

APRIL 2022 / VOL. 3 NO. 3

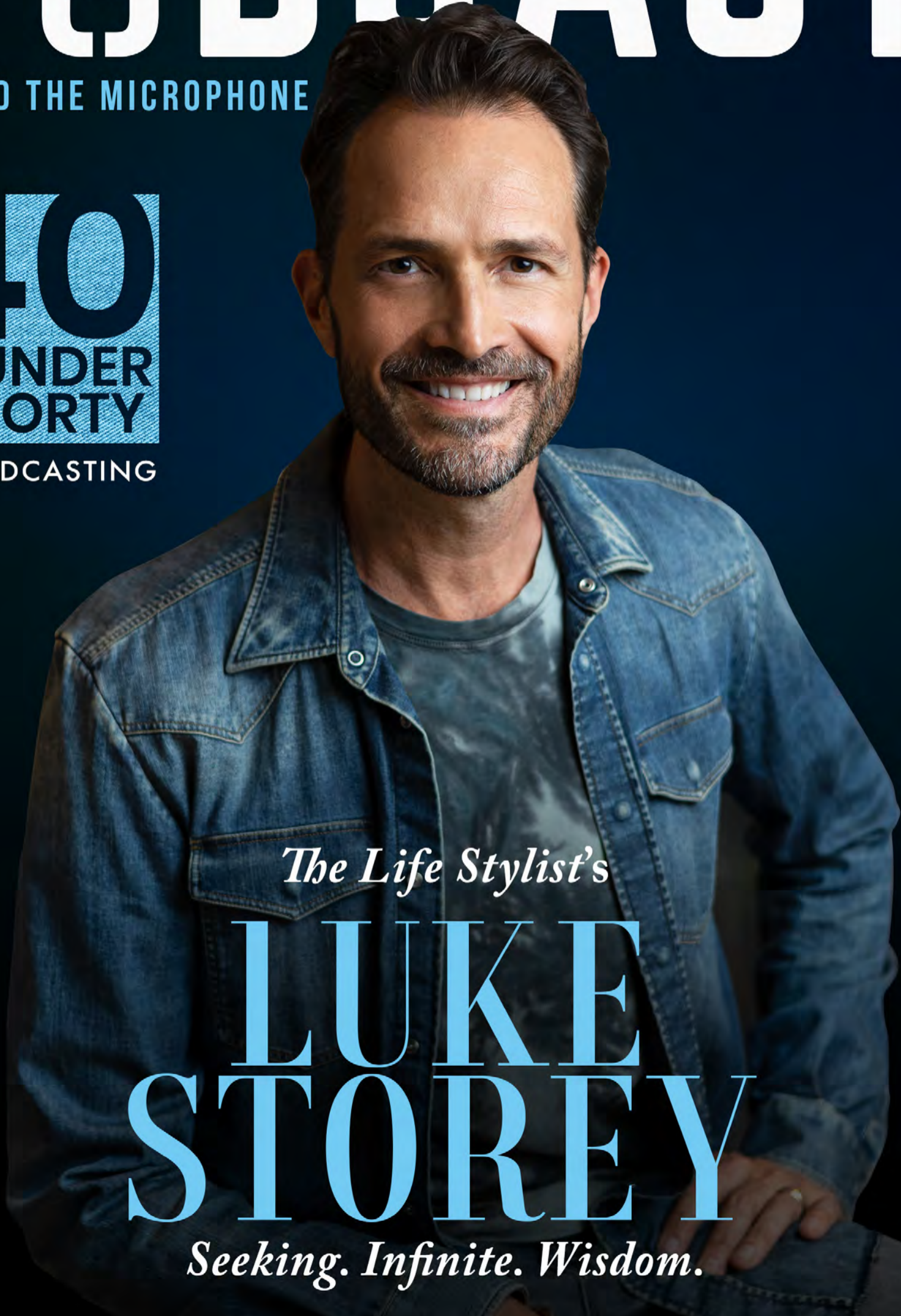
PODCASTMAGAZINE.COM

PODCAST[®] MAGAZINE

BEYOND THE MICROPHONE

40
UNDER
FORTY

IN PODCASTING



The Life Stylist's

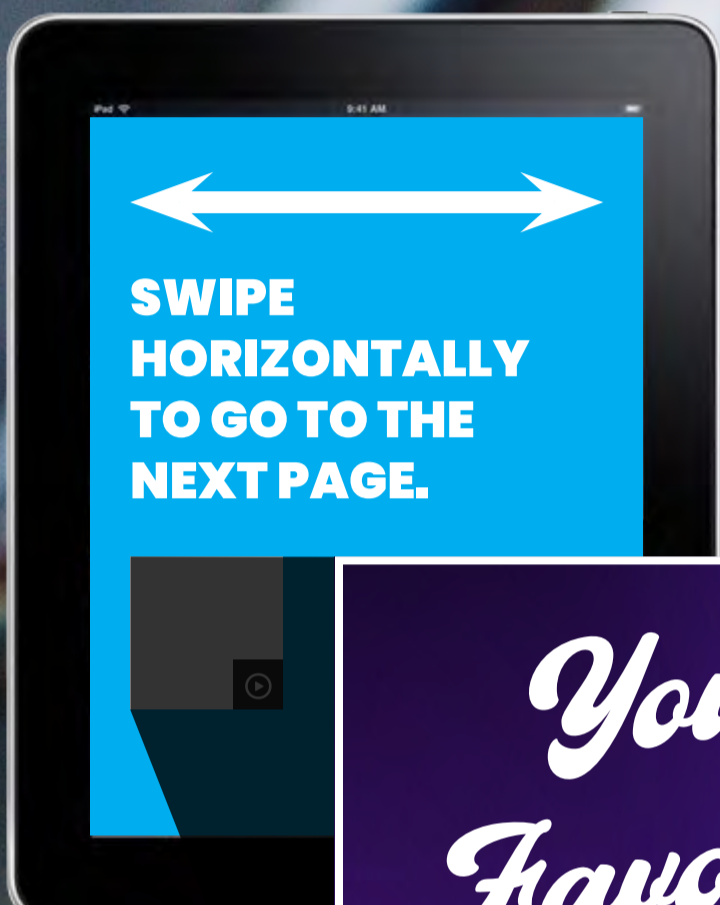
**LUKE
STOREY**

Seeking. Infinite. Wisdom.



HOW TO USE THIS MAGAZINE

FEATURE



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LUKE STOREY

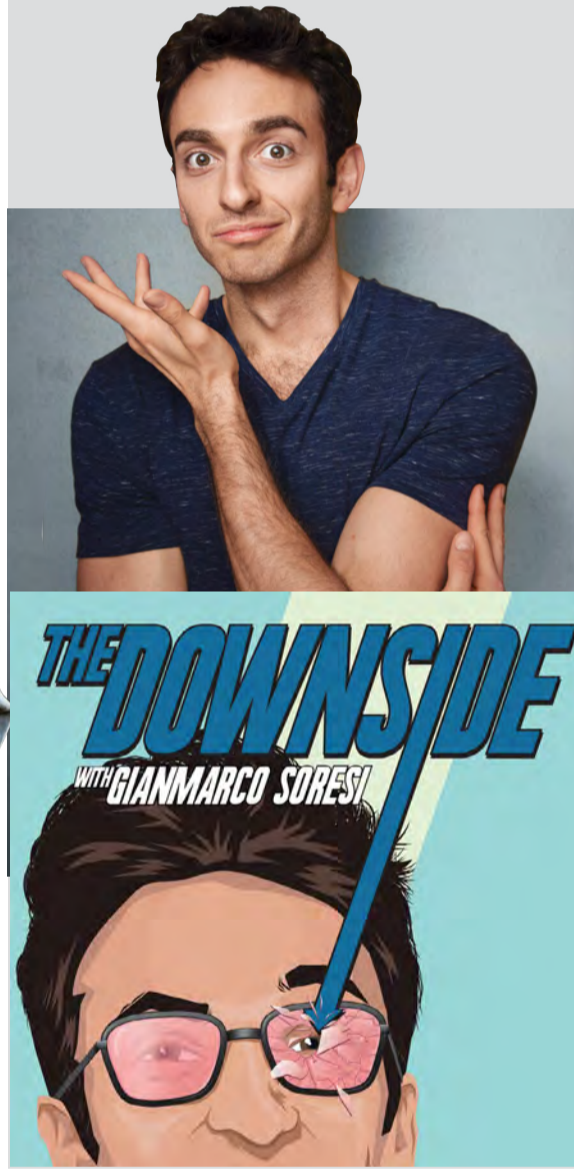
Seeking. Infinite. Wisdom.



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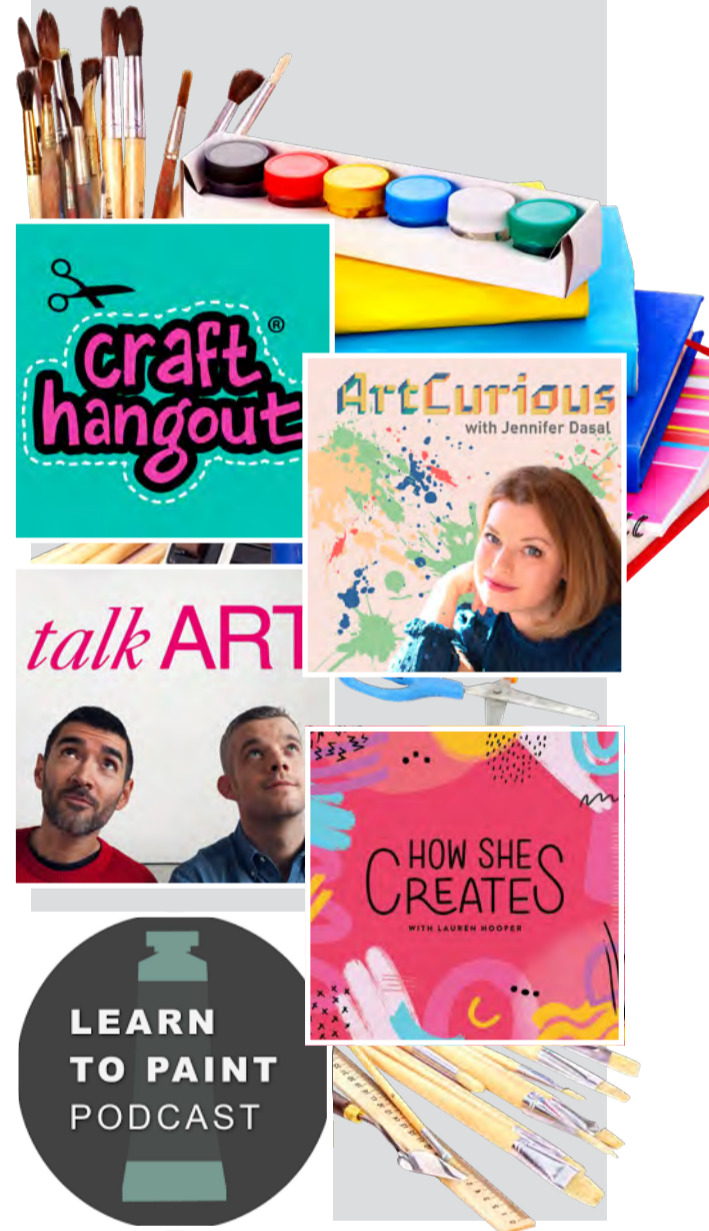
GIANMARCO SORESI

Celebrating the negative
on *The Downside*



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IN EVERY
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BEYOND THE MICROPHONE

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podcasters

UNDER THE RADAR

Detailed reviews of
podcasts you've likely
never heard of, but
should be listening to

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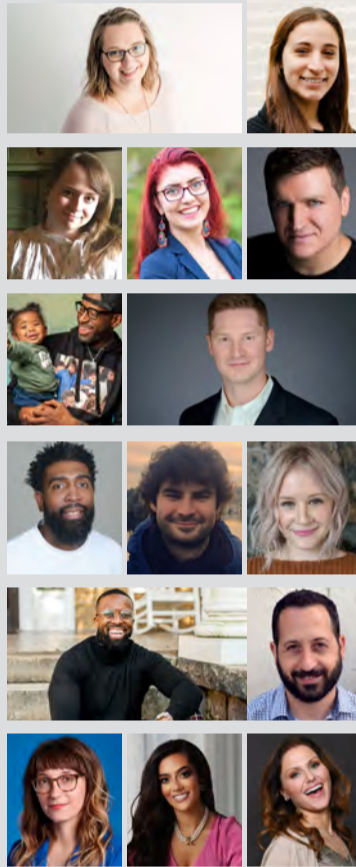
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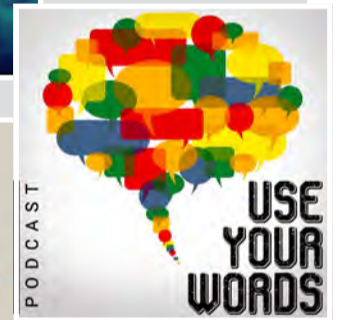
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Chase your passion and use your voice



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GADGETS, GIZMOS & GEAR

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

THE PROFESSIONAL PODCASTER

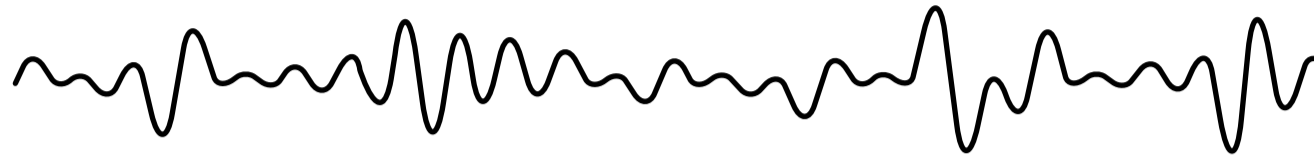
An insider look at the business of podcasting—by podcasters, for podcasters

PODCAST MAGAZINE'S HOT 50

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



FROM THE EXECUTIVE EDITOR



KELLY POELKER

Executive Editor
Podcast Magazine

If we've not had the opportunity to meet, hello! I'm Kelly Poelker, Executive Editor of *Podcast Magazine*®.

I'm writing today in response to the social media posts voicing concern over the lack of representation of women in last month's *Art of Editing* article from our Category Director for Religion & Spirituality, Eric Nevins.

Yes, the article did feature male editors. And it is true that Eric could have written about women, as well, for a more balanced representation. However, it was by no means intentionally exclusionary to women.

As a publication, we make a concerted effort in each and every issue to ensure our content reflects diversity and inclusion as a whole—not only as it pertains to the cover features and stories highlighted, but also to the content within.

That said, it's simply not feasible, space wise nor for the nature of all editorial,

to cover each and every group in every *single* article.

We believe our history reflects fair representation, and inclusion, of members of ALL races, creeds, colors, beliefs... and genders. 12 of our last 26 covers have featured women, with more than a third of those representing women of color, ethnicity, and sexuality. Since our inception in 2020, we have featured women podcasters in *hundreds* of articles.

In last month's issue, Paris Hilton was our featured cover story. Interior articles and features included all the women and men who were identified in our inaugural 22 Unsung Heroes List, a brilliant mom who is making a difference with her show on parenting LGBTQ teens (Kids & Family), and a highly inspirational transgender host in the History feature who speaks to how her transition has impacted her podcast in a male-dominated category.

We make people visible! People from all walks of life—male, female, non-binary, transgender, gay, straight, Black, White, American, Indian, African American, and anyone else—who have a shared interest in podcasting.

Each May, we feature the Top Moms in Podcasting, and in June, the Top Dads in Podcasting, as voted by podcasting fans around the world. We've done issues honoring veterans, kids in podcasting, and more.

In 2022, we're introducing even more "listicles," like our already published Top Influencers in Podcasting, Unsung Heroes in Podcasting, and this month's 40 Under 40 in Podcasting.

For all, we invite everyone to cast their nominations, thereby providing multiple opportunities for readers and fans to let us know who we can recognize (and may not know about) for their contributions to the podcasting space.

This experience has brought to light the fact that one's first impression of *Podcast Magazine* may not be through anything but the reading of a single article on our website. We recognize that not everyone reads the magazine from cover to cover (though I'm not sure why you wouldn't want to 😊).

Are we claiming perfection, here? Of course not. Are we continuously learning, along with the rest of the world, how to maneuver our way through alternate ways of thinking and remain an unbiased media outlet? Yes.

We can and always will strive to be even better.

Podcast Magazine is a fan-focused publication priding itself on not only featuring interviews with today's most-recognized podcasters, but also in helping our readers discover shows and people they *haven't* heard of, by shining the spotlight on podcasts that do not receive the recognition they rightfully deserve.

Make no mistake:

Our mission is to elevate the podcast industry one issue (and article) at a time.

In that mission, I do believe that we, our fans, and our critics, are aligned.

There are real, genuine, caring people behind this publication... a very diverse group of human beings who put their heart and soul into making every issue the best it can be for each and every one of our readers.

Your feedback is welcomed and appreciated. In fact, we encourage it, as we believe it has the power to open conversations... when provided in a healthy manner.

I've included my email and phone number below. Feel free to reach out. Together, we will grow.

Enjoy the issue! 🎧

KELLY POELKER

kelly@podcastmagazine.com

Tel: 844-672-6531



▶ INTERVIEW

FEATURE

LUKE STOREY

Seeking. Infinite. Wisdom.

“THERE WAS AN ACHING
WITHIN MY SOUL FOR SOME
SENSE OF CONNECTION...

of peace.”



Lifestyle design expert Luke Storey has spent the past two decades refining the “*ultimate wellness lifestyle.*” His teachings encompass transformative principles of health, combining primal health and ancient spiritual practices with the most cutting-edge natural healing and consciousness-expanding technologies.

A motivational speaker who has been featured in *Men’s Fitness*, *The Hollywood Reporter*, and *Los Angeles Magazine*, Luke has also appeared on multiple television networks including Style Network, VH1, and MTV.

His popular show, *The Life Stylist*, is dedicated to teaching his audience how to live life at the highest level of human potential. He discusses an ever-expanding range of topics, “*including sex and relationships, yoga, meditation, smart drugs, health myths, medical conspiracies, spirituality, mindfulness, health food and supplementation herbs and alternative medicine, [and] biohacking technologies and tactics.*”

And the show is making its mark, having received nearly *eight-and-a-half million* downloads since its launch in 2016.

Luke’s journey to success, however, has been forged on a path that is far from smooth.

His childhood left him uncomfortable with conflict and anger, and around the age of 10, he turned to drugs as a method of escape. As the downward spiral continued, he began dealing drugs for a living, while periodically working as a waiter.

He knew, however, he had more to share with the world. An aspiring musician whose *“heart has always been in music,”* he moved to Hollywood with stars in his eyes and the desire to change the world through sound.

However, this change of scenery only exacerbated his addiction to both drugs and alcohol:

“I immediately sunk to the underbelly of the Hollywood music and drug scene,” Luke said.

Seven years later, he hit rock bottom.

“By the time I was 26 years old, I had been suffering deeply from addiction for over a decade. I had completely destroyed myself, physically and psychologically, as well any chance I’d had of finding success in anything.”

“The damage was so severe, I experienced a deep level of self-hatred, shame, and hopelessness. My existence was one of darkness, negativity, anxiety, and depression... yet as long as I could get some amount of temporary relief from the existential pain, it was worth the price. Finally, the consequences of my using began to slowly outweigh the benefits of it. There was an aching within my soul for some sense of connection... of peace.”

The repercussions of Luke’s drug abuse—failed relationships, eviction notices, near misses with police, experiences of violence, and general chaos—all came to a head, and he had an epiphany: no matter how much he self-anesthetized, the pain remained.

One evening shortly thereafter, still yearning to *“escape one more night of myself,”* he ingested a *“heroic dose”* of mushrooms, resulting in a near nervous breakdown:

“I realized so clearly what a dead-end my life had become. Somehow, that realization planted a mustard seed of hope that, if I could just sober up, I could maybe have a decent life as a decent person... that I could somehow live in a way that made some sort of contribution to humanity, rather than being a constant deficit. There was this miniscule inkling of self-worth, and despite being barely accessible, it inspired me to decide that I really wanted to live. I didn’t want to destroy myself anymore.”

On February 15th, 1997, from the dirty carpet of his dingy apartment, Luke made a call that would change the trajectory of his life.



“I called my mom, and I asked her to help me get into a treatment center.”

Luke promised his mom that he was ready to change his entire life. Two days later, he woke up in rehab.

“I’m eternally grateful that she picked up the phone that day and sprung into action. I knew if I wanted to live my life free of addiction, I was going to have to make radical changes to every single aspect of my existence,” Luke shared.

And that’s precisely what he did. He gave up life as he knew it—his friends, his apartment, and his lifestyle. He committed to a 12-step recovery program and availed himself to the help and resources offered.

“I fully surrendered—I let go of all my old thinking and ways of living... all of the selfishness and self-centeredness in which I operated.”

Luke began taking meditation classes. He traveled to India to learn about physical well-being, different diets, and detoxing and fasting. He immersed himself in alternative health.

He wholly committed to healing himself... mind, body, and spirit.

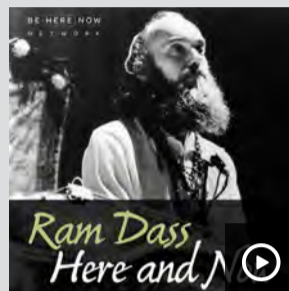
Throughout his journey to wellness, Luke worked as a celebrity fashion stylist. Upon becoming sober, he was fortunate enough to land a gig as an assistant wardrobe stylist for Aerosmith.

“This was a huge break for me,” he said. *“As a musician, they were my heroes, but they were also a catalyst to my*



LUKE

listens to



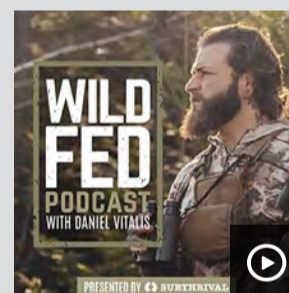
RAM DASS HERE AND NOW

Ram Dass shares his heart-centered wisdom featuring excerpted lectures given throughout the last 40 years.



ALAN WATTS BEING IN THE WAY

Take a deep dive into the collected recordings of Alan Watts with Alan’s son, Mark Watts.



WILDFED PODCAST – HUNT FISH FORAGE FOOD

Deepening your connection with the natural world through hunting, fishing, foraging, and, of course, food.

“I WANTED TO IMPART WHAT I’D COME TO UNDERSTAND ABOUT INCREASING ONE’S LEVEL OF JOY, VITALITY, WELL-BEING, AND FULFILLMENT IN LIFE.”

sobriety, because at the time, they were very publicly a sober band. They'd all been to rehab and were experiencing an incredible amount of success. Not only that, but the position led me into my career in the fashion industry, which I did for 17 years."

When Luke wasn't working, he was "in the depth of human experience," as he described it:

"I was building a life of authenticity and introspection. I was deeply committed to meditation, Kundalini yoga, and inner work. I sat at the feet of spiritual masters."

Meanwhile, the "phoniness" of Hollywood and the superficiality of his work in fashion became less and less congruent with who he was and what his life had become. The resulting inner conflict eventually led him to transition out of the entertainment industry and fully into health and wellness.

In 2008, he started his business, School of Style (a fashion school for stylists). The experience taught him about reciprocal content marketing. Ten years later, School of Style stopped teaching live classes and went online. Luke learned even more about marketing without actually spending any money. He replaced traditional advertising with releasing high-quality, free content, inviting those who wanted to go further into the fold of his offerings.

In 2016, despite battling imposter syndrome in regard to entering the health and wellness space, he leaned on

**"PERFECTION
IS NOT
AN OPTION."**





the experience and wisdom he'd gained over the past 18 years to start *The Life Stylist* podcast. The connections he'd made along his journey with others in the industry helped him solidify his place in the wellness space faster than he could have imagined.

He then incorporated into his podcast the marketing model he'd utilized in his business, providing listeners with free two- to three-hour episodes with only a couple short ads intermixed. The show became so successful, he parlayed it into a lifestyle business.

"If I can do it, everyone can," Luke encouraged. *"I started The Life Stylist podcast so I could share what I'd learned over the years I'd been in health, spirituality, and personal development with a greater audience. I wanted to impart what I'd come to understand about increasing one's level of joy, vitality, well-being, and fulfillment in life."*



Guests on *The Life Stylist Podcast* have included (from top) Zach Bush, Dr. Joe Dispenza, and Marie Mbouni. Luke's DREAM GUESTS include (from below, left) Stephen Tyler and Tony Robbins.



LUKE'S DREAM GUESTS

“WE LITERALLY,
IN EVERY
MOMENT OF OUR
EXISTENCE, HAVE
*the choice of
perception.*”

Luke sits down with NYT
bestselling author Neil Strauss



“I also knew there were so many experts, teachers, and different modalities in the world that remain relatively undiscovered and underserved. And so for me, it was like, ‘Wow... this is a fantastic opportunity.’ Not only to interact personally with my audience, but to share them with more people. It was absolutely born out of a passion for learning and growing myself. Even to this day, it’s very rare that I have a guest on the podcast who I don’t choose myself as someone I intuitively feel will bring immense value as well as a unique perspective. I love giving people like that a platform—I get a lot of fulfillment in helping them share their brilliance with more people who would benefit from it.”

Luke’s episodes focus on ultimate wellness born not only from self-love, but from an understanding of “*the complete human experience within oneself.*” Naturally, that encompasses the body, mind, and spirit. His overarching mission?

To serve the highest good of the human collective for all creation.

“It’s about creating a balanced system within oneself, where we are being as mindful as we can about our physical vitality, health, and longevity, so that we have the energy to do the inner work on our mindset and spiritual connection. All of this is equally essential,” Luke explained.

“We each have access to consciousness. Oftentimes, our preconceptions and ways of thinking, feeling, and being actually interfere and obscure our ability to be who we really are. It’s in the removing of those parts of our self that are not true and real that leaves behind what is. A lot of it is subtraction.

“I love teaching the concept of negativity fasting, for example. See how long you can go in a day without being critical of self or of anything in your objective reality. From the most superficial—‘Why did that guy park crooked?’ to ‘Why did they paint this room this ugly color?’ to the most damaging—‘Why do I suck so bad at X, Y, and Z?’ The negativity bias within us is so

powerful, and it's intensified through toxic social media and elements of our culture. Just imagine if we could go one day without having a negative thought about ourselves or something in our experience."

The concept of subtraction to reach mental/emotional homeostasis is ongoing, just as it is in the physical body. Luke explained:

"There's a part of our higher self that wants to bring us back into spiritual homeostasis, too. That's when we're living according to what we believe to be true and of the highest intention for ourselves and others. There's always a center place of balance. And I think that's really important to explore, because viewing it from that perspective helps prevent us from leaning into perfectionism, being overly critical, and/or too neurotic and controlling about our desire to live a healthy, free, happy life. Because, the truth is, we're always going to fall short when our expectations are too high. Perfection is not an option.

"But if we can practice balance and humility, we can give ourselves credit for the accomplishments we have attained, whether internal or external, and we can continue to strive to improve ourselves and our lives while actually enjoying the journey. We can even learn to enjoy some of the missteps and mistakes. Sometimes, I do things that are just so out of balance, so stupid... but I've learned how to just wear the garment of life a bit lighter. Rather than spiraling into a mistake in

critical condemnation, it feels so good just to kind of laugh at myself, get back on the horse, and say, 'Okay, let's take note of the lesson here, and next time, perhaps we can make a little improvement.' We can recontextualize our experiences.

"So rather than being a victim and complaining and having resentments toward people who aren't doing things right and feeling sorry for myself and being disempowered, it's enabled me to discern when something is actually under my control, and I can proactively help move it along. And when it's something I literally just can't do anything about, I just surrender and accept it.

"We literally, in every moment of our existence, have the choice of perception. One of the most potent quotes I've heard is by Shakespeare:

"There's no such thing as good or bad—only thinking makes it so."

When it comes to living purposefully at the highest level of human potential, Luke has elevated the bar, yet strives to maintain its place of accessibility. His dedication to transforming people's experience through intentionality is clearly making an impact not only on his audience, but on all who are fortunate to be touched by his message. 🎧



Founder/Editor-in-Chief

Steve Olsher
steve@podcastmagazine.com
 Reinvention Radio 🎧

Hey, Hey... My, My...



NEIL & JOE & SPOTIFY

On January 24, 2022, iconic hippie and rock & roll Hall of Famer Neil Young pulled his music from Spotify.

Prior to doing so, he had put the Swedish audio streaming and media service provider on notice due to the controversial information aired on *The Joe Rogan Experience* about the COVID-19 vaccine.

In a letter to his management team, Neil stated:

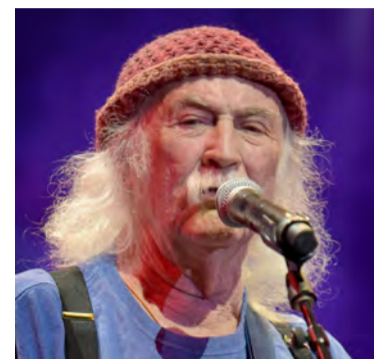
“I am doing this because Spotify is spreading fake information about vaccines, potentially causing death to those who believe the disinformation being spread by them. Please act on this immediately today, and keep me informed of the time schedule. I want you to let Spotify know immediately TODAY that I want all my music off their platform. They can have Rogan or Young. Not both.”

Within days of this demand and the pulling of his music from the platform, Spotify lost \$4B, and shares dropped 12%. Artists Joni Mitchell, Nils Lofgren, Graham Nash, Failure, David Crosby, Steven Stills, and India Arie followed suit, removing their music, as well. Spotify also lost 19% of its 406 million subscribers, as the hashtag “#ByeSpotify” swiftly trended on Twitter.

Rogan has long been seen as a controversial figure in the podcasting space. A comedian, Ultimate Fighting Championship color commentator, actor, and former television presenter, he launched his podcast in December 2009. It quickly grew to become one of the world’s most popular podcasts, receiving millions of views/downloads per episode. In 2020, the podcasting industry was stunned by the \$100M multi-year deal Rogan made with Spotify for exclusive rights to his show.

On January 30th, Rogan apologized for the vaccine/COVID-19 virus content in a nine-minute video posted on Instagram, saying, *“I’m very sorry that they feel that way. I most certainly don’t want that. I’m a Neil Young fan—I’ve always been a Neil Young fan. If I pissed you off, I’m sorry. And if you enjoy the podcast, thank you.”*

Immediately after Young took his stand, thereby raising awareness about and protesting the vaccine content presented on *The Joe Rogan Experience*, the spotlight widened, exposing a multitude of episodes that contain racial slurs (including the frequent use of the “n”



▲ Other artists who have pulled their music from Spotify in protest of Rogan’s content include (from top left) Joni Mitchell, Nils Lofgren, Graham Nash, David Crosby, Steven Stills, and India Arie

word in more than 12 years of episodes and one clip referencing an African American neighborhood that he likened to the Planet of the Apes. Light has also been shed on episodes during which Rogan laughed at a guest’s stories of sexual coercion, made misogynistic comments about Angelina Jolie and Lauren Sanchez, used anti-Asian and anti-trans slurs, and denigrated and mocked Jews and the handicapped—specifically, a celebrity with Bell’s Palsy as well as a child with intellectual disabilities.

On February 5th, Rogan subsequently apologized a second time via video post



on Instagram, specifically around the “n” word content, saying that it’s the most “*regretful and shameful thing*” he’s ever had to talk about.

As of February 9th, Spotify has pulled 113 of his episodes containing offensive content—although according to one report in the *UK Independent*, Rogan, “*upon reflection,*” was the one to remove the episodes.

“*Not only are some of Joe Rogan’s comments incredibly hurtful—I want to make clear that they do not represent the values of this company,*” Spotify CEO Daniel Ek wrote in a memo.

Leveraging the boycott by the musicians, right-wing conservatives and proponents of free speech have been chiming into the controversy and vociferously opposing what they claim is censorship and suppression of the right to express opinions as Spotify stands by its decision to keep Rogan and his show on the service.

A quick search on Twitter reveals the firestorm of opinions across the board, and the fallout happening in real time is resulting in powerplays by major players, including Apple, which positioned itself on January 28 as “*the home of Neil Young.*” SiriusXM subsequently announced the exclusive return of Neil Young Radio.

On the flip side, CEO Chris Pavlovski of the Canadian online media company Rumble, which has become highly favored by right-wing conservatives and conspiracy theorists and, as of December 2021, partnered with Trump’s TRUTH Social and touts itself as the “neutral” platform, offered Rogan \$100M to leave Spotify and move to their platform. The offer via Tweet included a promise to welcome all his content, old and new, sans censorship.

Society and culture have been evolving rapidly, and the podcasting medium has been playing an instrumental role in the shifting of societal norms and the exercising of freedoms to create, express, and influence.



“They [Spotify] can have Rogan or Young. Not both.”

← FACT VS. FICTION

In a series of videos posted on Instagram, Rogan has thanked his fans for standing by him and explained that his podcast “*is a conversation where he’s learning in real time*”

Just a few weeks before Young took action, a meme chart representing a compilation of reports from Spotify and the Nielsen ratings circulated, revealing Rogan's audience reach—an average of 11,000,000 downloads per episode. This exponentially exceeds the consumption of shows on many major media news outlets, including Fox, CNN, and MSNBC.

What does all this mean for podcasters, podcast listeners, and the industry? Where do we go from here? What can we learn? What are we willing to tolerate, and where do we draw the line? How can we create change?

Deeper still—who can we trust, and how can we know whether the information we receive is, in fact, trustworthy?

If the metrics by which we answer these questions are based upon how much money can be made and how many listeners can be obtained, then on the face of it in this moment, it appears that low-brow, juvenile, racist, misogynistic, mean-spirited, dehumanizing, disrespectful, degenerative, combative, and even extremist points of view are celebrated... and consumed by a substantial segment of the listening audience. Not only that, but in Rogan's case, he is rewarded by extraordinary compensation.

As an industry, podcasting is relatively new. For the most part, it remains in formative stages. How can our First Amendment rights be honored and upheld, while simultaneously utilizing the power and influence the medium provides

in shaping and molding our culture and the legacy we are collectively weaving and leaving for future generations?

What would it take for the industry itself to mature enough to take a stand, consciously choosing to uplift, spotlight, support, and most definitely *monetize* the good, the true, and the beautiful?

What values does the industry itself want to hold dear?

Do we want to be an industry that promotes freedom of speech (including hate speech) above all else? Or do we collectively want to define some basic human dignity standards and develop and ascribe to a system of values that takes into account respecting differing opinions and points of view *without* fostering hatred? Without creating and disseminating 'information' that may in fact be propaganda, misinformation, fake, dehumanizing, or distorted in service to the almighty money machine that, at present, is being fed while the basest fears and prejudices are pandered to?

To the podcasters behind the mic—as creators, what kind of world do you want to create?

We are at a point now of needing to choose:

Do we perpetuate persecution and polarization, or do we rise to the occasion and create greater and more meaningful connections and conversations in service to the Earth and future generations?

SEE THIS AD?

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upon thousands
of people who
love podcasts!



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This controversy is giving listeners and creators alike the opportunity to take a look, a stand, and the lead in shaping our society and culture in a way that transcends the polarities, unifies people around common values, and harmonizes our fractured world at a higher level of consciousness.

Like Neil sings in the first two verses of his 2020 song, “Lookin for a Leader”...

*Leaders walk among us
And I hope they hear our call
Maybe it's a woman
Or a Black man after all
Lookin' for a leader
To bring our country home
Reunite the red white and blue
Before it turns to stone*

*Lookin' for somebody
With the strength to take it on
Keep us safe together
And make this country strong
Walkin' among our people
There's someone to lead us on
Lead a rainbow of colors
In a broken world gone wrong*

Maybe, just maybe... that leader is you. 🎧



**Society & Culture Category
Director**

Anjel B Hartwell
societyandculture@podcastmagazine.com
Wickedly Smart Women Podcast 🎧



UNDER THE RADAR

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



HOMESTEADY

Ever been curious about “Why Training a NEW MILK COW Is AWFUL at First...” or how to raise pigs for less, or how to escape the city and start a farm? If you have, *Homesteady – Stories of Living off the Land* is definitely for you! Listed under “Personal Journals” and hosted by Austin Martin of the Squash Hollow Farm, the show is packed with a 98-episode library covering a broad range of subjects devoted to helping people who dream of living life in a more sustainable way.



Considering collecting herbs? Foraging for wild mushrooms, fishing for your dinner, or raising meat rabbits? *Homesteady* is a one-stop shop where you can not only be educated, but also entertained with wild stories and wondrous miracles (like surprise piglets! Hint— “look for donuts”) that accompany a homesteading lifestyle. Episodes also cover the business of homesteading, how to run profitable farm workshops, and how to decide whether or not it's time to stop homesteading.

The show appears to be monetized by ads, Amazon affiliate sales, and the opportunity to become a pioneer by joining the forum for exclusive content, courses in homesteading, instructional videos, and community—an all-important ingredient in successful homesteading (along with great fencing!).

Indulge your “live off the land” fantasies with a binge-listen to this show! 🎧



▶ INTERVIEW

COMEDY

THE SILVER LINING?

NAH... IT'S ALL ABOUT
THE DARK CLOUD!



Gianmarco Soresi Celebrates The Negative On *The Downside*

*“If you like looking on the bright side of life, f*ck off.”*

This sentence, one of the first in the podcast description of *The Downside*, pretty much tells listeners all they need to know.

After all, who says that you “have” to make lemonade when life serves you lemons? Not Gianmarco Soresi, that’s for sure. In fact, he’d probably be more than happy to discuss why lemons suck, and why you should enjoy complaining about citrus fruit in general!

In a world where so many podcasts in the Comedy Category just aren’t that funny, or at least as funny as the hosts think they are, *The Downside* offers a plethora of laughs. In a recent interview with *Podcast Magazine*[®], Gianmarco explained the ‘secret sauce’ to making his show work when so many others don’t.

“When I was planning to do a podcast, it took me over a year to really figure it out,” he said. During that discovery period, he asked himself an important question:

“What do I want to do every day, even when I’m in a bad mood?”

The answer:

“I wanted to create a space where you can complain, and no one says, ‘You know, it’s not that bad.’ I hate that,” Gianmarco emphasized.

The type of comedy he discusses in positive terms is for those who just can’t stand those kinds of arbitrary phrases—*“Everything will work out,”* or *“Things will be okay,”* or perhaps the number one irritant... *“Things happen for a reason.”*

It’s the Larry David and Jerry Seinfeld type, and without question, it attracts a big crowd.

The popularity of *The Downside* may speak to the cathartic side of complaining—the release that comes with pointing out when something is so obviously not right.

“I think that brings out a unique kind of humor,” Gianmarco shared. *“Complaining doesn’t mean you hate something. Complaining is a way of interacting with the world. It’s being honest about the way you feel moment to moment. You express your frustration in a way that makes it more bearable.”*

*“There’s this idea that if you talk about the sh*tty thing that’s bothering you, you’re going to bring everyone down, but I think it’s the opposite,” he pontificated. “I think it’s the people who don’t want to talk about the crumbling infrastructure that we live in every day, or the capitalist systems that put us in a horrible position, who are living in an illusion. Everyone is craving some kind of expression that they may not be able to articulate themselves because they ‘have to be positive,’ whether for their co-workers, family, or on social media. I say we table the idea of looking for the silver lining. It’s about being honest about what we’re all dealing with and laughing at it. You just have to be able to find the humor, rather than trying to hide things or brush things under the rug. We should all be talking about some of these things more.”*

One of the aspects of *The Downside* that produces the laughs is the banter between Gianmarco and his buddy Russell. Add a multitude of genuinely humorous guests to the mix, and you have a formula that works.

*“I think what makes it funny is when people come on, and I try to set the tone by complaining right out of the gate. So they go, ‘Okay, well there’s no way I’m going to look like more of an *sshole than this guy!’ Then, they feel free to express themselves in an honest, funny way, without sugarcoating stuff or pretending things are nicer than they are.”*

This led to a discussion on how the guests

are chosen for the podcast. Are they handpicked, knowing that Gianmarco’s brand of comedy will align well with their sense of humor? Or have Gianmarco and Russell just been fortunate in landing great guests who turn out to be perfect fits?

“I say we table the idea of looking for the silver lining. It’s about being honest about what we’re all dealing with and laughing at it.”



“I have gotten really lucky, but that’s partially because I know a lot of stand-up comedians,” he said. “This is my world. I know who’s fun to talk to. Comedians understand the premise of joking. So, I am free to make some dark jokes, because they recognize that we’re in a safe space.”

However, not all of Gianmarco’s guests are comedians, and that can create a little more work on his part. *“When the guests are not comedians, there’s risk,” he revealed. “But that’s also when I feel like it’s my job to bring them into my world.”*

As the podcast evolves, Gianmarco hopes his role as interviewer follows suit. *“Sometimes, I feel like I can’t get guests to show who they really are. They’re still putting forward a certain kind of persona. There are times I need to pierce through that veneer. This usually occurs when guests do a lot of social media or branded content, or they’re models or influencers. They’re always smiling!*

“I never thought of myself as an interviewer. Sometimes, I even struggle socially, but I like to make people feel like they’re in a safe place. And I do want to be braver... explore and reach outside the comedy world to talk with different people. I think I can poke a little more, and let people feel that I’m just having fun with them. I’m not going to judge them.

“This is also why I have a co-host,” Gianmarco continued. “I was very nervous in the beginning, because again, if you bring me to a party, I’m not Mr. Social. I



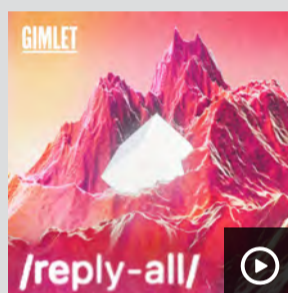
GIANMARCO

listens to



THE JESELNIK & ROSENTHAL VANITY PROJECT

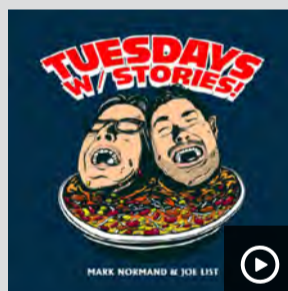
The hilarious podcast is about friendship, family, and Anthony’s unquenchable desire to get Gregg in trouble with his employer and his wife.



REPLY ALL

“A podcast about the internet’ that is actually an unfailingly original exploration of modern life and how to survive it.”

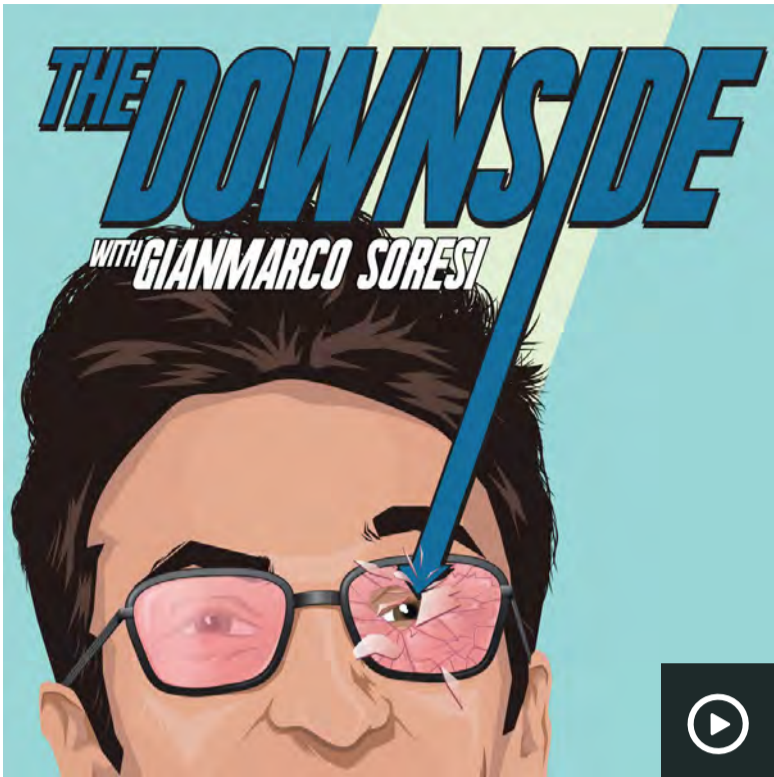
- *The Guardian.*



TUESDAYS WITH STORIES!

A fun weekly pod hosted by NYC comedians Joe List and Mark Normand.

“I feel like podcasting is another creative outlet of many. It feels very essential to my artistic process now.”



had this deep-rooted fear that I'd be sitting across from guests, and after a minute or two, we'd just stare at each other and call the episode right there... 'Well that was a good two-minute episode!' That's why I like Russell co-hosting. We've known each other for seven years. So if the guests don't talk, we bicker with each other, which generally makes the guest feel like they're with friends. That's part of the solution."

However you want to describe the formula, Gianmarco's brand of podcasting works. "I want people who listen to my podcast to enjoy hearing people complain and express frustration," he laughed. "We end the show with 'Go Count Your Blessing'—intentionally singular, to at least let people know that we're not total psychopaths. We can acknowledge that we haven't seen a rainbow in a while because of global warming."

It's clear that Gianmarco is a true comedian hosting a podcast, rather than a podcaster trying to do comedy. He talked about using *The Downside* as a



way of trying out ideas, too... a comedian's notepad, in a sense.

*"I see the podcast as an extension of my stand-up, which is very pessimistic. That's why I picked the name 'The Downside.' I poke fun at everything that is full of sh*t, including myself."*

"I've had stand-up become conversation, and conversations that have become stand-up bits. I feel like podcasting is another creative outlet of many. It feels very essential to my artistic process now."

Both the art of comedy and the art of complaining are on display for all to enjoy on *The Downside*. Give it a listen next time you need a laugh or have the urge to gripe... or both! 🗣️



Comedy Category Director

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



UNDER THE RADAR

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



ALL OVER THE PLACE

Comedy podcasts are supposed to make you laugh, right? When taking over this category in late 2021, I thought it would create a nice balance from the often-harsh world of true crime. But as I began sifting through this genre, I seemed to mostly come across the boring, the annoying, and the downright not funny podcasts. Just my bad luck, I guess.

I'm glad I dug a little deeper, though, because I fell upon *The Wicked Funny Podcast*. This show delivers on what should be the primary



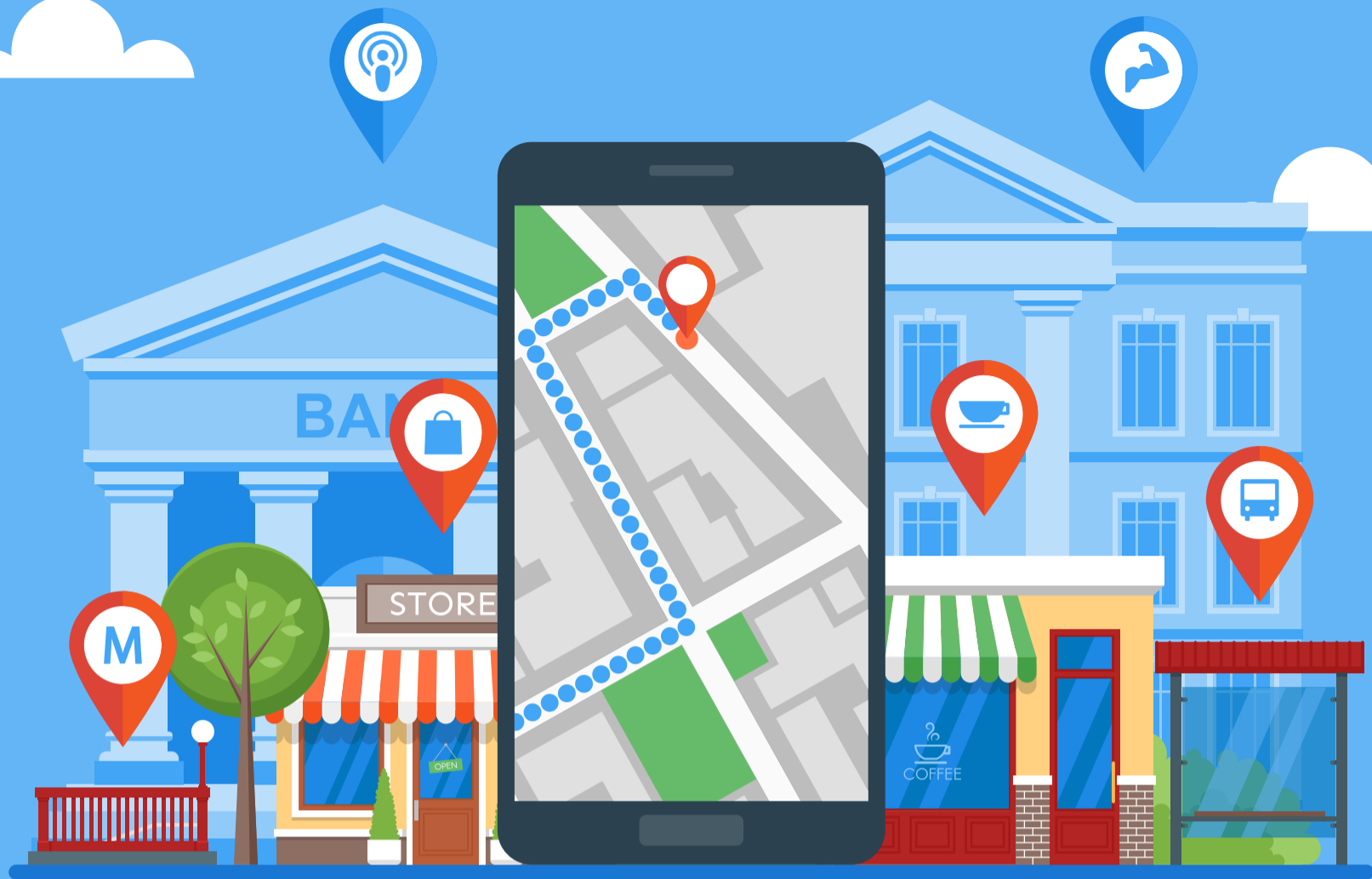
objective of any program that lists itself in the Comedy Category: IT MAKES YOU LAUGH!

The Wicked Funny Podcast was the first that actually had me laughing in the first 60 seconds. I downloaded another episode the next day, and I was laughing within the first two minutes.

A few days later, I made the mistake of listening to it while at the gym. The big dude waiting for me to finish on the chest-press machine must've thought I was nuts when I couldn't finish my set because I was laughing so hard.

So, what makes *The Wicked Funny Podcast* so humorous? It's relatable. The hosts, Brian Beaudoin, Frank Gazerro, and Katie Arroyo, laugh at themselves and each other about everyday occurrences.

Sometimes, comedians who are funny in stand-up just aren't on a podcast. Thankfully, that isn't the case with *The Wicked Funny Podcast*. 🎧



 **THE PROFESSIONAL PODCASTER**

Who Are The People In Your Neighborhood?

For most of history, the only people you were able to do business with were those who lived in your city, valley, or area.

Then came trains, train stations, and catalogs. All of the sudden, mail-order companies like Sears could break local boundaries and deliver products to anyone in America.

And then, finally, the internet was invented.

It broadened horizons beyond train stations and country borders to the entire world. That meant when podcasters entered the scene around 2004, they could focus on social media, podcast guesting, and SEO.

And for good reason.

Let's say your podcast is all about Rubik's Cube completion strategies. It's likely there are not 10,000 people in your town who are interested in it every week. But the 10,000 people who are can surely find you online.

Your fellow Rubik's Cube enthusiasts are not the only ones with a vested interest in your podcast, though. In fact, there are probably lots of groups who would have a stake in talking about your podcast.

And just as it was in the 19th Century, some of those people are right in your backyard.

LOCAL PERIODICALS

The goal of your local paper is to write stories about local news, and they need more than honor roll lists, spelling bee winners, and home sales to focus on. Podcasting is interesting and new, in the scheme of things, and a local podcaster with a story is worthy of a feature in the local paper.

This applies to more than the local newspaper, too.

There is surely a magazine rack in the lobby of your local Mexican restaurant with a community events magazine, a real estate magazine, and probably something along the lines of *The Lincoln County Journal*. All are looking for stories and content with a local bent to fill their pages.

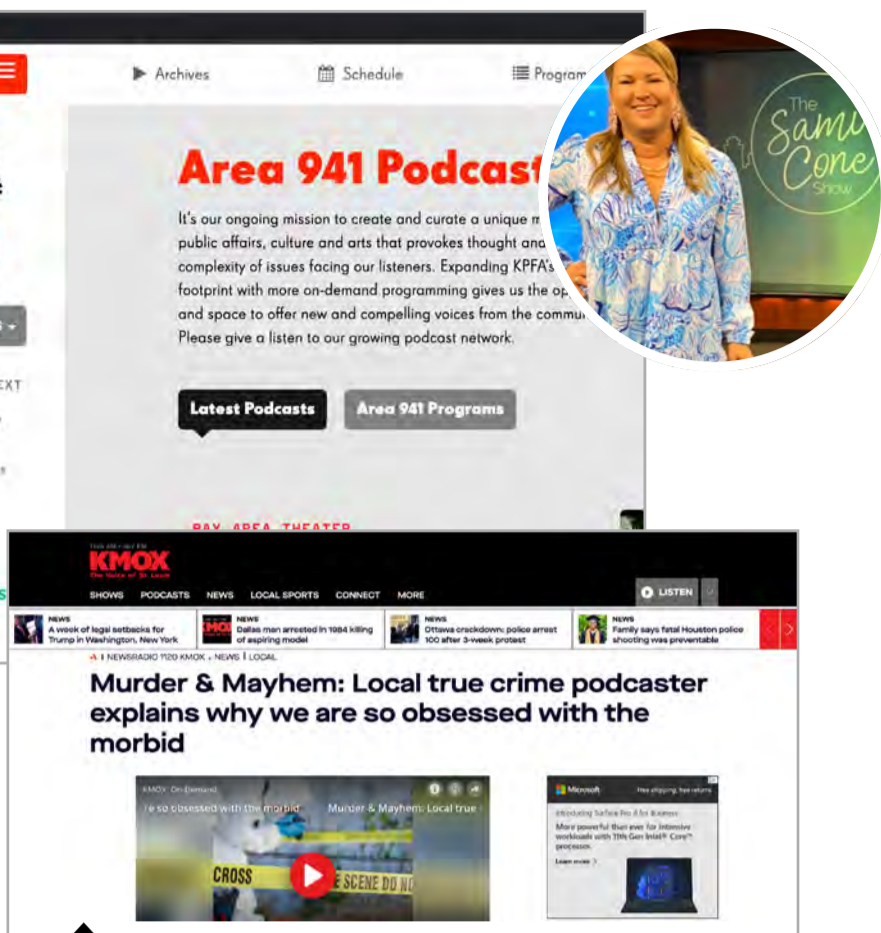
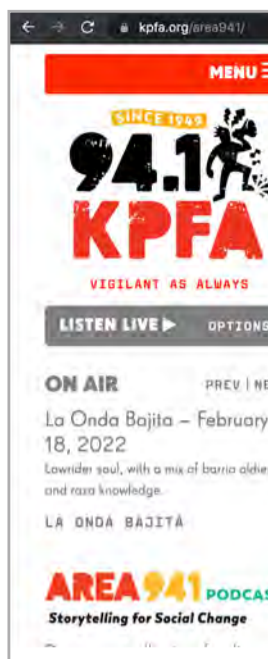
LOCAL EMAIL

Everyone who has a business knows they are "supposed" to have an email list. They have been told over and over that they need a social media presence.

People who serve your local community are no different, and they too need local news to fill their social media platforms. The question is, how do you find them? And how do you make your story attractive enough for them to pick up and email their list about it?

Well, if you're a nutrition or food podcaster, you're naturally aligned with a personal trainer, for example. So, give that trainer a reason to reach out to his or her following via social media or email, saying, "*On your way to work today, listen to this episode about good carbs from local podcaster, _____.* [LINK]"

People who serve your local community need local news to fill their social media platforms. Why not give them something to talk about?



Who are the people in your community who would benefit by sharing your podcast? Think outside the box, here. The realtor who sold you your house, for example, likely tries really hard to stay connected to previous clients in hopes of getting repeat listings. If your content is a match for the industry, why not offer her some of it, so she has a reason to send an email?

RADIO

Radio is always local.

While the morning disc jockeys get the same “hot sheet” of topics every other DJ receives, he too needs local flavor. When an episode of yours lines up with National Hot Dog Day, Halloween, or the high school homecoming game, send him a note. Give him a reason to say *“Speaking of National Hot Dog Day, there is a local podcaster who recently debated whether the hot dog is a sandwich or not. It is brilliant! If you haven’t heard it yet, you can find the _____ podcast here, and start listening right away.”*

As an added bonus, radio stations have complementary websites, some of which

WHO NEEDS TO HEAR YOUR MESSAGE?

Using resources such as your local newspaper, radio DJ, or community leader can help your podcast reach new audiences

feature local podcasters. KPFA Berkeley, for example, features the podcasts of the local theater company, a city councilman, and a bevy of local citizens. Perhaps the only reason you’re not featured there yet, too, is because they don’t know you exist.

LOCAL TV

Establishing a relationship with your local news is paramount. They always need go-to “experts” who will comment on the issues they’re reporting, fill interview spots, and inspire special features.

Your local networks also have spots dedicated to local talk shows. In Nashville, the *Sami Cone Show* is on the CBS Network, and she interviews local

authors, chefs, and business owners. If your podcast relates, she simply needs to know you exist, so she can get a pitch from you that makes her show even better.

You might be thinking, *“But the Sami Cone Show doesn’t reach every corner of the Earth, right?”*

Don’t let that stop you. The reality is, 90% of the people you reach out to via other outlets won’t truly help you grow. But the local press is not only paid to tell your story... they’re paid to make it intriguing and exciting. And somewhere in your town are 26 Rubik’s Cube enthusiasts who are in Facebook groups and Reddit threads, and they also likely have their own YouTube, TikTok, Snapchat, and Instagram channels.

Plus, Sami Cone features her episodes on her website, social media, and more, as well.

Find everyone, no matter the angle, who has a vested interest in telling your story, and do everything you can get their attention.

Your podcast is the one thing you absolutely love to do every week. So, you owe it to yourself to get it out there. 🎧



The Professional Podcaster

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 propodcasters@podcastmagazine.com
 TracingThePath 🎧



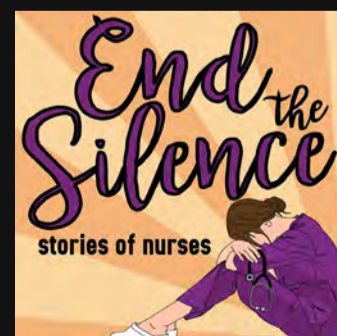
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Sending Heather, Sandra, Steven & Ray a HUGE Congrats for getting on Podcast Magazine’s TOP 40 UNDER 40!

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- Michelle & your Podcast Management Team at Amplifyyou



WHAT DO YOU DO WHEN IT'S JUST TOO MUCH?

PART THREE

Of A Special Series On The True Crime Podcast Category

Last month, in Part Two of our four-part series with our true-crime panel, we left you with a bit of a cliffhanger. Our conversation around the “How Do You Podcast?” question led us to an even deeper discussion about the emotional and psychological aspects of producing a true-crime show—and that’s what this month’s article is all about.

As a reminder, here are our panelists:

Margot, host of *Military Murder*

Lori, host of *The Unlovely Truth*

Anna-Sigga, cohost of *Anatomy of Murder*

Kenzi and Holly, cohosts of *Crimeaholics*

Jake, cohost of *Strictly Stalking*

If you’re a fan of true crime, you’ve likely experienced a point when listening to a story simply became too much—too graphic, too intense, and/or too disturbing.

When this happens, what do you do?



THE PANELISTS

While it doesn't happen often to me, sometimes, I just have to turn it off. I remember listening to a true-crime podcast I was considering covering for *Podcast Magazine*® while walking in my neighborhood late last year. I usually listen at least until I reach my destination. On this particular day, though, I was at least five blocks from finishing my little jaunt when I decided I was done.

Keep in mind that it wasn't a reflection of the quality of this particular podcast. The host was doing a tremendous job recounting the story. But the storytelling was so detailed, it was also very disturbing. Now, as an avid true-crime fan, "disturbing" isn't all that new to me. So for me to have to turn something off, it has to be pretty disconcerting. (And I did feature that podcast positively in our Under the Radar column in the past, because again, it's extremely well-produced.)

Truth be told, the fact that you can become overwhelmed by certain cases was one of the reasons I asked to cover the Comedy Category for *Podcast Magazine*, as well. I needed another task that would, in essence, force me to do something else—like listen to something practically opposite of true crime.

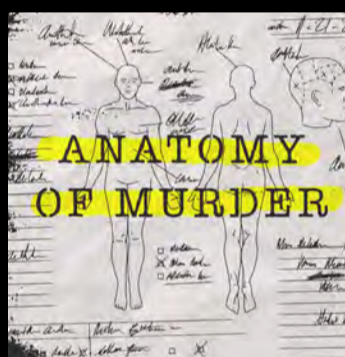
The reality is, after more than two years of covering true crime, I was beginning to think that the world was actually evil with only smatterings of good, rather than the other way around. This was pretty profound, considering the fact that even



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



Lori, host of *The Unlovely Truth*



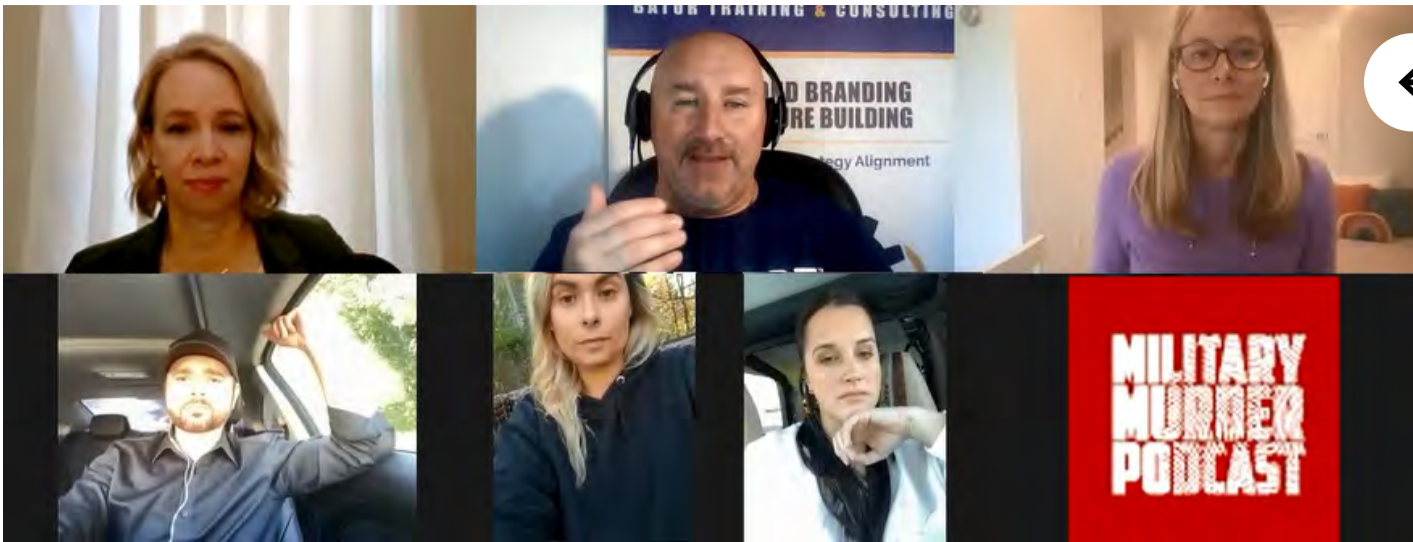
Anna-Sigga, cohost of *Anatomy of Murder*



Kenzi and Holly, cohosts of *Crimeaholics*



Jake (left), cohost of *Strictly Stalking*



← Hosts from some of the top true-crime podcasts met with True Crime Category Director Ken Bator (top, center) to discuss how they handle the psychological and emotional aspects of hosting a true-crime podcast

my police officer friends don't feel that way. And most, if not all, of them have witnessed much more horrific scenes in their careers than I will ever listen to in my lifetime.

This all begs some questions: If simply listening to a number of crime stories can psychologically and emotionally affect an audience, what might producing and/or hosting a true-crime podcast do to an individual? How do they handle listening to hundreds of 9-1-1 calls? Looking at crime-scene pictures? Watching police body-cam footage? Talking to victims and victims' families? And so much more?

Diving into the psychological and emotional aspects of producing or hosting a true-crime podcast wasn't part of my original plan when I brought the panel together. But the natural course of our dynamic and insightful conversation took us there. So, we stayed in the deep end of that pool for a while.

If you read last month's feature, you may remember that we left off with Kenzie's admittance that she doesn't listen to podcasts much anymore. Her reasoning is what initiated the conversation around the psychological aspects of covering true crime.

"The work we do in true crime takes a lot, mentally," she revealed. "That's a big part of why I stopped listening to most true crime. I get connected to this stuff on another level, because as the host of Crimeaholics, I work closely with the families of victims. I usually talk with them for hours, and by the time the story is done, I'm not okay mentally or emotionally... at all! I've actually stopped watching most true-crime TV shows as well as reading true-crime books, too. Doing the work for a true-crime podcast takes its toll—being immersed in it as much as we are is mentally and emotionally draining. This is something Holly and I have both experienced and talked about. I just need to be able to separate myself from it. It's been a long time since I've actually listened to a true-crime podcast [for entertainment]."

Jake, host of *Strictly Stalking*, took the opportunity to ask Kenzie and Holly a question, at that point: *"Do you feel that, because you are victims' advocates as well as podcasters, that it has a more significant impact on how you view podcasting?"*

"Holly and I have this conversation almost daily now," Kenzie answered.

“It’s a really good point,” Holly added. “Being an advocate, you definitely connect on a deeper level. I don’t look at [true-crime podcasts] as entertainment anymore. It’s no longer just background noise. I have such a heart for what I’m doing, and I know there’s a reason and a purpose for it. Just this morning, I got a text from a family member of a missing woman. I am much more invested on a personal level.”

Jake agreed, adding, *“I find that most people who go into true crime experience a shift in perspective—once you dive in, you realize it’s not just entertainment. I think you personalize and humanize the people you work with rather than simply covering the case.”* Referring to the stalking victims he features on *Strictly Stalking*, he said, *“I would never think lightly of these situations.*

“But I definitely went into it with a much lighter approach. Once you hear the stories firsthand about what victims actually go through and really take it in, there’s a sort of potency in the reality of it. It’s almost like waking up a part of your human nature. Then, you still have to get in front of the mic to share it.”

“I totally agree,” chimed in Kenzie. “When you work with the families and

the victims themselves, you really get a whole different sense of it.”

Kenzie related a story they shared on *Crimeaholics* that speaks to the emotion of producing a true-crime podcast:

“The very first episode Holly and I ever did was an extremely touchy case. It was about a domestic violence situation. The victim was murdered in a very gruesome way. My family was actually connected to the victim, too.”

A month after publishing that episode, Kenzie and Holly took it down.

“Being an advocate, you definitely connect on a deeper level.”

“After we started working with the victims and their families, there was much banter about the way we handled that episode,” Kenzie confessed. “I was embarrassed, so I re-recorded it about six months later. Even though we weren’t personally mocking the victim or their situation, I felt like we handled it extremely

inappropriately. When I was listening to other true-crime podcasts, I would sometimes really struggle with the hosts’ banter and joking back and forth. Maybe it’s mean of me to say, but I just don’t like it.”

Kenzie did what she thought was right in making amends for the original episode. In the re-recorded segment, she said, *“I apologized to the family. We handled that very inappropriately. Once you really get*

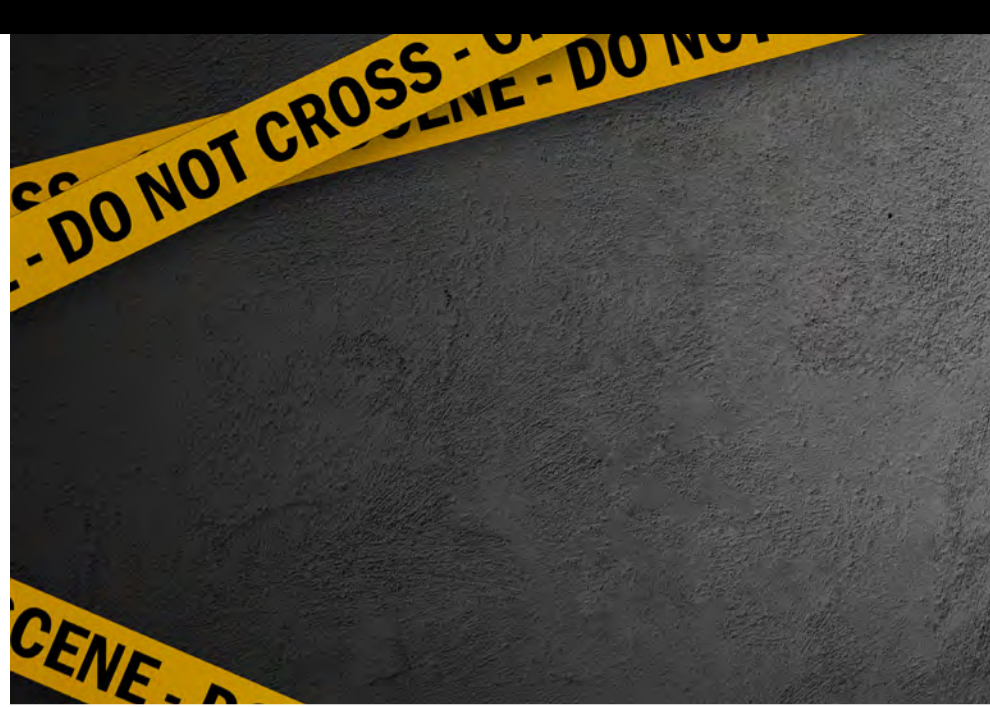
that involved in your true-crime podcast, everything changes.”

Lori, from *The Unlovely Truth*, is also fully aware of the emotional aspect of covering a case not only from a podcasting perspective, but also as a private investigator. She shared a particularly emotional story from her experience with us, too:

“I will never forget a woman I once worked with. She’d lost her son, and she said, ‘I thought this would be really, really hard, and it has been, going through the process. But even while people are talking about my son’s death, it’s like he’s still here with me.’ I’ve never forgotten that. I always strive to be so respectful... not just to the victims, but to the loved ones who are still trying to get answers or some form of justice for them.”

Another of our panelists who knows all too well the emotional and psychological aspects of covering true crime from multiple perspectives is former prosecutor Anna-Sigga, co-host of *Anatomy of Murder*.

“I have always been involved in the world of true crime. Before podcasting, it was my career. It is heavy material. Which is why laughter is so important to prosecutors and members of law enforcement. It certainly doesn’t come from an uncaring place. It’s simply a release. It’s not to make light of the actual facts, but a method of letting go of what happens inside you. There is a need for mental well-being in true-crime professions. Prosecutors, law enforcement,



victim’s advocates, podcasters... anyone working within this space grapples with the dark parts of humanity.”

Anna-Sigga chimed in on the healing effect of laughter and the psychological benefits it can bring to those in the true-crime space:

“I’ve always told colleagues, ‘Tell me a joke.’ I need that. I thirst for it. After the joke, I’m going to dive back into working on the most diabolical, gruesome, horrendous cases. It’s even more difficult if you can’t compartmentalize. I truly think that comedy and laughter is necessary.”

Despite the importance Anna-Sigga places on laughter—a defense mechanism many first responders use, as well—she is also as keenly aware of victims’ families as our other true-crime panelists.

“I always assume that a victim’s loved ones or family members are listening [to the podcast]. Maybe they really aren’t, but I want to ensure they can without my having to hang my head for even one moment. That isn’t to say that I don’t remain honest with myself and my listeners in terms of how I see things.

“When you work with the families and the victims themselves, you really get a whole different sense of it.”



Sometimes, a loved one may disagree with what I say or the way that I say it. Not everyone looks at things the same way. Still, I'll always show respect to the families living through a tragedy.”

Margot, from *Military Murder*, brought closure to this particular portion of our conversation by sharing how she endeavors to connect with her audience in a special way:

“I podcast like I'm telling a friend a story in a way she's never heard before. Maybe she's heard some facts around a case, but she doesn't know everything. Sometimes, there's just not enough information out there... so that's what I aim to share.”

Margot's comments align with her fellow legal-professional colleague, Anna-Sigga's, about the “*fascination for the facts.*”

But more on that in Part Four, when we wrap up this series next month.

In the meantime, let's close with this:

I remember a discussion I had a few years ago with a former 9-1-1 operator. He talked about the concept of “empathy fatigue.” In essence, it refers to the idea

that after hearing so many horrendous acts and aspects of crime, a person will sometimes self-protect by ceasing to care. I suppose this could happen to a true-crime podcaster, as well.

However, this clearly isn't the case with our panelists, nor with most, if not all, of the podcasters I've featured in the True Crime Category over the past two years plus.

Anyone who takes their craft seriously—in this case, the craft of producing a quality true-crime podcast—is prone to the emotional and psychological effects of telling these stories properly. Those who are passionate about their work and smart enough to produce a show of the caliber of these panelists' are bound to experience the personal toll it takes on them, eventually. Some realize it and handle it with laughter. Some just stay away from other true-crime shows. But all take solace in the service they are providing to society. More on that next time. 🗣️



True Crime Category Director

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Public Safety Talk Radio 🎧



UNDER THE RADAR

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



THE ENFORCER

One area of the true-crime genre that doesn't seem to receive much attention is organized crime. So, I went in search of a podcast that focused on the mafia, and boy, did I find a great one.

A quick search on Spotify suggested *The Enforcer*. I almost didn't look into it, thinking the title indicated a connection to the 1976 movie by the same name. I like that film, but it wasn't what I was looking for.



But *The Enforcer* is actually about Anthony Salvatore Luciano Raimondi—a gangster who took on the role at age 13.

He went on to serve as a top enforcer for the Colombo family for more than three decades. The podcast follows Raimondi's first book, *When the Bullet Hits the Bone*, and he does an absolutely superb job of detailing his story over ten amazing episodes.

Having the privilege of covering a number of shows for *Podcast Magazine*[®], I don't always have the time to listen to every single episode of a particular podcast's season, but I made the time for this one.

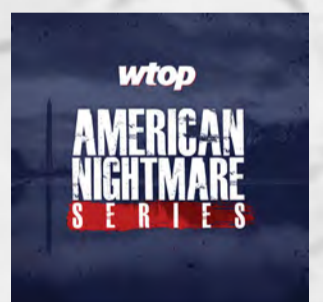
Please don't misunderstand my enjoyment of *The Enforcer* as a way of glorifying the mafia in any way, shape, or form. However, if you are interested in digging into some of the history of organized crime in New York, this podcast needs to be on your list. 🎧

CONGRATULATIONS ELI DVORKIN



PODCAST MAGAZINE'S

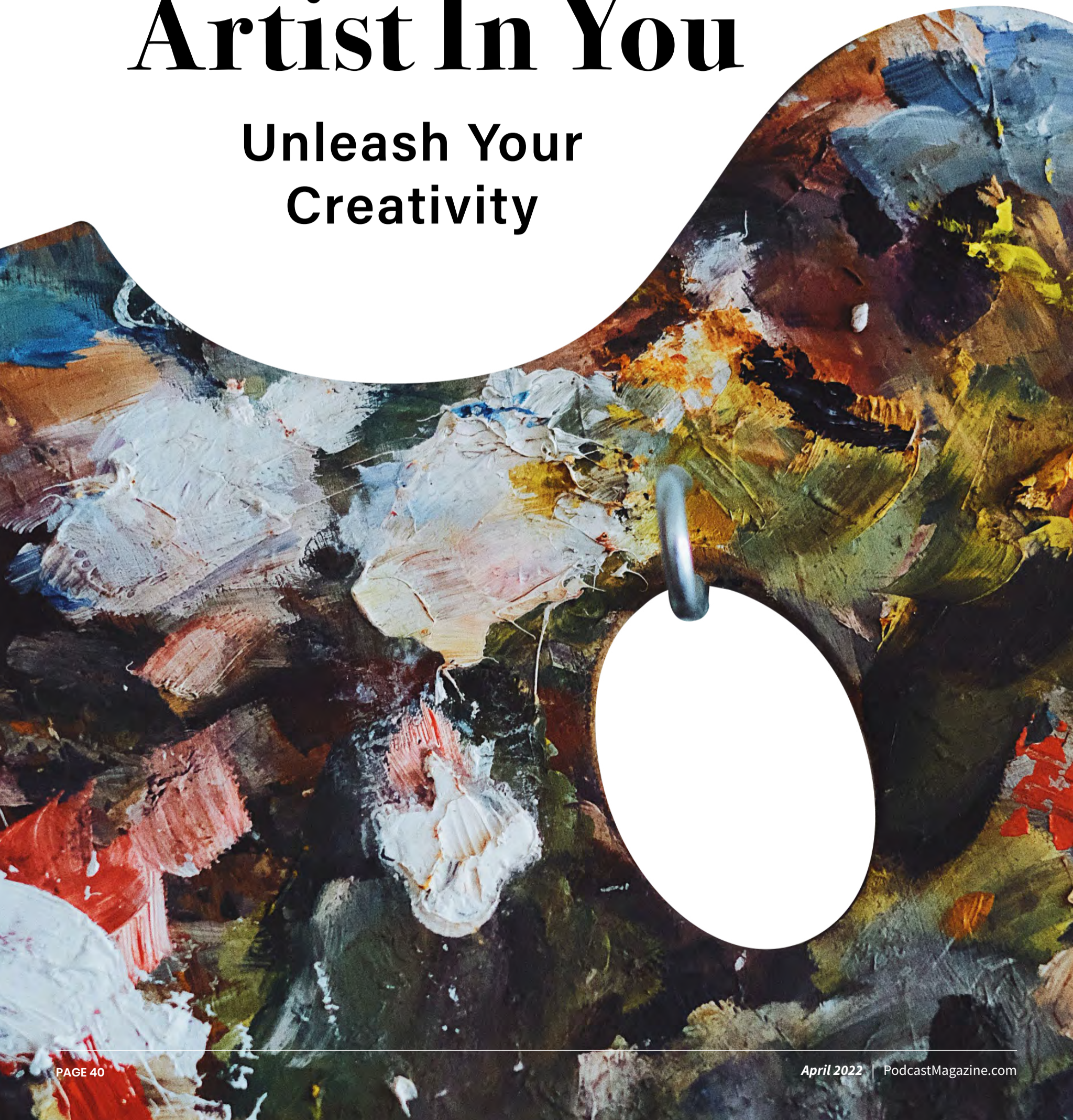
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UNDER
FORTY
IN PODCASTING





Podcasts For The Artist In You

Unleash Your Creativity



Arts and crafts have reportedly been bringing joy to many people during one of the most turbulent periods in human history. Equally interesting is the fact that individuals have been turning to podcasts for inspiration and information about the creative arts.

At a time when people in most countries felt the strain of isolation under lockdown, podcasts became a trusted resource to facilitate an exploration of new hobbies.

The hands-on nature of art creation and craft-making allowed new enthusiasts to engage in activities that served either as a welcome distraction or an opportunity to practice mindfulness. Either way, with the guidance of podcast hosts who are experienced crafters and creatives, those who need to feel connected to a passionate community are finding solace in shows that represent an inspiring world beyond their walls.

If you want to forget your fears and worries and channel your energy into purposeful activity, then *The Creative Pep Talk* is an ideal show for you. With prompts to spark your creativity and get you in the zone, this podcast exists to help you unlock the magic within.

Keeping your creative juices flowing is equally important. That's where podcasts like *How She Creates* come in. Host Lauren Hooper helps you avoid sabotaging your creativity and motivates you along your creative journey with practical advice.

Finding inspiration in one's life may not come naturally to those dipping their toe into the arts and crafts world for the first time. Similarly, effectively conveying your message, whatever the medium, may be tricky. Fortunately, you can find the answers you need when you listen to upbeat and informative podcasts like *Craft Hangout*.

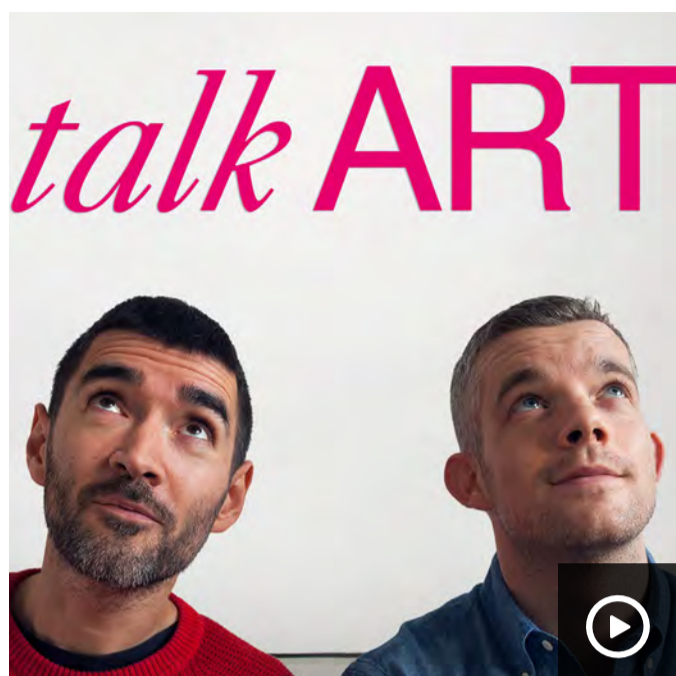
There are also shows to help make art history more interesting than you ever thought it could be. If you've always wanted to learn more about famous artists and works of art but dread the thought of reading a boring book or listening to a dry discussion, there are fun shows to feed your curiosity. For example, Jennifer Dasal hosts the *ArtCurious Podcast*, wherein she reveals fascinating, sometimes wacky, stories about renowned figures from the art world.



Maybe you've been thinking about trying your hand at painting and unleashing a your inner Picasso.



Speaking of intriguing stories, there's nothing quite like the inspiration one gets from artist interviews. Whether the podcast guest is a curator, visual artist, or an actor, hearing them describe their creative process can help budding artists uncover incredible ideas and stay motivated. *Talk Art* is a podcast that's hosted by actor Russell Tovey and gallerist Robert Diament. They keep listeners hooked as they speak with established and emerging artists from all over the world. Listeners get a behind-the-scenes look at what is involved in putting on solo exhibitions and releasing artwork into the world. It's a rare opportunity to find out about the highs and lows and everything in between. Podcasts like *Talk Art* deliver just what inquiring creative minds want to know.



Maybe you've been thinking about trying your hand at painting and unleashing your inner Picasso. Of course, there are podcasts to help you in this area, too. It's handy to have the right podcasts in your ear while creating your masterpiece. *Learn to Paint* is one of them. Techniques, composition, color theory, design, and the right tools are merely a handful of the topics covered in the monthly conversations with artists and teachers. Their discussions on creative habits and goals are sure to keep you on track. Knowing what to expect during the learning process is also priceless, not to mention the guidance you receive on how to work around the money, time, or space limitations one often faces when getting started as a budding artist.

Podcasts like these offer a helping hand to those who are finding comfort in arts and crafts when an escape is much needed. Creative hobbies and related shows are serving as a refuge from anxiety and providing an immersive space in which

individuals can focus their attention on making works of art, often resulting in a sense of pride in one's newfound skills.

If you've always wanted to try a creative hobby, there's no better time than now, as you're likely to find a podcast to guide and inspire you to set your cares aside and unlock your artistic potential. 🎧

Everything from recipes to resin is fodder for creativity on podcasts like these.



Arts Category Director

Raven Blair Glover
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Amazing Women And Men Of Power 🎧



UNDER THE RADAR

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



SPOKEN WORD POETRY PODCAST

You don't have to be a spoken-word enthusiast to appreciate the beautiful poetic expressions on the *Spoken Word Poetry Podcast*. Host Ariana R. Cherry's performance art, music, and poetry are well-combined to take us on an emotional journey episode after episode.

Her near-hypnotic reading of her poem, "Life is a Creative Process," evokes the fluidity of the human experience and invites us to embrace the journey and everything that comes with it.

While she is not an interviewing pro, she makes up for it with her engaging perspective and fresh, open-minded approach. Her guests are authors and poets who clearly have been carefully selected to inspire commitment to one's craft. They bring balance to the podcast, so listeners have both the fruit of Ariana's unbridled creativity and real-life examples of those who have turned their passion into a longstanding profession.

It is compelling to listen to the breadth of Ariana's work as it continues to evolve. She creates in response to what she feels and what is happening around her while sharing from the heart, thereby effectively touching listeners' souls. Her piano compositions are as evocative as her poetry, and at the end of each episode, she leaves us wanting more.

What will Ariana bring next? Listen to *Spoken Word Poetry Podcast* to find out. 🎧

BARTON BRYAN

Feeling Free In Body, Breath, & Mind

Barton Bryan is the host of *The Mindset Forge Podcast*, a show designed to help people achieve the mental and physical fitness they need to perform at their best.

Camp Gladiator Director for almost 10 years, Barton oversees teams of leaders and trainers who deliver the company's outdoor group fitness programs in the Austin market. He also has an online personal training business and a very full life.

"I have personal goals, which include getting into bodybuilding and spending as much time as I can with my wife and seven-year-old son, Jack, who keeps me busy."

Barton has always had a growth mindset and love for learning new things. He became fascinated with podcasting during quarantine. While the family was taking a road trip, his wife, Val, was raving about a particular show. When Barton listened to host Ed Mylett's

interview with Olympian snowboarder Shaun White, he was blown away.

This was the genesis of Barton's fascination with the medium. *"I realized that a podcast is a brilliant way to share ideas and engage with an audience. As I started listening to podcasts while I was working out, driving around, or doing stuff around the house, I fell in love with the format, which allows you to consume content as you please."*

Barton decided to start a podcast that would turn the focus from reps to mindset as a means of achieving peak performance—a twist one might expect from an extraordinary guy.

"As my acting coach used to say, 'You've got to jump off the cliff.' That's what you have to do when you dive into starting a podcast. Embrace the chaos, which can be both scary and exhilarating."

The 47-year-old's approach to life is the sum of his experiences. *"We grew up in Davis, California. My dad's parents were in the foreign service, and in 1949, my grandfather contracted polio while living in the Philippines. He was 12 years old, and he never walked again. This was before a vaccine had been developed. Although he spent the rest of his life as a quadriplegic, he was the strongest man I ever knew. He did amazing things at the University of California, Davis to help other people with disabilities. That informs who I am and my thoughts on leadership and inner strength."*

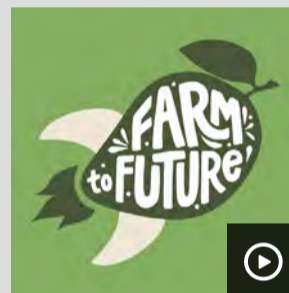
BARTON

listens to



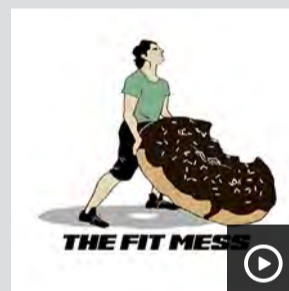
THE ED MYLETT SHOW

Showcasing the greatest peak-performers across all industries in one place, sharing their journey, knowledge, and thought leadership.



FARM TO FUTURE

Want to eat better for the planet? Join Jane Z. on a journey to the kitchens, farms, and labs that are cooking up tasty options for the future.



THE FIT MESS

Hosts Zach Tucker and Jeremy Grater share the knowledge they have acquired by passionately learning more about their own physical, emotional, and mental health.

"My world view also changed dramatically as a result of spending two years as a Peace Corps volunteer in West Africa, in a village situated in Mauritania near the borders shared with Mali and northern Senegal. I had been to Morocco a couple of times, but I wanted to be more than a visitor. I wanted to live within a community that could shape my understanding of the world outside America."



“If I were ever to go in a new direction with another podcast, I would explore conversations about life beyond American society.”

Barton seems to be wired to thrive in situations that would intimidate most people. *“In my 20s, I hitchhiked all over Europe and Morocco with nothing more than a backpack and a big smile on my face.*

“I prefer to see things as an adventure, whether traveling or starting a business or podcast. Instead of stressing out over all the details, I find the adventure and excitement in unfamiliar situations. That’s one of my secrets to showing up at my best.”

He went on to explain, *“I designed the The Mindset Forge Podcast to be about transformation, helping people get one percent better every day in whatever they’re doing.*

“The first season is a potpourri of extraordinary people from different backgrounds who shared their failures,

“What’s the one thing you wouldn’t want to live without?”

“The one thing I couldn’t live without, besides my family, is mangos! I LOVE mangos! During the quarantine, my family and I created a daily ritual of sharing one juicy mango together. When I lived in Hawaii back in 1996, I literally lived on mangos when I was hitchhiking on the island of Maui. Ever since then, I’ve had a thing for mangos!!”

successes, and the lessons they’ve learned. My guests in that season included Quad Rugby Gold Medalist Mark Zupan and Dr. Colette Pierce Burnette, the president of Huston Tillotson University, a historically Black college in Austin, Texas. Dr. Pierce Burnette’s powerfully moving story helped to fuel my passion for this podcast.”

During the show’s first season, Barton hired Kevin Chemidlin, a podcast growth expert. *“He challenged me to stay in one lane with my interviews and describe my podcast in 10 words.*

“I thought about my background in athletics and as a singer and actor in New York. It dawned on me that when I thought of the athletes and artists among my Season 1 guests, there isn’t much difference in how they prepare and quiet their bodies, whether they are gearing up for an MMA fight or singing an aria on stage.”

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Merging the performance mindsets of the athletic and performing arts worlds became the focus of the podcast from Season 2 onward.

“There’s a ton of universality in the two perspectives. Even if you’re not a performer or athlete, everyone wants to be better in life. Maybe it’s about showing up better for your kids, or a conversation with your boss, or a sales presentation. If you use some of the performance habits and preparation techniques that artists and athletes use, you’ll find ways to prepare to be at your best.”

Barton aims to make the podcast even better, too.

“I take pauses to reflect, get feedback, and listen to my heart.

“I recently decided to take a deeper look at the ways in which people can improve their body for performance, whether they’re athletes or not, using breathing techniques, for example.”

Ever focused on helping people move the needle, Barton had some parting words of advice to get the most out of the podcast right away:

“I encourage anyone who listens to my podcast for the first time to listen to one episode with a performer and another with an athlete, and prepare to be intrigued by the differences and similarities.”

Do you want to be better? If you do, *The Mindset Forge Podcast* is there to help. Take a listen today. 🎧



**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



TALKING HEAD PAIN

Anyone who has ever suffered the debilitating effects of a migraine likely desires a treatment solution or way to cope. Fortunately, *Talking Head Pain* offers valuable information that may help bring relief.

This podcast “confronts pain head on.” It is part of the Global Healthy Living Foundation’s podcast network, which is using audio to reach those living with chronic disease.

The show is hosted by migraine advocate Joe Coe. His soothing conversational tone is



just right, considering the audience. Gentle sound effects and background music also lighten a topic that might otherwise feel like it’s weighing the audience down.

Cluster headaches, which often go undiagnosed for several years, are also explained on the podcast. This could be life-changing for someone who is suffering from the symptoms without getting the appropriate treatment.

The podcast’s interview format with a wide variety of guests and experts is brilliant, because listeners get an opportunity to hear how people are managing their migraines in different ways. Hopefully, one of the solutions offered is a good fit for a listener who needs it.

When Joe pointed out that we are the “*experts on our own experiences*” and advised us to approach medical care as a partnership, it felt worthy of a standing ovation.

If you or anyone you love is dealing with intense pain, *Talking Head Pain* is a must-listen. 🎧



MICHELLE NEDELEC

Daring To Be A Podcast Rebel

“Business is my mojo, and that’s why I love relating to people and helping them build their businesses in smarter and easier ways.” - Michelle Nedelec

People launch business podcasts for a variety of reasons, ranging from promoting a brand to providing education to generating new clients.

Michelle Nedelec combines her love of business and podcasting with the gift of gab to host *The Business Ownership* podcast.

The podcast is a ‘mixed bag’ of business, focusing on topics ranging from the business side of gaming to self-care for CEOs to poker strategies and how they apply to business.



“[Podcasting has] been some of my best therapy.”

“I’d wanted to start this podcast for about three years, but believe it or not, the tech side stopped me,” says Michelle. “Ironic, since I own a tech company.”

Michelle is the owner of Awareness Strategies, a company that focuses on helping businesses with Infusionsoft—a system for client management that handles everything from email gathering to managing communication with prospects and clients.

Michelle had two mentors help her start her podcast, essentially providing her with a step-by-step process for launching. Now, she interviews guests who are a natural fit with one of her pillars—or themes—for the show:

“The themes are strategy, systems, support, and state of mind, in that order,” she explains. “Business owners first need to put strategies in place. Then, you systemize those strategies, so you can replicate and duplicate. Getting the support you need to then run those systems is essential, and finally, you adopt the state of mind conducive to ensuring all the processes function.”

Building a podcast around themes makes sense for this category of podcasts. There are so many directions business podcasts can take, so having a formula not only helps Michelle manage the episodes, but it makes it clearer for the listeners, as well.

“I get to tell the potential guests, ‘Hey, these are the four pillars. If you fall into one or more of them, we’re probably good to go.’ So I have had an abundance of guests approach me now, which has been awesome.”

Michelle enjoys her podcast so much that she launched another one titled *The Little Blue Pill for Business*. The podcast’s topic?

“I will warn your readers now—I’m about to get explicit.”

(We’ll take a quick pause here, in case you need to turn the page. ;)

“The podcast is all about getting it up and keeping it up,” Michelle explains. “And of course, we’re talking about revenue and profit. So, it is a metaphor, really, pertaining to the little blue pill men take.”



“EVEN WHEN YOU LOVE DOING YOUR PODCAST, YOU WANT IT TO HAVE A PAYBACK IN SOME WAY.”

It’s very tongue-in-cheek, and not just physically. The guests I bring on are similar to those featured on my other show, but there tends to be more humor in this one. There are many innuendos! For example, one runs Hard on Coffee, because as she puts it, ‘Everyone likes a stiff one in the morning.’ She was adorable! I’m also now looking at interviewing someone who works with women to do burlesque shows, just to help them build their confidence in their presence. We still talk about those four pillars of business... the conversations are just a little more fun, because let’s face it—adults need a break, too.

“It’s like when shock jock Howard Stern came out in the 80s. I remember being like, ‘Oh my God... that’s one radio show!’ He was fantastic. I loved listening to his show, because it was such a breath of fresh air from the stale normal that was out there.”

Speaking more into her love of podcasting, Michelle says:

“To me, podcasting is the extrovert’s blog. I don’t like to write—I enjoy talking with people. And this venue makes it easy! At minimum, it’s an opportunity to express oneself. If that was all it is, it

would be enough for me. So, investing in the podcast was like investing in my own sanity. It's been some of my best therapy," she laughs.

"But podcasting is also so much more. I absolutely love being able to listen to what people have to say about any topic I'm interested in. That is awesome and epic! Had I known about podcasts when I first started business way back, I would have benefitted so much by listening to those who had experience in the world of business.

"The beauty of podcasting is that you can find somebody refreshing to talk about anything, whether it's gardening, or fencing, or business... literally anything."

In addition to all of these benefits, there is yet another aspect of podcasting that Michelle embraces:

"Feedback is my oxygen. I love, love, love it, no matter the type. Even when it comes

prefaced with, "I'm sorry, but..." To me, that's actually the best kind, because it's honest, and that's exactly what I want. Now, we're having a conversation. We're creating a relationship. The "Hey, we love you!" feedback is great, too... it's like throwing flowers to me. And I'm like, "Oh, that's awesome!" The other kind, though, generates a more thoughtful response, and again, initiates a relationship. And that's better than just getting flowers on Valentine's Day."

All of this is why Michelle strongly encourages you to *"just go for it,"* if you're considering launching a podcast.

"If you're a business owner, or prospective business owner, who is thinking about doing a podcast, number one, don't let the tech stop you. Number two, think about how it can relate to your own business, and design it around those themes, or pillars, or whatever you want to call them. After all, if you're in the business category, you obviously want your podcast to positively affect your business. Even when you love doing your podcast, you want it to have a payback in some way."

The Business Ownership Podcast and The Little Blue Pill for Business podcast are for all types of business owners—your choice, depending on how safe or daring you choose to be! 🎧



Business Category Director

Lori Lyons

business@podcastmagazine.com

The Encore Entrepreneur Podcast 🎧



UNDER THE RADAR

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



GRANT WRITING SIMPLIFIED

This is a simple podcast... and a really good one.

Teresa Huff, a special-ed-teacher-turned-grant-writer, offers grant-related guidance that ranges from looking for grants to advanced grant-writing techniques to non-profit fundraising. The audience is primarily non-profit, but some of the skills and strategies can be helpful to for-profit companies, as well.

As companies grow and become entrenched in their communities, service in the form



of a non-profit becomes more and more important. Therefore, many businesses today have a goal or desire to start a non-profit arm of their company.

Grant writing can be very complex, and the information included in these episodes can not only save listeners time in filling out the complicated forms, but it can also help ensure their success... and money!

Teresa's format is varied. She has monolog episodes as well as interview episodes. It's a nice blend of the two, as she utilizes guests to bring her audience a rounded view of grants and fundraising. Her opening suits the show, although it could be a tad shorter. She definitely provides good, solid, actionable steps non-profit organizations can take to spearhead their efforts.

According to reviews, organizations have successfully upped their grants and fundraising by following her advice, which is so important when every dollar counts! 🎧

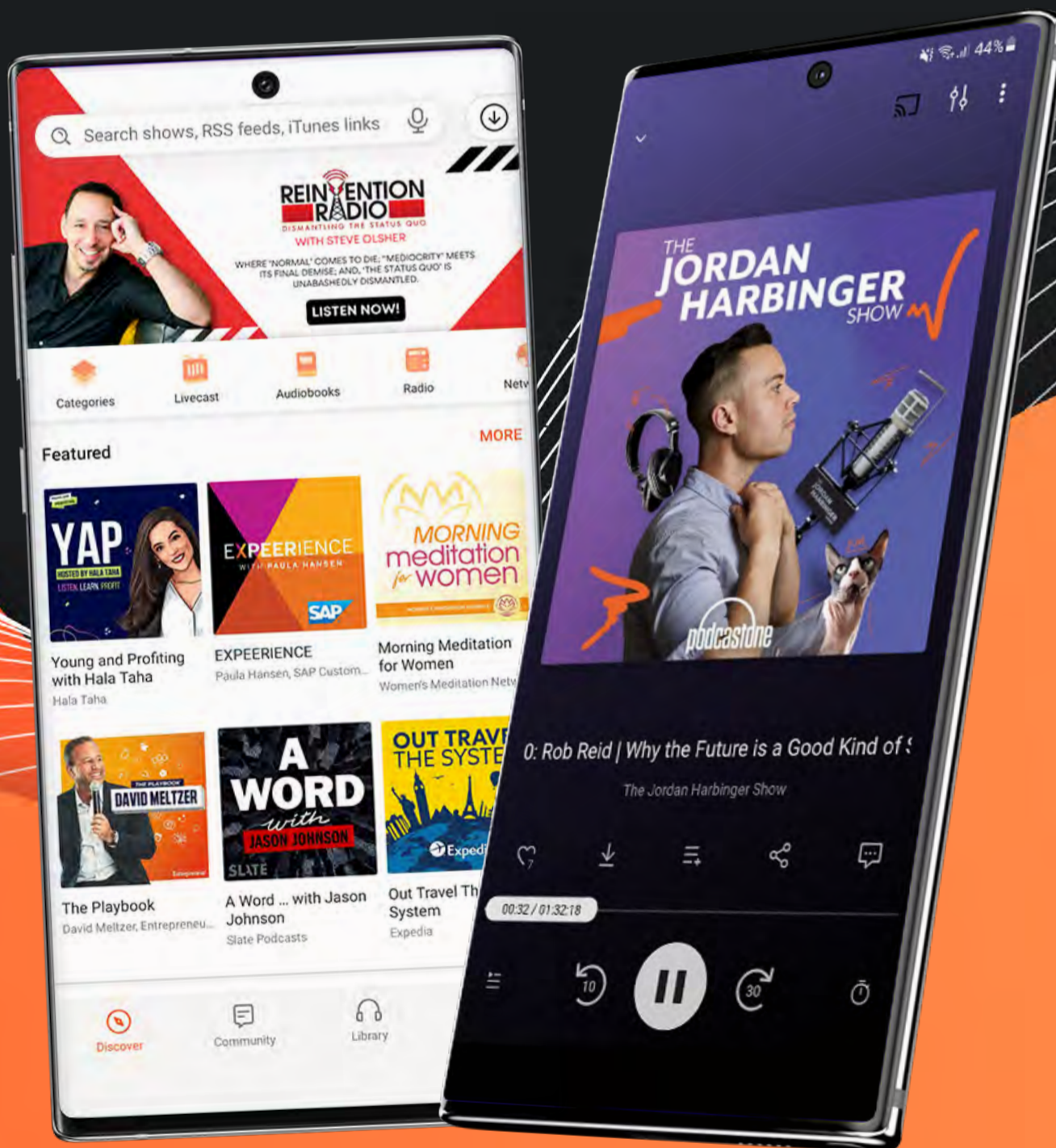


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¹Zoharab, Dave."Apple Podcasts vs. Spotify — Which is more popular?" Chartable, 21 Jan. 2020



40 UNDER FORTY

IN PODCASTING



In the world of podcasting, you'll find no shortage of outstanding individuals who are passionate about their topic of influence and choose to bring it forth via the medium we, as podcast fans, love. This month, we asked for your help in identifying 40 Under Forty podcasters who are already compiling an impressive list of accomplishments in the podcasting industry, from supporting their families to regularly transforming not only the media, but listeners worldwide.

Congratulations to all!



HALA TAHA, 33 ◀

Hala is the CEO of Yap Media (a marketing agency for top podcasters, celebrities, and CEOs) and host of *Young and Profiting*—a show frequently ranked as a number-one education podcast across apps. Well-known for her engaged following and influence on LinkedIn, she started her career in radio production while still in college and later launched an entertainment news blog site, “The Sorority of Hip Hop,” where she led an all-female team of 50 bloggers. It is rare to find anyone as dedicated and ambitious as Hala, as she strives to not only grow her own show, but to build a network and help other podcasters.

ARIELLE NISSENBLATT, 29 ▼



Arielle is the founder of *EarBuds Podcast Collective* and host of *Feedback with EarBuds*. About to celebrate their five-

year anniversary, the *EarBuds Podcast Collective* is a listening movement bringing the diverse, eclectic, and ever-growing podcast universe directly to listeners. Arielle sends a weekly theme-based podcast recommendation email complete with five podcast episodes on that theme. She has never missed one, which speaks to her commitment and character. Arielle also shares podcast tips, industry news, and bonus recommendations with listeners. She is truly an industry leader and expert who is known and respected in the industry for her knowledge and deep passion for all things podcasting.

COLIN JEFFRIES, 33 ▼



Colin is the vice president of marketing for BrightView Opioid Addiction Treatment and host of *The Rethink Marketing Podcast*. A “brilliant” marketer and trusted advisor in the marketing podcast

space, he is the type of influencer people stop and listen to. His optimism is infectious, and he is passionate about learning and sharing. On his podcast, he interviews A-level leaders in the sales and marketing space. He is funny and compassionate, and the deserving recipient of the 40 under 40 *Cincinnati Business Journal* AMA Pinnacle Award.

GREGORY ALSTON, 33 ▼



Gregory is the co-host of *Loud Mouf Stereo Podcast* and the host of the *Young Black & Bothered* podcast. A hard worker known as a consistent content creator, he also hosts a YouTube channel on tech products.

Greg goes out of his way to support—and share podcast resources—with others.



DOM STEPHENS, 25 ⬅️

Dom is the creator, producer, and host of *Spieling the Beans*. His life revolves around his love of stories and broadcasting. While earning his PR degree, he hosted and co-created dozens of programs ranging from high-profile interviews to children’s game shows. His podcasting career began when he attended the Edinburgh Fringe Festival, where he pitched his idea for a show in which “*storytellers tell stories about telling stories.*” Dom went from never having hosted a podcast to having a recorded series and several interviews booked by the time he flew home. Now with four seasons complete, the success of the show can be attributed to Dom being solely responsible for every aspect of the process—one that normally takes teams to accomplish.



JEREMY RYAN SLATE, 34 ⬅️

Jeremy is the founder and host of the *Create Your Own Life* podcast, through which he studies the highest performers in the world. He specializes in using podcasting and new media to create trust and opinion-leader status. In Apple Podcasts, he was ranked number one in the business category. He and his wife founded Command Your Brand to help visionary founders use the power of podcasts to change the world. He is devoted to helping others succeed and has a tireless work ethic.

GEORGE ACHEAMPONG, 34 ⬇️



George is the founder of Capitalwize, a financial planning firm, and of Malanin Money, a financial social network and community of minority wealth-builders. He is recognized as a thought leader in personal finance, wealth-building, and entrepreneurship. Podcasting since 2017, he hosts the *Melanin Money Show*, which epitomizes his desire to super-serve people of color on their journey to building wealth.

EFFIE PARKS, 39 ⬇️



Effie is the producer and host of *Once Upon a Gene*, a podcast that highlights the challenges parents and families face when raising a child with a rare disease. A “*true champion for all in the rare disease community,*” Effie brings critical perspective and inspiration to her listener—a community of warriors. A dedicated advocate and excellent role model, she elevates the voice of the rare-disease patient community and “*saves lives when people are barely holding on.*”

HANK FUERST, 36 >

Hank is the senior director of distribution for the Ramsey Network. Known for being a hard-working team player, his enthusiasm is invigorating as he connects with his employees on a real level. He has led the network for over seven years, driving a collection of top podcasts in the world, including *The Ramsey Show*, which reached one billion downloads last year. Additionally, Hank has overseen self-syndication to over 650 radio stations across the U.S. He's helped launch the Borrowed Future podcast to Apple's overall top 10, and his network is in the top .05% of podcasts in the world. He clearly puts his listeners first.



ELI DVORKIN, 39 v



Eli is the vice president of Brand and Talent Partnerships and a founding member of—and incomparable asset to—PodcastOne. He has truly “*done it all*,” including bringing winning talent to the network and developing content for multiple Apple-ranking shows. He is dedicated to and embedded in every aspect of the success of the company. He knows what audiences want, so he seeks it out and obtains it. Eli “*takes big swings and hits a homerun almost every time*,” as he knows the podcasting business inside and out.

IAN KEHOE, 35 v



Ian is the host of *Necronomipod*. A hard-working father who is passionate about podcasting, he supports his family with the show, putting his entire life into producing, writing, editing, promoting, and growing it.

BAILEY BOUWMAN, 37 v



Bailey is the owner and host of the *Cloth Diaper Podcast* and founder of the Cloth Diaper Network Association. She is an unsung hero to many parents who want to save the planet for future generations. As climate change continues at a drastic rate and Gen Z mothers become more eco-conscious, education about and awareness of modern cloth diapers can help so many families. Bailey is also a very genuine person who just wants the best for business owners and the industry. She organizes global network events, supports all brands, and provides opportunity for visibility on her podcast. She is amazing and plays an important role in creating a win-win situation for all stakeholders.



HEATHER STEINKER, 37 ⬅

Heather is the founder of Chaos n’ Cookies, a business and podcast by the same name designed to help “*keep moms from crumbling.*” With more than 10 years’ experience in helping women entrepreneurs build six- and seven-figure businesses, she now uses her genius in marketing on social media to help others simplify systems and automate processes to get their business up and running. A “*business force to be reckoned with,*” she’s also a dynamic podcast host known for relating so well to her audience that they become raving fans. This has helped keep her show around #80 of the top parenting podcasts in the U.S. and #6 in Mexico.

JENN TREPECK, 38 ➤

Jenn is an optimal health coach, business consultant, and host of the *Salad with a Side of Fries* podcast. A hard-working, highly motivated “*force of nature*” in the wellness space, she consistently builds her podcast’s reach and audience without spending a dime on advertising. A seasoned interviewer, her show has garnered 100,000 downloads in less than two-and-a-half years. Jenn’s platform is built upon decades of experience as a wellness advisor guiding clients toward their happiest, healthiest lives. Through her podcast, she is truly transforming the state of healthcare by empowering her clients and listeners to reclaim control of their wellness.



JAMES WHITTAKER, 38 ⬇



James is an award-winning keynote speaker, bestselling author, and the creator and host of *Win the Day*—a highly regarded business-focused podcast. He epitomizes what podcasting is all about, as he entertains and teaches listeners while always giving back more than he takes.

MEREDITH EDWARDS, 39 ⬇



Meredith is a model, businesswoman, and host of *Merideth for Real*. Known as “*The Curious Introvert,*” she allows her curiosity to lead her to interesting people and stories and then carefully and thoughtfully shares them with her audience. She asks the questions all listeners want answers to while telling the stories others don’t.

SHEILA BOYSEN-ROTELLI, 38 >

Sheila is a master certified executive leadership coach, TEDx speaker, author, professor, and host of the *Professional Success Podcast*. Her experience in enabling positive change as a leader across multiple industries and roles empowers her to bring a blend of corporate leadership and understanding of team dynamics into play. She cares deeply about her clients and supports them in growing as leaders, achieving results, and developing their own leadership competencies while designing careers they love. Since becoming a certified coach over a decade ago, she has worked with over 900 clients in all areas of industry. She helps individuals and groups uncover their passion, leadership aptitude, and values, and apply these elements to their lives and work.



KARISSA ADKINS, 36 v



Karissa is a bestselling author and the creator and host of *Living Real TV*, as well as the host of *BossUp Babes*. She has helped hundreds of women step into their greatness and strength. As a single mom, she has overcome adversity and obstacles that have only made her stronger. She is a true inspiration who has not only achieved success in her field, but who exemplifies excellence in all she does. She has the heart and spirit of a leader, and she passionately inspires, motivates, and challenges others to become their best self.

TYRONE DIXON, 34 v



Tyrone is a nationally certified life/relationship coach, the Director of Diversity, Equity, and Inclusion at Elmcrest, and the host of *The Quality of Love Podcast*. He is a father, podcaster, and Black man striving to reshape and mold youths and young adults in his community, as he believes everyone has the power within themselves to change their circumstances.

TYLER MCCUSKER, 33 v



Tyler is the founder of Snippet (the world's first short-form podcast platform) and CEO and host of *Full Album Fridays*. After founding KX FM 104.7 in 2012, he grew the station to be the most successful LPFM in the country. In 2021, he launched Snippet, with a mission to deliver meaningful content and unique, original show concepts in a concise and powerful package.

CHARLIE MURPHY, 34 >

Charlie is an actor and the owner and co-director of Musical Theater College Auditions with 20+ years of experience and superlative results. The producer and host of *Mapping the College Audition*, he is committed to empowering high school students eager to succeed as theater majors in college to find their authentic selves as artists as well as the best fit for their collegiate journey. He furthers his work on his podcast, while helping demystify the intricate theater college audition process. He has a passion for using the power of podcasting to reach students, parents, and young professional actors wherever they are in their journey to becoming thriving artists and performers.



SANDRA PAYNE, 39 <

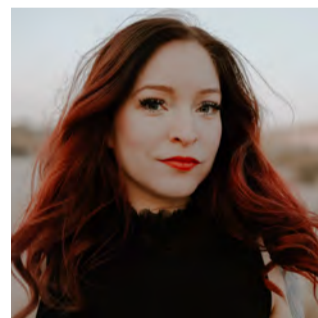
Sandra is a former RN, master certified holistic wellness coach, and the host of *End the Silence*, a podcast sharing the struggles, successes, and stories of nurses working on the front lines of a global pandemic. The stories are real, raw, and sometimes horrific, but all have the same goal: to inspire hope and the possibility for change. Sandra is described as “*an incredible human being with a huge heart and desire to make a big impact in her nursing community.*”

NEVA LEE RECLA, 10 >



Neva is an entrepreneur, author, speaker, influencer, and host of the *Leave It to Neva* podcast. She also co-hosts the *Reclamation Show*, where she shares her insights, wisdom, and tips for success alongside her parents. “*One of the most thoughtful, articulate young ladies you’ll ever meet,*” Neva’s mission is to inspire one million kids to do business and encourage adults to support them.

MIREYA LOPEZ, 32 >



Mireya is the host of *Mothering Anxiety*. She takes a very honest look at what it means to raise her child while dealing with anxiety. She is raw and truthful and does an amazing job shedding light on her struggles and triumphs throughout motherhood. Mothers everywhere can benefit from her passion and content, as she serves as an ally and speaks their truth.

DAVID SHANDS, 39 >

David is a serial entrepreneur, author, speaker, and host of the *Social Proof Podcast*. He is also the founder of the morning meet-up, the only entrepreneur training community in the country that gathers every morning to help entrepreneurs navigate the journey to success. A business coach who specializes in helping people become the best version of themselves, he has brought tons of business owners together and given them tools to become better. His listeners and students have the rare opportunity to learn in real time from his successes and lessons around achieving his goals. A humble host, he asks the right questions of successful business owners. With everything he does, he motivates and empowers.



KC WAYLAND, 39 <

KC is the creator, writer, and producer of the *We're Alive* podcast. He originally launched it as a means of coping with his military experience, which included a deployment to Iraq midway through his first semester of college. Creative and inspiring, he takes his audience on a journey of sound that brings them to new worlds. He is extremely generous with his knowledge and passion for the medium, and his show has garnered over 50 million downloads over the course of its run. KC continues to strive to expand the audio-drama industry while helping others understand and build on the new art wave that is "*Theater for the Mind*."

J FLOW, 39 >

J Flow is the family-oriented host of the *Enlighten Millionaire Podcast*, through which he aims to accomplish his mission of creating one million breakthroughs. He has an exceptional track record of coaching, mentorship, and philanthropy initiatives. It is his life purpose to co-create intellectual property that transforms the human condition, and he helps raise awareness and fundraising for non-profits throughout the world that are committed to making a positive impact.



EMILY SILVERMAN, MD, 34 >

Emily is the founder and host of *The Nocturnists*, an acclaimed medical storytelling live show and podcast where doctors and other healthcare workers tell personal stories about working in the world of medicine. Dr. Silverman created the podcast as a burned-out medical resident distressed by the inhumanity of the American healthcare system. She is also an internal medicine physician at the Zuckerberg San Francisco General Hospital and Assistant Professor of Medicine at UCSF. *The Nocturnists* has uplifted the voices of hundreds of healthcare workers, and Dr. Silverman is considered a visionary creator, exceptionally talented interviewer, and kind, thoughtful, and generous colleague.



HOLLY ALLEN, 30, & KENZIE DURBAN, 30 <

Holly and Kenzie are the co-hosts of *Crimeaholics*. This pair is known for “encapsulating” listeners as they pay excellent attention to the details around unsolved true-crime cases. It’s clear that Holly truly cares about (and puts her heart into) the cases she covers, and that she is dedicated to ensuring the success of the podcast. Kenzie is described as “very down to earth” and is known for her “great energy.” She is passionate about and dedicated to spreading awareness via clear and accurate information, and the work she invests in the show is evident. Both she and Holly are well-spoken, funny, talented podcasters.

STEVEN PESAVENTO, 33 >

Steven is an active investor who helps clients build wealth and cashflow through Commercial Real Estate Investments at VonFinch Capital. As host of the top-rated *Investor Mindset Show*, he brings together real estate investors to learn and put to use strategies that work. A “great guy who works super hard,” he has flipped over 200 houses in three years. His podcast is 0.5% on Listen Notes and a top 100 ranked show. Steven is “an incredible role model for young entrepreneurs.”



KACIE WILLIS, 34 ➤

Kacie is an arts advocate and the creator, host, EP, and editor of the *You Heard Me Write* podcast. She formed the production company, Could Be Pretty Cool, whose mission is to produce unique creative experiences to inspire community-building through the arts. She has also served as a theatrical sound designer, arts administrator, and speaker for local and national arts and cultural organizations. She created one of the most innovative podcast formats out there, and her creative approach to podcasting is sure to continue blossoming as she endeavors to develop additional non-traditional podcast formats.



KEVIN LARNEY, 23 ◀

Kevin is the founder and host of the *Wildchat Sports* podcast, which he started from his college dorm room. Interviewing celebrities and top influencers about sports and success, his ultimate goal is to merge the sports and entertainment industries into one singular environment, marketing celebrities as athletes and athletes as celebrities in order to help new talent make a smooth transition post career. To accomplish this goal, he launched a startup digital media company that provides eCommerce, eSports, podcasting, and social media management services to top personalities within the two industries.

CATHERINE KING, 25 ▼



Catherine is the director, producer, and host of Corinium's in-house podcasts for tech news as well as the *HICAMO* podcast. An "incredibly proactive" D&I champion, her passion for ensuring all voices within the data and analytics community feel welcome and represented is unmatched and incredibly refreshing. She also directs and hosts the BoD's Leading Female Executive monthly LinkedIn Live virtual roundtables. She strives to ensure her podcast remains as balanced as possible by featuring guests from all walks of life.

CAITLIN GRANT, 31 ▼



Caitlin is the creator and host of *Plug It Up*, a podcast that explores the "monstrous feminine" within the horror genre of movies. It all started with "monstrous menstruation," and now, she also covers "monstrous motherhood" as well as other female tropes common to the horror genre. She brings such passion to podcasting, working so hard to make sure she thoroughly researches the movie she is covering and doing a great job balancing personal content on her podcast.

RAY BOURCIER, 39 >

Ray is a stay-at-home father, conscious parent coach, and host of *From Surviving to Thriving*, a show dedicated to helping parents overcome anxiety and depression. With a passion for helping others, his mission is to help transform the lives and impact the worlds of eleven million parents, to help them become the parents they've always needed and that their kids need them to be. He "has a heart of gold," and after only one month of hosting his show, he was a Captivate featured podcaster—who described the show as "geared toward helping parents break the cycle of issues and learn how to support and be supported."



JISSELLE C. FERNANDEZ, 28 <

Jisselle is the host of the *Women in Media* podcast. With a bubbly personality and fiery passion for music, she is a "shining, inviting light" from whom to learn. She hosts virtual interviews via Zoom with both artists and women making an impact in the media industry. Topics include new music, projects, tours, origins, and more. Described as "a force to be reckoned with" and multi-tasking "hustler," Jisselle continuously works toward her dreams. Still, she's always there for others when they need her.

LORILEE BINSTOCK, 37 >

Lorilee is the producer and host of *A Trauma Survivor Thriver's Podcast*. A trauma survivor and mental health advocate, she has taken her own struggles with trauma and mental illness and turned them into a platform that gives others permission to share their stories. She makes topics generally considered taboo part of everyday discussions. Through her Binstock Media Group, Lorilee hopes to provide several mediums for everyone to digest mental health outside of her successful podcast and her magazine, *Authentic Insider*.



DERRICK MURPHY, AKA “D. MURPH,” 39 ➤

D. Murph is the host of *Why Not Sports w/D. Murph* and *Flagrant 2 w/D. Murph*. A family man who is career-oriented, he is one of the most versatile content creators in the podcast community, which he positively influences as he highlights stories from all walks of life. Nearing 500 episodes, he strives to provide consistent content for his listeners as he hosts multiple podcasts and speaks not only at podcast events, but schools, as well, as he takes pride in being a mentor to kids.



EVA KARPMAN, 12 ◀

Eva is the host of the *Dream Big* podcast—ranked number one in the Kids & Family Category and considered “the ultimate personal growth resource for kids”—and the *Lovely Homestead* podcast. Her motto: “If you can dream it, you can do it.” And she’s setting the example, by living her own dream to “inspire 10 million people to live a more organic and sustainable lifestyle” via the *Lovely Homestead*.

SHANE WATERS, 32 ➤

Shane is the CEO, executive producer, and host of the *Foul Play* podcast. Launched in 2014, his was one of the first true-crime podcasts, making him a frontrunner of the industry. Having earned a college degree in forensic psychology, he started the podcast to help victims and families of unsolved cases. He has since grown his audience to millions of listeners, and the podcast has become part of his ever-growing business, Arc Light Media, which is now home to nine different shows.



THE “PODCAST FANDOM” DILEMMA, SOLVED.

Do you have one of those unique names, like Millie, Rachael, or Jayme? If you do, you understand how painful it is to visit a gift shop only to find keychains for people named John, Anne, and Thomas.

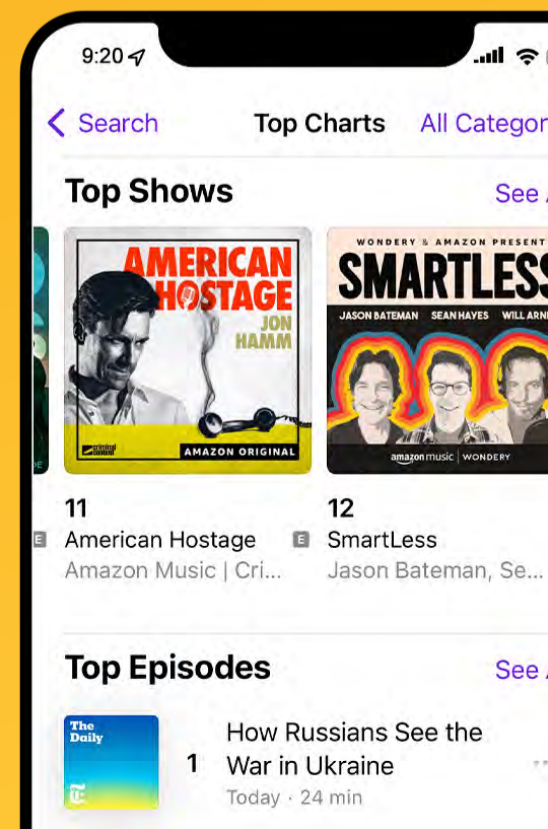
Podcast fans have experienced the same for some time now. We’ve had to make our own t-shirts on TeeSpring, or been forced to wear the “Ask Me About My Podcast” shirt like everyone else.

Until now.

It’s not the Targets and Walmarts that have worked to solve our “podcast fandom” dilemma, either. It’s been the podcasters themselves. In fact, by indulging our need to express our podcast fandom, podcasters have also found a way to monetize their shows, thereby enabling them to make even more shows.

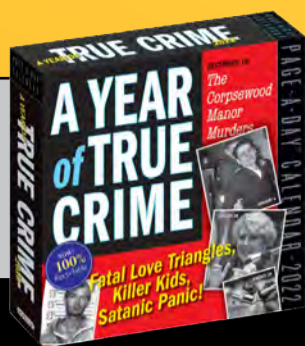
Thus began the rise of podcast merch... and we can’t get enough of it!!!

Take a look at this list of amazing podcast paraphernalia:

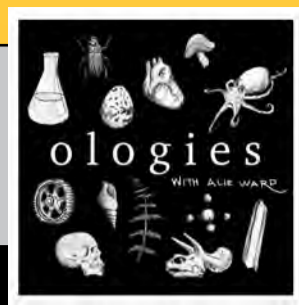




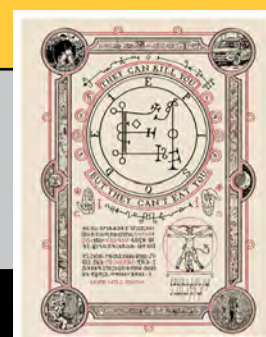
**SERIAL PODCAST
TRAVEL MUG**



**A YEAR OF TRUE CRIME
DESK CALENDAR**



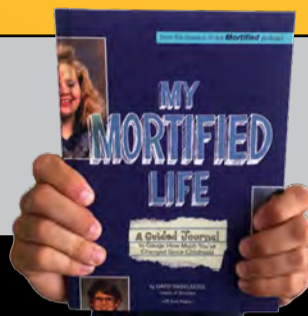
**OLOGIES LOGO
STICKER**



**E1 PODCAST
GRIMOIRE POSTER**



**THE UNMADE PODCAST
FACEMASK**



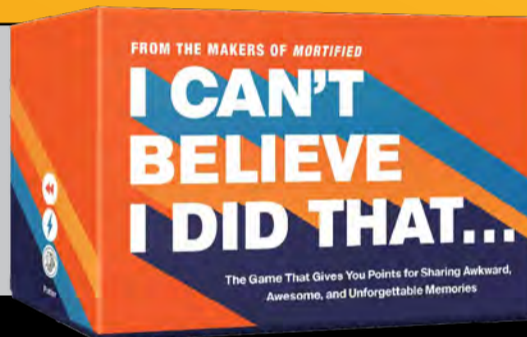
**MY MORTIFIED LIFE:
GUIDED JOURNAL**



**HIDDEN BRAIN
BLUE TOTE**



**THE WORLD OF LORE
BY AARON MAHNKE**



I CAN'T BELIEVE I DID THAT: THE GAME



**CRIMINAL
PODCAST
POSTCARD SET**



**CONAN O'BRIEN NEEDS A
FRIEND IPHONE CASE**



**LAST PODCAST ON THE
LEFT FLEECE BLANKET**



**WELCOME TO NIGHT VALE
BY JOSEPH FINK &
JEFFREY CRANOR**



**JOCKO SNAPBACK
TRUCKER CAP**



**LET'S GO TO COURT
T-SHIRT**



Gadgets, Gizmos & Gear

Dan R Morris
prodreviews@podcastmagazine.com
TracingThePath



STORYTELLING & ESCAPE ROOMS

Podcast Style

Combine logic, intuition, common sense, fun, and just a bit of fear, and you have the escape-room experience—an activity that grew in popularity over 9000% in the few years prior to 2020, when the pandemic essentially shut the world down.

Makes sense, right? One would have to be physically in the room in order to escape it. Or would s/he?

Escape This Podcast is the creative love child of Dani Siller and Bill Sunderland,

a husband-and-wife duo who have effectively brought their mutual love of games to the podcasting medium. Dani is the game master, puzzle creator, and host, while Bill is the producer, handling the backend of not only *Escape This Podcast*, but of their second fiction podcast, as well—*Solve This Murder*.

Now, *Escape This Podcast* is not your normal game-based show. The entire premise is to escape the virtual room—one you can't see, but picture in your

mind's eye as Dani describes it to you. As a player, you must rely on a keen ear, sense of detail, and equally vivid imagination.

Dani is the ultimate creator:

“I have to write the story before creating the puzzles—that’s really my strength. The puzzles, which are the storytelling medium, come dead last. There has to be a coherent story from start to finish. Like, why would someone be stuck in this room? Sometimes, it’s that some crazy person trapped you in there. But we’ve been leaning away from that a little more, and into ‘What can you get out of this room?’

What might be hidden in this room that somehow makes your being here make sense? It all has to fit. You can’t just stick an elephant in the middle of a bedroom, because it doesn’t belong. But you definitely need a bed, right? For someone to truly imagine that s/he is living in it in order to play the game, I have to decipher which objects would be in the room based on the plot. It’s absolutely not arbitrary. Once I’ve done that, then I can have a little fun with it. Like in that bedroom, I can add some posters to the wall. And I get to be creative with that. So, I start with the logic, and then mess around with it a bit later.”

Dani inventories the objects in the room as she goes along, making sure she describes them in written detail, so she can then communicate them to her listeners via audio. Working backward from the escape, Dani makes sure she has

“I start with the logic, and then mess around with it a bit later.”



Dani's notes for Episode 1: Podland Prison. Lots of fun images! (photo credit: @escapethispodcast | Instagram)

designed a clear path to that escape, in a way that listeners won't generally realize, at first.

“Right at the start, you come up with your end point—what object in the room do people need in order to finish? What’s the last thing they’ll need to do? Let’s say there’s a cupboard in the room. Obviously, you can either open it right away, or there can be some sort of obstacle preventing that. Perhaps it’s locked. Then, you have to figure out other objects to add to the room that could be key to unlocking it.



Dani and Bill are the masterminds behind *Escape This Podcast*

“I draw arrows from one object to another based on those relationships. Then, I start linking things together to determine the obstacles. Finally, I can sit back and go, ‘Alright... what plan can I make to overcome the obstacles? How am I going to do this? What is the actual puzzle?’”

In addition to handling the backend of the podcast, Bill is also the game tester. But rarely does he help Dani with the actual puzzles.

“There was a moment in our third season when I was really stuck. I went to Bill and said, ‘I don’t know what happens... where I can go from here.’ And he said, ‘Put a donkey in the room,’” laughs Dani.

“He didn’t even know what the room was, at the time. So now, I don’t come to him for any help with that stuff until the first draft is written. Then, we play through it together. Bill is incredible at figuring out what works and what doesn’t, and with coming up with constructive solutions to those problems. So, things don’t tend to

change a huge amount, but his input is so valuable.”

For listeners solving the puzzle, notetaking is an important piece of the process. In fact, Dani encourages their audience to post their diagrams and notes to social media. As Dani explains, *“I just like seeing how other people get to the solution... how they visualize it. I love when people draw it out and share it!”*

With over 200 episodes to date, it seems Dani’s imagination is unlimited—and even celebrities like Neil Patrick Harris have noticed and made guest appearances.

So if you’re a fan of escape rooms, *Escape This Podcast* is a must-have experience you can begin today! 🎧



Leisure Category Director

Lori Lyons

leisure@podcastmagazine.com

The Encore Entrepreneur Podcast 🎧



UNDER THE RADAR

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



THE AFTERBURN PODCAST

John Waters—call sign “Rain”—is the host of *The Afterburn Podcast*, an exciting and interesting podcast featuring Air Force pilots and their stories, many of which are largely unknown to the general public.

Debuting in January 2020, Rain, who was an Air Force F-16 fighter pilot for over 12 years, brings the podcast alive with inside connections and gripping stories.

This is the Leisure Category, which implies



a laidback listening experience. However, this podcast is anything but. Right from the energetic opening, the episodes will get your blood flowing. The stories and guests are real—real military personnel with tales most of us can only imagine or have seen in romanticized movies. And Rain is a generous host—one who allows his guests to actually answer questions fully (a learned and practiced skill some podcasters lack).

In listening, there is a sense of eavesdropping on intimate conversations between colleagues catching up, often in “pilot lingo” that can seem foreign to most of us civilians. Nonetheless, the episodes are intriguing.

These are the real “top guns” of our generation. The men who, among others, put their lives on the line for the freedom of our country. This show is very well done and worth the listen. At the end, stand and salute the heroes of the air! 🇺🇸



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Hacker Valley Studio co-hosts (from left) Ron Eddings and Chris Cochran are focused on improving lives with technology

A CHANGED LIFE

Hacking Isn't Just About Technology

Hacking comes in all forms. Sometimes, it doesn't even require a computer.

Chris Cochran and Ron Eddings, creators and co-hosts of the *Hacker Valley Studio*

podcast, have taken the idea of hacking to another level. They not only tackle hacking cybersecurity in the traditional sense, but also as it relates to the brain—for performance, mindset, inspiration, and productivity.

Chris took a new job with Netflix that required him to move prior to his pregnant wife and two children joining him. Starting a new job is hard enough to deal with on its own, never mind having to leave your family to sell your home, pack, and move to another state. In this case, that stress led to Chris's internal transformation, resulting in "*Chris 3.0*."

According to Chris, version 1.0 "*led to his divorce from his first wife, and version 2.0 was driven and selfish.*" But



apart from his family, he was able to dive headfirst into hacking his brain.

His friend Ron lived in a house with a few other tech guys all focused on productivity. Chris joined them for weekly yoga sessions, and they all read and discussed books on a regular basis. On Sundays, they focused on learning different breathing and meditation techniques.

They held each other accountable not only in tech, but in personal and physical development.

What Chris learned reading, doing yoga, and living a life focused on improving his mental and physical game got him on a track to become Chris 3.0, and it changed his relationships with his family.

Not only that, but it inspired him to create the hit podcast, *Hacker Valley Studio*, upon Ron's suggestion.

Ron, who was already creating a course

“We are mental athletes with no offseason. We’re using our brain all day long, which takes energy.”

on technology, proposed that he and Chris “hop on the mics and start a conversation about technology and cybersecurity.” Clearly, they also had a shared interest in “the other human elements of performance... the human elements of life, in general.”

As technologists, Chris said, “We are mental athletes with no offseason. We’re using our brain all day long, which takes energy.”

Essentially, Chris and Ron both wanted to find ways to bring “the fringes of performance” to the tech community



to help people improve their lives. They wanted to take what they were doing in their house out to the world.

Listening to the podcast and the questions the hosts ask, their thoughts around hacking human performance are clear. Chris wants to *“leave people better because of our interactions,”* and hopes they realize that *“they don’t have to do the things the way they’ve always done them.”*

What are the intersections between technology and the human condition? That’s one of the questions that drives Chris and the show. One of his favorite episodes is with Chess Grandmaster Maurice Ashley, the first Black chess

grandmaster. Maurice knew nothing about tech or cybersecurity, but when Chris and Ron explained some of the concepts that they dealt with every day, Maurice drew an analogy to chess. Another favorite was all about empathy and *“hacking people with empathy via social engineering.”*

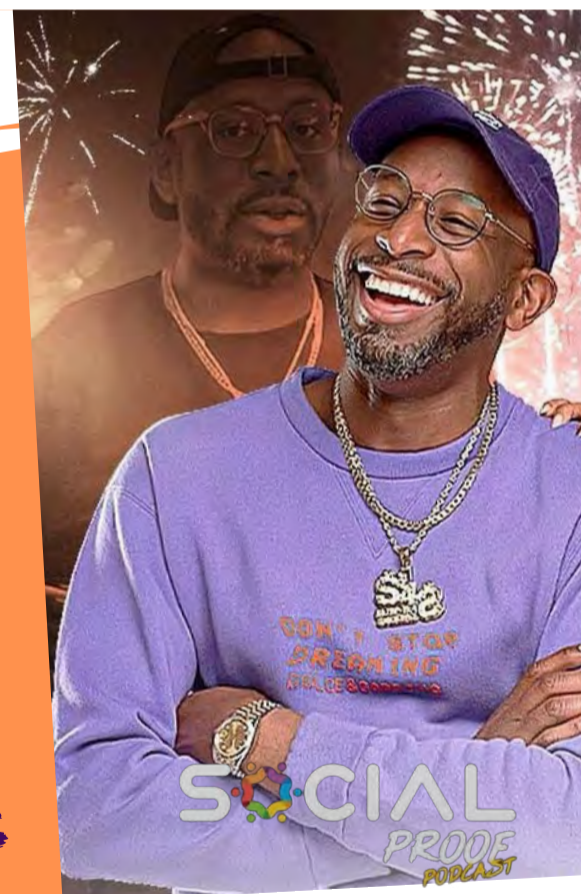
Chris believes that every single conversation he has had on the podcast has changed him dramatically. From *“a game of inches of change,”* he has grown and shifted his mentality, and not just around cybersecurity and his work. He goes into each episode with an open mind, because tech is not just about tech. It flows into life, and life flows into his day

CONGRATULATIONS

TOP 40 UNDER 40 IN PODCASTING

DAVID SHANDS

SOCIAL PROOF PODCAST



FROM YOUR PODCAST
MASTERMIND
INNER CIRCLE



job. He and Ron are advocates of diversity and inclusion on their show, and that also means having guests from different cultures and backgrounds versus the usual ‘suspects.’

Chris and Ron’s passion for learning has expanded into Hacker Valley Media, a company developing podcasts to change the industry and enlighten companies and people about how they can grow and improve. New shows focus on Web3, the two different sides of cybersecurity (offense and defense), and underrepresentation in tech.

Chris wants his daughters to see strong, powerful women in many different roles, so they know they can be whatever they want. He also loves to involve his family in his work. His daughters are featured in some of his video content, and his wife, Jennifer, works at Hacker Valley.

“Those of us who are focused on just being

“Those of us who are focused on just being better—on being optimal for ourselves, rather than adopting the ‘us versus them’ mentality—compare ourselves to who we were yesterday.”

better—on being optimal for ourselves, rather than adopting the ‘us versus them’ mentality—compare ourselves to who we were yesterday. That makes us all better. Do that, and eventually, you’ll be the person you want to be.”

Now, Hacker Valley Media is monetizing the podcasts they create and bringing in additional hosts. Chris and Ron are focusing on where they can grow as entrepreneurs.

Those first few months waiting for his family to arrive not only created Chris 3.0, but in the long run, they started a cascade of change for others, as well. 🗣️



Technology Category Director

Laura Steward

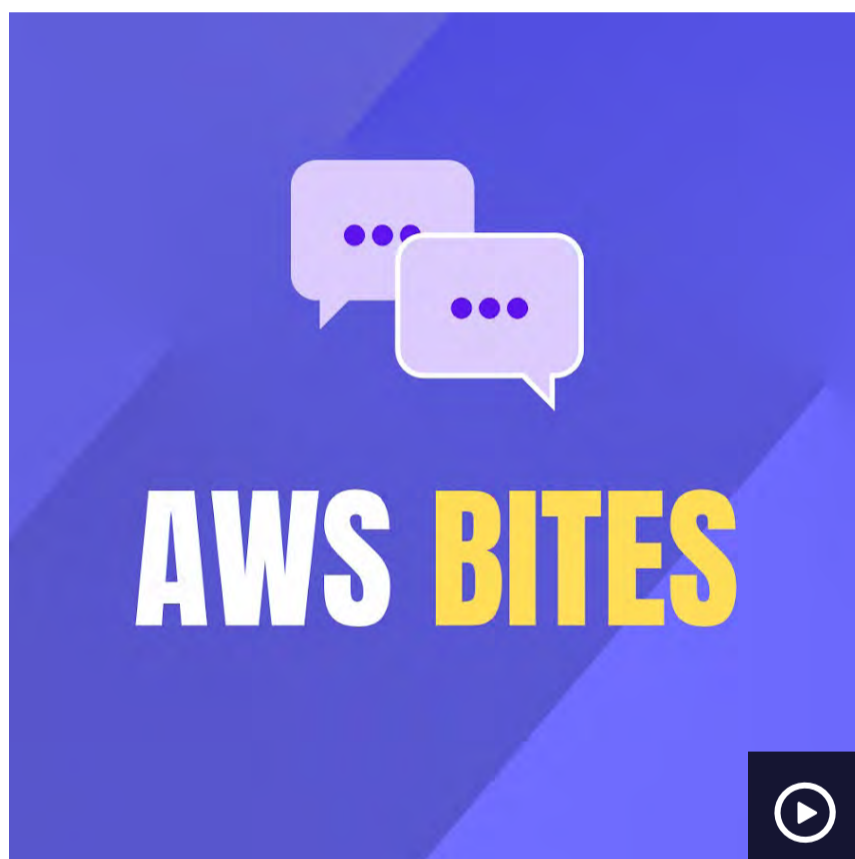
technology@podcastmagazine.com

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



AWS BITES

Whether you are new to AWS or have been working with it for a while, this show can support you in learning what to do *and* what not to do. Hosts Eoin Shanaghy and Luciano Mammino are certified AWS experts and certainly seem to know what they are talking about. I'm not an AWS expert, but the episodes I have heard make a lot of sense based on what I do know.

I do wish they would change the description of the show, as their episodes are not five



minutes long—more recent episodes are longer, with one even hitting the forty-two-minute mark. I don't mind the length, as the hosts are enjoyable to listen to, but the description sets an expectation for the time investment. This discrepancy bugs me.

The increase in show length has given Eoin and Luciano time to go deeper into each topic, but I did enjoy the shorter episodes. What might be interesting to see is a shorter episode introducing the highlights of their thoughts, and then a longer one that goes more in-depth.

Some episodes are based on listener questions and others from their own experiences. The Halloween episode about AWS horror stories was interesting, and any geek could relate. No matter your level of AWS experience, it's worth checking out this show. 🎧



OVERHEARD

at



NATIONAL
GEOGRAPHIC

Eavesdrop On Wild Conversations That Take You To The Edges Of Our Big, Weird, Beautiful World

We are all born with a sense of curiosity that somehow seems to leave us as we grow older. Yet deep down, many of us have a longing to see the ends of the Earth that we may never get to travel to.

Enter the amazing *Overheard at National Geographic* podcast—a vehicle ready and waiting to take listeners on adventure after adventure! From the magnetizing visual layout of the printed magazine to hearing detailed adventures on *Overheard*, this is what dreams are made of!

Imagine hearing the snorts of hippos as they splash in the water, or the sound

of giraffes' hooves as they board a boat to float downstream to another grazing location.

These are the audio-induced visuals you can expect to experience when listening to Peter Gwin, editor-at-large at National Geographic, and Amy Briggs, executive editor of the *National Geographic History* magazine and co-host of *Overheard*. Together, these two will take you to places beyond your imagination.

“Overheard is for geeks who seek to know more about the wonders of the world,” Amy explained.



Now heading into their eighth season, Peter and Amy interview a weekly guest about his or her nature-based experiences—think everything from discovering a secret gateway to an

underwater world to loving bats! Peter and Amy have a way of pulling their audience into the story, so it feels as if you are physically with them on their adventures. Clearly, they are passionate about what they do.

Flashback to the December 2021 issue of the *National Geographic* magazine that brilliantly captures the heart of the Serengeti wildlife in award-winning photography. Now, imagine the planet’s largest animal migration: the perilous 400-mile circuit of the wildebeest caught not only in visual format, but via audio within the *Overheard* podcast.

There was a sparkle in Peter’s eyes and excitement in his voice when he described his time in the Serengeti. There, he met up with 2021’s National Geographic Explorer of the Year, Paula Kahumbu, to learn how she became an unlikely TV star with her documentary series *Wildlife Warriors*. In it, Paula describes her show as being “made by Kenyans for Kenyans.” She explained to Peter that it is up to the local wildlife warriors—not foreign scientists or tourists—to preserve the wild landscapes of Africa.

Peter described how having the sounds of the wildlife added a dimension to the *Overheard* podcast that could not be bought.

He also loves how podcasting allows him to bring these sounds and experiences to people in their everyday lives.

“Imagine getting in an elevator on your way to work and overhearing a story about a weekend dive in a shark cage!” he said.

In 8 seasons of the podcast, *Overheard* has covered stories (from top, below): 1. National Geographic Explorer Paula Kahumbu has her portrait taken among a herd of elephants in the Masai Mara, Kenya. 2. Five of the 11 cubs confiscated from notorious cheetah trafficker Cabdi Xayawaan are brought to court as evidence in his trial in Hargeysa, the capital of Somaliland. 3. Asiwa, a Rothschild’s giraffe, became stranded on Lake Baringo, in western Kenya, after rising lake levels turned a peninsula into an island, trapping it and seven other giraffes, in 2020.

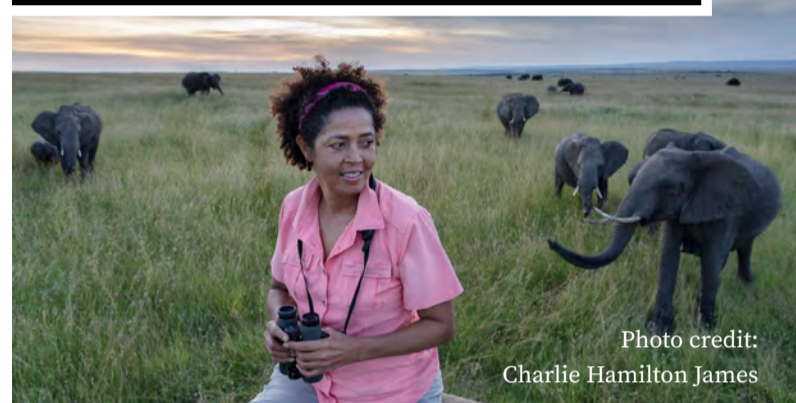


Photo credit: Charlie Hamilton James



Photo credit: Nichole Sobecki

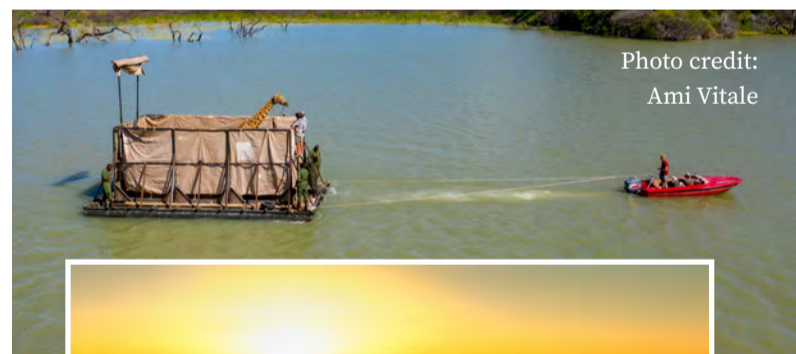


Photo credit: Ami Vitale



Peter attributes his narrative talents to growing up in a southern home in Georgia, where stories from his father, mother, and siblings abounded at the dinner table. His love of storytelling continues today via his writing for National Geographic and hosting of the podcast.

Amy, on the other hand, took a little more coaxing to pull back the curtain to see where her love of history began to flourish. She attributes it to a teacher who brought Ben Franklin to life for her, as that is when she realized that the “characters” in our history books were all actual living beings. Her subsequent passion for history and talent for bringing it to life makes for a memorable experience for readers and listeners alike.

As that curtain drew, Amy eagerly shared her experience covering the story of the infamous American female plane pilot, Amelia Earhart. A veil of mystery continues to surround her disappearance in July of 1937.

The lack of shade is apparent for people waiting in line for unemployment benefits at this Bank of America branch in the Boyle Heights area of Los Angeles.



Photo credit: Elliot Ross

Amy traveled to Atchison, Kansas, the aviation legend’s birthplace, to delve deeper into the mystery. Earhart’s childhood home is in Amelia Earhart Historic District, where there is a yearly parade held in her honor.

According to Amy, the mysteries are aswirl in Amelia’s hometown—some even believe Ms. Earhart perhaps didn’t disappear at all. Could she be secretly buried in her own hometown? We may never know, but one thing is for sure: people continue to be fascinated by this tale nearly a century later.

While Peter and Amy are the faces (and voices!) of this highly rated podcast, they are quick to give credit to the podcast’s outstandingly talented team, which they say was “*organically created.*” More like a family than co-workers, they are incredibly thankful for each and every one of them—all of whom are focused on delivering even

An Orca calf swims with two adults during a feeding on herring in the Norwegian Arctic.



Photo credit: Brian Skerry



“Overheard is for geeks who seek to know more about the wonders of the world.”

more dramatic episodes in the future as they spend increasing time and effort on the audio quality of this top-produced show.

The *Overheard* team:

Avar Ardalan, Executive Producer

Carla Wills, Senior Producer

Eli Chen, Senior Editor

Jacob Pinter, Brian Gutierrez, and Ilana Strauss, Producers

Hansdale Hsu and Ted Woods, Sound Designers

If the idea of nurturing your curiosity around the wonders of the world calls to you, be sure to check out *Overheard!* From stories of divers being trapped in shark cages to Amelia Earhart’s mark on history, your mind will whirl in adventure with Peter and Amy. These two get to live what many of us will only dream about... but this is your chance to experience their wild explorations!

Overheard—the recipient of this year’s Ambies Award for the Best Knowledge, Science, or Tech Podcast—is available on Apple Podcasts, Spotify, Amazon Music, and wherever podcasts are found. 📍

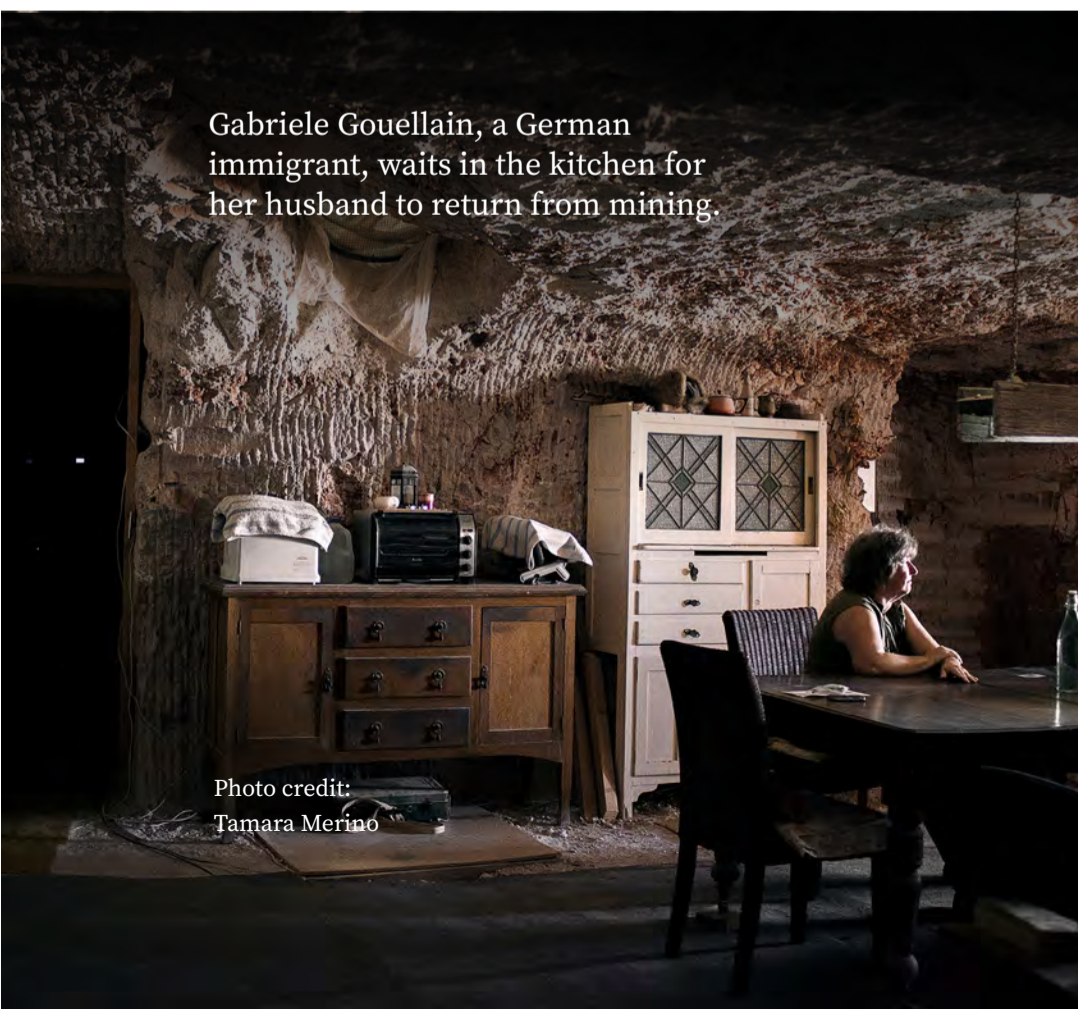


Science Category Director

Constance M. Drew, MBA

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Wickedly Wise Women Entrepreneurs ▶



Gabriele Gouellain, a German immigrant, waits in the kitchen for her husband to return from mining.

Photo credit:
Tamara Merino

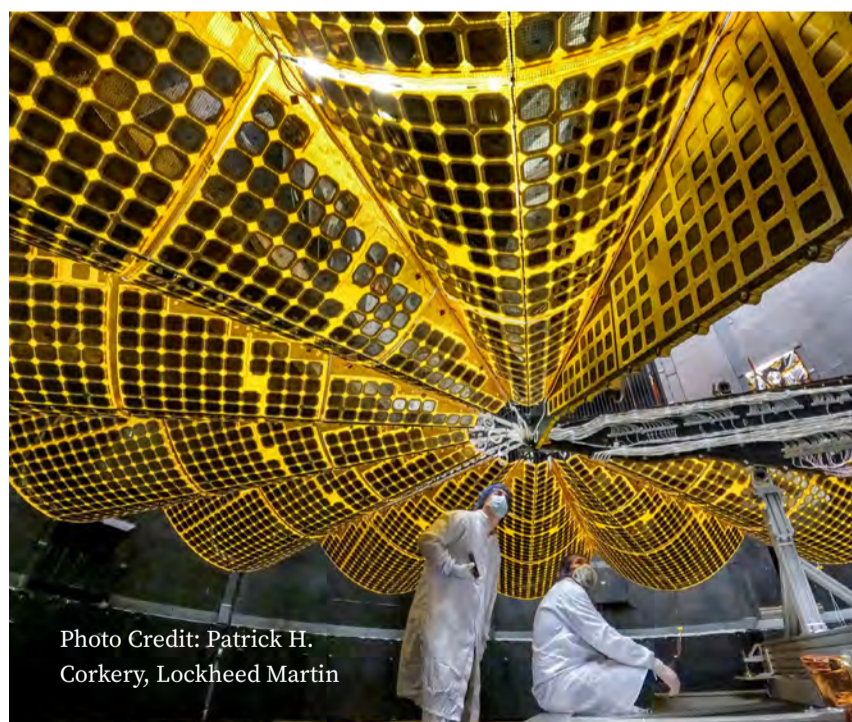


Photo Credit: Patrick H. Corkery, Lockheed Martin

A solar array for NASA’s Lucy spacecraft unfurls as it is tested at a Lockheed Martin facility in Colorado. Set to launch in October, Lucy will need two of these arrays to generate power during its 12-year mission to explore Jupiter’s Trojan asteroids.



THE AMBIES

The Podcast Academy Second Annual Award Winners

The Podcast Academy, the preeminent professional podcast organization, recently hosted its second annual Awards for Excellence in Audio—The Ambies—to celebrate and elevate podcasts as a unique and personal medium for entertainment, information, storytelling, and expression.

This year's ceremony, co-hosted by Ross Mathews and Nikki Boyer from The Mayan Theater in Los Angeles, highlighted 178 nominees across 25 categories with winners selected by every voting member of The Podcast Academy. It was presented by Wondery, with additional support from Audible, Audacy, PRX, Tenderfoot TV, The Hollywood Reporter, Apollo Podcasts, Castbox, Loeb & Loeb, and IMDb.

Donald Albright, Chairman of the Podcast Academy and President and Co-Founder of Tenderfoot TV, stated: *“The Podcast Academy is proud to share that it received a 34% increase in submissions compared to its inaugural awards last year. As the medium continues to grow, we have decided to introduce two new categories: Best Indie Podcast and Best Podcast for Kids. The inclusion of these categories is a testament to our mission of supporting independent creators and recognizing areas of our expanding industry. Congratulations to all of our well-deserved nominees.”*



SECOND ANNUAL AWARDS FOR EXCELLENCE WINNERS



BEST BUSINESS PODCAST

Business Wars
Wondery

BEST COMEDY PODCAST

How Did This Get Made?
Earwolf

BEST DOCUMENTARY PODCAST

Stay Away From Matthew MaGill
Pineapple Street Studios

BEST ORIGINAL SCORE AND MUSIC SUPERVISION

9/12
Amazon Music, Pineapple Street Studios, and Wondery

BEST FICTION PODCAST

(Sponsored by Apollo)

Black Box
Orphan Black: The Next Chapter
Princess of South Beach
Tejana
Sonoro, Telemundo

BEST HISTORY PODCAST

Slow Burn: The L.A. Riots
Slate

BEST INDIE PODCAST

(Sponsored by TenderfootTV)

An Arm and a Leg
Public Road Productions

BEST INTERVIEW SHOW

70 Over 70
Pineapple Studios

BEST KNOWLEDGE, SCIENCE OR TECH PODCAST

Overheard at National Geographic
National Geographic Partners

BEST NEWS PODCAST

Up First
NPR

BEST ENTERTAINMENT PODCAST

Back Issue
Pineapple Street Studios



BEST PERFORMER IN AUDIO FICTION

(Sponsored by Audible)

Edith! – Rosamund Pike
QCODE, Crooked Media

BEST PERSONAL GROWTH / SPIRITUALITY PODCAST

Life Kit
NPR

BEST PODCAST FOR KIDS

Music Blocks
Colorado Public Radio

BEST PODCAST HOST

It's Been a Minute with Sam Sanders – Sam Sanders
NPR

BEST SPORTS PODCAST

The Lead
Wondery & The Athletic

BEST PRODUCTION AND SOUND DESIGN

(Sponsored by PRX)

Twenty Thousand Hertz
Defacto Sound

BEST SCRIPTWRITING, FICTION

Soft Voice – James Bloor
QCODE

BEST REPORTING

9/12

Pineapple Street Studios, Amazon Music & Wondery

BEST SCRIPTWRITING, NONFICTION

Have You Heard George's Podcast? – George the Poet
BBC Sounds

BEST SOCIETY AND CULTURE PODCAST

Billie Was a Black Woman
Paramount Audio/ Spoke Media/Audible Originals

BEST POLITICS OR OPINION PODCAST

Billie Was a Black Woman
Paramount Audio/Spoke Media/Audible Originals

BEST TRUE CRIME PODCAST

(Sponsored by The Hollywood Reporter)

Suspect
Wondery & Campside Media

BEST WELLNESS OR RELATIONSHIPS PODCAST

On Purpose with Jay Shetty
Record Edit Podcast

ABOUT THE PODCAST ACADEMY

Founded in February 2020, The Podcast Academy is a non-profit professional membership organization that celebrates excellence in podcasting and elevates awareness of podcasts as an indispensable medium for entertainment, information, and creative expression. It values individual and organizational creators alike, of all backgrounds and means, and defines achievement through the values of quality, creativity, innovation, inclusion, and impact. The Podcast Academy provides community, professional development, and industry connections through inclusive, dynamic programming. For more information about The Podcast Academy, please visit www.thepodcastacademy.com and follow/like/subscribe on Instagram, Twitter, Facebook, YouTube and LinkedIn.



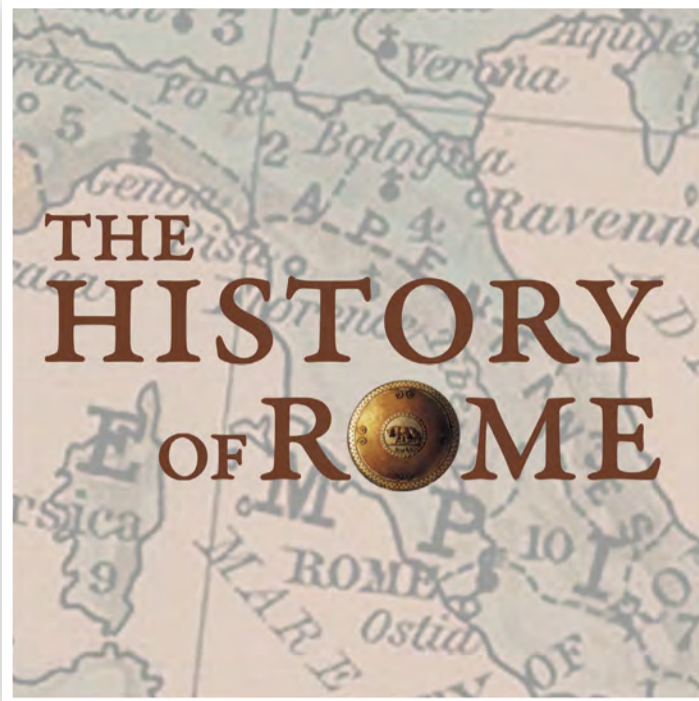
THE HISTORY OF...

Jamie Redfern most certainly qualifies for this month's 40 Under 40 focus, but the most remarkable thing about him is not just that he is "under 40" (in fact, he is still "under 30") ... it's that he is also a veteran.

He has also been podcasting since 2010, when he launched his first history podcast at the tender age of 16.

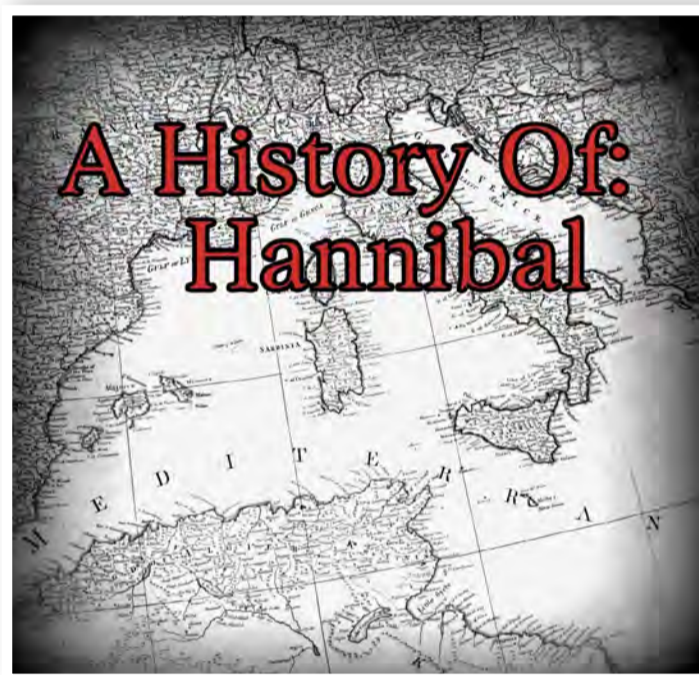
Jamie has so many podcasts under his belt already that his website is simply titled, "*The History Of*," which presumably gives him leeway to build on his existing stable of podcasts consisting of: *The History of Alexander the Great*, *The History of Hannibal and the Punic Wars*, *The History of the Arab Spring*, *A History of the United States*, and *the History of Nationalism in Ireland*.





A HISTORY FOR EVERYONE

No matter your preferred history topic, Jamie has a podcast for you

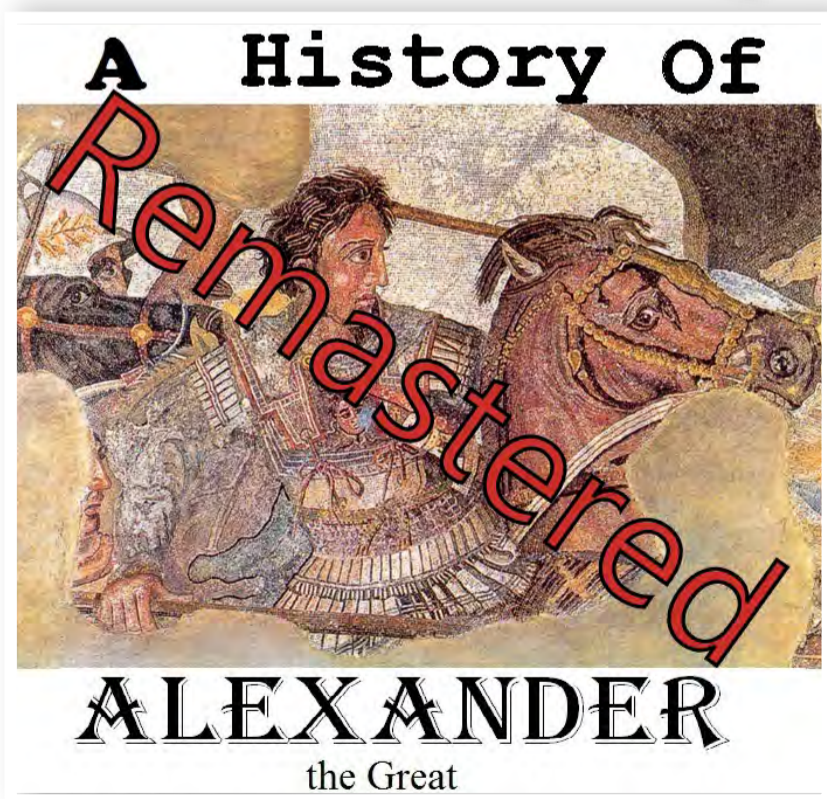


As one might expect from someone who started podcasting in the History Category at such a young age, Jamie has been fascinated with the subject practically from birth. He describes this fascination as stemming from his love of puzzles and stories. History is of course comprised of great stories, and Jamie wanted to explore how it all fits together.

He describes himself, with classic British irony, as *“the kid in class who’d correct the teacher when the teacher got it wrong. Oh, people loved me... I was a joy to teach.”*

That impulse to not only get it right, but to also let people know what was right, naturally led him into the world of podcasting.

At school, Jamie listened to some of the older podcasts, like Mike Duncan’s *The History of Rome* and Lars Brownworth’s *12 Byzantine Rulers*. That’s when he thought to himself, *“Well, this doesn’t seem too difficult,”* and realized that



The Arab Spring: A History



creating a podcast would be an excellent way to revise his schoolwork. He was doing a module on Alexander the Great, so he decided to turn his notes into a podcast.

Then, by the time he was at university studying classics and ancient history while learning both Latin and Greek, he thought “*You know what? I’m just going to do it again.*” He promptly created an 80-episode podcast on Hannibal and The Punic Wars.

By that time, he was fully into the swing of things and decided to do something more contemporary. He used what he had learned during a minor module on modern Middle Eastern history to create his podcast on the Arab Spring.

Though he ended up working in technology, he thinks studying history is a useful discipline, as “*You’re just absorbing a lot of information from many different data sources, working out which ones to attach significance to and then combining them to form new narratives and analyses.*”

JAMIE

listens to



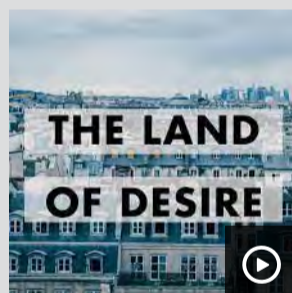
THE BRITISH HISTORY PODCAST

The BHP is a chronological retelling of the history of Britain with a particular focus on the lives of the people. History is human. History is drama. History is our story, and it belongs to all of us.



REVOLUTIONS PODCAST

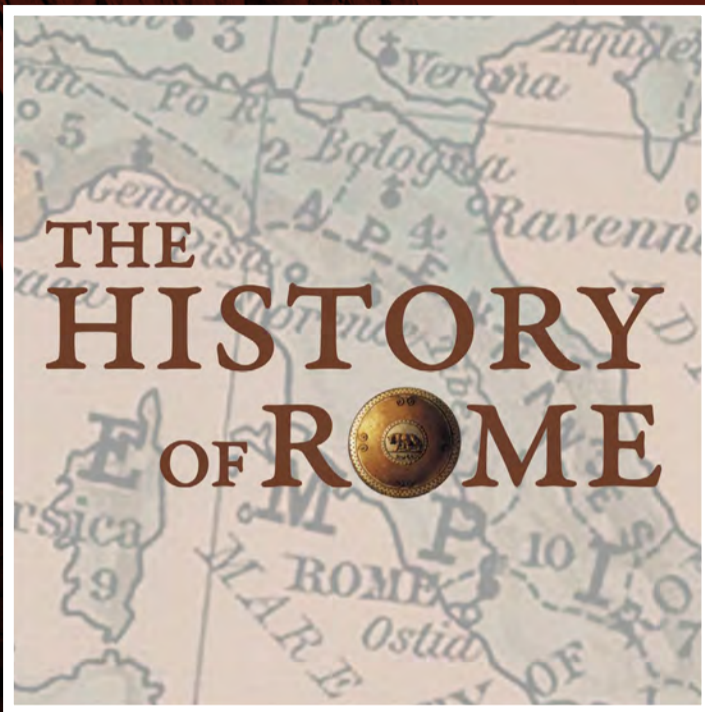
A weekly podcast exploring great political revolutions by the great Mike Duncan.



THE LAND OF DESIRE

The Land of Desire is a French history podcast offering tales of fun, adventure, and absurdity.

“There were so many stories in [the Colonial Era] that I wasn’t hearing anywhere else. I got excited about it and just wanted to share it with people.”



“When you consider history, you have to do so with the proviso that you’re constantly changing your opinions as new information comes to light.”

Having left university and become something of an expert in the world of history podcasting, Jamie looked around for a topic that he could really sink his teeth into. He realized that there were no big narrative podcasts detailing the history of the United States, which seemed like a glaring hole in the market. Naturally, he decided to fill it.

That was seven years ago, and he has just about reached the actual founding of the United States. Next, he embarks on a series on the Constitution.

“That’s 150 episodes so far. I initially planned to cover all that in about 30. I just found the Colonial Era so interesting. And there were so many stories in there that I wasn’t hearing anywhere else. I got excited about it and just wanted to share it with people.”

Though Jamie is most certainly a history podcaster with over a decade of experience, it is interesting to hear him speak about current affairs. He might have studied classical history, but his more recent podcasts could be described as “ongoing” or “unfinished” history. He wants to go back and rework his Arab Spring episodes to bring them up to date and look at them in a fresh light, knowing, as we do now, how they turned out.

The world in which he podcasted in the early 2010s was markedly different from our the one we live in now. Likewise, one feels that his upcoming examination of the birth of the U.S. Constitution will have a contemporary relevance as he examines how it was created.

For Jamie, history is a living thing that

constantly needs to be revisited and re-examined:

“When you consider history, you have to do so with the proviso that you’re constantly changing your opinions as new information comes to light. We’re perpetually improving our understanding of everything.”

Jamie’s excitement and true love of history is evident just in hearing him speak... as is his love of podcasting. He shared his exhilaration in reading his first review and the wonderment he felt around someone having enjoyed his podcast enough to take the trouble to offer feedback on it. Like all podcasters, he does cringe a little at some of his earliest episodes, when he was recording on his iPhone before getting a proper mic and a pop filter. Being the perfectionist he is, he has gone back and re-recorded some of those first episodes just to improve the audio quality, as he is still proud of the content. Also like all podcasters, he does like to keep an eye on his download numbers!

Jamie’s love of podcasting has resulted in his being an active and supportive member of the history podcasting community. He has been a moderator of the History Podcasts Facebook group, which has now racked up 12K members. This is tremendous growth from its original 100 intrepid souls doing



innovative things like, *“The initial ‘Cage Match’ episodes, where we’d have five or six history podcasters together on one episode debating a topic.”*

Jamie has considered trying to make a full-time living out of podcasting and gave it a go for a year, but says that, *“I took something that I was passionate about—learning about history and sharing interesting stories—and turned it into work... and all the fun got sucked out of it in the process. I like keeping it as a hobby... something that I do just for my own enjoyment.”*

Hopefully, Jamie can hold onto that enjoyment and continue pumping out these high-quality podcasts. Time is certainly on his side! 🗣️



History Category Directors

Luke Baxter & Roifield Brown
history@podcastmagazine.com

The Things That Made England 🎧



UNDER THE RADAR

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



PAX BRITANNICA

Pax Britannica is undoubtedly one of the best-researched history podcasts out there, which is hardly surprising as the charming host, Sam Hume, is a PhD candidate in British Imperial History, and this is a podcast about the British Empire. Like all good narrative history podcasts, Sam starts at the beginning, with the accession of James I, the first king of a united United Kingdom—i.e., Britain.

As a history of The British Empire, Sam is making sure he explores the origins of Britain,



the country that was to birth the empire. He did go into some background early on, releasing an episode on Ireland—the colony that predates the existence of Britain.

Pax Britannica is now in full flow in its second season, which has centered on the War of the Three Kingdoms—the civil war that tore the country apart and ended with the beheading of James's son, Charles I.

Sam is an experienced podcaster, having already created *The History of Witchcraft Podcast*, and he is particularly adept at explaining complex and controversial issues in a way that can be easily understood by the non-expert. He is also a sympathetic interviewer and has welcomed a number of highly regarded guests onto his podcast, including academics and podcasters like the famous Mike Duncan.

Pax Britannica will certainly be a treat for (hopefully) years to come. 🎧

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Leisure Studies Degree Leads To
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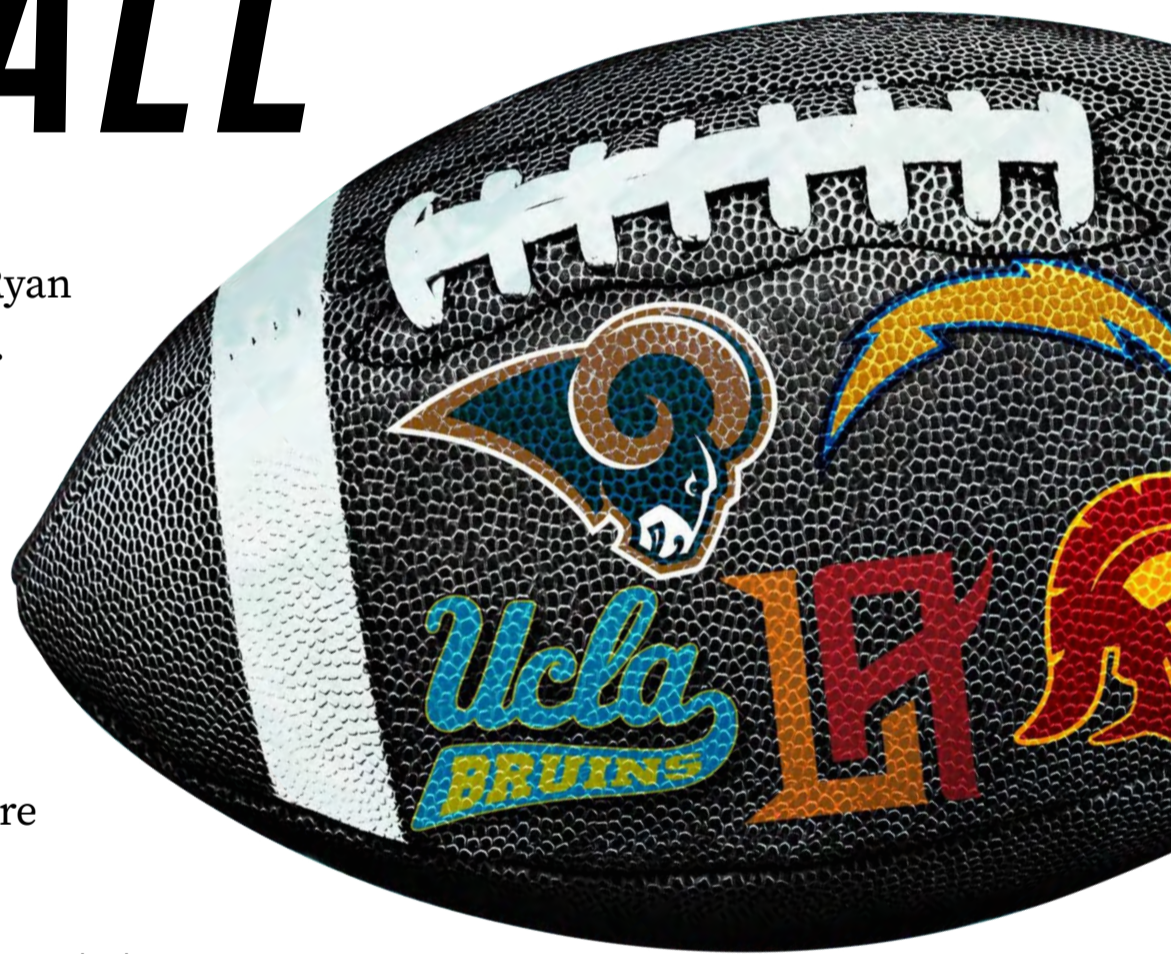
RYAN DRUID OF *BLEAV IN LA* FOOTBALL

Growing up in Denver, Colorado, Ryan always dreamed of being a journalist. Thanks to his creativity, that dream came true, and then, he carved his way into the podcasting world.

Ryan's experiences before starting his podcast network contributed to his successful creation of his premiere podcast, the *LA Football Podcast*.

Ryan was a huge fan of all Denver sports teams, including the Broncos. His family was, as well. He played both hockey (from eight years old through high school) and football (through college as a wide receiver). When he decided to move to Southern California to go to college, he chose to let hockey go.

Ryan wanted to be a journalism major, but changed that focus twice—first to business, but when he began failing, he changed it to leisure studies... the Van Wilder major. Ryan could not believe a major like that existed, and he went on to use it to create the dream he is living today.



After college, he was in event sales with the Queen Mary. He learned how to promote and market. During that time, he started writing for SB Nation and Fan Nation. He was not making much for those publications, so he decided to write his own blog.

He also created his website. Later, he started a podcast with a bunch of his college friends.

Ryan knew there was a need for LA football talk, so next, in October 2019, he founded the LA Football Network (LAFN).

“All of LA sports talk is Lakers and Dodgers, so I created a need for football fans to talk LA football,” he said.

This was right before COVID-19 hit, and getting advertisers was challenging.

“I tell people all the time, ‘I want to be an extension to your sales team. Give me three months, and I will show my worth to you. I want to be all-in.’ It’s about relationship-building.”

Ryan also sells merch to monetize his podcast.

He created a ton of content, too, and used his expertise in promoting and marketing to grow his brand. He points to the importance of social media in doing so, saying, *“Twitter is the platform I use the most. Sports dominate on Twitter.”*

Instagram, he said, is *“great for building a brand.”*

It worked: there are now over a million downloads on the LAFN.

He started covering training camps, becoming one of only four members covering the teams. This gave him an opportunity to be “the source” when it comes to LA football.

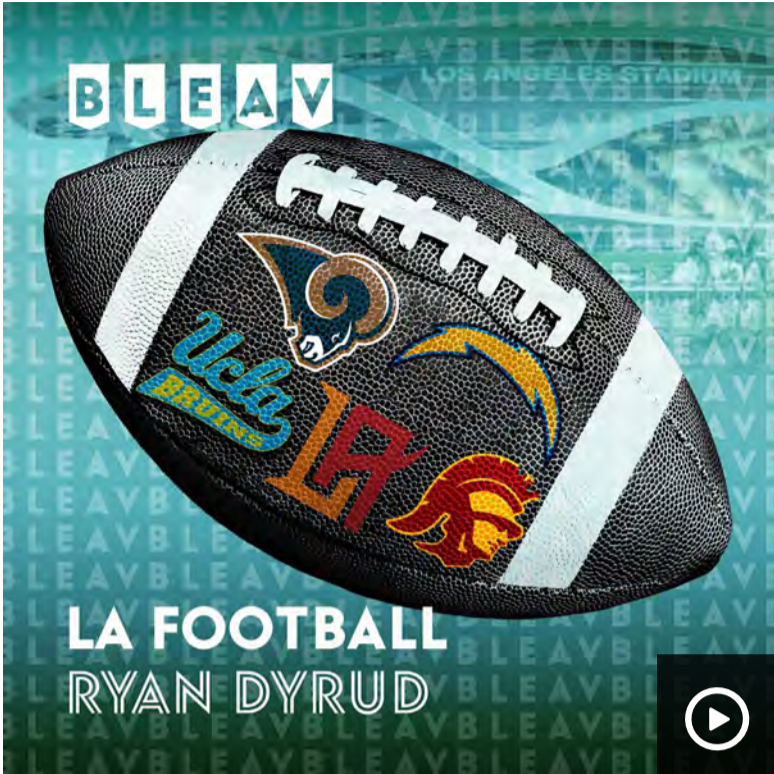
He has since covered the Super Bowl in Miami, and this year, in LA, home to his Rams.

“We got to cover on Radio Row,” Ryan said. *“I got to see my idols growing up, like Montana, Sanders, and Irvin.”*

With a focus on creating community, Ryan is growing the LAFN by covering 7-on-7 Flag League, which they stream live. He also has goals to buy a sports bar, and broadcast live there, as well.

He is dedicated to producing consistent content for *LA Football*, broadcasting his one-hour show every Monday, Wednesday, and Friday. This requires

“All of LA sports talk is Lakers and Dodgers, so I created a need for football fans to talk LA football.”



about 20 hours of preparation and promotion each week, which is down from 40, Ryan said. *“Now, I spend that time on my other shows on the network, too.”*

On *LA Football*, Ryan covers USC, UCLA, the Chargers, and the Rams, discussing the breakdown of the game, training camp, and any off-season news.

He is building something really special in LA, and he’s looking to expand it to many cities. He also hopes to create football community centers for youth.

And he’s in a position to do so, thanks to his landing his dream job by creating it himself. 🎧



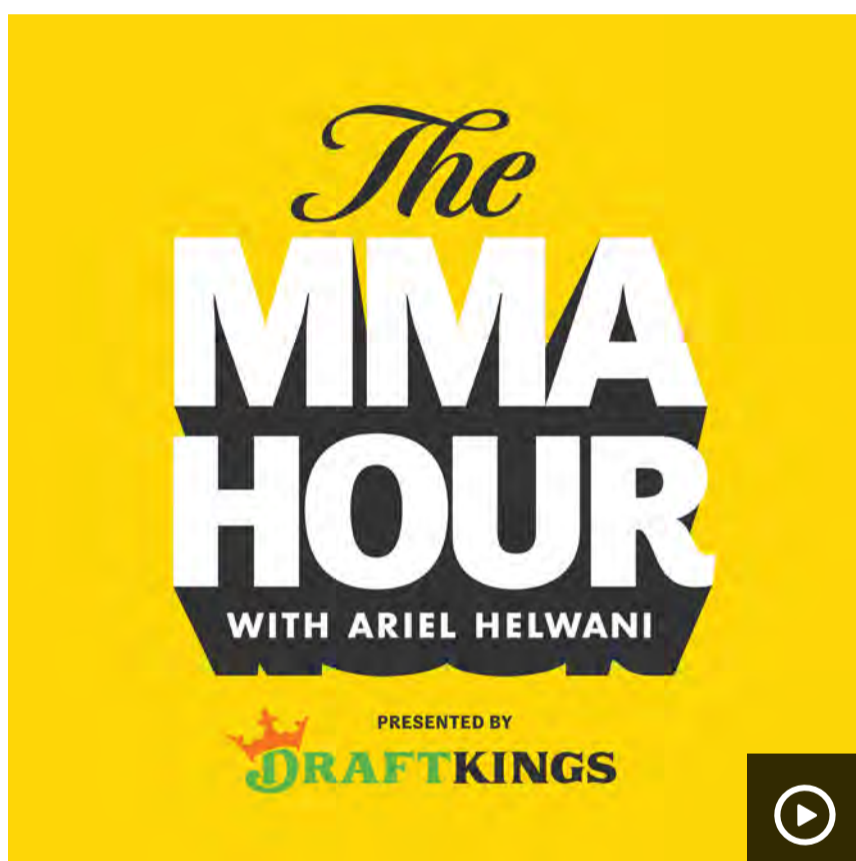
Sports Category Director

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The Neil Haley Show 🎧



UNDER THE RADAR

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



THE MMA HOUR WITH ARIEL HELWANI

According to Wikipedia, *“Helwani is a Canadian-American journalist who primarily covers mixed martial arts. Helwani has covered mixed martial arts professionally since 2006. He worked for MMA Fighting before joining ESPN in May 2018. He formerly served as an ‘MMA Insider’ for Fox Sports [first] weekly UFC Tonight Show and other pre- and post-event programming. He is the former co-host of the Sirius XM radio show Fight Club, and was formerly*



the host of The MMA Hour podcast and the MMA Beat show on YouTube. He’s interim vice president of the Mixed Martial Arts Journalists Association.”

Helwani interviews two stars a week—past interviewees include Bryan Danielson, Michael Bisping, Robert Whittaker, Tai Tuivasa, Ben Askren, Jalin Turner, Logan Paul, Gegard Mousasi, Rafael dos Anjos, Terrance McKinney, and Mike Brown. He asks the right questions and provides good commentary while participating in great conversations.

This is one of the best MMA podcasts out there. His knowledge of MMA is top-notch. Follow the show on YouTube or your favorite podcast app for new episodes every Monday and Wednesday. From SB Nation and the Vox Media Podcast Network. 🎧



Advice From

YOUNG RELIGION & SPIRITUALITY PODCASTERS



(from top left) Sarah Keeling, *Hearts at Rest*; Andrew Fouts, *Ministry Misfits*; Amanda Turnbull, *Come to the Table*; Stephanie Baker, *The Faithful Podcast*; John Piper, *The Wounded Christian*; Jenilee Samuel, *Java with Jen*; Paul DeArment, *Use Your Words*; Abigail Thomas, *The Hopeful Activists' Podcast*; Jonathan Carone, *Unlearning Youth Group*; Josh Hollingshead, *Unashamed Recovery Podcast*; Nathan Rasor, *King of the Cosmos*; Chris Fuller, *Real Talk Christian Podcast*; Celeste Mora, *Geek Devotions*; Bobby Benavides, *Being a Dad... On Purpose*; Stephen T. Ivey, *The Stephen Ivey Show*; Dallas Mora, *Geek Devotions*; Catherine Cooley, *The Biblical Woman*

At *Podcast Magazine*[®], we're celebrating 40 under Forty this month, and it got us wondering... what advice might your average under 40 podcaster give to his or her non-podcasting peers about podcasting?

We asked, and certain themes emerged. What follows are the answers from podcasters in the Religion & Spirituality space, all under the age of 40.

First, don't be afraid to chase your passion and use your voice.

"God has given you a voice, and nobody else in the world is exactly like you! Your age does not disqualify you from having wisdom to share with others, so be confident that your voice matters."

Sarah Keeling, *Hearts at Rest*

"There is an audience who will value your voice and insight, and they will find you out. Don't worry about the people around you telling you otherwise."

Andrew Fouts, *Ministry Misfits*

"In podcasting, it is easy to feel like you aren't enough and question who would want to listen to you. If you are called to this, God knows what He's doing, so own that! Own the fact that God has given you a voice, message, and an audience, and step into it all with boldness in Christ. Like Paul told Timothy in Scripture; don't let anyone judge you because you're young. Instead, be a trendsetter, and show everyone just who God made you to be!"

Amanda Turnbull, *Come to the Table*

"Just get started. Your voice matters, and your message is important. Quit second-guessing yourself."

Stephanie Baker, *The Faithful Podcast*

"If God has given you something to say, but you are worried you won't be taken seriously, podcasting is a great way to say it anyway. Your listeners hear your wisdom, knowledge, and authority without being distracted by your age or the way you look. With minimal cost, you can reach the people who need to hear what you have to say—wherever they are in the world."

John Piper, *The Wounded Christian*

"My advice to younger podcasters is to find value/purpose in what you're doing outside of the numbers. It takes time to grow your base, but if you're driven by purpose, you'll be faithful and consistent even when you feel like quitting. Putting your wisdom into a podcast episode is a type of legacy you leave for people to benefit from for decades... like writing books, but easier. ;) So, find your purpose, and pursue that... the numbers will follow."

Jenilee Samuel, *Java with Jen*

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Second, give yourself time to grow in the craft.

“Be passionate about your topic, and don’t be afraid to change and experiment over time. Changing things about your podcast is not indicative of failure, and you may end up finding something new that works for you and your audience.”

Paul DeArment, *Use Your Words*

“Give it a go—your style and skills will develop over time, but only through having a go and making mistakes!”

Abigail Thomas, *The Hopeful Activists’ Podcast*

“While content will always be king, creating a process that you can stick to and repeat over and over is just as important and vital to your long-term success.”

Jonathan Carone, *Unlearning Youth Group*

“Don’t shelve your message because you’re waiting for it to be perfect, because it never will be. Get started, and put yourself out there, imperfections and all. It’s in the mess that you will not only find yourself, but also your audience... the ones who need to hear your message in all its imperfections.”

Josh Hollingshead, *Unashamed Recovery Podcast*

“Be consistent. People like consistency and dependability. If you’re going to do a podcast, stay with it. Through time, when people see that you have been doing this a while and you’re committed to it, that speaks to them.”

Nathan Rasor, *King of the Cosmos*

Finally, keep your show in proper perspective.

“Podcasts are like a storybook for the soul. Not everyone likes the same book, but for every book that has been written, there is an audience that book speaks to. It may take a lot of time and effort, but eventually, you will touch the soul of people in some way, shape, or form. Keep at it. Put the time in, and speak to your audience.”

Chris Fuller, *Real Talk Christian Podcast*

“Don’t overload your schedule. You get excited with opportunities and trying to stay up to date and create new content. Remember that you have to take breaks. You need rest, and you need to feed your soul.”

Celeste Mora, *Geek Devotions*

“Don’t depend on the volume of listeners to validate your voice. You have something to share, so share it.”

Bobby Benavides, *Being a Dad... On Purpose*

“My advice would be to celebrate the small wins and keep moving forward with the vision God placed in your heart.”

Stephen T. Ivey, *The Stephen Ivey Show*

“Don’t get lost in the data of listens, downloads, and shares. Your voice, your identity, isn’t in those things. Be true to yourself. Be true to your voice.”

Dallas Mora, *Geek Devotions*

“True podcast growth is measuring your personal spiritual growth.”

Catherine Cooley, *The Biblical Woman*

The last several years have seen podcasting grow as more money and famous people join the industry. But there’s still room for anyone with a message—especially a spiritual one—to take up the microphone. These young podcasters get it. 🎧



**Religion & Spirituality
Category Director**

Eric Nevins
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Halfway There Podcast ▶

**Got a Religion & Spirituality
Podcast suggestion?**

Let us know! >



OVERRATED

Eric's Independent Review Of A Religion & Spirituality Podcast You've Definitely Heard Of... But Should Be Listening To



COOPER STUFF PODCAST

Not long ago, John Cooper, the lead singer of the Christian rock band Skillet, made headlines and filled social feeds when he attacked “deconstruction” from the stage.

This caused a minor kitchen fire as podcasts like *The Holy Post* reviewed and responded to the inflammatory comments. Cooper turned up the heat by responding on his podcast, *Cooper Stuff*, which compelled us to check out the show.

The show is a hot stove for Cooper to share his thoughts on the issues of the day—

perhaps a more appropriate platform than during his music shows.

Cooper pretends the criticism rolls off his back (like eggs out of a non-stick... get it?), but he protests too much. He seems deeply invested in his political ideology, which makes *Cooper Stuff* feel more like right-wing talk radio than anything Gospel-centered.

Spending more time defending the idea of Christian nationalism from “redefinition” by “liberals” suggests the milk has turned sour and leaves that bitter “I’ve heard this before” taste in your mouth.

There’s space for everyone in podcasting, even those we do not agree with. Very conservative Christians will feel at home listening to this show. Those experiencing “deconstruction” or asking questions about the cozy relationship of their faith to one political party will want to stay away.

We sought out this show hoping for something substantive and unique. Unfortunately, all we found was ranting of the blandest variety. 🗣️

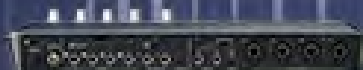
PODCAST, BROADCAST, MIXCAST



Having your unique voice be heard is more important now than ever. With Mixcast 4, anybody can easily create pro-sounding podcasts and live streams. Our free easy-to-use Podcast Editor Software allows you to record, edit, and prep your show without the need for a pricey DAW or big learning curve. Rise above other podcasts and give yourself that professional polish with built-in dynamics and effects on every channel.

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- Podcast production of up to 4 people:
4 mic Inputs with auto-mix, 4 headphone outputs
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Plug,
Play,
Create.

ARTS



WRITE AWAY

Hosted by: Crys Cain & JP Rindfleisch

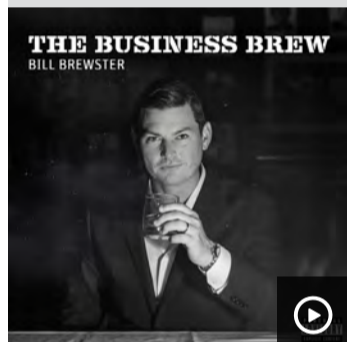
For writers who are tired of the traditional measures of success and want to build a life of freedom.

BUSINESS

THE BUSINESS BREW

Hosted by: Bill Brewster

A deeper dive into real estate, investing, and general business philosophy. Bill Brewster has gathered a brain trust of knowledgeable investors to start this podcast.



COMEDY

STAND-UP

STAND UP COMEDY COMPILATION

Hosted by: Comedy Central

This is the place for full-length stand-up comedy specials from famous comedians.

EDUCATION

GEMS WITH GENESIS AMARIS KEMP

Hosted by: Genesis Amaris Kemp

From physical and mental health to business advice to hero stories, the host has real conversations about real topics with real people on her mission to educate.



FICTION



FULL BODY CHILLS

Hosted by: Audio Chuck

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

GOVERNMENT



STORIES FROM SKID ROW

Hosted by: Union Rescue Mission

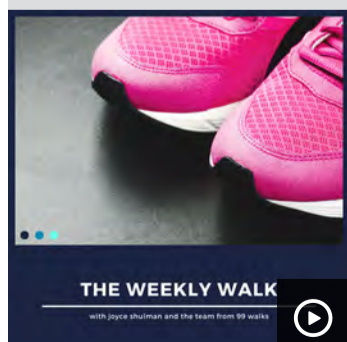
Ever miss those spooky campfire stories you heard growing up? Well, gather round... and listen close.

HEALTH & FITNESS

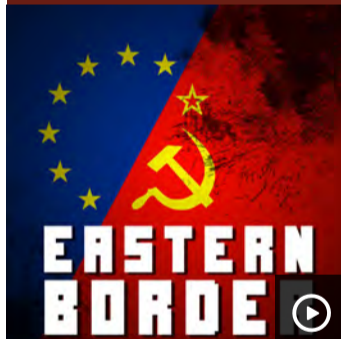
THE WEEKLY WALK

Hosted by: Joyce Shulman & the 99 Walks Team

This podcast is perfect to take with you on a 30-minute walk. Join hundreds of other women who are getting healthier, losing weight, and taking time for themselves again.



HISTORY



THE EASTERN BORDER

Hosted by: Kristaps Andrejsons

A show on the history of the Soviet Union from the point of view of a Latvian. Now is an excellent time to start following the podcast.

KIDS & FAMILY

YOUR PARENTING MOJO

Hosted by: Jen Lumanlan

Respectful, research-based parenting ideas to help kids thrive. Appreciate the value of scientific research, but don't have time to read it all? Then you'll love *Your Parenting Mojo*.



LEISURE



TFL TALKING TRUCKS PODCAST

Hosted by: Various

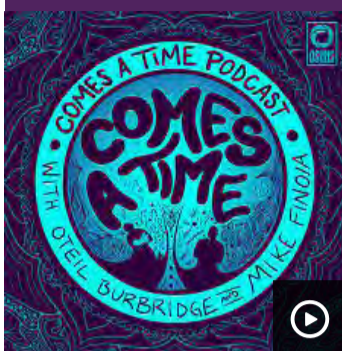
A podcast about all things trucks—both current and classic models. The podcast is a companion to the Youtube channel and is getting rave reviews.

OFF THE CHARTS

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

APRIL 2022

MUSIC



COMES A TIME

Hosted by: Osiris Media

Musician Oteil Burbridge and comedian Mike Finioia talk with artists, comedians, activists and more to discuss where we are today, and where we go from here.

NEWS

THE GIST

Hosted by: Mike Pesca

For thirty minutes each day, Pesca challenges himself and his audience, in a responsibly provocative style, and gets beyond the rigidity and dogma.



RELIGION & SPIRITUALITY

WORD

ANCHOR

With DR CAROL NKAMBULE

WORD ANCHOR PODCAST

Hosted by: Dr. Carol Nkamule

For all the life issues and challenges you face, there is a biblical response to it.

SCIENCE

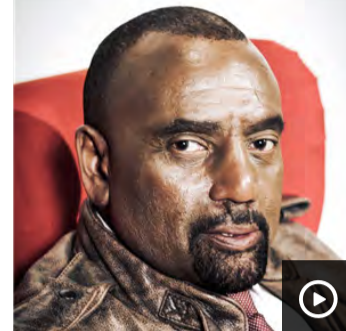
UNDARK: TRUTH, BEAUTY, SCIENCE

Hosted by: Knight Science Journalism Fellowship Program at MIT

Scientific questions and challenges are woven deeply into our politics, our economics, our culture, and our interests.

UNDARK

SOCIETY AND CULTURE



JESSE LEE PETERSON RADIO SHOW

Hosted by: Jesse Lee Peterson

Call-in conservative radio show with the intention of "uniting the races with truth instead of dividing them with lies." Hosted by outspoken critic of "the civil rights establishment."

SPORTS



THE GYMNASTICS LIFE PODCAST

Hosted by: B.R. Tobler

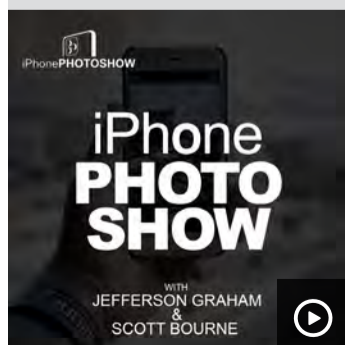
Covering everything gymnastics, such as coaching, business, mentorship, and more.

TECHNOLOGY

IPHONE PHOTO SHOW

Hosted by: Jefferson Graham & Scott Bourne

Pro photographers Jefferson Graham and Scott Bourne tell you how to use the iPhone like a pro, and bring you news, reviews, interviews, and tips.



TRUE CRIME



TASTE OF TRUE CRIME

Hosted by: Abby & Sam

Just two friends who love all things true crime and horror.

TV & FILM

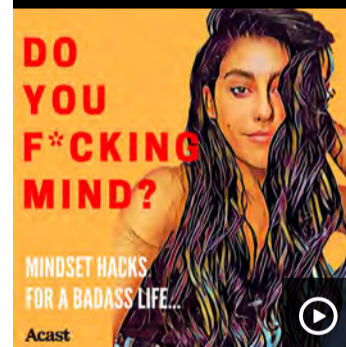
GIGGLY SQUAD

Hosted by: Hannah Berner & Paige DeSorbo

Hannah and Paige discuss pop culture, fashion trends, television, horoscopes, mental health, dating, and expose their personal lives. Also, they can't be managed.



EDITOR'S PICK



DO YOU F*****G MIND?

Hosted by: Alexis Fernandez

Mindset hacks to live the most badass life. All things self growth, self love, relationship and learning to give less of a f**k will be discussed here, with some neuroscience thrown in for good measure.

PODCAST MAGAZINE RECOMMENDS

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

blubrry



Stats-Hosting-PowerPress
www.blubrry.com

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

podcastmagazine.com/blubrry »



click funnels

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

podcastmagazine.com/clickfunnels »

inmotion
hosting

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

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

podcastmagazine.com/inmotion »

KARTRA

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

podcastmagazine.com/kartra »

KAJABI

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

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

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Keap combines email, CRM, sales and marketing automation, payments, scheduling, landing pages, and so much more.

Keap helps you dramatically grow your sales and save time by eliminating business chaos. For a limited time, save 30% off your first 5 months!

<https://steveolsher.com/keap> »

Sendible

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

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PODCAST MAGAZINE

HOT 50™

APRIL 2022

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	2	CERTIFIED MAMA'S BOY Steve Kramer & Nancy
2	1	KRAMER AND JESS UNCENSORED Steve & Jess
3	5	THE UPSIDE Callie & Jeff Dauler
4	8	NEXT ON THE TEE Chris Mascaro
5	6	NECRONOMIPOD Dave, Ian & Mike
6	17	THE ALAN SANDERS SHOW Alan Sanders
7	7	THE WILDER RIDE Alan Sanders & Walt Murray
8	41	THE MUCK PODCAST Hillary & Tina BIGGEST MOVER ↗
9	20	THURSDAY NIGHT TAILGATE Chris Mascaro
10	16	THE BOX OFFICER PODCAST Mel McKay & Derek Zemrak
11	3	BK ON THE AIR Barry King
12	10	WAIT, WHAAAT? Elaine & Paula
13	-	TALKING GOLF GETAWAYS Mitch Laurance & Darin Bunch
14	13	FRESH HELL PODCAST - MURDER, MYSTERY & THE MACABRE Johanna Frehe & Annie Luevano
15	12	60MW PODCAST Dave Robinson & Others
16	-	BE THE RIGHT CLUB TODAY Hal Sutton
17	21	THE APPROACH SHOT Neal Michaels & John Ashton
18	-	PROMISED LAND Ian Kehoe
19	-	IF YOU CATCH MY GRIFT Austin & Dalton
20	-	ALL IN SAN DIEGO AJ & Sara
21	28	MORBID: A TRUE CRIME PODCAST Ash & Alaina
22	-	CREEPOLOGY Becca & Ryan
23	18	ON SCREEN AND BEYOND Brian Zemrak
24	-	HUDDLE UP WITH GUS Gus Frerotte
25	31	GEEK TO ME RADIO James Enstall

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
26	-	PRIVATE DICKS Richard, RJ & Rick
27	14	UNETHICAL PODCAST Celeste Brown, Richard Steudle, Tali Hall & Kristy Lynn Janssen
28	9	EXCUSE ME, THAT'S ILLEGAL Leroy Luna
29	11	THE FORUM CELEBRITY PODCAST James Patrick & Florence Carmela
30	-	CUT IT DA F**K OUT Ac & Pat
31	-	WOMEN IN MEDIA Chanelle
32	32	CHEATIES Lace Larabee & Katherine Blanfod
33	-	LOW KEY Jessica Duttra
34	-	WINE & CRIME Kenyon, Lucy & Amanda
35	-	AROUND THE HOUSE SHOW Eric G & Caroline B
36	-	CRIMELINES Charlie
37	35	DEFENSE DIARIES Bob Motta
38	-	JAM ON IT Chanelle
39	-	KNOW YOUR AURA Mystic Michaela
40	-	OFFICE LADIES Jenna Fischer & Angela Kinsey
41	37	RADIO LABYRINTH Tim Andrews
42	15	SPEAKING OF CRIME Jia & John
43	22	THE COLD PODCAST Dave Cawley
44	-	WKRP-CAST Allan & Donna Stare
45	-	ARMCHAIR EXPERT Dax Shepard & Monica Padman
46	36	HOLLYWOOD CRIME SCENE Rachel & Desi
47	-	JUST THE TIP-STERS Melissa Morgan
48	-	THOSE WEEKEND GOLF GUYS John Ashton & Jeff Smith
49	-	TRACE EVIDENCE Steven Pacheco
50	-	TRUE CRIME GARAGE Nic & The Captain

