the name change doesn't make a whole lot of sense... and while the content is



going to be interesting to a certain subset of people, unless there's a legal or other logical reason why the name was changed, it seems counterproductive after nearly 100 episodes with the name *Lights, Camera, Author!*

Other issues with the show include a lack of consistency in the show opening—sometimes, there's music, but not the same music, and sometimes, the host just jumps right on. Production quality on some episodes isn't great. Also, episode lengths are all over the place, making it difficult for anyone who might be interested in tuning in to plan their listening time.

If you're interested in listening to the author of *Bombshell: The Night Bobby Kennedy Killed Marilyn Monroe*, or the co-author of *Joan Crawford: The Essential Biography*, then you might get something out of this show. Otherwise, it's best perhaps to leave *The Junot Files* in the filing cabinet. Despite it having zero reviews/ratings, my 2.5 stars lands it in the “overrated” category. 🗣️

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LOUISE POYNTON

Keeping The Legacy Of David Cassidy Alive

There is no doubt our idols have a considerable impact on our lives.

But have you ever considered the cultural role they play?

The David Cassidy Connections - Cherish the Legacy podcast was created by a fan, Louise Poynton, for fans. She brings to the fore guests who have never before spoken in detail about David Cassidy's influence on their lives. In other words, she provides exclusive content for those who can't get enough David—one of the biggest solo rockstars of the 70s.

David rose to worldwide fame via his role as Keith on *The Partridge Family* television series. Next, he moved beyond the image of the all-American boy he portrayed on the show and sold out stadiums around the world on tour. A true rockstar and fine actor, he appeared on Broadway and in Las Vegas and London's West End.

“Many people regard him as just a teenage idol, but there was so much more substance to his work.”



Photo credit: Darrell Lloyd



Photo credit: Richardimageartphotography

← **ROCK ME BABY**

David Cassidy wows on stage in 2007

(above) Guitar man David Cassidy at the height of his fame

Louise explained, “Many people regard him as just a teenage idol, but there was so much more substance to his work. Musicians he worked with include Mick Ronson and Bruce Johnston from the Beach Boys. He co-wrote songs with Gerry Beckley of the band America. Through speaking with musicians such as Richie Furay and Felix Cavaliere, I bring the real story of David Cassidy’s music to the masses.”

The podcast is a companion to Louise’s book, *Cherish David Cassidy - A Legacy of Love*—a compilation of memories and tributes. Neil Sedaka was one of many celebrity-fans who contributed to the book, which was shortlisted for a U.S. book award last year.

Louise’s professional skills are instrumental in producing the podcast, too:

“I bring together my four decades in

journalism and five decades of being a Cassidy fan to give listeners something new about him that they may not have heard before.

“My guests share how he influenced them, allowing them to find the confidence to carve out a career as an actor, songwriter, or singer. Others speak openly about how he was a role model, especially his large army of male fans who offer a different perspective of fandom. They share how he helped them through lonely days as teenagers, troubled home lives, being bullied at school, and facing addictions.

“David offered a calm space through his music. It is a great honor for me to provide them a platform to share their own stories and pay tribute to one of the greatest American exports. There are many stories of his legacy, friendship, and underappreciated talent still to be told,

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“I wanted to bring something that people could relate to... something they would feel a part of.”

and I have a number of exciting guests lined up for future episodes.

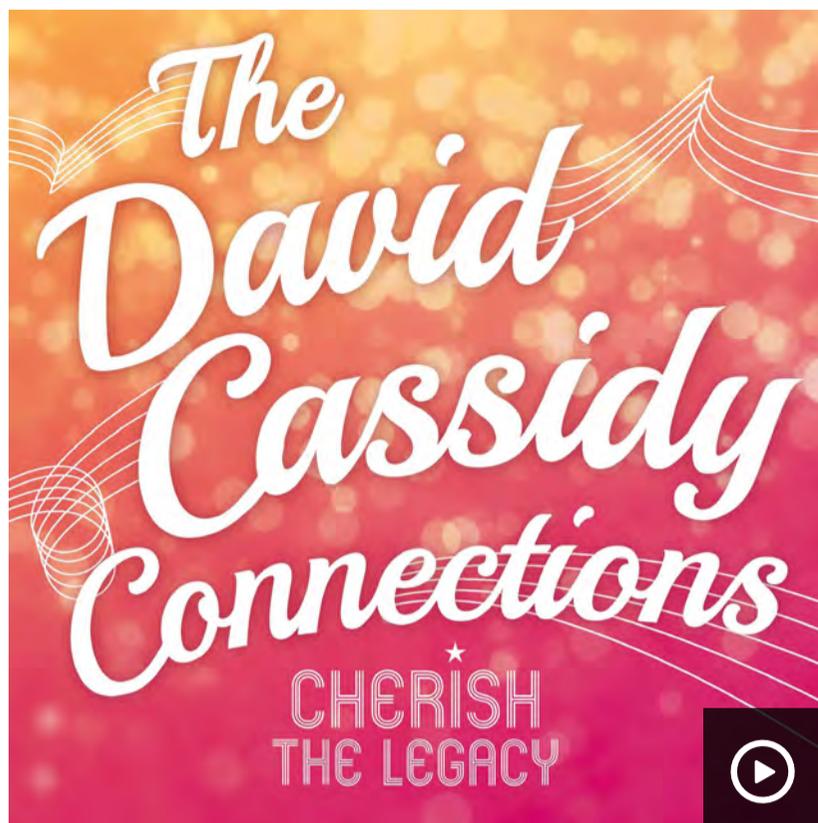
“Together, we examine his back catalog of music. We break down his songs, live performances, and emotive delivery of lyrics, which allow him to stand alone as a first among equals. Many artists have followed him and owe him a huge debt of gratitude.”

Louise has been a fan of David’s since 1971, when she was 13 years old.

“He started out as the lead vocalist on the Partridge Family Songs and later had a bigger fan club than both the Beatles and Elvis. The Partridge Family Songs were very pop, very bubblegummy. David broke away from that sound. It was as a solo artist that he really shone. He had been sold through teenage magazines as this good-looking, all-American boy who was singing songs about love and romance. But there was so much more substance to him, and the podcast reveals more of what his music was all about.”

Louise has interviewed some of those who knew David best, including John Bahler—the vocal arranger for *The Partridge Family’s* music as well as for David’s early solo work.

“For the television series, John spent lots of time in the recording studio with David, and he told me that he saw the emergence of a superstar... a boy of 19 who had a very unique voice.”



“The show has allowed me to delve into the reasons the music you discover when you were a teenager stays with you all your life.”

Louise has also interviewed Brian Forster, who played Chris, the drummer, in *The Partridge Family*, and he shared what he had learned from David as an actor.

Ever the dedicated fan, Louise didn't stop there. *“I tracked down Paul McCartney's stepsister, Ruth. She was the first person to set up and run David's initial website, and they became very good friends. She shared amusing stories about her times growing up in Liverpool and Beatlemania, as well as what Cassidymania was like.”*

Other celebrity-fans on the show have included Richie Furay, who worked with David and was a close friend, actor and director Bruce Kimmell, who was a regular on *The Partridge Family*, Brian Forster, who played one of the children in the series, and former teenage idol Bobby Rydell.

For Louise, starting the podcast during the pandemic was an attempt to help others overcome the related sense of loneliness and/or isolation.

“I wanted to bring something that people could relate to... something they would feel a part of. I think it's very important for people to relive happy times from their youth. It takes them back to that very moment, and it's a very emotional experience.”

“The show has allowed me to delve into the reasons the music you discover when you were a teenager stays with you all your life.”

The David Cassidy Connections is a different kind of podcast—one for which fans come together to celebrate the legacy of a well-loved musician. After listening, you'll walk away with a greater appreciation of what David means to the world of music and to his loyal fans. Take a listen today! 🎧



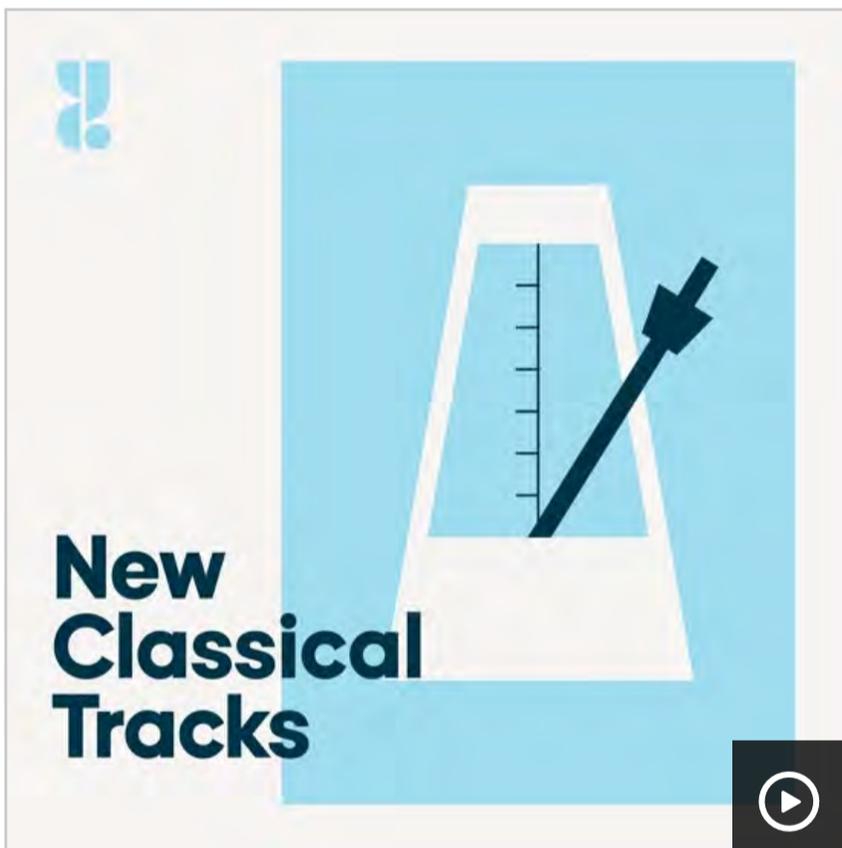
Music Category Director

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



NEW CLASSICAL TRACKS

Julie Amacher, host of *New Classical Tracks*, not only provides an in-depth exploration and critique of a new release each week, but she also chats with the musician behind it while treating listeners to classical melodies that can make spirits soar.

Julie's desire to introduce others to great music is what led her to radio. In her role with Minnesota Public Radio, she gets to indulge her curiosity by digging for fun tidbits about the music and artists who perform it.



The result: listeners can expect a new, exciting twist on a musical journey that takes them from conversations with pianists, conductors, and cellists to animated chats with flutists, classical guitarists, violists, and violinists.

Along the way, you'll learn about what went into creating and performing the beautiful compositions, and you'll find yourself drinking in every note.

Julie builds an easy rapport with each musician, and they speak freely about creative processes and philosophies as well as what they've been up to between releases. Each episode is an enjoyable listening experience from beginning to end.

Who knows which release will be featured next week? The anticipation keeps listeners hooked. Check out *New Classical Tracks* and hear what's fresh on the classical music scene. 🎧



ALI LEVINE

Stripped Down To Be Of Service



Alison Levine, familiarly known as “Ali,” believes we are all here in service of one another. Through her podcast, *Everything with Ali Levine*, she is empowering women to wake up to their own journeys and discover what works for them.

This philosophy mirrors Ali’s career and approach to life in the public eye.

“I always knew I wanted to be in fashion. My grandmother, after whom my daughter Amelia is named, always looked fabulous, and she took me to fashion shows and boutiques.”

Ali studied fashion merchandising and design and was on the management track at Target before the age of 21. However, when she felt the familiar tug of her desire to work in design, she left it all behind.

Her reinvention wasn’t complete yet, though. Just as she was finding her place with a design team, the stock market crash forced her to start all over again.

Ali’s story is a testament to the doors that open when you wear your passion on your sleeve and show dedication to your craft. She gained exposure to the world of costume design thanks to the celebrated



film director Oliver Stone and went on to work on popular TV shows like *30 Rock* and *Mercy*, as well as Mariah Carey's movie, *Butterfly*. It was her costuming work on the movie *Big Momma's House* that earned her the opportunity to move to Los Angeles and become an in-demand celebrity stylist.

"When I'm styling people, I love watching them transform from the inside out, loving themselves and how they look. With my podcast, I discovered that there's another way for me to help people and be of service—through it, I share my story and can be true to myself."

Ali got her start in the podcast world with a show she and her friend Amanda had created. The vibe was that of a casual chat between girlfriends.

"When I became pregnant with my first daughter, I decided to take a hiatus, because it was becoming too much. Amanda and I agreed that our lives were going in different directions, so it made sense to put the podcast on hold."

"I had a traumatic birth experience and heavy postpartum depression. Ironically, before that, I had the perfect picture in my mind of how everything was going to happen, from my daughter's birth to going right back to work and taking her to the set with me. I did all that, but at my own detriment... because I never gave myself time to heal."

"I've always said that confidence is your best accessory. I lost mine in every way,

and that was a hard pill for me to swallow. I couldn't understand how I could make everybody 'Best Dressed,' yet I wasn't following my own advice when it came to confidence."

Ali went from being on red carpets and private jets to home in sweats for weeks... and she began feeling like someone she didn't recognize.

"I accept that a part of me may be gone, but I've been reborn."



“I eventually realized, ‘You just had a baby. You’re shifting, and things are changing.’ I had put a lot of pressure on myself.”

Ali’s search for a way to express what she was feeling led her to cognitive therapy, and she enlisted the help of a postpartum specialist who had a holistic approach.

“I started journaling more and doing gratitude practices. I also found meditation. I was journaling for quite some time, but I didn’t feel like I was getting full relief.”

“I remember my husband asking me what was really going on. I replied, ‘I feel like I’m mourning the death of me.’”

Next, Ali decided to record her feelings, essentially creating audio journals.

“I really needed to get everything out... and the podcast emerged. It was initially called ‘Striptd Down,’ reflecting the idea of being stripped down to your vulnerable self. It was inspired by the Bravo reality show Stripped, which I did with my husband Justin.”

The podcast led Ali to experience a new form of vulnerability.

“It honestly just poured out of me. It was cathartic. Suddenly, moms and other people were starting to follow me and reach out, saying, ‘Oh my god, I had no idea you were going through this. I did, too.’ Others said, ‘I’m in this right now.’”

Fast forward to the pandemic, and Ali was pregnant with her second daughter, Arley.



ALI

listens to



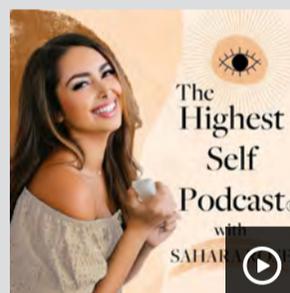
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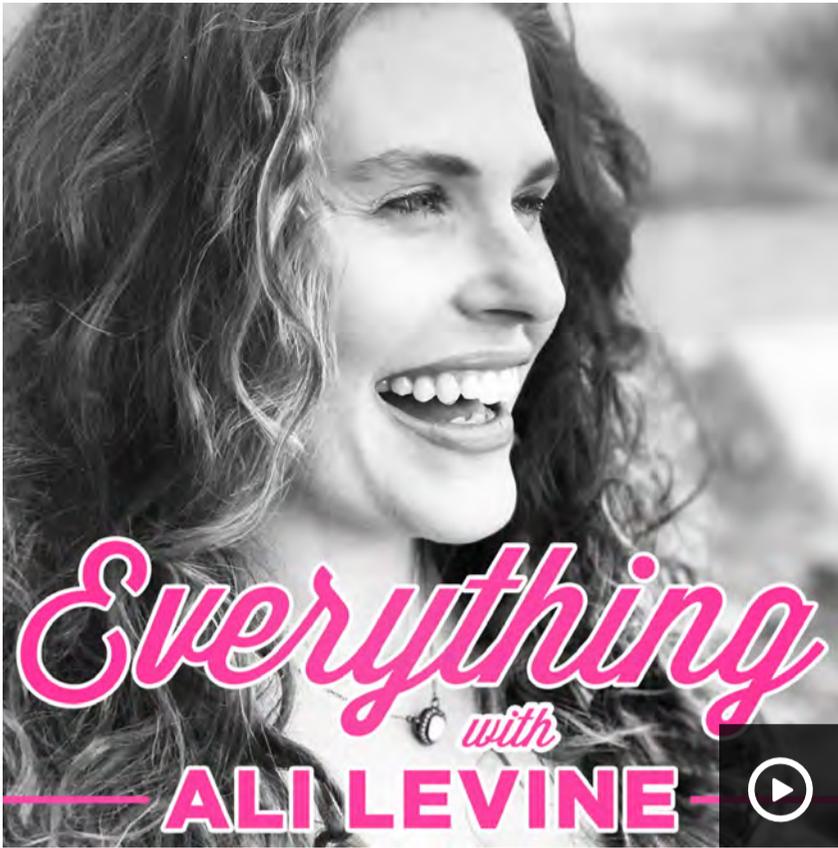
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Sahara Rose teaches you how to Discover Your Dharma™ (soul’s purpose), embody your fullest expression, and blossom into your highest self.

“I decided to surrender, and things quickly shifted.”



“The week everything started shutting down, I sat at my computer, spinning out of control as I thought about all my deadlines. I had to go back to my practices of breath work, meditation, and journaling.

“I decided to surrender, and things quickly shifted. My doctor couldn’t believe how I went from potentially having my stress cause a premature birth to having my baby just chilling and calm inside me.”

Another shift was soon to come. Ali became keenly aware of other women who struggle with issues beyond pregnancy and motherhood.

“Everyone has unhealed parts of them,” she pointed out.

As a result, the show became a platform for all sorts of vulnerabilities—so Ali renamed it *Everything with Ali Levine*.

“I wanted to create a space where guests from all walks of life can share their real,

raw journeys. I still have moms on the show, while primarily holding space for everyone.”

Ali has found a new reality. She no longer fights change and tries to control everything.

“Change can actually be beautiful, and if we let ourselves align with that, we attract so much more... because we have surrendered.

“I accept that a part of me may be gone, but I’ve been reborn, and I’m learning, evolving, and changing. My priorities needed to shift, and I have come to realize that there’s no such thing as ‘balance.’ Every day is different. On some days, I’m going to kill it as an entrepreneur, and on others, I’m a fantastic mom and wife.”

Now more than ever before, Ali’s unwavering commitment to fulfilling her purpose and surrendering to change is inspirational. ●



Kids & Family Category Director

Christine Franklyn

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Got a Kids & Family Podcast suggestion?

Let us know! ›



UNDER THE RADAR

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



DORKTALES STORYTIME PODCAST

Stories have the power to help children discover their creativity and curiosity, and the *Dorktales Storytime Podcast* takes this concept beyond anything you can imagine.

This show is a well-thought-out wonder. Produced by a team of indie creators, it provides meaningful lessons and inspiration with a geeky twist.

In every episode, you'll hear the voice of Jonathan Cormur—actor, voice-over artist, and self-proclaimed nerd. He lends his talents

to this one-of-a-kind podcast, which helps parents and teachers have conversations with children about topics like bullying vs respect for others' possessions and feelings.

The episodes are divided into two categories: Hidden Heroes of History episodes reveal the true stories of unsung heroes. They include pioneers in the arts who broke down barriers and those who may once have been considered “geeks” and went on to achieve amazing feats in science, sports, exploration, and human rights.

In the Fractured Fairy Tales category, classic stories are given an offbeat, spirited spin. The reworked tales and fables are wacky, well-written, and every bit as charming as the originals. They also become opportunities for amusing (often sarcastic) banter between Jonathan and his hedgehog sidekick, Mr. Redge.

The delightfully outlandish stories and motivational accounts of those who triumphed against all odds make the *Dorktales Storytime Podcast* a feel-good treat for the entire family. 🎧



GROWING DEEP

How Heartbreak Catapulted Jodi Rosser To Growth

A tree cannot grow up until it grows down.

Explaining her favorite metaphor, Jodi Rosser, STEM teacher and the voice behind the *Depth Podcast*, added, “*And deeper roots don’t just happen overnight.*”

Trees are familiar, but also more than first meets the eye. Their branches reach high into the sky, while below ground, root systems grow just as deep.

Rosser had to “grow deep” before she could reach the heights she longed for. Like the tree that emerges from a storm with strengthened roots, the process of self-discovery proved painful.

“*There is a process to change,*” Rosser

says. *“Self-awareness is the key. You just have to go through it and spend the time implementing it.”*

Rosser leaned on this insight when she went through a painful divorce. Knowing what to do with her emotions became an urgent priority.

“I dove really deep into understanding managing disappointment and emotions. Then, I had to help my kids manage them, as well,” she remembers. *“It takes a lot of intentionality to dive deep and ask why you are responding certain ways.”*

Navigating her new reality changed not only her marital status, but also her perspective.

Rosser noticed that time with her children was much more precious. *“I don’t get 100% of their time anymore,”* she explains. *“So, time changed for me,”* and she committed to making a bigger effort to be present

during the time they could spend together.

Her conversations also took on a deeper cast. Rosser was no longer content with surface-level conversations without meaning. *“Surface stuff just seems silly anymore,”* she reflects. *“When I’m out to dinner a friend, I like to say, ‘Let’s go deep or go home!’ Having depth in my friendships is important to me.”*

Rosser also found more empathy for those who struggle, especially single parents. *“Until you’ve walked through something so hard, you don’t know how hard it is,”* she says. *“My empathy went up for all levels of grief, no matter what people are going through. I just want to be able to offer help and hope.”*

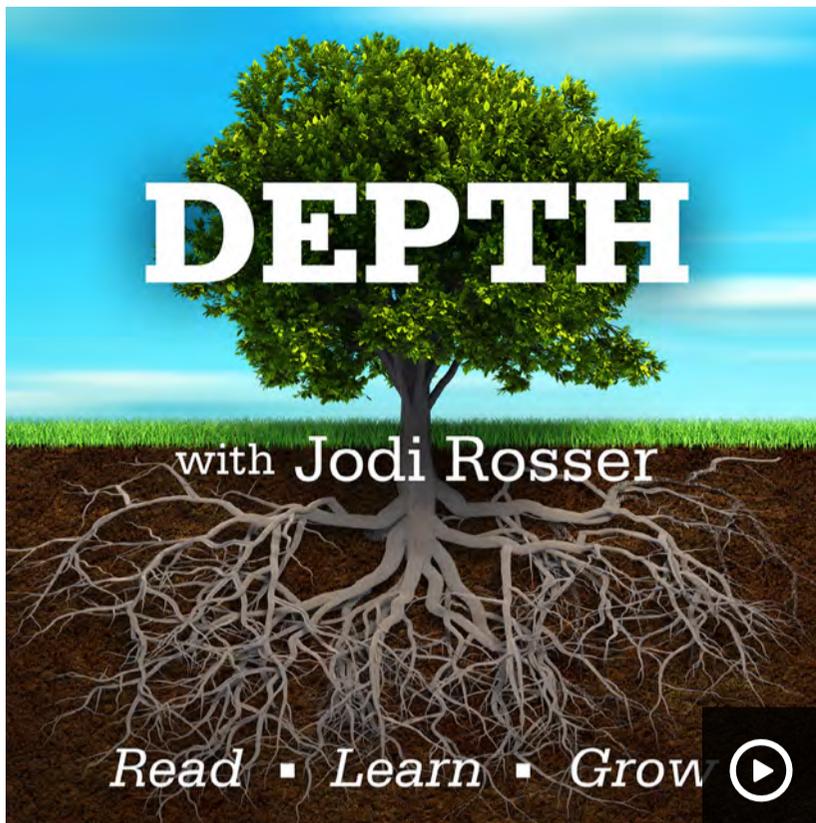
That desire to help led Rosser into her “book ministry.” An avid reader who loves nothing more than a book on a beach, she turned to books to help her make sense of the heartbreak associated with three



“Deeper roots don’t just happen overnight.”

← DIGGING DEEP

Jodi, pictured here with her two sons, records an episode of *Depth Podcast* to connect with others experiencing similar life crises



specific events: divorce, miscarriage in the second trimester, and losing her best friend to cancer.

She credits two in particular for preparing her heart like a farmer prepares the soil for seed:

How We Love Our Kids by Milan and Kay Yerkovich and *Unglued* by Lysa TerKeurst. Each helped her dive into childhood wounds and the emotional responses she learned—discoveries that would prove beneficial in the next season of her life.

Whenever she came across a good book, she'd buy copies for her friends going through hard times, as well.

"Books were such a part of my healing that I gave them away all over the place," she says with a chuckle. Like to the friend of a friend who also lost a baby in the second trimester—Rosser decided to pass on her own copy of the book *Grieving the Child I Never Knew* by Kathe Wunnenberg.

From there, she began buying extra copies to include in care packages for other women experiencing miscarriage. Then, when she started doing book recommendations on a blog, people would often email her to express interest in the book. Many times, Rosser would thank them with a copy of the book.

"If they were interested and would read it, I wanted to get it into their hands."

Now, on the *Depth Podcast*, Rosser interviews authors and often gives away a copy of their book to members of her audience. It's her way of spreading encouraging content to those who need it.

She also talks with her guests about the events that helped them develop deeper roots.

"I love talking to other people who have walked through something hard, yet that very experience of heartbreak catapults them to their greatest growth," she says.

Realizing that the world needs more connection, Rosser knew it could only come about if someone started the conversation.

"Connection requires vulnerability... and it takes someone to go first," she shares. *"I decided, I'm just going to go first."*

Rosser grew deep through heartbreak—and now, she is reaching toward the sky as a pillar of hope—a reminder that the storm only lasts for a little while. 🎧



Religion & Spirituality Category Director

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Halfway There Podcast 🎧



UNDER THE RADAR

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



THE JOURNEY OF A CHRISTIAN DAD

When it comes to podcasts for Christian men, shows are generally either overhyped discussions about theology complete with cigars, whiskey, and a generous helping of machismo, or they are the audio versions of a wet noodle... limp and lifeless.

So when one comes across a podcast that values the part men play in a family while also challenging him to take responsibility, I have to take note.



The Journey of a Christian Dad Podcast, hosted by Dan Luigs, is that show, and it's well worth the listen. Luigs has a great voice for podcasting and knows his stuff. He speaks with conviction and thoughtfulness as he talks with guests.

Production is of high quality with great audio and regular release (at least two per month). Recent episodes topics include how to thrive when you're a busy dad, how to make your family unshakable, and why your mistakes do not define you.

Luigs gets the issues men face and explores a Christian way of handling them. His way of understanding that, while men won't always get it right, they should be encouraged to avoid going it alone, renders this podcast one that truly makes a difference.

One can be masculine and still love one's family well, even if it means learning on the job. 🎧

THE BAD BOYS OF PODCASTING

FROM THE SMALL TOWN
OF TRENTON, NJ —
POPULATION: 84,000 —
2 MEN WITH LIMITLESS
SKILLS & PASSION,
CAME TOGETHER TO FORM A
PREMIERE PODCASTING
NETWORK.

THE INDUSTRY WILL NEVER BE
THE SAME AGAIN.

THESE MEN, THE BAD BOYS OF
PODCASTING, ARE LAUNCHING
THE NEW POD CITY BRAND
INTO THE COSMOS.

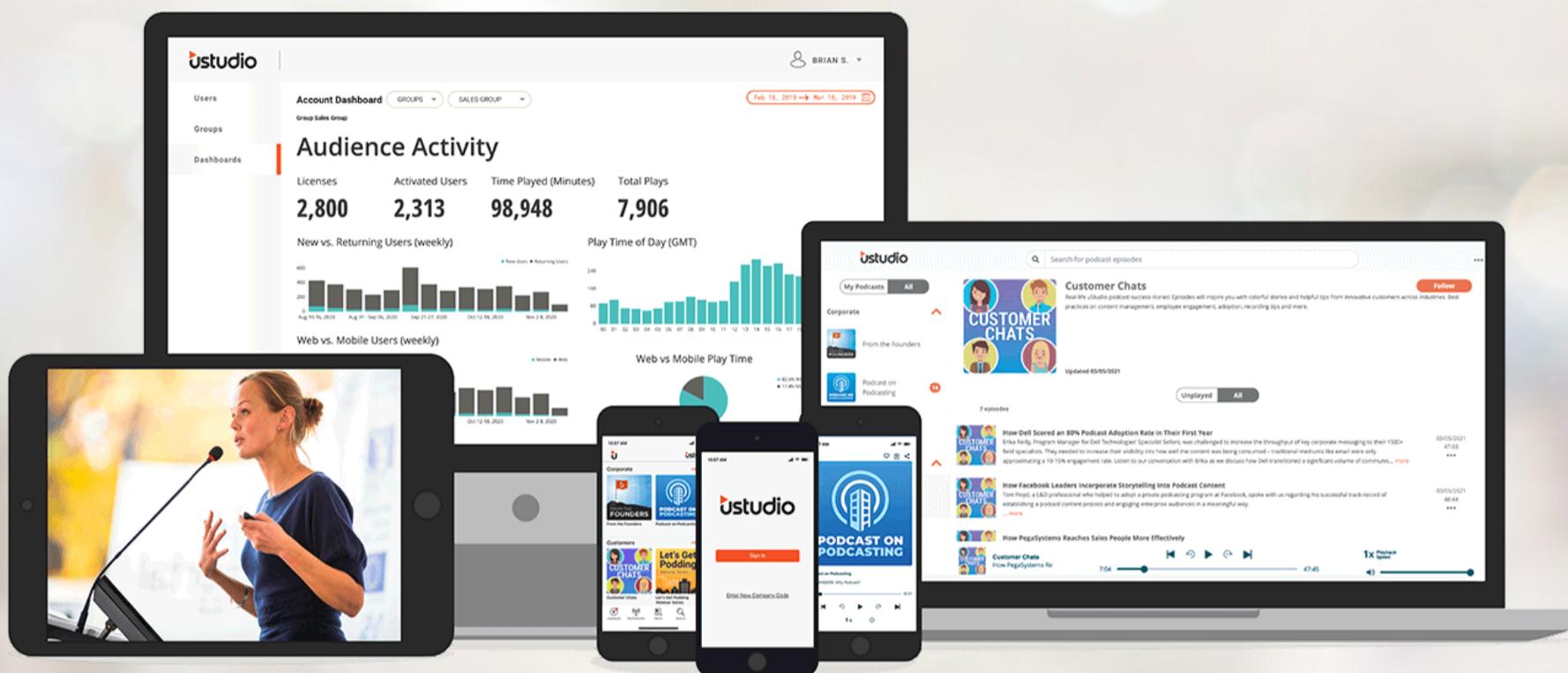
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 **GADGETS, GIZMOS & GEAR**

The End Of **POINTLESS MEETINGS**

Work meetings weren't intended to be dreaded, were they? Yet somehow, they have become a huge waste of time that leave most of us thinking, *"Couldn't you have told me all that in a three-sentence email?"*

And for some reason, working from home hasn't stopped the meetings. Now, we have to put on a nice shirt and comb our hair for the weekly Zoom. Argh . . .

But what if you *didn't* have to attend another one?

This is where the company, uStudio, comes in. In a Netflix-media world, they had another idea about Monday meetings.

In 2007, Netflix moved from a mail-order company to an online streaming company, and in doing so, changed the viewing culture.

Scrolling through thumbnails to pick a show, binge-watching multiple episodes, and being notified when new episodes become available are all features that

have become part of our regular, everyday life.

Jen Grogono, CEO of uStudio, thought this cultural norm could be harnessed and used inside companies, too. So, she created a Netflix-like platform for companies to use to share information internally. Now, instead of attending a marketing meeting, team members can login, click the “marketing channel,” and listen to the latest episode the marketing team produced.

Instead of pushing the old training tape into the VCR in the training room, new recruits could just watch the training channel online.

A weight-loss coaching company decided to take this technology on and created their own podcasting “intranet.” Their clients can choose episodes on weight loss and be coached totally inside this private, secure, Netflix-type network.

Insurance companies are using uStudio to create an internal podcast network for managers to produce their own shows to help teach company-wide improvement concepts.

And lawyers are using a uStudio Podcast Network to help provide continuing education courses to their attorneys.

Podcasts aren’t like Netflix, however. As you know, they are a tremendous vehicle for consuming information. Everyone has a commute, goes to the gym, mows

“Everyone has a commute, goes to the gym, mows the lawn, and/or has some other time opportune for listening to podcasts.”



the lawn, and/or has some other time opportune for listening to podcasts.

Imagine how much more connected to your company you’d be if the President and CEO sat down each week and recorded a conversation, in episode format, around what’s new and going on in the company. Imagine if the manager of every team was encouraged to create shows on the network about their department’s breakthroughs.

How much more likely would you be to tune in if you could just click an episode link instead of trekking downstairs to the A/V room to watch a PowerPoint presentation?

But there’s still another side to this technology.

While it's amazing to format the most important information in a medium that is easily digestible, it still only works if the information is consumed and used.

A private podcast network, like the one uStudio created, does something else to further improve the world of meetings—it provides feedback. A conversation loop isn't complete without feedback, and that's what the analytics of such a network offer.

When a podcast is uploaded to the network, management can see when the information is consumed, how long it is consumed, by whom, and in what order. They can see which shows were of interest to their people, and which fell on deaf ears.

Finally, with COVID quarantining, working from home and staying home to care for loved ones has become all too common. That's why live audio has become infinitely more important than it once was. The ability to have employees login from anywhere to hear a company meeting or message live AND receive analytics makes it easy to measure implementation and ROI of new measures.

And then, when that company meeting becomes an episode for people who missed it, there is true company buy-in.

The question remains... will employees truly buy-in?

On Twitter, @cocoadirewolf seemed less than enthused about being asked to add "listening to the company podcast" to his list

"[The service] only works if the information is consumed and used."

of duties. He replied, *"I believe it's a private feed for now, and yes, company time while I do all my other duties simultaneously."*



So how does a company introduce an internal podcast network that's "Netflix" cool? Maybe they need to adopt crowdsourcing when introducing new concepts, as well.

Or even gamify the content, so employees who truly partake and listen can be rewarded for their time investment in the company?

No matter what, Jen Grogono's uStudio is certainly ushering in a new work environment now that working at home is the norm instead of the exception. 📍



Gadgets, Gizmos & Gear

Dan R Morris

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TracingThePath 🎧



LET'S TALK ANIME!

The Genre For Everyone

Anime has something for everyone.

Storylines range from strictly adult themes to child-friendly, and they can be dramatic, funny, full of adventure, and/or action-packed.

For fans of the genre, there is a variety of podcasts available from which to choose—from television show-specific to those that highlight all different aspects of anime.

Anime Talk! is one of the latter. Matt St. Jack is the host, and he has dropped

episodes consistently now for over a year. Matt has a radio-smooth voice, and his content reflects his vast knowledge of anime as well as the in-depth research he completes for each episode.

Why is anime so popular?

Matt explains: *“I think there are a lot of people who really enjoy anime and the anime community because they find something they resonate with. I’ve said this on my show multiple times—it’s the same way people get into The Good*

Doctor, or House, or other big television shows. There's something they connect with or enjoy about a character or storyline.

"My job, as a podcast host and anime fan, is to undo the negative stereotypes that come with anime. I tell people all the time that, if they can get into those traditional types of TV shows, they can get into anime the same way.

"I think people just look at it from a fantasy standpoint. They enjoy the fact that the characters have different abilities and the way they're drawn. The color scheme, the storyline, and the music create a total experience when you watch it. Not many types of shows offer the whole experience like anime does."

Anime Talk! was born from the pandemic. One of Matt's friends had a life-coaching podcast, and he suggested that Matt look into hosting a show of his own. This planted the seed.

"He basically said, 'You have a voice and something you know a lot about.' I thought since people were staying at home, why not go ahead and do something with my time?"

Matt decided that his podcast would cover the spectrum of anime in a review-type format. Having watched anime since he was 18, he had much to draw from. However, the format presented challenges:

"I work a full-time job, so fitting in the podcast and the research required has been interesting. Now, I have to watch a

"My job, as a podcast host and as an anime fan, is to undo the negative stereotypes that come with anime."

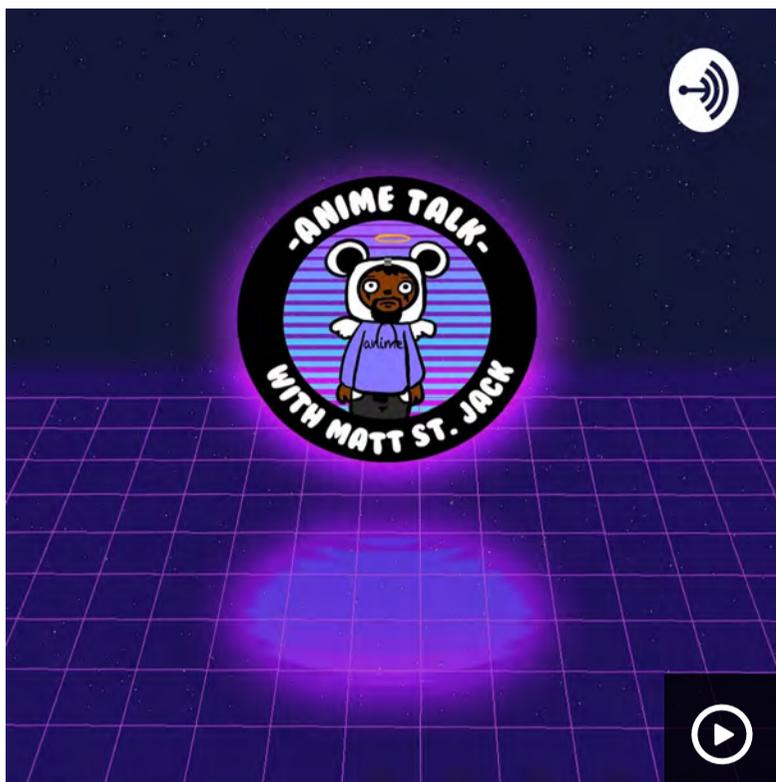


lot of shows, and some I'm not really interested in, so I have to kind of force myself. Then I need to determine if they fit a specific genre or theme. Since most anime shows are 150-200 episodes, I want to make sure I know it well, so I can answer people's questions about it, if they have them."

Matt also brings guests on to interview:

"Many of them come from Twitter. I'm in some retweet groups, and I'll just ask for what I'm looking for. I'll also post when I'm looking for something specific, like women in anime for International Women's History Month. I had five really great women-led anime podcasts as a result of simply reaching out on social media."

For the listener just starting to discover anime, Matt has some great advice:



“You have to get past the first episode. A lot of times in anime, they kind of throw everything at you in the beginning episode, and then, they do the unraveling. Once you get past that, you have to give it a couple of episodes, because every show is going to be different. And if you’re not

the type to enjoy reading closed captions, then you’ll want to find one that’s dubbed in English. Voice acting plays a huge part in anime. There are a lot of different variants that go into finding an anime show you might enjoy. Try a variety.”

Matt’s podcasting philosophy is, “To do a good job, try to put out all the content you can, and speak to it. For me, if at least one person can walk away from each episode with a takeaway, it’s a win.”

For listeners of *Anime Talk!*, it’s a win, indeed. 🎧



Leisure Category Director

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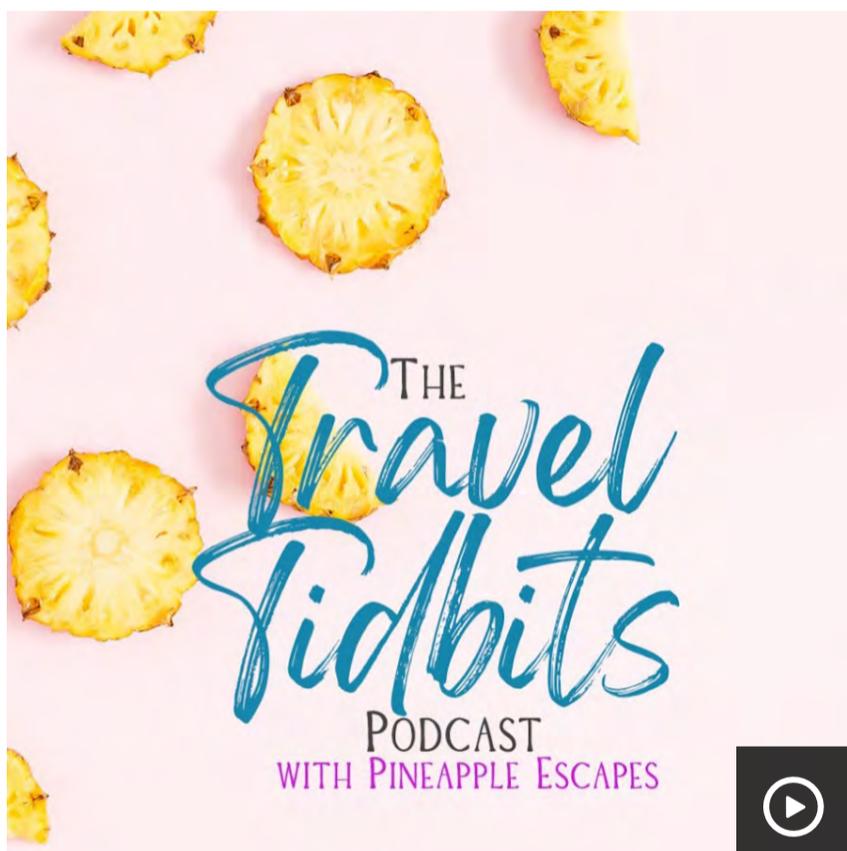


*Nielsen Q4 2020



UNDER THE RADAR

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



THE TRAVEL TIDBITS PODCAST

This is an interesting podcast not because it's hosted by an ever-changing team of travel agents, but because it's hard to get a handle on it. The agency owner and primary host is Jamie Weitl, and for each episode, she brings in a different travel agent from the team.

A good many of the podcast episodes center around the Orlando area and the main Disney World and Universal Studios-related attractions. There are some episodes on other places of interest, including Disneyland,

Las Vegas, and some other general types of “favorites-based” episodes.

Overall, I found it hard to get in a “flow” with the podcast for some reason—maybe because it skipped around so much.

I do like the variety of different “voices” and experiences each agent bring to the podcast, and Jamie does a good job leading the discussions. Their different personalities and perspectives make the show fun and engaging, and I love the opening music.

This podcast is less than a year old, and while it needs to tighten up just a bit, it's still a good add to a playlist—especially if you are experiencing travel withdrawal or just want to start planning your next vacation. 🎧



ZACK TWAMLEY: A PODCASTING POWERHOUSE

Diplomacy May Frequently Fail, But Zack Never Does

Zack Twamley has one of the most widely respected history podcasts in the world under his belt—*When Diplomacy Fails*.

He has been podcasting since May 2012, when he was just 20 years old, and is now well-known in the history podcasting community as someone who produces a huge volume of content—575 episodes at the time of this writing, to be exact.

And that's really just the tip of the iceberg of Zack's production. He also ran a parallel podcast, *Poland Is Not Yet Lost*, that focuses on the dismantling of Poland (and is still available on Patreon).

Zack is already the author of three

published books, one hot off the press (more below). Additionally, he runs *The Vassal State Blog*, which covers an incredible range of subjects and is full of excellent advice for anyone thinking about getting into history podcasting who would like to hear from someone who is now an eminence grise in the medium.

Zack took this role as podcaster another step further by starting the History Podcasters Platform, a grassroots movement.

All the while, Zack has *also* been making his way in academia, studying, teaching, and becoming a PhD candidate at Trinity College, Dublin.

He is a self-confessed history nerd:

“I hold my hand up to say that I fully caught the history bug.”

Listeners of *When Diplomacy Fails* have been able to follow Zack on this journey from budding young podcaster barely out of school to the soon-to-be Dr. Zack Twamley. About to celebrate ten years in podcasting, he has decided *not* to see in this milestone the way he did on his fifth anniversary—embarking on a Five Weeks to Run Wild journey, during which he released *at least* two episodes a day.

The popularity of *When Diplomacy Fails* is not just reflected in numbers—it also stands out for the depth of research that goes into it. When Zack tackles a subject, he goes deep. As the title suggests, what fascinates him most is the preamble to war—the failure of diplomacy that happens in one way or another and inevitably results in war.

The lead up to the First World War was something that interested Zack from an early age—what was it that led the belligerent nations into such catastrophic conflict? Zack’s investment in this question can be heard in his voice when he speaks about it; he is clearly emotionally involved.

The podcast has covered a wide variety of well-known conflicts and characters, like Bismarck, The Korean War, and The Treaty of Versailles. He even created The Delegation Game, based on the Paris Peace Conference.

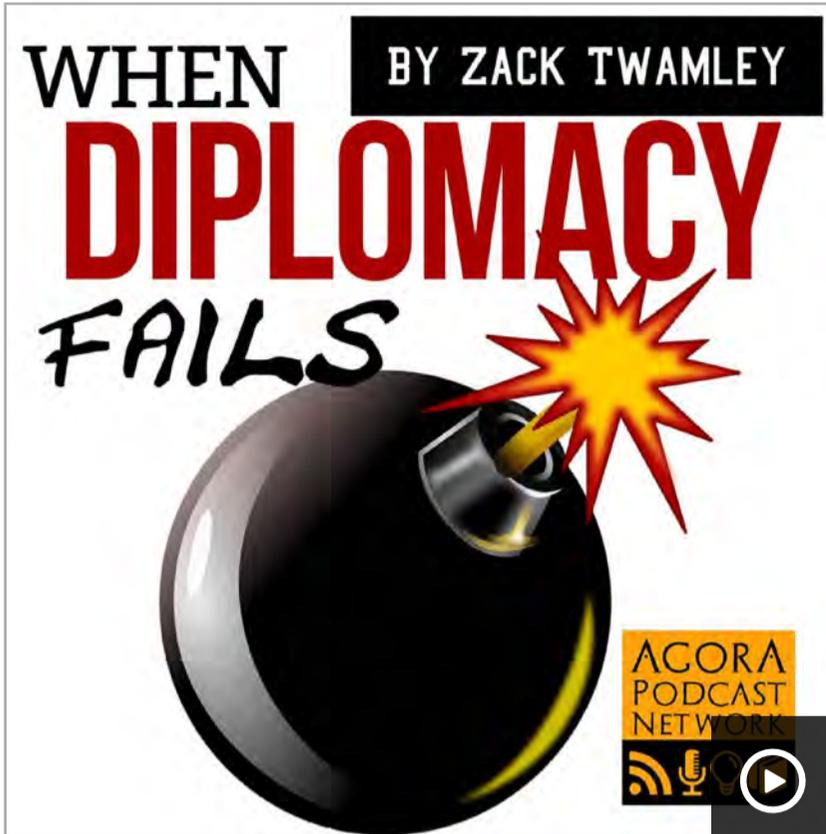
“For as long as I can remember, I wanted to write stories... and telling those stories on a platform like podcasting has been a dream.”

But one of the great things about *When Diplomacy Fails* is that it also covers some truly obscure battles, such as The Russo-Turkish War of 1877.

But the conflict that plays a starring role in *When Diplomacy Fails* is the Thirty Years’ War. Zack has covered it more than once—in fact, there are now a total of 83 episodes dedicated to it. And for good measure, Zack has also written a book about it, too: *For God or the Devil*.

“I started on the 400th anniversary of the defenestration of Prague. I basically announced that I was going to tackle the conflict again in the kind of level of detail that, by that stage, I think had become if not the trademark of When Diplomacy Fails, then certainly what people were expecting.”

In addition, Zack has also recently released his first novel, *Matchlock and the Embassy*, set in the Thirty Years’ War. And with Zack



being Zack, it isn't a single-volume venture—he has 24 more planned. The series takes his characters through the entire 30-year span of the war, which equates to nearly a book per year of the war.

“I accept that I write more than what other people would probably consider ‘normal.’ But for as long as I can remember, I wanted to write stories. I think the kind of twin interest in history and writing has just always appealed to me. And telling those stories on a platform like podcasting has been a dream. So, taking it to the next level with fiction seemed fairly natural.”

Zack has boldly chosen the self-publishing route, because well, why wouldn't he? He has never been work-shy and seems unfazed by the prospect of not just writing and publishing the books, but promoting them, too.

It is interesting to hear how the research needed for historical fiction is different from what Zack is used to for his podcast.



Other podcasts Zack has hosted include *Thirty Years War Podcast* and *Poland is Not Yet Lost*

After having created the podcast and literally writing the book on The Thirty Years' War, one might think that there is little Zack could still learn about it.

But Zack readily admits that it is one thing gaining the sort of knowledge he needs for his podcast and *“another to know how people cooked—which sounds simple, but actually wasn't all the time, especially when there was an army on the march. Really doing historical fiction and honing in on the characters—it made me think more about the human element of war.”*

Zack's love of history is something he endeavors to share with the world—that's the motivating force behind his prodigious output. The *Matchlock* series is part of this overarching goal, too. He wants to do for the Thirty Years' War what Bernard Cornwell did for the Napoleonic Wars with the *Sharpe* series.

For Zack, history is one great story... and he has obviously relished weaving his own into this great narrative. 🗣️



History Category Directors

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Map Corner 📍

UNDER THE RADAR

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



OUR FAKE HISTORY

Our Fake History is one of the most enjoyable history podcasts out there.

The presenter, Sebastian Major, is great fun—a really enjoyable person to spend time with. The concept is also brilliant and an excellent way to approach history.

Each episode's content and title revolve around a question that addresses one of the great mysteries of the past: "Should We Trust Nostradamus?" "Was There a Real King Arthur?" "Who Killed Rasputin?" And



of course, "Who Built The Pyramids?"

But this is decidedly not The History Channel in podcast form. Sebastian applies vigorous analysis in answering the questions posed. He tells us very clearly what we do and do not know, and he has a sharp nose for smelling out fishy tales that might be fun, but are very unlikely to be true. As the show's catchphrase goes: *"This show explores those tall tales and tries to figure out what's fact, what's fiction, and what is such a good story, it simply must be told."*

Sebastian is a teacher, and it's noticeable to the listener in a very positive way, as he is able to explain complex topics to make them understandable to those who have not done the research themselves.

Above all, Sebastian is funny—very funny—and his description of Heinrich Schliemann, the cack-handed amateur archaeologist and destroyer of Troy who keeps making appearances on the show, is hilarious. 🎧



AFRICA

A Continent On The Rise

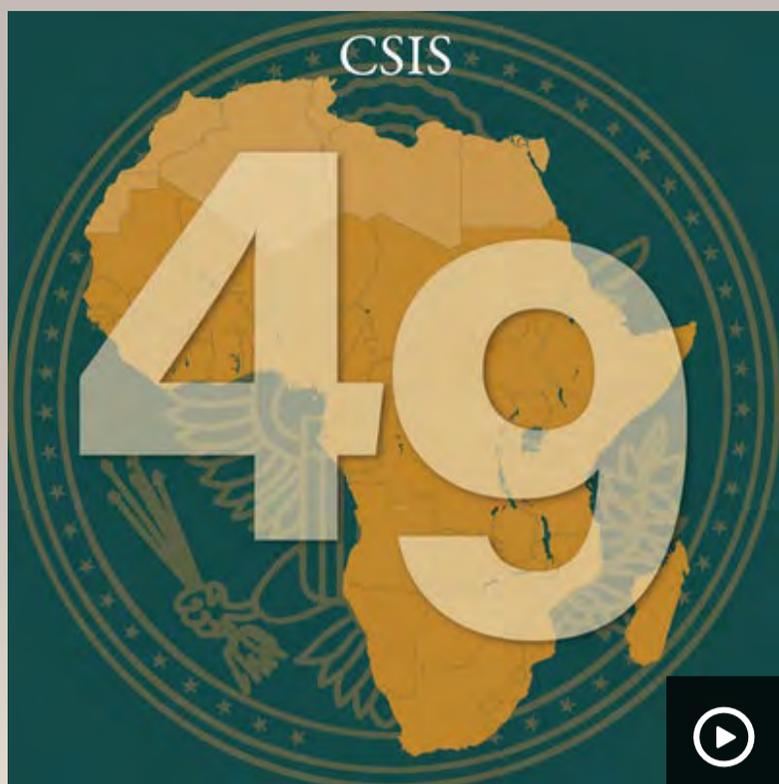
Africa is the world's second largest and most populous continent after Asia. At about 11.7 million square miles including adjacent islands, it covers six percent of Earth's total surface area and 20 percent of its land area. With 1.3 billion people as of 2018, it also accounts for about 16 percent of the world's human population.

Africa is also culturally diverse. If you were to walk along a busy city street in Dar es Salaam, Tanzania, you might hear snatches of conversation in a cornucopia of languages. Towering office buildings would shade you from the blazing sun as you make your way past fruit, curios, and clothing vendors.

49, the podcast produced by the Center for Strategic and International Studies (CSIS) and hosted by Judd Devermont and Nicole Wilett, endeavors to transport you to all 49 countries in sub-Saharan Africa through the lens of U.S. policy toward each country.

"The mission of the podcast is to help policymakers, students, and African and European leaders think about the future of policy toward every single country in Sub-Saharan Africa," noted Devermont.

Devermont is the former director of the Africa Program at CSIS. Before his tenure at the think tank, he served as a U.S.



“The mission is to help policymakers, students, and African and European leaders think about the future of policy toward every single country in sub-Saharan Africa.”

national intelligence officer for Africa, the CIA’s senior political analyst on sub-Saharan Africa, and as national security council director for Somalia, Nigeria, the Sahel, and the African Union.

“The mission of 49 is also to help demystify the monolith that people sometimes regard the region as, particularly in foreign policy circles, where ‘Africa’ gets grouped together,” Wilett said.

Because the podcast is really a micro-cast (episodes are just 15 minutes long), it’s easy to consume and digest. *“It’s sort of like a teaser, where we tell you the basics about this country, but we give you just*

enough to get excited to come back for more,” Wilett added.

Wilett is the chief of staff at the Open Society Foundations (OSF). Before joining OSF, she worked at the Bill and Melinda Gates Foundation, where she served as deputy director for program advocacy and communications. She served twice as director for African affairs at the National Security Council during the Obama Administration, and was the senior advisor and chief of staff at the U.S. Embassy in South Africa.

There is a bit of debate about how many countries constitute “Africa,” but the 49



podcast refers to the 49 countries in sub-Saharan Africa, which is the way most of the U.S. Government thinks about the region, according to Devermont.

“49’s core listening audience is comprised of U.S., European, and African policymakers and diplomats,” Devermont stated. *“We’ve also received feedback from students and certain U.S. ambassadors preparing for confirmation hearings that our podcast is referred to as ‘required listening.’”*

“The point of the podcast is to ask people to think about whether they want to teach themselves more about some of these countries. It’s a complex place and hard to know everything,” Wilett pointed out.

Devermont became interested in sub-Saharan Africa after he studied abroad in South Africa for a year at the University of Cape Town, and as he put it, *“I never looked back.”* But he attributes an eighth-grade field trip to Washington, D.C. to sparking his desire to work in government.

Wilett became interested after growing up hearing stories of her mother’s service abroad in Senegal. Then, she too got a chance to visit Zimbabwe. Ironically, Wilett never wanted to work in government, because she felt true change could only come from the outside. But after a paid internship, she realized that good democracy also requires people fighting from the inside.

JUDD listens to



UFAHAMU AFRICA

Life and politics on the African continent.



HOW I BUILT THIS

Guy Raz dives into the stories behind some of the world’s best-known companies.

NICOLE listens to



STUFF YOU SHOULD KNOW

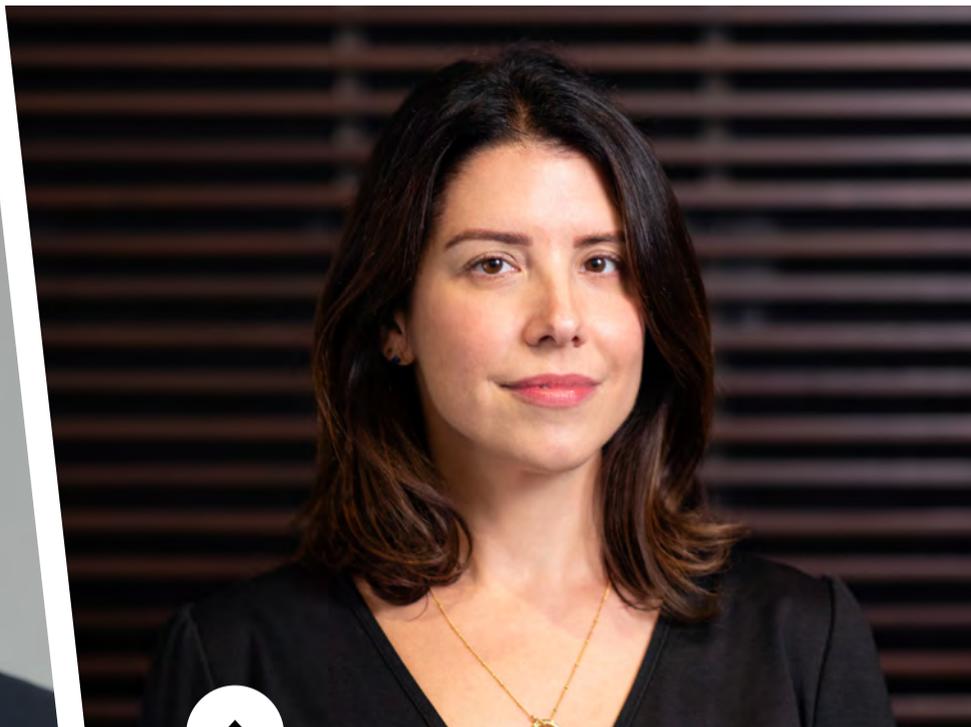
If you’ve ever wanted to know about champagne, chaos theory, LSD, El Nino, true crime, and Rosa Parks, then look no further.



30 FOR 30

Stories from the world of sports and beyond

“[We want to] demystify the monolith where ‘Africa’ gets grouped together.”



REQUIRED LISTENING

Co-hosts Judd Devermont and Nicole Wilett aim to produce a podcast that is revered by U.S., European, and African policymakers alike

“My favorite part about hosting the podcast is asking the last questions, through which we really get to know our guests. Like, ‘What’s the best book you’ve read from this country?’ or ‘Where do you go to have the absolute perfect meal in this country?’” Wilett said.

Devermont was born in Los Angeles, CA, and grew up in San Fernando Valley. He is married, and they have a dog. In his downtime, he loves to run and gets admittedly grumpy if he doesn’t. *“Running relaxes me, and my mind sort of spins,”* he explained.

Wilett was born and raised in Syracuse, NY. She has two young daughters and, as of late, she enjoys horseback riding in her downtime.

Devermont concluded with the following advice to their listeners:

“Don’t conform to convention. Don’t assume that because ‘it’s the way things have always been’ that it should continue that way.

“Don’t accept the premise that Africa or African countries should be treated differently than other countries or shouldn’t get significant time or attention. Our podcast aims to delve into the fascinating histories of these countries. I want people to be inspired. I want them to trust their instincts and recognize that it’s okay to break with tradition and take on some risk, if we truly want to change the trajectory of our relationships. I want our relationships and our policies to be better, different, bolder, and more beneficial to both the U.S. and our African partners.” 🗣️



Government Category Director

Meiko S. Patton
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 Clubhouse Lead Gen 🗣️



UNDER THE RADAR

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



9/11: TWO DECADES LATER

Do you remember where you were and what you were doing last Tuesday? Most of us can't.

But what if I asked where you were and what you were doing Tuesday, September 11, 2001? Most of us can.

In this limited-series podcast, award-winning investigative journalist Steve Gregory carefully and delicately explores the actions taken by the United States Government following the attacks of 9/11, including the creation of the Transportation Security



Administration (TSA) and the Department of Homeland Security.

In episode two, Gregory interviews retired air traffic controller Bart Avery. He recounts how the 4,000 airplanes in the sky at the time had to be diverted and grounded to the nearest airport. The pilots who had just taken off did not know or understand why they were being diverted, but very soon, not only did they understand, but they joined the rest of the nation as shock, sadness, anger, and fear engulfed us.

Episode three follows the creation of TSA, and you get to hear the very first press conference in 2001 announcing the deployment of newly trained TSA screeners and the incredibly short deadline the agency had to meet to make this nation safe again for travel.

At the end of each episode, Gregory poses a question that only each individual can answer: *“Are we safer today than 20 years ago?”* 🎧



WALKING THE TALK WHILE TALKING ABOUT THE WALK

Tim Montague – The Voice of Sustainable Power

From an early age, Tim Montague was surrounded by the ideals of activism. Not just words never backed by action, either—his family walked their talk about environmental and human causes.

Tim's grandfather ran a magazine in Chicago called *Black Diamond*, which covered the coal industry and fossil fuels. Since then, his family's focus has shifted to alternative fuels.

Tim's dad, Peter, is a semi-retired professor in environmental studies, author, journalist, and environmental justice activist. He continues to write

weekly for outlets like *Huffpost*, *Truthout*, and *Counterpunch*. Growing up, Tim helped him build solar panels. This was well before it became common practice and tech made it easy with photovoltaic (PV) cells.

His mom, Lucia, was the Director of the National Gay Task Force in New York City.

One could say that caring deeply about people, and the planet, is in Tim's DNA.

Tim hosts *The Clean Power Hour* podcast, and before that (and concurrently, until Tim put it on hiatus), *The Solar Podcast*. He also



works full-time in the alternative energy industry, but would prefer the industry lose the “alternative” and become the power source of choice.

His mission is to “*speed the energy transition.*” It’s not about saving the planet, though. For Tim, “*It’s about saving our butts... the planet can take care of itself.*”

Tim has a worldview perspective that he wishes everyone had the opportunity to develop. In his sophomore year of college, he traveled to Norway for a study abroad. To say he fell in love with the country during his three years living there would be an understatement—compare it to his passion for clean energy, and you might be closer to the depth of his fervor.

He believes that “*Viking economics is the modern permutation of the high road,*” and will wax eloquently about the Scandinavian economic, societal, and environmental foundations and how they differ from those in the United States. He does it with such knowledge of the intricacies that you might begin to question why other countries around the world aren’t looking to implement some of their success models.

While studying abroad, he met his former wife, who he married in his senior year. After graduation, they decided to travel abroad together. So, they saved up \$5,000 to take a trip around the world, including a stop at Kopan Monastery in Nepal to study Buddhism.

After journeying for many months throughout Southeast Asia, Tim caught malaria and paratyphoid in Indonesia. By the time he got to Australia, he ended up in the hospital and cut the trip short, but the lessons learned along the way have served him well over the years.

His worldly perspectives and experiences have even influenced his preference for being referred to as “*a global citizen*” over an “*American,*” as he is “*concerned about the well-being of humanity.*” (You likely figured that out about him already.)

Tim hopes to one day return to Australia, seeing as his first visit didn’t quite end up

“[My mission] is to speed the energy transition.”



Tim on the trail

CLEAN POWER HOUR



Montague



Weaver



as he would have preferred. It leads the world in solar power, and his interest in it is reflected in his podcast, as well:

In 2020, close to 10% of all of Australia's power was derived from solar power. The cost of solar is one-third the price of that in the United States. And those are just some of the facts you will learn listening to Tim's show.

He is a walking encyclopedia of clean energy history and facts. Ask him any question about power sources like wind, solar, or water with a notepad ready. You will learn more about the how, why, and when of energy than you ever thought possible from one person.

To add to that depth of knowledge, *The Clean Power Hour* is co-hosted by John Weaver, journalist for *PV Magazine* with over a decade of experience in the solar industry as an installer.

Throughout the episodes, both of their passion shines through, and you may

“It's about saving our butts... the planet can take care of itself.”

find yourself questioning your own consumption of power.

What began as a roundup of energy news has since morphed into the current incarnation of *The Clean Power Hour*—news and interviews with experts and thought leaders in the industry.

Tim and John don't just talk about clean energy and its future on this show, though—they effectively sell it. Tim is all-in on changing the way the world consumes energy.

If Tim's family could recognize the need to look beyond coal when they were invested in its success a generation or so ago, perhaps there is hope that the world can still change. 🗣️



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



YOUR UNDIVIDED ATTENTION

I gravitated to the show because of its title and episode topics. I was intrigued by the hosts' recommendations on where to start, the transcripts provided, and how honest they were about audio issues and not letting that stop them from providing thought-provoking conversations.

I kept listening because I learned from hosts Tristan Harris and Aza Raskin. I listen to podcasts to experience perspective shifts and learn something new about topics—whether



those I thought I had a strong foundation on already or those I know nothing about. This show delivers on all accounts.

Created by the Center for Humane Technology to help answer the question, “*How is technology both a symptom and a driver of broader social, political, and economic forces?*” this podcast made me think more about that question not only as I listened to each episode, but after, too. If that doesn't make a podcast worthy of being reviewed and rated in my tech section, I don't know what does.

I'm glad I found this podcast and will continue to listen to it. Hopefully, they will find that Senior Audio Producer they are looking to hire that they mention in the October 18, 2021 episode.

If you need a job in audio producing, reach out to them. 🎙️

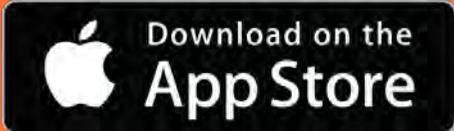
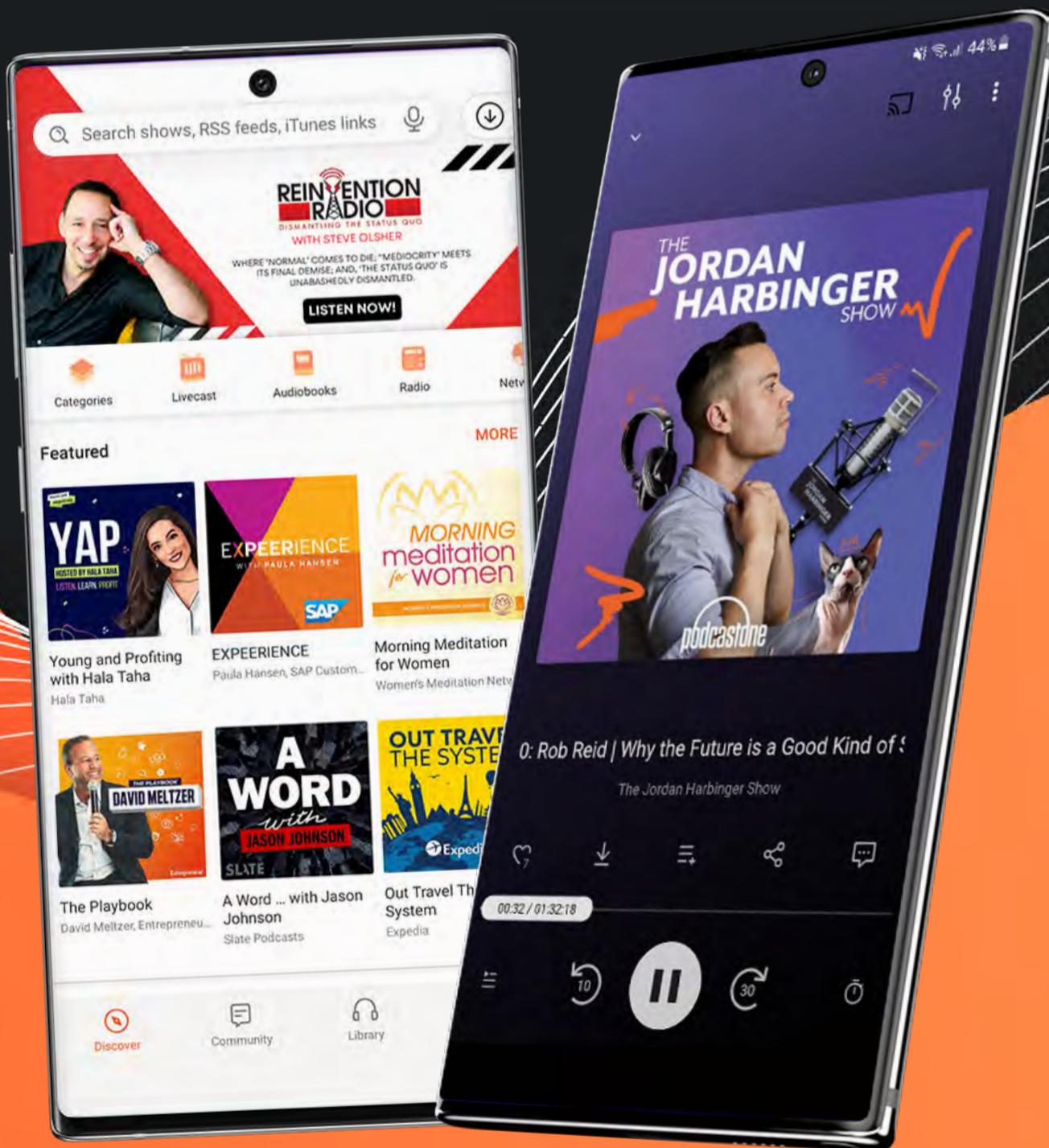


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¹Zoharab, Dave."Apple Podcasts vs. Spotify — Which is more popular?" Chartable, 21 Jan. 2020

MICHAEL ASHFORD

A Man On A Mission

Michael Ashford is gifting the world inspiring stories on his *Fit Dad Fitness Podcast*.

“I want dads to be healthy, active, and involved in their kids’ lives, and I think fitness can be the foundation for that.”

Michael worked for a few years as a reporter and editor at a small-town newspaper in Kansas.

“I left the journalism world because I wanted to start a family, and the hours and pay at a small-town newspaper weren’t the greatest. But I never left the passion behind.”

Embracing the power of storytelling in a different way, Michael moved from using his website to podcasting as he highlighted everyday dads who were figuring out a way to make both fitness and family top priorities.



“As I became consistent with the show, I was surprised to find people planning their days around it. I got messages from listeners who said, ‘I listen to your show every Wednesday on my drive into work. Some said, ‘I listen to your show every morning as I’m working out, and it motivates me.’ That was wild to me.”

Michael initially set out to interview sports figures and other well-known fathers.

“Interestingly, the stories from everyday dads who figured out a way to make fitness work resonate most with people. Those everyday stories are where the true magic is.

“I’ve found interview podcasts work best if the host asks questions and then gets out of the way. Everyone has an incredible story to tell, and it’s up to the host to ask the questions that reveal it.”

A former long-distance runner in high school and college, Michael, too, is an everyday father with a compelling story.

“I continued running after college, but I was pretty inconsistent with it. Honestly, I was just getting by on good genetics.

“Before we had our daughter, Alexandra, I took my wife and son on a work trip with me to Ocean City, Maryland. My son Luke, who is 11 years old now, was eight or nine months at the time. My wife took a photo of me and my son on the beach. When she showed it to me, and I saw myself in my swim trunks, I thought, ‘I’m just getting by. I’m not doing everything that I can health-wise to make sure I’m at my best to

“I want dads to be healthy, active, and involved in their kids’ lives, and I think fitness can be the foundation for that.”

guide this life that I am responsible for—my son, whose tiny hand is in my hand.”

Returning home, Michael started to work on himself.

“I joined a gym and went full bore six days a week.

“After several years of consistent exercising, changing my diet, and focusing not just on building muscle, but also on cardiovascular health, strength, and mobility, I felt really good... and I wanted other people to experience that. So, the idea of personal training emerged.

“I had gone from journalist to marketing director in the software space, and I thought I could coach people on the side to help them feel as rejuvenated and energized as I did. I feel better now than I did in my early 20s.”

Michael and his wife, Kim, got certified and started personal training businesses.

“My main goal was to help other dads discover the benefits of good health. Whether they admit it or not, fathers have the supreme struggle of juggling and balancing all their commitments, responsibilities, hobbies, and interests. Of course, this applies to parents in general, but I know fatherhood best. You have your job, kids’ school programs and sporting activities, helping out around the house, and co-raising your kids, not just doing the fun stuff. For a lot of dads, health and fitness take a backseat.

“There’s also a common mentality I call ‘the dad’s noble cause’: ‘I’m so busy providing for my family that I just don’t have time for me.’ I call it that because who would question it? In reality, though, what good is all that stuff you’re creating for your family if you’re not around to enjoy it? You’ve got to take care of yourself, so you can provide for your family well into old age.”



BEFORE AND AFTER

Michael used the motivation of his young son to transform his health and fitness



MICHAEL

listens to



MIND PUMP: RAW FITNESS TRUTH

The hosts look at the mythology and pseudo-science that pervades the fitness industry and present science-backed solutions.



CREATIVE ELEMENTS

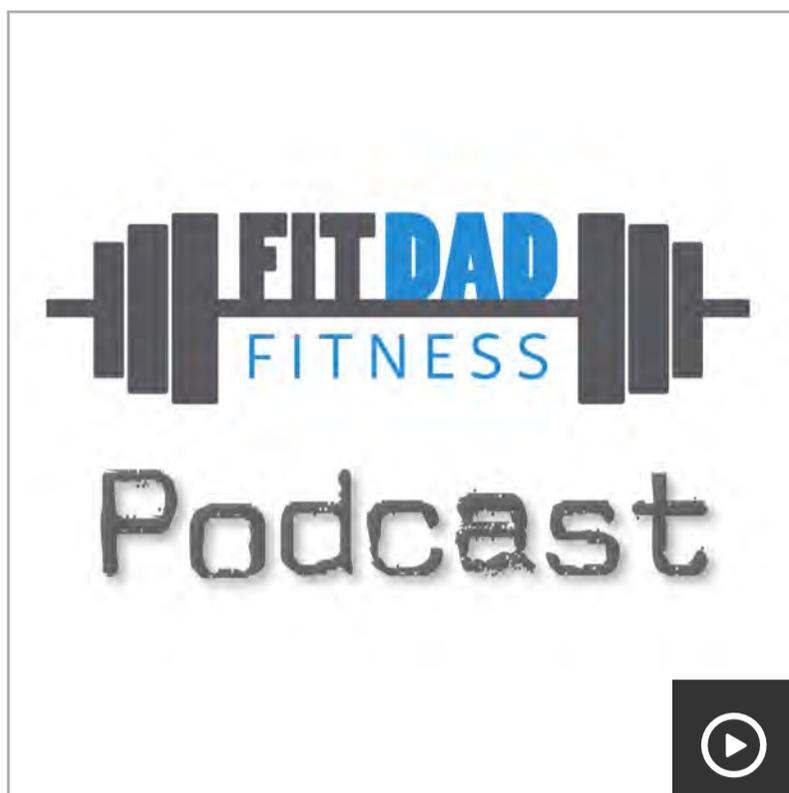
Jay Clouse dives into the nitty-gritty of how the world’s best creators make a living from their art and creativity.



UNTHINKABLE WITH JAY ACUNZO

An exploration of what it takes to create work that resonates in the business and creative worlds, particularly in innovative projects and companies.

“What good is all that stuff you’re creating for your family if you’re not around to enjoy it?”



Nearing 400 episodes now, the four-and-a-half-year-old *Fit Dad Fitness Podcast* is the longest-running show dedicated solely to helping fathers pay attention to their health and fitness to improve themselves and their family life.

And at a time when people's emotional and mental health may be at risk, Michael isn't resting on his laurels.

He felt pulled in the direction of topics beyond fitness that also have an impact on our well-being.

"In the summer of 2020, there were protests and riots about social and racial justice issues. I'm 37 years old. My generation and younger never experienced anything like it, particularly the George Floyd murder.

"Added to that, we were going through a presidential election that brought out the very worst in people. I was thinking, 'We're better than this—but we don't know how to have conversations with one another.'

"As if this wasn't enough, we were in the middle of a pandemic that none of us had ever dealt with. We were trying to figure it all out, and everything became politicized and polarized. I kept thinking, 'This should have brought us together, but it is tearing us apart.' So I asked myself, 'What can I do?'

"I decided to start a podcast called The Follow-Up Question to show that we're not as divided as we seem to be. We just don't know how to talk about our differences. I'm exploring what it would take for us to find common ground, if that's possible."

With his podcasts, Michael Ashford is using his talents, skills, and experience as a journalist to search for answers that can help us have sound physical, emotional, and mental health. His mission is a worthwhile one. 📌



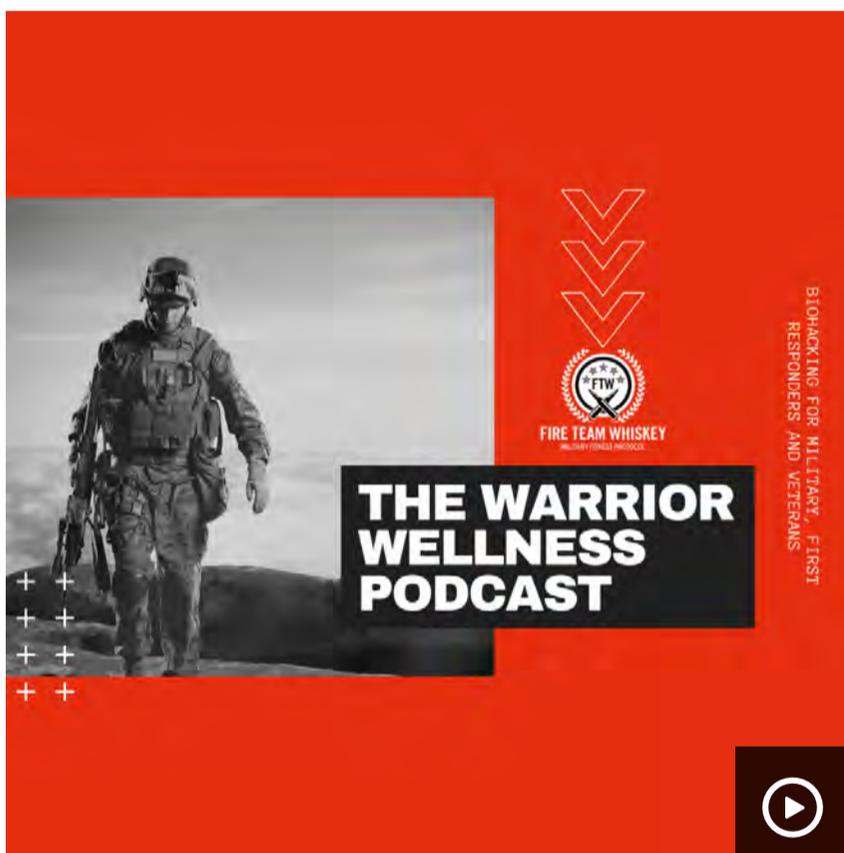
Health & Fitness Category Director

Christine Franklyn

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UNDER THE RADAR

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



THE WARRIOR WELLNESS PODCAST

A podcast for military members, veterans, and first responders focused on fitness, health, nutrition, and biohacking is a rare find. Hosted by former Army Captain Stephanie Lincoln, *The Warrior Wellness Podcast* aims to introduce America's heroes to lifestyle habits and hacks that will help them live healthier, happier lives and be fit enough to do their important work.

The conversations include one with Dr. Pat Boulogne, chiropractor, acupuncturist, and



author of the book *Why Are You Sick, Fat, and Tired?* If you think it's normal to feel lethargic and have unexplained aches and pains, then this discussion is for you. It focuses on the importance of finding and treating the cause of your unique health problem instead of chasing or masking symptoms or ignoring important signs that may become chronic or even fatal diseases.

Among the guests on the show, you'll also find Danny Vega, a carnivore/keto influencer and coach. He and his wife share a passion for their "Fat-Fueled Family" teachings, wherein they teach other parents how to transition their children to a healthy, whole-foods diet.

From a life coach who invented a technique to help people easily achieve a consciousness shift to a retired-Navy-SEAL-Commander-turned-leadership-and-mindfulness-coach, *The Warrior Wellness Podcast* delivers advice for every aspect of a healthy life.

Everyone can benefit from taking a listen. 🎧



MOLON LABE:

Warriors Leading The Way In Business

Our military heroes inspire and challenge us through their unbelievable courage, unwavering mission focus, and unique approach to mindset.

So, this month as we thank our veterans, I'm excited to bring you business(ish) podcasts hosted by military veterans who will whip you into mental shape and inspire you to stay the course with "Molon Labe" level commitment to growing your business to the next level of success, revenue, and impact.





DROP AND GIVE ME 20 WITH LINDSEY GERMONO

No pushups required—just 20 minutes of your time.

Each episode features an interview with a military entrepreneur creating something phenomenal in the world.

ENTREPRENEURS ON FIRE

Hosted by Iraq War Vet John Lee Dumas, *EOFire* offers 3,000+ interviews with the most successful entrepreneurs today.

After the military, Dumas tried law, tech, real estate... and then discovered podcasting. “Fire Nation” was born.

Whatever your goal, journey, success or failures, you’ll find an episode that resonates with you and gives you exactly the motivation you need to ignite your business success.



THE JOCKO PODCAST

Hosted by retired Navy Seal Jocko Willink, this podcast brings the concept of “extreme ownership” to life.

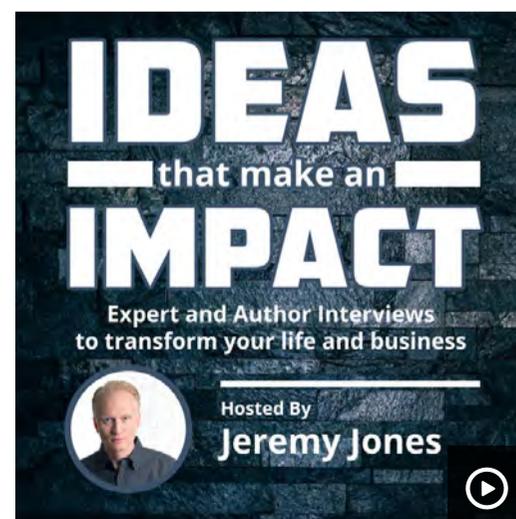
Need a firm combat boot to your booty to become the next evolution of yourself? This is where you find it.

Become the best version of yourself—for yourself, your family, your team, and your business.

IDEAS THAT MAKE AN IMPACT

In every episode of *Ideas that Make an Impact*, a featured guest expert shares three big ideas to help you shift your thinking and transform your life and business.

Hosted by U.S. Navy Veteran Jeremy Jones, this one’s packed full of actionable business advice you can implement right away.





UNBEATABLE MIND PODCAST WITH MARK DIVINE

“Looking good, feeling good, oughta be in Hollywood” is just one of the mantras Mark Divine shares. (And it got my 17-year-old daughter and I through a 10K Spartan race—this stuff works.)

As a retired Navy SEAL Commander, Mark knows more than a thing or two about leadership, teamwork, and how to train your mind.

Ready to develop the mental toughness and impenetrable confidence of a SEAL? Start here.

AMERICA'S ENTREPRENEUR

Hosted by strategic business consultant and U.S. Marine Veteran Aaron Spatz, *America's Entrepreneur* features interviews with high-achievers and entrepreneurs whose inspiring stories capture the spirit of America.

This one covers the gamut of business topics—from AI and rocket science to confidence and sales.

Search the archives and find an episode on exactly what you're curious about learning next in business, leadership, and life.



TEAM NEVER QUIT WITH MARCUS & MORGAN LUTTRELL

You know him as the “lone survivor.” Retired Navy SEAL Marcus Luttrell is host of the *Team Never Quit* podcast, a series of interviews with extraordinary people sharing their stories of hope and resilience in the face of the impossible.

Having a bad day? Frustrated? Don't even think about giving up. Instead, tune into this podcast, and get inspired again.

MIND OF THE WARRIOR WITH DR. MIKE SIMPSON

What does it mean to be an elite warrior and modern-day sheepdog?

If you started your business with a higher purpose to change something, to save people from something, to do something positive in response to a misjustice, negative, or problem you saw in the world—you've chosen to accept the responsibility of a sheepdog.

And Dr. Mike's podcast will take you inside the “mind of the warrior” that you'll be challenged to develop if you want to succeed.



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VETERAN ON THE MOVE: EMPOWERING VETERANS THROUGH ENTREPRENEURSHIP

Joe Crane is a 24-year military veteran who launched a podcast to help other veterans transition into entrepreneurship after military service.

While its focus is the veteran community, anyone in business will find motivation in the stories Joe showcases as he interviews a diverse group of successful entrepreneurs. He also offers resources for those looking to get started on the journey to becoming a successful entrepreneur.

There you have it: nine straight-talk podcasts that'll light a fire under you to continue growing your business and making a positive impact in the world.

Now, drop and give me 20. Or... go subscribe to all of the above!

I'd love to hear from you. Which veteran-hosted business podcasts are on your list? Who did I miss? Drop me a note, and you just might see your favorite vet featured in a future issue of *Podcast Magazine*®.



Business Category Director

Michelle Shaeffer

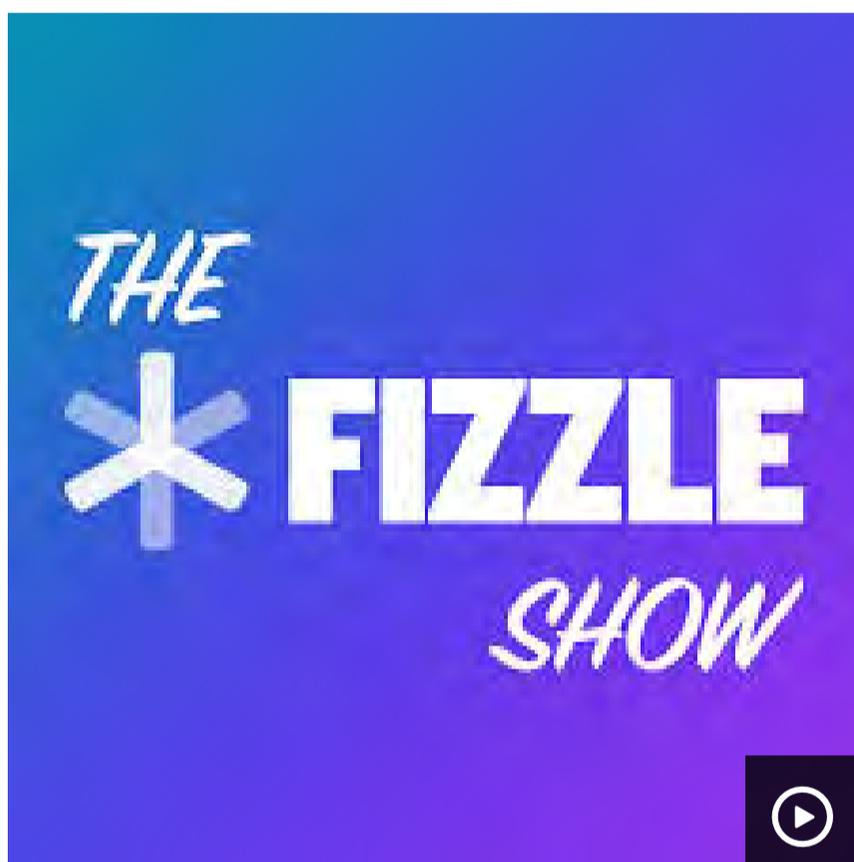
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The Art of Giving a Damn ▶



UNDER THE RADAR

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



THE FIZZLE SHOW

You can't help but smile just saying "*The Fizzle Show*," and with nearly 400 episodes and more than five million downloads, they're onto something good.

And it's not about soda or pop rocks (I'm sure there's a podcast for that). It's about making sure your business doesn't "fizzle out." Get it?

Fizzle offers courses, articles, and of course, a podcast, for creative entrepreneurs who want to "*do meaningful work, find an audience, and get paid.*"



Host Corbett Barr features expert advice on basics like copywriting, webinars, speaking, and social media as well as growth-focused topics like team building, stages of business growth, and out-thinking your competition. But it's more than that.

If you've wondered how to avoid burnout, balance it all, or keep getting back up... tune in to this show.

They go deeper than strategies or tactics:

- "Back to Mother-Effing Square One." Rebuilding a Freelance Business from Scratch – FS137
- Why We're Proud This Guy Gave up on His Business – FS162
- How to Quit Your Startup (Or Anything Else You Need to Quit) – FS203
- "When I started my first business, I lost my wife, and it was worth it." – FS145

Clearly, they're not afraid to get really real on this show. Oh, and bonus points for great audio and being available as an app on my Roku! 🎧



GETTING TO THE REAL:

The Lives Of Not-So-Everyday People

We have all imagined what it would be like to be rich and famous. We've idolized 'perfect' film or TV stars, athletes, powerful business executives, or the influencer we follow on Insta.

Our lives would be better if... if we were just them. All our struggles would go away. Every desire would be attainable.

Many struggle every day hoping that one day, all our fears, anxiety, doubts, and unmet needs will simply disappear. That we will 'arrive.'

But it never happens. We never



achieve the dream... the picture-perfect world... in real life. Then, we return to that simple thought: “*If only I were so and so, life would be perfect.*”

Before you judge a man, walk a mile in his shoes.

If you spend any time on social media or even listen to any of your favorite podcasts with celebrities, one thing quickly becomes apparent:

Appearance beats reality.

Their Instagram and TikTok accounts are polished with only the most fantastic locations, the best clothing, and stops at restaurants where a meal costs more than a typical month’s rent.

Then, you see a new podcast episode with your favorite superstar. So you tune in to hear their Wikipedia highlight reel of their career, latest wild adventure, and opinions of every newsworthy topic. And you think to yourself, “*Wow... this person’s life is amazing. It’s truly perfect.*”

But to follow them in the digital age or listen to their highlight reel isn’t truly “walking a mile in their shoes.” It’s only a surface look into the best of that superstar.

That’s where *Inside of You* with Michael Rosenbaum comes in.

Michael didn’t want yet another celebrity-driven podcast talking about the triumphs of stardom. Rather, he wanted to let his audience into a world that is typically hidden behind a crafted persona. To accomplish this mission, Michael invites his guests to open up and be vulnerable, relatable, honest, and real as they look into the darker parts of their lives. In doing so, he allows us listeners to begin to experience the journey each guest is on in in his or her life.

Pay no attention to that man behind the curtain!

Often, we are told to “pay no attention” to the hard things in life. Especially when life should be ‘perfect.’ But sometimes, it takes the man from *behind* the curtain to help pull it back to reveal what’s behind the mythic image of life as a celebrity.

Michael Rosenbaum is not only the host of *Inside of You*, but he’s also a well-

“Guests know
they are expected
to be real and go
deep into their
struggles—
to truly open up.”



known actor. He starred as Lex Luther in *Smallville*, Martinex T’Naga in *Guardians of the Galaxy*, and Parker in *Urban Legend*. He’s an actor, director, producer, singer, and comedian. He knows the entertainment world, which includes friends like Lamorne Morris (*New Girl*), Neal McDonough (*Band of Brothers*), Sophia Bush (*One Tree Hill*), Joel McHale (*Community*), Seth Green (*Family Guy*), Maggie Lawson (*Psych*), Zachary Levi (*Shazam!*, *Chuck*), and about 180 others who join him on the show.

Going to the dark places.

It’s easy to say you want to have hard discussions only to end up skirting the real issues to instead chat shallowly. Michael takes getting *Inside of You* very seriously and looks for the real stories. Guests know they are expected to be real and go deep into their struggles—to truly open up.

These topics aren’t lightweight, either. When Michael sat down with Sarah

Edmondson to talk about her experience in the cult NXIVM, they had an in-depth discussion about the emotional, financial, and sexual manipulation of the cult, and how she lost her moral compass. In another episode, Neal McDonough shares how he was willing to give up his acting career to choose his faith and family over Hollywood. In one of my favorites, Bob Saget from *Full House* shares how laughter helped him through loss and grief.

Other episodes look at divorce, imposter syndrome, recovery, the pressure to perform, rejection, identity, mental health, anxiety, cancel culture... and countless other topics that not only impact the lives of the famous individuals featured, but also the issues that everyday people face.

What we learn is that the life of a celebrity isn’t all that different from the life of the average Joe.

What makes this show so special is that it is relatable. You get to see your favorite actors in a new light—an *honest* light. You might even learn some things that will help you in your own life. So before you assume that everything is greener on The Hollywood side of the fence, take a listen, and see how your life might not be all that different from the lives you see on TV. 🎧

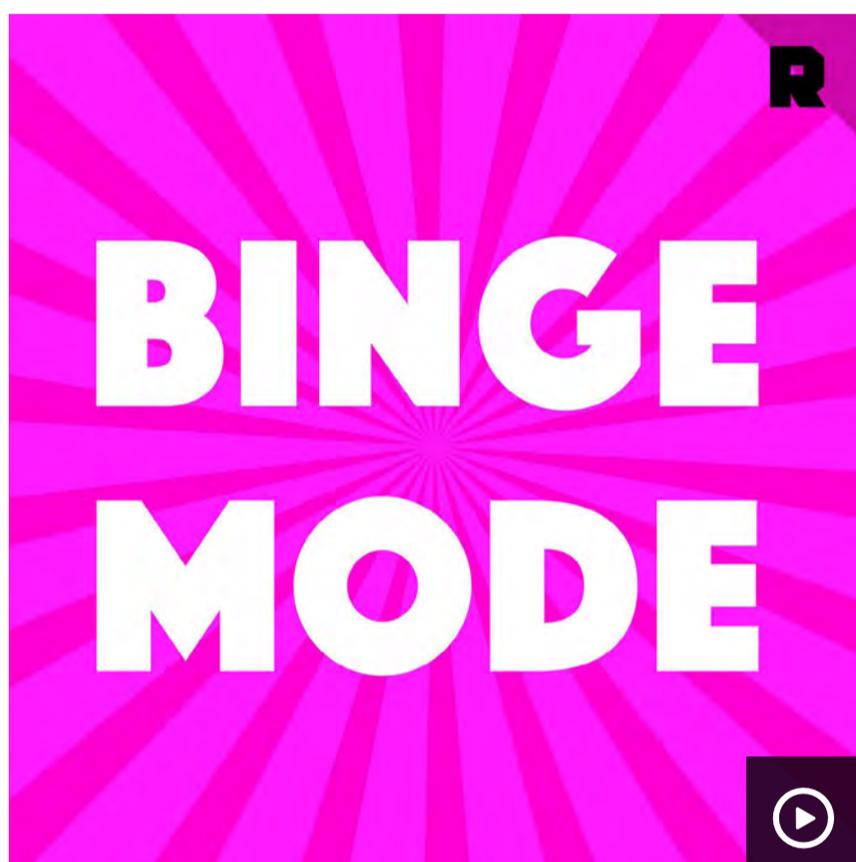


TV & Film Category Director

Michael Woodward
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 jumbleThink 🎧

UNDER THE RADAR

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



BINGE MODE

Binge Mode by The Ringer podcast network has been creating pop culture-driven shows since 2017. They recently wrapped up their seventh season with 256 episodes in their library.

What makes *Binge Mode* so unique is how they structure each of the seven seasons. Each has a specific theme, but hosts Mallory Rubin and Jason Concepcion take the space to explore the topics.



Season One focuses on *Game of Thrones* (seasons 1-7). Season Two explores the broader pop-culture world with subjects including *Coco*, *Black Mirror*, *Star Wars*, *The Good Place*, *Ready Player One*, and much more. Season Three discusses the pop culture phenomenon that is *Harry Potter*. Season Four steps back to look at Season 8 of *Game of Thrones*. Season Five focuses on the massive *Star Wars* universe. Season Six returns back to a wide range of pop culture. And Season Seven took a look at the Marvel Cinematic Universe. Seasons range in length from a few episodes to nearly 70.

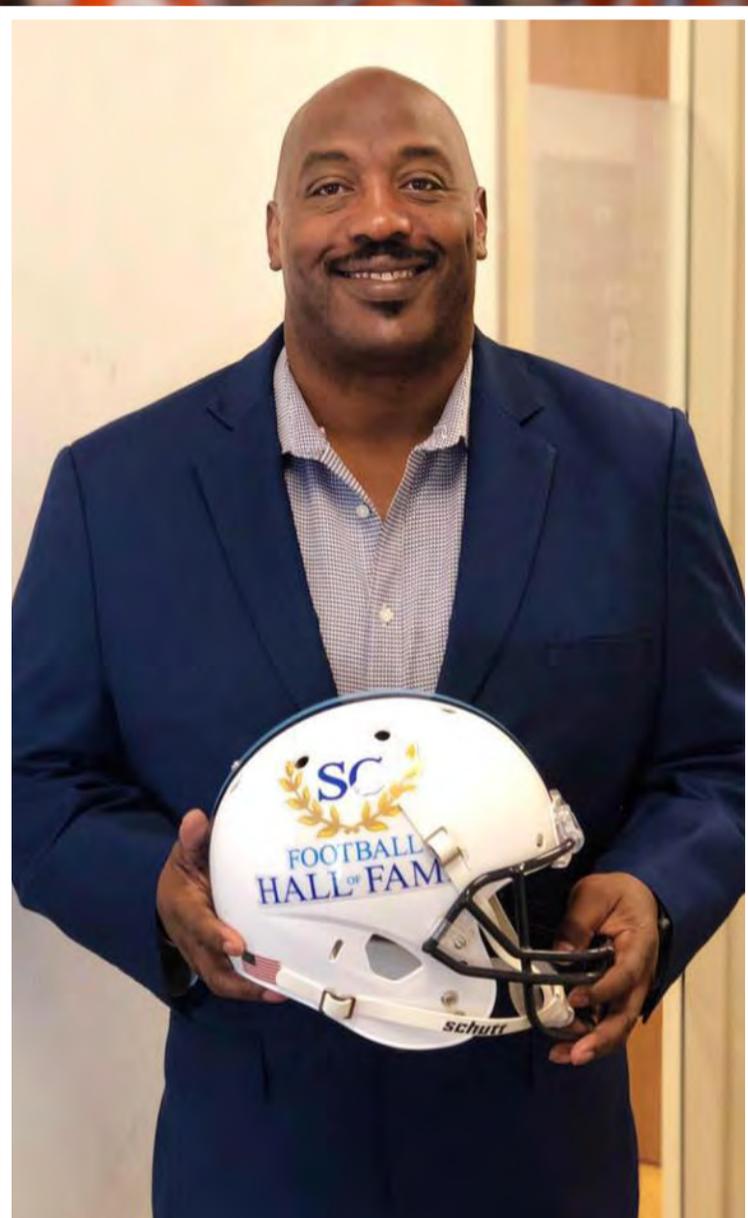
There are many things to love from *Binge Mode*. The show is well-produced, so much so that it has been named on the “Best Podcast” lists by *Time*, *Today*, and *USA*. Beyond high-quality production and research, the chemistry between the hosts keeps the show interesting. While the show goes back to 2017, each episode is as relevant today as the day it was released. 🎧

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FOR LEVON KIRKLAND, *(‘One Of The Best Clemson Players Of All Time,’)* PODCASTING IS A NATURAL FIT

Levon Kirkland, considered one of the best Clemson football players of all time, learned perseverance and purpose by overcoming odds. Now, in addition to dreams of becoming an international speaker and well-known life coach, Levon has added podcasting to his list of passions.

Levon always enjoyed football. He played in the backyard at night, imagining himself a pro football player. Attending high school in South Carolina presented a disadvantage, though—most Division 1 schools do not recruit from small schools. Levon was one of the last

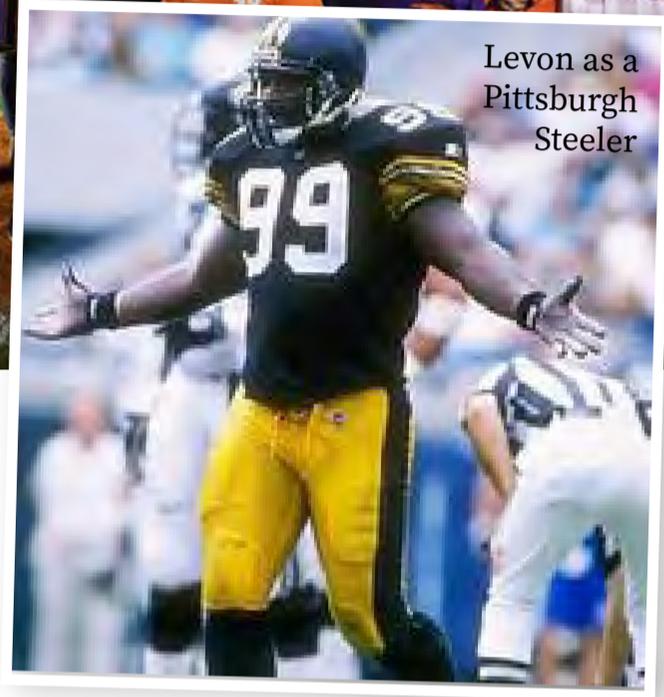
guys to receive a Clemson scholarship, partially thanks to Miles Aldridge, who recognized Levon’s talents. Still, the odds of him getting play time were not very high.

“My success was not because of a secret formula. I really worked hard,” Levon said. And that work paid off. Levon redshirted his freshman year, but ended up getting five or six sacks in the ACC championship game. *“I could get to the ball,”* he explained.

Levon was a student of the game, intent on understanding exactly how football is played. *“Gene Chizik helped me with*



Levon attends the Clemson Ring of Honor ceremony



Levon as a Pittsburgh Steeler

scheme. I ended up All-ACC three times, and an ACC two-time All-American. Really, it was understanding what I was doing. Being a technician absorbed in learning what I was taught. To understand my position, I had to think as much as I played.” Levon said.

Levon, who was Gator Bowl MVP, had a great career at Clemson, and his dream of playing for the NFL was getting even closer. He stepped up his game to be drafted in the first round:

“I kind of like to play ball without thinking. It became just doing. Free your mind, and your game comes along.

“I wanted to play for Coach Cower, even though I was not a Pittsburgh Steelers fan. I watched them, but I was a Cowboys fan,” Levon said.

Although he had cheered against the Steelers growing up, Levon loved the atmosphere of the team and their fans.

He also enjoyed the tradition and family environment.

Levon was able to go to the playoffs for six years, and he had a great Super Bowl experience. In addition, he appreciated the charity work he did with the Steelers. Although he played for other NFL teams, as well, he will always consider himself a Steeler.

Levon had a plan for life after football—working on the admissions staff at Clemson U, which he liked very much.

However, he longed to do things differently... to continue his unique experiences. So, he also coached high school football in addition to the Arizona Cardinals.



“I try to be as authentic as I can. I do not want it to be a ‘Homer’ podcast. I tell it like it is.”

Levon now works with a non-profit and intends to return to school for his master’s degree. In addition, he is a life coach.

He also has experience working in the media and has a real gift for gab.

“I did that off-season with many teams and enjoyed talking with the media,” he said.

Naturally, when someone approached him about starting a podcast, it seemed a perfect fit.

His podcast, *Bleav in Clemson Football*, is of course all about Clemson football and the ACC. *“I really try to give people a perspective. I got a ring of honor in 2019, and I try to provide a ‘ring of honor’ perspective. I coached and played on all three levels,”* Levon said.

Levon prepares for his podcast every day. *“I prep for about two hours. Not totally Clemson, either—I am watching games and reading information. I try to be as*

authentic as I can. I do not want it to be a ‘Homer’ podcast. I tell it like it is.”

With a goal of becoming nationally syndicated, Levon is determined to transform society with his speaking. He uses the podcasting platform and his love of football to help and guide others, providing great information while sharing his message. 📌



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



THE TENNIS PODCAST

In the sports podcast genre, tennis shows are not talked about as much as other sports. In fact, *The Tennis Podcast* was one of the first of its kind.

To fans who remember the famous matches of the 80s and the groundbreaking events televised, finally! A podcast for you.

Beginning in 2012, *The Tennis Podcast* is hosted by BBC Radio 5 Live commentator David Law, Prime Video TV presenter



Catherine Whitaker, and Matt Roberts. They have deep knowledge, tremendous experience, and great chemistry.

According to the podcast description, “After producing more than 750 editions, *The Tennis Podcast* is now the most listened-to podcast in the sport with more than 10 million downloads from over 100 countries since its inception.

“The podcast is crowdfunded by its listeners on an annual basis. You can listen to the show on Apple podcasts, Spotify, or wherever you get your podcasts. Each Monday, the podcast reviews the latest tournaments, previews the events coming up, and goes out daily during Wimbledon and the Australian, French, and U.S. Opens. Big-name players and coaches are often interviewed, and great stories from the past are covered in our new series of shows, *Tennis Re-Lived*.” 🎧



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OFF THE CHARTS

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

NOVEMBER 2021

ARTS

THE SCIENCE OF BEAUTY

allure



THE SCIENCE OF BEAUTY

Hosted by: Michelle Lee & Jenny Bailly

Explore the inextricable link between science and beauty. Hosts ask questions of cosmetic chemists, dermatologists, and other scientists and discuss why specific products help to enhance skin and hair.

BUSINESS

AGENTS OF CHANGE

Hosted by: Rich Brooks

Weekly expert interviews with digital marketing geniuses deliver practical, nitty-gritty, real-world-tested guidance to help small businesses get more customers.



COMEDY



DRINKIN BROS

Hosted by: Ross Patterson, Jarred Taylor & Dan Hollaway

Veteran hosts along with their friends get together every week to make sure you never drink alone... at least that's what their excuse is.

EDUCATION

MILITARY CHILD EDUCATION COALITION

Hosted by: MCEC

Conversations about the challenges military-connected children face as they navigate multiple education systems from birth through high school. For the sake of the child.



FICTION



FULL BODY CHILLS

Hosted by: Audiochuck

Ever miss those spooky campfire stories you heard growing up? Well, gather round... and listen close.

GOVERNMENT



ABOUT GREYHOUNDS

Hosted by: Jacqueline Howard

The only podcast series that discusses everything about former racing greyhounds.

HEALTH & FITNESS

MEN TALKING MINDFULNESS

Hosted by: Jon Macaskill & Will Schneider

A retired Navy SEAL Commander from Colorado Springs and a hippie meditation teacher in New York City come together to talk about mindfulness.



HISTORY



LIFE ON THE LINE

Hosted by: Angus Hordern, Thomas Kaye, Alex Lloyd & Sharon Mascall-Dare

Interviews with Australian veterans from World War II to the 21st century, and records of their stories.

KIDS & FAMILY

PARENTING GREAT KIDS

Hosted by: Dr. Meg Meeker

Engaging with experts and parents to take on relevant issues, answer real questions, and provide simple hope and encouragement to every parent.



LEISURE



BBC GARDNER'S WORLD MAGAZINE PODCAST

Hosted by: BBC Gardeners - various

The gardeners of the BBC's popular television series share duties on various episodes. Topics range from beginning gardens to gardening as therapy and everything in between.

OFF THE CHARTS

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

NOVEMBER 2021

MUSIC



IRISH & CELTIC MUSIC PODCAST

Hosted by: Marc Gunn

If you love Celtic music, then this is the podcast for you. Each week, you'll receive an hour-long award-winning Celtic radio show featuring some of the best independent Irish and Celtic music.

NEWS

CONNECTING VETS

Hosted by: Radio.com

Connecting vets every day.



RELIGION & SPIRITUALITY



JUST ONE SIMPLE THING PODCAST

Hosted by: Christa Hutchins

Host Christa Hutchins equips busy Christian women who have big ideas with strategy and structure, so they can do what God has called them to do.

SCIENCE

DR. KARL SHIRTLOAD OF SCIENCE

Hosted by: Dr. Karl Kruszelnicki

Join Dr. Karl and his guests for weird facts and amazing conversation and remember... it's never too late for a happy childhood.



SOCIETY AND CULTURE

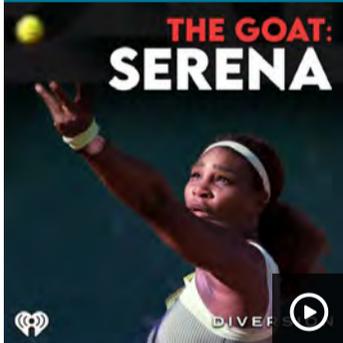


COMBAT VET VISION

Hosted by: Aaron Q Seibert

Aaron Q. Seibert, having three Combat tours, now serves to bring his experiences and expertise to educate the public with the goal of helping more and more Vets.

SPORTS



THE GOAT: SERENA

Hosted by: Serena Williams

Serena Williams's close friends, Garrison and Rubin, along with other prominent figures in Serena's life, recount the triumphs and tribulations of the making of an icon.

TECHNOLOGY

THE GEEKBITS PODCAST

Hosted by: Mike Murray & David Murray

Mike Murray of The Geek Pub and David Murray of The 8-Bit Guy host a podcast where they talk about life, technology, and philosophy.

GEEKBITS PODCAST

TRUE CRIME



CRIMEJUICY COCKTAIL HOUR

Hosted by: Carrie Anne Drazewski-Keller, Krista Rosedahl & Becca Miner

A team of spooky ladies pick apart new juicy topics each week from a multidisciplinary perspective for you to enjoy.

TV & FILM

THE PROBLEM WITH JON STEWART

Hosted by: Jon Stewart

Going off script... Jon and his team go another level deeper as they explore the topics covered in the episodes of Jon's Apple TV+ show of the same name. A great listen!



EDITOR'S PICK



DRIVE ON

Hosted by: Scott Deluzio

A show committed to helping veterans learn about and deal with the mental and emotional struggles they face during their deployment and after they come home.

PODCAST MAGAZINE RECOMMENDS

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

blubrry



Stats-Hosting-PowerPress
www.blubrry.com

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

podcastmagazine.com/blubrry »



click funnels

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

podcastmagazine.com/clickfunnels »

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hosting

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

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

podcastmagazine.com/inmotion »

KARTRA

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

podcastmagazine.com/kartra »

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

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

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ontraport

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

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Sendible

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

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

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
1	1	THE UPSIDE Callie & Jeff Dauler
2	2	CERTIFIED MAMA'S BOY Steve Kramer & Nancy
3	3	BK ON THE AIR Barry King
4	5	PEAKY POD Mike Jenkins
5	7	THE WILDER RIDE Alan Sanders & Walt Murray
6	6	NEXT ON THE TEE Chris Mascaro
7	8	NECRONOMIPOD Dave, Ian & Mike
8	4	KRAMER AND JESS UNCENSORED Steve & Jess
9	10	THE NOSTALGIC PODBLAST Chance Bartels, Al Hardee & Tom Williams
10	15	PROMISED LAND Ian Kehoe
11	14	THE BOX OFFICER PODCAST Mel McKay & Derek Zemrak
12	9	THE MARRIAGE FIT PODCAST Alan Sanders & Susan Delmonico
13	11	WAIT, WHAAAT? Elaine & Paula
14	13	CHEATIES Lace Larabee & Katherine Blanfod
15	-	FOUR 2 MANY PODCAST Dewop, JRemy, Des & Sockz
16	12	60MW PODCAST Dave Robinson & Others
17	38	UNETHICAL PODCAST Celeste Brown, Richard Steudle, Tali Hall & Kristy Lynn Janssen BIGGEST MOVER ↗
18	25	BE THE RIGHT CLUB TODAY Hal Sutton
19	18	KNOW YOUR AURA Mystic Michaela
20	31	NO GUILT MOM JoAnn Crohn
21	-	THE INNER MONOLOG PODCAST Marcus, Ricky, Julio & Jose
22	19	CRIME JUNKIE Ashley Flowers & Brit Peawat
23	-	THE MOMS ON CALL PODCAST Laura & Jennifer
24	-	MURDER, MYTH & MYSTERY Erik, Mary & Sara
25	24	SOUTHERN FRIED TRUE CRIME Erica Kelly

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
26	34	THE BERT SHOW Bert, Kristin, Davi & Moe
27	-	BOUNCING FORWARD Amy Purdy
28	27	INNER IDIOT Tyler Havling & Shorty Hoffman
29	-	PG-ISH Erin Holland
30	-	A DATE WITH DATELINE Katie & Kimberly
31	23	ANATOMY OF MURDER Anna-Sigga
32	43	BIG MAD TRUE CRIME Heather Ashley
33	-	EXCUSE ME, THAT'S ILLEGAL Leroy luna
34	-	MIGUEL AND HOLLY UNCENSORED Miguel, Holly & Scotty
35	28	RADIO LABYRINTH Tim Andrews
36	29	ROASTS & TOASTS Ester & Chrissy
37	-	SWORD & SCALE Mike Boudet
38	-	THE MODEL HEALTH SHOW Shawn Stevenson
39	-	WKRP-CAST Allen & Donna Stare
40	-	STAY AT HOME MOM? YEAH RIGHT! Sarah Smith
41	-	DEFENSE DIARIES Bob Motta
42	-	RAW TRUTH STORIES OF FEMALE INFIDELITY Rebecca Adams
43	-	UP AND VANISHED Payne Lindsay
44	-	COUNTERCLOCK Delia D'Ambra
45	-	GIRLS GOTTA EAT Rayna Greenberg & Ashley Hesseltine
46	-	TRUSTING EVIL Briony & Sam
47	-	PROJECT RECOVERY Casey Scott & Dr. Matt Woolley
48	-	IN THE MOEMENT Moe Mitchell
49	-	SOMETHING WAS WRONG Tiffany Reese
50	36	THE NEWSWORTHY Erica Mandy

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