

FEBRUARY 2022 / VOL. 3 NO. 1

PODCASTMAGAZINE.COM

PODCAST[®] MAGAZINE

BEYOND THE MICROPHONE

22 TOP
INFLUENCERS
IN PODCASTING

Tenderfoot TV's

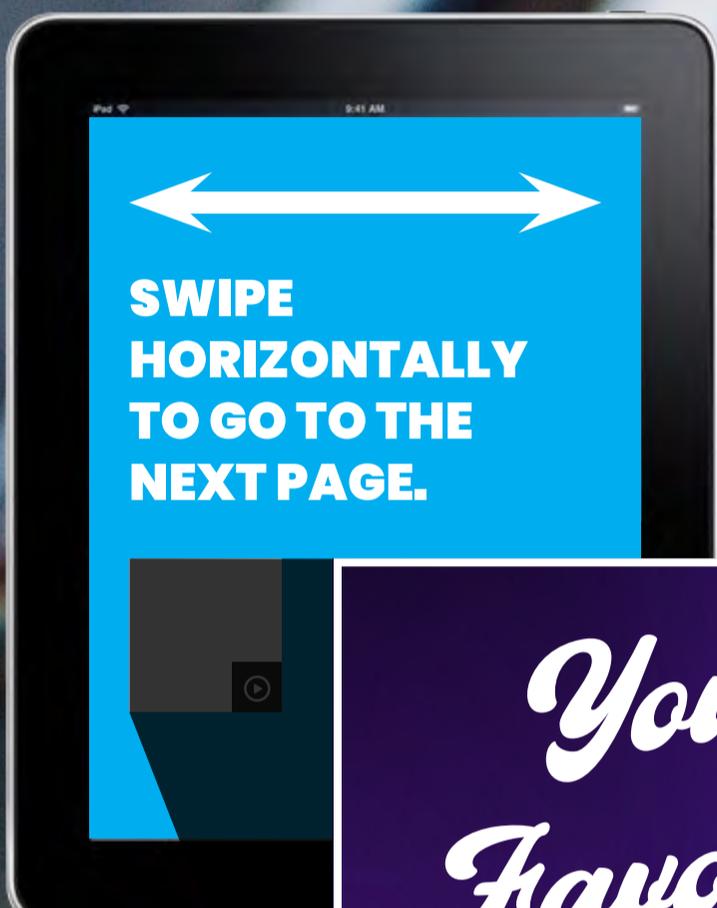
**DONALD
ALBRIGHT**

REAL. POWERFUL. STORYTELLING.



HOW TO USE THIS MAGAZINE

FEATURE



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WHY DO YOU “TRUE CRIME”?

Join us for **Part 1** of a special series on the True Crime podcast category, featuring:



Margot (who wishes to remain anonymous), host of *Military Murder*



Lori, host of *The Unlovely Truth*



Anna-Sigga, cohost of *Anatomy of Murder*



Kenzi and Holly, cohosts of *Crimeaholics*



Jake (left), cohost of *Strictly Stalking*

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TERRY WOLLMAN

Making it with an open-
door policy



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

THE PROFESSIONAL PODCASTER

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

PODCAST MAGAZINE'S HOT 50

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



FROM THE EDITOR

Truth be told, when we started *Podcast Magazine*[®], I had no idea how things would go.

As we celebrate our **TWO-YEAR ANNIVERSARY(!)**, and enter our third year of publication, I am proud to say that we have established ourselves as the preeminent publication for the industry.

Over the course of the past two years, we have provided ample discovery for well over 3200 indie podcasts, featured 200 Top Moms and Dads in Podcasting, highlighted Top Vets In Podcasting, and introduced you to kids frontlining as amazing hosts. We've brought our readers the most frightening horror and crime podcasts, educational, health, history, government, and religion podcasts, and entertaining music, sports, and film

podcasts, along with many others from several other categories.

It's been quite a journey to where we are today, as our second year comes to a close.

And to top it all off, we received perfect confirmation that we are on the right track when one of the biggest influencers in the world, Paris Hilton (who has amassed more than 100 million followers across various platforms), had her team reach out to us to conduct an interview about her new podcast.

As a growing publication, and with the hope that Paris will share her feature with her community, it is very difficult for us to say "no" to this request. (Who in their right mind would?!)

Why? Because Paris has influence.

By definition, the word influence means:

in·flu·ence
 /'ɪnfluəns/
 noun
 1. the capacity to have an effect on the character, development, or behavior of someone or something, or the effect itself.

And the definition of an influencer is:

influencer
 /'ɪnfluənsər/
 noun
 1. a person or thing that influences another.

Paris. Has. Influence.

In this month's issue, we share our inaugural Influencer List, for which we have identified 22 (get it? This is 2022 🙄) men and women who are able to influence the podcast landscape with a single decision, click, email, podcast episode, or phone call.

Is this an exhaustive list of everyone who has influence in the podcast world? Of course not. Did we miss myriad people who *should* have made the list, and did we include a few that some may question as to why they were included at all? Of course.

We are aware of these possibilities and recognize that it will never be easy to please everyone... all of the time.

Our goal is to become a more powerful voice for the industry that influences



Paris Hilton, host of *This is Paris*, and one of the world's leading influencers

podcast consumers and industry participants alike.

For those of you striving to do the same... for all the influencers making a difference... stay the course. I'm cheering you on.

And to our readers and avid podcast fans, we look forward to another year of connecting as we take you 'beyond the microphone' and into the lives of today's leading podcasters and behind the scenes of the shows you love.

STEVE OLSHER
 @ThePodcastMag

P.S. We hope you like the new cover design and our inaugural Influencer List. Please email me directly at Steve@PodcastMagazine.com with your thoughts. I would love to hear from you. 📧

DONALD ALBRIGHT & TENDERFOOT TV

Real. Powerful.
Storytelling.

Donald Albright is the co-founder of the massively popular Tenderfoot TV podcasting network—*“a home not only for creators, but makers and rule-breakers.”* Their mission?

“From the inception of the creative idea to the nuts and bolts of creating content, we strive to develop something impactful. No rules. No restrictions.”

Despite having started the company with only a couple hundred dollars (sans mic, even), **Tenderfoot’s slate of shows has since garnered more than 600 million downloads.** Today, Donald and co-founder/co-host Payne Lindsey are widely recognized as thought leaders in the podcasting industry.

Their flagship true-crime podcast, *Up and Vanished*, went viral after helping influence two arrests in the first cold case they covered—that of Tara Grinstead, a beauty queen and school teacher who disappeared in Ocilla, Georgia. The Oxygen Network then picked up the show, thereby expanding its success into the television and film space.

It has since surpassed 350 million downloads.

Donald, who is behind the mic and a creative contributor and story editor, also played an integral role in shaping the company’s business and growth strategy. Ironically, he and Payne never even set out to own a podcast production company. Upon launching, their vision was entirely different:

“We had to prove to the industry and to the genre of true crime that we were legit, as opposed to one-hit wonders.”

“We were supposed to make just one podcast that would inevitably get Hollywood’s attention, and then go on to have successful lives as TV and film producers,” Donald explained.

Yet the universe led them in a different direction. In fact, they would come to admit that they’d completely underestimated the podcasting medium, as it helped them scale in a way they’d never imagined.

“Payne comes from the music industry, too. He’s a music video director, and we worked together on marketing. But when we entered the world of podcasting, we did so as guys who were not only brand-new to the space, but who also had zero experience in journalism or investigating,” Donald revealed.

“We were treated like outsiders by the podcasting community, because well, we were! We had to prove to the industry and

to the genre of true crime that we were legit, as opposed to one-hit wonders.”

The fact that neither had ever held a job in podcasting before starting Tenderfoot TV in 2016 may not come as a total surprise considering how, in Donald’s 20 years in the music industry, he has never been on the inside of it—in fact, he held only one label position throughout the history of his career. Rather, he spent his time in the marketing and A&R (artists and repertoire) division and management segments.

“I just have an independent mind about this stuff,” he said. “It’s always been about getting independents access.”

In the beginning of his career, Donald often spent hours face-to-face with consumers, passing out flyers on the street. He considered it the *“metaphorical equivalent of designing the beautiful displays you see in retail store windows”*:

“I was always giving things away, whether it be a flyer, CD, or cassette tape. When people walked into Tower Records, they would see something I had created for the album. That provided me with a way to connect with consumers.”

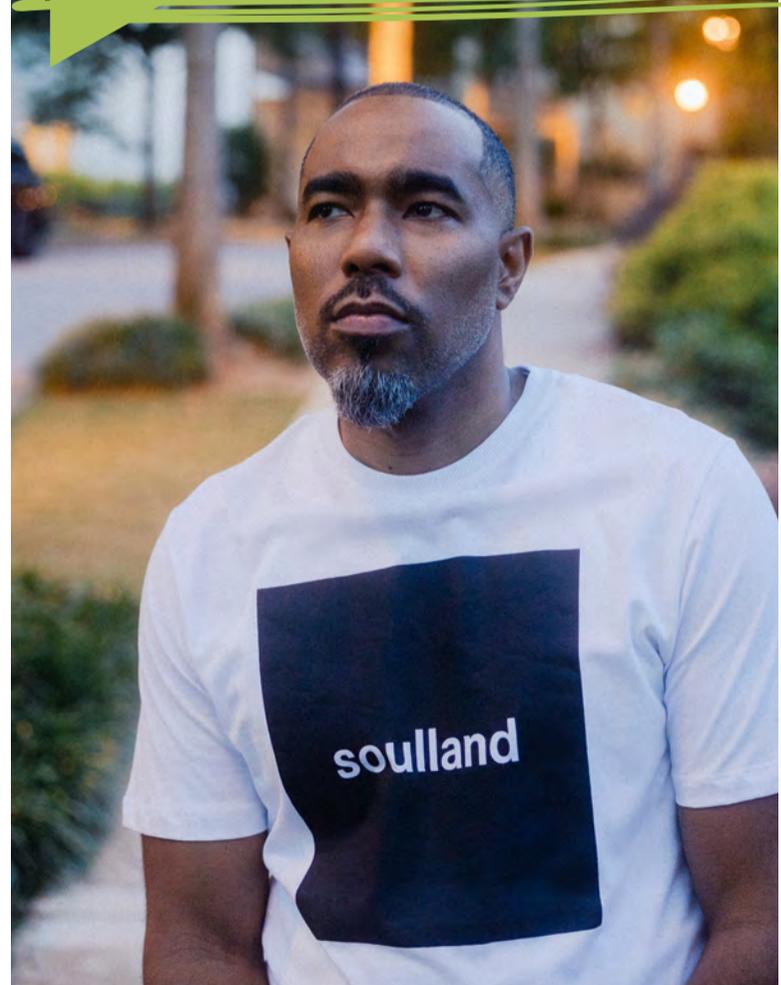
When it came to the A&R division of his work, Donald’s eye and ear for identifying “diamond in the rough” talent in the music world naturally extended into the podcasting space, as well.

“Honestly, it was all based on what I liked and how I liked to hear it. The first thing I notice about a show is whether or not I

want to listen to it. I figure, if I love it, our listeners should love it, too,” he added.

“Of course, there’s so much to consider. Sometimes, someone is talented but has no direction. Maybe she doesn’t know she can sing... or maybe she does, but she doesn’t know what to sing or exactly how to sing it. You have to develop that talent in a way that makes it unique, marketable, and an opportunity for success.

“I truly believe everything starts and ends with how much we believe in ourselves.”



“Management allows me that chance, as well as being able to focus on the business side of nurturing a career from nothing to something. In the end, though, it all comes down to one thing: I must either trust in the artist, or trust in myself. Ideally, it’s a little bit of both, but I truly believe everything starts and ends with how much we believe in ourselves.”

Donald utilized the same philosophy when choosing the type of podcast he and Payne would host—they first considered which type of true-crime podcast they’d want to listen to themselves.

Once that was decided, they went all-in on *Up and Vanished*:

“We had one show based on one case in one small town with 3,000 people. At that point, we leaned on what we learned in all our years of making content and promoting artists together. The town of Ocilla was our target audience—we knew we needed them to have our back and support us by helping spread the word. The only thing that mattered to us—all we cared about—was the 3000 residents of that town.”

Confident that in-depth conversation about a local teacher who had gone missing would catch fire in the “*small pockets of this very small town*,” Donald and Payne set out to give their listeners something new to talk about every other week via their episodes. And they did—soon, word spread to South Georgia, then all of Georgia, and then, nationwide.



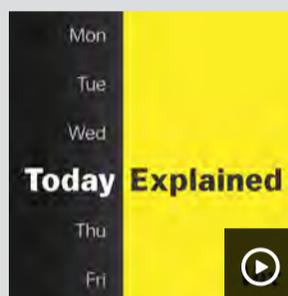
DONALD

listens to



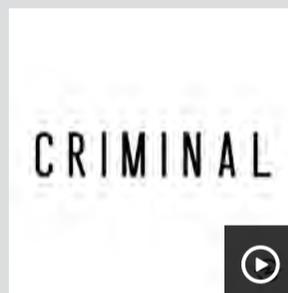
MORALLY INDEFENSIBLE

From Marc Smerling comes a story of murder, friendship, and betrayal.



TODAY, EXPLAINED

Your all killer, no filler, Monday to Friday news explainer, hosted by Sean Rameswaram and featuring the finest reporters from the Vox Media Podcast Network and beyond.



CRIMINAL

A show about people who’ve done wrong, been wronged, or gotten caught somewhere in the middle. Hosted by Phoebe Judge. Part of the Vox Media Podcast Network.



“Do we want to rely on gatekeepers to deliver content or determine what content we can share?”

“Our first episode had about 5,000 listeners. Within weeks, we doubled that,” Donald shared. “Six months later, we were averaging over one million downloads per episode, all before the case really exploded. That’s when we hit 20 million downloads a month.”

The success of *Up and Vanished* acted as an impetus for launching additional podcasts. *“We had to prove that Tenderfoot could be sustainable, too. We didn’t have investors or a big Slate deal at the time, so we were very cautious about scaling in a way that made sense.”*

They succeeded, eventually scaling the company by adding groundbreaking content from additional shows like *Atlanta Monster*, *To Live and Die in LA*, *Culpable*, and *Radio Rental*—all of which joined *Up and Vanished* in its “number-one podcast” status.

Yet for Donald, it isn’t all about status. One of the aspects of podcasting he appreciates most is how it parallels the music industry in terms of creative freedom.

“Music really started to change and empower creators when the technology to make and create it became more readily available. When the opportunity to just record a song in your parents’ basement became reality, it opened up the world of the music production to every kid and struggling artist who ever wanted to make a song. You no longer needed to invest in studio time—you could just get on the internet and download a beat. You didn’t need to pay a top producer anymore, or to rely on a label deciding whether you were talented ‘enough.’ You could literally have a viral hit record and watch the labels come to you. That technology made the discoverability of music that much easier.



← **A VIRAL SENSATION**

Payne Lindsey (left) and Donald Albright launched Tenderfoot TV in 2016 with the award-winning true-crime podcast, *Up and Vanished*, which garnered one million downloads within the first six months



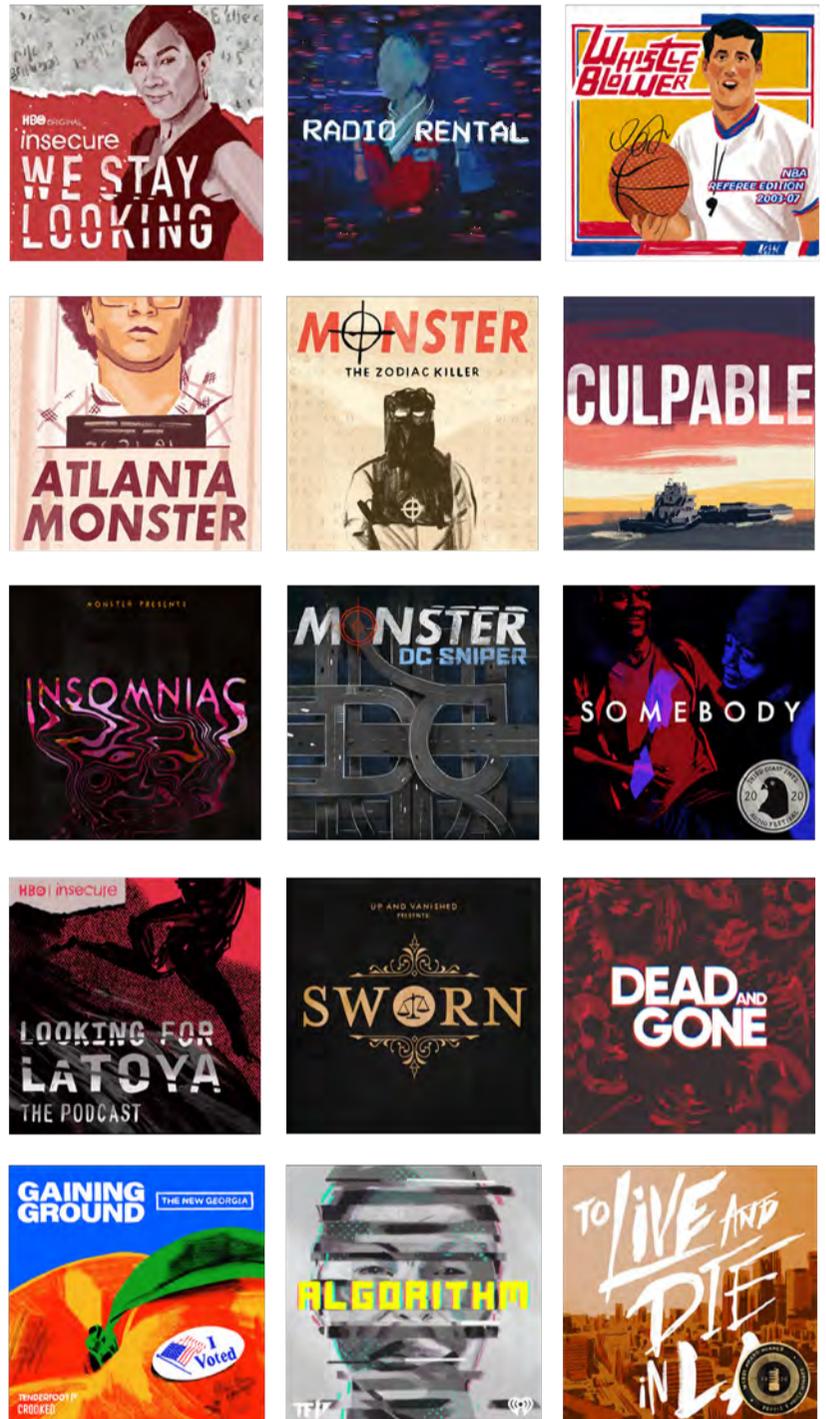
“The biggest parallel I see with podcasting is that the technology allows for independent production right from your home, which means everyone has the opportunity to make a podcast. It removes the middleman. And yes, that also allows for some ridiculous content and terrible music out there. But what might we have missed out on without it? Do we want to rely on gatekeepers to deliver content or determine what content we can share?”

“Traditionally, yes, an opportunity to break through existed if there was a target audience wanting what you had to offer. But commercial success can elude you, if that’s your only opportunity. With podcasting right now, it’s a level playing field... we all have the same access. I believe it takes a little luck, too... but if you’re talented enough, your show can be successful.”

To that end, Donald advises aspiring podcasters to avoid focusing on the dollar signs:

TENDERFOOT TV

Featured Shows Include



“It’s not a money grab. I always tell people that they can’t replicate our success, because there are components of our show that are very specific to Payne and I as individuals. You have to find your own competitive edge... something that gives you an advantage over everyone else who could make your show. Then, you have to position yourself to be ready to take advantage of the luck when it strikes.”

“Above all, you have to respect the craft and the industry, and preserve the authenticity. You can’t just come in and say, ‘Hey, iHeart. I have an idea, and I want you to give me a hundred-thousand dollars to bring it to life.’ You haven’t proven anything yet, so how can anyone know you’ll be good at it?”

“Understand that your sweat equity is what will make your show good. Nowadays, you not only have to prove you can podcast, but that you have an audience, too. I need to know who your audience is, and whether you’ve developed it. What will your show sound like? Because every day, so many people are looking to transfer into podcasting

as a career. So how will you stand out? Come to the table not only with an authentic story, but with authentic motivation—the way to the money is through phenomenal content.”

Clearly, Donald and Payne have developed a genuine appreciation and love for podcasting—the medium in which, as Donald says, “the most interesting, insightful, and creative storytelling is happening.” 🎧



Founder/Editor-in-Chief

Steve Olsher

steve@podcastmagazine.com

Reinvention Radio 🎧

**CONGRATS!
FRANK SASSO
2022
TOP PODCAST
INFLUENCER!**

**Love,
Kevin, Max, and the Ureeka team!**

WONDERY PREMIUM PODCASTS Feel the story.





A MAN — ON A — MISSION

**Lessons Learned
From A Saint**

Terrance Copper is an American football wide receiver for the Kansas City Chiefs of the National Football League. His career started after being signed by the Dallas Cowboys as an undrafted free agent. He then went on to play for the New Orleans Saints, Baltimore Ravens, and now, for the Kansas City Chiefs.

Terrance didn't always want to play football:

"I like sports, but I grew up in a small town where all I saw were police officers," Terrance said. *"It wasn't until*

my freshman year in high school that I felt like I wanted to give football a shot and see if I could make it to the NFL.”

Terrance was raised by a single mother and looked after by his grandmother. With no one at home to truly guide him to do well in his studies, Terrance’s grades suffered, making it difficult for universities to recruit him. Luckily, though, Terrance’s head coach motivated and pushed him to do well in his studies.

When Terrance was a senior, he needed to get all As to get into college. Ultimately, he was able to get his GPA where it needed to be in order to get accepted into East Carolina University.

Not long after he began his college career, his grandmother passed. In his grief, Terrance got into a fight right before drafting season.

“Dallas Cowboys drafted me as a free agent, but I had to pay a 15K fine or go to jail for 45 days,” Terrance said. “My roots are in church... so, I started praying, and I made it into the practice squad for the Dallas Cowboys and was able to pay my fine on time,” said Terrance.

After signing with the Cowboys, Terrance began questioning his faith. Simultaneously, he bounced between teams every couple of years... until landing a spot with the Kansas City Chiefs.



FINDING HIS STRIDE

Terrance played on several NFL teams, including the New Orleans Saints (*bottom left*) and Dallas Cowboys (*bottom right*), before finding his place with the Kansas City Chiefs (*top*)

“Everything got turned around for me once I became more spiritually challenged... I was doing a bible study weekly, constantly feeding my soul,” Terrance said.

It was in Kansas City that Terrance became more of a family man. He matured and grew not only as a father and husband, but



also as a mentor to the other players on his team. When they voted him captain, *“It meant everything,”* he said.

Terrance attributes his off-the-field success to giving back to the community:

“I give speeches everywhere. Being able to talk to the kids about things that I’ve done in life and just give my testimony... to me, that’s the biggest part of my career off-field,” he said.

Terrance also went on to open a sports academy in North Carolina, where they support youth as young as age six on their journey to the pros, offering training in both football and basketball. It’s also a vehicle that allows Terrance to teach them the things he wishes he had known at their age.

For example, *“It doesn’t matter how gifted you are in sports if you lack education,”* said Terrance. *“It’s just as vital to the dream of going pro.”* That’s why he strives to be a mentor for the community and teach the youth how important education is in keeping kids off the streets and

focused on a more direct path to success. Because of his own experience in school, he easily relates to those he mentors, and he doesn’t sugarcoat his story. Instead, he consistently delivers the message that, without his education, he wouldn’t be who he is today.

“I’ve been around a lot of guys who were amazing in sports, but were lost to the streets or because of their grades,” Terrance said.

Terrance started podcasting and radio six years ago, broadcasting the pregame and post-game with his *BLEAV in Saints* podcast. He also co-hosts a second show with John Hendrix—*The War Room* podcast with Big E. Podcasting comes naturally to Terrance, since he knows the game of football so well.

“Podcasting is like being around your friends and family and talking about sports,” he said.

Terrance spends about five hours a week preparing for his shows and believes that good chemistry is an important factor in their success.

“With good chemistry,” he said, *“listeners can feel the flow of conversation. And as the hosts, you know when to pick up each other’s thought processes. This creates an enjoyable listen.”* 🎧



Sports Category Director

Neil Haley

sports@podcastmagazine.com

The Neil Haley Show 🎧

UNDER THE RADAR

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



THE WRESTLING WAYBACK PODCAST

If you haven't been listening to *The Wrestling Wayback Podcast*, you're missing out on the best thing in wrestling since the elbow drop was invented. Host Juan Aleman goes live each Thursday evening at 5 p.m. Pacific with topics from the 70s, 80s, and 90s around promotions, wrestlers, and managers.

Growing up a wrestling fan, the host focuses on the classic tough guys and ladies who made up the wrestling world *before* it



became sports entertainment, as well as their managers—some of the greatest of all time. He covers their lives, careers, and Pay-Per-Views.

There was a time when wrestlers would travel from territory to territory while keeping the wonderful world of wrestling behind the curtain. Years later, thanks to this podcast, we discover the juicy details and love them even more for keeping those things a secret from us.

Because the show is live, an added advantage is the interaction the chat board allows. Juan also routinely asks for feedback, presents trivia questions, and even offers prizes!

The Wrestling Wayback Podcast is family-friendly entertainment that respects and honors the tradition of professional wrestling from the fan's point of view. 🎧



THE ART OF STANDUP COMEDY

**Scott Curtis Digs
Into The Craft Of
His Hobby With
*Behind the Bits***

Comedy can be a tough gig (pun intended). Most people are more afraid of public speaking than they are of death! If you're one of them, you can probably imagine the anxiety around not just speaking to a group, but to an audience that has paid for you to make them laugh.

It takes a special talent to create humor on a consistent basis. No one knows that better than Scott Curtis, host of the *Behind the Bits* podcast, who took up standup comedy as somewhat of a hobby after his 50th birthday.

"I started doing comedy late in life. I was 52," Scott reminisces. *"I've been a fan of*

standup all my life. As I started doing it, I wanted to find podcasts and books that would make my hobby better. For me, standup will always be a hobby. I'm never going to try to be a star or anything like that, but if an audience comes to see me, I want to make sure they have the best experience they can. So, I started listening to podcasts, and found nothing that was exactly what I wanted."

Like most good entrepreneurs do when they can't find what they want, Scott created it—after about a year of planning and networking, *Behind the Bits* was born.

His intention? To dig into the craft of standup comedy. How do comedians write their comedic sets? Why do some jokes work and some fail? How do stand-up artists find their comedic voice? Which comedy clubs are the best, and which might a comedian want to avoid?

"One of the goals I had was to absolutely not make the podcast about me," Scott states adamantly. *"This is about comedy. That's why my picture isn't anywhere on the website or on the logos. I want the audience to remember the people I interview, not me."*

"And eventually, I wasn't just making a podcast... I was making friends."

With the podcast now nearing 100 episodes, one might think a common theme or trait exists among Scott's new friends in comedy. That isn't the case, though. *"It's all across the board,"* he exclaims. *"They all approach comedy in*

"I've been a fan of standup comedy all my life."



different ways. They do their writing in different ways. Their reasons for getting into it are often different."

There is often one common denominator, however: *"Most comedians have a story,"* contemplates Scott. *"I think that is what drives most people in entertainment to do what they are doing."*

When pressed to give one all-encompassing trait, Scott offers this:

"All comedians love to talk about what they do. If I ask them that one question, I can get 20 minutes out of them. They are pretty passionate about it. Very few interviewers actually just let them talk, listen to the key points, and then ask a follow-up question about the things they are clearly passionate about. They like the art and the mechanics behind comedy, and they like to talk about it."

Their talents also rarely transfer well to a traditional nine-to-five profession. *"These*

are people who generally cannot work in a regular corporate structure,” Scott laughs. “For a large percentage of them, it just doesn’t work. They are very well suited for comedy.”

In addition, most comedians take great pride in their craft and are true professionals.

“I haven’t met many stupid comedians,” Scott mentions when discussing their passion for the profession. “They’re very aware of what’s going on. They soak everything in. They tend to be an empathetic type of people.”

Empathy is clearly a valuable trait in all people, including comedians. But during a time in history when sensitivity seems to be at its highest, how does empathy affect the delivery of comedy? Does it potentially mean the end of the craft as we know it, as it turns toward a watered-down, vanilla, G-rated variety? What is the future of comedy in this environment?

Scott offers an intriguing perspective: “I think we have a perfect storm today. The most marginalized people in this country are pretty much all speaking up at the same time. We have the Me-Too movement. Racism is still a thing. The LGBTQ community, too. They are all fighting to get their place. I compare it to the Civil Rights Movement. Martin Luther King Jr., Malcolm X, and others, if they hadn’t kept pressing the Civil Rights Movement, it wouldn’t have gone anywhere. Sometimes, you take one step forward and two steps back.



SCOTT

listens to



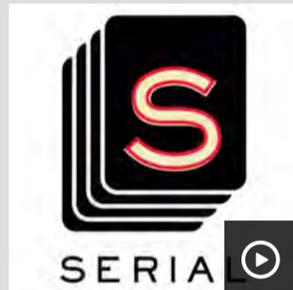
GILBERT GOTTFRIED'S AMAZING COLOSSAL PODCAST!

Gilbert Gottfried talks with the show-business legends, icons, and behind-the-scenes talents who shaped his childhood and influenced his comedy.



WTF WITH MARC MARON

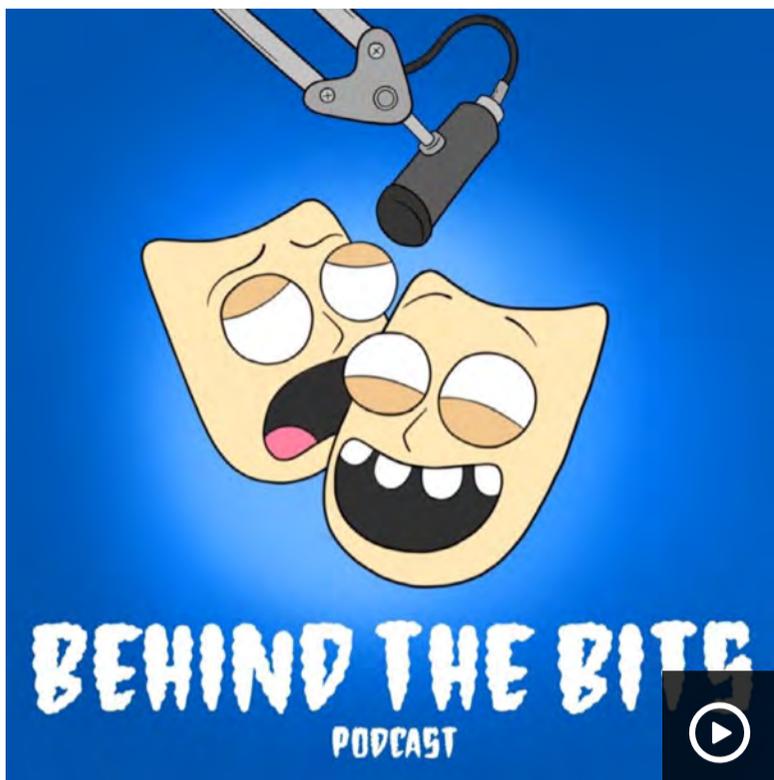
Marc Maron welcomes comedians, actors, directors, writers, authors, musicians, and folks from all walks of life to his home for amazingly revealing conversations.



SERIAL

Serial unfolds one story—a true story—over the course of a whole season. The show follows the plot and characters wherever they lead, through many surprising twists and turns.

“One of the goals I had was to absolutely not make the podcast about me.”



“Now, we’re in a situation where maybe things are a little bit better for the LGBTQ community. Maybe awareness is up for women, and they aren’t being harassed as often. And maybe the Black community is being heard more.”

“I think comedians have the right to say whatever they want, as long as it’s not hate speech. But you can certainly get with the times and not piss people off.”

It’s quite probable that the best comedians, the ones who really understand their craft and how to be entertaining without being insulting, will rise to the top during this time.

Scott talks about this very subject in Episode 1 of *Behind the Bits*. *“One of the things that Tom Dreseen said in that interview was that, if you think you might have questionable material, you should simply ask yourself whether it’s funny. One of Tom’s claims to fame was that he was in the first Black-and-White duo with Tim Reid. When he performed in Chicago, his audiences were almost always all Black. Tom could say a lot of things that*

could have been misconstrued, but they were funny, and the audience knew where it was coming from. If [the jokes] come from a place of punching down, it’s not funny anymore. But if they come of commiseration, you’re usually okay. It’s just gotta be funny, too.”

Scott went on to explain that pushing the envelope a little with a bit can actually create positive discussion, even when there is some blowback. *“You can do that type of humor, but your whole act can’t be about punching down.”*

Not “punching down,” as Scott calls it, ties into the number-one lesson he has learned from producing *Behind the Bits*:

*“Be nice. You can be a real *sshole and burn bridges everywhere, but it’s much better to be nice to everyone. That next person you meet may be the next big star, and he or she may take you on a worldwide tour. So, be nice to everybody.”*

It’s pretty clear that Scott Curtis is a genuinely nice guy. You can tell that in just a few seconds of talking to him or listening to one of his podcast episodes. So if you want to listen to a nice guy and a plethora of great guests, while learning about the art and craft of comedy, *Behind the Bits* is the show for you. 🎧



Comedy Category Director

Kenneth C. Bator
 comedy@podcastmagazine.com
 Cool Culture Corner 🎧

OVERRATED

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



BAD ROMANCE PODCAST

Truth be told, I hate writing OverRated reviews. In two years of writing for *Podcast Magazine*[®], I have only written one. I felt bad writing it, and I felt bad afterward.

Being a creator myself, I know how it feels when someone says something that you created is less than good.

More truth be told, I am actually one of the few guys on this Earth who actually enjoys romantic comedies (RomComs). My wife makes fun of me all the time about it.



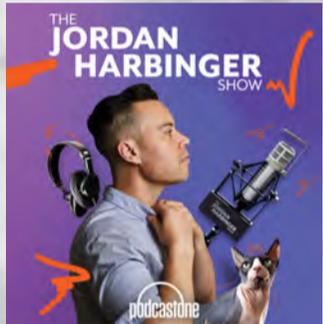
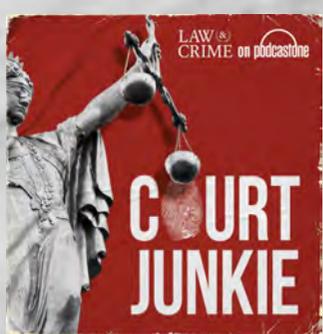
When I heard about the *Bad Romance Podcast* in *The Funniest Comedy Podcasts (You Might Not Be Listening To Yet)* on DiscoverPods.com, I jumped all over it! I thought it would be funny and intriguing.

But with each episode, I liked the show less and less. And I wanted to like it. I tried to like it! That's why I listened to a fifth, and then sixth, episode. But then I just got completely annoyed.

I don't think the hosts even like RomComs. They seem to only enjoy bashing what others create, as well as the actors. And the directors. And the writers.

This would be fine, if their criticism was actually funny. Instead, it just sounds like people yammering louder than everyone else at the table, ruining everyone else's experience.

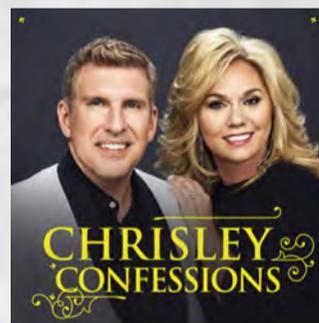
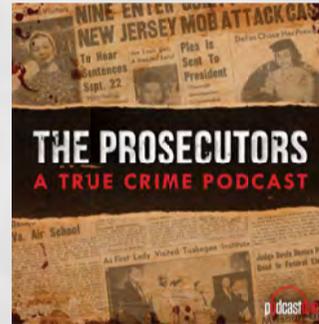
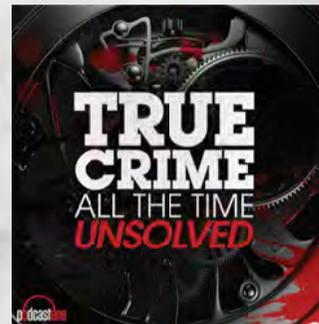
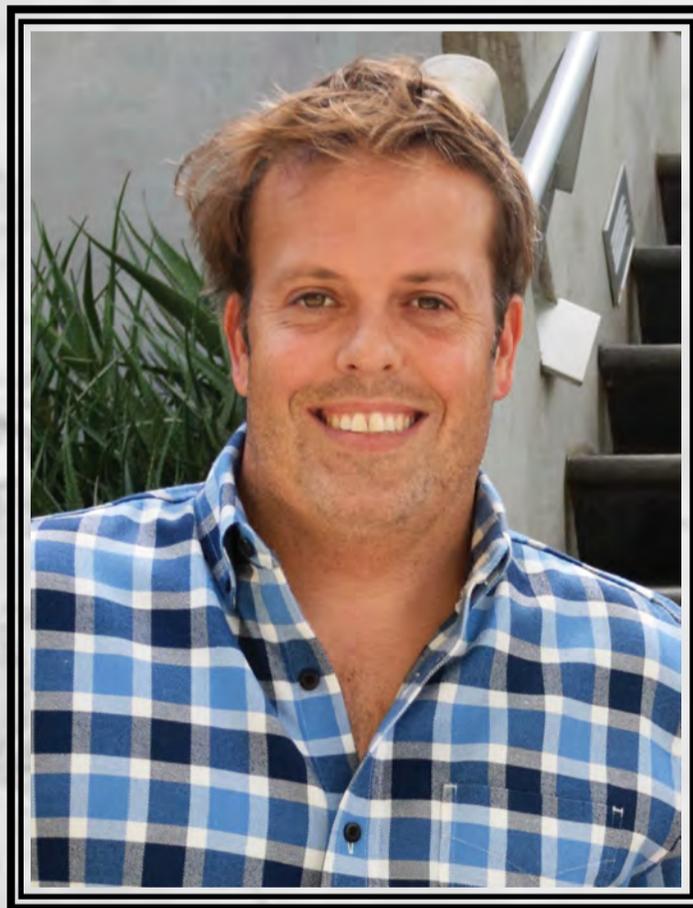
If you are looking for a comedy podcast that is actually funny, look past *Bad Romance*. 🗣️



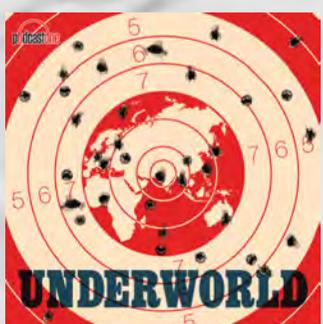
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LOOK WHAT THE NFT DRAGGED IN!

The Rise Of The Digital Canvas

Cellphones have been around since the 80s, but the cellphone camera didn't pop up until 1999—and it didn't really become widespread in the U.S. until 2003.

The cellphone camera changed parenthood forever. Piano recitals, soccer games, and hikes to waterfalls became easy photo moments. No longer did you have to watch your child's performance in the school play with your shoulder-mounted camcorder; now, you could

enjoy it through your lightweight, easy-to-hold phone camera lens.

It really did revolutionize parenting.

With that came a glut of photos. Why take only one when you could take 64?

But the early camera phones didn't allow you to do anything with those photos other than download them to your computer via a cable. Soon, though, phones were equipped to transfer photos to SD cards.

Which was great—we now had thousands of photos saved on SD cards and hard drives. But there was no real way to display them.

That's when digital photo frames came on the scene.

The first on the scene were small and clunky. They could shuffle the photos saved on the SD card, but that was about it. Sales peaked in 2009 at over \$1B, but 95% were sold at Christmas, which meant there was really no data as to who actually used them.

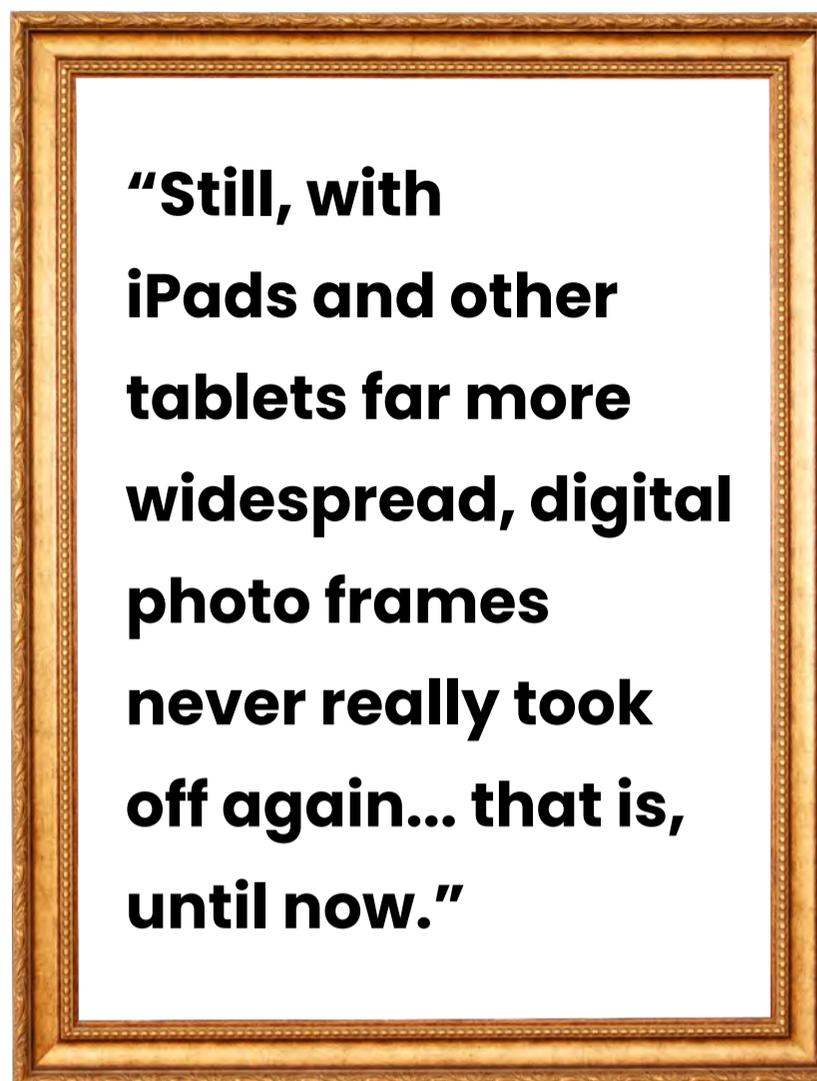
But then, a small retailer named “Apple” introduced the iPad, suddenly thwarting sales of the digital photo frame.



In an attempt to win over iPad owners, the second generation of frames allowed for internet connectivity and could display photos from sites like Flickr, Picasa, and Google Photos. But it wasn't until 2016 that frames gave consumers the ability to add photos directly from their phones. Still, with iPads and other tablets far more widespread, digital photo frames never really took off again.

That is until now... and this time, it's for a different reason.

In 2016, crypto currencies and the blockchain were in full effect and getting closer to gaining mainstream acceptance. Beyond Bitcoin, the blockchain was beginning to entertain new ideas—one of them being trading cards.



“Still, with iPads and other tablets far more widespread, digital photo frames never really took off again... that is, until now.”

Force of Will, the fourth most popular trading card game after Pokemon, Yu-Gi-Oh, and Magic, decided to trade cards on blockchain. That opened the door for memes and digital art making their way on the blockchain.

In 2018, Irish artist and photographer Kevin Abosch released a photo as digital art. The picture of the rose, titled “Forever Rose,” caught the interest of investors and ended up selling at auction for \$1M.

Selling digital art was suddenly real.

Sites like Opensea started popping up, and the buying and selling of digital art on the blockchain normalized. Early last year, an artist named “Beeple” sold a piece of digital art for \$69M. As the media took hold and interest grew, Opensea hit an all-



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time high of \$1.5B in trading volume in August of 2021.

And just like it was in the 90s, when parents everywhere had hundreds of photos without any real way to display them, now there are thousands of crypto fans with the exact same problem—digital wallets full of art, and no real way to display them.

Thus, this will be the year of the “digital canvas.” Instead of 6”x9” digital frames, you can now decorate your walls with poster-sized digital canvases perfect for displaying your collection of Bored Ape, Forever Rose, and Beppe digital art.

Netgear is one of the first to unveil sleek digital canvases in the following sizes: 13.5”x7.5”, 16”x24”, and 19”x29”. And like

the picture frames you get at Michael’s or your local frame shop, Netgear’s Mueral features aluminum and wood frames.

As interest in these digital canvases grows, your favorite podcasters could very well release digital art of their own. So don’t wait to get your Meural... who needs a static piece of art in the hallway, when you can have a frame that rotates all your favorites?

You can get the Netgear Meural Digital Canvas for \$449.95 on Amazon. 📍



Gadgets, Gizmos & Gear

Dan R Morris
prodreviews@podcastmagazine.com
TracingThePath 🎧

A portrait of Tsh Oxenreider, a woman with shoulder-length wavy hair, resting her chin on her hand. She is wearing a dark green polka-dot top and a gold necklace. The background is softly blurred, showing what appears to be a window with light coming through.

TSH OXENREIDER

Living Rhythmically

Tsh Oxenreider grew up in Austin, Texas, in a nondenominational Christian church. Hers was a typical experience for a Christian kid in the 1990s: church on Sunday, youth group, and summer camp. It also meant trips overseas to serve.

Serving internationally became Oxenreider's passion. She was in Russia 18 months after the wall fell. Later, she served in Kosovo, which is also where she met her husband, Kyle. The couple planned an international life together, and a few years later, landed in Turkey. They enjoyed getting to know the culture, food, and people.

Then, the family's international dream came to a sudden end when one of their



children required medical care. When it became clear that they would have to stay in the United States, they were devastated.

“We realized that part of our mourning was for the death of a dream... that of raising our kids in a cross-cultural environment, so they would have a healthy worldview on how the rest of the world works,” Oxenreider recalled.

Indeed, the international dream was over... at least for the time being.

After the birth of their third child, though, the couple began to dream again. *“We decided to have this ambitious dream that, maybe in five years, we’d spend a year traveling around the world,”* she remembered. *“We wanted to see if we could keep that side of us alive—the one where we are able to interact cross-culturally and bring our kids along.”*

Four years later, they knew the time had come: *“Everyone was potty trained and could carry their own backpacks,”* Oxenreider shared. She wondered if her young children would remember much of the trip, but it turns out she need not have worried. Their shared experiences serve as a base for larger conversations as the children get older, and the global perspective she strived for has been planted in them.

It was on this trip that Oxenreider read St. Benedict’s *The Rule*. Benedict was a sixth-century Christian monk whose *Rule* became the standard for monastic communities. Initially, Oxenreider read



TSH

listens to



HONESTLY, WITH BARI WEISS

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“Lent is a time-tested practice that I can join with millions of other Christians around the world, as well as those who have gone before me.”



it out of a desire to find a connection to church history. But upon finishing it, her desire shifted—she longed to experience better rhythms in her life.

She read about the importance of living rhythmically with the seasons. Prior to this, they stayed mostly in warm-weather locations, but now, the absence of seasons left her cold.

As she reflected on this concept, Oxenreider began to understand the church calendar, as well. The manual for spiritual seasons that Christians have used for centuries suddenly attracted her in a way it never had before.

“The liturgical calendar became this really interesting way to mark time outside the here and now. It connected me to the past, to our future, and to the Kingdom to which we are loyal,” she reflected.

“Living according to the liturgical calendar is a gift,” she said. *“It’s a gift for marking time and rhythms that we’re hardwired for, because God made us that way... in a way that feels lifegiving instead of burdensome.”*

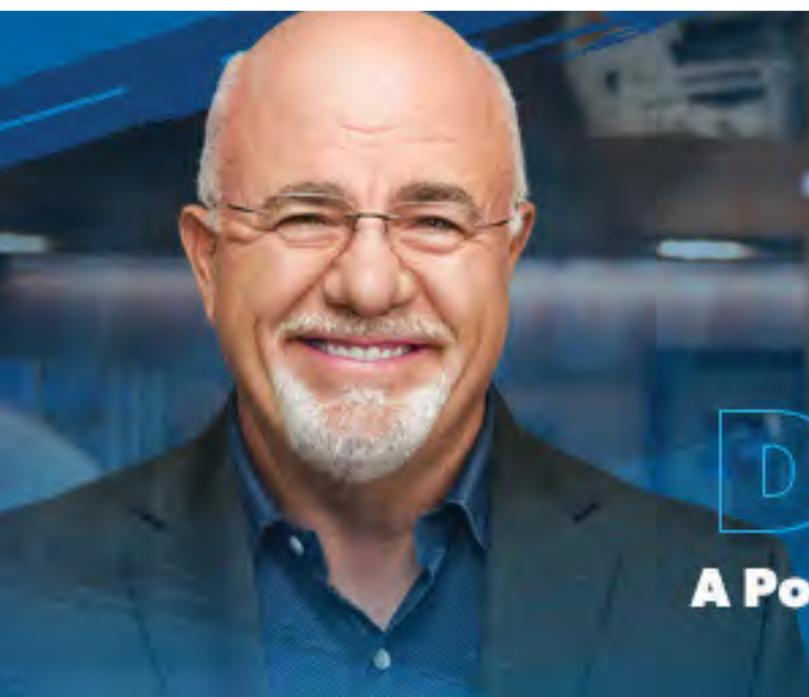


▲ Cohosts of *A Drink With A Friend* Seth Haines and Tsh Oxenreider wholeheartedly believe in the necessity of friendship, conversation, and finding God’s fingerprints all over the place—even in the ordinary liturgy of life.

Oxenreider’s current work shares the joy she found in living according to established rhythms.

Her latest book, *Bitter and Sweet: A Journey Into Easter*, is a devotional designed to guide readers into a richer experience of Lent and its culmination on Easter Day. Oxenreider’s motivation to write it was to help those who misunderstand Lent experience it in a new way.

“Lent is not classically ‘fun,’” she said with a chuckle. *“When we think of Lent, it feels like a dirge. It literally starts on Ash Wednesday, when there’s a smudge marked on you, and a priest reminds you that your life is not long, and you’re going to die.”*



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But there is more to Lenten practice than ashes and eating fish on Friday. *“Lent is fasting, prayer, and almsgiving,”* Oxenreider explained. *“Even fasting is balanced with days of ‘mini-feasts’ on Sunday. It’s a tiny taste of Easter as we lead up to it.”*

“While there’s the bitterness of Lent in terms of recognizing how frail we are as humans—that we are made of mortal stuff and are going to die—that’s not all there is,” she added. *“Lent has an ‘in-betweenness.’ While things are hard, there is a reason for the hard, and there’s hope in the hard.”*

Lent reminds practitioners that God’s promise to set the world right has started, but it is not yet fulfilled. It allows Christians to at once mourn suffering and evil and cling to hope that God will come through.

“Lent is a time-tested practice that I can join alongside millions of other Christians around the world, as well as those who have gone before me,” Oxenreider concluded.

Oxenreider started podcasting in 2011

“Living according to the liturgical calendar is a gift.”

and was quite successful, landing on a big network. Then, her show about minimalism started to feel out of balance with network demands for more downloads, ads, and productivity. She decided it was time to retire it.

In her final series, her last guest was friend Seth Haines. The Oxenreider and Haines families had traveled together and discovered a shared worldview, including a commitment to simplicity as a spiritual practice. They clicked so well that a new show was born, *A Drink With a Friend*. On it, Oxenreider and Haines cover *“living sacramentally, usually over drinks.”*

“I’d rather have a really good, independent, simple show over a subpar, trying-to-be-well-polished show that was bleeding money,” Oxenreider reflected.

Check out *A Drink With a Friend*, and join the conversation about *“faith, books, music, films, family, nature, and other signs of the divine.”* 🎧



**Religion & Spirituality
Category Director**

Eric Nevins

religionandspirituality@podcastmagazine.com

Halfway There Podcast ▶



UNDER THE RADAR

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



KNOWING HER SEXUALLY

It's February, which means three things: flowers, candy, and romance!

Yet as much as Hallmark wants us to envision perfect connections, understanding one another can be difficult, especially between the sheets.

This month's podcast is for the guys. Hosted by J. Parker and Chris Taylor, *Knowing Her Sexually* is a podcast designed to help men understand their women.

Both Parker and Taylor each have platforms



built on a foundation of sexuality from a Christian perspective. In fact, this is not their first podcast together, as they also collaborate with two other Christian sex bloggers for *Sex Chat for Christian Wives*.

In these other platforms, they often heard from men struggling with sex in their marriages and wanted to create a show to help them. With this podcast, they are serving both sides of the relationship.

Released twice per month, episodes are either interview-based with relationship experts or answering questions men send about their wives and sex lives. Answers are candid without trying to dance around the sometimes-messy truth. Parker and Taylor are also not afraid to call out bad behavior, too. In so doing, they help both sexes grow in ways local churches cannot.

The admirable goal of the show is not merely better sex. Parker and Taylor aim to help Christian men understand their wives in order to know them better and love them well. 🎧

WHY DO YOU “TRUE CRIME”?

PART ONE

Of A Special Series On The True Crime Podcast Category

There has been an ongoing discussion and desire within *Podcast Magazine*[®] for months now about going a little deeper in our discovery. The Beyond the Microphone features are great, but what if we were to take an even *deeper* dive into the world of podcasting to answer questions like...

Why do podcasters do what they do? How do they listen to podcasts? And so much more.

Having covered the True Crime category for two years now, I wholeheartedly believe it is one worthy of an intriguing deeper dive. So, I decided to hand-pick a panel of true-crime podcast hosts from previous Beyond the Microphone features to ask them these types of questions.

These panelists host podcasts of a more serious nature. While all we have covered in the previous 24 issues of this magazine are of high quality, some also serve a specific purpose in society beyond entertainment. Some keep cases alive, help find missing persons, and allow us to learn about issues in order to make positive change—those are of particular interest for this deeper dive.

THE PANELISTS

With that, following are the panelists chosen:

Margot, host of *Military Murder*

Lori, host of *The Unlovely Truth*

Anna-Sigga, cohost of *Anatomy of Murder*

Kenzi and Holly, cohosts of *Crimeaholics*

Jake, cohost of *Strictly Stalking*

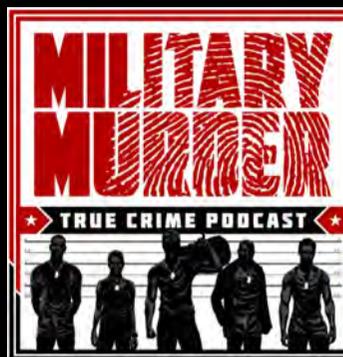
Each joined me for a panel discussion that lasted nearly three hours and offered a wealth of insight, lending itself to a special series every true-crime aficionado is sure to love.

This is the first of a four-part series based upon the initial question posed to the panel:

Why do you “true crime?” (Creating a new verb here, if you will.)

Anna-Sigga of *Anatomy of Murder* leads things off: “It’s an extension of my life’s work. I come at this as a prosecutor, which I was for 21 years, 16 in homicide. While I reached the endpoint of that career, probably due to stress levels more than anything, I wasn’t done with my work. I look at the podcast as a deep dive into content that I care very much about.”

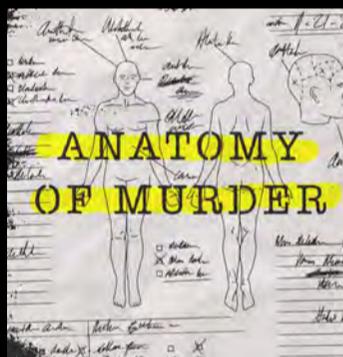
Conversations Anna had with her now co-host Scott Weinberger, former Deputy Sheriff, about the things they both care about motivated the pair to create the podcast. “I want listeners to care about the people involved in these cases—the victims, and those working on their behalf.



Margot (who wishes to remain anonymous!), host of *Military Murder*



Lori, host of *The Unlovely Truth*



Anna-Sigga, cohost of *Anatomy of Murder*



Kenzi and Holly, cohosts of *Crimeaholics*



Jake (left), cohost of *Strictly Stalking*



← **“WHY” DO YOU?**

Hosts from some of the top true-crime podcasts met with True Crime Category Director Ken Bator (top, center) to discuss their “why” for podcasting

There is much more to true crime than what you read in a headline or what you think you are watching or listening to it for. Podcasting really gives us that. It gives us a little less of a controlled format to talk about a case at length. You can produce an episode that is 30 minutes or three hours. For me, it was a way to talk through issues that I think are important and that others would likely want to know about.”

Lori of The Unlovely Truth echoed the sentiment: “Working as an investigator with the families of victims provides a whole different perspective on things... it’s so much more than what most people see of the majority of cases in the media. I wanted to help people tell the stories that maybe the media was ignoring. I don’t cover many cases that have received a lot of media attention. I try to pick underserved populations and say, ‘Let’s get your case out there.’ Hopefully, someone will listen who knows something, and that person will come forward.

“My podcast also has a bit of a faith component, because that’s who I am. We discuss a lot of topics that you don’t talk about with your ‘church friends.’ We talk

a lot about redemption and forgiveness, too, though. I even had an episode on vigilantism.

“I want people to wrestle with thoughts and ultimately decide what’s okay and what’s not. Maybe that will spark something [in my listeners], and they decide to do something to make a difference. I try to educate people, explaining that they don’t have to go out and be a PI like me. There are small things you can do to make a difference. Just sharing podcasts that are victim-centric helps... and not just mine, but others’, too. Getting the word out there helps people see that not all these cases have reached resolution. There are so many that still need help.

“Or maybe you have a passion for working with kids. There are many kids who need good role models. You can help to break cycles, because a lot of times, multiple generations of the same family are involved in criminal activity. Let’s get someone to step in and see if we can break those cycles. Let’s get some education out there, so people know where they can help.

“I want to be able to reach more people than I can as a PI. I love that work, and I love working with those families, but I

can only work so many cases at once. If I can influence people to spread the word and get out there and do what they can, then hopefully, I can make a bigger impact. That's why I do the podcast."

It became clear early in the panel discussion that all participants share the belief that true-crime podcasts serve a real purpose in society. They also feel a duty to keep cold cases alive... to learn from them, and to highlight issues for positive change.

The hosts of *Crimeaholics* definitely contribute to that purpose. Their podcast is an example of how some start as pure entertainment but evolve into something that is truly a service to society.

Kenzie explains, *"All of us here seem to have the same mission when it comes to why we do what we do."*

She speaks to one of her specific intentions as a criminal justice student: *"It's to be of service to law enforcement. They are so overworked, and they don't have enough help. The biggest shock to us is how much help they need. We have seen such an impact from our 'Missing Mondays' segment, which keeps the names of missing people out there."*

"When Holly and I first started, we were looking for a hobby. But the more we researched, the more we realized that there is a real problem out there... a major problem. We wanted to make sure we are using our voice for the right reasons, not just for entertainment. There's a purpose to our show. There are people out there who are missing, and people want to bring their loved ones home. We stand by our tagline—to be the voice for the voiceless. Our main goal is to bring awareness to different crimes and be a voice for those who don't have one."

Kenzie also addresses her fellow hosts of serious true-crime shows out there: *"Even if your show is small, and your voice is only heard by 3,000 people, that's a big*

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deal. That's 3,000 more people hearing about someone's loved one who is still missing."

Holly continues: "I have always been super-passionate about helping missing people. That's why I think our 'Missing Mondays' work so well. A couple of years ago, I made a New Year's resolution to change someone's life. I remember at the end of that year that I hadn't done it yet.

"I'm a mom, so I of course have impact on the lives of my kids, but I wanted to do more than that. Now that the podcast is established, I work directly with families. I'm helping the best that I can. I am actually changing someone's life and making an impact like I always wanted to do for somebody, and now, it's become multiple somebodies."

*We segued to Margot from *Military Murder* by joking that she wouldn't know anything about being a mother.*

"No, definitely not. I just have three little girls who love me very much and call me 'mom,'" Margot laughs.

"Growing up, I wanted to be like Anna-Sigga here. I'm a military veteran. I recently left active duty and transferred over to the reserve side to run my business and care for my three daughters. I'm also a military lawyer and now a reserve JAG [Judge Advocate General].

*"My purpose in creating *Military Murder* is to raise awareness of the issues plaguing service members and veterans, be it military life, long separations, divorce,*

"While the True Crime Category is entertainment, it serves a much greater purpose in society."

mental-health issues, domestic violence, suicide, or sexual assault. These are all things that people don't really like to talk about in terms of the military.

*"I created a true-crime podcast because within the context of *True Crime*, every topic seems more acceptable. Because I am a true-crime consumer, I wanted to tell the stories that are often forgotten or buried in news articles.*

"I used to represent victims of sexual assault in military court marshals. One of the things many of my clients would say was, 'I can't believe this happened. I can't believe a military person did this to me.' For me, we're all just human. We're all just a subsection of society. With my podcast, I remind everyone to remain vigilant regardless of who you are around, not just military people. The podcast happens to focus on the military, but the same things happen in churches, schools, the boys' club down the street... as an

advocate for victims, I felt a need to start telling these stories.

“It reminds investigators that we’re watching, especially for missing persons in the military. Back in the day, when someone was believed to have simply gone AWOL, nobody would look for that person. Now, that is vastly different. If someone goes missing, we sound the alarm, so that everyone on and off the installation knows who is missing.

“The podcast has been met with a lot of positivity. Victims’ families want their stories to be told. Some wonder, ‘Why was my story never important enough to tell?’ Now, they have Military Murder as an avenue to feel heard.”

Military communities are basically cities in and of themselves. Being a military wife herself, Holly of *Crimeaholics* lives in one of those communities today.

In true “ladies first” fashion, Jake, host of *Strictly Stalking* and the only male on the panel, chimes in last:

*“I’m compelled by what each of you do,” he begins. “Why I ‘true crime,’ and why Jaimie [co-host of *Strictly Stalking*] and I got into this industry comes down to a shared fascination with true crime in general. We didn’t know anything about stalking. We only knew what we grasped from TV and film. I’m a film and TV producer, and Jaimie is a casting director. So, we come from the entertainment side of all of this, which is sort of ironic, given the ‘victims’ advocacy’ role we’ve had to*

play. Many of our guests end up becoming advocates because they feel they don’t get the support that they need through the law. There are so many misconceptions. People don’t know how difficult it is to get a restraining order.

“By giving guests a platform, we provide an amazing, eye-opening experience not only for our listeners, but for ourselves, as we attempt to understand the gravity of this problem especially in the cyber world. During COVID, stalking cases, especially cyber, shot up exponentially. For me, the experience has opened my eyes to the power of a podcast, and ultimately, to the role that all of us on this panel understand—to bring justice, or a voice, to people who may have not otherwise had the opportunity to speak up. Hopefully, we inspire change, if not resolution or justice.”

No doubt, many eyes have been opened thanks to true-crime podcasts. It’s also clear that many share in the belief that while the True Crime Category is entertainment, it serves a much greater purpose in society. And again, that’s precisely why these professionals, and so many others, “true crime.”

Coming up next in our deeper-dive series with our true-crime panel: **How Do You Podcast?** 🎧



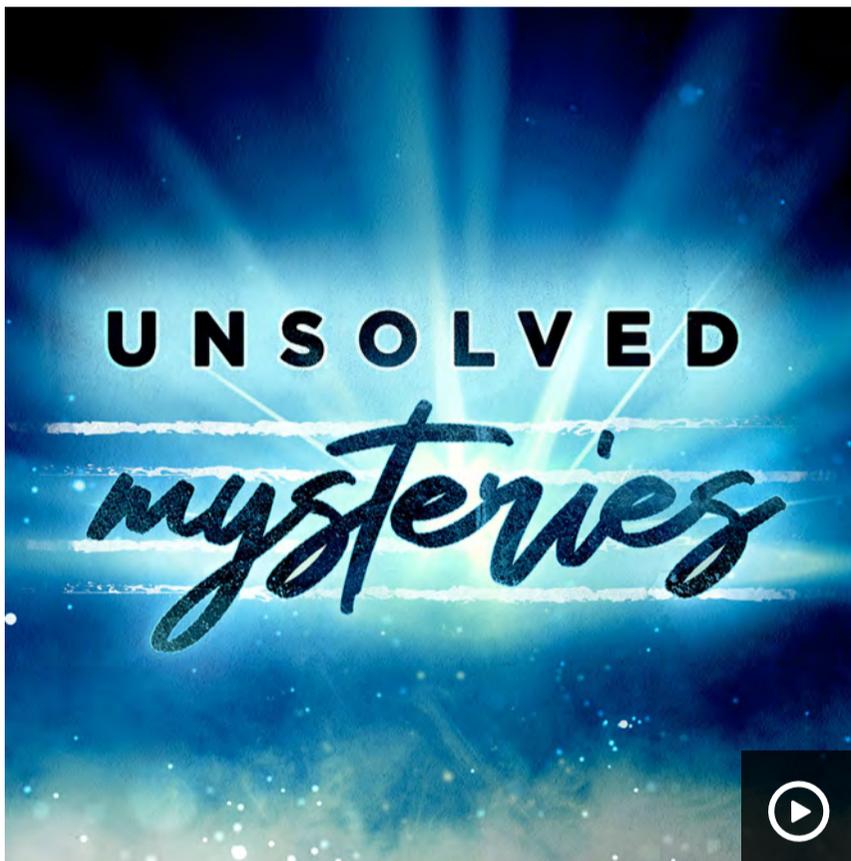
True Crime Category Director

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



UNSOLVED MYSTERIES

Did you watch *Unsolved Mysteries* as a kid in the late 80s, 90s, or even the early 2000s? I did. And, yes, it scared the crap out of me.

Most of the stories were disturbing enough in and of themselves, but even before you got to the first tale, the creepy music at the beginning and deep, serious voice of host Robert Stack had you on edge.

Turns out, a number of true-crime podcasters I have had the privilege of interviewing for our Beyond the Microphone features credit



Unsolved Mysteries as one of their primary influences.

Well, if you enjoyed the TV show, you will definitely like the podcast by the same name today.

The podcast is able to dig into cases much more deeply than its original counterpart. In fact, sometimes, the episodes are intriguingly deep—as is the case with “Where’s Alicia?”—a story that reminds us how mental-health issues can affect not only the victim, but also friends and family.

Other times, the podcast just digs into areas you might rather they didn’t, like the very eerie episode on demonic possessions. Let’s just say I’m glad I listened to that one while walking in the daylight!

Admirably, host Steve French does justice to prior hosts of *Unsolved Mysteries*.

And, yes, they have that same creepy intro music. 🎧



NOT YOUR REGULAR 'COFFEE- SHOP COPS'

—
Bridging The Divide
—

Even before the murder of George Floyd by the now-convicted former Minneapolis Police Officer Derek Chauvin, Chris Sherwin continually observed the division between citizens and cops being created by false information.

The murder sparked something in him, and coupled with that aforementioned misinformation, the additional violence, destruction, and harm happening around the U.S. activated him. He found himself asking, *“What can I do in my little corner of the world?”*

“Somebody has to step up to the plate and say, ‘Look, let’s just step back and all take a seat at the table. Let’s break this thing down by going back to where people are wrong.’ Because wrong is wrong, and



there are consequences for your behavior. No matter what side of the coin you're on, or what side of division you're on, you've got to accept that responsibility."

As things continued burning down, people were getting hurt, policemen were getting shot at, and innocent people were killed. That's when Chris knew he had to do something to illuminate the truth—like that of the Thin Blue Line:

"Everybody thinks that the Thin Blue Line signifies a code of silence, but it doesn't mean that at all. It is the only line between peace and anarchy. And that's what we stand for. It is the division between peace and chaos and anarchy. You see these false narratives go out while 99.999% of us are out there doing the job. Yet the people who get the recognition are the .03 who do something really stupid or, like in the case of Derek Chauvin, criminal."

On the street, Chris saw the effects of that misinformation—it was becoming harder and harder to communicate with the public. There was also a lot going on that

was not being released to the public. The Chauvin/Floyd case prompted Chris drew the hard line in the sand and take action.

Chris met his co-hosts and friends of over 20 years Shaun Ferguson and Scott Thorsen when the three were hired out of the Academy. Even though their career paths took different tracks—one in canine, one in narcotics, and one who went on to be a SWAT officer, they stayed close.

So, as the events of the summer of 2020 unfolded and Chris identified a new calling—to find a way to build a bridge back to community—he considered alternatives to approaching traditional media, which had its own agenda about what and how much to expose. Knowing it wouldn't help him meet his objective of bringing community and police back together, the podcasting idea hit him. Naturally, he reached out to Shaun and Scott to see if they'd be interested in joining him behind the mic.

"They thought it was a great idea, and so far, hosting 3 Cops Talk - Rebuilding



THIN BLUE LINE

Chris Sherwin (center) knew he had to call on long-time friends Shaun Ferguson (left) and Scott Thorsen to help bridge the gap between community and police

Community Trust with them has been awesome. It's going to take a lot of work on both parts, because both sides have to admit that when you're wrong, you're wrong. Now, I'm not just talking about the Chauvin/Floyd case. I'm talking about how when a cop does something wrong, that information isn't really released. And when the bad guy does something wrong, the whole truth isn't getting out as to why it ended up in a fight or shootout. We just tell the truth. No matter if you're the policeman or the 'bad' guy... the truth is the truth, and you have to be held accountable for your actions."

Chris, Shaun, and Scott, all of whom are still active duty, would love to see the show expand to the national, and ultimately international, level. Episodes cover a wide variety of topics with a largely educational component, so people know what to do and expect, as well as what the cops expect. The hope is to help people realize that the majority of police out there are really there to save, protect, and serve their community. And when they talk to their communities, they largely hear that their presence is wanted.

One thing these 3 Cops want to encourage their listeners to do is ask questions. They really enjoy receiving feedback and questions that help them produce even better content and facilitate that connection and bridge-building that is at the heart of their intention for the show.

"We got one email that said, 'I thought driving was a right, not a privilege.' I think



CHRIS

listens to



THE SOLOPRENEUR PODCAST

Self-declared "unemployable" host Michael O'Neal interviews other self-employed game-changing icons across a variety of industries. Selected as "Best New Show of 2013" by Stitcher.



THIS IS ACTUALLY HAPPENING

True life, and in some cases, truly bizarre stories of life-changing events told by the people who experienced them.



GOD CENTERED SUCCESS

Helping listeners infuse more faith into their entrepreneurial ventures to create success that fulfills God's calling on their life.

"The truth is the truth, and you have to be held accountable for your actions."



The three cops each bring their own points of view to the conversation, sometimes calling each other out on the air



by having a couple of guests on who did serve prison time for murder, drug dealing, and stuff like that, and by letting them tell their story and talk with us about how they turn their lives around, people get a different perspective. They've told us, 'Hey, you guys come out hard.' And then we explain how yes, we do at a traffic stop, and here's why—that's exactly where most coppers die... on a traffic stop within the first 30 seconds. You'll notice that after about that first minute, as long as you're okay, then we're okay. And that guy served 10 years for second-degree murder is like, 'Holy cow.'"

In addition to inviting the community to call or write in to the show, the three guys also encourage listeners to realize there is a conversation to be had, and get connected locally—police and citizens talking together. They want their listeners to understand that you can have a conversation and disagree and still get along just fine. You can be Republican, you

can be Democrat, you can be Black, you can be White, you can love the BeeGees, or you can hate the Beegees, and still get along just fine.

"I just want people to be able to sit around a table and talk... air their differences, and be okay with one another's vision or style, even when it's not their own. I don't care who you are or where you come from—Shaun, Scott, and I will put our lives on the line for you every day. When we get a radio call, we don't ask, 'Who is the person? What color is their skin? What neighborhood did they live in? What's their sexual orientation? What's their religious beliefs?' We go to the call, 'Shots fired.' When people beating each other, we go to that call."



Society & Culture Category Director

Anjel B Hartwell
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Wickedly Smart Women Podcast



UNDER THE RADAR

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



FALLEN ANGEL – THE VICTORIA'S SECRET STORY

“... for the women behind the scenes and on that runway, Victoria's Secret was anything but the glittering, seductive spectacle I had fantasized about...”

Thus begins Episode 1 of *Fallen Angel – The Victoria's Secret Story*. Brought to the podwaves by C13Originals, a Cadence13 studio and Campside media, this documentary series delves into the dark side of the iconic “angels” and the lingerie megabrand.



The show is co-hosted by Vanessa Grigoriadis and Justine Harman. Vanessa is an American journalist whose writing has been featured in the *New York Times*, *Vanity Fair*, and *Rolling Stone* and the author of the book *Blurred Lines: Rethinking Sex, Power & Consent On Campus*. Justine is a writer/podcaster who was most recently the featured director at *Glamour* and creator of *Broken Harts*, the number-one podcast in the world for ten days. *Fallen Angel* is not only extremely professionally produced, but it also connects the listener personally to the impact that the Victoria's Secret brand had on their own lives.

Unafraid to “go there,” the co-hosts have created a potent expose of the illusion and controversies surrounding the brand and its reclusive 84-year-old billionaire CEO Les Wexner. Here, you will discover the origins and sordid details of abuse behind the scenes of the brand that defined what one third of American women wear under their clothes for the last 40 years. Caution: disturbing content. 🗣️



HEALTH & PATIENT ADVOCACY

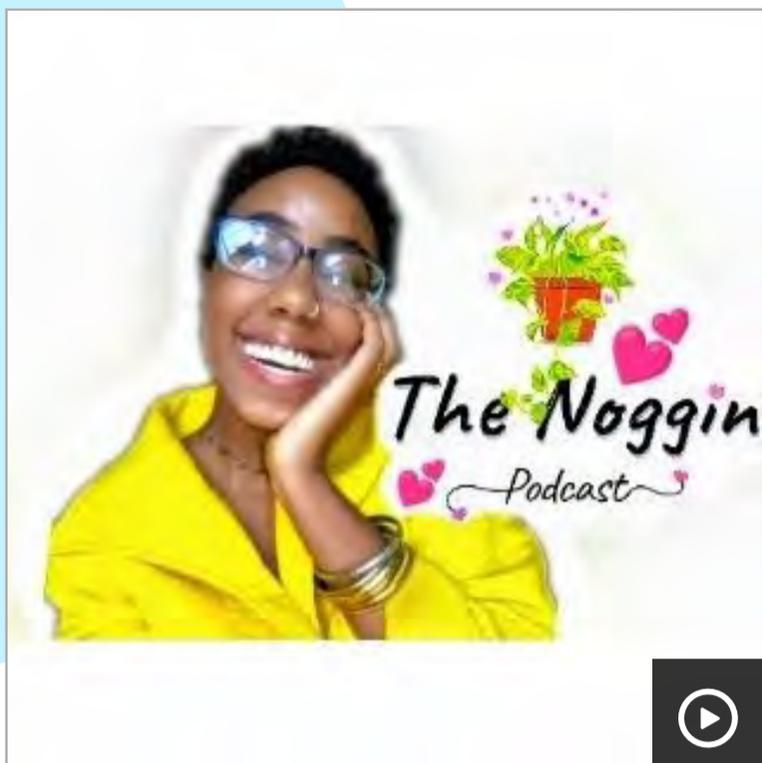
Leveraging The Power Of Podcasting

Healthcare systems in this country have been described as “*complex*,” and some say they are fraught with problems. As a result, health and patient advocacy are crucially important. The good news is that podcasts have been playing a major role in ensuring people are clear on their next steps for diagnosis, treatment, and/or healing.

Vulnerable patients—individuals who are in the low-income bracket, face language barriers, or have disabilities or cognitive challenges—are more susceptible to neglect and bias in the

context of a pandemic that is leaving healthcare professionals overworked and frazzled. In addition, if visitation at a healthcare facility is restricted, some of those who are seeking a medical examination or treatment may feel alone, and in some cases, voiceless.

Podcasters are uniquely positioned to reach those who face these challenges, and doing so may spur on others to come to the aid of vulnerable groups. Here are three examples of podcasts that have been doing great work in this area:



The Noggin Podcast

Those who find it difficult to articulate what they are feeling may not get the help they truly need. *The Noggin Podcast* helps to empower individuals who have mental health challenges and equips them to find readily accessible solutions.

Host Kyarra Keele often reveals valuable underrated resources to combat loneliness, such as her favorite relatable podcasts and comforting YouTube videos about human connection. She also talks about free mental health support groups, camaraderie among those who love gardening, inclusive virtual clubs, and community spaces for people of color, in addition to text- and chat-based peer-support warmlines, which provide an ear for those who need someone to listen. There is also a special emphasis on work-related mental health and loneliness support for veterans and members of the LGBTQ community.

Not only is the dialogue on this show raw

and honest, but listeners also learn about the free empowering mental health apps and chat rooms Kyarra herself uses and recommends. This podcast can be a great companion for anyone on a mental health journey.

Out of Patients with Matthew Zachary

Matthew Zachary, award-winning host of the *Out of Patients* podcast, is a cancer survivor of over 25 years and the CEO and Co-Founder of OffScrip Health. As stated in Apple's description of the show, "*He also founded Stupid Cancer and created the first health podcast, The Stupid Cancer Show, which amassed a global listenership of over four million downloads and counting. People Magazine calls him 'the people's voice' in healthcare.*"

He describes his show as "*the definitive no-BS podcast about how to make healthcare suck less.*" Matthew and his guests put a humorous spin on breaking down medical jargon and speaking in a



straightforward manner about health challenges and what we can all do to make them better.

Topics range from letting patient experiences drive medical innovation to surviving a “WTF” whirlwind of health problems. Empathy and creative problem-solving for patients are a recurring theme in each episode.

Advocates in Action

If you’ve ever felt intimidated, confused, or overwhelmed as you try to navigate the healthcare system, the *Advocates in Action* podcast is designed to help you. Host Ashley Danyel Freeman helps you advocate for yourself and those you care about in difficult moments. She speaks with patients, providers, and caregivers who have found the strength to advocate for equitable access to affordable quality healthcare. *Advocates in Action* also features conversations with hospital and health-system leaders on a variety of issues that impact patients and communities.

“Podcasts have been playing a major role in ensuring people are clear on their next steps for diagnosis, treatment, and/or healing.”



This show was created by the National Patient Advocate Foundation, a non-profit with the objective of prioritizing the patient voice to achieve person-centered care. They are dedicated to amplifying the powerful stories of individuals and the collective needs of various communities across the country.

These podcasts, and others covering similar topics, are doing an important service. They educate and share a variety of patients’ voices and perspectives. They play a critical role in ensuring that, should we face potential illness, we can be equipped to get the care that can help us overcome our health challenges. Kudos to them all. 🗣️



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



GETTING OLD QUICKLY

It takes courage to talk openly about one's struggles with anxiety, depression, and navigating midlife. It is impressive to find that Billy Donnelly is not afraid to do this on his deeply personal podcast, *Getting Old Quickly*.

With a background in radio, film, and TV, Billy's voice is easy on the ears as he aims to encourage others to share their difficulties and avoid suppressing their emotions. It is admirable to hear someone readily examining

his own good, bad, and ugly within himself and his day-to-day challenges.

Billy does an excellent job of helping destigmatize the conversation around mental health struggles.

And as he lets us in on his private thoughts on topics like his COVID-related fears and anxiety triggers, there's no doubt he is achieving his goal of opening the door for others to similarly share and process their own feelings, emotions, and experiences, and ultimately feel less alone. 🎧



AUDIO PLAYS

Bringing Theater To A New Audience Base

When the pandemic inevitably led to empty theater seats around the country, artists, playwrights, and producers rose to the challenge. Instead of lamenting the fact that lockdowns and fears of COVID-19 transmission prevented would-be patrons from coming to theaters, many theater-makers turned to podcasts, meeting their audiences where they are—listening at home or while on the go.

Performers' high level of vocal training naturally lends itself to new audio-only forms of theatrical productions. In an age of Zoom fatigue, this is a welcome reprieve from staring at screens. What's more, audio plays can generally be made

quickly and fairly cheaply, and they hold the nostalgic value of the popular radio plays of the 1940s and 50s. It is worth noting that today's digital sound work offers exciting possibilities that weren't available back then.

The intimacy of the podcast medium also adds an interesting dimension—a sense of closing your eyes and using your imagination to conjure up the scenes that are conveyed with the element of storytelling.

Having the ability to amplify diverse voices, collaborate with artists who may otherwise remain unknown, and reach a wider audience beyond the scope of a

physical theater space are perhaps the biggest benefits of translating plays into podcast form.

Audio plays may also be reaching the younger age group that typically listens to podcasts, broadening audiences beyond the older demographic of theater-goers who are getting used to a new art form.

From lower price points to freely accessible podcast productions, these pandemic-induced changes are bringing the performing arts into the homes of individuals who may have previously viewed theater-going as a luxury they could ill afford.

Audiences with disabilities also have easier access to plays now than they would have in a traditional theater setting.

Following are a few of the incredible audio shows written by playwrights and musical writers who have pivoted to meet today's demands:

Playing On Air: Short Audio Plays

Hosted and produced by Claudia Catania, this long-running podcast features “short, contemporary” stage plays with “first-

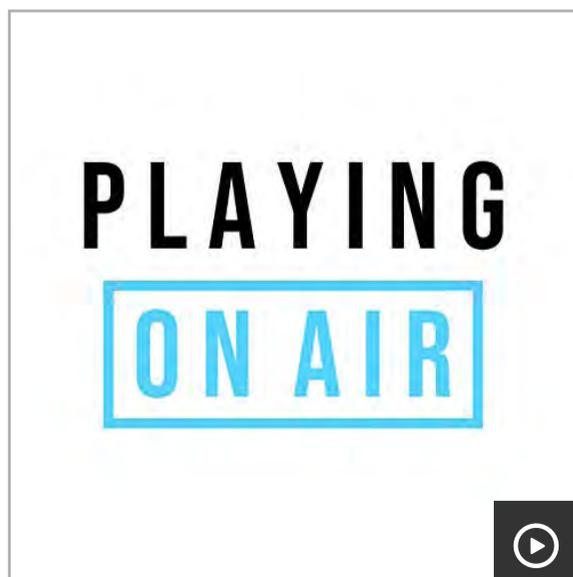
rate casts,” according to Apple’s description. Since 2012, “Playing on Air has been bringing together award winners and emerging young talent, and each play is followed by a conversation with the playwrights and cast.” The slate of performers includes John Lithgow, Michael C. Hall, Marisa Tomei, Julie White, Tony Shalhoub, and many others.

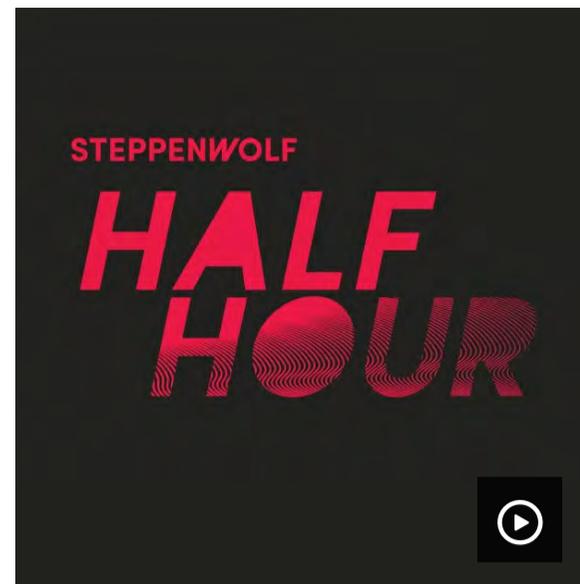
The Pack Podcast

This is a spoken word series featuring all-star casts performing short comedy plays, directed by Emmy-nominated Drama-Desk winner Eugene Pack.

The lineup of performers includes Blair Underwood, Cecily Strong, Andrea Martin, and Michael Urie, among others. Proceeds from the podcast benefit The Actors Fund and Feeding America.

“Today’s digital sound work offers exciting possibilities that weren’t available back then.”





Although The Pack has been running live in theaters with book-in-hand readings in Los Angeles and New York, by popular demand, the shorts continue in the form of spoken word radio plays.

Behind the scenes, actors will be recording and interacting from their homes, helping listeners actively use their imaginations to bring the stories to life.

Open-Door Playhouse

This podcast is reminiscent of live radio theater broadcasts. Writer and director Bernadette Armstrong created it after recognizing that the pandemic could have a tragic impact on small theaters and emerging playwrights like her. The show highlights new plays, new writers, and a wealth of unknown talent. Theatrical works are “created in sound studios as opposed to live stage productions and presented on the podcast as ‘radio productions.’” Play submissions are solicited online and through outreach centers and word-of-mouth. The goal is to reach out to underserved writing communities, like prisons and school and community groups, to provide an avenue

to have their voices heard through plays, short stories, or poetry. The podcast has already highlighted the work of incarcerated playwrights through the PEN, America’s Prison Writing Program.

Bleeding Love

The premise for this musical podcast is timely:

“In a world where it is too dangerous to go outside, a starry-eyed teen cellist risks leaving her apartment to win the love of the rebel punk next door.” Featuring a cast full of Broadway alums including Annie Golden, Rebecca Naomi Jones, Marc Kudisch, Sarah Stiles, Taylor Trensch, and Tony Vincent, all the episodes are available on the Broadway Podcast Network and other podcast platforms.

Kansas Theatre Works

“From Shakespeare to alumni-written audio plays and musicals,” audiences are treated to audio storytelling from the Kansas State University Theatre program. K-State Theatre is innovating in the midst of a changing landscape for live theater. Like several other theater

podcasts, *Kansas Theatre Works* also offers discussions that give listeners a rare glimpse behind the scenes.

Half Hour

This one has a bit of a different twist—while it doesn't deliver actual plays, Steppenwolf Theater's *Half Hour* is named after the time in which all the actors get ready in their dressing rooms, and it aims for a conversational tone as members of the ensemble and others discuss hot topics in the theater world. While there appears to be no new episodes since September, if you'd like to listen in to actors backstage having open chats, this one is definitely worth a listen.

Audio plays are turning out to be more than a stopgap measure in the COVID era—they're making the most out of being in each listener's ear. Even with live plays returning, it seems theater enthusiasts can look forward to complementary podcasts that elevate audience engagement and allow listeners around the world to get deeper insight into the dramatic performances that thrill them. 🎧



Arts Category Director

Raven Blair Glover
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Amazing Women And Men Of Power ▶

78 Ways Studio would like to Congratulate our friend, Frank Sasso on becoming a 2022 Top Podcast Influencer. Frank's love for podcasting is contagious and pure. We celebrate him.



www.78waysPS.com



UNDER THE RADAR

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



DANCE MATTERS PODCAST

Have you ever wondered what it's like to be a professional dancer? If so, the *Dance Matters Podcast*, hosted by Kali and Charlie, is the show for you. Guests openly share the challenges they've encountered along their journeys, and the hosts hope hearing them will keep others in the dance world motivated while building a united dance community.

This podcast explores all things dance. The hosts interview dancers, dance teachers, and essentially anyone involved in the dance industry.

Of the 130 episodes, two stand out as particularly fascinating:

In Episode 103, the hosts speak with dance photography experts Kate and Nick Dimakis. Kate's knowledge as a dancer and her love of dance helps ensure they are able to capture incredible shots. Nick's training as an acrobatics teacher also serves him well in his role as a dance photographer. This duo has a proven eye for capturing even the most challenging stage shots right at the perfect moment.

Episode 91 is equally unforgettable. The hosts interview Emma, a strength and conditioning coach, and her daughter Tatum, an award-winning young dancer.

From professional dancers to choreographers, everything you've ever wanted to know about this industry is revealed in this show's episodes.

Take a listen today to explore the world of dance beyond the stage. 🎧



The preeminent lifestyle magazine
dedicated to podcast FANS

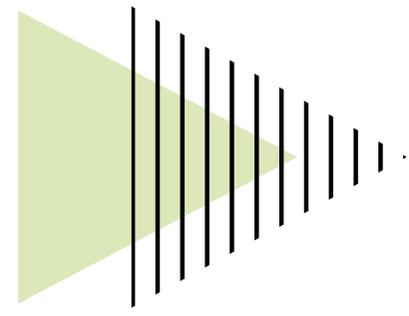
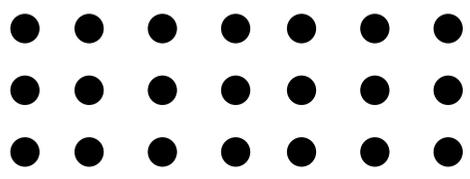
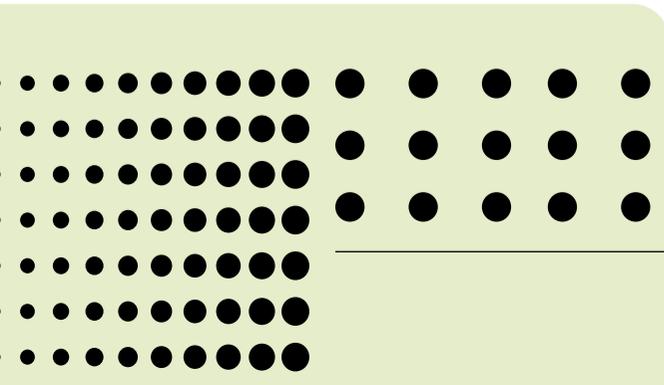
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2022 TOP INFLUENCERS IN PODCASTING

This month, we're celebrating our love of podcasting by presenting our picks for top influencers in the podcasting space. Whether inspiring, informing, and/or entertaining, each has made unique and powerful contributions to the medium. Congratulations to all! **Without further ado...**





◀◀ **COLIN THOMSON, KAST MEDIA**

Colin is the founder and CEO of Kast Media, a fast-growing production company for premium podcast content that *“amplifies conversations and stories through multi-channel podcasts.”* Their mission? To entertain, inform, and inspire. Kast’s slate of shows reaches over 13 million, making them one of the fastest-growing networks and publishers in podcasting. Recognized as a leader in both audio and video simulcast podcasting.

DOLLIE BISHOP, THE BLACK EFFECT NETWORK ▶▶

MTV veteran Dollie is the driving force behind this network created by radio personality Charlamagne Tha God in partnership with iHeartMedia, overseeing the network’s team of producers and editorial direction. It is widely recognized as a destination for content for Black listeners produced by Black creators. Created expressly to foster conversations around social justice, pop culture, sports, mental health, news, comedy, and more and led by some of the most prominent voices in Black culture, the network had garnered over 147 million downloads in less than a year.



◀◀ **DAVE RAMSEY, RAMSEY SOLUTIONS AND THE RAMSEY SHOW**

Dave, a financial advisor and *New York Times* best-selling author, created Ramsey Solutions in 1992 to provide financial counseling and education. It is now heard by more than 20 million listeners each week on over 600 radio stations and digital platforms. In addition to hosting *The Ramsey Show*, Dave has also built a podcasting network of shows that collectively offer a daily dose of *“real talk about life and money.”*





◀◀ **DAWN OSTROFF, SPOTIFY**

Dawn, the chief content officer and advertising business officer at Spotify, aims to help make Spotify *the* most-listened-to audio network. To do so, this female leader in the entertainment industry strives to ensure Spotify users have “*the best experience finding and listening to podcasts.*” Growing the podcasting medium has remained one of her top priorities, and she focuses on “*supplying shows that can’t be found elsewhere.*”

KIT GRAY, PODCASTONE ▶▶

Kit is the co-founder of PodcastOne, the nation’s largest podcast network and home to more than 200 celebrities, athletes, and podcast stars. One of the first to recognize the potential of the podcast medium, he then developed a network-talent partnership model that has since been emulated by many major broadcasters. In 2012, he partnered with Norm Pattiz, founder of Westwood One, and together, they built a company that is changing the world of digital audio.



◀◀ **DONALD ALBRIGHT, TENDERFOOT TV**

Donald is an entrepreneur who has spent the last 20 years working in Atlanta’s music industry. In 2016, he partnered with Payne Lindsey to launch Tenderfoot TV and their award-winning true-crime podcast, *Up and Vanished*, which became a viral sensation and international news story after influencing two arrests in a decade-old cold case. Tenderfoot has since produced a string of number one podcasts on the Apple Podcast charts, generating over 650 million downloads. Donald also serves as Chairperson for The Podcast Academy.



◀◀ **FRANK SASSO, NEW POD CITY**

With a gift for locating, fostering, and growing talent, Frank is the founder of New Pod City—home to some of the best podcasts in the indie sphere. He helps aspiring podcasters find their voice and established podcasters to take their show to a whole new level. With a background in animation, this generous, humble host offers listeners innovative tips and tricks, as well as some of the best editing in the industry, via his hosting company.

GARY VAYNERCHUK, THE GARYVEE AUDIO EXPERIENCE ▶▶

In addition to running multiple businesses, Gary documents his life as a CEO daily via social media channels that have accumulated more than 34 million followers and garnish over 272 million monthly impressions/views across all platforms. His podcast, *The GaryVee Audio Experience*, ranks among the top podcasts globally. He is a five-time *New York Times* best-selling author and one of the most highly sought-after public speakers.



◀◀ **GINNI SARASWATI, GINNI MEDIA**

Ginni is an award-winning journalist and the leading host of her multi-award-nominated show where she shares real, inspiring, and hilarious stories from guests all around the world in pursuit of one common goal: helping listeners align with a happier, healthier, more abundant life. She's also the Founder and CEO of Ginni Media, a podcast production agency on a mission to support and foster different and diverse voices.

JEN SARGENT, WONDERY ▶▶

Jen, a successful entrepreneur and exec with 20+ years of digital media experience, is currently the CEO of Wondery, a premium podcast publisher known for their “immersive storytelling” via hit shows such as *Dr. Death* and *Business Wars*. According to Podtrac’s annual ranker, Wondery was behind seven of the top 10 New Podcasts of 2021. Passionate about expanding the global pie for podcasts, Jen has been featured on Business Insider’s The 100 People Transforming Business list.





◀◀ **JESSICA CORDOVA KRAMER, LEMONADA MEDIA**

Jessica is the co-founder and CEO of Lemonada Media—an independent, women-led, audio-first network with a mission “to make life suck less.” Jessica serves as an executive producer across Lemonada’s lineup of award-winning podcasts, reaching millions of listeners per month.



JOE ROGAN, THE JOE ROGAN EXPERIENCE ▶▶

Joe is widely recognized as the most popular podcaster in the U.S. He launched his first podcast in 2009 and achieved 16 million downloads within six years. His interview-based show continued to grow in popularity, and despite his often-controversial takes on the world, it took the industry by storm and culminated in an exclusive Spotify deal worth a reported \$100 million—one of the largest licensing agreements in the industry.



◀◀ **KINTAN BRAHMBHATT, AMAZON**

Kintan, General Manager of Podcasts (Director) at Amazon Music, “lead[s] product, engineering, operations, editorial, and content strategy/teams for podcasts and the future of audio.” He is responsible for directing Amazon’s effort to add spoken word content to the Amazon Music app. He also led Amazon’s acquisition and integration of both “Wondery, a leading podcast studio/network, and ART19, a leading provider of hosting, publishing, and monetization tools for podcasters.”

N'JERI EATON, NETFLIX ▶▶

N'Jeri, former NPR programming manager and Apple exec, is the first head of podcasts for Netflix. She guides Netflix's podcasting efforts, including hiring hosts and producers and working with outside creators. She has self-described as having an "obsession" for storytelling.



◀◀ **TANNER CAMPBELL, PODCASTING SUCKS!**

Podcasting since 2010, Tanner is an expert in the medium who has worn the hats of audio engineer, studio owner, live sound engineer, top 100 podcaster, writer, speaker, teacher, and growth and monetization consultant. His passion is "in helping independent podcasters succeed in making a living from their creative output." He offers podcasting advice to his listeners each weekday, and is known for going above and beyond for his listeners.

CONAL BYRNE, IHEART DIGITAL AUDIO GROUP ▶▶

Conal is CEO of the iHeartMedia Digital Audio Group, which includes the company's fast-growing and high-profile podcasting business. Through his leadership over the operations and performance of the iHeartPodcast Network, Conal has grown iHeartMedia to number one podcast publisher globally status, according to Podtrac. That includes 750 original shows amassing more than 253 million downloads a month.



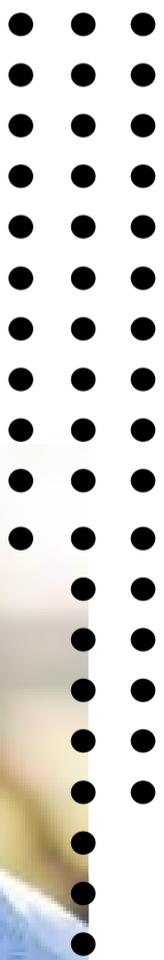
SUZANNE GRIMES, WESTWOOD ONE/CUMULUS MEDIA ▶▶

As President of Westwood One, Suzanne oversees the Cumulus Podcast Network, the fifth largest in the U.S. She also leads strategy, content, operations, and monetization for Westwood One—the largest audio network in the country. In her role as EVP for parent Cumulus Media, she oversees marketing for the leading audio-first media and entertainment company, delivering premium content to over a quarter-billion consumers monthly. Suzanne has a record of successfully growing media brands and optimizing value across multiple platforms.



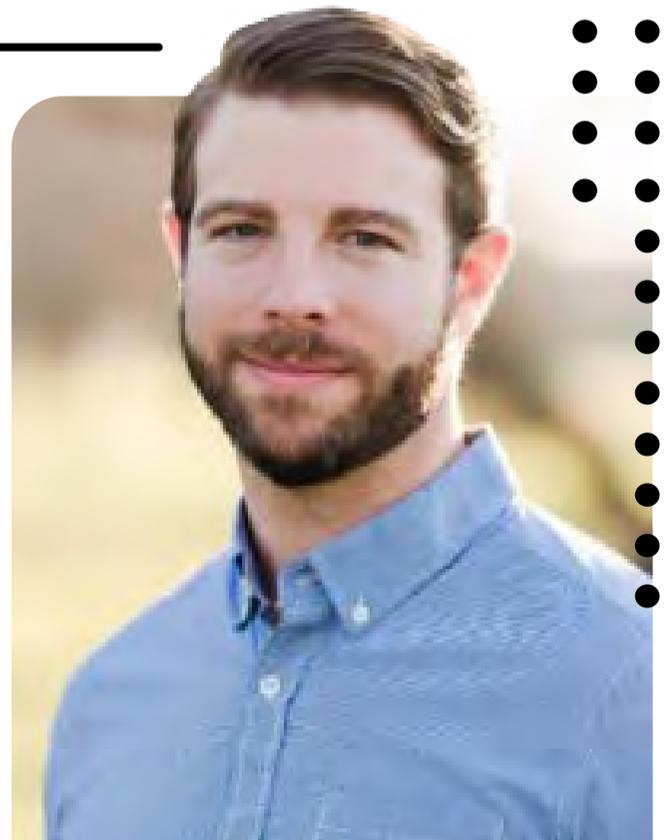
◀◀ **ASHLEY CARMAN, THE VERGE**

Reporting on the podcast and audio industry since 2018, Ashley is a senior reporter for *The Verge* and the lead writer for the Hot Pod newsletter that delivers news, analysis, and opinions on the audio industry. Along with writing for *The Verge*, she is also the host and producer of the podcast *Why'd You Push That Button?* as well as the YouTube series *In The Making*.



DAN FRANKS, PODCAST MOVEMENT ▶▶

Dan is the co-founder and President of Podcast Movement, one of the largest podcasting communities. When it began in 2014, his goal was to create a vibrant event “for podcasters, by podcasters.” Today, their flagship conference is widely recognized as the “ultimate annual destination for diverse speakers, education, networking, and groovy parties.” Throughout the year, Podcast Movement also offers expert tips, industry resources, and a curated daily newsletter for creators.



ERIKA NARDINI, BARSTOOL SPORTS ▶▶

Erika is the first-ever CEO of the media magnate Barstool Sports. Since joining Barstool in 2016, Erika has spearheaded the company’s growth by launching over 60 brands, including number one podcasts in sports, golf, and hockey. She is *“a digital innovator, disruptor, and seasoned executive on the cutting edge of content creation, distribution, and monetization of premier and culturally relevant content.”*



◀◀ **STEVE WILSON, QCODE**

Steve, former Apple Podcasts exec for 15 years, is the Chief Strategy Officer at QCode, an *“award-winning storytelling company specializing in scripted fiction podcasts.”* A veteran of podcasting, he discovered some of today’s most popular shows and hosts, and he remains one of the most sought-after thought leaders in the industry.



LAURA JOYCE DAVIS, SHELTER IN PLACE ▶▶

Laura, founder of the Kasama Collective, is an award-winning fiction writer, Fulbright scholar, and the host of *Shelter in Place*—an award-winning non-fiction narrative podcast. Both her podcast and writing are grounded in the conviction that *“changing our communities begins with changing ourselves.”* Via personal essays and well-edited interviews, Laura guides listeners in re-imagining life through creativity and community. Described as *“captivating,”* Laura is known for putting her heart and soul into her podcast.



OUTSOURCING PODCAST PRODUCTION

Imagine five years from now:

Your podcast is “Joe Rogan successful.” It’s on everyone’s mind, and newscasters reference it when telling their stories.

While being interviewed, you’re asked, “*What was the tipping point? What made your podcast become a hit?*”

- Perhaps someone influential stumbled upon it.
- Perhaps you were a guest on Joe Rogan’s podcast, and the exposure tipped the scales.
- Perhaps you got to interview someone no one else has.
- Perhaps you marketed your podcast for syndication, and it worked.
- Or, perhaps thousands of people found your individual episodes while searching online.

Do you ever think through things like that during strategy sessions with yourself and/or your team? If you do, you know the problem—you can't predict *how* your success will happen.

But you can do your best to make sure that every avenue to that success is a possibility. The only speedbump is time... having enough of it to address the avenues and get everything done as a one-person or small-team podcast.

You probably know that you could outsource your production needs, but do you know what that entails? What does a professional podcast production team actually do?

Bradley Denham's RecordEditPodcast is a professional, full-service firm that does everything podcasters need done, and likely a few things they don't even know they might need.

On your path to success, with limited time, which of the following services would be truly beneficial to have someone do for you?

BOOKING GUESTS

Booking guests is a critical task for an interview-based show. From a time standpoint, it involves finding the right people, getting their attention, gaining their interest, piquing their desire, and getting them to take action by agreeing to being a guest. After all that is done, it requires additional follow-up and reminders to make sure that guest actually shows up.

“On your path to success, with limited time, which of the following services would be truly beneficial to have someone do for you?”

It may seem like a proprietary task—one only you can do, because of the unique way you go about choosing guests. But don't let that stop you from outsourcing. You could easily provide a list of guests you'd like to have and the tone you'd like to present when reaching out to them.

Or, you could have a series of phone calls with your team wherein you share your knowledge and preferences.

If you're truly ready to become a successful podcaster, your life will inevitably get busier, and like any company, you'll need to trust in others to extend your mission. Encapsulating your secret sauce in this area could be a good first step to scaling.

SHOW PREP

The essence of any show is what the listener hears. Whether it's an interview show, documentary, or topic

conversation, the critical piece is the research completed. From there, the conclusions, questions, and insights gained differentiate an amazing show from “just another one.”

From his experience doing show prep, Bradley Denham believes “*Most people don’t know why they are podcasting.*” What most of his clients love about having a team handle show prep is that they aren’t susceptible to going down rabbit trails. Their team keeps in mind what the audience wants.

MONITORING LIVE CALLS

A podcast can’t afford technical problems, delays, or recording issues. There just isn’t enough time or energy to schedule and reschedule calls, either.

But the angst that comes from worrying about problems doesn’t have to be there. Having to call a partner or guest with the news that you forgot to hit “record” doesn’t have to happen.

While it may be considered an insurance policy of sorts, sometimes having the confidence that all the bugs are taken care of means the difference between a relaxed and enjoyable conversation and one that carries a tinge of pre-occupation.

EDITING AUDIO AND VIDEO

Editing is truly the art of audio, as exemplified by the *NPR* podcast—they do more than just remove the “ums” and “ahs.”



They have the ability to create seamless conversations that are rich in tone and make the guests and hosts sound amazing.

Yes, it *is* possible to edit a show to make you and your guest come off as even better versions of yourselves. From a guest’s perspective, would you rather promote a show where you gave a good interview, or one that makes you and your interviewee sound amazing?

SHOW NOTES

Seemingly the last thing podcasters focus on is setting up a website for their show and then putting as much energy into the show notes as they do the show itself. And for many, that is the difference between success and failure.

Show notes are a strategic and powerful aspect of the entire show. The headlines, calls-to-action, and searchability make the difference between a show that creates an audience and one that never does.

Well-produced show notes are much



RecordEditPodcast is a professional, full-service firm that does everything podcasters need done, and likely a few things they don't even know they might need.

more than a transcription of the podcast episode, as well. They contain links and are fully edited and readable, while being designed for search engines to find their relevant content.

Perhaps the best use of outsourcing starts here. There's a good chance that thousands of people are searching for the content in your shows... if only they could find you.

DISTRIBUTION

It's easy to upload your finished show to your podcast host and have it show up in iTunes, Spotify, and Stitcher. It takes more effort, however, to also load your show up to YouTube, your website, and the social media platforms. Further, if your podcast isn't on Reels, TikTok, YouTube, and Facebook, it surely can't be found there.

Plus, according to Denham, *"Clips are king."* Listening to the show and finding the 15-second segments to turn into sharable, bite-sized clips takes time and energy for sure.

The great part is, with a service like RecordEditPodcast, it doesn't have to be yours.

Can you imagine what your success looks like five years from now when you're *not* spending your time and energy on these types of tasks?

Would you rather find the time to do them well yourself, or maybe take a risk, gamble on yourself, and spend some money to make sure these things get done right?

Ask yourself, *"Is this truly a hobby podcast that I only want 50 people a week to hear? Or have I got something special I'd love the world to know about?"*

If your answer echoes the latter, consider outsourcing to make it happen. 🎧



The Professional Podcaster

Dan R Morris
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 TracingThePath 🎧



PONTIFACTS

All The Popes, From Peter To Francis... And A Ton Of Fun Along The Way

Pontifacts is not the only podcast that focuses on the popes, but it is certainly the most entertaining.

It is presented by Bry and Fry, two very funny women who obviously have a great time creating the show, and their enjoyment rubs off on the listener.

Having been best friends for over a decade, when Bry, a history buff and podcast fan, decided she wanted to create a history podcast of her own, she naturally turned to her old chum Fry to co-host.

For subject matter, the popes were a

natural fit with Bry's historical interests, and the pair decided to follow a similar format to that used by the already successful *Rex Factor Podcast*, which rates all the Kings and Queens of England.

While developing *Pontifacts*, Bry had the opportunity to gain valuable podcasting experience by co-hosting *The Lesser Bonapartes*—one of the great lost masterworks of historical podcasting lore.

Interestingly, while Bry seems to be the keeper of knowledge about the popes and surrounding theology, it is Fry who has the Catholic background—not only



“Kingdoms come and go... countries have come and gone... we have had empires and republics and nation-building... but the pope remains and continues to be a massively important figure.”

Bry (left) and Fry, cohosts of *Pontifacts*, pose outside of The Salem Witch Museum

is her father a deacon, but most of her family works for the church in one way or another, as well. Personally, though, Fry describes herself as “*lapsed*.”

Bry sees the popes mostly through a historical lens. History has been her passion from an early age, and she has studied it all her life. Her particular enthusiasm is for The Renaissance, specifically Florence and The Medici—she even got married in Florence in a beautiful, Renaissance-themed wedding.

Fry claims to be “*just here for the ride*.” This is not quite true, as she acts as the voice of the audience by expressing bewilderment at the mad goings-on of those crazy, crazy popes. Bry also points out that there is quite a clear division of labor—while she does most of the research and talking, Fry is the one making it all happen behind the scenes. Beyond that, Fry is the comic foil to Bry’s onslaught of

deep research and illuminating quotes. Her humor is as dry as a well-made martini, and she never fails to amuse with her wry interjections.

The office of the pontiff holds fascination for anyone interested in history regardless of religious inclinations because, as Bry points out, “*It is one of the longest-standing institutions in the entire world and one of the only roles in history that has survived every era... since antiquity. Kingdoms come and go... countries have come and gone... we have had empires and republics and nation-building... but the pope remains and continues to be a massively important figure. There’s no way to look at history and not wonder, ‘Hey, what was the pope doing?’ Because they were doing something.*”

One of the most popular aspects of the show is its scoring system, which provides for a great deal of listener engagement. The categories they use to rate each pope

in their invented “*Harry Potter Latin*” are:

Papatum Infallium: Holiness

Fructus Prohibitum: Scandals and Misdeeds

Seculari Impactum: Worldliness and Mass Appeal

Each provides for up to 10 points from both Bry and Fry. Popes can pick up extra points from other categories, including:

Faciem Sanctus: Appearance. Here, the scores are divided by four, because... well, a pope shouldn't really be judged on his looks.

Tempus Pontificus: Length of papacy.

Popes also earn a “*Cannon Bonus Point*” if they have been made into a saint, and finally, the truly exceptional can earn themselves a ‘*Papal Bull*’:

“Popes who achieve a Papal Bull will go to the Pearly Gates and eventually be rated against one another in the ultimate showdown, to decide which was the popiest pope who ever popped. Will someone be popey enough to take the keys away from St. Peter himself? Time will tell,” Bry explains.

Pope Damasus is currently topping the leaderboard. His is a juicy story, as he presided over a slaughter of his rivals' supporters when he took office, and he was also reputed as a bit of a lady's man. But more crucially, he presided over the council that decided which books are included in the Bible as we know it. So,



BRY

listens to



TOTALUS RANKIUM

Rating all the emperors of Rome in the history of the Roman Empire (sort of).



OLD GODS OF APPALACHIA

An eldritch horror anthology podcast set in the darkest mountains in the world. Our world is an alternate Appalachia, where these mountains were never meant to be inhabited.



PAX BRITANNICA

A narrative history podcast covering the empire upon which the sun never set.

“There’s no way to look at history and not wonder, ‘Hey, what was the pope doing?’ Because they were doing something.”

THE ULTIMATE SHOWDOWN

No Pope is off limits when it comes to determining who is the “popiest pope who ever poped.”



we can see that he would have scored highly in *Papatum Infallium* for his work on the Bible, in *Fructus Prohibitum* for the scandals, and in *Seculari Impactum* for the slaughtering.

Pope Honorius, from the seventh century, sounds great. He repaired aqueducts, fortified the city, and nourished the city, but unfortunately, has been excommunicated.

One of the very best episodes is “Episode 137: Johannes Anglicus.” In it, Bry ambushes Fry with the tale of Pope Joan. Bry keeps it very straight while describing how Johannes suddenly started to get very fat. Fry’s screams of outrage upon discovering that he wasn’t fat, but rather pregnant, as Johannes was in fact Joan, are much like those of the people of Rome at the time!

Anyone interested in the more scandalous aspects of papal history might do well to subscribe now, as *Pontifacts* is about to

enter the “*Pornocracy*”—a period when the papacy became dominated by women.

Fry might profess to be a non-expert, but when asked how many popes there have been, she quickly responded with “266.” Each is included in the Apostolic Succession and in the main *Pontifacts* feed. Not even Pope Michael, the current anti-pope alive and well in Kansas, is included. (If you like the sound of “anti-popes,” they can be found in the *Pontifacts* Patreon feed, including Pope Michael.)

What will follow on for *Pontifacts*? Saints? Patriarchs? Bry and Fry don’t know yet for sure, but as they still have over 1,000 years of popes to cover, there will be plenty of *Pontifacts* to come, which surely keeps their devoted listeners happy. 🗨️



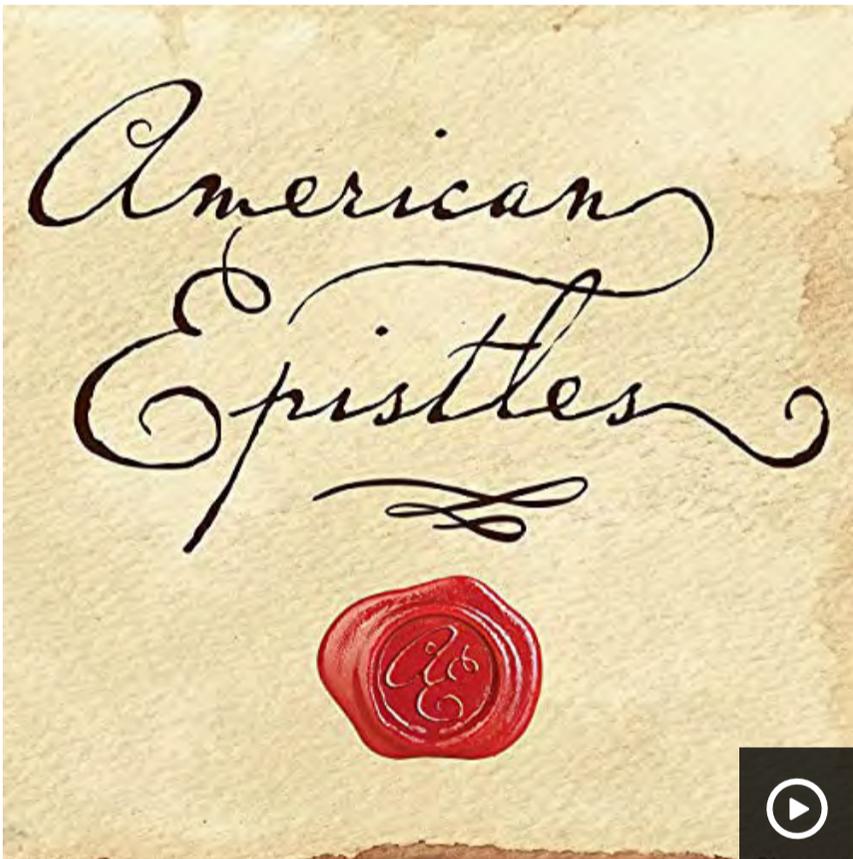
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The Things That Made England 🎧



UNDER THE RADAR

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



AMERICAN EPISTLES

American Epistles is a true gem of a podcast. Susan Otchere brings history to life through the letters she has discovered and shares with listeners. These letters, as well as other oral sources, tell the story of the U.S. through the experiences of the “ordinary” people who lived it. Susan puts the letters into context, so the listener has a clear understanding of the moment the writer is living through before reading extensively from the letters.

The podcast covers topics in multi-episode

series. This format allows Susan to go deep into any given subject. Episode titles include “The Great Migration,” “Women’s Welfare Work in WWI,” and “Freedom Summer ’64.” There was an extensive series on “Elinore Rupert”—the Wyoming homesteader, and another on Chinese immigration has just begun.

American Epistles comes highly recommended as a true original that approaches history from an angle we rarely hear from—the immigrant who just arrived at Ellis Island or the WWII soldier writing to his sweetheart back home. Susan is a wonderful host discovering “*our country, one letter at a time.*” Her clear voice is perfect for narrating these stories, some of which can be quite painful to listen to and use language that could sound jarring if treated less sensitively. 🎧

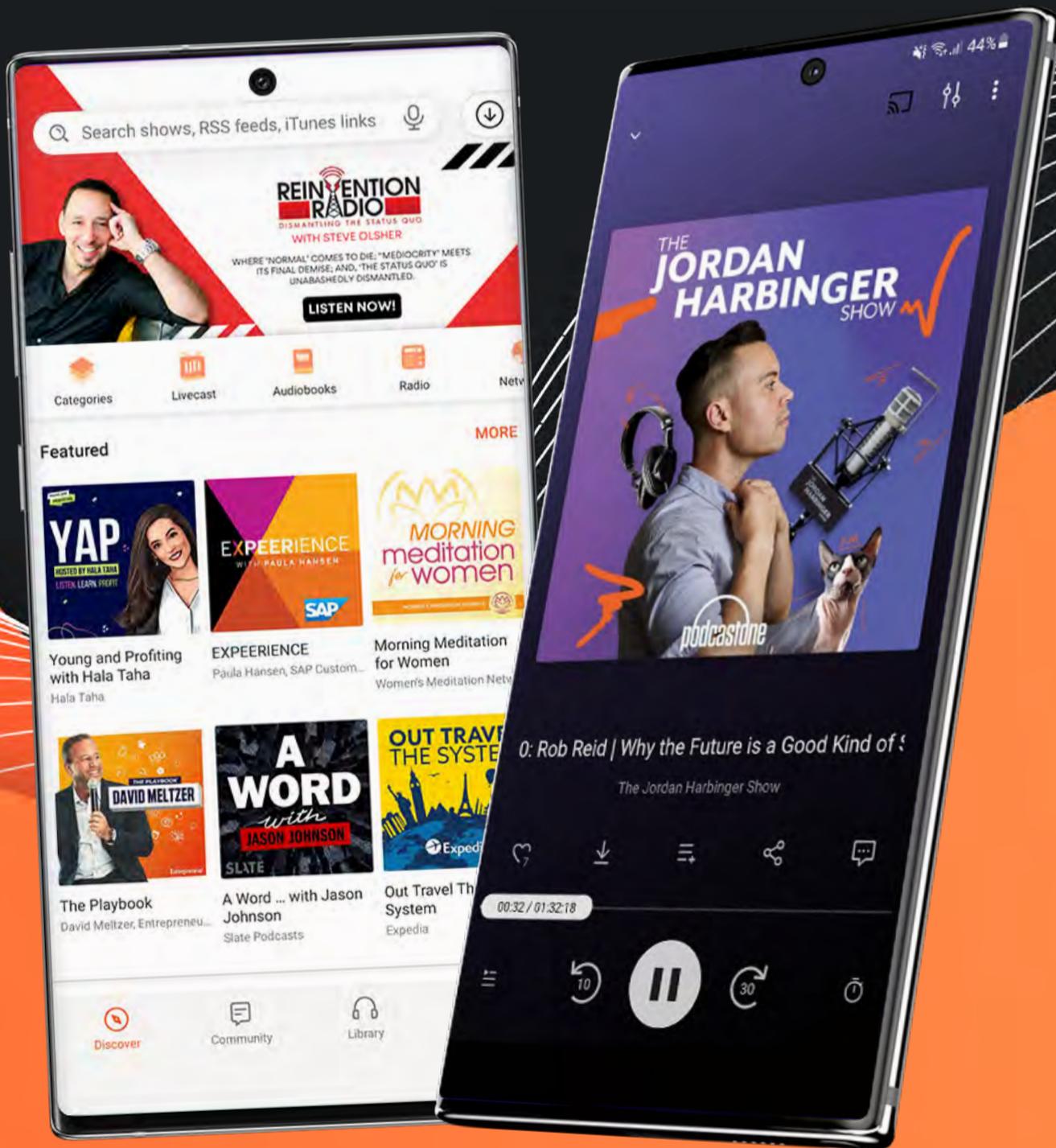


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¹Zoharab, Dave."Apple Podcasts vs. Spotify — Which is more popular?" Chartable, 21 Jan. 2020



▶ INTERVIEW

MUSIC



TERRY

WOLLMAN

Embodying The Open-Door Policy



As a passionate artist and podcast aficionado, it's so gratifying and refreshing to have a heartfelt dialogue with amazingly talented individuals who've amassed great success and understand the intricacies of the music industry while remaining incredibly humble in sharing those journeys.

Such is the case with Terry Wollman, producer and host of *Making It With Terry Wollman*.

It's no surprise that his podcast has flourished throughout the years. Terry's "chameleon" type of personality adjusts to everyone around him, and it's easy to feel like you've known this guy for decades after the first five minutes of conversation.

Terry didn't hesitate to explain his impetus for delving into the ever-changing podcasting medium as that of a "somewhat divine intervention." His

experiences interviewing artists over the past five years has afforded him deep insights into how certain artists fall into their role, and in most cases, it's not by chance.

"It's not an accident. I believe fate is involved, backed by a lot of intention, focus, passion, and definitely hard work. As for me, it's something I've always loved. I just simply nurtured my talent through the education I received early on."

Ironically enough, Terry isn't the kind of artist who savors the spotlight, per se. He was more fixated on the idea of becoming a session player, but destiny showed him a better hand by having him grace the cover of numerous albums instead. And Terry had no intentions of going against the powers that be:

"A lot of my opportunities in my career have happened in no way near the way I expected, but I've always had a policy of openness... to walk through a door if the

door opened, and then turn it into the opportunity that I fully believe it could be.”

Terry credits his dad, who he lived with on a houseboat in Miami throughout his adolescent years, for first planting the seed of his aspiration to succeed in music—more particularly, in anything he set his mind to:

“My dad basically counseled me on being the best that I could be at whatever I chose to be... I wasn’t encouraged to be a musician or artist. I was just encouraged to dig in, be intentional, and stay focused. It was more like, ‘Whatever you decide to do, just be the best at it.’”

Sadly, at the age of 17, Terry lost his dad to an unfortunate accident. This loss left him with an obvious void as he embarked into a serious state of solitude. Unfortunately, living with his mom wasn’t a viable option, nor was it conducive to a healthy environment, so he felt it best to “man up” and forge ahead on his own. He shared how music became his salvation, helping him deal with the mourning process.

This wasn’t the only chapter of Terry’s life that deeply influenced his creative

process as well as his beautiful array of musical pieces, and subsequently, podcast episodes:

“My creative process will always be evolving. I wholeheartedly believe that, when you are in a true creative state, you become a vessel... my creative process is essentially how I live my life. I’m always in pursuit of the magic. It’s this treasure hunt for the truth—for a way to express an idea in a new way, be it a melody, chord structure, or interview. It’s also about being present. I’ve always created a space for my creativity... a sanctuary where I can apply the valuable 12 notes that exist in our system in a manner that just flows through me and allows me to bring it to fruition in a cohesive fashion that inspires me. And if it inspires me, I’ve found that it inspires others, as well.”

Given Terry’s multiple talents and professional musical background, he



“I was just encouraged to dig in, be intentional, and stay focused. It was more like, ‘Whatever you decide to do, just be the best at it.’”



“Be selfish with your discipline, but selfless in your performance.”

“At the end of the day, we’re doing a disservice to the world. People need to hear our message... above all, we must honor the gift we’ve been given and not take it for granted. So every time I get a melody, I treat it as the gift it is. That is the responsibility that comes with being a true artist.”

“Above all, be gracious—especially to your supporters... with respect to my podcasts, I’ve been thanking mine for the past five years.”

In light of Terry’s long list of star-studded performances and collaborations, there is no doubt he’s enjoyed an enriched career full of accolades. However, he still has much to do:

“I’ve certainly had some remarkable experiences in my career, both from a writing and performing perspective in film, television, and the recording studio, but I’m far from done. The experience of music is not complete until the listener hears it... and there’s still so much more that people need to hear from me.” 🎧

certainly wears many hats. With so many responsibilities, there often comes less time with family and for leisure. So how does he do it all while managing to sustain a healthy relationship?

With a significant level of dedication, commitment, resilience, and selfishness:

“Sure, it certainly has impacted my life, but this is the only life I’ve known since I was 17. The impact would’ve been greater if I wasn’t as committed and focused as I was. In the intro of my podcast, I say to be selfish with your discipline, but selfless in your performance. When I am not, I realized I’m not a happy person, emotionally, spiritually, or physically. It creates an imbalance in my life.”

So relatable to creatives! We can’t expect our loved ones or friends to comprehend why we work on a project until the wee hours of the night and then wake up before sunrise to finish it, because very few understand that “to be continued” mode. Terry went on to add:



Music Category Director

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Mojo For Musicians 🎧



UNDER THE RADAR

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



THE GRUNGE BIBLE PODCAST

“I know someday you’ll have a beautiful life, I know you’ll be a star in somebody else’s sky... but why, why can’t it be mine?”

I remember the first time I heard these profound and raspy lyrics uttered from Pearl Jam frontman Eddie Vedder’s lips. This band was at the apex of the ultimate transition occurring in rock music—from glam rock to grunge shock.

Seattle, Washington, became the breeding ground for a style of music that many—



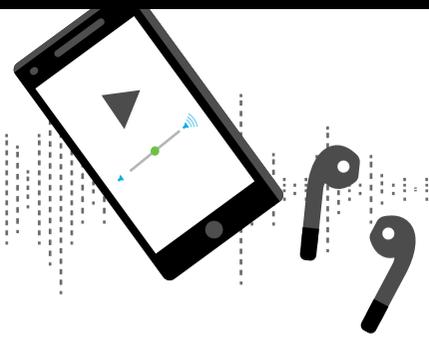
especially 80s aficionados—would describe as “angry” and “rebellious.” It was influenced by a culmination of yesteryear punk rock and heavy metal icons with a twist of distorted guitars and lamenting lyrics.

I found myself reliving those golden moments when I came across *The Grunge Bible Podcast*. Co-hosts Chris Celona and Ethan Shalaway have great chemistry, inviting personalities, and comical banter.

I did find myself sometimes scrubbing to get to the meat of the content. Still, they always found a way to keep me engrossed with tales, personal anecdotes, and real, heartfelt dialogue with the rock stars who made this genre timeless. I wish the episodes weren’t so explicit, because I would love the younger music audiences to be able to audition some of this great content that revolutionized the rock industry... but hey, then it wouldn’t be grunge. 🎧

IN YOUR EARS

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



L'ACADÉMIE DU PODCAST

Hosted by: Marco Bernard Bernard

This show is about podcasting for franchise speaking podcasters who'd like to improve their podcast.



PRACTICALLY HEALTHY BY DR. MELINA

Hosted by: Dr. Melina Jampolis

In a world of influencers posing as nutrition and fitness experts, Dr. Melina Jampolis is a voice you can trust. Drawing from 20+ years as a physician nutrition specialist, scientific studies and REAL facts, Dr. Melina translates the latest health and fitness trends with wit and humor.



UNSTOPPABLE MINDSET

Hosted by: Michael Hingson

Join blind World Trade Center survivor, No. 1 *New York Times* Bestseller and Chief Vision Officer for accessiBe, Michael Hingson as he talks with thought leaders and others about our often blinding fear of inclusion and our resistance to change.

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A SHOW ABOUT COMMUNITY

Creates a Lasting Friendship

Amory Silvertson doesn't consider herself "internetty," nor was she into Reddit when her boss at the podcast department of WBUR, Boston's NPR station, approached her about potentially co-hosting a new show they were creating. She convinced Amory to have a conversation with Ben Brock Johnson, who was set to host it. Ironically, Amory's father was already a fan of Ben's (thanks to Ben's show from American Public Media, *Marketplace*

Tech). In fact, he had even nicknamed Ben "Ben Jo"... something he does with people he likes and considers "close friends," even if they have never met or spoken. Clearly, the deck was a bit stacked against Amory—how could she say "no"?

That initial call, during which Ben cooked a grilled cheese sandwich for his pregnant wife, made the pair quickly realize that they had a knack for making

each other laugh. This was the beginning of *Endless Thread*.

Ben was already a “redditor,” the name given to users on Reddit, so getting him on board for *Endless Thread* was easy, as he already had the in-depth knowledge of the platform that would inevitably lead to comprehensive commentary on the show. Initially, the show was a partnership with Reddit. Ben and Amory shared the belief that what drives Reddit is “*how it helps people feel like they are not alone*,” and that became the catalyst to making the show about internet communities a perennial hit.

Endless Thread is no longer partnered with (or just about) Reddit. It has expanded far beyond that platform, but what it still does is bring people together, so they see that they are not alone with the things they do and care about.

It’s been four years since the show launched, and much has changed in Amory and Ben’s lives. Ben’s twins are now four years old, and Amory’s dad now knows Ben personally. (They have yet to get Ben’s piano-playing dad to jam with Amory’s drummer dad, though.)

The releasing of episodes has had a varying cadence over the years—weekly, then seasonal, and now, back to weekly. No matter the schedule, it is important to Ben and Amory that “*stories are told, mysteries are solved, and communities—including those new to the internet realms—are given the light of day via the sometimes unbelievable but true.*”

“Stories are told, mysteries are solved, and communities—including those new to the internet realms—are given the light of day via the sometimes unbelievable but true.”

Ben is grateful for the relationship with Amory, as he “*hates to burst anybody’s bubble, but not all co-hosts are friends. The rapport is often scripted and fabricated on mic.*” Not so with them. He admits they have a highly produced podcast that is researched and scripted, but he and Amory script them together. While the scripts are often a recreation of some offline conversation they had, they are always real. Being able to write for each other and think as the other thinks has made a big difference in the response they receive from listeners.

The pandemic has created an explosive growth in the number of new podcasts, while also prompting long-time podcasters to make changes in how they build their communities. Although Amory and Ben have yet to be recognized



on the street, they held their first Zoom gathering of fans in 2020. Not knowing what to expect, they were humbled by the chat comments and the far-reaching impact they discovered the show has on fans around the world.

Endless Thread “increases people’s wonder about how the world is and how people can be to one another, since they are not always kind.” In fact, he hopes the show is a “kindness force multiplier.” He and Amory endeavor to help people find empathy for others and just be nice. Doing so is their very definition of success.

Amory, an avid podcast listener herself (especially since COVID), also hopes their show is “one that people want to listen to, whatever is put out, whenever it is.” Whatever the topic, they cover it in a way that “will still offer a glimmer of hope. We show our audience that we’re all going through it together.”

“The internet is a vast, curious place full of people connecting in ways they never imagined they could.”



Tales of the Tailed: Three stories about our furry friends

Amory, Ben, and producer Quincy Walters explore three stories, in which a man's furry best friend is shot by a police officer, a person accuses Reese Witherspoon of stealing her horse, and cats are... ethnically stereotyped?

Endless Thread 10:25 Apr 27, 2022

The internet's fight over dinosaur emoji

Emoji might not be 66 million years old, but they are pretty much everywhere. Join Ben and Amory as they explore the history of dinosaur emoji in LGBTQ+ communities and the fight over the emoji's meaning online.

Endless Thread 7:02 Apr 16, 2022



Encore: Today You, Tomorrow Me — Why A Decade-Old Reddit Comment Still Resonates Today

10 years ago, Justin found himself on the side of the road with a blown out tire. Hours went by and no one stopped to help. But just as he was about to give up, something happened that changed Justin forever.

Endless Thread 12:55 Feb 02, 2020

Encore: Three Autistic Redditors on Autism

Three autistic Redditors talk to us about their view of the world, their view of autism, and their hopes for greater representation in society.

Endless Thread 14:07 Dec 20, 2019



MEMES, Bonus: Meme Chorus Meets NPR Twitter Spaces

Endless Thread 17:48 Aug 12, 2021



The bottom line for Ben and Amory is that their show be “a safe space, in the joyful sense of the phrase.”

True to its original Reddit roots, *Endless Thread* and its hosts worm their way into your heart and mind and keep you coming back for more... spreading kindness and hope along the way. 🎧



Technology Category Director

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It's All About the Questions 🎧



UNDER THE RADAR

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



IN SCOPE

In Scope is an unexpected find in the technology podcast genre. As I was searching for a show to review for this issue, I came upon this podcast and was immediately enthralled. I wish they had more episodes under their belt, so I could feature them.

Host Mike Murray knows his stuff and has fun hosting the show and asking questions of his guests.

Topics go deep into security in the healthcare

sector while making it interesting to the non-geeks who might be listening. His guests are from multiple sides of the security question, including several folks from the FDA in an interesting multi-part series. Other episodes feature people on the front lines of keeping systems running at hospitals in a world where ransomware attacks can kill patients.

Typically, when you hear an interview with a government rep or a C-suite exec from a hospital owned by a corporation, you get the same answers over and over, as if they are all reading from the same playbook. Not on this show. Mike has a gift for getting his guests to drop their defenses and tell the real stories.

If you want to go behind the scenes and understand the real-world impacts and solutions behind the stories making headlines around the world when ransomware hits or is stopped, add this show to your playlist. 🎧

OFF THE CHARTS

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

FEBRUARY 2022

ARTS



THE INSPIRATION PLACE

Hosted by: Artist Miriam Schulman

Artists learn practical strategies to sell their art and develop a confident mindset to succeed. Whether they need inspiration to create new works, or an understanding of how to profit from it, this podcast has artists covered.

BUSINESS

THE SUPERNOVA PODCAST WITH LENA SKI

Hosted by: Lena Ski

Where lifestyle, business and consciousness share the same "office space" as your purpose and your brand.



COMEDY



UHH YEAH DUDE

Hosted by: Seth Romatelli & Jonathan Larroquette

A weekly roundup of America through the eyes of two American Americans.

EDUCATION

THE EDUCATION GADFLY SHOW

Hosted by: Thomas B. Fordham Institute

Get lively, entertaining discussions of recent education news, usually featuring Fordham's Mike Petrilli and David Griffith. Then the wise Amber Northern will recap a recent research study.



FICTION



APOLLYON

Hosted by: Observer Pictures

Dr. Theo Ramsey is an ICRS research scientist who may have just discovered an effective vaccine for Apollyon, but the stakes to get the vaccine to the public are higher than she ever imagined.

GOVERNMENT



DEEP STATE RADIO

Hosted by: David Rothkopf

Go on a smart, direct, sometimes scary, sometimes profane, sometimes hilarious tour of the inner workings of American power and of the impact of our leaders and their policies.

HEALTH & FITNESS

ALI ON THE RUN SHOW

Hosted by: Ali Feller

Conversations with inspiring people who lead interesting lives. Learn about the decisions people have made to get where they are today, and how getting sweaty has factored in.



HISTORY



DREAMS OF BLACK WALL STREET

Hosted by: Nia Clark

A deep-dive exploration into a period in history of great promise and great disappointment for Black Americans.

KIDS & FAMILY

BUT WHY: A PODCAST FOR CURIOUS KIDS

Hosted by: Vermont Public Radio

Kids ask the questions and we find the answers. It's a big interesting world out there, and this podcast tackles topics large and small, about nature, words, and even the end of the world.



LEISURE



THE NEXT TRIP - AN AVIATION AND TRAVEL PODCAST

Hosted by: Doug & Drew

A weekly podcast with aviation insiders Doug and Drew, who together bring more than 40 years of industry experience as a professional pilot and a hub operations manager at a major airline.

OFF THE CHARTS

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

FEBRUARY 2022

MUSIC



THE BEATLES NAKED

Hosted by: Richard Buskin & Erik Taros

This podcast is for the true Beatles maniac... or anyone wanting to understand the life and times of the fab four and how they seamlessly reinvented the face of rock 'n' roll.

NEWS

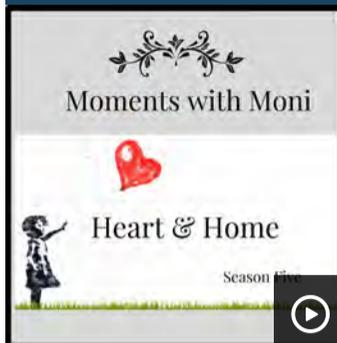
WHAT'S NEWS

Hosted by: WSJ

Listen as our journalists cover top stories and share timely insights on business, the economy, markets, and politics.



RELIGION & SPIRITUALITY



MOMENTS WITH MONI

Hosted by: Monika Hardy

Find practical help for the heart and home while we ponder life from a biblical perspective.

SCIENCE

I KNOW DINO: THE BIG DINOSAUR PODCAST

Hosted by: Garret & Sabrina

The big dinosaur podcast. News, interviews, and discussions about dinosaurs.



SOCIETY AND CULTURE



CHRYSTALS CHRONICLES

Hosted by: Chrystal Evans Hurst

Chrystal dives deep into family and faith, sharing what's real in the life of a Christian speaker, worship leader, and writer.

SPORTS



PICK SIX NFL PODCAST

Hosted by: Will Brinson

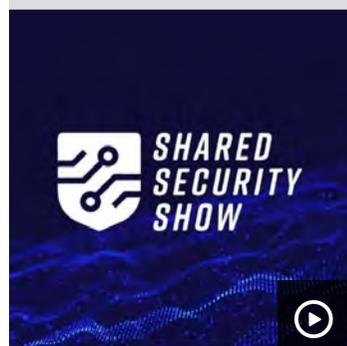
CBS Sports senior writer Will Brinson (and guests) gets you up to speed each day in about 30 minutes with what's trending in the NFL world so that you're always in the know.

TECHNOLOGY

THE SHARED SECURITY SHOW

Hosted by: Tom Eston & Scott Wright

News, tips, advice, and interviews with cybersecurity and privacy experts to help listeners live more securely and privately in a connected world.



TRUE CRIME



AS ONE DOES — A TRUE CRIME PODCAST

Hosted by: Megg Grasse

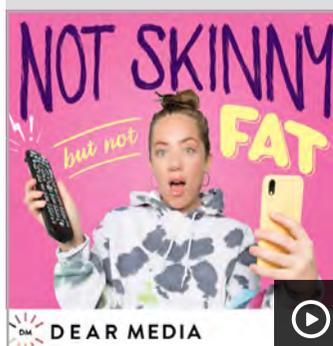
A slightly comedic, always serious true-crime podcast where Megg hangs out with her dog, Dobby, to talk about cases inspired by current books.

TV & FILM

NOT SKINNY BUT NOT FAT

Hosted by: Amanda Hirsch

Everything pop culture, celebrity gossip, and reality TV—a weekly recap on what's happening in this crazy world of entertainment, all with a perfect dose of sarcasm, wit, and lots of LOLZ.



EDITOR'S PICK

UNSTOPPABLE MINDSET

Where Inclusion, Diversity and the Unexpected Meet



UNSTOPPABLE MINDSET

Hosted by: Michael Hingson

Join blind WTC survivor and Chief Vision Officer for accessiBe, Michael Hingson as he talks with thought leaders and others about our often blinding fear of inclusion.

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click funnels

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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)	THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
1	1	CERTIFIED MAMA'S BOY Steve Kramer & Nancy	26	-	BE THE RIGHT CLUB TODAY Hal Sutton
2	2	KRAMER AND JESS UNCENSORED Steve & Jess	27	-	HUDDLE UP WITH GUS Gus Frerotte
3	7	THE UPSIDE Callie & Jeff Dauler	28	26	911 CALLS WITH THE OPERATOR The Operator & Jack Luna
4	6	BK ON THE AIR Barry King	29	33	CHEATIES Lace Larabee & Katherine Blanfod
5	3	NECRONOMIPOD Dave, Ian & Mike	30	-	THE ALAN SANDERS SHOW Alan Sanders
6	5	NEXT ON THE TEE Chris Mascaro	31	41	AROUND THE HOUSE Eric G & Caroline B
7	8	PROMISED LAND Ian Kehoe	32	24	ONCE UPON A CRIME Esther Ludlow
8	13	CREEPOLOGY Ryan & Becca	33	23	UNETHICAL PODCAST Celeste Brown, Richard Steudle, Tali Hall & Kristy Lynn Janssen
9	9	THE BOX OFFICER PODCAST Mel McKay & Derek Zemrak	34	-	FOOTBALL WEEKLY Max Rushden
10	12	WAIT, WHAAAT? Elaine & Paula	35	31	OFFICE LADIES Jenna Fischer & Angela Kinsey
11	-	LEADER OF THE CLUB Hula Ramos & Jessica Chenoweth	36	-	SLEEP WITH ME Drew Ackerman
12	-	VETERANS RADIO Jim Fausone	37	34	WHY WON'T YOU DATE ME? Nicole Byer
13	21	THE WILDER RIDE Alan Sanders & Walt Murray	38	-	SCOTTISH MURDERS Dawn & Cole
14	39	SMALL TOWN MURDER James Pietragallo & Jimmie Whisman	39	-	ENTRE HERMANAS Alejandra Espinoza
15	14	THURSDAY NIGHT TAILGATE Chris Mascaro	40	28	RADIO LABYRINTH Tim Andrews
16	10	EXCUSE ME, THAT'S ILLEGAL Leroy Luna	41	-	WKRP-CAST Allan & Donna Stare
17	-	FRESH HELL PODCAST - MURDER, MYSTERY & THE MACABRE Johanna Frehe & Annie Luevano	42	29	DEFENSE DIARIES Bob Motta
18	17	60MW PODCAST Dave Robinson & Others	43	-	LOWKEY Jessica Dutra
19	11	THE MARRIAGE FIT PODCAST Alan Sanders & Susan Delmonico	44	-	ON SCREEN AND BEYOND Brian Zemrak
20	15	TALKING GOLF GETAWAYS Mitch Laurance & Darin Bunch	45	-	DRUNK THEORY Kara, Mat, Kelli & Ryan
21	49	CRIME IN SPORTS James Pietragallo & Jimmie Whisman	46	-	HOLLYWOOD CRIME SCENE Rachel & Desi
22	16	MORBID: A TRUE CRIME PODCAST Ash & Alaina	47	-	IN THE GARAGE Gerald Cordova
23	25	DARK TOPIC Jack Luna	48	-	KILL THE NOISE Joey Ruffalo
24	-	GEEK TO ME RADIO James Enstall	49	-	LE SHOW Harry Shearer
25	-	TRUE CRIME KENT Kent Chungus	50	-	TRUE CRIME GARAGE Nic & The Captain

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