

PODCAST[®] MAGAZINE

BEYOND THE MICROPHONE

“

PODCAST MAGAZINE'S

INAUGURAL

TREND WATCH

”



CHRISTINE BLACKBURN

WHAT MAKES A
TALE WORTH TELLING?

THE EVOLUTION OF
MUSIC PODCASTS

THE FUTURE OF
**RELIGION & SPIRITUALITY
PODCASTS**

**THE US POSTAL
SERVICE
IS MAILIN' IT!**



IHEARTMEDIA DIGITAL
AUDIO GROUP'S CEO

CONAL BYRNE

'WE'RE JUST GETTING STARTED'

“

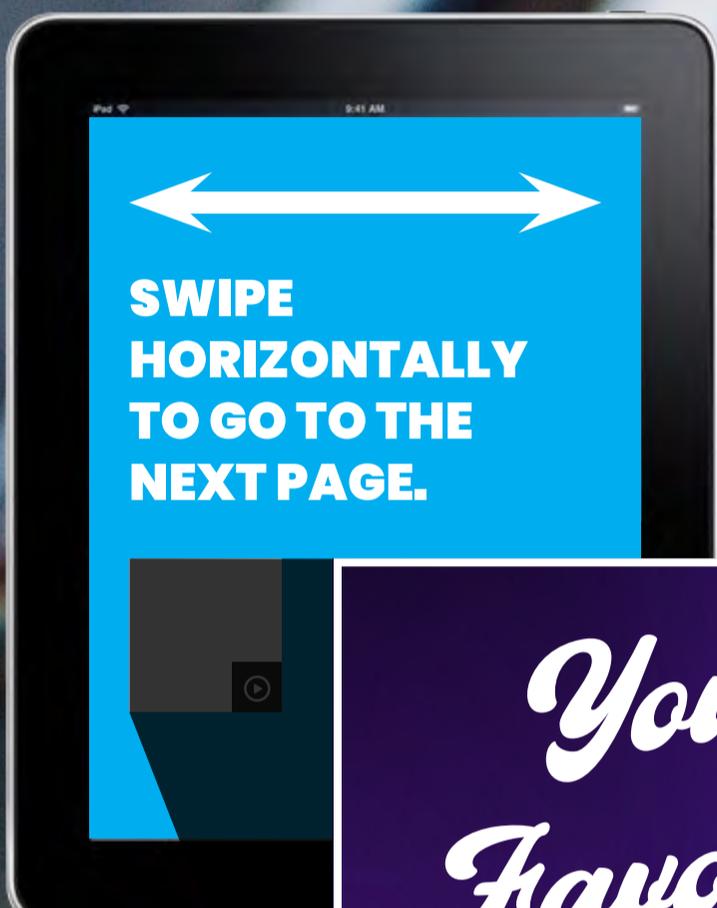
*Podcasting is
constantly broadening
the scope of what it
can encompass.*

”



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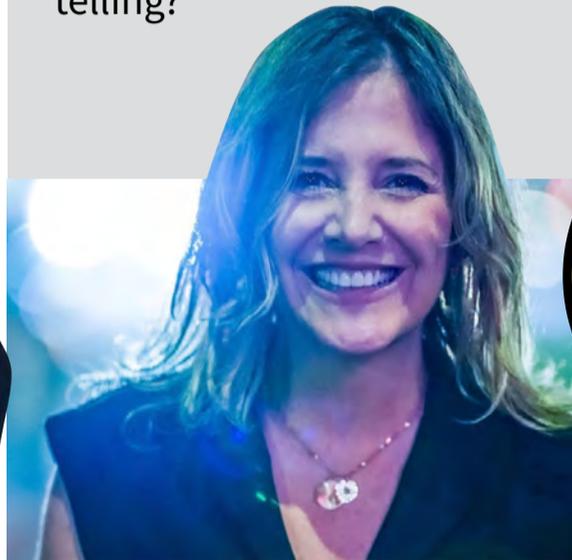
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Binding the nation together for more than 240 years



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FROM THE EDITOR

As we enter the new year, one might expect a ‘*rah-rah, go-get-em-in-2022!*’ type letter from the Editor of a leading publication like ours.

Well... if you haven’t yet noticed, I’m not your typical Editor, and I’m hoping you’ll allow me to be a bit vulnerable as to why it’s difficult for me to put on a ‘happy face’ and pretend that everything’s just peachy keen.

Truth be told, it’s been a very difficult year. While many aspects of my life *are* going well, other elements have been extraordinarily challenging.

On the personal front, COVID has taken its toll on our family, especially our boys (18 and 15). Being a teenager is far from easy on its own. Couple these normal, everyday challenges related to growing up in an ever-changing world with having to adapt to online school, returning back to in-person learning, wearing masks, seeing loved ones impacted by the virus, returning to isolation, and spending more time at home with their parents than any child should be subjected to, and it can become more than one is able to bear.

Both of our boys have expressed dark thoughts over the last year—the type that break parents’ hearts. If you have children, you know that *nothing* is more painful than watching your child suffer. The sense of helplessness one feels when unable to quickly and easily provide a simple solution that cures all of their ails is unnerving. Thankfully, they shared their thoughts with us, and we sought professional help. Being able to talk about our respective feelings and concerns in a guided setting as a family has certainly brought us closer.

Fortunately, it looks like we’re now on the other side of this particular challenge. Things are far from perfect... but they are definitely better.

On the business front, oh, where do I begin?

1. The IRS decided to audit all my personal and business returns from 2018... and 2019. While I’m confident the auditor will find everything to be in order, having this looming over my head is unpleasant, at best... and costly.

2. I'm entering the third year of litigation on a real estate development project of which I own 50%. While I won't bore you with details, let me simply say that this is the worst type of lawsuit one can engage in. Why? Because I'm simply trying to reclaim what is already rightfully mine.

Imagine for a moment that you loaned someone your favorite coat. Instead of returning it to you shortly thereafter, they decided to keep it. You really love that coat, and you've asked them repeatedly to return it to you. They continually refuse. So, left with no other option, you sue to get it back.

The lawsuit takes up tremendous mindshare and costs you peace of mind, time, and significant cash. Eventually, the court finds in your favor, and you receive your coat back. In the end, though, all you've 'won' is the coat you owned in the first place. This would be frustrating to say the least, wouldn't it?

I have no doubt I'll get my 'coat' back. The lawsuit is just a pain in the *ss that causes undue stress on the daily.

3. My wife and I are now entering the third year of working diligently to open a funeral home. We bought the building on December 31, 2019 with every intention of being in operation by the end of 2020 or early 2021.

Well, shortly after closing, COVID hit, shutting down in-person visits to virtually every governmental agency including, of course, San Diego's Building



Department. This made getting our construction permits and subsequent site inspections an incredibly difficult clusterf*ck.

Picture this process—the Building Department is closed, so instead of the architect or contractor being able to sit down in person to review the architectural plans with a reviewer who then provides immediate feedback, the plans have to be submitted to a 'receiver' at the city. Those plans are then required to sit in quarantine for 14 days until they are "medically cleared"; next, they enter the queue for review. Perhaps weeks later, necessary changes are identified, and the plans are returned to the architect; the architect makes said changes, and the process repeats itself.

Needless to say, it's been frustrating. Two years later, we're finally a stone's throw away from opening. In the end, it will all be more than worth it. It's certainly not lost on me that these delays are "first-world problems." Nevertheless, between the requisite headaches involved with construction and the complications

stemming from COVID-related issues, it takes a toll.

4. And, lastly, in the spirit of full transparency, our business is feeling the impact of the various economic challenges many are also having to contend with. Live events have historically driven meaningful revenue for us and, in 2021, travel and medical restrictions brought the majority of our get-togethers to a screeching halt. We're hoping that our long-awaited Comic-Con-esque event, PodXpo, will be able to take place sometime in Q4 of 2022.

Add it all up, and as I expressed to my wife recently, *"I'm hanging on by a thread."*

I share all of this not to garner your sympathy. I consider myself to be VERY lucky in so many ways. Instead, I share as a reminder of the following truth:

"You never know what someone is going through."

With this being our inaugural *Trend Watch* issue, I'd like to share a trend I attempt to live by each year—living by a single-word theme.

My theme for 2021 was "simplify." Lord knows I tried.

My theme for 2022 is "connection."

My goal is to establish deeper connections with each of my family members, friends, business partners, employees, vendors, listeners, readers, and viewers.

This means being more present, giving those I'm with as much of my complete attention as possible, reaching out for others to see how they're doing, and seeking first to understand, and then to be understood.

In a world of numbers—downloads, views, likes, dollars, and 'stuff'—there's a much more important number I'm hoping you'll focus on in 2022.

The number ONE.

Not as in, *"You're number one, and you should always put yourself first."*

But number one as in, *"Make the one person you're with—the one person listening to your podcast, watching your video, or reading your posts—the most important person in your world at that precise moment in time."*

If we can each try and accomplish this often-illusory feat, I'm confident we can collectively make the world a much more enjoyable place in 2022 and beyond.

To that end, I'd love to connect with YOU. Email me **your** word for 2022. My direct email is Steve@PodcastMagazine.com.

I look forward to hearing from you.

Happy New Year, and cheers to a magical 2022. 🍷



STEVE OLSHER
@ThePodcastMag

PODCAST MAGAZINE®

Stats You Should Know

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

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

Online shopping
Annual amount spent



Podcast listeners enjoy the convenience of e-commerce and it shows in the amount spent, so retail advertisers and holiday gift suppliers will find them to be a very valuable audience.

The biggest spenders for e-commerce are tech, science & business podcast listeners¹

Annual amount spent for online shopping



Technology podcast listeners spend more on ecommerce than any other genre, while science and business podcast listeners are not far behind. Online shopping took a major leap forward during the pandemic and will likely set new records this holiday season—so if you're looking for the most valuable gift buyers, focus on podcast advertising.

To learn more, contact mediapropects@nielsen.com





CONAL BYRNE

CEO Of iHeart Digital Audio Group:

‘We’re Just Getting Started’

At its core, iHeartMedia *“is a broadcast radio business with massive reach,”* said Conal Byrne, CEO of the iHeart Digital Audio Group.

That reach garners the attention of nine out of 10 American adults each month across 850+ radio stations and an extensive array of podcasts.

As CEO of the Digital Audio Group, Conal oversees the network of nearly 1,000 shows, which amass more than 250 million downloads per month. His responsibilities include managing a diverse team of more than 50 podcast producers and myriad other team members located throughout Atlanta, New York, and Los Angeles.

An innovator by nature, Conal was CEO of the podcast network Stuff Media when he launched the *HowStuffWorks (HSW)* podcast 10 years ago. Several years later, the company was acquired by iHeartMedia, thereby laying the steppingstones that have led to his current role.

Conal grew up in Berkeley, CA pre-Silicon Valley, when podcasting and digital media were virtually non-existent. Unsure of the professional direction he'd pursue, he decided to *"hedge my bets and study everything until I find my place."* He opted for pre-med and liberal arts in undergrad, intent on staying open to the possibilities and effectively bridging the gap between the two areas of study.

He earned two degrees, graduating first from Georgetown University magna cum laude with a Bachelor of Arts in English, and then summa cum laude from Columbia University in New York City with a master's degree in literature.

His experience with traditional education shifted his perspective on its system, and now, he shares the following life advice with his own kids, ages seven, nine, 14, and 16:

"You will work in a job that is in a medium that is not invented yet. Period. To prepare for a job like that, it's most important to be just a little more open than the next guy. That's it. Then, watch for the moments in your life and career when a window opens up to reveal a whole new path. On that new path, another door may very well appear, revealing yet another whole new

"Watch for the moments in your life and career when a window opens up to reveal a whole new path."



path... and that cycle can continue until you land exactly where you're meant to."

After college, Conal served as senior vice president of digital media for Discovery Communications, where he ran digital for all of Discovery's networks in the U.S. and led the launch of *Discovery VR* before his work at Stuff Media and subsequent transition into iHeart.

In 2021, iHeartMedia's President, Chief Operating Officer, and Chief Financial Officer Chairman Rich Bressler and Chairman and Chief Executive Officer Bob Pittman decided to create three operating

segments within iHeartMedia to allow them to talk more openly to analysts and investors on Wall Street: a central services segment; the multi-platform group, which is in large part a broadcast radio segment that remains *“the thrust of the company and most of the revenue”*; and the digital audio group, of which they named Conal CEO. His work was cut out for him, as *“Podcasting has overruled 100% growth quarter over quarter—signifying insanely strong, consistent, and sustainable growth,”* Conal explained.

The digital audio group encompasses more than just podcasting—it also includes the iHeartRadio app, with its own significant user base *“that is able to deliver live radio, on-demand music, streaming, and podcasting at that kind of a scale,”* said Conal. *“There’s no other app I know of that does it. And then you have this huge extension across a thousand*

websites... a thousand social accounts running our hundreds of radio stations—digital personalities, if you will, all across the country. All this allowed us to come out of 2021 really strong, and that’s where we stand today.”

Defining podcasting as *“spoken word or talk content on demand,”* Conal feels a responsibility to ensure the shaping of the medium that has already occurred in its first 10-15 years *“hardens, so it’s set up for the next hundred years in the best way possible.”*

“Podcasting is constantly broadening the scope of what it can encompass,” he said, *“and I think you’ll see it really spread its wings wider and wider across the next five to 10 years.”*

Compelling data—i.e., 120 million Americans listen to podcasts every month—suggests this will be the case, but



“The adage, ‘There’s fast, cheap, and good—pick two’ doesn’t apply to podcasting. You don’t have to pick.”

Conal points to the numbers behind the numbers as even more impressive:

“Think of the number of podcasts out there that haven’t even been found yet. So many of us get our content from the ‘regular’ places, like the internet, Facebook, YouTube, and Google. These platforms have the job of surfacing the best content possible for the search conducted. That is literally what Google search is meant to do, and it does an incredible job of it... better than any search engine in the world.

“But those very places have been largely missing from the podcast industry. And that’s going to start to change—we’ve already started seeing it with Facebook as they lean into podcasts and RSS feeds that allow creators to pull their feed onto their profile. Now, people can listen to that show on Facebook itself. And about three years ago, Google search began making it very publicly known that they were turning their sights toward podcasts, too.

“The whole point here is that this medium has hit those mass-reach audience numbers without the help of the usual sources of content, and that’s extraordinary. Clearly, it’s doing something right in its own volition, to drive that kind of audience. We’re really just getting started.”

One area Conal would like to see improve within the space is one close to every podcaster’s heart: discoverability.

“Discovery is a consistent problem across media that have a ‘peak content’ issue—there’s simply just too much good content to sift through. We saw this in television years ago, when there suddenly came yet another new, golden age of production thanks to the streaming platforms.

“But we shouldn’t lose sight of the fact that this

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is truly the best problem to have in any medium. Podcasting hit its ‘peak content’ issue very quickly. The adage, ‘There’s fast, cheap, and good—pick two’ doesn’t apply to podcasting. You don’t have to pick. The barrier to entry is so low that the medium quickly accelerated the quality and quantity of the content. And millions of podcasts are launching every year. So, here we are with ‘peak content’ in podcasting, and the discovery and recommendation engines have to catch up again. The methods of distribution and discovery for podcasting didn’t evolve as fast as the number of podcasts getting launched.

“Yes, it is a challenge. The methods of discovery are our bottleneck. It’s the homepages of apps and/or the marketing platforms for places like, quite frankly, iHeart. And we do have an unfair advantage. We can put any podcast on your radar, and we can make it hard in the best way—meaning, we can make it hard to live in the United States and not know about a podcast that just launched that we want you to know about. If we choose to aim all our marketing toward someone, whether that’s Will Ferrell for The Ron Burgundy Show or an entirely new voice, it’s absolutely a powerful tool to deploy.”

Conal was quick to acknowledge the progress that is being made, as well. Take, for example, the seismic shifts that have occurred in Google search. Search for anything, he says, and append that search with the word “podcast”—you’ll now see a podcast “module” surface with podcast content around the topic.



CONAL

listens to



BRIDGEWATER

When a relic from his past is rediscovered, folklore professor Jeremy Bradshaw puts his life on hold to solve the mystery.

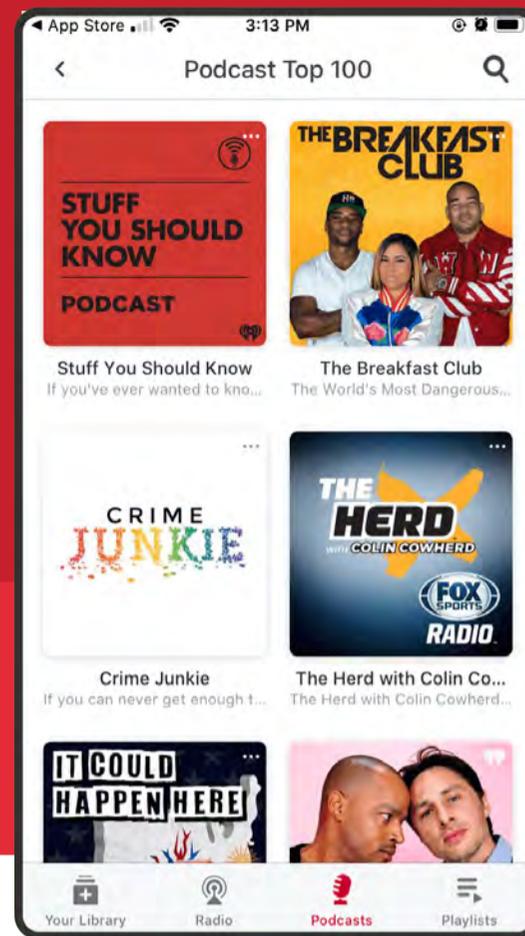
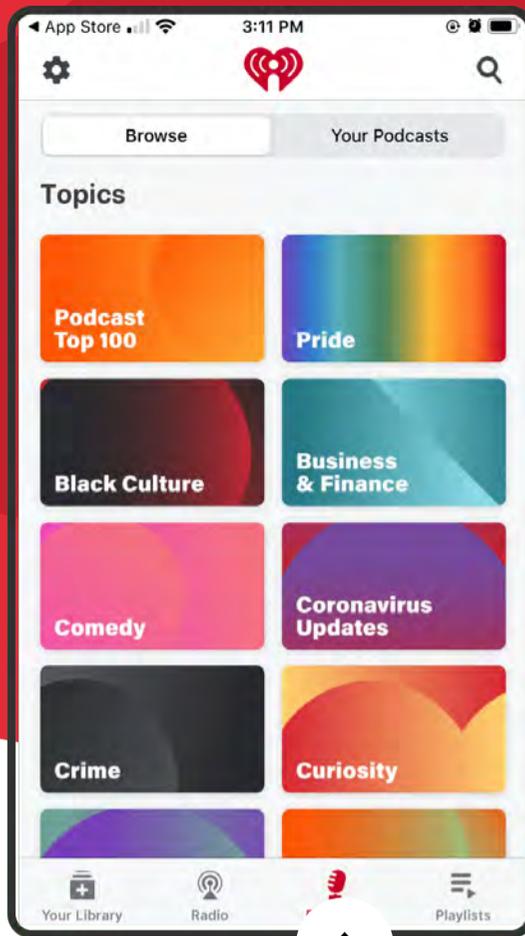


IN THE DARK

Serial investigative journalism from APM Reports, with host Madeleine Baran and a team of reporters.

“While it may seem like a small step,” Conal added, “the reality is that the biggest search engine platform in the world has begun turning its sights toward the podcasting medium. This means podcast discovery is on their roadmap, and that’s one of the ways we solve the problem.”

Another issue Conal addressed is that of the “false choice” challenging the podcast ecosystem today, in which creators face either cashing out and taking a big advance with a minimum guarantee—thereby going behind a paywall or subscription platform and decimating their audience—or attempting to build a business and



partner with a company focused on the long-term... like iHeartMedia.

“This choice has driven the podcast industry to binary extremes, which I don’t think is healthy for the medium. Right now, there are so many great creators—some of the best storytellers and conversationalists to have ever walked the face of Earth. And they’re cashing out and going behind paywalls, which is going to hurt, if not destroy, their brands. It hurts the industry, as well, because we are a billion-dollar industry, and every move matters. It creates bumps in the road, because incredible creators are getting behind a model that doesn’t really work. There’s no scale behind a paywall to advertise. It doesn’t even seem to work on the platforms that do it. It doesn’t actually drive subscribers, at least in the data we’ve seen so far.”

IHEART: RADIO, MUSIC, PODCASTS

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While Conal looks forward to what the future of the medium brings to mitigate these types of issues inherent to the space, he is even more excited about the innovation heading our way:

“About a year and a half ago, we went through a ‘moment.’ COVID hit, and it was certainly challenging to quickly move 500 to 1,000 shows to remote production and keep people motivated, connected, and creative. Yet we saw our talent eager to try the new direction, and ultimately, it was phenomenally effective. Practically speaking, the workday extends by about an hour on either side, and there’s very little commute time competing with

“There’s not a day that goes by that I don’t wake up and feel incredibly grateful.”



meetings and deal-making. So, despite the challenges, we’re now firing on even more cylinders than I think we were previously, and I can’t wait to see how that affects 2022.

“I consider that a silver lining of a really rough time... along with the fact that we seem to have a new, collective sort of intentionality around how we all spend our time and live our lives that I believe we’ll carry with us well past COVID.”

Fans can expect new and innovative products from iHeart in the coming year, as well:

“We will reinvent yet again how people think of, consume, and share audio,” Conal said. “Because it’s now everywhere, right? Smart speakers are in every room of my house. This technology has redefined my own life, so we’re going to capitalize on these trends and be innovative about it, rolling out new products that leverage this advancement.

“So, buckle up! Change is coming. If you think the last 15 years have been interesting, just wait for the next 10... they’re going to blow that away as we go from over a hundred-million Americans listening to podcasts every month to 200

million, which will be reality in the blink of an eye. It’s going to be so exciting.”

Conal lives in Atlanta with his wife and kids. In his free time, he writes and records music, supports up-and-coming indie film directors, and tries to keep up with his children.

He says he lives a blessed life, sharing how he has to “pinch himself” around the opportunity to work under “legends” like Bob and Rich, knowing he has their full support.

“It’s very dependable, consistent, reliable, and sustainable, and that sort of ‘get your cake and eat it, too’ opportunity is very rare. There’s really not a day that goes by that I don’t wake up and feel incredibly grateful.” 🎧



Founder/Editor-in-Chief

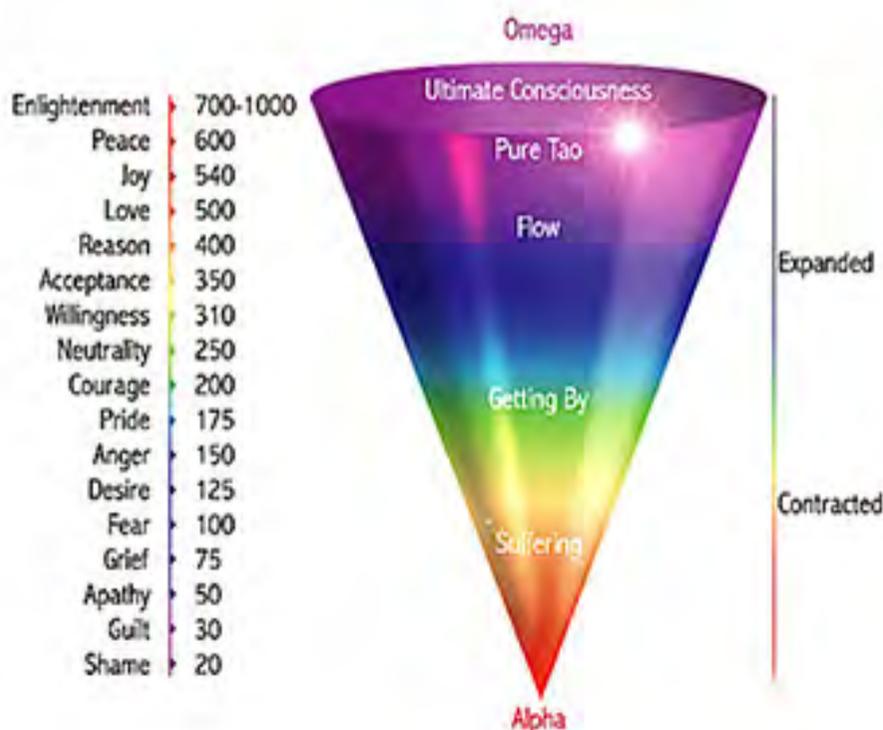
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WHEN SUPPLY OUTSTRIPS DEMAND:

Teaching Artists How To Stoke Interest
From Buyers & Build A Business
That Benefits Their Work

When *Not Real Art* co-hosts Man One and Scott Power came together, they brought with them a wide variety of experience and various levels of attainment in the visual communication space. Coming from different backgrounds—Man One with the pure contemporary fine art background and Scott steeped in the agency commercial art and marketing side—they knew right away they'd make a great team.

When they met, Man One owned and ran a gallery, and Scott had a minor part in that operation. From that initial collaboration, they developed a shared ethos centered on the following questions:

How do we help artists?

How do we celebrate and elevate artists?

What do artists really need to be successful?

Says Scott:

“Sometimes, artists think they know, but oftentimes, they really don’t. And we’re arrogant enough to think that we actually know better. One of the things we’ve always noticed is that artists really need help telling their story and promoting their work. The issue is that supply outstrips demand—there’s way more art out there than demand for it. So, how can we stoke demand for art and storytelling in the entertainment media? In our view, this is a great way to help artists in a meaningful way.”

Man One chimes in:

“WE BEGAN WORKING TOGETHER, AND EVERYTHING KIND OF JUST EVOLVED.”



“We’ve known each other since the early 2000s. Scott is originally from the Chicago area, and he had signed up for a conference I was speaking at but couldn’t make. So one day, he just rang me to say he was really interested in what I was doing. I was working with a lot of brands at the time and as a graffiti artist in LA as I tried to get my art out there and do stuff for brands. We began working together, and everything kind of just evolved. We basically became brothers the day we met. It was just a natural progression.”

In its ten years, the Crewest Gallery produced 100 shows representing 2000 artists from 20 countries. Even though it was an incredible experience for Man One and Scott, there came a moment when it was clear that it had served its purpose.

Man One wanted to get back to his art, and Scott wanted to get back to his roots by providing creative services for brands. So, they closed the gallery in 2012, and



the two talked about how they could keep the ethos, and the crew, alive.

Thus, Crewest Studio—a full-service creative agency—was born. The guys began working with brands again and more closely with artists. Drawing on their lifetime of connections and amazing network of artists, they realized they could connect the dots in interesting ways, which led them down the art-licensing road, where they began representing artists as licensing agents.

Having recognized that they and their “crew” of artists are part of the \$2T creative economy and that artists are underserved by mass media, they decided to start a media company as the foundation for their branding work. They have a vision for becoming *the* go-to media company—a trusted destination for people who work in the arts from a media perspective.

Says Scott:

“If you’re a sports fan, no matter which sport, you go to ESPN to scratch that itch. What if you’re a creative? Someone in the creative arts—an artist, arts enthusiast, or

somebody who is just really interested in creativity—where do you go? We thought we could be a player in that space.”

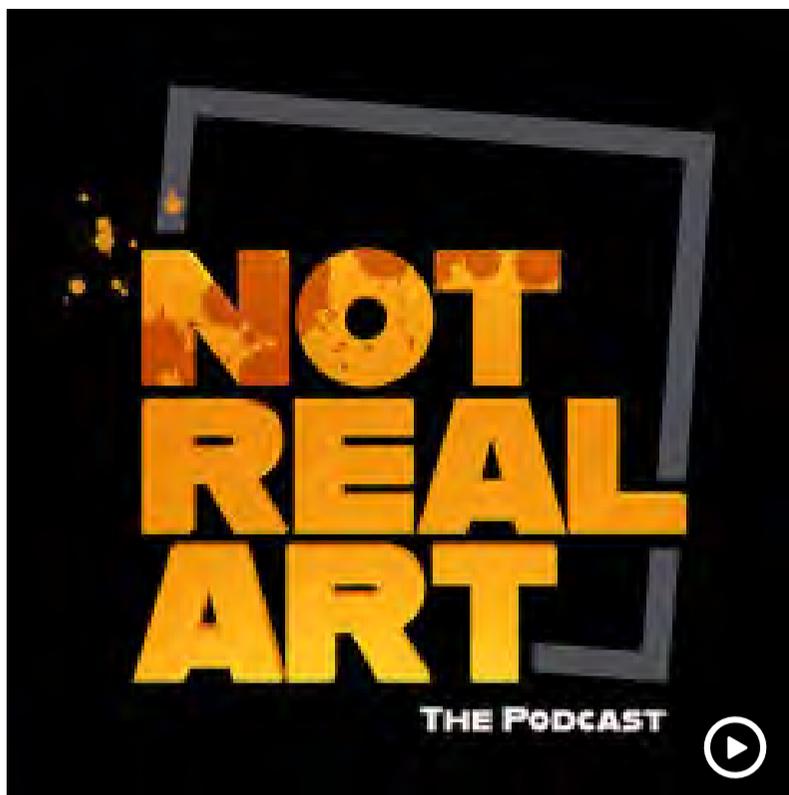
Over the years, these creative collaborators have engaged in such deep phone conversation with each other about topics ranging from one end of the spectrum to the other that both of their wives commented on how they talk too much. They certainly weren’t going to shut up, though, so naturally, they decided to start a podcast. A few years ago, when they began looking at the medium, they became involved in helping produce a couple shows. But at the end of the day, those shows weren’t their own... and that’s when they launched *Not Real Art*.

What’s really cool is that *Not Real Art* isn’t just about a podcast. Scott and Man One wanted to create an ecosystem of symbiotic programs that supported one another, thereby creating a virtuous cycle. Incorporated into the brand is both their artist grant program as well as an artist’s conference, which work in concert with the podcast.



← THE GIFT OF GAB

Long-time friends Scott Power (*left*) and Man One talked for so many hours about art, they decided to turn it into a podcast - *Not Real Art*



Man One says:

“When Scott came up with the idea for Not Real Art, I loved it immediately. I said, ‘That’s it... that’s the name. Let’s do it!’ I told him that I want to keep doing it as long as it’s fun. Once it starts becoming work, I don’t want to do it anymore.”

“Scott does all the prep work, editing, and all the hard stuff. I just show up and riff off the top of my head, bringing whatever I have... which is not much, sometimes, but it makes for fun conversations.”

The *Not Real Art* podcast mirrors the guys’ telephone conversations in that they talk about *everything* culture, music, and art under the umbrella of their experience being artists and growing up in the art culture, where everything moves 100 miles per hour.

Says Scott:

“HOW CAN WE STOKE DEMAND FOR ART?”

“Of course, we didn’t know what we didn’t know! We got excited, went to Guitar Center, and my wife saw a \$500 charge for a podcasting kit come through in real time. She jumped on the phone to ask why I was buying stuff from that store. I simply said, ‘We’re starting a podcast.’”

122 episodes later, it’s been a great ride. These friends have learned a lot and helped a lot of artists in the process. All they do is about empowering artists.... helping them learn the things they weren’t taught in art school while giving them an opportunity to network, grow, and learn from a business perspective.

Scott and Man One celebrate, empower, and elevate artists—even and especially those whose work might be judged erroneously as “Not Real Art.” 📌



Arts Category Director

Anjel B Hartwell

arts@podcastmagazine.com

Wickedly Smart Women Podcast 🎧



UNDER THE RADAR

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



MAKING THE IMPACT – A DANCE COMPETITION PODCAST

Making The Impact is a highly niche-based show in the Dance Competition industry that really shines in its clarity of intention with its subject matter as well as intended audience.

Launched in October 2019 just before the pandemic, it's hosted by Courtney Ortiz, founder of Impact Dance Adjudicators and her co-host Leslie Mealor. Intended as an extension of the brand—which was created to provide pre-screened, IDA-educated Adjudicators for dance competitions



nationwide across a range of dance styles—this podcast is packed with episode after episode (89 at this writing) filled with information about the dance competition world.

Very professionally produced with excellent sound quality, *Making The Impact* is now in its third season and has covered topics including budgeting for competitive dance with dance moms, music at competitions, dance conventions, studio spotlights, dance in college, working with props, and of course, PLENTY of insight into how judges are actually adjudicating the performers. There are spotlight feature interviews with choreographers, dance educators, professional dancers, and even the Guinness Book of World Records holder for “*the most consecutive pirouettes (55) Sophia Lucia.*”

For anyone with a child who dreams of dancing in any style and entering into competitions to hone their craft, this show is a MUST LISTEN to get deep insider information and practical guidance for the journey. 🎧

On Clubhouse? Join Us In ClubPod™!

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

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

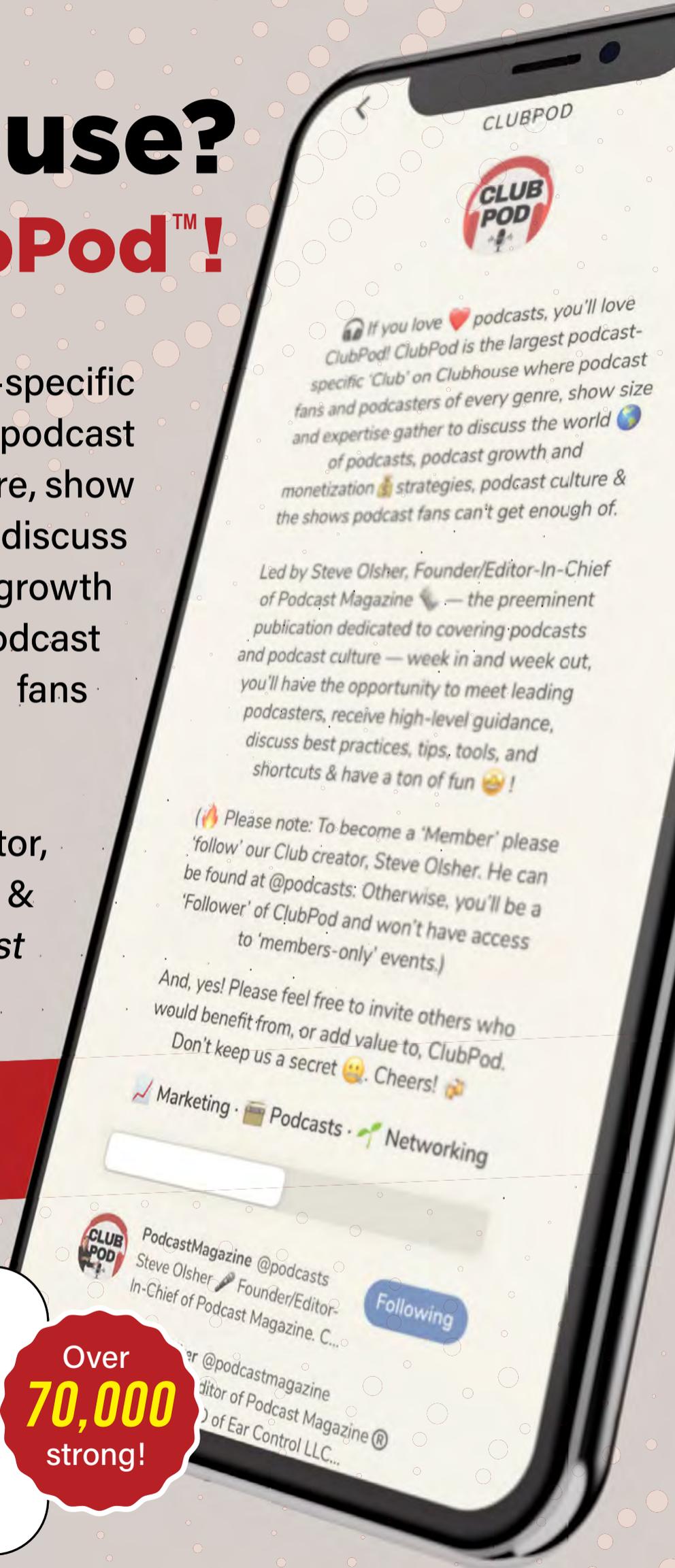
See you in the 'Club'!



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70,000
strong!



WHAT MAKES A TALE WORTH

TELLING?

Creator & Host of *Story Worthy*, Christine Blackburn, Reveals The Answer

Most people love stories. Intriguing stories. Scary stories. News stories. Stories that make us go “Huh? What?!”

But what makes a story funny? Or, better yet, ‘story worthy’?

Christine Blackburn, the host and producer of *Story Worthy*, knows. She has produced over 700 episodes of the podcast and had countless conversations with comedians and personalities around the world, from Kevin Nealon to Larry King.

“What makes a good story is change,”

answered Christine in a recent interview with *Podcast Magazine*®. *“When something happens, that is what makes a good story. It’s not demonstrative, like, ‘Oh yeah, I went to the store today.’ It’s more than that: ‘I went to the store because I was out of toilet paper. And then, this cashier offered to give me her toilet paper. It was the sweetest moment in the world. And that’s how I got toilet paper.’”*

The majority of Christine’s guests are comedians, but she does make exceptions. *“I like people who understand brevity*

and can tell a story in a concise way,” she added. “People who come on my show may share a tragic story, but they are not going to tell it in a slow and sad way. It’s more of a quick conversation between two comedians just hanging out.

“I think you can tell a lot about people by the story they choose to share,” Christine continued. “Most people have five to ten good stories in them... so why did they choose the one they did, specifically?”

Many times, true stories are much more hilarious than those fabricated. With literally hundreds of episodes to choose from, *Story Worthy* offers a number of funny tales.

“If you think of any famous comedian, you probably know his or her story,” Christine reflected. “You could probably explain who the person is, because s/he comes from a truthful place. That’s one of the things I love about *Story Worthy*. When you ask people to bring a true story to the table, they’re probably going to bring a good one.”

Christine also reflected on the accomplishment of passing the 700-episode mark. “I’ve never missed a week. In fact, back in 2014, I set a goal of doing two shows a week for five months. What I didn’t realize is that I was asking for another hour of people’s time. So, people ended up choosing one of the two to listen, and I didn’t really grow the audience. The downloads didn’t really change. This strategy didn’t pay off, so I went back to doing one show a week.

“I like people who understand brevity and can tell a story in a concise way.”



“Podcasting is an art. There’s no right or wrong. Do what you want to do, whether that’s podcasting from the basement, bedroom, closet, or studio. It doesn’t matter. But what does matter are your expectations. What do you want to do? Do you want to grow an audience? If you do, remember that you are asking for somebody’s time. Some people haven’t even gotten through *Ozark* yet! So, an hour is a lot,” Christine said smiling.

Although there hasn’t been a new episode of *Ozark*—Christine’s favorite Netflix show—in well over a year, she is excited about the upcoming new season. She is also enthusiastic about the future of her podcast and the podcasting industry as a whole.

“We’re still in the infancy stage. There’s so much room to grow! We’re only going up. The whole podcasting industry is so exciting. You have to hang onto your hat, because while podcasting has gotten a lot better, it’s also become very corporate. It’s very hard for indie podcasters, like myself, to stay relevant. Where I used to get 60,000 downloads an episode, I now get 5,000. That’s a big drop! It’s hard, because all the stars have come into the space now. So when Conan O’Brien comes into the picture, what do I do? Dax Shepard, Katie Couric, all these people come in with existing massive audiences. That’s why I don’t do this for the money. It has to be the art first. You have to love it. Story Worthy is always in my world, and I DO absolutely love it! That’s the most important thing. I’m super happy about the show. I love talking to all sorts of people.”

Christine has certainly grown the show—publicists continually reach out to her. And with over a decade of podcasting under her belt, she has earned the right to be selective and chooses her guests wisely. Some of the request for appearances are funny stories in and of themselves.

“I have one right now! This guy keeps hounding me to put on his ‘mind-healer expert’ who has discovered the fifth dimension,” she explained in a very animated and humorous manner, complete with hand gestures and a funny face. “I’m like, ‘Dude, that’s so far out of my wheelhouse.’ I don’t find that particular topic interesting.”



CHRISTINE

listens to



THE MENTAL HEALTH COMEDY PODCAST

Comedians and entertainers talk about their mental health and practice resilience skills.



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.



THE JACKIE AND LAURIE SHOW

Two women in comedy, Jackie Kashian and Laurie Kilmartin, talking about women and comedy. No guests—just two headliners who started in the 80s and never stopped.

“When you ask people to bring a true story to the table, they’re probably going to bring a good one.”

Comedy is definitely in her wheelhouse, however. *“I interview comedians because they entertain me,”* Christine admitted.

In fact, it was a comedian who sparked her interest in creating what eventually became *Story Worthy*. *“I was a huge fan of Adam Carolla,”* Christine reminisced. *“He was on a radio station out here in LA. Then, the format of the station changed to Latin music, or salsa, or something... and everybody lost their job at the same time. Nobody saw it coming. Every show, including Adam Carolla’s, gone. It was a big deal. That was 2009, I think.*

“And then, Adam got a podcast. Boom! That was eye-opening to me. I understood why it was successful,” Christine said with enthusiasm. It also piqued her interest, and she began listening to other podcasts.

Her other major influence was *The Moth*. *“I was going to The Moth, a storytelling show out of New York, a lot. It’s been around a long time, and now, there are Moths in all different cities. It’s a nonprofit where people tell true stories,”* detailed Christine.

She also explained how her experience at *The Moth* was inspiring but also irritating. *“People would tell a five-minute story, and then they were gone. That was so frustrating, because I always had questions. ‘Wait, wait, wait! I have a question over here!’”* she mimicked.

“I’d chase them to their cars, going ‘Excuse me! What happened next?!’” Christine yelled, re-enacting her parking lot chase.

STORY WORTHY

Guests Have Included



Fortunately, nothing negative resulted from Christine’s pursuit of the storytellers. But she did subsequently win at *The Moth* three times for her own storytelling skills.

The concepts of *The Moth* and *The Adam*



Carolla Show collided in her mind, and the seed for *Story Worthy* was planted. Apparently, that seed sprouted during a conversation in Big Bear, CA:

“I was up in Big Bear with my ex-husband. One day at breakfast, I said, ‘Here’s what I’m going to do—I’m going to start a podcast and interview comedians. They’re going to tell me true stories, and the stories will be the names of the episodes.’”

Sometimes, stating a plan out loud to another person, or even yourself, is the very impetus needed to put that plan in motion. Such was the case here, and having that accountability led to over 700 episodes. Christine also credits her ex-husband with developing the name, *Story Worthy*.

The most important question for this veteran podcaster at this stage may very well be *“What are you going to do for episode 1,000?”*

“I think you can tell a lot about people by the story they choose to share.”

“Maybe I’ll try to get Adam Carolla back,” Christine answered without hesitation.

After a bit of contemplation, she added, *“I’ll look for the biggest people I can find. There are still several comedians I would really like to have on.”*

So, if you’re a comedian who not only stars in some of the biggest movies and arenas, but who also loves to tell stories, go ahead and put in your request to be in the spotlight for Christine’s 1,000th episode of *Story Worthy* now. It’s a good bet that the podcast will be around well beyond that, too. 📌



Comedy Category Director

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

Got a Comedy Podcast suggestion?

Let us know! >

UNDER THE RADAR

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



BILL BURR'S MONDAY MORNING PODCAST

A few years ago, I went on a trip with a few of my buddies. We geared up to drive from NYC to Atlantic City, and right after I started the van, my friend sitting next to me plugged his iPhone in and said, “Let’s listen to Bill Burr.”

“Who is Bill Burr?” I asked.

Well, I found out real quick, as tears of laughter filled my eyes. Fortunately, we didn’t get into an accident. Even better, I got introduced to an extremely funny comedian.



If you want that same laughing-while-driving experience, tune into *Bill Burr’s Monday Morning Podcast*. You will find much of the same comedic style here as you do in his standup routines.

Even if you may not have had heard of Bill before, you will probably appreciate the “regular guy just havin’ a conversation” style of the podcast.

For example, I can appreciate when Bill talks about how he has watched football for over 40 years, but can’t seem to pick a game correctly this season. I found myself yelling, “Me too!” toward the windshield when I heard that.

Just reading the description of each episode tells you what you are in for, as they almost always begin with “Bill rambles...”

So, the next time you’re driving down a crowded highway, instead of concentrating on avoiding a road-rage incident, give this show a listen. 🎧



 **GADGETS, GIZMOS & GEAR**

THE AMAZON ECHO AUTO:

Equipping Your Ride With Smart Technology

I'm not a millennial, which means I can get in my car and be driving in six seconds flat. The amount of time it takes me to click my seatbelt is the amount of time I need to start driving.

But that's not the case for my kids or their friends. For a long time, I had no real idea why my son would get in my car and then not move for three to five minutes. He'd just sit there, it seemed.

Slowly, I learned he was actually linking his phone to the car, setting up the music

he wanted to play, and whatever else these kids do that somehow connects their phones to the car.

But for me and my 2002 black minivan, there is nothing to connect. While I recall it being pretty awesome that it had a CD player, it seems the shine has worn off. Now, the only value the CD player adds is its ability to securely hold the corner of a parking-garage ticket. No matter how long I leave the car at the airport, that CD player will not let off its grip—no CD-slit fatigue whatsoever.

The only time I really regret not having one of those super-connected radios is when I have to sit through a long, six-minute radio commercial set. Oh, how tiring that has become.

That's why I was super-excited to have found the Amazon Echo Auto. (Argh, that sounds like a *Truman Show* commercial.)

Let me back up a few steps. Some time ago, I tried to up the coolness of the van by having an auxiliary jack added by the Best Buy Geeks. With it, the kids could plug in their iPods and play their music over the van speakers. That was super-cool.

But personally, I never really got to use it. I wasn't used to just sitting there, getting everything connected and pressing "play"

"The amount of time it takes me to click my seatbelt is the amount of time I need to start driving."

before heading to the grocery store. And once I was driving, fiddling with the phone to find a song just didn't seem safe.

So that's why this Amazon Echo Auto is so amazing.

It comes with an auxiliary jack and can plug directly into the one I already have

ring

No long-term contracts.
No cancellation fees.
No tools required.



Introducing Ring Alarm
Whole-home security for only \$199.

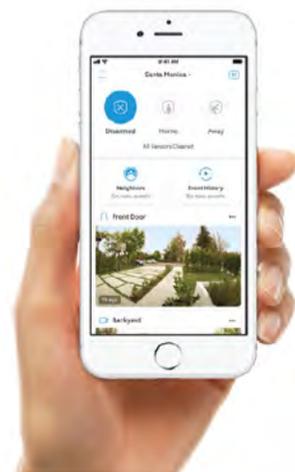
ring

Ring Alarm Security Kit

Ring Alarm is the smartest way to protect your entire home. You don't need a professional to install Ring Alarm. You don't even need any tools. It's that easy. Simply connect the system to your internet, place sensors around the home, and your property is protected.



- Whole-Home Security
- Easy to Install
- 24/7 Professional Monitoring
- No Long-Term Contracts
- Customizable & Expandable



Smart security in your hands.

For added security, upgrade to a Ring Protect Plus plan to activate 24/7 professional monitoring with cellular backup, video recording for unlimited Ring devices at your home and more. With plans starting at \$10 a month, whole-home security has never been this affordable.



installed in the car. That means I can now say, “Play The Invisible Touch *album* by Genesis,” and a few seconds later, “Tonight, Tonight, Tonight” starts playing.

And even though we’re clearly outside already, my wife can ask Alexa for the weather. My kids can make the strangest requests, like “Alexa, tell me a joke about ducks”... which, by the way, totally stops the music, and then we’re back at square one.

Now, let me say this is also a cautionary tale. While I am amazed every day at this awesome, techy contraption on the dashboard, my kids don’t share that same level of love. Having spent time in “smart cars,” they get frustrated when the feed cuts the moment we get close to a Starbucks, and it tries to connect to their network. They don’t like that it takes a while to answer the phone.

And while I’d never in a million years consider asking it where the nearest gas station is, the kids skip it, too, and use their phones instead—they say it sucks at knowing where we really are.

But they’re just kids, right?

At no time in the last 40 years have I been able to listen to Steve Winwood when I wanted to while driving. And now, all I have to do is ask, and it understands even with the window rolled down.



The Amazon Echo Auto allows you to wirelessly connect to any Bluetooth device. **\$49.99.**



My wife is hoping that the next version will be able to open the garage door and turn on the lights, which she does with her watch. For me, there is a big button on the visor for the garage door, and the light turns on every time I walk in the house and flip the switch. But suffice it to say, she’ll be even happier with the next rendition.

So, if you drive an older car and have no desire to spend thousands of dollars buying a new one, then the Amazon Echo Auto is going to make you very happy. Podcasts, music, and answers to random questions all at the beckoning of your voice for \$49.99.

To me, it’s heaven.

To my kids... “Can we go in mom’s car, please?” 🗣️



Gadgets, Gizmos & Gear

Dan R Morris
prodreviews@podcastmagazine.com
TracingThePath 🎧



Filmmaker-Turned-Podcaster SARAH HATHERLEY

Chooses *Use Of Force* To Share A Story Of Corruption

Most reasonable people know that the vast majority of police officers are good and honest individuals. Each is someone's father, mother, son, daughter, brother, sister, husband, wife, or friend who is dedicated to doing the job of law enforcement the best he or she can.

Those many good and honest cops would also likely be the first to admit that, just like all professions, there are indeed some unscrupulous individuals in law enforcement who absolutely need to be efficiently weeded out and dealt with aggressively.

But what happens when corruption and lawlessness aren't isolated to just one or two police officers, but run rampant throughout practically an entire department? That's what then rookie Brigid White experienced in the New

South Wales Police Force in Australia in the 1990s.

Brigid served 16 years in that police force without ever sharing her story. Then came along Australian filmmaker Sarah Hatherley.

Sarah originally connected with Brigid to conduct research on a completely different project. Before long, though, it became very clear to Sarah that Brigid's story was much more important than the film she was working on.

Thus, Sarah created the *Use of Force* podcast—her first foray into the world of podcasting.

Despite her prowess as a filmmaker, she chose to take the advice of her colleagues around the podcasting medium being the best fit for telling Brigid's story. This wasn't without some pushback, however: *"I'm a filmmaker. I think visually. I can't do a podcast!"* Sarah reminisces about those early discussions on how to best deliver this story.



Then there was the style of the show to consider. Some true-crime fans will find *Use of Force* refreshing thanks to its lack of the investigative-journalist style that has become quite common in the True Crime Category.

"I can't be that investigative reporter," Sarah admits. *"I'm interested in stories. Stories are how we understand ourselves in the world."*

When it became clear to Sarah that there were fewer obstacles to creation with a podcast, she began having a number of simple conversations with Brigid on a recorded line. *"I recorded her just to have a record of that human unpacking of her story,"* Sarah explains. *"I didn't want to take notes, and I'm not a journalist by trade. I wanted to have a human experience with her."*

While Sarah had no doubt that Brigid's story needed to be told for multiple



← **A STORY MEANT TO BE TOLD**

Once Australian filmmaker Sarah Hatherley (above) began speaking with Brigid White about her 16 years serving on the New South Wales Police Force, she knew her story needed to be shared

reasons, there is always some trepidation around laying out others' secrets. *"I had a visceral fear of putting her in danger by dropping the fig leaf of fiction,"* Sarah says. *"With fiction, we're all safe."*

However, the need to get the story out there overcame the fear. *"What really made me launch it was the really interesting insight into a world I had no idea about that she was providing."* Sarah recognized that the same would be undoubtedly true for a vast number of people around the world.

Her fellow Australians, however, would find *Use of Force* much less of a surprise. *"The corruption of the New South Wales Police Force is well-known here. It's not a newsflash by any means,"* Sarah chuckles. *"The hierarchy hasn't come knocking at my door. They know about this stuff."*

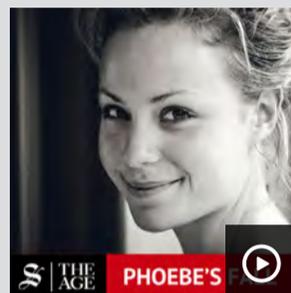
"What we didn't know about was what it is like to be a woman in that force," Sarah continues. *"Brigid went into the force in May of 1994—the week after an independent member of parliament had this Royal Commission investigation into the corruption of the New South Wales Police Force. So the very week that began, here comes this pretty, bright-eyed, enthusiastic 'I'm here to help' 19-year-old woman. At the time, she thought the corruption they were looking into was historic... 'back in the day' type stuff."*

Brigid quickly learned that the commission would be investigating corruption surrounding her from day one. *"At graduation, the head of the*



SARAH

listens to



PHOEBE'S FALL

A major investigation into the death of Phoebe Handsjuk, who was found at the bottom of a garbage chute in a luxury apartment building.



TRACE

Trace examines the fractures in Australia's criminal justice system and the decades-long ripples they have caused.



THE LIGHTHOUSE

Theo Hayez goes missing on holiday, sparking local volunteers who've never met him to begin searching and investigating with his family, parallel to a major police investigation.

academy even warned them—they said, 'Because you are the first of the force birthed during the commission, your new colleagues may believe that you are a plant from internal affairs.' Then, they put them into a system with a command-and-control structure in which they could not question their senior officer," Sarah shares.

It is obvious, both in the podcast and during her interview with *Podcast Magazine*[®], that Sarah genuinely cares for Brigid. And although Brigid may seem rather matter-of-fact in her detailing of her experiences on the police force, Sarah explains that Brigid’s recalling of it was never easy.

“She had been silenced, gagged, and intimidated. I wanted to give her a voice,” Sarah shares in a maternal tone. *“She has felt safe telling her story in our bubble. She hasn’t listened to all of the episodes, though. She can’t. She’s given permission for everything, but she says, ‘I can’t listen to my pain.’”*

Fortunately, in many parts of the world, people have more understanding and empathy for PTSD and PTSI today—particularly for those in public-safety professions as well as the military. Therefore, listening to *Use of Force* can be triggering to some.

Telling your story can also be therapeutic.

At certain times during the episodes, Brigid seems somewhat comforted by the process of laying out the details of her career.

Sarah hopes that *Use of Force* offers a similar therapeutic aspect to her listeners. In addition to those in public-safety professions and the military, she believes many female executives will be able to relate the show to their own experiences in the corporate world. The podcast simply offers a more “hardcore” example in that it took place within the law-enforcement profession.

Without a doubt, Brigid needed bravery to tell her story. It was also brave of Sarah to put aside her filmmaking expertise and try her skills at podcasting. Listeners can tell that she was, in essence, learning on the fly, as the sound and quality is markedly better in episodes three and four.

Sarah’s novice approach can also be quite fun and welcoming in both an authentic and clunky sort of way. Specifically,

her reactions to Brigid’s story, which are heard plainly throughout the episodes, seem more aligned with our reactions as listeners than what you might expect from a host.

Sarah quipped at that authentic aspect of *Use of*



“I recorded her just to have a record of that human unpacking of her story.”



Force. “There are people who say, ‘She’s really annoying. She makes noises,’” she laughed. “I sit there and go, ‘I don’t give a flying ----!’ I’m simply having a human response. What is the point of editing out my emotional reaction to what she is telling me? During our conversations, she would not have divulged the things that she did if she wasn’t getting that positive reinforcement from me. There’s a lot that was just Psychology 101. I wanted the story and didn’t care how I sounded getting it.”

The show’s conversational brand that Sarah and Brigid created via their phone sessions worked so well that they actually scrapped the idea of recording in person. “Brigid came to Sydney, and we tried recording in person. It was just all wrong. We were used to talking on the telephone,” Sarah recalls. “There’s an intimacy on the phone, and that’s what podcasts are about—the intimacy of the shared experience.”

In true “Beyond the Microphone” fashion, the sub-story of a filmmaker diving

headfirst into the world of podcasting is almost as intriguing as Brigid White’s real-life accounts of her experience.

Sarah says the feedback she’s received on both the creative style of the podcast as well as the content has been “*balanced.*” Some of the responses speak to the recurring theme of the true-crime genre serving a purpose in society beyond simple entertainment—like this one:

“This is a wonderful podcast. I teach criminal justice ethics in the U.S., and I have my students listen. It’s been a wonderful addition to the class.”

A wise person once said that if we don’t know our history, we are doomed to repeat it. Most good and honest police officers will adamantly express how their own hatred of bad cops surpasses that of a civilian’s. In their eyes, these are the people who tarnish an honorable profession many love and respect.

To that end, in addition to being entertaining, *Use of Force* serves a critical purpose. It opens our eyes to what has happened and what could happen again if we are not diligent. We owe Brigid White a thank you for being brave enough to share her story, so we can learn from it. We also owe gratitude to Sarah Hatherley for being brave enough to bring it to the ears of the public through the art of podcasting. 🎧



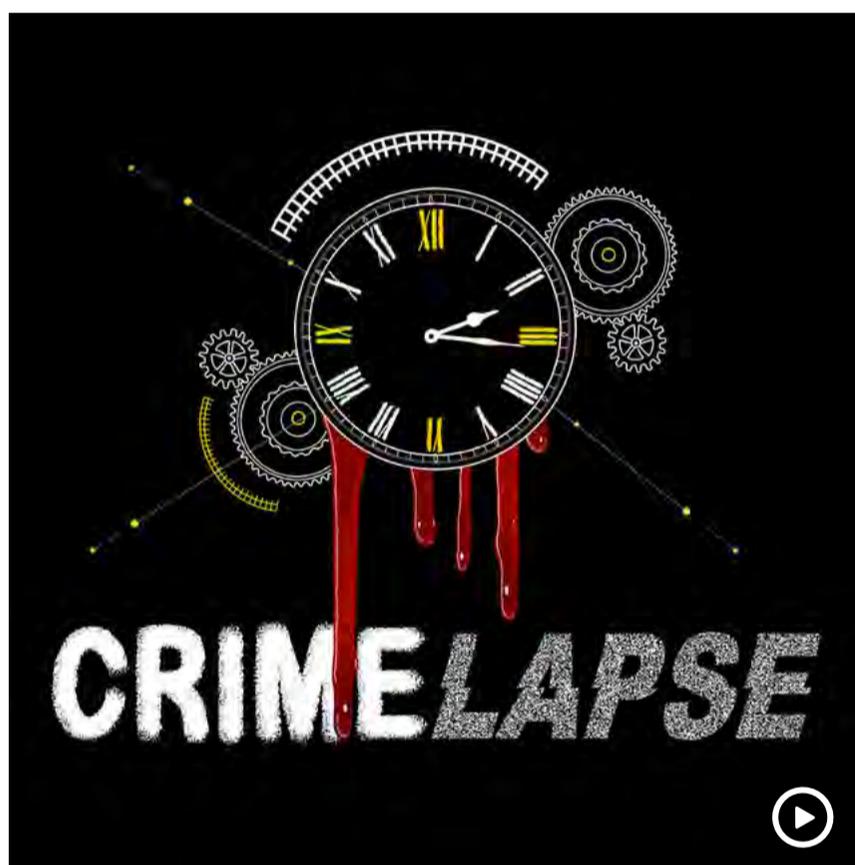
True Crime Category Director

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



CRIMELAPSE

It is often said that reality is scarier than fiction. If you don't believe that to be true before listening to an episode of *CrimeLapse*, you likely will afterward.

As an avid consumer of true-crime podcasts myself, I actually had to turn off a couple of episodes, because the cases were getting “too real” even for me! That is a very rare occurrence.

Part of the credit for this emotional response goes to the hosts' narration. Eileen and



Charlie not only bring the cases to life, but the emotion, as well.

The rest of the credit goes to the use of the primary audio that makes up a large percentage of each episode.

The makers of *Crimelapse* make it absolutely clear that the subjects they cover may be disturbing or triggering to some listeners. But it's not for pure, entertaining shock value. I found there to be a learning opportunity in each episode I listened to... or, as they put it, “*an immersive insight into the darkest tales.*”

One perfect example was a series of episodes that focused on “*cases that led to changes in legislation, protocol, and practices.*”

CrimeLapse is certainly not for everyone. But for us hardcore true-crime fans who want to listen to a podcast that is not only done well, but that also doesn't shy away from some of the darkest cases and subjects, this is our show. 🎧

"The Best Podcast Available For Lawyers... Period."

-Riley Palmer

L'Expert Rising Star
One to Watch 2022



Hosted by Cindy Watson,
Canada's leading social justice attorney, empowerment coach,
award winning author, +TED x Speaker.



Each week, Cindy (along with hand-selected guests) shares her singular insight that guides attorneys to rekindle their passion for the law, avoid legal lethargy and practice with more heart and a higher purpose.

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And, to learn more about Cindy, visit www.PracticingWithPurpose.org



THE PROCESS OF CHANGING PODCAST MEDIA HOSTS

Have you ever switched your podcast's media host? I can tell you right now, the whole idea scared me.

Every daunting thought entered my mind: what if I lose my subscribers? Even worse, I already knew that the original files of two of my episodes were just gone. While I have the rest saved in Dropbox, two were simply missing.

And what about the episodes that get good search-volume traffic?

And what if and what if and what if. . .

But my desire to be a true podcast expert overcame all my objections. How

can I ever have an opinion on podcast hosting companies if I've only ever experienced one? And how can I ever be in a conversation about the ease and/or complications of switching hosts without ever having done it?

So, I faced my fears, pulled the trigger, and switched my host for you.

And I can tell you right now that the truly scary part is the unknown. It's really not knowing the anatomy of how the whole ball of wax is put together.

Allow me to take away that fear and arm you with the confidence you need.

First of all, switching hosts is a three-part process. It doesn't really matter who manages the three steps, as long as you know all three must be managed.

STEP 0:

Before you embark upon Step 1, you should probably have a good reason to switch hosts in the first place. When you're running a business, you have to manage risk. Switching surely comes with more risk than doing nothing. So, have a good reason.

It's possible that you're paying more hosting fees than your budget allows, and reducing that cost will increase the likelihood of your being able to podcast for the long term. That could very well be a good reason for you.

It's also possible that you're using a free hosting solution, and you want the security of a paid relationship with your hosting service. Sometimes that's price alone, and sometimes, it's features.

For instance, if you want a better suite of statistics, you may want to switch to get that option. Or maybe your host doesn't offer dynamic ad insertion, and that's something you desire. The hosting companies all offer their own brand of unique features.

Any problems you experience should make the list of good reasons, too. If you're having billing issues, listener download issues, podcast up-time issues, support issues. . . then the capitalist solution is

“When you're running a business, you have to manage risk. Switching surely comes with more risk than doing nothing. So, have a good reason.”

to move to a host that'll provide a better product.

Lastly, if your fiancé's mother owns a media-hosting company, you really have no choice but to invest in that relationship.

All good reasons to switch.

Traffic, on the other hand, is not a good reason to switch. Unless your current host is having up-time issues or your listeners are having download issues, your host and your podcast's traffic are not normally linearly related. If your podcast can be found and listened to everywhere, changing hosts doesn't increase your traffic.

That would be a bad reason to switch, and it would bring unnecessary risk into your business. If that is your current problem, cross off “change host” on your list of symptoms, and move on.

STEP 1:

Once you've identified the host you'd like to go with and are ready to make the change, the first task at hand is to have your new host import your RSS feed into your new account. This doesn't require alerting your current host, and it's the most basic of functions a host can complete.

Since your RSS feed carries with it your name, episodes, art, and meta-information, it's easy for a host to grab that and import all that data. When they are done, your podcast account on your new host should look identical to the information on your old host, except for the analytics and any other bells and whistles they offer.

It's important to note that at this point in the process, your podcast data exists in two places, but your listeners are still only listening to the feed from your original host. So should you load up a new episode to your new host, no one will hear it.

That means that if you run a daily show, you'll need to do all three steps of this process on the same day, so your audience can hear the episode from your new host.

STEP 2:

Depending on the bells and whistles your new host offers, you may have to complete this next step manually by yourself OR within the dashboard of your new host.

You'll need to manually submit to each directory (i.e., Apple Music, Spotify,

Deezer, etc.). You can mostly likely do so the way you did with your original host. Both in Podomatic and in Libsyn, there are "submit" buttons next to the directories you want your feed to automatically upload to.

When your new host imported your RSS feed, along with that feed came your associated email address. You want to find this and make sure that it's the exact same email address you have associated in your original host's account. How could it not be, right? Well, as a wise woodworker once said, "*Measure twice; cut once.*"

When you're sure they are the same, submit to all the directories. This associated email address is important, because you don't want the directories

PODCAST HOSTING SITES INCLUDE



“This is a three-step process, and it’s not really guaranteed until you complete the final act.”

to create a second account for your podcast. You just want them to replace the RSS feed on the one everyone is subscribed to. So as long as those two things match, you shouldn’t have any problem.

At this point in the process, it is very possible that your listeners will be getting their new episodes fed from the new host. However, this *is* a three-step process, and it’s not really guaranteed until you complete the final act.

STEP 3:

The critical, final step—ask your host if they will provide a 301 redirect from your old RSS feed to your new feed. Amazingly, the podcasting hosting world is full of respectful companies who do this out of sheer kindness and a love of podcasting.

The 301 Redirect will then finalize the entire changing process by alerting all your automatically fed directories that your RSS feed has moved.

While this does complete your move to a new podcast host, if you manually submitted your RSS feed to places like Audioburst or Ivy.fm, you’ll need to make sure you login and change those, as well. 📍



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16 Leading Podcast Industry Players Share Their Thoughts

Welcome to *Podcast Magazine's* inaugural Trend Watch feature! We asked 16 leading podcast industry experts for their thoughts on where the industry is headed, as well as their predictions on trends that will shape the medium's evolution. From award-winning podcasters and executive producers to C-suite executives and industry stalwarts, these thought leaders have consulted their respective crystal balls to share what they consider the number-one trend to be aware of as we welcome 2022.



Photo credit: Eley

“Diverse leadership will lead to a diverse workforce, creating better and more engaging content. Let’s hope this is not a trend, but rather a sign that our industry is smart enough to recognize its future.”

DONALD ALBRIGHT, President/Co-Founder of Tenderfoot TV and Chairperson of The Podcast Academy

“Less-produced, raw, authentic, conversational podcasts are killing it. My most engaging episodes in the last quarter were those in which I sat in front of my mic and went off-script. I was able to candidly and openly talk about business tips, personal life updates, and advice without a perfectly planned outline. They were scary to do at first, but the feedback and response has been killer! In 2022, I expect this trend to continue.”

JASMINE STAR, Social Curator CEO and Host of *The Jasmine Star Show*



“Podcasting is taking its rightful place next to other long-standing impact mediums as unique and continually expanding. On a global scale, its reach is unsurpassed. 2022 will be another exciting year as it starts to reach its full potential, which still has a long way to go.”

ROB GREENLEE, VP, Content and Partnerships of Liberated Syndication

“YouTube’s involvement in podcasting will accelerate and be huge in 2022. Video production will be important for creators to think about. More and more people are listening to podcasts on YouTube, and podcasters are hosting video podcasts or complimentary video pieces there, as well.”

PAT FLYNN, CEO Flynnindustries and Host of the *Smart Passive Income* podcast





“Collaboration is essential for podcast growth in 2022! How can you support others in your space in a way that allows sincere appreciation and reciprocity?”

JARED EASLEY, Co-Founder of Podcast Movement

“The long walk toward integration between podcasts and music will speed to a gallop. As musicians recognize the value of podcasts in connecting with their audiences, they will demand that record labels fix the rights issues that have prevented featuring songs in podcasts.”

GLYNN WASHINGTON, Host and Executive Producer of *Snap Judgment*® Studios Underground Lair



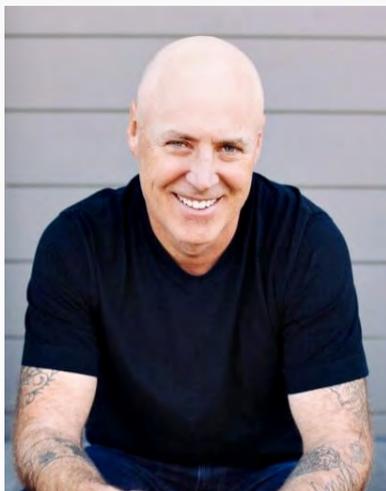
“I think brands will want to buy podcast ads in bulk, based on niche as opposed to buying reads on an individual podcast. This will give opportunities to smaller podcasts who wouldn’t be a traditional fit for monetizing. My company, YAP Media, is already facilitating ‘niche buys’ in this manner.”

HALA TAHA, CEO of YAP Media and Host of *Young and Profiting Podcast*

“The metaverse will be the hottest and most viral micro-niche in podcasting in 2022. Buckle up... this is the biggest new trend to hit the podcast world since *Entrepreneurs On Fire* in 2012.”

JOHN LEE DUMAS, Host of *Entrepreneurs On Fire*





“2022 will be the year of the real dialogue podcast. The days of slick interview radio shows masquerading as podcasts are numbered. Americans today want an alternative to legacy media. People are craving authentic conversation.”

CHRISTOPHER LOCHHEAD, #1 Apple Business Podcaster and 8X #1 Amazon Author

“Our digital culture is pushing more and more for non-filtered content. It’s why the Call Her Daddy podcast community is so strong—host Alexandra Cooper has an authentic relationship with her listeners. In 2022, content will lean vulnerable, and the creators with the strongest communities will win.”

ESPREE DEVORA, Host of *Women in Tech Podcast* “The Girl Who Gets It Done”



“In 2022, larger companies such as iHeart, NPR, Sony, and Amazon will continue buying up smaller production houses. For the most part, these smaller shops will be able to run unimpeded, but they’ll be under the auspices of these larger corporations.”

ARIELLE NISSENBLATT, Community Manager at SquadCast.fm

“Independent podcasters’ number-one concern is how to grow and support their shows. My company is working hard to bring new growth tools and monetization opportunities to the 97% of podcasters in need. I expect to see a minor slowing in the growth rate of new shows post-pandemic, as well as a continued influx of investment by third parties looking to get a piece of the space.”

TODD COCHRANE, CEO of Blubrry





“Moving into 2022, I think the trend will be shorter, impact-driven episodes. Listener habits continue to shift and evolve as our world changes, and the challenge for hosts is to deliver impact and end results in a more concise way.”

JENNA KUTCHER, Host of the top-rated *Goal Digger Podcast*

“In 2022, podcasting will be a space where more Americans will be receiving news content than ever before.”

MICHELE GOODWIN, Host of *On The Issues* from *Ms. Magazine*



“When it comes to podcast talk formats, we at Kast find that shows with video extensions significantly overperform those without. We attribute this to a better audience experience—if you want to watch and have the visual attention to spare, you can! If you’re on the go, just listen. We promise an optimal experience either way. This is driving the overall trend of more flexibility, as the podcast talk-show format continues to evolve into a ‘visual-optional’ medium.”

COLIN THOMSON, Founder & CEO of Kast Media

“Money will continue to flood the space from VC-backed DTC companies, and consolidation will continue with Spotify leading the charge. We will see ad rates (CPMs) go up across the board.”

JORDAN HARBINGER, Creator of *The Jordan Harbinger Show*



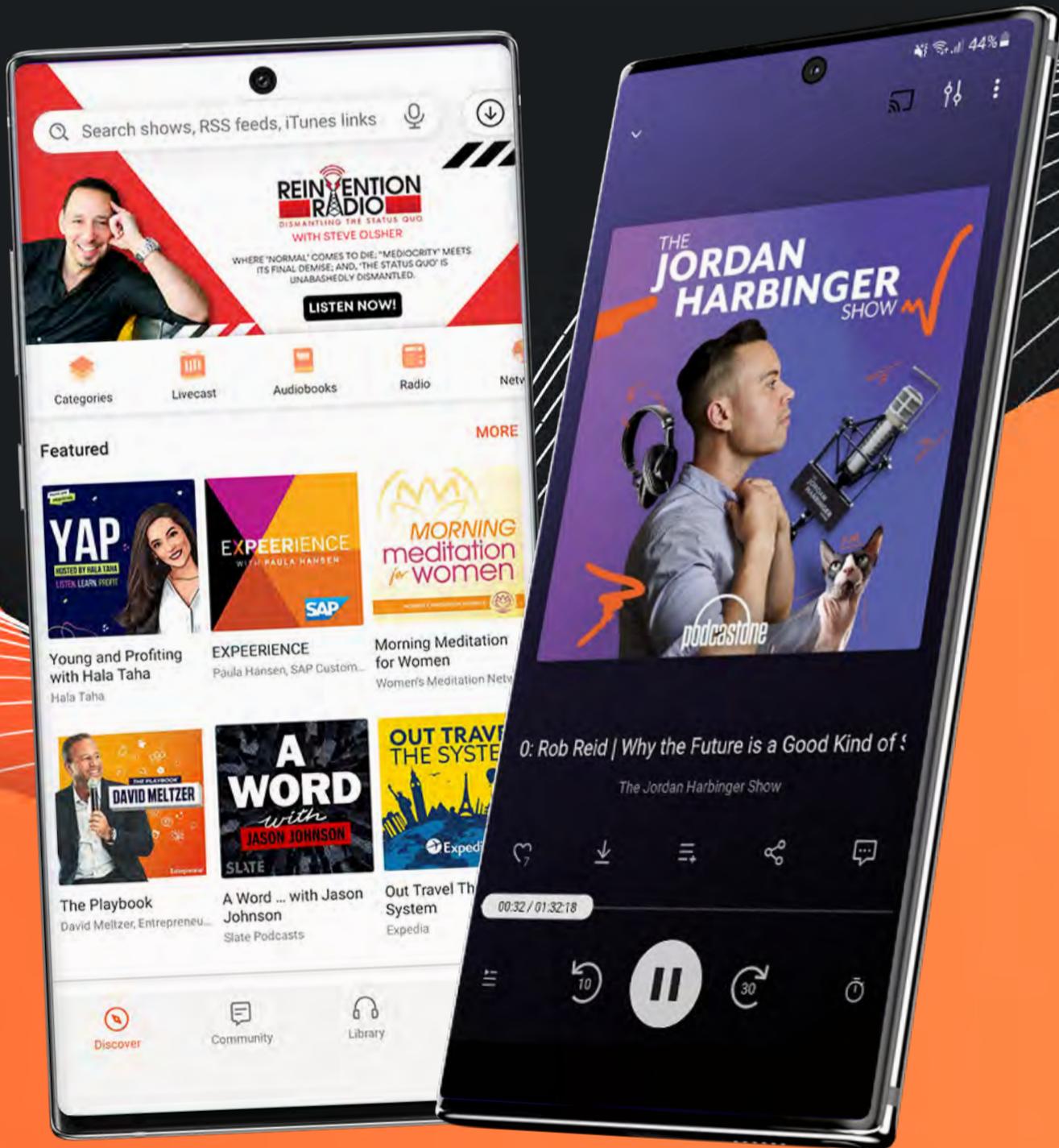


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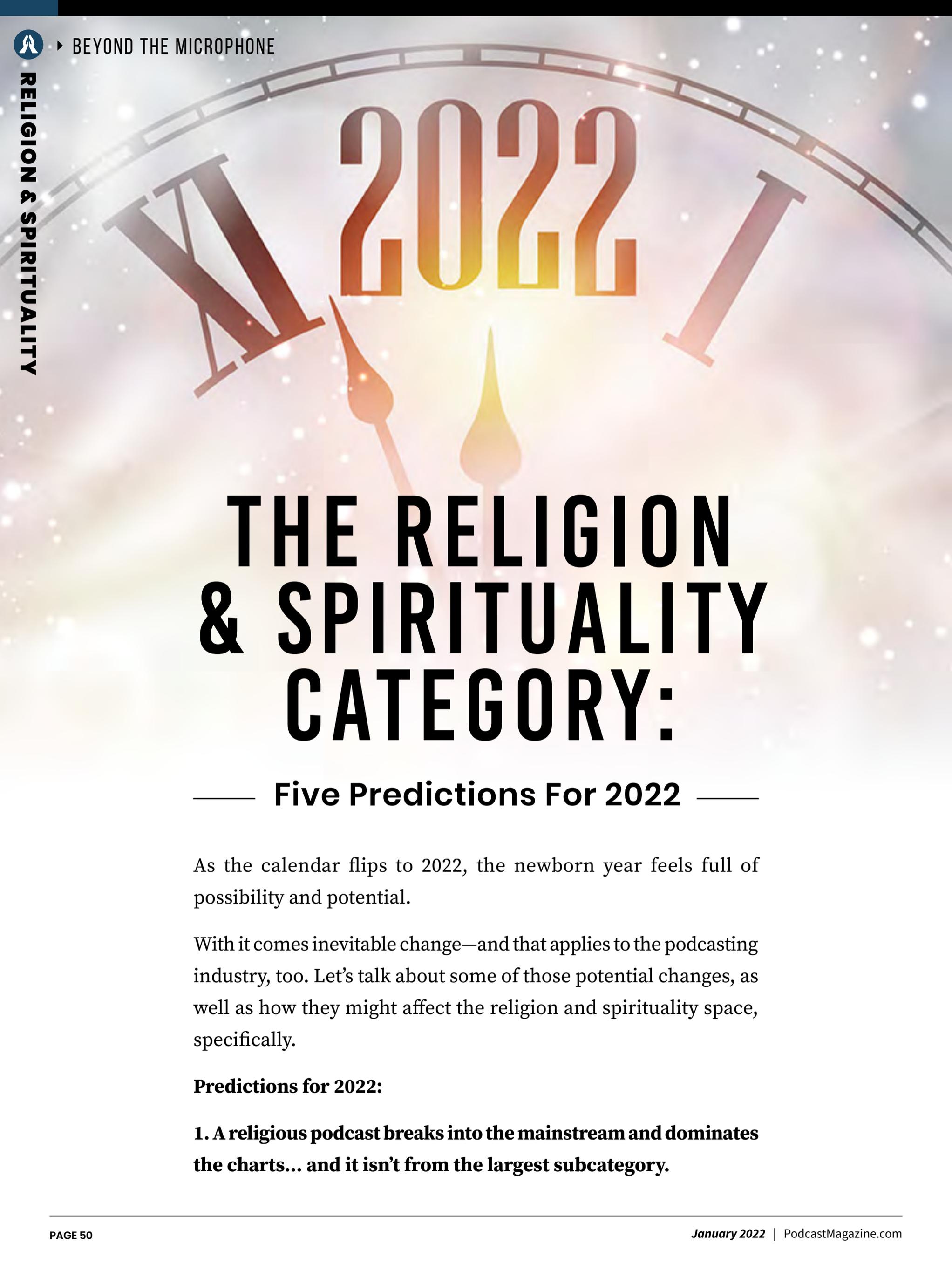
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¹Zoharab, Dave."Apple Podcasts vs. Spotify — Which is more popular?" Chartable, 21 Jan. 2020



2022

THE RELIGION & SPIRITUALITY CATEGORY:

— Five Predictions For 2022 —

As the calendar flips to 2022, the newborn year feels full of possibility and potential.

With it comes inevitable change—and that applies to the podcasting industry, too. Let's talk about some of those potential changes, as well as how they might affect the religion and spirituality space, specifically.

Predictions for 2022:

1. A religious podcast breaks into the mainstream and dominates the charts... and it isn't from the largest subcategory.



With several podcasts in the Religion & Spirituality category topping the overall charts, there will be more religious podcasts than ever this year.

2022 is also the year a podcast from a subcategory OTHER than Christianity will break out into the mainstream and top the charts. There's no telling which subcategory it will come from.

Which show will tell a compelling story that connects with a larger audience outside their genre?

2. Podcasters Get Paid... Finally.

In 2015, Taylor Swift famously stood up for musicians' rights when she refused to let her music become part of Apple Music.

Who is standing up for other content creators being leveraged by platforms like Spotify, Apple Podcasts, and the like?

Until now, the dream of monetization of podcast content centered on other forms of revenue, like selling self-created products, ads for other products, and pipedream deals like the one Joe Rogan inked with Spotify.

But if Spotify wants to be a real player in podcasting, they should start paying independent podcasters per listen, just as they pay musicians.

Of course, there are problems inherent with the model. Musicians are paid pennies—or less—per play, so it takes astronomical traffic to accrue meaningful income. On a recent episode of *The Feed*, Rob Walch of Libsyn noted that as of September 2021, the median number of downloads per episode after 30 days is 148. Making fractions of pennies will take time to accumulate into a significant payout.

Still, paying creators for their content is the right thing to do.

In 2022, one of the platforms will finally do it, thereby earning the loyalty of podcasters everywhere.

3. Religious institutions start more podcasts.

In 2021, the Religion & Spirituality space was dominated by two podcasts: *The Bible in a Year with Father Mike Schmitz* and *The Rise and Fall of Mars Hill* published



RELIGION & SPIRITUALITY HEAVY HITTERS

Be sure to check out our interview with Father Mike Schmitz in the September 2021 issue of *Podcast Magazine*®



by *Christianity Today* and hosted and produced by Mike Cospers.

Both shows were created by institutions funding production to make the work possible. And now that these shows have proven how valuable a great podcast can be, expect this trend to continue this year.

The number of imitators will surely increase, as well. Just as *Serial* and *Entrepreneurs on Fire* spawned a myriad of mini-me clones, knock-off shows will likely abound. Few will be as successful or interesting, though. Podcasts that were doing investigative shows in the category before it was cool will find a new audience as listeners search for this kind of content. This bodes well for shows like *Truce* by Chris Staron (his new season will be helpful to troubled *Mars Hill* listeners).

4. Pastors finally take advantage of everything podcasting has to offer.

Christianity is the largest subcategory in Religion & Spirituality because the RSS feed has replaced the “tape ministry” of the 1980s-1990s. (For the uninitiated, churches used to make cassettes, and later CDs, of weekly sermons for those who could not be at church. Now, they just publish them as a podcast.)

But COVID changed so much, including the decision by many to put content on Facebook and YouTube livestreams. This frees up more room for Christian pastors to reimagine how they use podcasting to connect with their congregation at times other than Sunday morning.

“In 2022, one of the platforms will finally [pay creators], thereby earning the loyalty of podcasters everywhere.”

When they realize how this connection increases their reach, the deluge of shows will be overwhelming. So, look for more podcasts... like *Ask N.T. Wright Anything*, which applies Christian teachings.

5. NFTs become common for podcasters.

Podcasters are often early adopters by nature, and NFTs are hot right now! Other content creators are starting to catch on, and podcasters will not be far behind.

While religious people tend to be conservative, watch for an enterprising creator from the Spirituality category to issue an NFT for each episode. When they make a bundle, it will change how podcasters think about their content forever.

What are your predictions for the Religion & Spirituality category in 2022? Send them to religionandspirituality@podcastmagazine.com with your name, podcast, and city. We may feature your answers next month! 🗣️



Religion & Spirituality Category Director

Eric Nevins

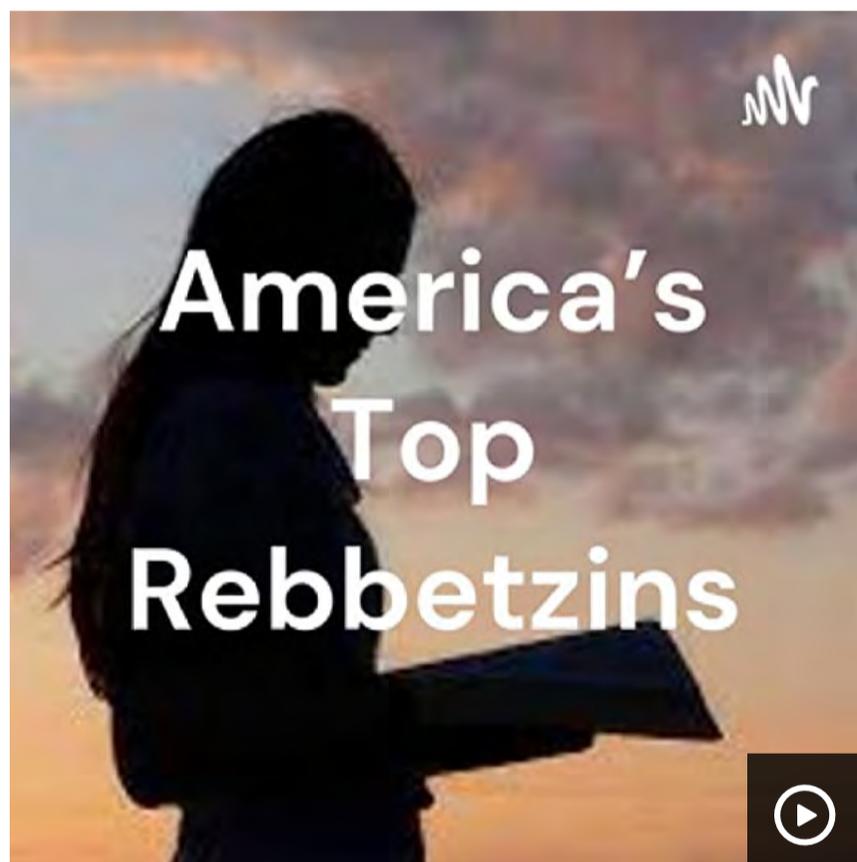
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Halfway There Podcast 🎧



UNDER THE RADAR

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



AMERICA'S TOP REBBETZINS

Normally, I review podcasts that have been around long enough to develop. But an email landed in my inbox recently asking for coverage (which we at *Podcast Magazine*[®] love, by the way). Since I didn't have a show selected for review yet, the timing was perfect.

The show is called *America's Top Rebbetzins*. A “Rebbetzin” is a rabbi's wife or female teacher of the Torah, and host Vera Kessler seeks to add value and meaning to the lives of Jewish women by interviewing inspiring women.

Listening to this show, it became clear immediately that it will land well with their intended audience. The intro is simple—no music or fuss—and Kessler does a good job addressing a diversity of topics such as dignity, showing respect in marriage, and how purpose makes one happy.

Those who grew up within the Jewish tradition will feel at home, as conversations are full of Jewish language. And if you aren't, you will benefit from listening in.

Kessler's release schedule may be the one necessary point of clarification. Multiple episodes are published on the same day, and there is no discernable pattern. Perhaps she is highly ambitious. Listeners will enjoy the content regardless, but may have difficulty settling into a regular pattern of listening. ●



DR. RENEE WELLENSTEIN

The Libidoologist

Dr. Renee Wellenstein, “The Libidoologist,” has taken several bold leaps in her life, including creating her podcast, which started out as *Love the Leap* and has since been renamed *The Real Heal*.

Listening to her show, it’s hard to believe that just four years ago, she was wondering if she would be forced to leave medicine.

“In 2018, I was in limbo, still reeling from the effects of losing my job and my brick-and-mortar practice.”

“I had gotten an email from my boss in January 2018 saying that I needed to work harder and take less vacation. I was already a hypocrite, killing myself with work while talking to patients about stress relief and eating well. I knew I had to walk away.”

This wasn’t the first time Dr. Renee had

struggled with this type of decision. In 2012, she suffered a serious injury, forcing her to investigate her options in case it ended up preventing her from being an OB-GYN. At the time, she hadn't found an alternative good fit.

Five years later, she wondered again what she would do if she left her functional medicine job.

"I lost that job pretty abruptly—it was out of left field. After it happened, all I knew was that I didn't want to keep starting over working for someone else."

Dr. Renee also had a burning desire to continue to teach.

As this double-board-certified doc and healthcare disruptor pondered how she might continue to change lives in some way, she came up with the idea of starting a podcast.

"When I considered how I consume content, I realized that I listen to podcasts and books while I'm making dinner, walking my dog, or commuting to my office. In the year after my job loss, the content I listened to changed my life. When I thought about how I could start getting my message to women who may not have time to watch videos, having a podcast became a no-brainer."

Dr. Renee's audience and clients get the help they truly need all because of one fateful night in 2014.

"After having chased my tail in the conventional world, a functional

"When I thought about how I could start getting my message to women... having a podcast became a no-brainer."



medicine doctor gave me my life back. I was shocked to find that in one call, I received an accurate medical diagnosis. I no longer wondered whether I was crazy. Not only that, but she offered me a job in functional medicine. At that time, I had no idea what functional medicine was. As she was talking, I was literally Googling it, because I had never heard of it.

"That night, I 'jumped off the bridge,' and I've never looked back. I continue to make a series of leaps in my life as I go with my gut feeling. The podcast was one of those leaps.

“After my injury, I had no sense of purpose. I didn’t feel like I had a reason to get out of bed in the morning, because I wasn’t changing lives. Ironically, throughout the nine plus years since my injury, I continue to find ways of adding value to this world and changing as many lives as I can.”

“Without functional medicine, I can’t even imagine where my health would be right now. This way of life has also had a huge impact on my husband and kids.”

On *The Real Heal*, you can certainly expect to hear from holistic health experts, but the podcast is not solely focused on medical matters.

“The longer I work in my current capacity with women, I see how important it is for us to do the mindset work—health is essentially about the mind, body, and emotional and spiritual connection.”

If you’re wondering how to get your kids on board with healthy eating or take care of your parents while also taking care of yourself, you’ll find answers on this podcast—a one-stop shop for expertise on nutrition, mindset, and everything in between.

The show has also had a significant impact on Dr. Renee.

“My podcast was born out of the need to teach, yes... but it was also born out of a need for connection. Coming into the functional medicine world, I was no longer in a busy hospital. I didn’t feel connected with my medical colleagues, and I love to talk shop. It energizes me.”



DR. RENEE

listens to



THE MODEL HEALTH SHOW

World-renowned author and nutritionist Shawn Stevenson breaks down complex health issues.



MAKE SOME NOISE WITH ANDREA OWEN

This life coach and author serves up self-help in a practical, easy-to-digest way.



THE SCHOOL OF GREATNESS

Lewis Howes interviews the most successful and inspiring people on the planet—leaders in business, entertainment, sports, science, health, and literature.

“When we pay attention to libido, it’s easy to segue to other things that are going on.”



“In my capacity as a doctor, when a woman came to me and said she had low libido, I didn’t know what to do with that.”

“After thinking about the struggles I saw during my 20 years of working with women, I noticed that no one is talking about libido, because it’s a hard topic. In my capacity as a doctor, when a woman came to me and said she had low libido, I didn’t know what to do with that. I didn’t have a magic pill to give her. I started thinking about why libido in women is such a mystery.”

“When I went into my brick-and-mortar functional medicine practice, I made libido part of my standard questioning, and women were always shocked. Libido certainly wasn’t at the forefront of their minds. The reality is, there may be multiple factors contributing to low libido.”

One of Dr. Renee’s most viral TikTok videos is the one in which she says, “I am for you if you have weight gain, feel burned out, and have a low libido. Many women say, ‘I have all three!’”

“So many people focus on what happens in the bedroom, yet many of the women I speak to don’t want to be intimate or be touched. Some will tell you, ‘My husband is great. I don’t know what’s wrong with me.’”

Dr. Renee knows what it’s like to lose hope of ever feeling better, and she’s focusing on empowering the high number of women who seem to feel helpless in the face of many issues.

“When we pay attention to libido, it’s easy to segue to other things that are going on.”

Dr. Renee doesn’t shy away from topics in the holistic health world that others aren’t addressing. *The Real Heal* gives listeners invaluable access to specialized experts who can change lives with their advice. 🎧



Health & Fitness Category Director

Christine Franklyn

healthandfitness@podcastmagazine.com

UNDER THE RADAR

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



GREEN LIVING WITH TEE

Who doesn't want to live a long, healthy life?

Environmental Toxins Health Coach Therese "Tee" Forton-Barnes aims to help you do just that through her podcast *Green Living with Tee*. Anyone who wants to avoid toxicants and chemicals that can cause fatigue, cancer, and other illnesses can tune in to get help with making healthier choices.

Therese and her guests ensure listeners walk away informed about alternative products that aren't harmful to your health or the environment.



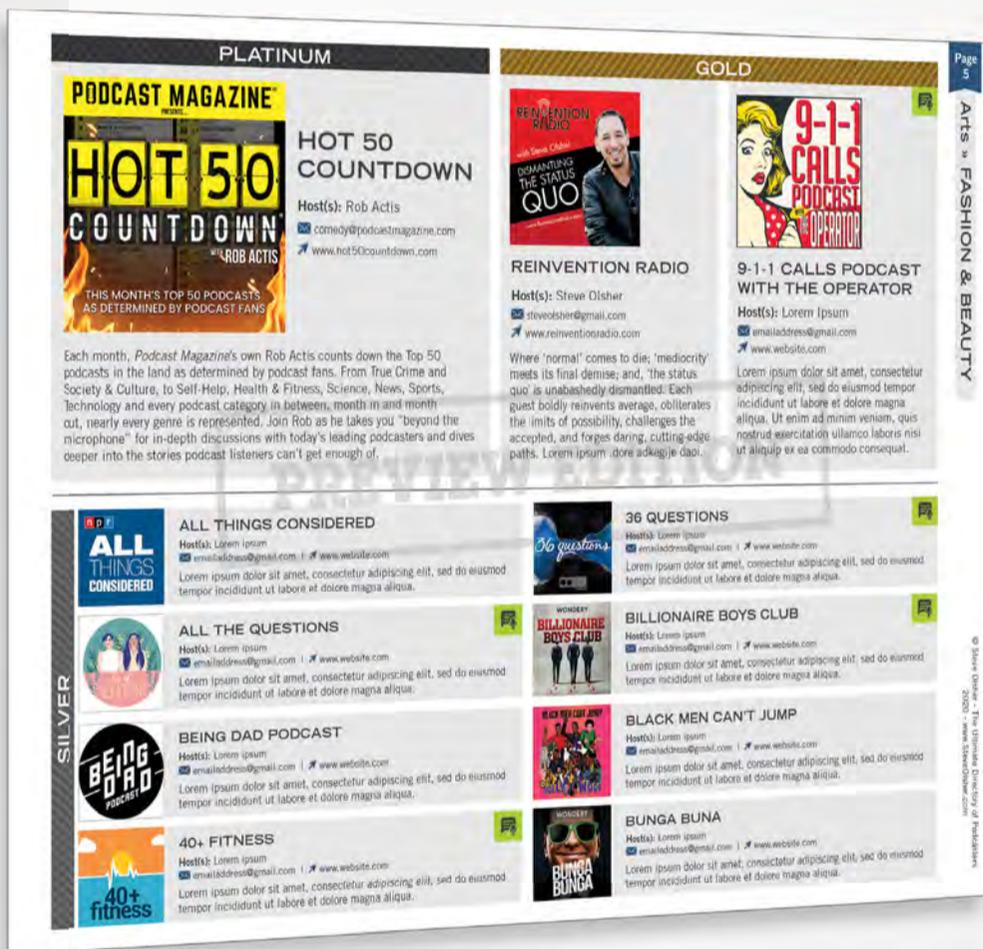
Even your pets will benefit. In the episode "How to Raise a Healthy and Toxic-Free Pet with Chris Huppe," this Holistic RN and Animal Aromatherapist helps people understand that toxins in our environment and everyday household cleaners and fragrances are easily absorbed into our pets' sensitive bodies, causing potentially deadly health risks and diseases.

And what about the effect of toxic lawn applications on your pets and the rest of your household? In an eye-opening episode with Linda Yin, we learn how likely it is that our pets will trek the pesticides used on our lawns onto the same floor your toddler may be crawling around on. How terrifying!

The wealth of information shared on the *Green Living with Tee* podcast is astounding. Why not check it out for yourself? It may inspire you to make simple changes that can have a lasting, positive impact on your health. 🎧

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PLAN SIMPLE

Helping Women Balance Wellness, Work, & Motherhood—One Season At A Time

Do women *really* have to choose between career, motherhood, and health? Mia Moran, coach, best-selling author, and mom of three young kids says, “no.”

Mia, who also hosts *The Plan Simple Podcast*, contends that women can balance wellness, work, and motherhood one season at a time... and that it’s possible to succeed both in parenthood and your career without risking your health.

“Moms have the power to change the future... but not if we are stressed out and exhausted,” says Mia. *“I envision a world where women don’t have to choose between meaningful work, motherhood, and their health. I now know it’s possible.”*

Mia also knows what it’s like to lack that balance. As a graphic designer by day and blogger by night, her schedule was already



hectic. The all-too-common balancing act of being all things mom, working, and actually taking time for herself left Mia feeling drained, depleted, and defeated. Her own health had also hit an all-time low.

One particularly hard day, she noticed a large stack of coffee cups on her desk that left her pondering: *“Did I really go to Starbucks seven times today?”*

That’s when Mia, who is also dyslexic and a self-proclaimed introvert, drew a line in the sand and began focusing on healthy eating, reclaiming her yoga mat, and reigniting her passion for Julia Cameron’s Morning Pages. And that’s how *The Plan Simple Podcast* was born—from Mia’s own need to simplify, organize, and stop the overwhelm.

“I made the decision to feel great,” Mia says. *“I believed it was possible, and I found support. I took action on one doable change at a time. With the right guidance, I changed the way I ate to regain my health. Around the same time, I read *Simplicity Parenting* by Kim John Payne, which opened my mind to a way of parenting and living that felt so much more like me. Then, having cleared the ‘food chatter’ in my mind and simplified the schedule and ‘clutter’ of my family life with young children, I realized that there had just been too much noise to see what really mattered, never mind to actually do anything about it,”* Mia says.

“Plan Simple is an invitation to do less. I know it can feel hard to go against the

“I envision a world where women don’t have to choose between meaningful work, motherhood, and their health. I now know it’s possible.”

grain—against all the voices that seem so loud—but you really can make some big changes with little steps.”

As a busy parent and entrepreneur, Mia shared the two unforeseen gifts she received on her journey toward balance. First, the practice of finding ease, despite balancing what seems like a full plate of work, home, and motherhood. Second, the gift of goal setting, around which Mia created the FLOW Planner:

“It’s all about your rhythm and your FLOW. At each step, get inspired to stay focused on the big ‘why’ that moves you forward, and let go of anything that doesn’t serve you.”

Mia’s FLOW system takes into consideration the innate creativity of women. Instead of constantly writing to-do lists that are easy to forget and



overwhelming, Mia set out to help women dream, build, and plan in a way that really does FLOW—so they keep moving forward instead of feeling stuck. Generally speaking, Mia explains, a plan will not be overwhelming if it is decided in advance rather than allowing everything that hasn't been done to keep you stuck.

“Planning can be a way to get really clear. It helps separate everything out, while allowing you to feel like a whole person. It’s like putting all the balls in the basket and taking one out at a time. This way, they’re being held—they’re not going to fall or explode. It’s like we’ve decided which balls to juggle and put them all in a basket to contain them safely. And then, we pull them out one at a time and do what we need with them.”

We live in a busy, noisy world. More than ever, we really have to be discerning about what is truly important to us right now,

and which is the simplest path around motherhood, our business, and our health. You can find over 350 *Plan Simple* episodes that are right to the point when it comes to parenting and work-related philosophies brought by top thought leaders in parenting and productivity, as well as fellow parents and listeners who share their stories of overcoming ‘Busy Life Syndrome.’

As a host, Mia has a gift—the ability to immediately go deep in conversation with her guests. She does a really good job coaching and inspiring her listeners and always ends the episodes with actionable items to accomplish a goal. She has interviewed some of her favorite parenting experts, and she loves the



ORGANIZING THE CHAOS

Mia created the FLOW Planner as a way to clear the clutter in all areas of life: parenting, business, and health.



“It’s all about your rhythm and your FLOW. At each step, get inspired to stay focused on the big ‘why’ that moves you forward, and let go of anything that doesn’t serve you.”

knowledge, expertise, and life changes that have resulted from it.

For Mia, planning is not difficult. It is more ‘calendarizing,’ as you create a rhythm.

“We have an opportunity to change our minds and reset. There’s a huge benefit to having goals and making plans. I really feel like, as a mom, the more we can live in the understanding that we can be a parent and do good work, the better. We can be a great mom and take care of our body. We can take care of our body and have a podcast or business. We just need to plan and practice... it’s definitely a practice.”

Today, Mia juggles the roles of mom, wife, podcaster, writer, teacher, and CEO with a happy heart and, of course, a *Simple Plan*.

Whether you listen in while on a morning walk, getting groceries, or waiting in the carpool line, *The Plan Simple* podcast for moms will help you strategize for your best life. 📌



Photo credit: Jenny Moloney Photography



Kids & Family Category Director

Michelle Elise Abraham

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Blissful Parenting 🎧



UNDER THE RADAR

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



ON BOYS

Ever wonder why BOYS do THAT?

Co-hosts Jennifer L.W Fink, mom of four boys, and Janet Allison, parenting coach and educator, dive deep into all the crazy things boys do and offer great tips on raising them. I was recently turned onto this podcast while interviewing Janet and Jennifer for my podcast, and I enjoyed the unique focus of their show.

I appreciate that Jennifer is a mom of four of her own—her “in the trenches” perspective

is honest and raw, rather than overly optimistic. Janet’s many years in classrooms educating parents and boys alike provides for concrete strategies parents can try with their sons.

Wonder why they seem to have an obsessive compulsion to wrestle, and whether you should intervene? One of my favorite takeaways was that I can relax about this particular concern. All that wrestling and fighting is a way for boys to physically connect with each other while learning consensual behavior. So, next time you find yourself holding yourself back from breaking up the MMA match, don’t worry... stay calm and let the boys carry on!

Their sound quality could use a little attention, but they still deliver great episodes. I know I’ll be returning over and over as my son enters the tween years... I’m going to need all the tips I can get! 🎧



A Search For Answers Inspires

A Podcast Of Purpose

Volunteering as a hotline advocate is important—and heart-wrenching—work. Every day, advocates listen to callers and share resources with survivors, allies, and family members.

As a volunteer for a domestic violence hotline, Ariel began to realize that many callers asked identical questions. She wondered to herself, *“If everyone is asking the same 10 questions, then they are clearly not finding answers. Maybe there is a way to make that information more accessible, because it is really important stuff.”*

Ariel began researching, and she discovered that there weren't many

podcasts sharing the nitty-gritty details in an accessible, friendly way. And that's how she decided on podcasting as her medium to do so.

Ariel is a natural instructor. She's taught Krav Maga and offered swimming lessons, and speaking to groups comes easy to her. In fact, she says she has always seemed to find herself coaching and guiding others in some capacity.

Because of this, she wasn't nervous about getting behind the microphone. She recalls:

“For me, recording is actually easier. Talking into a microphone is like writing in a diary—there's a sense of freedom



and a level of comfort. I wasn't expecting that. It was also healing, to bring in my own personal stories to highlight what I wanted to talk about."

As Ariel was planning the launch of *The Domestic Violence Discussion*, there were specific goals she wanted to accomplish in the first season. She shares:

"There's a need for certain information. And I knew that I could combine that with my own desire to talk about the often-overlooked aspects of domestic violence. My story is that I survived emotional abuse, and later, sexual abuse. I wasn't able to heal or validate my experience for years, because I never heard anyone even acknowledging abuse, especially in Asian culture. So, in season one, I wanted to build a foundation... definitions, examples, and all the flavors of abuse. Once I laid that groundwork, I would then share the nuts and bolts. I didn't want

to make my story the focus. I wanted to bring in my own humanity, pain, trauma, healing, and empowerment so listeners know that there is a human behind every survivor story."

In an effort to make the information accessible and easy to digest for listeners, Ariel knew she would need to find a delicate balance. She explains:

"When someone is in crisis mode, it can be frustrating to comb through different articles and websites for guidance. Even during my own research, I was sifting through so much information—websites, research papers, survivor stories—and then I would distill the most important parts down into something accessible and approachable.

"For example, it can be overwhelming to Google 'emotional abuse.' When you're just trying to figure out if you're being abused,



"I wasn't able to heal or validate my experience for years, because I never heard anyone even acknowledging abuse, especially in Asian culture."

it's an immediate barrier to attempt to digest all the information you find. It can be intimidating to call a hotline, especially if English isn't your first language, or if your abuser is in the same room as you because you're quarantining due to COVID. I wanted to provide context with practical information and examples from my own life. My thought was that people might be able to relate to the feelings even if their story isn't the same. I wanted to remove the overwhelm that might prevent someone from taking the next step."

While Ariel's husband supported her decision to begin podcasting, she has not fully disclosed the endeavor to her family as of yet. She says:

"In my opinion, it's better that way. A part of my comfort level is the anonymity of talking about my sexual abuse. There's a level of intimacy that requires a deep trust in what I'm doing. I'm essentially saying, 'When you listen to this, you're going to learn uncomfortable things about me.'"

Shortly after launching, Ariel had a socially distanced dinner with two friends. When she shared her podcast news with them, her friends opened up, and Ariel recorded their stories. She says:

"It really hit home for me how important it is to have this much-needed conversation. When we realize that we're not alone, there is more space to heal. It's incredibly empowering, and I think people don't understand the impact of validation."

As her podcast grew, so did Ariel's desire to provide additional resources to survivors.



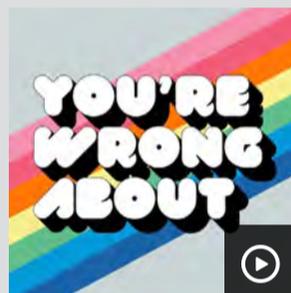
ARIEL

listens to



CODE SWITCH

Hosted by journalists of color, our podcast tackles the subject of race with empathy and humor.



YOU'RE WRONG ABOUT

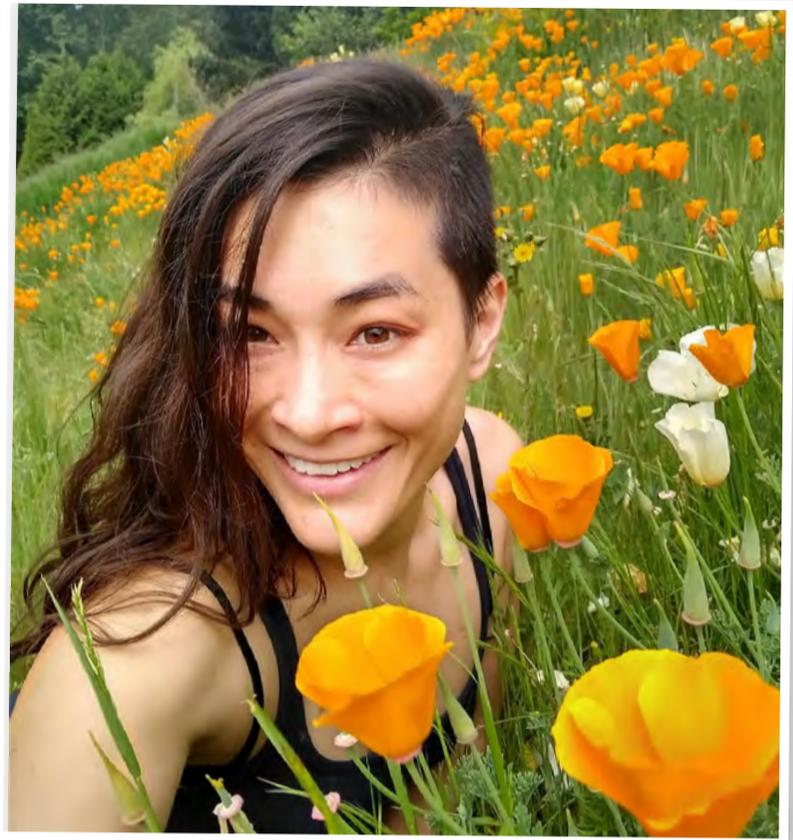
Mike and Sarah are journalists obsessed with the past. Every week, they reconsider an event, person, or phenomenon that's been miscast in the public imagination.



IF WE WERE RIDING

Sarah True and Sara Gross get together weekly to bring you all the latest triathlon gossip, insider news, and unsolicited opinions on almost any topic.

"If everyone is asking the same 10 questions, then they are clearly not finding answers. Maybe there is a way to make that information more accessible, because it is really important stuff."



Next, she founded the Emotional Abuse Discussion non-profit. In October, during Domestic Violence Awareness month, the non-profit's first campaign focused on Asian American Pacific Islander survivors. Part of the campaign was to create a toolkit for survivors and allies.

The second campaign will take place in April 2022 during Sexual Assault Awareness month.

Ariel is a woman on a mission to help others, and in the process of doing so, she is continuing her own healing:

“When we talk about healing journeys, we need to give ourselves space, because healing is never linear. And there are going to be times when we fall to the floor. It’ll happen less and less as we get better, but it’s still going to happen. And that’s okay. Healing is not so much about, ‘I’m fixed now.’ It’s about knowing how to cope, so that when we go through a spiral, we can get through it. We can pull ourselves out, and not beat ourselves up for it.”

Ariel offers these final words of wisdom:

“If you ask five people for advice on the same subject, you’re going to get 12 different answers. People are always going to tell you how to do something, how to do it better, or that you should do it their way. As survivors, we are the experts on our own lives and our own situation, and we know it best. We have to go with our gut, and we have to trust ourselves to do the right thing. If it doesn’t turn out the way we expect, we learn from it and move on. That’s part of the learning process, and it’s okay.”

When Ariel isn’t working on her podcast or non-profit, she is training for Ironman competitions or knitting. Her cat often joins her on social media livestreams. 🐾



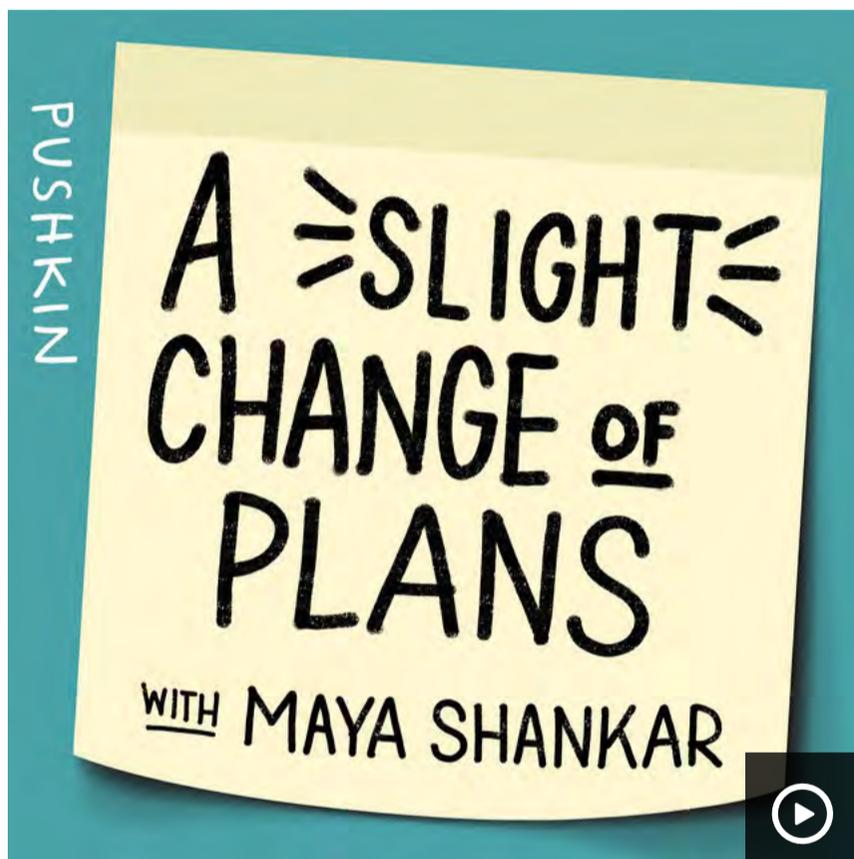
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Embracing Courage 🎧



UNDER THE RADAR

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



A SLIGHT CHANGE OF PLANS WITH MAYA SHANKAR

There is one guarantee in life: everyone will experience change. And while many life changes require planning, there are also those that enter our lives in an unexpected, dramatic way.

A Slight Change of Plans with Maya Shankar features guests whose lives were suddenly changed and explores their messy, complex, and personal stories.

Maya shares that her own grieving process



led to the birth of her podcast. At a time when she was unable to make sense of the world, she wanted to connect with others who might be grieving, as well.

Listening to Maya's trailer, I was captivated. As a teenager, she was accepted to Julliard and chosen to work under Itzhak Perlman. Her dreams of becoming a violinist were coming true. Suddenly, the course of her life changed, and instead of being a concert violinist, Maya became a Rhodes Scholar, earning her Ph.D. in cognitive science. Her accomplishments include serving as a senior advisor to President Obama and as the first Behavioral Science advisor to the United Nations.

Maya launched her podcast during COVID lockdown, and she accurately describes it as *"a show about who we are and who we become in the face of a big change."*

Maya has featured big-name guests like Hillary Clinton, Kacey Musgrove, and Tiffany Haddish, and the podcast has earned the title of Apple Podcast's Best Show of The Year 2021! 🎧



THE EVOLUTION OF MUSIC PODCASTS

Trends To Watch

Live entertainers have been facing a harsh reality for the past two years. Musicians who relied on live performances for their income were thrown for a loop when the prolonged nature of the pandemic became apparent, and many turned to podcasting to promote their music.

As we all know, life is dynamic. Is it time to readjust again? With a sense of normalcy seeming to creep in, live performances are on everyone's radar. There seems to be hope on the horizon for events like concerts and music festivals.



from the world of jazz, soul, and R&B, including Lauryn Hill, Herbie Hancock, Earth Wind & Fire, George Benson, Nile Rodgers, Chick Corea, Van Morrison, Grace Jones, Gladys Knight, Jamie Cullum, Hugh Masekela, Michael Kiwanuka, Steve Winwood, George Clinton, Pharoah Sanders, Gregory Porter, Laura Mvula, Lianne La Havas, Louie Vega, Bryan Ferry, Stanley Clarke, Marcus Miller, Tom Misch, Esperanza Spalding, Melody Gardot, Brad Mehldau, Chaka Khan, Branford Marsalis, Robert Glasper, Snarky Puppy, and many others.

Nevertheless, podcasting has made its mark on the entertainment industry, as it offers an intimate experience for fans that can't be replicated live. In spite of the imminent resurgence of live events, **Ciro Romano**, former Universal Records lawyer and founder of The Love Supreme Jazz Festival, still plans on leveraging the power of podcasting. The upcoming podcast by the same name will feature interviews with some of the greatest musicians from the event—the largest outdoor jazz festival in Europe.

Love Supreme 2013 was the first full weekend camping jazz festival in the UK. Since then, it has featured emerging performers as well as a wide array of artists

Understandably, Love Supreme 2021 was postponed to July 2022. Erykah Badu, TLC, Tom Misch, Sister Sledge, and Candi Staton are among the stellar artists in the line-up.

The aim of the podcast is to use the festival performers' experiences of live music to explore their lives and careers and understand the stories behind the music.

Festival goers have also been invited to share their favorite Love Supreme memories for potential inclusion in the podcast.

This is a period of optimism, yet lingering uncertainty remains. This means that there are opportunities for those who are brave enough to experiment.



Live podcasts can bridge the gap between the podcast world and the live arena. FRQNCY1 is a virtual festival, named after FRQNCY, a new streaming platform that connects artists and fans.

It is worth noting that the founders of FRQNCY also created the annual Pickathon music and arts festival in Portland, Oregon.

The idea is to replicate the festival experience by having all the acts perform in one venue, just as they would for a regular festival. Those who purchase tickets will watch the livestream at home. Interactive elements include a feature that allows viewers to applaud into a computer microphone, so it can be visually communicated to the performers.

That's not all. Ticketholders also get a "backstage experience" through a camera that will be set up in a specific spot in the venue. Between performances, artists will connect with this segment of the virtual audience.

Reportedly, the FRQNCY concept was created before the COVID-19 pandemic. It was originally developed to allow larger audiences than live venues could accommodate to have a high-quality experience, whether they were viewing the performances live or virtually. The platform was essentially designed to help event producers scale without diminishing the audience experience in any way.



Love Supreme Jazz Festival is the largest outdoor jazz festival in Europe.

While this streaming experience lends itself naturally to a visual experience, it can be used to create a new live podcast phenomenon that may be an exciting departure from the recorded audio format most music podcasters currently use.

Combining a podcast with a live element may be the solution for 2022 and beyond to elevate the show and deepen the support of any musician's audience, turning them into raving fans.

While podcasters are likely to uncover some challenges as they seek to merge the live element with the podcast framework, if a live experiment turns out to be successful, imagine the audience loyalty they'll receive!

Could we be witnessing a next-level evolution of music podcasts? Time will tell. Stay tuned... 🎧



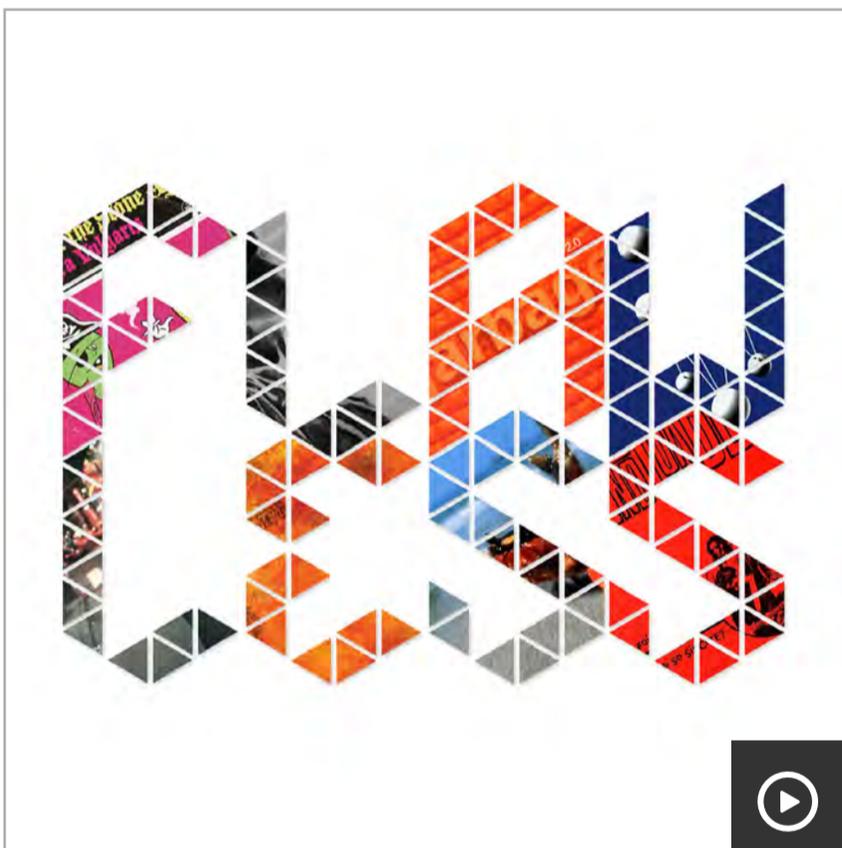
Music Category Director

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Amazing Women And Men Of Power 🎧



UNDER THE RADAR

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



FLAWLESS – A MUSIC PODCAST

If you're looking for hearty, amicable debates about the best albums of all time, look no further than *Flawless - A Music Podcast*.

What could be better than listening to three Aussies who are not afraid to poke fun at themselves and take a stand for their favorites? They even lovingly refer to The National as “*sad, mopey bastards who make incredible music.*”

In each episode, one of the hosts—Liam McGinniss, George Mannion, or Grant Parkin—or a guest makes the case that one of



their favorite albums is “*flawless... whatever that means.*”

The podcast is ad-free and puts the focus squarely on insightful-yet-casual conversations with excerpts of great music thrown in for good measure.

With the wide range of genres that are covered across the show's 100 episodes, listeners are sure to find some that highlight their favorite artists, including Missy Elliott, Bon Jovi, Led Zeppelin, Kanye West, Donna Summer, The Doors, and Kendrick Lamar.

Even Kid Sam, the cousin duo who completed just one album before breaking up, isn't left out.

From Patti Smith's iconic debut album *Horses* to Bjork's *Post* album with its iconic, evocative videos for the singles, the hosts and guests aren't afraid to dissect the work of some of music's biggest stars.

Tune into *Flawless - A Music Podcast* for some of the best album analysis around. 🎧



Mailin' It! co-hosts
Yasmine Di Giulio and
Dale Parsan



**UNITED STATES
POSTAL SERVICE**

Binding The Nation Together For More Than 240 Years

The United States Postal Service (USPS) touches nearly every person in America almost every day of their lives. Just think—how many times do you see a postal truck in your neighborhood or a letter carrier delivering your mail? How often do you visit your local post office, and how many times a week do you personally anticipate, receive, and open your mail?

Yet on a scale from one to ten, how well do you *really* know the USPS?

Mailin' It!, the official podcast of USPS, aims to help you answer with a resounding “Ten!” The podcast takes you inside a thoroughly American institution, exploring the rich history of the USPS, going behind-the-scenes of its present innovations, and discussing its dynamic future, thanks to Postmaster General Louis DeJoy and his 10-year Delivering for America Plan.

The name of the podcast came from a team of people working on their brand-publishing initiative. *Mailin It!* was put forth and quickly became the team favorite. It’s catchy and easy to remember, while capturing a fun aspect with a little edge. The name encompasses what the Postal Service is all about—binding the nation together through the delivery of letters and packages.

Your hosts are Yasmine Di Giulio and Dale Parsan. They both work in the Strategic Planning department at USPS and had to audition for the part of cohost. “*The Postal Service has an in-house recording studio, where we read scripts and did mock*

“We want consumers to know that the organization has deep roots as a staple for communities and continues to be forward-thinking.”



interviews with the show’s producer,” Di Giulio said. “*You’ll have to follow up with them as to why we were picked... we aren’t professionals by any means, so this opportunity means a lot to us.*”

Although when Parsan was in elementary school, he enjoyed the humble beginnings of a life in social audio as the host of the school’s televised morning announcements, in which he covered the weather and lunch options.

The intended listening audience is broad and diverse, but overall, they hope the general public tunes in. Their approach to content development is three-tier:

- The “Americana” aspect of the Postal Service, with its broad history and importance in the development of communication in our nation.



- The “Behind the Scenes” aspect—how the Postal Service played and continues to play a role in innovation (the ZIP Code is one example).
- “Products and Services/Leadership”—what the Postal Service offers to the nation through the delivery of mail and packages as well as their current leadership perspective.

“We want people to know that the Postal Service is an interesting, dynamic organization,” Di Giulio said. “And that we are committed to our mission of keeping communities and individuals connected with a reliable and trusted service.”

“We also want consumers to know that the organization has deep roots as a staple for communities and continues to be forward-thinking to best serve the American people and their growing needs for our services,” Parsan added.

A typical workday for five-year postal veteran Di Giulio encompasses working primarily in support of the Postmaster General’s strategic initiative portfolio. *“I also produce research and regulatory compliance reports. What I like the most is how varied the work is—my tasks can change from day to day depending on what needs to be done. I also really enjoy working with my colleagues, like Dale,” she stated.*

A day in the life of the nine-year postal veteran Parsan includes providing both the oversight and support of the PMG’s strategic portfolio that Yasmine mentioned. *“I also provide targeted project management support to a handful of key projects as requested by members of the Executive Leadership Team. Each day is different, since our work is cross-functional in nature, but it means I get to do my best work every day,”* he said.

“Sharing these stories is important, because the Postal Service is one of the

“The USPS is one of the few organizations that touches everyone’s lives, whether by delivering medications, birthday cards, or your latest online shopping spree.”

few organizations that touches everyone’s lives, whether by delivering medications, birthday cards, or your latest online shopping spree. We have such a long history of service to the country, and there have been some really incredible innovations along the way that seem so commonplace now. It’s really fun to dive a bit deeper into these stories and share them with listeners,” Di Giulio said.

“I think for many people these days, the Postal Service and the concept of sending letters or things in the mail is not as relevant in our digitally connected



society,” Parsan quipped. *“But USPS has changed with the times over the years and is continually innovating to provide new products and services, like Informed Delivery, that bridge the physical and digital. For us, if the podcast can continue to grow and reach new audiences and get them excited about USPS projects or interested in the history of the organization, that is a tremendous success.”*

Di Giulio and Parsan both love hosting the podcast because they get to speak with a diverse group of guests. *“We really enjoy getting to meet new people who are connected to the Postal Service, whether that person is a Smithsonian curator or someone involved in our operations, and speaking with them about their experiences at our organization,”* Di Giulio said.

Di Giulio and Parsan hope listeners will share and use the information they share in the podcast. *“Our episodes cover a wide*

variety of topics, and we really believe there is something for everyone. We want our audience to be inspired by the stories we tell and share something they learned with others,” Parsan said.

Parsan was born and raised in South Florida. In his downtime, he likes to read about current events, spend time with his friends and family, and try out new restaurants throughout D.C. The best advice he’s ever gotten was from his parents: *“Education can’t be taken away from you’ was the oft-repeated phrase by my parents. They always encouraged my older brother and me to strive to achieve all we could academically. But even after we obtained our degrees, they stressed the importance of continually working toward the next thing,”* he said.

Di Giulio grew up in Southern Virginia. In her downtime, she likes to spend time with friends, read, and cook new recipes. A quote she lives by was penned by John A. Shedd. It says, *“A ship in harbor is safe—but that is not what ships are built for.’ This quote inspires me to push myself out of my comfort zone and try new things... like hosting the official podcast for USPS,”* she said.

To learn more about the podcast, visit usps.com/newsroom. 📍

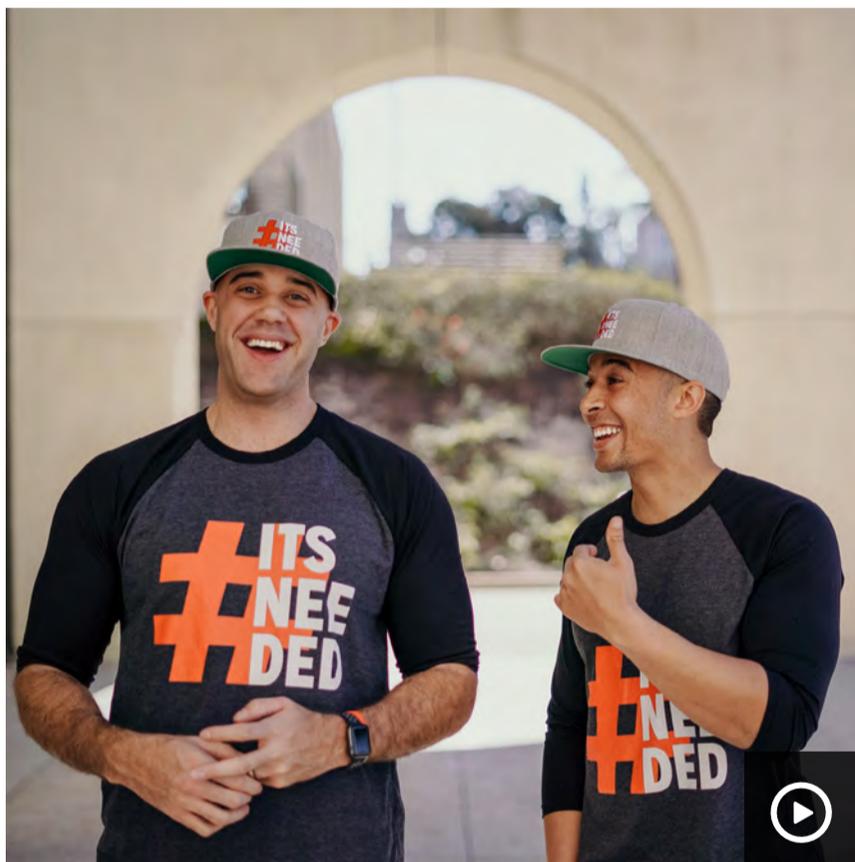


Government Category Director

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 Clubhouse Lead Gen 🎧

UNDER THE RADAR

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



#ITSNEEDED

The goal of the *#ITSNEEDED* podcast is to bridge the gap between law enforcement and the community.

Host Ryan Tillman is the founder of Breaking Barriers United and a police officer in Southern California. He is joined by his co-host and fellow police officer Anthony Johnson, aka “*The Dancing Cop.*”

Recognizing that the future lies in the hands of the young, Breaking Barriers United is an initiative that addresses current

issues between law enforcement and the communities they serve with a transparent approach.

Through relationship-building and mentoring programs, Breaking Barriers United connects with tomorrow’s leaders in neighborhoods oftentimes forgotten.

As a Black man, Tillman never imagined becoming a police officer.

In fact, he grew up in a neighborhood where he was constantly harassed by police officers for simply walking down the street. This adverse treatment grew into a distrust of law enforcement, but ironically, culminated into as he puts it, his “*calling.*”

If you’re looking to hear from actual police officers currently on the job, then this is the podcast for you. Tillman and his cohosts are not shy about expressing their own opinions about current events in the news as it relates to law enforcement. 🎧



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MALCOLM
GLADWELL
Revisionist
History

LOCKWISE
people, four tech topics, 30 minutes

Toby Hadoke's
Time Travels

KIM KON
EXPLA

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SHOWS FOR TECH FANS IN 2022

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With a new year comes all sorts of possibilities. New ideas. New goals. And sometimes, even new listening habits.

Keeping that in mind, I started wondering what the fans and hosts of technology podcasts are listening to. Is it the shows that always rank at the top, or others that mysteriously never seem to make it on the lists Apple is willing to show you?

Over the course of the last two years, I have discovered that both fans and hosts of technology podcasts have diverse tastes. From a host's perspective, their most-listened-to shows tend to be a mixed "tape" from within their own genre as well as from categories within the opposite end of the spectrum. They listen to other podcasts under tech, sure, but also dive into art and leisure, business, finance, automotive, music, true crime, tv and movies, world news, and even politics. Many listen to other hosts in the same genre versus just one cybersecurity, coding, or news show, etc.

It also seems tech hosts have a nearly universal passion for anything *Dr. Who*, computers that run amok, and the ethics of tech and business. They tend to want an international perspective on a variety of topics, at least in the cases of the shows I've featured, as they generally agree that a world view is critical to shifting

perspectives and making a difference with their content. Having solely a U.S. perspective seems to be a negative, as illustrated by this quote from one of my interviews:

"Just presenting from a U.S. perspective is like trying to pick up an elephant one handed." Now that is a picture, and not something I would even want to attempt!

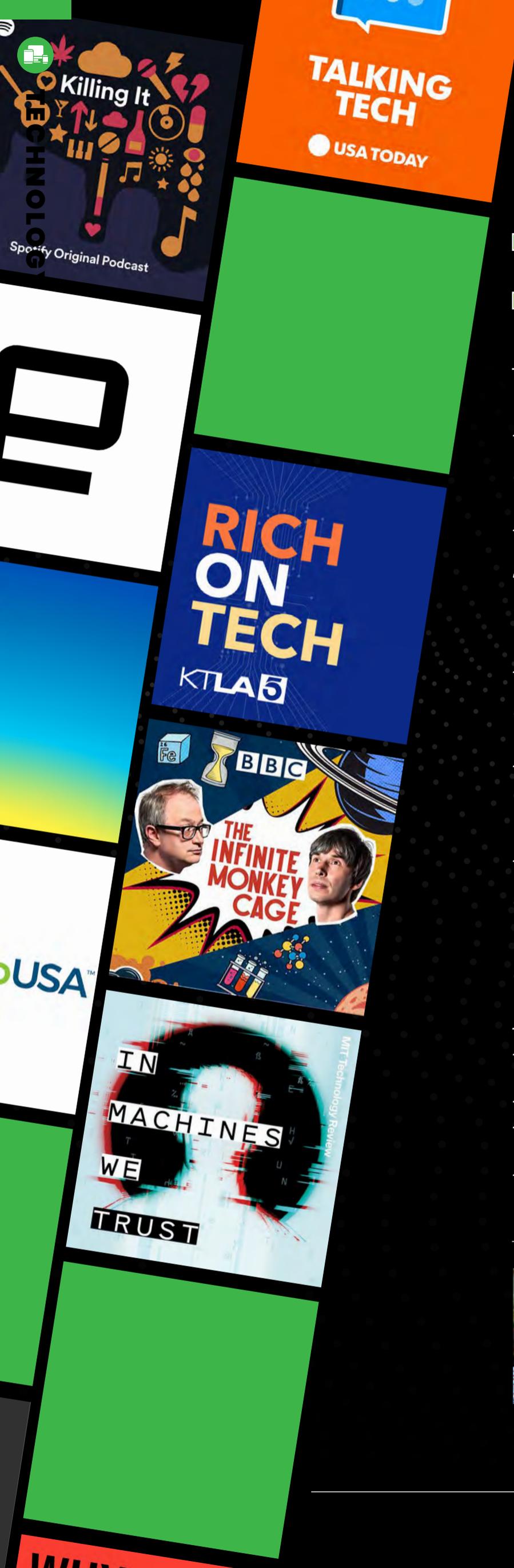
Tech podcast fans are not so different from the hosts in that they are *Dr. Who* fans and music aficionados, and they care about how tech affects our lives. They look for shows that are thought-provoking and educational that will also help them find a tribe of people who care about the same things they do.

To give you some ideas for new shows to sample for the new year, I looked on Apple podcasts in the technology genre. Then, I scrolled to the bottom to see what other shows people listening to those particular tech shows subscribe to. Now, while I don't know whether that is "good enough" research (considering Apple creates the lists), I *do* know that the shows listed piqued my interest and appear frequently on "Listens To" lists from the hosts I have profiled.

Following are thirty shows listed in no particular order. Due to space constraints, I couldn't list them all, but if you see something missing that you love, let me know by dropping me a line at technology@podcastmagazine.com.

Without further ado...





SHOWS FOR TECH FANS IN 2022

Hacking Humans

Clark Howard Podcast

Darknet Diaries

Smashing Security

Vergecast

Rich on Tech

Car Pro USA

Engadget

Upgrade

Lore

Clockwise

Talk Show with John Gruber

Accidental Tech Podcast

Kim Komando Explains

Pod Save America

The Tech Guy

Talking Tech

The Infinite Monkey Cage

99% Invisible

Screw the Commute

The Tim Ferris Show

Stuff You Should Know

Doctor Who: Toby Hadoke's Time Travels

How I Built This

Why It Matters

The Daily

Revisionist History

Business of Tech

Killing IT

In Machines We Trust



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



HOW AI HAPPENS

How AI Happens is a bit different in the tech podcasts realm because I cannot find any indication that the host, Rob Stevenson, has a tech background. All I find is a background in PR, marketing, and podcast production. Despite his lack of a tech background, his selection of guests is excellent. His guests seem open and willing to discuss the realities of AI and their industries and products. Rob asks open-ended questions that allow the guests to expand on their topic while guiding them to go deep.



The podcast features conversations with experts and practitioners at the cutting edge of Artificial Intelligence and includes guests from Dell, Google, Facebook AI, RedPoint Global, Walmart, Microsoft, and many more. Two episodes that are good representations of what you can expect from this show are “Moxie the Robot & Embodied CTO Stefan Scherer” and “Responsible AI Economics with Katya Klinova & The Partnership on AI.” It was interesting to first hear Rob’s conversation with a robot, and then in another episode, with a guest who explains why replacing human labor with A.I. doesn’t benefit the whole of humanity and what our focus should be on instead.

As the show has progressed, Rob seems more comfortable asking probing questions of his expert guests. I look forward to seeing its growth in 2022. 🎧



Joe Towne

Master Of The Performer's Mindset

Every actor prepares for performance as a part of his or her career, and Joe Towne is no exception. Working with the likes of Rebel Wilson, Jennifer Love Hewitt, Hillary Swank, and Dr. Oz, Joe has carefully crafted “The Performer’s Mindset” in order to find success in the highly competitive Hollywood landscape.

That mindset is not unique to the acting world. Leading athletes, top executives, and everyday people are finding that crafting performance in their lives has become significant to their success, too.

When not acting, Joe has spent more than 19 years exploring and teaching the principles of The Performer’s Mindset via his workshops, throughout which he weaves imagination, flow, and storytelling to unlock a more authentic life for himself.

Earlier this year, Joe was challenged by a podcaster friend of his to share both his story and those of high performers on his own podcast. Having appeared on several podcasts himself, he loved the idea of podcasting as an outlet for imparting what he has learned. So, his show, *The Better Podcast*, was born last fall. But Joe didn't want it to just be about his story or his clients'—he wanted to learn and share stories from other well-known masters of The Performer's Mindset.

And so he has. The first episodes of the show include conversations from Emmy award-winning host Yogi Roth (CW'S *All American Stories*), Lino DiSalvo (*Frozen*, *Playmobil: The Movie*), Malcolm-Jamal Warner (*The Cosby Show*), Pamela Sheldon Johns (James-Beard-nominated author), and The Webb Sisters (Tom Petty & Leonard Cohen collaborators).

The Birth of *The Better Podcast*

Every podcast starts with an idea. What was the spark for Joe?

“I love Johnny Carson’s approach. He had this intention to be more interested than interesting, and it served him so well as an interviewer.”

“The dear friend who challenged me to start a podcast told me he loved our easy conversations, when we were just having Chai tea together in a library or café. That’s what really sparked the idea. I started to realize that I had no way of sharing the intimate details of the conversations I was having in private with my coaching clients because of confidentiality. I really wished people could be flies on the wall.

“A very well-known coach out there has taught that every day is an opportunity to be the best version of yourself... to be better than you’ve ever been before. That acts as a driving force for him—he’s in a relentless pursuit to do that at all times, whether he’s making a cup of coffee or talking to his spouse. It also applies to his coaching in the NFL.

“I thought, ‘Gosh, what an amazing idea. Imagine hearing about what Kobe Bryant did to improve one percent over time for a long time and inspire that same ethic in his family and teammates.’





“That idea of getting better really started to come into focus through what felt like the most challenging collective moment of our lifetime—that of COVID, illness, and disease. These last few years, so much of that focus has been on responding to general news as well as that from our community. I was curious to know what good might come out of a dark, collective moment. But there are a lot of layers to it, whether economic or racial justice or any number of things causing a collective feeling of separation and disconnection from one another.

“For me, it was a reprioritization of what matters. And I thought, ‘What are you waiting for?’ There was never going to be an ideal time.”

Keys to Creating a Great Show

Creating a show that informs and captivates your audience can be a difficult lift—especially for those with an interview-style format. Joe has been

intentional in how he creates shows and approaches interviews. He says:

“I think choosing a setting and an intention—a controllable intention—is important. I can’t go into an interview wanting to please everyone and make them like me. I can’t control that. But I can control where I put my focus.

“I love Johnny Carson’s approach. He had this intention to be more interested than interesting, and it served him so well as an interviewer. I can come into an interview and observe what my interviewee’s eyes are doing, what’s happening in his body language... and then, I’m connected to him. I’m learning a ton along the way.

“Not only do I invite people to be a fly on the wall through the celebration of the highs and lows of a journey, but I am also learning along with my audience. If somebody brings something up that I don’t know, I’m going to go research it. And maybe we all get just a little bit better in the course of the conversation.”

This connection to the guest and audience can be felt in every conversation Joe has. It’s the “magic sauce” of *The Better Podcast*. 🎧



TV & Film Category Director

Michael Woodward
 tvandfilm@podcastmagazine.com
 jumbleThink 🎧

UNDER THE RADAR

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



THE FRIENDSHIP ONION

As Bilbo Baggins once said, “I’m going on an adventure!” *The Friendship Onion* is an audio (and video) adventure with two of our favorite *Lord of the Rings* Hobbits, Merry and Pippin.

The actors who play them, Billy Boyd and Dominic Monaghan, explore their acting journeys in the hit movies. But they aren’t alone—joining them are the cast and crew who brought the films to life.



Not only will you get a crazy look into the *Lord of the Rings* realms, but you also get to go off-script with the show hosts. Some episodes leave the Shire to adventure into different topics and conversations, like when they discuss other projects the hosts have starred in. Sometimes, an unexpected guest from the world of acting comes on to share his or her perspective. You may hear some crazy stories, too, like in the episode, “Joe Pesci’s Kid’s Shoes.” (Yeah, that’s an episode! It’s a wandering hodgepodge of wonderful stories shared by two friends.)

If you are a *Lord of the Rings* superfan, you will find *The Friendship Onion* a really enjoyable listen. And if you just like entertaining conversations, this show will quickly become one you love!

And always remember, as Bilbo says:

“Don’t adventures ever have an end? I suppose not. Someone else always has to carry on the story.” 🎧

OFF THE CHARTS

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

JANUARY 2022

ARTS



BOURBON PURSUIT PODCAST

Hosted by: Kenny Coleman, Ryan Cecil & Fred Minnick
Reviews, interviews and insight into the world of bourbon. With 460 episodes, this show has been airing and serving bourbon drinkers with news and views since 2015.

BUSINESS

REAL AF

Hosted by: Andy Frisella

Entrepreneur Andy Frisella and his guests discuss, debate, and laugh their way through trending topics and hot-button issues.



COMEDY

NETFLIX IS A DAILY JOKE

NETFLIX IS A DAILY JOKE

Hosted by: Netflix

It's simple: *Netflix Is A Daily Joke* is a joke-a-day podcast. Featuring a daily dose of your favorite Netflix comedians daily. One a day. Everyday.

EDUCATION

REVOLUTIONS

Hosted by: Mike Duncan

A weekly podcasting exploring great political revolutions. Now: The Russian Revolution. Next: ???



FICTION



QCODE

Hosted by: QCODE

A new mystery thriller that follows a group of experts including submersible pilot Mikaela Soto (Gina Rodriguez) as they seek to recover a flight that suddenly vanished over the Pacific Ocean.

GOVERNMENT



THE BUREAU

Hosted by: Frank Figliuzzi

I'm former FBI Assistant Director Frank Figliuzzi. Join me on a journey to explore our nation's security: the forces that threaten it and the people who preserve it.

HEALTH & FITNESS

40+ FITNESS PODCAST

Hosted by: Allan Misner

Five days a week, get actionable information on exercise, nutrition, and overall well-being. Have better health and fitness in your 40s, 50s, 60s, and beyond. Get moving today!



HISTORY



WE DIDN'T START THE FIRE: THE HISTORY PODCAST

Hosted by: Katie Puckrik & Tom Fordyce

A whistle-stop tour through the history of the late 20th century, seen through the lens of the iconic Billy Joel song.

KIDS & FAMILY

THE BIG FIB

Hosted by: Gen-Z Media

Kids need to learn to be able to tell what's true from what's false. And what better way to do that than a gameshow that puts kids in the driver's seat, adults on the hot seat, and a sound-effects robot strapped on the roof?



LEISURE



TRASH TASTE

Hosted by: Joey, Grant & Connor

Trash Taste is a highly anticipated anime podcast exploring anime, manga, and otaku culture with top anime YouTubers.

OFF THE CHARTS

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

JANUARY 2022

MUSIC



LOUDER THAN A RIOT

Hosted by: Rodney Carmichael & Sidney Madden

Each episode explores an artist's story to examine a different aspect of the criminal justice system that disproportionately impacts Black America.

NEWS

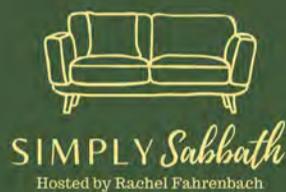
MORNING ANNOUNCEMENTS

Hosted by: Sami Sage

A daily show to help you make sense of the world in the wake of 2020's chaos. Every morning you get quick daily updates about politics and current events.



RELIGION & SPIRITUALITY



SIMPLY SABBATH

Hosted by: Rachel Fahrenbach

For the burnt-out Christian mom who longs to get back to the core of who she is and reclaim the deep joy and stabilizing peace Jesus has for her.

SCIENCE

MONSTER TALK

Hosted by: Blake Smith

A free audio podcast that critically examines the science behind cryptozoological (and legendary) creatures, such as Bigfoot, the Loch Ness Monster, or werewolves.



SOCIETY AND CULTURE



WE CAN DO HARD THINGS WITH GLENNON DOYLE

Hosted by: Glennon Doyle

Glennon Doyle and her sister Amanda talk honestly about life's hardships in hopes that listeners can live a bit lighter and braver, freer, and less alone.

SPORTS



JEFF MAREK SHOW

Hosted by: Jeff Marek

Sportsnet insider Jeff Marek goes around the league in the *Jeff Marek Show*, The FAN's national NHL show, featuring opinions, news, and analysis with daily segments from insider Elliotte Friedman.

TECHNOLOGY

THE FOREFRONT PODCAST

Hosted by: Caroline Nguyen, Alex Mexicotte & others

The show explores the forefront of the Web3 playground, digging through the noise on the state-of-the-art of tokenized communities in the internet-native economy.



TRUE CRIME



ONLY MURDERS IN THE BUILDING PODCAST

Hosted by: Elizabeth Keener & Kevin Lawn

Sneak behind the scenes of the Hulu Original *Only Murders in the Building* starring Steve Martin, Martin Short, and Selena Gomez.

TV & FILM

THE BANCROFT BROTHERS ANIMATION PODCAST

Hosted by: The Bancroft Brothers

Twin animators Tom and Tony Bancroft get together and talk about their Disney Animation past, the present animation business, and the future of animation.



EDITOR'S PICK



DEER UNIVERSITY

Hosted by: Dr. Bronson Strickland & Dr. Steve Demarais

Don't take for granted what your buddy says or what you read in a hunting magazine – this show will train you to think like a deer biologist.

PODCAST MAGAZINE RECOMMENDS

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

blubrry



Stats-Hosting-PowerPress
www.blubrry.com

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

podcastmagazine.com/blubrry »



click funnels

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

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

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
1	4	CERTIFIED MAMA'S BOY Steve Kramer & Nancy NEW TOP SPOT! 
2	8	KRAMER AND JESS UNCENSORED Steve & Jess
3	6	NECRONOMIPOD Dave, Ian & Mike
4	3	PEAKY POD Mike Jenkins
5	10	NEXT ON THE TEE Chris Mascaroz
6	5	BK ON THE AIR Barry King
7	2	THE UPSIDE Callie & Jeff Dauler
8	9	PROMISED LAND Ian Kehoe
9	14	THE BOX OFFICER PODCAST Mel McKay & Derek Zemrak
10	28	EXCUSE ME, THAT'S ILLEGAL Leroy Luna
11	12	THE MARRIAGE FIT PODCAST Alan Sanders & Susan Delmonico
12	11	WAIT, WHAAAT? Elaine & Paula
13	27	CREEPOLOGY Ryan and Becca
14	17	THURSDAY NIGHT TAILGATE Chris Mascaro
15	39	TALKING GOLF GETAWAYS Mitch Laurance & Darin Bunch
16	45	MORBID: A TRUE CRIME PODCAST BIGGEST MOVER  Ash & Alaina
17	15	60MW PODCAST Dave Robinson & Others
18	13	THE NOSTALGIC PODBLAST Chance Bartels, Al Hardee & Tom Williams
19	-	TALKIN WITH Mike Jenkins
20	-	BUDDHA BEAR TALKS Raysil Hemingway
21	21	THE WILDER RIDE Alan Sanders & Walt Murray
22	23	DECODING SUCCESS PODCAST Matt Lebris
23	22	UNETHICAL PODCAST Celeste Brown, Richard Steudle, Tali Hall & Kristy Lynn Janssen
24	-	ONCE UPON A CRIME Esther Ludlow
25	-	DARK TOPIC Jack Luna

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
26	-	911 CALLS WITH THE OPERATOR The Operator & Jack Luna
27	-	TRUE CRIME GUYS Michael & Lorne
28	30	RADIO LABYRINTH Tim Andrews
29	37	DEFENSE DIARIES Bob Motta
30	-	TRUE CRIME KENT Kent Chungus
31	-	OFFICE LADIES Jenna Fischer & Angela Kinsey
32	-	LOGICALLY IRRATIONAL Melissa Rucrift & Ty Strickland
33	19	CHEATIES Lace Larabee & Katherine Blanfod
34	-	WHY WON'T YOU DATE ME? Nicole Byer
35	33	WHO'S DRIVING YOUR CAR Matthew McGlathery
36	-	TRUE CRIME ALL THE TIME Mike & Gibby
37	20	THE LAST COMIC SHOP Andy Larson, Chad Smith & JA Scott
38	-	SWORD AND SCALE Mike Boudet
39	-	SMALL TOWN MURDER James Pietragallo & Jimmie Whisman
40	38	MY FAVORITE MURDER Karen & Georgia
41	42	AROUND THE HOUSE Eric G & Caroline B
42	-	THE WEDNESDAY PULL LIST Lex & Simon
43	-	THE PROSECUTORS Brett & Alice
44	25	SOUTHERN FRIED TRUE CRIME Erica Kelley
45	50	SINISTERHOOD Heather McKinney & Christie Wallace
46	7	PICTURE THE SCENE Andrew & Rachael
47	-	NECRONOMICAST Brian J. Corey
48	26	HAUNTED ROAD Amy Bruni
49	-	CRIME IN SPORTS James Pietragallo & Jimmie Whisman
50	-	COFFEE PROTOCOL PODCAST Barista on Bike

PODCAST, BROADCAST, MIXCAST



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