

MAY 2022 / VOL. 3 NO. 4

PODCASTMAGAZINE.COM

PODCAST[®] MAGAZINE

BEYOND THE MICROPHONE

featuring the

TOP 50

MOMS IN
PODCASTING

#1

*Top Mom in
Podcasting*

Just B's

BETHENNY
FRANKEL

Unstoppable. Resilient. Humanitarian.

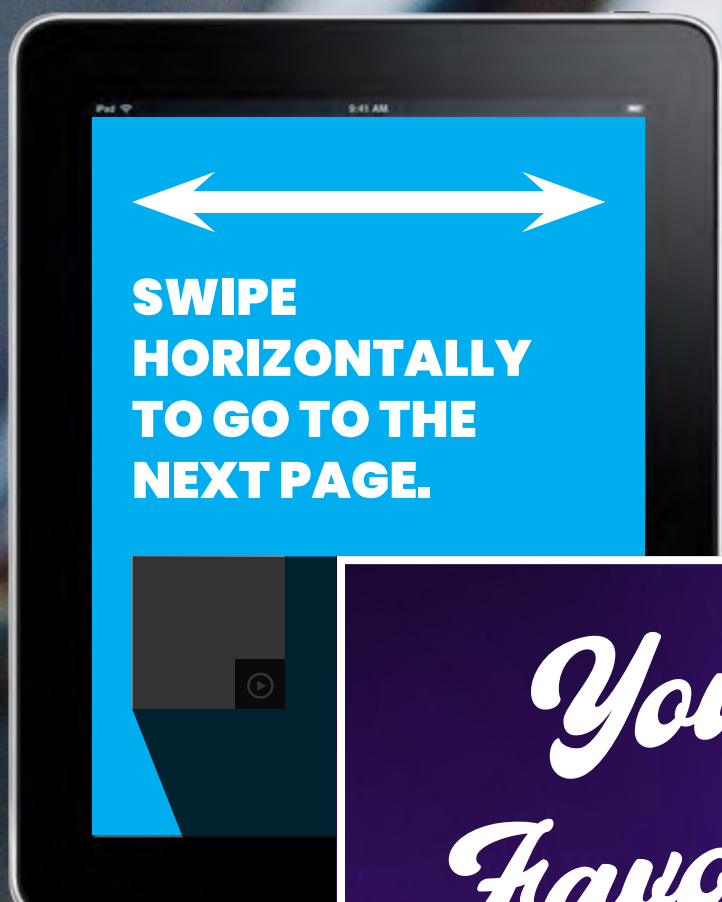




HOW TO USE THIS MAGAZINE



FEATURE



**SWIPE
HORIZONTALLY
TO GO TO THE
NEXT PAGE.**

*Your
Favorite
Podcast*



Click the “PLAY” button on any cover art to immediately listen to their show!



TAP SCREEN TO SHOW BOTTOM BAR.

Swipe horizontally to quickly navigate pages.
Tap selected page to view.

Look for these
Icons + Identifiers
to help locate
where you are in
the magazine and
what category
you’re viewing!

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Feature



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Religion and Spirituality



Science



Society and Culture



Sports



TV & Film



Technology



True Crime



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Executive Editor Kelly Poelker

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Of Power*

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TracingThePath

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Technology Laura Steward
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Of Power*

True Crime Kenneth C. Bator
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A podcast for working parents
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THE PROFESSIONAL PODCASTER

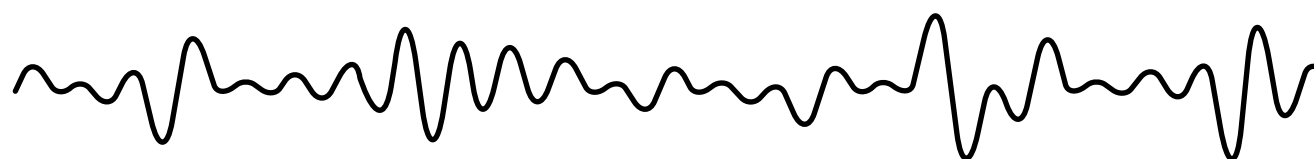
An insider look at the
business of podcasting—
by podcasters, for
podcasters

PODCAST MAGAZINE'S HOT 50

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



FROM THE EXECUTIVE EDITOR



KELLY POELKER

Executive Editor
Podcast Magazine

A few weeks ago, there was a post cycling on Facebook that felt apropos to share in this Mother's Day edition of *Podcast Magazine*®.

It was shared by a mom who was observing another mom and her daughter at the pool.

The woman spread out a blanket, carefully laying out all her daughter's toys, sunscreen, water, etc.—everything they needed to enjoy their time together in the sun and water. Her daughter was clearly excited, and all was set for a day of creating unforgettable memories together.

The mom then positioned herself and her child for the perfect selfies, and when she finished, her daughter took off for the water, a colossal smile on her little face.

As she splashed around, giggling and soaking in the sun, she called out to her mom to come play with her. But mom was distracted, focusing her attention on her phone and additional selfies.

Despite her daughter's repeated pleas to come join her in the water, not 10 minutes later, mom packed everything up, and they left... never having even used the toys or the sunscreen.

The observer speculated that the pics would no doubt later show up all over social media, falsely depicting an unforgettable day of fun at the pool with her daughter.

Now, we all know that what's depicted on social media isn't always reality. But here's the rub:

Without question, countless mothers spent that same day dealing with all their motherly duties: running errands, driving their kids around to a multitude of activities/playdates, cooking, cleaning, tending to their kids' emotional needs, managing chaos, kissing boo-boos, nurturing, and playing referee, all while possibly juggling work responsibilities and/or other personal responsibilities...

including, very possibly, some podcast-related ones, as well.

And then, when those same moms—completely wiped out after 10-12 hours of taking care of *everything*, finally get to sit down and take a few minutes to themselves to scroll their social media feeds—see those pics posted by that mom at the pool, they compare themselves to her, ultimately feeling “less than.” How they wish they could have spent the day as she did, doing nothing other than bonding with the little people they love more than life itself.

This isn't to knock the mom this story is about. I share it today as a reminder of one simple fact: **time is our most precious asset**. In the blink of an eye, our children are grown, and we wish for nothing more than additional moments in the sun and water with them.

It's so easy to let the distractions overwhelm us—whether by social media, work, our daily responsibilities, or yes, producing our podcasts. After all, they are a labor of love... and we tend to put our all into what we love... including insanely long hours and effort.

This is a reminder to take time away from all the things that become constant distractions—even those we truly love and enjoy—to be present. (“Look out the window,” as many of our parents likely instructed us, growing up!)

There is no role more important than motherhood. We are responsible for

raising the future of this world... and what our children want and need from us most is our *presence*.

This month, we honor mothers all around the world, with a special nod to the **Top 50 Moms In Podcasting**, as featured in the pages of this issue. Thank you for sharing your time with your fans, as we are acutely aware of the sacrifices you make to do so!

Next month, we'll be releasing our annual **Top 50 Dads In Podcasting** feature. Once again, we're asking for your votes (yes, you can vote for yourself!). We'll tally them up, and you'll find the results in our June issue.

You can vote for your favorite dads in podcasting here: www.PodcastMagazine.com/dads.

And today, if you're fortunate enough to still have your mom in your life, give her a big hug... let her know you appreciate her. Your time spent and memories made with her are equally precious.

And then, make some memories with your own kids, distraction-free... that's what they'll keep with them, for the rest of their lives.

Happy Mother's Day to all of the awesome moms out there! Stay safe. Stay strong.

And of course... listen on! 🎧

KELLY POELKER

kelly@podcastmagazine.com

Tel: 844-672-6531



PODCAST MAGAZINE'S THIRD ANNUAL

TOP 50

MOMS IN PODCASTING

Each May, we celebrate moms and all they do for everyone else—their kids and families, other people's kids and families, their friends and loved ones, even strangers... and of course, their podcast fans around the world.

It's time for our third annual list of the Top 50 Moms In Podcasting!

On the following pages, we proudly present the results of the vote for this year's favorite podcasts for, or hosted by, moms.

While their efforts may be tireless in their role as “mom,” those who choose to share their knowledge, wisdom, expertise, tips, tricks, fears, and fun through podcasting deserve an extra-special gift this Mother's Day! Help us celebrate them by subscribing to their podcasts now.

Congratulations to all the winners, to every mom who podcasts, and to women everywhere with the honorable title of “Mom.”

Happy Mother's Day from the Podcast Magazine team!



#1

BETHENNY FRANKEL

Unstoppable.
Resilient.
Humanitarian.



Bethenny Frankel, widely recognized for her role as one of the *Real Housewives of New York*, is a self-made serial entrepreneur, television producer, investor, and mother who has been named *Podcast Magazine's* 'Top Mom in Podcasting' for 2022.

As the founder and CEO of Skinnygirl, a lifestyle brand, she offers practical solutions to women while empowering them to lead healthy, fearless lives. Her books have hit the *New York Times* bestseller list multiple times, and her latest, *Business is Personal*, reveals the truth about what it takes to be successful while staying true to yourself.

She is also an inspiring humanitarian who is passionate about supporting others in finding their own strength and resilience via BStrong—a worldwide initiative in partnership with Global Empowerment Mission that has been recognized as “one of the largest privately run humanitarian efforts in U.S. history.”

Collecting aid and donations across the country, Bethenny and her team developed an unprecedented model—one that enables them to effectively and efficiently deliver critical supplies to those directly affected by natural disasters across the globe.

Most recently, BStrong has secured more than \$25,000,000 in donations and aid for Ukraine.

“There’s no ‘middleman’ in our organization” Bethenny said. “We are responsible for distributing what we collect, and I’m the one who dictates how the money, which in this case, is in excess of \$2,000,000 in cash donations alone, is spent, play-by-play. For Ukraine, we’re focusing on medical supplies, refugee relocation, etc.”

“It’s a massive effort in three countries—Ukraine, Hungary, and Poland—where we have multiple enormous distribution centers

“My resilience enables me to sit back and *allow things to happen.*”

from which various organizations can get what they need. It could be medical supplies, resources for churches, schools, or hospitals, and more.

“We also extract people from Ukraine, including orphans, and distribute aid where needed within Ukraine. We run it as a business, which is why we’re able to directly impact those in need. It’s unprecedented, and we are unstoppable.”

Clearly, Bethenny leads by example. She is incredibly successful at empowering others to take ownership and enrolling them into her vision. This includes her **11-year-old daughter, who raised \$12,500 by selling her original artwork and dedicating all proceeds directly to Ukraine.**

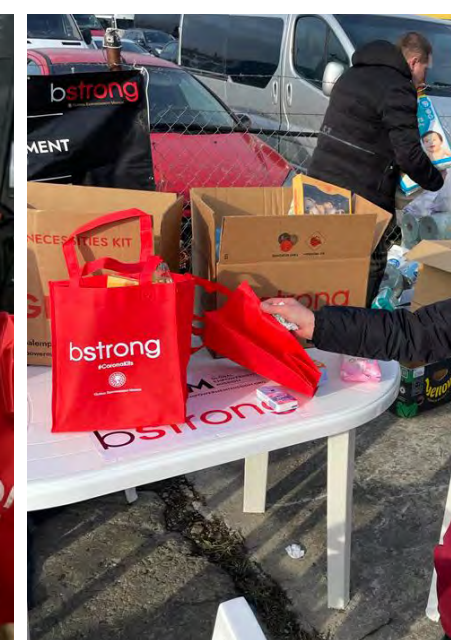
“I’m very analytical,” Bethenny explained. “To enroll people into anything, I have to fully understand it. I realized very early with BStrong that if I am really transparent, honest, and direct from the get-go, we can take people along on our journey. I let them know what we need,

specifically. So it’s not as if people are just throwing money into the ‘ether’ but have no idea where it goes.

“When the headlines are hot—when everyone cares about an issue—it’s fairly easy to secure support. Interestingly though, you can’t bombard people all the time with it or constantly ask for donations. I still need to post pictures that people do want to see. It can’t be pictures showing all of our supplies and hospitals, all the time.

“So, it’s a dance. My partner wants to post constantly with our ask. But we can’t ... we can’t shove it down people’s throats. There has to be an ebb and flow. Even in the way you communicate about philanthropy—you don’t ask unless it’s time to ask.

“That’s not to say we don’t have what we need to help. We have about \$25,000,000 in aid overall right now, and it keeps coming in. So if 50 doctors need something specific, we can get it for them.”



Bethenny did not come by her overwhelming success easily. In fact, hers was a lesson in resilience.

As a child, Bethenny “witnessed every single negative thing a person can short of murder,” she said. Yet nothing was as “torturous and tragic” as her divorce... which spanned more than ten years.

“It was the single greatest nightmare I hope to ever experience. It was endless torture for almost a decade... a really horrifying experience that I basically had to consider like golf—something I dealt with one hole at a time. I’d get pulled back and be a hole behind, but I just took it on strategically. I hoped that one day, justice would be served, but I really didn’t believe it ever would, to be honest. It was truly insane and horrifying, and I was miserable. It felt like a hell I was never going to emerge from.”

“It wasn’t even a matter of trying to stay positive. I just put one foot in front of the other, every single day. It was a storm that

didn’t stop for so long, and every day, it beat me down. But I kept going, until it finally subsided.”

Acknowledging that you “can’t hate where you come from,” Bethenny’s resilience has served her well throughout other areas of her life, as well.

When she auditioned for *The Apprentice* early on in her career, she was by her own admission “broke.” She wanted it badly, and after enduring a week of sequestering, emotional testing, and IQ testing, she was a finalist. However, on the very last day, she was cut. Despite her disappointment, she said:

“I didn’t get it... but I was only upset for a day. Then, it turned into motivation.”

“Now, my resilience enables me to sit back and allow things to happen. If they don’t, I don’t push it. If it doesn’t come to fruition, it wasn’t meant to be. There’s no more clawing my way to achieve things anymore. I like everything to be more fluid



(from far left)
Bethenny’s BStrong foundation donated over \$17M in supplies to Puerto Rico after the devastating 2020 earthquake; BStrong’s aid relief for Ukraine has reached \$25M and goes directly to those affected by the war

“It’s unprecedented, and we are unstoppable.”

and easygoing now. I've proven myself... I've checked a few boxes. So, it's good."

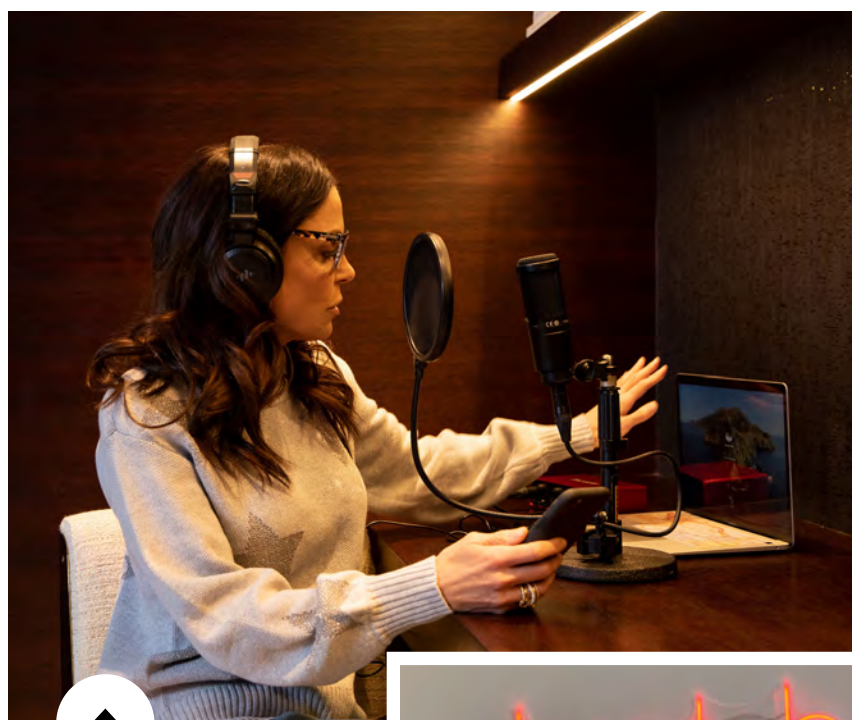
In 2020, Bethenny launched *Just B with Bethenny Frankel*—a podcast “devoted to being a self-made mogul in business, lifestyle, and beyond.”

It instantly topped the charts, ranking fourth overall on Apple Podcasts and securing its spot as the #1 Society & Culture podcast within the first week. Quite an impressive feat, considering Bethenny “knew nothing about the podcast space.”

“All I knew was that it seemed to be the hottest space going, and I was intrigued by the idea of interviewing credible people I could have interesting conversations with. Fame was not something I cared about in this filter. I just wanted to talk with people who really accomplished something in a non-traditional sense.”

Bethenny’s first three guests—Mark Cuban, Bozoma Saint John, and Paris Hilton—clearly fit the bill.

“The way you begin something is the way it ends,” Bethenny said, “and I was so fortunate to start my podcasting journey the way I did. Since then, I’ve maintained that filter. I bring on guests people haven’t heard of—like Tammy Duckworth, the Illinois senator who was one of the first women to fly combat missions throughout Operation Iraqi Freedom. When her helicopter was hit by an RPG, she lost both legs and partial use of her right arm. So, I choose people



PODCASTING WITH PASSION

For Bethenny, recording her podcast *Just B* (including an episode with her daughter, Brynn [below]) has allowed her to interview some of the greatest minds on their journey to success





“This medium became a creative outlet for me to *express myself freely.*”

I’m passionate about and think are interesting.

“What’s curious is that I’ve also done full-on rant episodes, where I just talk about something I find annoying, crazy, or funny. And these shows often rate even higher than episodes featuring people such as Matthew McConaughey and Kelly Ripa, which is crazy!

“This medium became a creative outlet for me to express myself freely. And I was missing that, after leaving reality television. It’s something I really need, and I love this outlet for it. It’s my favorite thing of all the things I do. And it’s very successful, which just proves if you really love something, the success will come.

“I remember when we had just started, someone called to tell me I was in the top five podcasts, alongside Kara Swisher and Hillary Clinton. I was like, ‘What the hell are you talking about?’ It just propelled itself.

“I’m part of something... and I’m doing

something meaningful that also makes me feel good about myself. I know what it feels like to be popping off, just like when I was in reality TV. When you are really making a difference, it’s great for everybody.”

Now with more than a hundred interviews recorded, Bethenny shared some of her favorites thus far:

“Grant Cardone provided this gem—he said, ‘I don’t fix my wife. I don’t work on her, and she doesn’t work on me. I work on me.’ And that has influenced my relationship with my fiancé, Paul. I enjoyed my conversation with Matthew McConaughey a lot, because he is so entertaining and interesting. My talks with Kelly Ripa and Katie Couric were extraordinary. As far as ratings and downloads go, those two episodes did the best.

“I’ve had really good conversations with people who are truly meaningful. And I’ve

“My guests are purposeful. *They add to the world.*”

learned a ton, because it's like reading a book every time. I think about getting to talk to Sheryl Sandberg, Hillary Clinton, and Deepak Chopra for an entire hour... you get to absorb so much! My guests are purposeful. They add to the world.”

Describing herself as “a female Howard Stern or Dave Portnoy—an unfiltered, irreverent woman just speaking the truth without fear,” Bethenny offers the following advice to Podcast Magazine® readers:

“Do one thing well and push it through. There's one common thread between billionaires, moguls, former first ladies, tech giants—they all have non-traditional roots. If they can do it, you can do it, too. Anybody can. You just have to have the drive, passion, and determination, no matter what it's directed toward.”

While it's clear that Bethenny does many things well, she now equates success to quality versus quantity. She chooses to pour her energy into endeavors that have a meaningful return on investment, whether financially, spiritually, emotionally, or physically—initiatives that motivate her, make her laugh, and are fun and fulfilling... like her podcast.

Guests on *Just B* have included Grant Cardone, Hillary Clinton, Katie Couric, Deepak Chopra, Matthew McConaughey, and more, while her dream guests include: (from top left) Kanye West, Jack Dorsey, Elon Musk, Mark Zuckerberg, Donald Trump, and Ellen Degeneres



BETHENNEY'S DREAM GUESTS

“Life's too short,” she said. “I've taken multiple seven-figure deals off the table, because I want to enjoy my life. If I don't enjoy it, I'm not going to do it. And it feels really good now to say, ‘Absolutely no more of anything else.’ Time is far more valuable than money.” ⓘ



Founder/Editor-in-Chief

Steve Olsher

steve@podcastmagazine.com

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#2



YOUR HOPE-FILLED PERSPECTIVE

Hosted by: Dr Michelle Bengtson

Your Hope-Filled Perspective draws on Dr. Michelle Bengtson's almost three decades of clinical expertise as a neuropsychologist to help her listeners regain hope, renew their minds, and transform their lives.

#3

DYNAMIC WOMEN® PODCAST

Hosted by: Diane Rolston

The *Dynamic Women® Podcast* is an award-winning, action-focused, lifestyle and leadership podcast full of stories and strategies to help women design their success and unleash their "Dynamic Woman."

Dynamic Women®

PODCAST

With Coach
Diane Rolston

Success | Inspiration | Action

#4

Mamas Know Best

We Got Something to Say!

Hosted by
Nicole Cumberbatch

Honest | Raw | Real

MAMA KNOWS BEST WE GOT SOMETHING TO SAY

Hosted by: Nicole Cumberbatch

It truly takes a village to raise a child, and the more informed we are, the better decisions we can make that will positively affect us and help shape and develop our families.

#5

SHE-NANIGANS

Hosted by: Christine & Jenn

We are two girls who met when we were 12 years old. We are truly lifelong sisters by choice. We have both been through inconceivable tragedy and have chosen to "flip the script" and make life about supporting each other, finding the silver linings, and embracing all the funnies.

SHE-NANIGANS

with Christine & Jenn





#6

JUST BREATHE: PARENTING YOUR LGBTQ TEEN ◀**Hosted by:** Heather Hester

Heather Hester from Chrysalis Mama is here to transform the conversation around loving and raising an LGBTQ+ teenager.

#7

SPEAKING TO INFLUENCE**Dr. Laura Sicola****SPEAKING TO INFLUENCE** ▲**Hosted by:** Dr. Laura Sicola

When you speak, do you want to inspire others and be recognized as a true leader? This is the show for executives, business owners, and leaders who need to command the room, connect with their audience, and close the deal.

#8

THE MOMOLOGIST ▼**Hosted by:** Sasha Culpepper

We are a mom-led podcast that inspires, empowers, and educates parents in their search for child-rearing wisdom. We take “Mama knows best” to a whole new level!



#9

**PEACE IN HIS PRESENCE** ▲**Hosted by:** Michelle Diercks

Does your heart become distracted by anxious overwhelm? Find out how you can rest in God's promises and receive the peace of His presence.

#10

MAMAS IN TRAINING ▶**Hosted by:** Jessica Lorion

The podcast for aspiring first-time moms searching for guidance and community from moms who've been there. Hosted by Jessica Lorion, a Mama in Training herself.





#11

MOMTOURAGE ◀

Hosted by: Ashley Hearon-Smith & Keri Setaro

Hang out with these two accidental besties every week as they get real about parenting, the struggle to be selfless mothers but still bad*ss b*tches, partner fails, and post-partum sex. Join the MOMTOURAGE! Presented by CafeMom.

#12



RAISING KIDS ON YOUR KNEES ▲

Hosted by: Tina Smith

Our passion is to equip moms and dads to pray powerful and effective prayers for their children. We believe that your best parenting is done on your knees, and we are here to help you do just that.

#13

PARENTING OUR FUTURE ▼

Hosted by: Robbin McManne

Parents! We CAN change the world, starting with the way we're parenting our future. Up to this point, children have been seen as "less than" and parented in a way that uses power over them.



#14



SAY THEIR NAME ▲

Hosted by: Adell Coleman

Webby and New York Festival Award-winning series focusing on the assault and killing of Black people by police in "Stand Your Ground" states, highlighting incidents throughout the United States.

#15

Letters
From**LETTERS FROM HOME** ▲**Hosted by:** Meg Glesener

Heavenly PERSPECTIVE. Need it? Step into the lives of everyday people with extraordinary stories of faith. I pray you leave each episode encouraged and inspired to love our God and our world more deeply.

#16

STARTUP PARENT ▼**Hosted by:** Sarah Peck

If you're growing a business, starting a business, or figuring out the madness of entrepreneurship, and you're thinking about having kids, this podcast is for you.

**STARTUP
PARENT**A podcast for working parents
and entrepreneurs

#17

**THE COME TO THE TABLE
PODCAST** ▲**Hosted by:** Amanda

Turnbull & Melissa Weber

A place where real women have real conversations with and about a real God!

#18

PARENT THEM SUCCESSFUL ▶**Hosted by:** Jessika Shields

Join Jessika Shields, Licensed Educational Psychologist, wife, and mother of four as she shares invaluable parenting tips that position children for success academically, socially, and emotionally, so your child can go from simply surviving to thriving!

**PARENT THEM
SUCCESSFUL**

PODCAST

WITH

JESSIKA SHIELDS



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YOUR NEXT STOP

Hosted by: Juliet Hahn

Juliet Hahn is a storyteller, consultant, keynote speaker, and content creator. She believes deeply that everyone has a story, and we all can learn from each other. We just need to listen.

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ARCHITECTING

Hosted by: Angela Mazzi

If you believe design can change the world, you've found your humans here on ARCHITECTING! This show helps you bypass the status quo traps in our profession while teaching you how to make an impact with real-life strategies.



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MAMA WORK IT
podcast

MAMA WORK IT

Hosted by: Marisa Lonic

You've got ideas and ambition, but no time. If you're a working mom juggling mom life, work life, fill-in-the-blank life, this podcast is for you.

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THE MOM NEXT DOOR

Hosted by: Pam Fields

Momlife is tough. But when we are overwhelmed by life—when motherhood is hard, when discouragement, frustration, and challenges set in—it helps to hear what God has done.



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THAT TROPHY WIFE LIFE

Hosted by: Dayna Pereira

Featuring comedians, podcast hosts, authors, and entertainers of all kinds discussing the challenges and adversities they overcame to get to living their version of "That Trophy Wife Life."

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PG-ISH PARENTING

Hosted by: Erin Holland

Bite-size wisdom from today's teachers, psychologists, doctors, authors, and parents that can help transform our parental experience from overwhelm and frustration to growth and success.



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MOMS
MOVING
ON

MOMS MOVING ON

Hosted by: Michelle Dempsey

Letting go and moving on after divorce? That takes guts, strength, and a whole lot of support. Your divorce support village is waiting for you!

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COOKIES & CHAOS

Hosted by: Heather Steinker

Following the crumbs in the chaos is a full-time job. As a busy mom of three who's keeping it weird in Austin, Texas, it's safe to say that my life is never boring.

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WING
IT
PODCAST

with Wren Robbins

Podcast Strategy for the
Christian Business Woman

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DON'T WING IT PODCAST

Hosted by: Wren Robbins

Welcome to the *Don't Wing It Podcast* with your host, Wren Robbins. Listening each week will help you set aside your fears and doubts and empower you to start your own podcast. If you are looking for practical podcasting tips—all in a value-packed five-minute episode, then you have come to the right place!

REAL MOMS OF BRAVO



#28

REAL MOMS OF BRAVO ◀

Hosted by: Abby Steffens

Listen to real moms and long-time friends as they dive into all their favorite shows, including *Housewives*, *Vanderpump Rules*, and *Southern Charm*.

#29

wellness while walking

with coach carolyn



WELLNESS WHILE WALKING ▲

Hosted by: Carolyn Cohen

Inspiring, interesting, and funny news and stories about health and life are delivered to you by Health Coach Carolyn in this walking podcast.

#30

EQUIPPED TO BE ▼

Hosted by: Connie Albers

Dedicated to helping Christian women discover and develop their gifts, strengths, and talents to navigate all seasons of life. This podcast will inspire you to move forward, even when you think you aren't enough or don't have the right skills to succeed.

Equipped To Be with CONNIE ALBERS



#31

AUTHENTIC ONLINE MARKETING

with

RUTHIE GRAY



AUTHENTIC ONLINE MARKETING ▲

Hosted by: Ruthie Gray

Learn how to deliver your message effectively and receive engagement and investment on your Insta-time. Delivers both broad and focused techniques to get your women-owned business in front of your ideal follower.

#32

THE HUSTLE WITH H.E.A.R.T. PODCAST ▶

Hosted by: Erin Harrigan

For Christian businesswomen who've had success yet feel something is still missing. My mission is teaching women like you how to break free from overwhelm and overachievement.

The Hustle with H.E.A.R.T. Podcast with Erin Harrigan



New Podcast Alert!

Family Seasons By Coach Teia

Season 10 Now Available

and Damian Dalcour

AVAILABLE ON ALL PODCAST PLATFORMS

#33

FAMILY SEASONS

Hosted by: Teia Jones

We go through having children, graduation, marriage, divorce, caring for elderly parents, and so much more. The podcast is here to make those seasons a lot more manageable.

#34

THE GENTLE COSLEEPER Podcast

THE GENTLE COSLEEPER

Hosted by: Alexis Honey

Alexis is a gentle mama, myth-busting and fact-checking societal norms and scare tactics surrounding cosleeping, bedsharing, and responding to her babies' cries with her toddler on one hip and her baby on the boob.

#35

WTF - WHAT THE FIFTIES?

Hosted by: Mara Graff & Tami

A podcast about life in our 50s. Tami and Mara talk about menopause, raising children, friendship, family, growing old, and growing up in the 70s, 80s, and 90s.

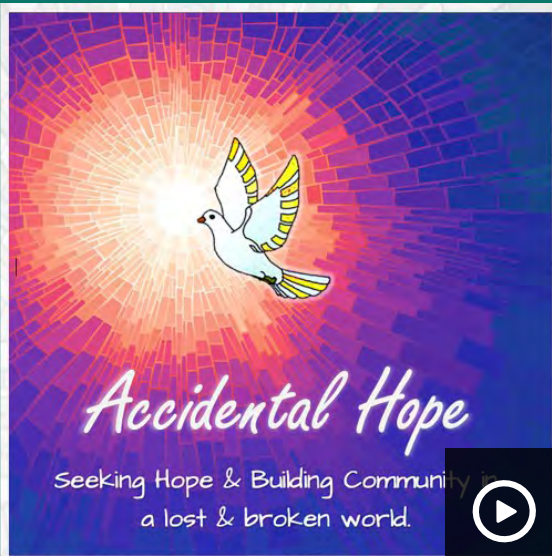
#36

ALL THE THINGS TV

Hosted by: Tiffany Jo Baker

Welcome to *All the Things TV* video podcast with Tiffany Jo Baker, where we help you grip God's grace, use your gifts, and get your goals in the midst of your mess and mission.

#37

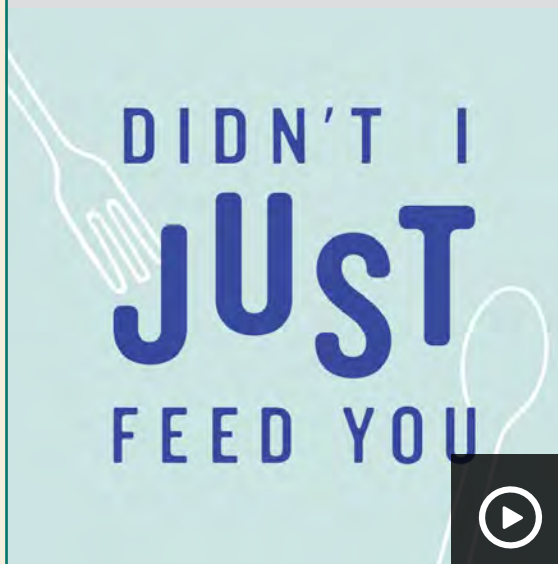
**ACCIDENTAL HOPE** ▲**Hosted by:** Jenn Eikenhorst

Dedicated to providing resource of healing from a faith perspective for those impacted by a serious accident or trauma. *AH* is a community seeking hope and sharing the love of Jesus Christ.

#38

DIDN'T I JUST FEED YOU?! ▼**Hosted by:** Stacie Billis & Meghan Splawn

Digging into everything from the highs and lows of meal-planning to coping with picky eaters to the joys of dining out with kids and real-life wellness for families... all with a mission to make family mealtime more fun and less stressful.



#39

**MOTHERHOOD MINDSET** ▲**Hosted by:** Stephanie Pletka

Helping women navigate the messy parts of motherhood. Get ready for entertaining stories and three actionable steps to finding the goodness in the hard places.



#40

NOT ALL HEROES WEAR CAPES ◀**Hosted by:** Tina Smith & Betsy Pendergrass

Not all heroes wear capes, but all moms are heroes. Welcome to the podcast for moms, *Not All Heroes Wear Capes* with your hosts Betsy and Tina. We want you to know that we hear you, and we see you.

#41

TWO MARKETING MOMS ▶**Hosted by:** Kelly Callahan-Poe & Julia McDowell

You are not alone! Navigate the jungle gym of marketing and advertising career advancement with two pros (and moms) who have decades of work and life strategy to share.



42



CARL HER MOMMY

Hosted by: Carlie Nolan

A podcast for the everyday moms ready to get vulnerable, raw, unfiltered, and sometimes explicit about the highs and lows of motherhood.

43

NO GUILT MOM

Hosted by: JoAnn Crohn & Brie Tucker

Tired of doing everything for your kids and wish... just wish... someone would step in to help you out? Welcome to the *No Guilt Mom* parenting podcast



44



BUBBLES & BIZ

Hosted by: Nicole Bernard

Join me as I sit down with small business owners and entrepreneurs over champagne to discuss the ups, downs, and hacks for running a business!

45

THE RIPPLE PODCAST

Hosted by: Rosa & Angela

The ultimate business coaching show that delivers trainings most consultants charge thousands for, with the proven strategies to grow your business online.



46

THE LET GOOD THINGS IN SHOW



THE LET GOOD THINGS IN SHOW

Hosted by: Amanda Acker

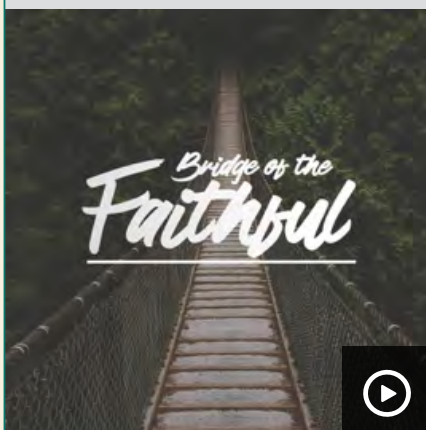
The show will give hope and inspire those with a difficult past to see they are worth it and can have the success they want in life regardless of what society is telling them.

47

BRIDGE OF THE FAITHFUL

Hosted by: Jenna Erlandson

We work together to define what God's faithfulness means, what faithfulness on our end looks like, and the amazing blessings we receive when we truly understand the both of them.



48



THE UNBIASED SCIENCE PODCAST

Hosted by: Jessica Steier

A podcast devoted to objective, critical appraisal of available evidence on health-related topics relevant to listeners' daily lives.

49

MIMOSA WITH MOMS

Hosted by: Abbey Williams

Mimosas with Moms is a community of support, empowerment, and connectedness. Here, you are not alone. We are all in the trenches together, we celebrate together.



50

GRACE OVER PERFECTION

Hosted by: Alison Simmons

Welcome to the *Grace Over Perfection* podcast with Alison Simmons, where we talk about how to find freedom in letting go of control and perfection by applying the word of God to our lives daily.

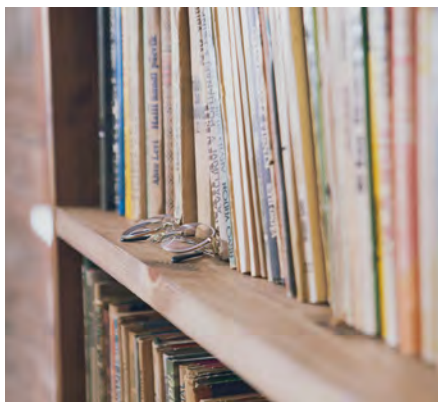




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AN OPEN HEART & AN OPEN DOOR

Sue Donaldson's Legacy



"The only thing that counts is faith expressing itself through love," said Bob Goff on Welcome Heart, pictured here with Sue Donaldson



Getting to know people during the pandemic was not easy for anyone. Loneliness was on the rise as isolation lingered.

Sue Donaldson wouldn't let a pandemic stop her from connecting with the people in her neighborhood, though. Living in Central California where lemon trees are common, she printed her father's favorite lemon cake recipe, enclosed it in a bag of lemons, and delivered them to her neighbors.

It was her way of letting people know they weren't as alone as they felt.

Donaldson made a career of speaking, writing, and podcasting about the fading art of hospitality. She believes the people one shares life with are the most important legacy one can leave.

She began thinking about hospitality and legacy when a friend shared that her parents were losing cognitive function in their 80s. The conversation showed her that you never know how long life will last or what the quality of your life will be. *"You live a little bit more intentionally when you realize there's a time limit on how straight you can think,"* she reflected.

Yet making time for others can be difficult.

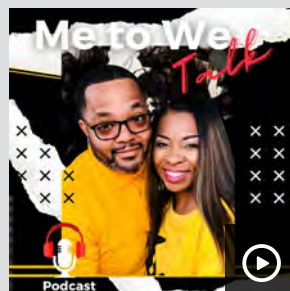
"We live by the tyranny of the urgent, where we have to do sixteen things a day. So, we don't even think about something as grand as our legacy... not realizing that what we're doing step by step that day is our legacy," Donaldson reflected.

SUE listens to



CHURCH OF THE CITY NEW YORK

Church of the City New York is a church community passionate about making disciples who "practice the way of Jesus together for the renewal of the city."



ME TO WE PODCAST WITH CONELL AND RHONDA HOLLINS

A podcast for real relationships.



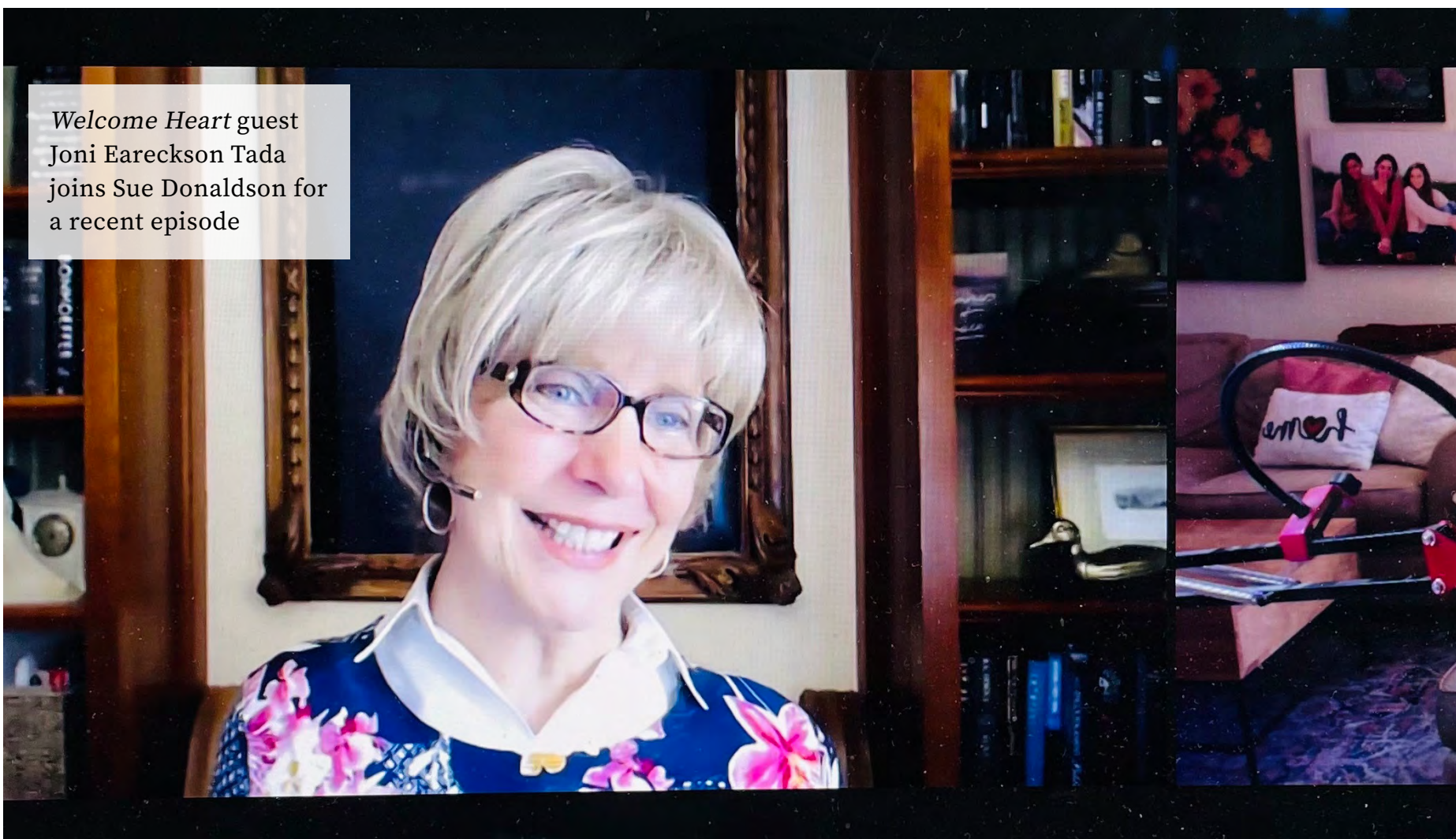
WRITING AT THE RED HOUSE WITH KATHI LIPP

Gather around the table to break bread and tell tales with some of our favorite authors.

**"Hospitality
doesn't have to
be elaborate to
be effective."**



Welcome Heart guest
Joni Eareckson Tada
joins Sue Donaldson for
a recent episode



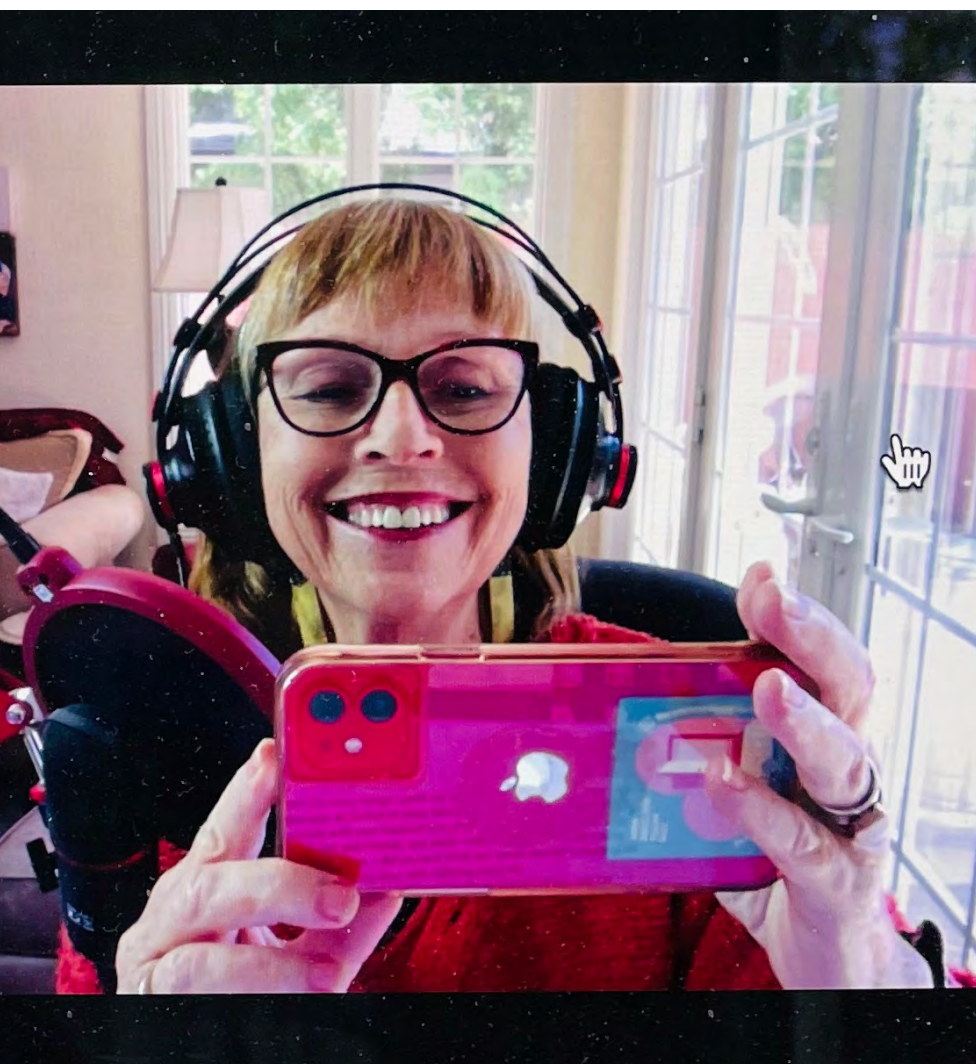
Instead, Donaldson encourages simple practices that take a little courage but pay off big relationally. *“We need to live our legacy now and not have people be surprised when they open our will,”* she said.

“Having an open heart should translate to having an open door, and that’s a legacy.”

For instance, Donaldson regularly hosts wine nights at her home and invites women she meets around town or in her neighborhood. She sets up the conversation with two questions: a general ice breaker and a deeper one that encourages more meaningful relationships.

A devout Christian, Donaldson’s goal isn’t what some might think. *“When we have mutual vulnerability, that’s where real conversation comes from,”* she said. Then she added, *“Hospitality is a way of issuing an invitation to your table while passing on God’s invitation to His table.”*

Not everyone is comfortable bringing strangers into their home. They may feel self-conscious about their space and afraid of judgment, which Donaldson



“The purpose of hospitality is to serve, not to show off. True hospitality is about the other person.”

understands. She once hired a housekeeper to clean before having guests, because she had been to their immaculate home.

But this misses the point. *“The purpose of hospitality is to serve, not to show off. True hospitality is about the other person,”* Donaldson opined. Rather than thinking about what the other person thinks of you as the host, try to make him or her feel at home.

On Christmas Eve, Donaldson hosts a bread and soup night for friends without family in the area. *“I have women who come who always want to do the dishes, and I invite them every time,”* she said with a chuckle.

The women doing the dishes are also talking and catching up on the year.

Being too proud to let them take on that chore would deprive them of relational opportunities. *“Giving someone a job can be a gift,”* she mused.

What if you are not sure how to get started with hosting and starting conversations?

Donaldson has three pieces of advice.

First, keep it simple. *“Hospitality is as simple as a plate of cookies and coffee,”* she said, although she admits she often tries new recipes. Is that a risk? *“No, there’s always strawberries and back-up toast,”* she quickly responded.

“Hospitality doesn’t have to be elaborate to be effective.”

Second, don’t obsess over who accepts



your invitation. You never know why someone responds the way they do. Trust the intuition to ask and move on. *“My job is not to see who is coming. My job is to invite,”* she said.

Finally, have an open mind. *“Be genuinely curious,”* Donaldson said with a smile. She never comes with canned questions, because she prefers to start with questions about the person in front of her and let what they share lead into the conversation.

“Real hospitality is showing off God’s welcome. He welcomed us to His table so that our hospitality reflects His welcome heart,” she reflected.



When she wanted to start a podcast, she named it *Welcome Heart: Living a Legacy Life* to reflect her desire to show God’s welcome to others and the difference it can make in the world.

One does not have to make a huge splash with fame or fortune. One only needs a plate of cookies, a couple of well-chosen questions, and an open door.

“Having an open heart should translate to having an open door, and that’s a legacy,” Donaldson said. 🎧



Religion & Spirituality Category Director

Eric Nevins

religionandspirituality@podcastmagazine.com

Halfway There Podcast ▶

Got a Religion &
Spirituality Podcast
suggestion?

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UNDER THE RADAR

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



PLAYFULLY FAITHFUL PARENTING

Podcasting has a singular advantage to terrestrial radio: the ability to precisely customize a format for your audience.

A shining example of this is *Playfully Faithful Parenting* by Joy Wendling. She is a former children's pastor with a theological education, which comes through in the show.

Episodes include practical resources and encouragements alongside Biblical reflection designed for moms.



Wendling knows her audience and keeps them in mind while creating her show as evidenced in two ways. Both deserve a call out so that other podcasters can learn from them:

First, the show's length is just right. I'm not a fan of short shows, but Wendling knows her audience of moms doesn't have a ton of time. They are squeezing the show in during nap time while playing Wordle. In this case, episodes of 15-30 minutes make perfect sense.

Second, Wendling does a superlative job defining her purpose and value proposition right in her intro. Listeners never wonder about her credibility as she tells you about her training and experience in the least braggadocious way possible.

The introduction makes a promise to listeners—they will learn how to make their home a rich environment for the spiritual growth of their little ones. Wendling delivers on the promise bigtime.

Highly recommend this show to moms of grade-school children, especially. 🎧



CAN I GET A LITTLE SLEEP HERE?



Sleep.

Remember when we were supposed to get eight hours of sleep each night? And then wake up to that food pyramid? And then drink a gallon of water, do 15 minutes of light exercise, spend time with family, and go to work?

Those were the days.

But one thing we can improve is our ability to fall asleep faster when we go to bed. The screen scrolling we've become accustomed to before closing our eyes is addictive. Yet no matter how many memes, videos of cats dancing, and TikTok filters we see, our lives get no richer. In fact, all they really do is cause us to lose precious moments of rest.

Luckily, there are some easy ways to make quick progress.



SCREEN SETTINGS

Check your settings for brightness and a blue-light blocker. If you absolutely can't put your phone or tablet down, you can change your brightness setting to include a blue-light blocker. And if your computer or phone screen doesn't have that setting, there are beautiful (and ugly) blue-light blocking glasses you can keep on your bedside table. There are even blue-light blocking reading glasses.

The reason that is important is because most of our blue light comes from the sun, and theories suggest that prolonged exposure to blue light after the sun goes down tricks your brain into thinking it is still daytime—thus, time to be wide awake.

Of course, turning off your phone is sure to signal your body that it's time to sleep. And there's no darker screen than one sitting on the shelf recharging.

BOOKS

If you're a podcast fan, why not show your love and grab a book by your favorite podcasters? Sure, you have to have a reading light on to enjoy it, but reading can surely lead to sleep.

Richard Nicholls of the *Motivate Yourself* podcast has a self-help book that offers effective solutions to some of your most nagging problems. It's called *15 Minutes to Happiness*, and it could very well end up making you smarter while getting to sleep sooner.

Since scrolling social media is really just feeding your brain with one inane picture after another, how about grabbing *The Book of The Year* by the podcasters at *No Such Thing As A Fish*, and learn hundreds of weird, wacky things?

PODCASTS

Combine your love for your phone with listening to podcasts specifically designed to help you get better sleep. This is great if your phone is your "security blanket" you can't live without. Just turn it on, press "play," and put it on your bedside table.

The *Get Sleepy Podcast* is a storytelling podcast run by creative writers, voice artists, and meditation experts. They tell stories to help you drift off to sleep.

The *Sleep with Me Podcast* combines humor and deep plots to lull you to sleep. It utilizes a pleasant voice and relaxing sounds to help ease you into la la land.

BBC Radio 3's *Slow Radio* calls itself a "lo-fi celebration of pure sound." Each episode lasts 15 to 30 minutes and provides listeners with soothing music and calming soundscapes to really relax you and help you begin the journey to sleepdom.

WHITE NOISE MACHINE

There are actual machines, like the Magicteam Sound Machine, that you plug in and put on your nightstand. They play natural sounds like birds chirping or rippling creeks. But we all know those can be played on your phone, as well.



(Don't tell the Magicteam Sound Machine folks that all one really needs is an app. Wouldn't want to wake them!)

But did you know you could ask Alexa or Google Home to do the same thing? You may have to enable a task, but there are plenty of natural sound effects to choose from.

MASKS

Now that we're getting beyond the scary COVID-19 period, you can invest some money into a different kind of mask—the sleep kind.

Hotels and planes will sometimes give you a simple, soft sleep mask to block out some of the light in your room and help you get good sleep. But you can also get gel masks that cool your eyes, masks that come with embedded headphones, and masks that provide some lumbar support for your neck. There are even masks with noise suppression technology.

I suppose if you wait just a little bit longer, there may eventually be one that comes with a nice mint on the pillow.

EXERCISE

How about we kill two birds with one stone?

We're supposed to get 20 minutes of exercise each day, right? Obviously, we're not going to be doing 20 minutes of sit-ups in bed at 10:25 p.m.

But if you choose to do 20 minutes

**Combine your love
for your phone
with listening
to podcasts
specifically
designed to help
you get better
sleep.**

of truly vigorous exercise every day, you'll go to bed tired for sure. And like scrolling through your phone, exercise can be addictive in a good way. Twenty minutes will soon be easy, and you'll start expanding to 25 or 30 minutes to an hour.

And then, not only will you be getting good sleep, but you'll be losing weight and getting healthy at the same time!

SLEEP.

It does a body.

It does a body good. 🎧



Gadgets, Gizmos & Gear

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A FASCINATION WITH FACTS

PART FOUR

Of A Special Series On The True Crime Podcast Category

This is Part Four, the final installment, of our series featuring our true-crime panel.

So far, we have covered some intriguing questions:

Part One - Why do you “true crime”?

Part Two - How do you “podcast”?

Part Three - What do you do when it’s too much?

We have now come full circle with this last chapter, for which we return to the “why” question and segue into “What keeps you going?”

And the answer is clear:

The search for the truth. A determined hunt for a resolution.

Or, as Anna-Sigga put it, “*a fascination for the facts.*”

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*

We left off Part Three by alluding to that fascination for the facts, in relation to the discussion about the podcasting endeavor being one of not just entertainment, but purpose.

Anna-Sigga explains, “As a prosecutor, I’m fascinated by the facts. I’m fascinated with bottling and presenting them in an entertaining way even though that’s not the main purpose. Hopefully, I am also offering a shot of education in there.”

Anna-Sigga likens the relationship with her listeners to her brand of storytelling in a courtroom—a way of entertaining the jury that fosters their zeal for the facts:

“In the courtroom, I only gave them that which they needed. But I also had to tell a story that they wanted to listen to. You have to entertain, because you need to keep them engaged. Then, you get the evidence out.”

Margot continued about the aspect of using facts as the basis of her storytelling and the brand of entertainment she offers via *Military Murder*. “When I press ‘record,’ every single time, I envision the person driving his or her kids to work.

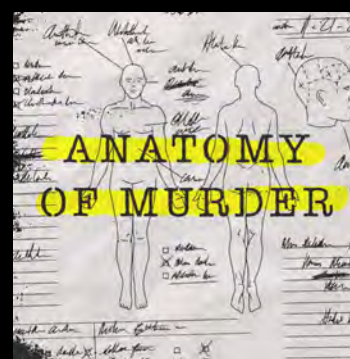
THE PANELISTS



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*



← A SERIES FINALE

A fascination for the facts among some of the top true-crime podcasters led the discussion with True Crime Category Director Ken Bator (top, center)

The kids are driving her insane, so she puts on one headphone, just trying to kind of enter into a different world. She wants to hear a story. That's who I'm telling the story to. It's amazing to me when I see reviews from listeners who are like 'Oh my God! You are my new best friend.' That really means a lot to me. I'm not only telling a story, but doing it in a way that's going to keep people's attention."

She went on to talk about how sharing the facts with her audience serves a clear and real purpose. *"I'm informing them. My number-one thing is encouraging people to remain vigilant. Don't leave your kids with just anyone. Do the background check, even if the person was in the military. Even if he's a retired general. Do the background check. Don't just brush it off as, 'That's my best friend. She'd never do something like that.' Thankfully, my listeners hear that, and that's what keeps me going."*

Lori, host of *The Unlovely Truth*, has definitely latched onto the "informing and educating" purpose of a true-crime podcast. *"I'm naturally kind of a bossy person," she laughs. "My podcast is really about trying to get people to do things. Don't just listen to these stories. Go look*

at that not-for-profit that I've mentioned. I try to surround myself with people who know more than I do. That's why I went with an interview format for my podcast. I get people who have all kinds of experience and knowledge in areas I don't. It's been a great learning experience for me, and I'm just hoping to pass that on to people."

This spurred a poignant comment from Jake on the impact a true-crime podcast can make. *"How quickly I realized that these stories are really making an impact. Whether it's sharing knowledge or creating change, I feel so proud that we're able to work with our guests in order to amplify their cause in a way they otherwise haven't been able to. It's very rewarding to know that what we're sharing is actually making an impact on someone's life."*

Holly spoke to the power of the medium of podcasting in sharing the facts of a case. *"We have people who read the newspaper. We have people who read magazines. We have people who watch YouTube. We have people who only get their news from Facebook. In my opinion, a podcast is a source of information for those people*

who don't do all the above. When the Gabby Petito case was at its peak, I had people coming to our TikTok page to find out what was going on. I wanted to boil down all of the information, because I knew what I was going to share was actually factual. I was losing sleep over it."

Holly's comments tied into one of the underlying themes of this over two-and-half hour panel discussion in that most true-crime podcasts serve a very real and clear purpose in society. Jake alluded to the fact that some podcasters are not simply being narrators, but victims' advocates. Sometimes, it takes someone other than law enforcement, the judicial system, or politicians to share the facts that maybe no one else wants to.

Jake spoke to that very point from the perspective of stalking victims:

"People look to you for hope... to be able to help them if not get justice, then to at least be heard. Because nobody wants to

*hear these people a lot of times. They're often shunned by law enforcement, and even their own friends and family may mock their situation. A lot of times, they feel no support. We've had people say to us [the hosts of *Strictly Stalking*], 'You are our only beacon of support.' I can't imagine being in a world where it's so difficult to get somebody to listen to you."*

The very name of Lori's podcast, *The Unlovely Truth*, in and of itself speaks to the need for the tenacious digging for the facts, even when many others have stopped the search. Lori shared a perfect example:

"One of my guests had a daughter who was stalked and murdered. The police quickly ruled it a suicide and didn't really look into the stalking. They didn't really appreciate the fact that some of the sheets for her bed were missing. If it was a suicide, why would that be?"

It is exactly that type of fascination for the facts that makes a difference.

As I wrap up this series, I realize I probably won't do the entire panel conversation complete justice (pun intended). Our conversation covered so many aspects and had several positive twists and turns. I was truly sorry to see it end.

I'm reminded of Jake's comments regarding the fact that when you dive into the world of True Crime, you may think it's entertainment, but you quickly come to the realization that it is so much more. Personally, when I first took the plunge into this category, it was because of my

What most true-crime podcasters do... is provide a clear and necessary service to society.

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connection to law enforcement. I thought covering the genre would be well-aligned with other areas of my career. That has certainly proven to be the case, but it also turned into a true passion in and of itself.

What most true-crime podcasters do—as is certainly the case with all the experts who participated in this panel discussion—is provide a clear and necessary service to society. This is an aspect of the genre I didn't realize until I began covering the category.

A fascination for the facts among true-crime podcasters has helped solve crimes, some that I believe would still be cold cases otherwise. They tenaciously keep missing persons in the public eye, so they are not forgotten. They provide us with much-needed information, whereby a little nugget of wisdom may be just what keeps us safe. And they offer us knowledge that sparks many of us to make needed change in this world.

Many of us, myself included, are staunch supporters of law enforcement. As with any profession, there are some who are better than others. Most are very passionate about the police work they do. Almost all are lacking the resources to do their jobs at the highest level. And many end up retiring with that unsolved case that still keeps them up at night.

That brings us back full circle to the very first question asked of the panel: Why do you “true crime”?

Kenzie, from *Crimeaholics*, gave the most direct answer:

“To be of service to law enforcement.”

I believe many share that mission. Not only that, but True Crime podcasting is a service to us all. 🎧



True Crime Category Director

Kenneth C. Bator

truecrime@podcastmagazine.com

Public Safety Talk Radio 🎧

UNDER THE RADAR

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



KILLER PSYCHE

Have you ever wondered what makes a criminal tick? What's going on in the mind of a murderer? Why a serial killer shows no remorse?

Someone who understands that “why” is retired FBI agent Candice DeLong. She's a former criminal profiler and the current host of *Killer Psyche*. Her vast knowledge spans a storied career going back to the early 1980s and the infamous Chicago Tylenol Murders.



This podcast is perfect for those, like me, who really want to go deeper into the “why.” Given her expertise not only as a profiler, but also as a former psychiatric nurse, she brings a unique perspective. She digs into the psychological aspects and techniques that help us to understand what is going on in the minds of what many would call “sick” individuals.

Killer Psyche may be more for listeners who really enjoy going deep into a case or have an intellectual fascination for the specific subject matter. The casual true-crime fan may not find the podcast that engaging. While Candice is clearly an expert with a ton of expertise to share, she often sounds like she is reading from a script with a deliberate tone. At times, the show feels like you are sitting in a large lecture hall in a university.

If you can get past feeling like you are back in your college days, you will learn a lot from *Killer Psyche*. 🎧

FROM SURVIVING TO THRIVING

Podcaster
Shares Passion
For Taming
Organizational
Chaos



Looking back two decades, *This Organized Life* host Laurie Palau didn't foresee having a thriving business and podcast—she just knew being organized was essential to her survival.

At that time, she was working off and on as an executive recruiter—pausing to have her daughters in 2000 and 2003—and her husband traveled extensively.

She quickly realized the only way she could keep up with the ins and outs of daily life was to approach responsibilities in the same manner she did as a recruiter.

“I was basically a single mom with a paycheck,” Palau says. “I needed to run the house really strategically in order to get everything done, because everything pretty much fell on me. I had systems and strategies—whether it was a bedtime routine, a morning routine, a laundry routine, when I ran the dishwasher—I just started creating these habits, which

turned into routines, so I could get stuff done.”

Palau has always been an organized person, not only with physical space, but also in time management and prioritizing duties and tasks. She started *Simply B Organized* in 2009 as a way to help others, primarily busy moms, and also to be home and present with her daughters.

“If people could value the stuff that they have and get rid of the stuff that they don't, it would relieve a lot of stress,” she says. “I saw the stress and anxiety that all this unnecessary clutter brought into people's lives.”

After a few years working with clients, Palau found herself at a crossroads between continuing as she was or growing her business. She saw two ways to grow—build a team and have more people in the field organizing or diversifying her service offerings.

*“Primarily, my business was a mix of blogging, speaking, and working one-on-one with clients. Then, in 2017, while I was in the process of writing my book, *Hot Mess: A Practical Guide to Getting**



**“At the end of the
day, it’s just stuff.”**

“I saw the stress and anxiety that all this unnecessary clutter brought into people’s lives.”

Organized, a friend said I should start a podcast,” says Palau. “I decided I’d just test the waters and see if this was something that resonates with people.”

Thinking her husband and kids would be the only people to listen, Palau was shocked when her podcast took off. In fact, she didn’t even know what it meant when iTunes listed her podcast as “New and Noteworthy” after the first episode.

“I enjoyed the platform and connecting with people. There was a different relational connection. I was reaching people I wasn’t with strictly words on a blog.”

Also surprising were the audience demographics.



LAURIE

listens to



THE RAMSEY SHOW

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CRIME JUNKIES

If you can never get enough true crime... congratulations, you’ve found your people.



HOW I BUILT THIS

Guy Raz dives into the stories behind some of the world’s best-known companies. This podcast weaves a narrative journey about innovators, entrepreneurs, and idealists and the movements they built.

“I was reaching people I wasn’t with strictly words on a blog.”



“I was able to reach two separate audiences: the people that were struggling with organization in the home and the entrepreneurs who are in the space.”

“I started the podcast with the intent of targeting people who are in need of organizing help... people who were struggling to plan, or people who were looking for a better system strategy,” she says.

“What I didn’t anticipate was that other professional organizers would be listening

to my show, and people who wanted tips and ideas for starting an organizing business. My pleasant surprise was that I was able to reach two separate audiences: the people who were struggling with organization in the home and the entrepreneurs who are in the space.”

Because of the show’s popularity with industry professionals, Palau started SBO Partner Program as a way to connect her audience with organizers in other geographic markets, allowing listeners to hire vetted organizers in their areas.

“By coaching and mentoring, it’s a way for me to build this community of professional organizers who can then feel less isolated. I give them strategies for running, growing, and scaling a business while serving other people.”

In the five years following her first episode airing, Palau has interviewed “heavy

hitters” like Gretchen Rubin and the Dave Ramsey team. Her show averages about 35,000 downloads a month—and more than a million over its lifetime—across the entire catalog as listeners return to older episodes. However, she notes with a laugh that her adult daughters are not among her listeners, though she did make them subscribe.

Now starting the show’s sixth year, Palau says dropping an episode every Thursday is a lot of work, from producing it to getting guests, booking, and marketing. Even though she doesn’t do her own producing, she still has to generate new content that is relevant for her audience. In all, a team of four people—editor, producer, social media expert, and host—keep her show going.

Which is good news for her regular and future listeners who reach out and share the impact her show has had on their lives.

“It’s very humbling, for sure,” she says. “Just knowing the podcast has had an impact and that I’ve been able to teach, empower, inspire, or motivate people to feel like they can reclaim control in any area of their life where they felt out of control is just super humbling and rewarding.”

As her business and show evolve, Palau is working on another book, this one about clutter’s connection to Enneagram, a personality typology that looks at nine different core types based on unconscious motivation. Having always sought the reasons behind clutter, she is fascinated



by Enneagram, because it looks at a person’s personality characteristics and why they do what they do.

“I’m just passionate about people enjoying their space, even though there’s chaos in our lives, homes, and families. I feel like our stuff has a tendency, if we let it, to control us or take control over what really is important. But at the end of the day, it’s just stuff.” ⓘ



Education Category Director

Linda B. Margison
education@podcastmagazine.com

Got an Education Podcast suggestion?

Let us know! ›

UNDER THE RADAR

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



MIDLIFE SCHMIDLIFE

What does a mother do when she hits that half-century mark? If she's Liz Applegate, she hosts a podcast for other people finding themselves older than 40 and wondering what's ahead for them. A life coach and entrepreneur, Applegate started *Midlife Schmidlife* after becoming an empty-nester and celebrating her 50th birthday.

Applegate strives to engage people who are no longer full-time parents and empower them to seek direction and inspiration for the days ahead. The podcast features a wide range of guests sharing their own stories



on issues encountered at midlife as they redefine their lives, pursue their dreams, and discover new passions. Recent motivational topics include inspiring conversations about "Following Your Intuition," "Making It Happen," and "Figuring It Out."

Not only does the podcast motivate, but it also looks deep into complicated issues like boundaries, gut-healing, active aging, hard conversations, intentional living, burnout, self-kindness, writing through pain, and creating space for healing.

Being a person who also has surpassed that golden age, I found the conversations beneficial, insightful, and candid. In fact, I unintentionally binged many episodes on a recent eight-hour drive, unable to stop listening from one to the next. Just as parenting takes patience, endurance, and compassion, we need to handle ourselves with the same considerations as we muddle through the second half of our lives. Applegate is an honest, transparent companion on this journey. 🎧

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IS THERE MUSIC IN YOUR PODCAST?

Using music in your podcast is unnecessarily tricky. You certainly don't want to get your episode removed or flagged for copyrighted content, or worse yet, sued.

But why does this problem even exist in today's day and age?

Because there isn't yet a foolproof way to make sure the artist(s) who created the music gets paid.

But that doesn't mean you have to avoid using music. It just means you have to drive over a couple of speed bumps to get there. (And doing so should make you proud. Speed bumps in business aren't there to keep you from achieving success; they're there to keep the people who want success less than you from succeeding. Every time you successfully navigate a speed bump, like this copyrighted music one, you leave behind thousands of competitors who couldn't plow through.)

So, what are our music options?

DIGITAL SYNC LICENSE

SESAC, BMI, ASCAP, and GMR are all groups that own the rights to large catalogs of popular music. From each, you can purchase a sync license to use any of the songs in their catalog. While there isn't a blanket license to use any song in the world, with SESAC alone, you have access to 400,000 popular songs to choose from.

Sadly, the parameters by which SESAC determines its license rates were set long before NAPSTER and podcasts. So, the first question is, will you be playing music for more than 234,000 minutes in any six-month period? Since that is a giant "NO" for podcasters, the lowest SESAC sync license rate is \$868.00 per year.

When your podcast is generating revenue, this is by far the safest and easiest way to add music to your episodes.

THE ANCHOR + SPOTIFY CONNECTION

Anchor and Spotify have teamed up to create another new avenue for podcast creators to use music. While this method is free, it is pretty narrow and specific as to what you can do with it.

Spotify already has a license to play popular music, and Spotify plays both podcasts and music. Someone in the Anchor/Spotify partnership figured out that a song playing during a podcast is no different than a song playing between podcasts.

**Anchor and Spotify
have teamed up to
create another new
avenue for podcast
creators to use music.**



Unlike most podcasts though, this program only works for podcasters who talk and play music, separately—music podcasters, for instance. A music podcaster who is willing to play an entire song, without talking over it, as part of their episode doesn't have to pay any license or royalty fees for listens via Spotify.

While the program is free, episodes do have to be reviewed first before they go live. If you can build in a few days for the review period, the MUSIC + TALK product could work for you.

THE PUBLIC DOMAIN

The U.S. Constitution grants artists exclusive use of their music for 95 years—meaning, any music recorded prior to 1927 is now free to use as it was originally recorded. While that isn't going to give you access to Michael Jackson or Adele,

 soundstripe

POND5

 audiojungle

there is quite a good catalog from which to choose background music, for sure.

This year alone sees the addition of Al Jolson, Enrique Caruso, John Philip Sousa, and Rachmaninoff. And come this fourth of July, John Philip Sousa's excellent rendition of the Star-Spangled Banner will be available, too.

STOCK MUSIC

Everyone is familiar with sites like Shutterstock, where you can purchase images. But did you know that same thing existed for music?

Services like Soundstripe, Pond5, and AudioJungle offer "stock music" you can use for your podcast. Unlike popular music that gets tracked by SESAC and BMI, these stock music services pay the creators through the membership fees. So instead of getting paid every time their music is streamed, these musicians get paid a set amount for the songs they add to the catalog.

What's great about "stock music," or

Services like Soundstripe, Pond5, and AudioJungle offer "stock music" you can use for your podcast.

"music beds" as they call it in the music industry, is that the music is tagged and searchable by instrument, genre, and mood, among other ways. It's the perfect type of service that would be great for dramas or narrative podcasts.

Need a spooky sounding tune? Just search "spooky."

The bottom line is, your podcast is important.

You absolutely don't want to risk it all by taking music that is copyright protected, right? Do you have time to really go back and re-edit episodes? Do you have time to deal with getting flagged, or your content removed?

Do it the right way. From the beginning. 🎧

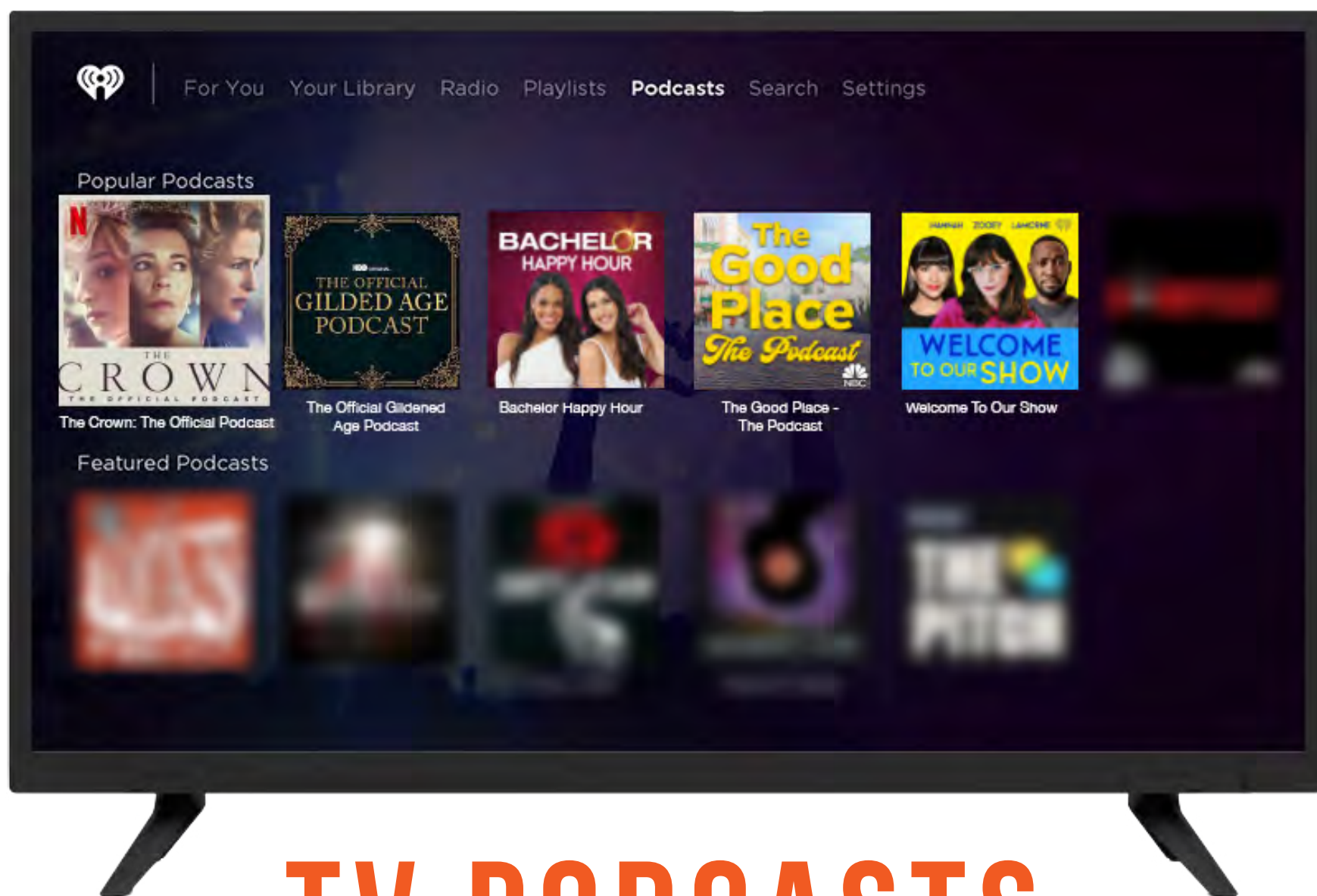


The Professional Podcaster

Dan R Morris

propodcasters@podcastmagazine.com

TracingThePath 🎧



TV PODCASTS

A New Focus For Networks

Networks, streaming services, and actors are taking advantage of the popularity of podcasts in a big way. The unique ability of a podcast to take fans behind the scenes of their favorite TV show and share intimate insights seems to be highly valued by forward-thinking network execs, and with good reason. Those who understand the important role of the podcasting medium are using it to help audiences deepen their emotional connection to TV shows and their characters.

It's possible that the podcasters, ranging from journalists to fans, who have found success with their weekly analyses of popular TV shows caught the attention of the networks and sparked some "aha" moments. Whatever the genesis of ideas may have been, fans can now find out fun tidbits about what takes place during filming and get exclusive details from the stars and members of the production team.

And what could be better than getting a deeper dive into the stories and the making of the show between episodes?

THE CROWN: THE OFFICIAL PODCAST ▶

Consider it an extension of the Netflix Original Series, *The Crown*. Hosted by Edith Bowman, the podcast gives listeners the opportunity to hear from special guests such as the showrunner, writer, and creator Peter Morgan and cast members Olivia Colman, Gillian Anderson, and Helena Bonham Carter.

THE OFFICIAL GILDED AGE PODCAST ▼

When a TV drama reflects a real-life period of transformation, it's natural for fans to be curious about the historical figures, places, and events that served as inspiration. As HBO discovered, discussions following each episode of a TV show can prove popular.

TCM's Alicia Malone and Tom Meyers from *The Bowery Boys* host this one, where cast and crew members join them every week to share insights, experiences, and fascinating bits of history.



BACHELOR HAPPY HOUR PODCAST ↗

The sense of intrigue fans may get from watching certain TV shows often extends to unanswered questions about all the stuff we don't see between tapings of reality shows like *The Bachelor* and *The Bachelorette*. Hosted by Becca Kufrin, who has both presented and received roses at Bachelor Mansion, this show allows listeners to fully immerse in Bachelor Nation.

Each week, Becca and a guest co-host unpack their experiences and chat with current and past cast members who



share exclusive inside information. Listeners may even get some relationship advice along the way.

THE GOOD PLACE: THE PODCAST 🎧

Sometimes, fans just don't want the fun to end. If audiences want to hear more amusing anecdotes and euphemisms like “*motherforking*” and “*shirtballs*” (stand-ins for swear words on *The Good Place*), then NBC has them covered with this podcast.

Marc Evan Jackson, who plays Shawn on the TV show, chats with a variety of co-hosts and special guests, including actors, writers, and producers. They dig into some of the

most unforgettable on-screen and off-screen moments, keeping fans just as entertained as they are when they watch the series.

WELCOME TO OUR SHOW 🎧

TV shows that are currently airing aren't the only ones capitalizing on the reach of podcasts. Actors, too, have recognized that it's worth the effort to create podcasts that get into the ears and psyche of fans, even if the focus is on a TV show that's no longer on air. This show, from iHeartPodcasts, is a well-loved example.

Three stars of the Emmy-nominated series, *New Girl*, who are friends in real life, reveal the fun-filled exploits that viewers never knew were taking place behind the scenes. Zooey Deschanel, Hannah Simone, and Lamorne Morris virtually take nostalgic fans back to Apartment 4D, which had been their fictional loft for seven seasons. Guest stars, writers, and directors also pop in to revisit the good times they had both off-screen and on camera.

Whether a podcast serves to keep actors from a canceled series alive in the hearts and minds of audiences or delves into the world that is reflected on screen, TV networks, streaming platforms, and actors are tuning into the important opportunity this medium offers. At a time when a means of escape is sorely needed, audiences are welcoming a chance to hear about the behind-the-scenes experiences and adventures of various TV shows' cast and crew. The impact on building fan loyalty around the world is likely to be significant. 🎧



TV & Film Category Director

Raven Blair Glover
 tvandfilm@podcastmagazine.com
*Amazing Women And Men
 Of Power* 🎧

UNDER THE RADAR

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



TEEVEE

If you want a well-done update on the latest episode of a science-fiction TV series accompanied by sound analysis, check out *TeeVee*, produced by The Vidiots.

Eric and Jason are the hosts who thoughtfully break down episodes of their favorite TV shows. Their passionate commentary can be described as “smart and sometimes amusing,” particularly when they point out instances where they wish the writers had brought the action to a logical conclusion.



Gaps and confusing elements of the story arc also don't escape their scrutiny.

Awkward moments in the script and characters' odd reactions are also fodder for discussion. They even pay attention to the authenticity of tie-ins with historical events and figures. You can trust Eric and Jason to clearly state what seems to work well in the TV show they're examining, and without ranting, they'll calmly explain what they find irritating.

The recaps have a bit of geeky dryness about them, but that may be just fine for this podcast's sci-fi-loving audience.

The most pleasantly surprising thing about these hosts is that they are sensitive to the journeys that the characters are on. They also celebrate the moments in an episode when they see the triumph of the human spirit. What a positive pair they are!

Now that *TeeVee* is on your radar, take a listen today. 🎧

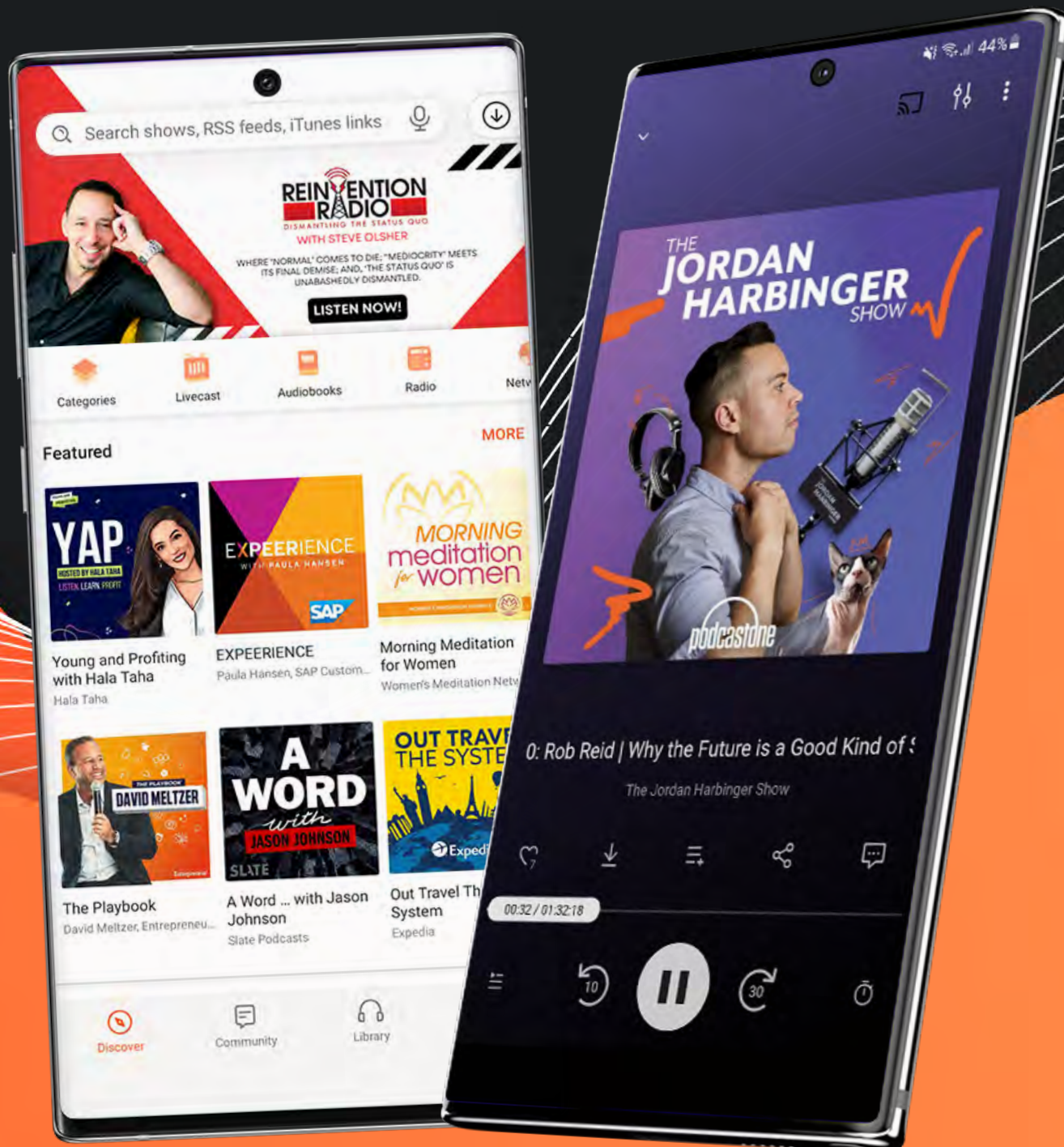


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¹Zoharab, Dave. "Apple Podcasts vs. Spotify — Which is more popular?" Chartable, 21 Jan. 2020

GIN & TOXIC'S

CHRISTINA HARRIS

Is Comfortable With The Uncomfortable



Living in your 20s can be challenging in this day and age. Living in New York City has probably always been challenging. Living in your 20s in New York City can also be downright hilarious. Just ask Christina Harris, co-host of the *Gin & Toxic* podcast.

If you want to know what it's like to be 20-something in the big city, all you have to do is tune in to one of Christina's episodes, as she and her co-host, Lily, share just about everything and anything with their listeners.

"Everything's fair game," admits Christina. *"I have absolutely zero limits! I am just such an open book. I really have nothing to hide from people. I'm good with talking about all the touchy topics. The things we cover on Gin & Toxic fall under a wide spectrum."*

Christina is clearly comfortable with the uncomfortable, which seems to create an authentic bond with her listeners. *"A lot of people like the fact that Lily and I are open books,"* she states.

"The things we cover on *Gin & Toxic* fall under a wide spectrum."

This encourages the pair's most raving fans to be open, as well. *"We ask people to submit their toxic confessions and stories to us,"* Christina explains. *"There is no topic that is too touchy or weird for us. There's really nothing off-limits."*

There seems to be little need for editing, since raw and real are clearly brand associations of *Gin & Toxic*.

"Most of the time, it is unedited," Christina confirms. *"We leave most of the crazy, weird, freaky details in the show. That's what makes it what it is."*

Some would think that the purpose of the podcast is to help other women navigate the same problems the hosts do. That is the case for some of the episodes. As Christina mentions, they sometimes even begin with a lesson or "moral" in mind.

Most of the time, however, the primary motivation is to give people a good laugh. *"With some episodes, you actually learn nothing,"* Christina laughs. *"There's absolutely no moral, and it's purely for entertainment and comedic purposes. Everybody needs a good laugh. I don't think every single thing that we're putting on the internet needs to be a learning lesson."*

There is certainly value in laughter alone. We definitely need more of that today.

There are also lessons in laughter. *"Sometimes, we talk about specific things... like red flags girls can look for and take into account."*

Other times, there is healing in just listening. *“A lot of people, like myself, listen to podcasts just to de-stress,”* Christina explains. *“I love hearing other people’s stories, whether I’m going to learn something from it or not. We create a safe space where people can share those stories.”*

The stories, while many times quite hilarious, sometimes also provide needed emotional healing for listeners and the hosts alike. *“Lily and I share our stories, too, and sometimes, it’s just for our own relief.”*

That was certainly the case with their episode “Sad Girl” episode, which aired on February 17 of this year:

“We put out an episode simply because we did not want to be happy,” Christina shares. *“We were both having a bad week. We were like, ‘What can we record this week?’ We eventually said, ‘F*** it! Let’s just record and talk about everything that’s going wrong in our lives right now. We’ll just get it all out of our system, and then we can move on. Maybe it’ll help some people.’ It turned out that it helped a lot of people. Lily especially was talking about things related to financial issues as a 20-something-year-old in a very expensive city. A lot of people related to that. We got a bunch of DMs about it. So, yes, it’s both a comedic thing and a therapeutic thing. You might learn something. You might not. But you’ll get a laugh out of it.”*

While *Gin & Toxic* is certainly comedy, and there are a lot of funny moments, let’s

not sell short the aspect of the show that empowers women like Christina and Lily to feel less alone.

“We get DMs all day long,” Christina says, *“whether from girls saying, ‘I listen to your show, and now, I’m more comfortable with myself’... or more comfortable with dating or sex, or from others who are like, ‘Oh my God. You told this story, and I have a story that relates to that, and I need to share it with you because I think it’s so funny.’ It’s good to know that they feel comfortable enough to share with us. It’s a really great feeling for both me and Lily knowing that we’re making them that comfortable and giving them a safe space where they feel like they can talk about whatever the h*** they want to talk about. We want to make them feel like they’re not alone.”*

Christina went further to talk about the

“Lily and I share our stories, too, and sometimes, it’s just for our own relief.”

importance of making a connection for Gen-Z women.

“I think the relatability factor is huge, especially with podcasting and social media in general, for the Gen-Z demographic. We couldn’t go on the podcast and start talking about all these luxurious things. That’s not realistic to a Gen-Z girl. Going on to talk about the good and the bad and then having people share their own stories back with us is a real good feeling for us. It definitely has some sort of therapeutic effect for the listener, also. We know that if we’re being vulnerable and open with our audience, they’re going to do the same thing right back to us. It’s a two-way street.”

That two-way street is on full display with *Gin & Toxic*. Like when, in true open-book fashion, Christina announced that she broke up with her boyfriend on the show.



This led to several new and interesting topics, as she explains:

“Lily created a Hinge profile for me. I already went on a few dates from it. I talked about one of them on the show, and it was pretty funny. I got a little too drunk and made some messy moves. It was hilarious. Yeah, in terms of personal life, it’s definitely been a little bumpy,” she laughs.

But that very bumpiness is a big part of what makes *Gin & Toxic* genuine. Christina’s new adventures in dating certainly provide one of the foundations for the podcast. As she puts it, *“The best of the comedy is yet to come.”*

So, listen in. Even if you don’t learn anything, you’re sure to get a laugh out of it. 🎧



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



The podcast is a four-episode series narrated by comedian Jamie Loftus who walks you through her year in the high-IQ Mensa society, from taking the test as a joke to spending the Fourth of July with 2,000 angry Mensans in Phoenix.

While I don't agree with all of her findings, opinions, and conclusions drawn from her adventure, Jamie does make some very insightful observations:

- 1) That it seems incongruent for a bunch of geniuses to convene in Phoenix in July, a ridiculously hot time of year in the desert. (I know. I lived near Death Valley for a year.)
- 2) That people who are pretty cordial in person can sometimes be really mean on social media.
- 3) That standardized tests are close to worthless—something I also came to believe decades ago in high school.

Bottom line: *My Year in Mensa* is perfect for a four-hour drive, which is exactly how I enjoyed the entire podcast. 🎧

MY YEAR IN MENSA

Mildly amusing and quite clever—a good synopsis of the sometimes-funny-but-always-intriguing *My Year in Mensa*.

This is another example of a show that falls under comedy simply because the host is a comedian. I'm not sure which category it actually belongs in, but it is far from what I would call a "knee-slapper."

It is humorous enough to earn at least three mics. It earns another mic for being very unique.



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Motorcycles Chasing the Horizon

The idea for the *Chasing The Horizon* podcast was born from a simple desire to have a straightforward motorcycle podcast. As Wes Fleming, the host, states, *“What I really wanted was a podcast about the motorcycle industry based on all the different things going on in it. Whether it be about BMW, or Honda, or Harley, or some guy who runs an independent motorcycle shop or museum, or a photographer... really, all the different kinds of things people do in the motorcycle industry. And I couldn’t find that podcast.”*

With a background in music production, the technical aspect of producing a podcast that so often stops podcasters before they even start was not a problem for Wes. *“I had the equipment, and I had the skills*



UPRIDE

to produce a podcast. So all I had to do was figure out what I actually wanted to do with the podcast,” he laughs.

Wes works for the BMW Motorcycles Owners of America, so he has ready access to a variety of contacts in the motorcycle world. His dilemma: he didn’t want it to be a podcast about BMW bikes.

“I have tried to distance the show a little bit from the BMW world, because everybody knows I work for the MLS. That’s not a secret. I love working there. It’s a great organization. I have fantastic coworkers who support the podcast. But I didn’t want to come



“Liza made me realize that more people than I expected were listening to the show, and I needed to up my level of professionalism just a little bit.”

across as BMW propaganda. We are independent from BMW, the company, and they have their own motorcycle podcast now. They didn't when I started my podcast, but they do now. So, in the intervening time, I've especially not wanted for people to misunderstand where I'm coming from with Chasing the Horizon. I'm interested in the whole motorcycle industry.

“As a matter of fact, when I started Chasing the Horizon, I intentionally did it as myself. I didn't represent it as part of

the BMW Motorcycle Owners of America, because if it didn't go well, I didn't want it to reflect poorly on the organization. I just took the chance. Nobody really knew what was going to happen to it, or where it was gonna go, or anything like that. My biggest concern was not making my boss look stupid for letting me do it,” Wes chuckles.

Wes started the show with episodes on motorcycle news and happenings within the industry. From there, he began interviewing guests from popular YouTubers to motorcycle racers to those who work in the accessories industry and everything between. Wes even interviewed a guest who explained motorcycle accident statistics from the insurance perspective. There's a bit for everyone who loves motorcycles in this podcast.

“The format happened organically,” Wes explains.

Originally, he did draw his guests from connections made through his position with the BMW Motorcycle Owners of America.

“Each year, we have a giant rally somewhere in the United States. And that particular year, 2017, it was in Salt Lake City. It's part trade show with vendors and part featured guests. I just went through the list and started sending emails to anyone I thought would be interesting. It was like, ‘Hey, I'm thinking about starting this podcast. Would you like to be interviewed for an episode?’ And they almost all said, ‘yes.’ Then, they'd quickly ask, ‘Well, what are you going to do with it?’ And I was like,





I like a more conversational feel.”

‘You know, I really don’t know!’

“I decided I’d interview 10 or 12 people and just see what happens, so that’s exactly what I did. I think I had about 12 face-to-face interviews during the rally weekend, and I brought them all home and edited the audio. And then I started producing the episodes, just like that.”

When Wes initially started the podcast, he was casual and conversational, so he didn’t do much editing. Fellow podcaster and Motorcycle Misfit Liza Miller (interviewed in the May 2021 issue of

Podcast Magazine®) gave Wes some very valuable feedback:

“Liza made me realize that more people than I expected were listening to the show, and I needed to up my level of professionalism just a little bit.”

Wes started paying more attention to the editing, and basically, as he says, *“tightened it up.”*

“In the beginning, I didn’t work off a script. I just had a list of the articles that I wanted to mention, and I reflected on

them. And then I kind of made a mistake and left it in. Because what a lot of people don't realize about podcasting is that, for the vast majority of podcasters, editing is the least fun thing you can do. It's tedious. So I don't spend a lot of time editing my actual interview. I don't even call them 'interviews.' I call them 'discussions,' because I really want people to feel the ebb and flow of the conversation. I do listen to some podcasts where they take out every gap and 'um' and pause. And people have a lot of different ways that



Videos are a regular part of Wes's life, and many of them start with this view

they prepare themselves to continue speaking. You don't hear a lot of those things in a lot of podcasts.

"But that doesn't bother me. I like a more conversational feel. So, unless somebody pauses for 30 seconds, I'll leave the pause in, so people understand that the person is thinking about what I asked, or about how he or she wants to respond."

Wes has expanded his motorcycle podcast



enjoyment by producing *The Ride Inside* podcast with his friend Mike Barnes as well as yet another solo show, *200 Miles Before Breakfast* for the BMW Motorcycles Owners of America.

No matter what or how you ride, *Cruising the Horizon* podcast has something for you. With the vast variety of guests and the latest in motorcycle news, as bikers everywhere know, "You ride your ride"... and *Cruising the Horizon* allows you to do just that. 📢



Leisure Category Director

Lori Lyons

leisure@podcastmagazine.com

The Encore Entrepreneur Podcast 🎧

Got a Leisure Podcast suggestion?

Let us know! >



UNDER THE RADAR

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



THE FLOWERLAND SHOW

Harken back to days of old—at least for some of us—when actual radio shows kept us company after dinner.

From the opening refrain of “I Heard It Through the Grapevine” and the “On the Air” announcement, *The Flowerland Show* is just... well... “a kick in the plants.”

The podcast is aired as a Wood Radio show from the greater Michigan area, but the topics are, in general, for any geographic



area. Some of the episodes include subjects like birds and seeds, pollination, and just about anything related to flowers, gardening, and the nature surrounding it.

Normally, I would have just moved on after seeing the show was very local. But this podcast just spoke to me. Hosts Rick Vuyst, Doug Wierenga, and Dusty Miller are true voice professionals. They are fun, conversational, and knowledgeable with a wicked sense of humor. And it's always fun when you can learn from a podcast that is very well done, professional, and with superb audio.

Normally, I would take a few points off for having a longer intro without talking (one of my personal pet peeves), but it's just so darn mesmerizing.

I actually think I could listen to this podcast if they were talking about grass growing... oh wait, I think they do! Go have a listen and enjoy. You are welcome! 🎧



AIMEE MONTGOMERY

Overcoming Adversity To Soar

“Make your strength so strong, it overcomes any shortcomings.”

Aimee Montgomery, host of *Thrive Radio*, overcame the odds of becoming a top-ranking podcaster... and she did it with a speech issue as well as dyslexia.

In 2009, she was diagnosed with a communication disability, resulting in a speech IQ of 25. She also placed in the “genius” level in both reading and writing.

As Aimee explains, *“If people would ask me a question I wasn’t prepared to answer, they would just get a blank look, because I didn’t have the ability to process really fast. So when it came to podcasting, I had to really build up my ability to prepare and present.”*

Aimee invested a great deal of time intentionally playing to those strengths—preparing and presenting—for her earlier podcasts. *“I have some clips of my YouTube videos, and for a long time, I’d stutter. My*

voice was really quiet, without projection. I was really trying, but I couldn't do it.

"It was the combination of trying to do the YouTube videos and then preparing for and presenting the podcast that helped me make my strength so strong, it overcame the shortcomings."

Aimee's podcast was born from her desire to build her digital agency startup. Previously, her career started with Deloitte, where she was in charge of building relationships. This background served her well when it came to starting her agency, and later, her podcast.

While working on her agency, Aimee had a revelation about her show:

"Here I was trying to figure out this cold email thing when I realized, 'What if I just built relationships, like I did with Deloitte? What if I try to reach out to 2000 people a month?' And that's what I started to do. I went onto LinkedIn, and I reached out to coaches and consultants with a request—'I'm looking for people to be on my podcast, and I want to network. I started an agency, so if you or anyone you know is interested in marketing, let me know.' And I was meeting five to six new people every single day."

In addition to the preparation, Aimee's secret to a successful podcast is to ask questions of her guests around the problems they solve for their clients. *"I do pre-screen—I actually go through a process of letting guests know the*

"When you've established all these wonderful relationships, and then you further cement them with a podcast, you've made really great connections. That's what I see as the beauty and the value of podcasting."





format for my podcast and asking them questions around the problems people come to them for. Not their solutions, but the problems. Because from a marketing perspective, that's what people are looking for. They're looking for the solutions to their problems, so I will ask my guests questions around those problems that they solve. And that's how I craft the show. But I also write up the questions, do the bio, and get all the links, and I send all of that to the guests prior to the podcast. This way, they can change anything that they want to change, or say, 'Hey, I really would like to also include this,' and it makes my process on the back end very easy."

Aimee has advice for the business owner thinking of starting a podcast. First, decide what you are going to use your podcast for. What ROI (return on investment) do you expect from the podcast? Are you going to monetize it, or use it to build relationships? From a marketing perspective, Aimee suggests you "start asking yourself, 'What's the purpose behind the podcast? What's the end result I want?' Then, you can start to reverse engineer. You can always start your podcast and then shift the rudder a little bit. But by asking yourself what your intentions are when you are starting out, it's going to be a lot easier for you."



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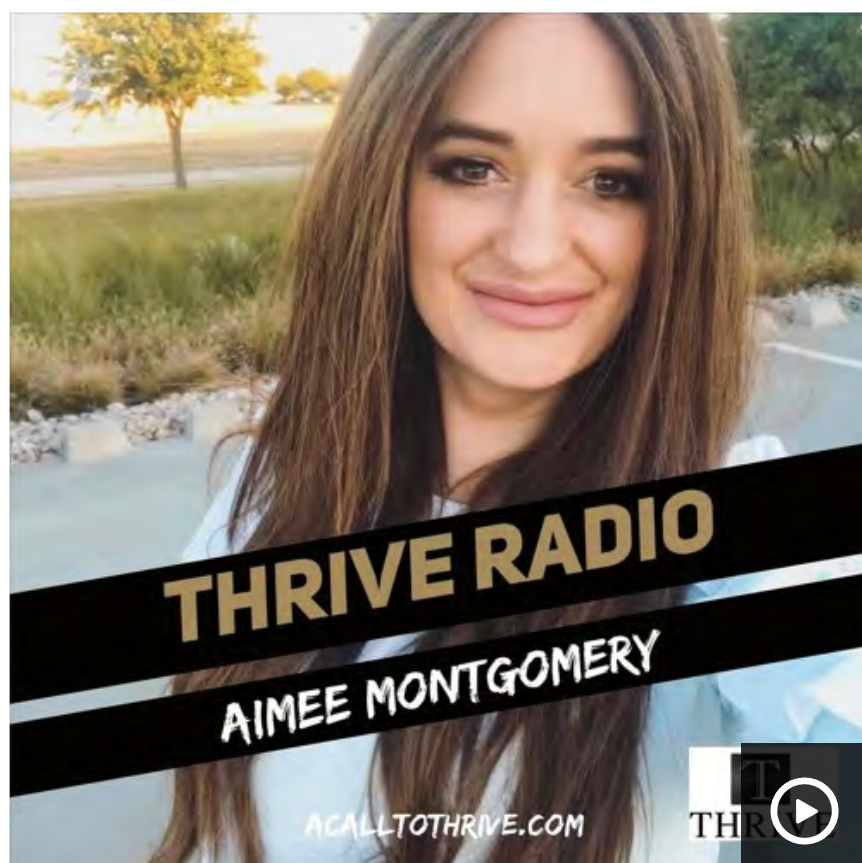


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Aimee utilized her past experiences to not only start her business, but also her podcast. *“My background was in account management when I worked for Deloitte. So, if you look at the big four national accounting firms, most of them don’t do ads. That’s because the way they do sales is through building relationships. At Deloitte, we got into the science of relationships. We would look at a LinkedIn profile and determine that person’s most likely personality type, so we would know how to talk to him or her and establish a warm connection. I would spend so much time researching people—family interests, what they do with their free time, who they connected with from college, and how we might connect with them. So, I went back to my background.”*

The success of the *Thrive Radio* podcast and Aimee’s Call to Thrive digital agency is built upon the relationship skills

THRIVE RADIO FEATURES Coaches, Consultants & Entrepreneurs



Aimee honed throughout her career. Organization and the processes Aimee has built are key to her daily shows and the solid relationships she builds. *“Then,” as Aimee explains, “when you’ve established all these wonderful relationships, and then you further cement them with a podcast, you’ve made really great connections. That’s what I see as the beauty and the value of podcasting.”* 🎧



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



STAND UP AND STAND OUT

Stand Up and Stand Out, hosted by Nikki Green, is for graduating college students entering the workforce and those who may be in career transitions. Nikki's goal is to be a voice that helps them be unique in today's world.

The podcast has three seasons, each roughly 10-11 episodes. The episodes feature guests ranging from money experts to career experts to those specializing in mindset and being creative. The eclectic mix of topics



and guests definitely keeps the interest, and Nikki is fun and engaging.

Personally, I'm not a fan of ads at the very beginning of a podcast, but the ones in Nikki's are short. She has a soothing intro, and the music (including the volume of it) fits the podcast. I prefer her unscripted episodes, but that is personal preference.

Nikki's topics are timely in this day and age, as many graduating college students are saddled with debt and different and changing employment situations. Nikki uses her extensive corporate experience to guide and coach her listening audience. I'm well past graduating college status, but I still found the episodes worth a listen, and I picked up some great nuggets around mindset and a fascinating conversation about AI (Artificial Intelligence.)

Like many good podcasts out there, have a listen even though you may not initially think it is geared to you. This one is well worth it. 🎧

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ANDREA BEAMAN

Speaks Out

Andrea Beaman is an internationally renowned health and wellness educator, holistic health coach, herbalist, natural foods chef, and host of the podcast *Andrea Beaman Speaks Out*.

Since 1999, this bestselling author has been teaching people how to harness the body's own preventative and healing powers using food, herbal remedies, and alternative medicine.

"People generally will come to me when they're feeling out of sorts or out of balance in some way. I feel like my job on this planet, which I totally love, is to

help them see if there's another way to experience life in their human body... maybe by shifting their diet a little bit, or their consciousness, or their relationships, so they can feel more balanced."

Andrea's podcast was created to provide *"access to uncensored, holistic, and alternative healing wisdom to support your body, mind, and spirit and help you live a happier and more vibrant life."* True to her down-to-earth nature, in the show's intro, she adds, *"And you get it all without any bullcrap or nonsense."*

She started the podcast after some persistent prodding from her husband and quickly saw that her voice is needed

in the world. Andrea selected a reputable podcast company to create a professional finished product. Before she hired them, she warned the owner that her thoughts and ideas are not typically aligned with mainstream media and medicine, as reflected in her pre-existing content. Although he initially assured her that this wouldn't be a problem, when she sent him her first three recordings, he said that they weren't going to be able to work with her.

Andrea chuckled. *"I told the owner, 'No hard feelings. You go off on your way and continue working with the people you align with. I'm going to do my podcast my way. I send you off with good vibes. And I thank you for the opportunity to get*

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clarity, confirming that what I'm saying to the world is very important and needed."

Since then, Andrea has found herself wondering whether Americans truly have the right to freedom of speech. "Look what they're doing to Joe Rogan, the biggest podcaster in the world! They are trying to silence him, as well."

"I think one of the beauties of podcasting is the opportunity to have conversations and cast your views out into the world."

That's what Andrea, who self-describes as "a child of the universe," is doing in her uniquely joyful way.

"I'm here on this planet to have wonderful experiences. I'm learning and growing as much as I can and sharing those experiences and the things I'm learning with my friends. While I'm here, I'm in awe as I learn that, when I hug another human being, it feels really good, and this body has self-healing capacities. It can climb mountains and swim in the ocean. Our body is housing our spirit, and it is only here for a limited time."

"I'm already 54 years old. Time is flying by. Let's say today is my last day. Were those 54 years a fun, enlightening experience, or was it full of trauma, drama, and stress? I'm not saying that the latter aren't a part of our existence, but I can feel it and keep moving forward."

"The human body is perfectly designed to handle life on planet Earth. When a virus comes along, the body is going to make the required antibodies to fight it. Medical

ANDREA

listens to



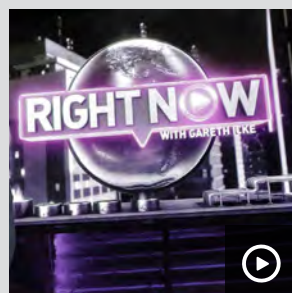
THE JOE ROGAN EXPERIENCE

A long-form conversation hosted by Joe Rogan with friends and guests who have included comedians, actors, musicians, MMA fighters, authors, artists, and beyond.



RUSSELL BRAND

Russell Brand breaks down the news, sharing information you won't get from mainstream media.



RIGHT NOW WITH GARETH ICKE

This hard-hitting uncensored news and current affairs program is here to highlight the people and stories the mainstream media ignores and silences.

"One of the beauties of podcasting is the opportunity to have conversations and cast your view out into the world."



journals are now coming out and saying natural immunity has been surpassing vaccine immunity. That's why boosters aren't working. We have to take all of this into account.

"I leave it to people to trust their own inner wisdom. I encourage them to start quieting the news, the media, and all the noise. Instead, go inside and ask, 'Is this for me, or is it not for me?' No one should be coerced and threatened with losing their job if they don't take the jab, or not be allowed to eat in a restaurant. None of that is based on facts. Where is the evidence that unvaccinated people are causing this pandemic? It's just craziness."

She added, "There's no doubt in my mind that my childhood vaccinations contributed to the autoimmune condition I had."

Andrea has not been a part of the healthcare system for the past 25 years. "I can't even call it a 'healthcare system,' because it's broken. I'm not anti-medicine,

66 What's the one thing you wouldn't want to live without?

"The one thing that I would never want to live without is nature, because in nature, I can get a lot of my needs met. I can find food and water there. And my connection to nature helps keep me grounded. I take a walk every morning in Central Park. If somebody were to take that connection away from me, I think I would suffer heartbreak. I love watching the trees turn in the seasons. I love going for a swim in the ocean. Nature represents a prosperous bounty of everything. It's like an unbelievably beautiful Eden."

though. If I get a cut, and an infection develops and starts to spread, give me the antibiotics. If I step on a rusty nail, I'll take a tetanus shot. I'm no fool."

She admitted that through her teenage years and into her 20s, she was "polluting her system."

"I was drinking and drugging. My body, mind, and heart were out of harmony, and I was disconnected from my spirit. When my thyroid disease came, I started changing my diet and taking care of myself. That led to changes in my body, and my thyroid started to heal."

Andrea was working at MTV Networks at the time, and music videos were blaring

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**“The human
body is
perfectly
designed to
handle life on
planet Earth.”**

everywhere. *“I started feeling like what was coming into my eyes and ears was affecting my body on an energetic level. I needed some silence.”*

She started to do the meditations in a book recommended to her by her friend Jason, and one day, she experienced the profound peace and gravity-defying sensation that comes from being one with the universe. To bring some of that experience into daily life, she dived deeper into meditation, the chakras, and ancient medicine.

Always happy to share her insights, she hopes that her podcast will reach some new ears, so more people start questioning things, whether it's their food or their life. *“I would like to help people wake up and speak up.”*

Andrea is shining a light on issues that aren't discussed often enough, and she is sure to encourage others to do the same. 📢



**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



COUNSELING AND FUNCTIONAL FITNESS

No one wants to feel like a quitter—not in fitness, nor in life. That's what makes the *Counseling and Functional Fitness* podcast a truly helpful resource. It focuses on the integration of mental health and fitness. Now, that's unusual.

Host Adam Barfoot is a mental health therapist, a mental skills coach, and a CrossFit Level One trainer. He is an excellent teacher, yet his everyday language helps the audience easily relate to his analogies.



Pick any episode, and you're likely to end up assessing whether your thoughts are dragging you down and holding you back.

Episode 25, "Lessons Learned from a Half-Marathon," is my absolute favorite. My hope is that we'll get more episodes like this one, allowing listeners to hear about the host's vulnerabilities. We experience Adam's emotions right along with him.

His discussion on pacing is relevant not only to runners, but to anyone longing to set themselves up for success. This episode encourages us to keep putting one foot in front of the other, even if our steps are small.

It is clear that Adam puts a lot of thought into the most effective ways to help listeners break through their mental barriers and hit their stride.

If you want to tap into your capacity for growth, take a listen to *Counseling and Functional Fitness*.🎧



WOMEN OVER 70- AGING REIMAGINED

Taking A Stand For Women In Elderhood

Taking a stand for women in elderhood was an easy “yes” for Gail Zelitzky (who happens to be *Podcast Magazine*® Founder and Editor-in-Chief Steve Olsher’s mom).

Via interviewing 70 women over the age of 70, she intended to shatter the myth that women become irrelevant as they age.

She approached her faculty mentor from DePaul University, Catherine Marienau, with the idea.

Says Catherine:

“In my faculty position, I taught a course on women’s issues for many, many years. As a mentor and teacher, this gave me a wealth of experience interacting with women in their more mature years—40s, 50s, 60s—about what they aspire to and how higher learning can help them achieve what they want. I have also been involved with a small study with a longtime friend, who, as she was turning 70, was interested in exploring what the landscape is for women who are still vital



“I wanted to collaborate with someone who cared about women’s issues as they age the same way I do.”



and active after 70 years of life. We’ve had this longitudinal study going on since 2016, and it parallels nicely with what Gail and I are doing with this podcast.”

Gail and Catherine met their goal of 70 interviews, and now, they’ve conducted more than 170. Once they began the project, it wasn’t too far of a leap to transform their content into a podcast.

According to Gail:

“It was my son who got me interested in podcasting. I was working with him a little and going to his conferences, meeting all the wonderful people. And I caught the bug. I began to think, ‘What can I do in this arena?’ I’d been a business coach for 20 years; how did I want to transition myself? And so I began to get this idea as I was turning 70 that it might be interesting to interview women over 70. Hearing the pitches from potential guests at the New Media Summit that Steve conducted and listening to how everybody was expressing themselves really put the idea in motion for me.”

For Catherine, podcasting was a brand-new world, complete with a whole new language to learn, but with an investment into the online podcast immersion course and Gail’s expertise gained from the New Media Summit, it quickly became a simple matter of reaching out to their individual networks, lining up guests, and hitting the “record” button.

The podcast is the central feature of Gail and Catherine’s work, but they’ve already



expanded beyond simply interviewing and exploring issues common to women over 70.

They have developed a membership group, the Aging Reimagined Circle, through which they present programs on subjects that matter to women while featuring guest experts from their interviews.

When it comes to the monetization question, Gail shares that she's been in business for herself for her entire career and has had a number of different partnerships, some of which worked, and others that did not. With this particular project, she was focused on truly collaborating with someone with the intent of monetizing down the line.

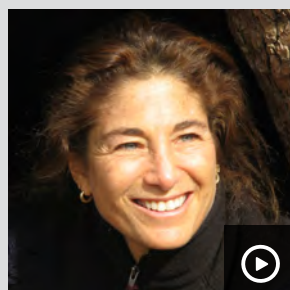
"I wanted to collaborate with someone who cared about women's issues as they age the same way I do. Saying, 'Okay, we're going to do this together, and we're going to be partners' came very naturally. We never overthought it. We incorporated, became an LLC, and split it 50/50. And we hoped that we'd last long enough to monetize it together and make it all worthwhile."

Catherine, who hails from academia, is used to successful partnerships, and views her role as a faculty mentor as such—she is a partner with her students.

"I was a partner with Gail as she was planning and carrying out her individual graduate programs. So we already had a way of relating to each other... we had that rapport. I think we had a strong element of trust, too, and we absolutely shared

GAIL

listens to



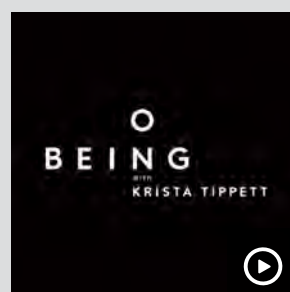
TARA BRACH

Internationally known mindfulness meditation teacher and bestselling author shares a weekly guided meditation.



WISDOM AT WORK: OLDER WOMEN, ELDERWOMEN, GRANDMOTHERS ON THE MOVE!

Hosted by Ilana Landsberg-Lewis, this show spotlights elder women and grandmothers who are making a "seachange" in every area of society.



ON BEING

Peabody Award-winning host Krista Tippett tackles the big, deep questions underpinning human life, including spirituality, societal healing, science, and the arts.

"We had a strong element of trust, too, and we absolutely shared views and concerns about women."

“I taught a course on women’s issues for many, many years.”



A STRONG SUPPORT SYSTEM



Catherine (left) and Gail use each other’s strengths to produce content that will inspire women of all ages

views and concerns about women—how women are, how women are viewed, and how we’re treated as we age. It’s just been very natural. We decided we would do almost everything together. Although Gail, with her good business sense, does more of that side than I do. But I’ve made a commitment to learn more, as well, so it’s not just her burden.”

Gail adds:

“Recently, we’ve had conversations about how to handle our business if one of us goes first. We’ve decided to keep it at a very low level of legalese, so it’s easy. We’re too old for it not to be easy. I just made up my mind that I was not going to go down that path of laying out every detail around how things get split up. Now, this

is NOT what I advise my coaching clients, mind you. Since I’m eight years older than Catherine, chances are I’ll go first. And then she can deal with it,” she jokes.

There are three top issues that Gail and Catherine are working to transform with the show, membership, and coaching they offer:

First is the concept of ageism: specifically exploring why the age that is attached to an individual affects their worth when their value doesn’t change. After all, she still has all the wisdom, experience, and knowledge that she had a year before. And yet suddenly, as an “older” person, she’s pictured in “cartoonish” ways.

The second issue is the specific impact



ageism has on women, who have historically been viewed as lower scale in the eyes of men, bosses, and the world. They want to share the stories of women who continue to fight this stigma. It's a hard fight, at any age.

The third issue is finding ways to continue making a contribution when working 70-80 hours a week is no longer either feasible or desirable while simultaneously focusing on supporting and maintaining good health. According to Catherine, most of the interview guests are grateful that they are in good health (or good "enough" health). They look ahead and are doing everything they can to stay healthy. The focus is on exercise, moving and movement, sleep habits, good food, and all the things that are needed to keep our bodies and minds active and vital.

Says Catherine:

"I think making those choices is a challenge for many women. Most women over 70 are wondering, 'Where am I now? Who am I becoming at this stage in life?'"

We're too old for it not to be easy.



Women Over 70 is actually for women of any age. Look to this show for support as you create a path for yourself to move forward.

"What we're told is that Women Over 70 inspires women of all ages," Gail shares. "That the stories the women themselves tell are inspirational and filled with gratitude. They share their most passionate pursuits and losses with us, and what it means to age... to look in the mirror and watch your face and your body change. You can learn from us and our guests, and discover that it's not a scary step. It's life." 🎧

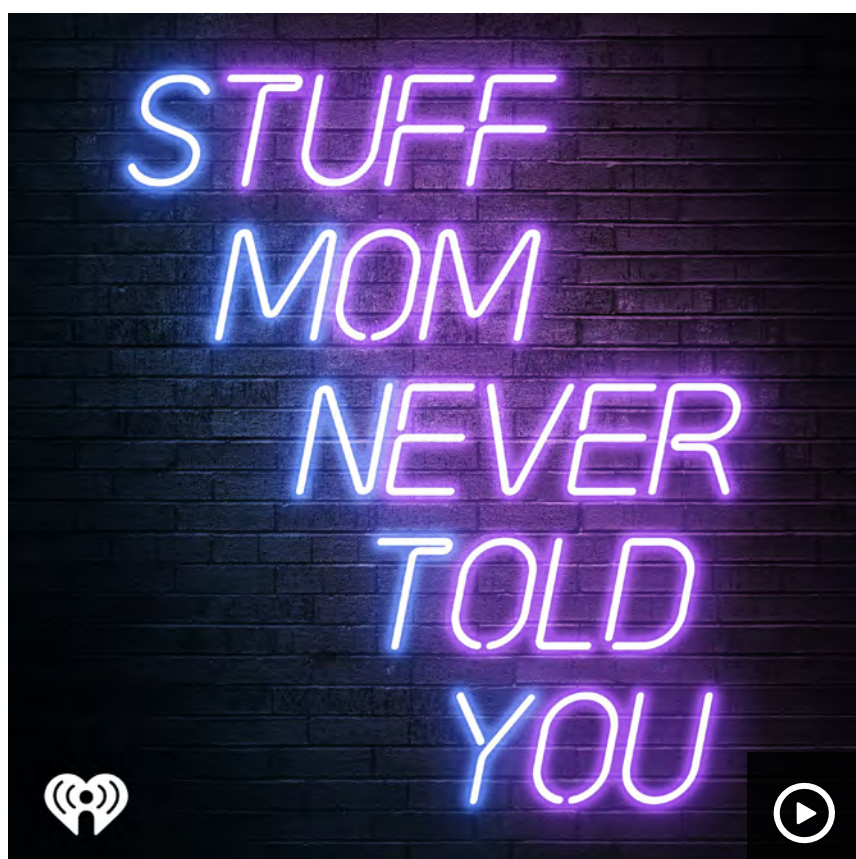


Society & Culture Category Director

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



STUFF MOM NEVER TOLD YOU

Currently hosted by Anney Reese and Samantha McVey, this show, a production of iHeart Radio, boasts over 1700 informative, entertaining, and educational episodes centered on the discovery of all the stuff your mom never told you.

Primarily focused on women and women's issues, it was originally founded in 2009 by a couple of the very first women in podcasting, Cristen Conger and her co-host Caroline Ervin. In 2017, the show was taken over by



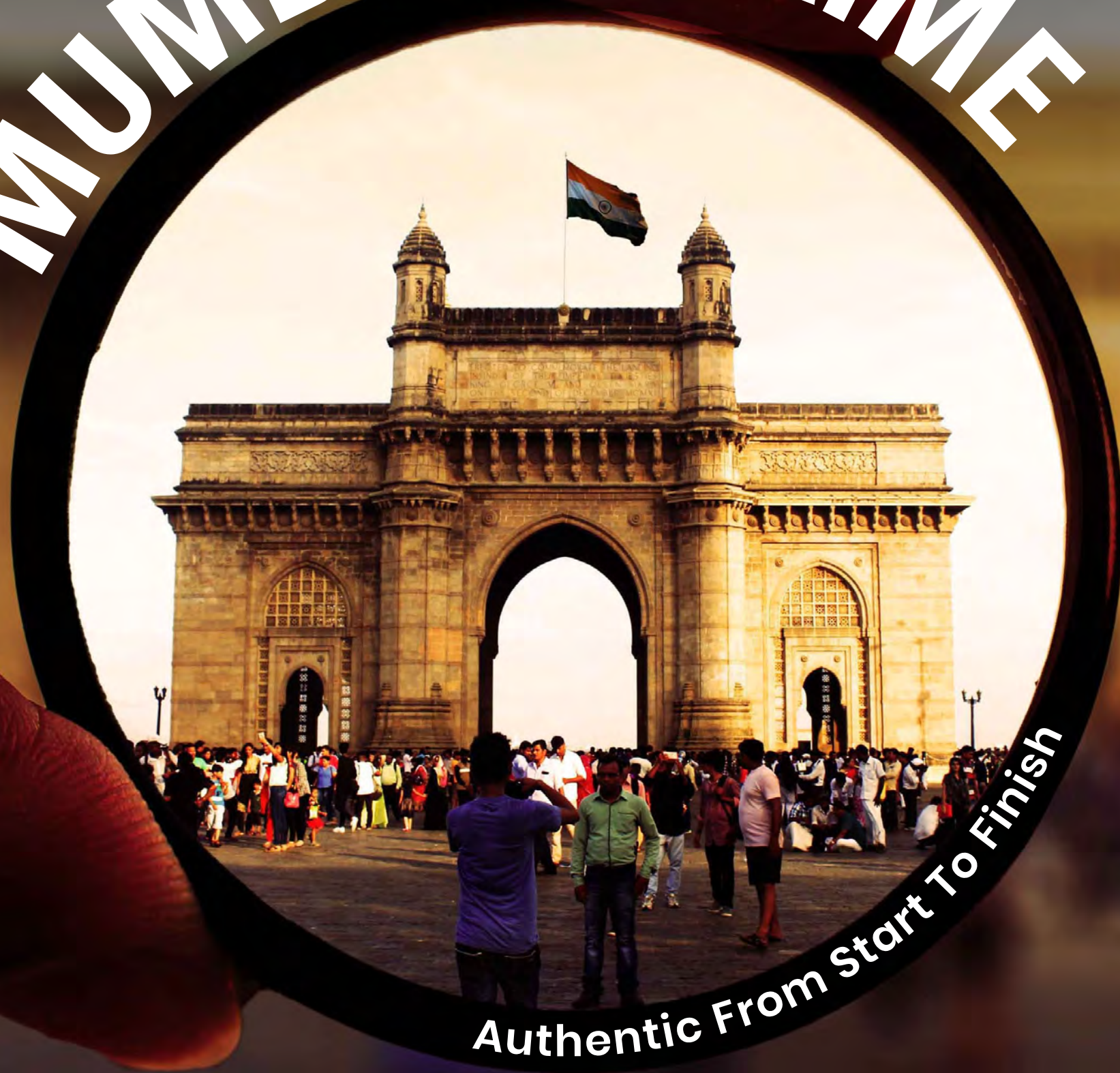
iHeart, and Cristen and Caroline went on to found Unladylike Media and the *Unladylike Podcast* in early 2018.


There are a variety of different sub-series within the format of *Stuff Mom Never Told You*, including the Monday Mini, SMNTY Classics, Happy Hour (59 episodes), Women Around The World, SMNTY Fiction, Female Firsts, and more. The show hosts convey the feel of two companions having authentic conversations and sharing their own vulnerabilities and strategies with the listeners.

There are a number of episodes featuring experts that are in interview format, plus there are Book Club episodes, too. There's a whole world to explore, and listeners can pick the track or tracks that are of greatest interest and be assured that the high-quality production values along with the professional as well as approachable dispositions of the hosts will provide a worthy return on the investment of time in discovering and diving into all this show has to offer. 🎧



MUMBAI CRIME





Anyone who enjoyed the film *Slumdog Millionaire* will be interested in the Sony award-winning *Mumbai Crime* podcast. They are both based on the bestselling novel *Q&A*, by Vikas Swarup, which Ayesha Menon adapted to a 15-minute episode format.

Mumbai Crime is produced by Goldhawk Productions, which is run by husband-and-wife team John Scott Dryden and Ayesha Menon. They specialize in audio fiction and have produced lots of content for the BBC over the years. More recently, they turned their attention to the world of podcasting.

John explained why he thought *Q&A* would be an exciting project:

“I got a copy of the book while I was in India, and as I read it, I immediately thought it would make a great audio drama series, because the story has a very episodic structure.”

“We developed a very good relationship with the author. All of his books are going to be adapted for various 10-part seasons under the Mumbai Crime umbrella.”

“The first season, which is available on podcast platforms, received lots of positive reviews, particularly in the United States, where we’ve been working with various companies for a few years now.”

One of those companies is PRX, whose Radiotopia network is well-known for its listener-supported, artist-owned podcasts. They approached Goldhawk Productions



“Everything was done in the studio and sounded a bit like a stage play. I saw an opportunity to get in there and do it slightly differently.”

to explore the possibility of licensing *Mumbai Crime* and releasing it through Radiotopia, where it will join another Goldhawk Productions’ fiction podcast called *Passenger List*. It’s official, now—*Mumbai Crime*, including the upcoming seasons, will be released through Radiotopia.

John and Ayesha have done several productions in India, and their strategy of using local actors sets their company apart.

“It makes it more authentic. We make the streets of Mumbai a part of the story. It gives the production a documentary type of sensibility and makes the world of the story feel real.”



The sounds are a big part of the setting, and this production team has figured out how to get them just right.

“Rather than put the actors in a busy street, we’ll put them in a quiet street and then add the busy street sounds, so we have more control over the quality of the production. We individually record all the sounds that we intend to use, so we can control when they come in and when they don’t. The great thing about a city like Mumbai is that there are lots of distinctive sounds, like rickshaws, beeps, and others you don’t typically get in other parts of the world.”

Ayesha added, “When I first met John,



HUSBAND & WIFE TEAM

Ayesha (opposite page) and John bring to their audio dramas the distinctive sounds of locations around the world

he used to stand at the railway stations in Mumbai, recording the trains passing by and all the announcements. We'd be there for hours. We've walked through the slums to capture the sounds there. It's very difficult to walk inconspicuously with a microphone through a slum in India, because kids keep coming up to you asking, 'Hey, what are you doing?'"

Ayesha's path as a writer was not easy. She grew up in India and spent most of her life in Mumbai.

"I found that if you want to be a writer in India, you've got to fit into television, or something like that. There was no such thing as radio drama. I became interested

in audio dramas for the first time when I acted in a show John had come to India to produce. That's how we met. I thought the production process was amazing. It was so unlike the kinds of things that I had been trying all along in Mumbai. I asked him how I could get started writing for the BBC.

"Our relationship began, and it's been really interesting for me to come to England and then discover that there's a place for what I'm writing. Because I'm Indian, I bring a lot of projects from India and other places, so we're in a unique niche."

John shared his British perspective. "I guess we're very fortunate in the UK, because audio drama never really went away. With the BBC, there are always opportunities to produce content and try to get a commission. And lately, fiction podcasts have become a big deal in the United States.

"I knew from a very young age that I wanted to do something like this. I wanted to tell stories dramatically, yet I didn't know that audio drama even existed until after I left

"The one thing I find that binds together actors all over the world is their incredible ability to be present in the moment and focus."



“The great thing about a city like Mumbai is that there are lots of distinctive sounds, like rickshaws, beeps, and others you don’t typically get in other parts of the world.”



university. After I started hearing it on the radio, I realized that it was something I could get into. I also became very aware that there was a huge void in what I was hearing. Everything was done in the studio and sounded a bit like a stage play. I saw an opportunity to get in there and do it slightly differently.

“The first a project I did in India, 20 years ago, was an adaptation of the novel A Suitable Boy by Vikram Seth. I persuaded the BBC to commission it as an audio adaptation, which I wrote and directed. I had never worked in India, so I had to reach out and find a theater company

that would come on board, because they would share the creative vision and have contacts and actors. It became the model for how we work in India and other parts of the world.”

John noted, “The one thing I find that binds together actors all over the world is their incredible ability to be present in the moment and focus. Really good actors do it incredibly well.”

John and Ayesha have more than a year’s worth of shows ready to go. “We’ve got an original investigative thriller featuring a female detective. It’s called ‘Undercover Mumbai.’ And we’ve got a modern-day update of a Charles Dickens novel in store. It is going to be set on the streets of Mumbai.”

As the owners of an independent production company, John and Ayesha bring a unique global twist to the world of audio fiction. 📍



Fiction Category Director

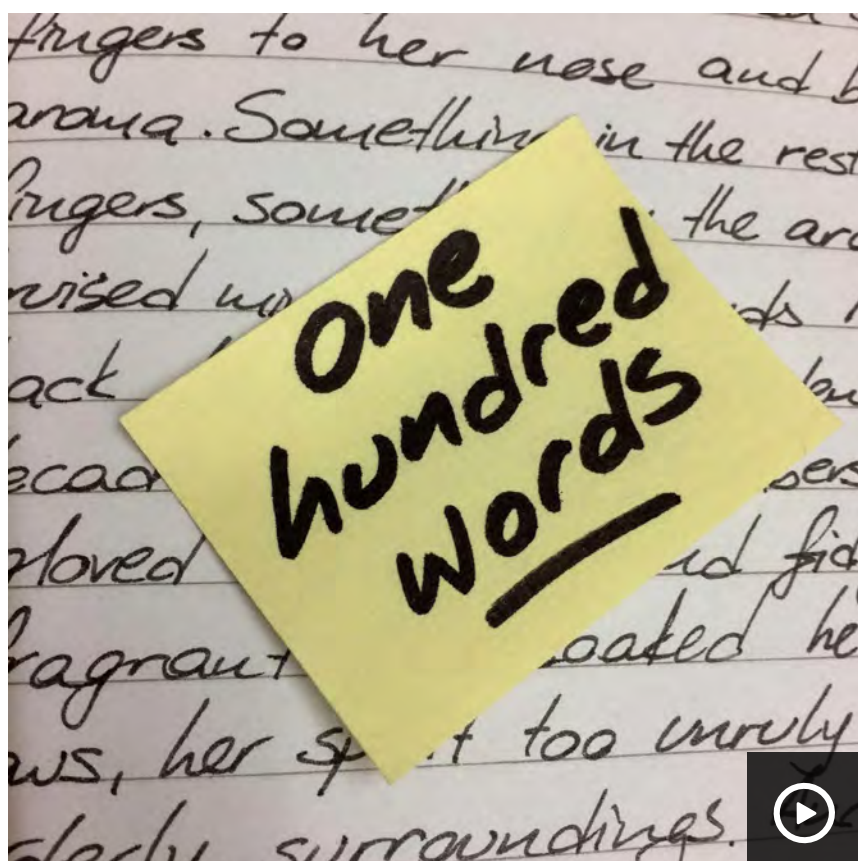
Christine Franklyn

fiction@podcastmagazine.com



UNDER THE RADAR

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



ONE HUNDRED WORDS

The podcast *One Hundred Words* is a novel concept. Marilisa Valtazanou reads an original story of exactly 100 words every day without fail. What a commendable feat!

The regularity of her content is as impressive as Seth Godin's commitment to publishing daily blog posts. After all, any serious writer knows that if you want to hone your craft and become prolific, writing every day is a must.

Marilisa's decision to leave her full-time job in December 2020 to build a new freelance



career, which includes making music and writing, seems to have been a wise one. Her stated aim “to have more time and freedom to create” is paying off to the benefit of listeners, who can rely on her for a daily dose of imaginative storytelling.

The stories, told from the point of view of the omniscient narrator, reveal the memories, hopes, and fears of carefully crafted characters. They feel so incredibly real that we recognize either ourselves or someone we know in many of them. We feel like we know them intimately.

Marilisa's ability to draw us into characters' thoughts and feelings in just 100 words is phenomenal.

The lilt of her accent, her clear enunciation, and the soothing quality of her voice are the icing on the cake.

One Hundred Words is a daily treat not to be missed! 🎧

SUBSCRIBE NOW!



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[PodcastMagazine.com]



MAJ^{OR}ING IN EVERYTHING

A Professor Of Data Science Shares Her Insights

Who doesn't like a good comedy show?

How about carnival acts, including contortionists twisting into shapes beyond our wildest imagination?

You might assume that a Ph.D. in political science would be hosting her own podcast about politics, science, or math, but think again!

Andrea Jones-Rooy, Ph.D., has many facets of expertise, including data science, circus contortion, and comedy.

"Really, I got into science by accident," Andrea said. *"When I finished college, I had a major in international relations, which, in the early 2000s, was a sort of*

generic major for people who didn't know what they were doing with their lives."

Andrea enrolled in a Ph.D. program in political science thinking she would be writing essays about the nature of war, justice, peace, and sweeping topics of the like. As it turned out, though, including the word "science" in the title of the degree was quite deliberate. She learned a ton of math, statistics, game theory, and programming.

Growing up, Andrea was afraid of math and uninterested in science. Her goal as an undergraduate had actually been to minimize her exposure to anything with numbers—she didn't take a single math or science class. But, while working



toward her Ph.D., she fell in love with both subjects.

“I feel very lucky that I stumbled into science without really knowing what I was doing,” she said. “If I hadn’t totally misunderstood the field I was enrolling in, I would in no way be living a life that touches the science world in the slightest. Generally, we tend to talk about science in a way that infers it can’t be touched by anyone who isn’t wearing a lab coat and holding a beaker. I feel very lucky that I have a front-row view of science now.”

When it comes to the data science studied in the political science program, Andrea says that numbers are just a way of understanding and describing the world in quantifiers rather than adjectives. It also means using evidence that is collected as data to inform decision-making.

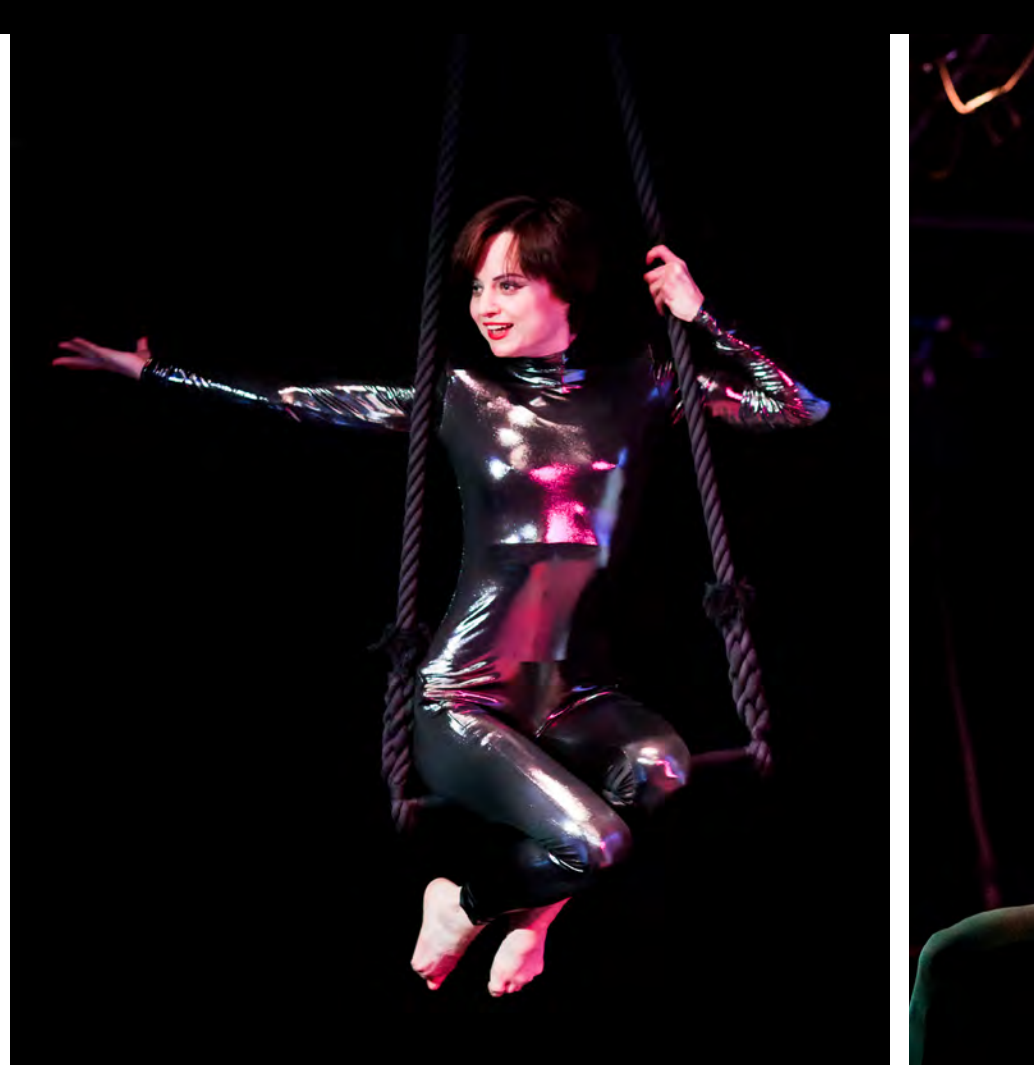
“Once I got my head around that, I was like, ‘Oh! It’s just shorthand for something else.’”

The data doesn’t have to be numeric, either. Text is data, too, and Andrea spends a lot of time using it in a thoughtful, principled manner in order to better understand, explain, and make predictions about the world.

After hosting a podcast around data science for a few years, she decided she’d like to start another show to expand.

Her topic of choice for that new show, *Majoring in Everything?*

Everything!

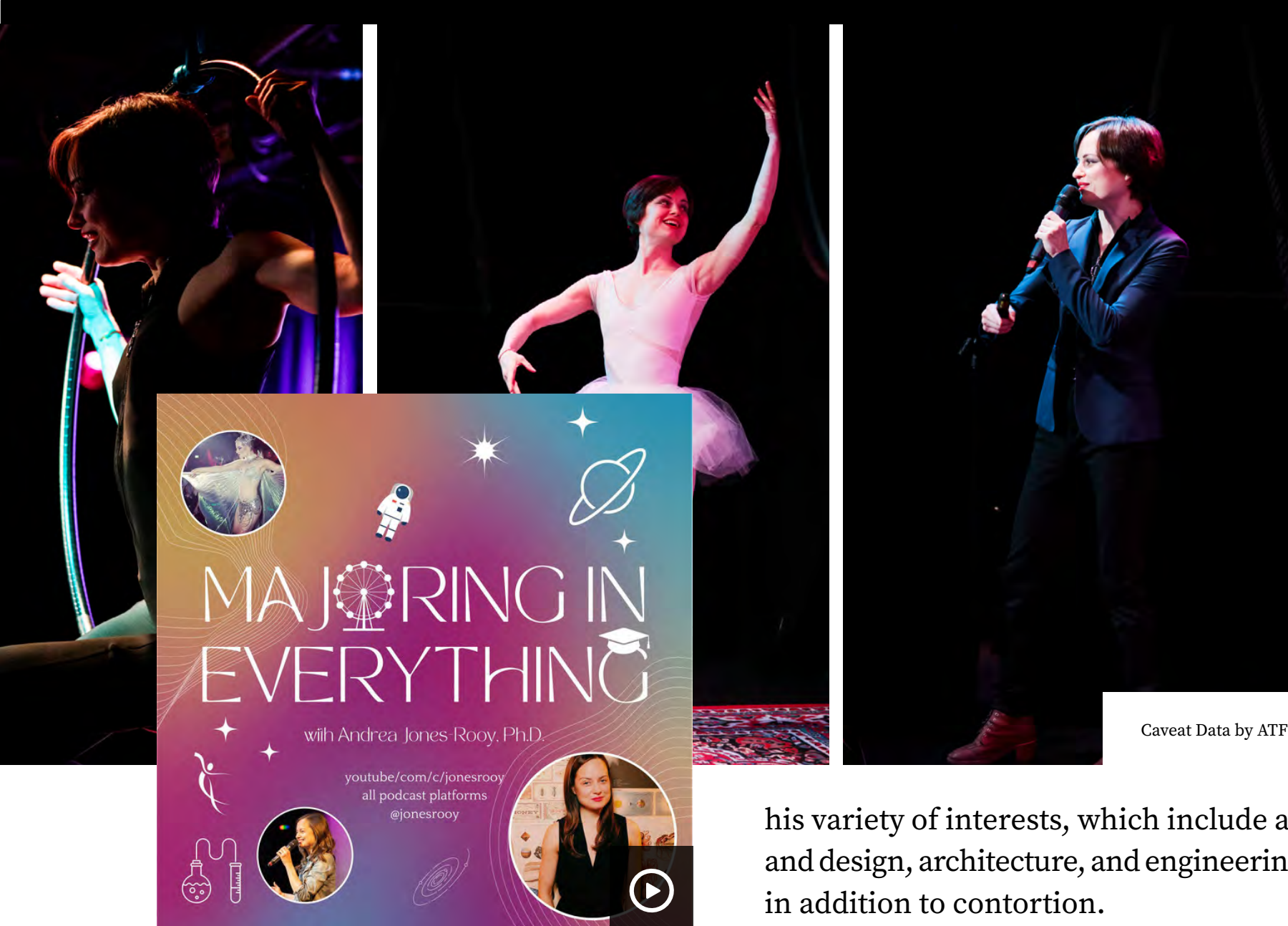


“I spent a lot of my life feeling bad about my inability to just pick one thing to focus on. So, selfishly, I wanted to try to feel better about it by talking to people who I think are awesome and happen to share that inability to focus.”

As for choosing podcast guests, Andrea follows her father’s sage advice. A documentary filmmaker, he once told her that the meaning of life was to shine a light on something important. She chooses to feature people she finds inspiring and feels others should know about. She enjoys introducing them and the interesting things they’re doing to her audience:

“Who can I spotlight? What are some things I can spotlight that I think are important, getting away from my own ego?”

To demonstrate the types of guests she features and the topics she discusses, Andrea once spotlighted Paula Croxton,



Caveat Data by ATF

host of the *Story Collider Science Podcast*. They discussed how Paula went from very serious laboratory neuroscientist to wandering around open mics, telling stories and inviting others to share theirs. She also used storytelling to get people excited about science. During the interview, Andrea learned that Paula is also a flute player for a widely regarded band that travels all over the place as well as a distance open water swimmer who swims down the Hudson River and around Australia.

Clearly, Andrea highlights the *Majoring in Everything* pieces in her episodes.

Another of the many hats Andrea wears is that of a circus performer. She specializes in trapeze and contortion, and has invited her contortion coach to appear on her podcast. In that episode, they discussed

his variety of interests, which include art and design, architecture, and engineering, in addition to contortion.

Andrea also performs standup comedy in New York city. (You can check her out on Instagram, Twitter, and TikTok—@JonesRooy.)

Recently, she hosted the Data Science Spectacular in New York, NY—a one-hour solo show demystifying data science in the hopes of getting more folks involved. In it, she combined all three of her passions: data science, comedy, and the circus.

Majoring in Everything is part of the World's Smartest Podcast Network. Check it out if you're interested in... well, everything! 🎧



Science Category Director

Constance M. Drew, MBA
science@podcastmagazine.com

Wickedly Wise Women Entrepreneurs 🎧



UNDER THE RADAR

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



LOST WOMEN OF SCIENCE

Ready to indulge your five senses via a mixture of science, mystery, and true crime? In the episode “The Case of the Missing Portrait,” we hear about a portrait of Dr. Dorothy H. Anderson from eighty years ago that *should* be hanging in the baby hospital in New York, NY.

It was like listening to mystery radio, as the hosts wandered around New York in search of the missing portrait of this lost lady in science. Her influential face was nowhere to be found.



What's intriguing about this podcast is how it brings in not only science, but also a sprinkling of history, including topics that bring to the forefront how the medical field was dominated by White men in the colonial era.

I found my mind wandering around questions about various areas of life. Who decides whose face is worthy of being hung on the walls of hospitals, medical hospitals, or in the halls of Yale University?

My mind kept swirling around thoughts of how a hanging portrait could have such deep meaning and say so much about institutions.

So, if someone's portrait wasn't hanging on the wall, was he or she not as important? Did that person contribute less to medicine than those on display?

This podcast provides a thought-provoking experience and some personal self-reflection, as well! 🎧



ArtCurious

Everything about *ArtCurious* exudes class.

Jennifer Dasal's voice is classy, as are the episodes themselves. The carefully curated advertising, beautiful website, and curiosity-provoking content—like what Jennifer will cover during her upcoming trip to the French Riviera—all combine to add to the classiness.

The *ArtCurious* tagline is “*The unexpected, slightly odd, and strangely wonderful in art history*,” and Jennifer loves to tell the stories and share the history behind the great works of art. She studied Art History initially at the University of California, Davis, and did

postgraduate studies at Notre Dame and Pennsylvania State University, but found that the academic approach to the subject could be a little dry.

So, when it came to her podcast, she wanted it to be entertaining as well as informational, and she certainly succeeds in that regard.

When she launched the podcast almost six years ago, she was working as a curator of Modern and Contemporary Art at The North Carolina Museum of Art. She has recently left that role to dedicate herself full-time to *ArtCurious*:

“The podcast was always meant to be a

side endeavor, but it grew enough that I am now able to do it full-time."

Jennifer divides the podcast into seasons—an approach she admits is a result of her longing to ensure she continues to have a life. When she started, and for the better part of a year, she released an episode every two weeks, but that schedule became unsustainable, particularly as a mom to a one-year-old who was also holding down a full-time job. The podcast was a one-woman enterprise, so Jennifer was responsible for everything—researching, presenting, writing, editing, and promoting.

The first run of twenty episodes had no real rhyme nor reason, as Jennifer says, *"It was something I wanted to write about, and I would sort of haphazardly choose which stories to cover, when."*

Dividing the show up into seasons, though, allowed Jennifer to frame episodes into thematic strands. This also provided her the time to do the research thoroughly (while also having a life).

She is especially proud of two seasons, in particular. The first, "Art and World War II," allowed her to explore Hitler's life as an artist, the looting during the war, the task of the Monument's Men to restore the looted art, and the importance of remembering Holocaust Art.

The second is called "Shock Art," and it spanned a whole year. For this season, Jennifer was interested in talking about the history of art that was shocking to contemporary audiences. For example,

David's painting of Marat dead in his bath, an iconic piece today, was shunned by many at the time for its representation of the controversial, revolutionary figure as almost Christ-like in death.

One of the great things about the podcast is that, unlike many history podcasts, the thematic, non-chronological approach means that the listener can dip in at any point and choose episodes that are of particular interest rather than feeling they have to start from the very beginning and work their way through episode-by-episode.

**"ArtCurious is
'the unexpected,
slightly odd, and
strangely wonderful
in art history.'"**



“There’s no need to follow things in any particular order—that’s the good thing. People often ask, ‘I would love to be a new listener to your show; should I begin at episode one?’ and I say, ‘I don’t know if it’s the best quality.’ You can actually start with any of them and work your way back as you want.”

Now, Jennifer has a team of support, including her husband, who is a video producer with a background in editing audio. She also has volunteer research assistants. She gets some help with social media, too, but says she hasn’t had a lot of success with it and finds the process quite time-consuming in itself. The final member of her team is her son, now seven, who she says is *“a strangely excited and enthusiastic promoter”* who thinks nothing of going up to strangers to encourage them to listen to his momma’s podcast.

Jennifer likes experimenting with ways of building the *ArtCurious* offering—she did a series of live interviews on Fireside, but she isn’t convinced they really worked. What she thinks will be more promising is her move to YouTube, which makes sense for a podcast that would benefit from visuals. This will allow her listeners to see the works of art being discussed.

Almost two years ago, Jennifer wrote and published her first book, and she describes the experience as *“a dream.”* The book shares the name of her podcast, but it is more than an extension of her

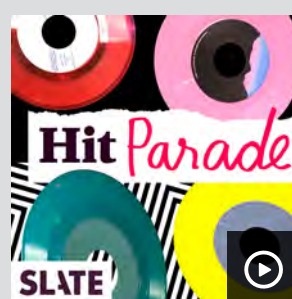
JENNIFER

listens to



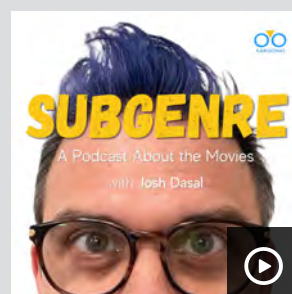
POP CULTURE HAPPY HOUR

The *Happy Hour* team leaves room at the table for exploring a range of reactions and opinions on every bit of the pop universe.



HIT PARADE

Through storytelling, trivia, and song snippets, Chris dissects how that song you love—or hate—dominated the airwaves.



SUBGENRE: A PODCAST ABOUT THE MOVIES

From submarines to charming thieves, space weirdness to neo-noir, secret societies to great escapes and a whole lot more of fun, adventure, and absurdity.

show. Upon her publisher’s (Penguin) insistence, 66% of the book is new material not already covered on her podcast. She enjoyed the experience so much that she is already planning her second book.

She is also currently planning what sounds like an amazing trip to the French Riviera to study the Modernists. She is working with a company called “Like Minds Travel,”

which approached her and asked her to pitch any trip she'd be interested in. France was a natural choice, as Jennifer studied there while in college. They will be based in Nice, but will be visiting places like the Chagall and Matisse Museums, and Renoir's house in Cagnes-sur-Mer.

One technique Jennifer uses when she is interviews people on her show is a lightning round of questions ... so, we decided to employ the same strategy with her:

Favorite artists? Élisabeth Vigée Le Brun and Van Gogh.

Favorite piece of art? The Horse Fair by Rosa Bonheur, which is at the Metropolitan Museum in New York.

Favorite museum? The North Carolina Museum of Art, of course! But also, The Rubin Museum of Art, a small museum in New York that specializes in Himalayan and South Asian Art.

Favorite period? All of them! Northern Baroque and 19th Century French art.

Jennifer will be appearing at Intelligent Speech on June 25th, so if you like the sound of her podcast, come along to the conference to hear her speak. 📍



History Category Directors

Luke Baxter & Roifield Brown
history@podcastmagazine.com

The Things That Made England 🎧

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UNDER THE RADAR

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



THE HISTORY OF AMERICAN FOOD

The History of American Food is a podcast about food by a mom... but it's not about baking cupcakes with funny faces for your little one's birthday parties. Rather, it's a fascinating exploration of the history of America through the lens of food and food production.

The presenter, Greta Hardin, has a background in teaching science, and her knowledge of chemistry informs her understanding of food.



The podcast is divided up into seasons that cover periods dictated by the major wars in the history of the US.

Greta is currently in the 17th Century and exploring what the early settlers ate and how they grew and cooked their food—including how Native Americans and Africans were exploited to feed the White colonists.

Standout episodes include the Thanksgiving episode on turkeys, two episodes on fat and how little of it there was at the time, and an examination of globalization in “Spice - Worth Taking Over The World”—which shares the power of just two spices, nutmeg and cloves, from two tiny, faraway islands.

Greta is massively knowledgeable about her subject, and this podcast promises to be an enjoyable ride—taking listeners from the time when people ate little more than salted pork and peas to the wonders of Korean BBQ tacos and the heaving shelves of modern grocery stores. 🎧

OFF THE CHARTS

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

MAY 2022

ARTS



BETWEEN THE SHEETS

Hosted by: Kels & Denise

A place where we dish weekly about all things books and relationships. We dive deep into popular books and intertwine conversations around building confidence, sex, and overcoming shame.

BUSINESS

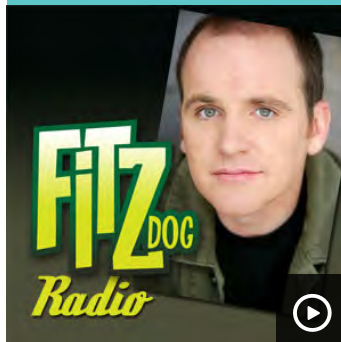
BROWN AMBITION

Hosted by: Mandi Woodruff & Tiffany Aliche

Recognized by leading media publications as one of the "greatest personal finance podcasts," specifically for women of color who want to "build wealth unapologetically."



COMEDY



FITZDOG RADIO

Hosted by: Greg Fitzsimmons

Honest, funny interviews with Greg Fitzsimmons' new and old friends diving deep and laughing hard.

EDUCATION

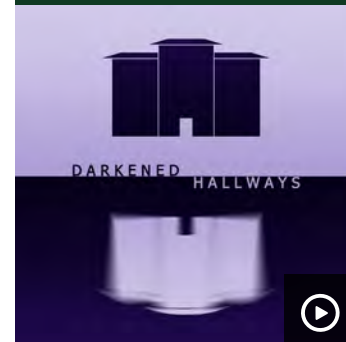
WANNABE MINIMALIST SHOW

Hosted by: Deanna Yates

Tired of chaos in your life? Not sure if minimalism is for you? The host shares personal and guests' stories to help you discover a minimalist mindset in practical, doable, and simple ways.



FICTION



DARKENED HALLWAYS

Hosted by: Hear Me Out Productions

Darkened Hallways, produced by Hear Me Out Productions, is an audio drama mystery with elements of horror.

GOVERNMENT



DEMOCRACY DECODED

Hosted by: Campaign Legal Center

Democracy Decoded examines our government and discusses innovative ideas that could lead to a stronger, more transparent, accountable and inclusive democracy.

HEALTH & FITNESS

RAMP FITNESS

Hosted by: RAMP Fitness

As avid sports fans, RAMP Fitness believes in using competition to better ourselves in every way. With 50 years of experience in all realms of fitness, they are passionate about helping everyone reach their goals.



HISTORY



ANCIENT HISTORY FANGIRL

Hosted by: Jenny Williamson & Genn McMenemy

Two great hosts cover all aspects of ancient history and mythology, especially from the under-reported female perspective.

KIDS & FAMILY

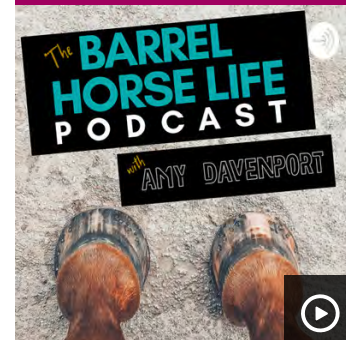
TAI ASKS WHY

Hosted by: Tai Poole

Fifteen-year-old Tai Poole won't rest until he's uncovered the mysteries of the universe, one probing question at a time.



LEISURE



THE BARREL HORSE LIFE PODCAST

Hosted by: Amy Davenport

All things horses, barrel racing, and life. Now listed as one of the top 20 Leisure podcasts.

OFF THE CHARTS

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

MAY 2022

MUSIC



DAD BAND LAND

Hosted by: Starburns Audio/Adam Felber

Welcome to *Dad Band Land*, the music commentary podcast from the point of view of a neighborhood cover band.

NEWS

WOMEN IN PODCASTING SHOW

Hosted by: Jennifer Henczel

Enjoy uplifting stories, powerful strategies and inspiring podcasters. Jennifer Henczel provides introductions to new and top podcasts by women.



RELIGION & SPIRITUALITY



CHURCHOSITY

Hosted by: Heath & Andrea Brady

Dedicated to GenX Christians: the ones who just want to keep it simple... the ones who just want to live quiet, peaceable lives.

SCIENCE

SASQUATCH CHRONICLES

Hosted by: Wes Germer

The show debuted on the premise that the existing Bigfoot community was primarily focused on the research and opinion of "experts" while overlooking the value of giving witnesses a voice in the discussion.



SOCIETY AND CULTURE



MICECHAT

Hosted by: Dusty Sage & Doug Barnes

Get behind the scenes with chats, interviews, and reports about what's happening at Disney, Seaworld, Universal, and other theme parks.

SPORTS



THE AUDIBLE WITH STEW AND BRUCE

Hosted by: Bruce Feldman & Stewart Mandel

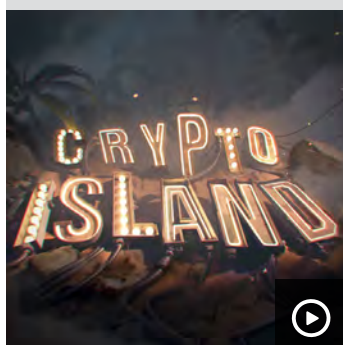
Hosts Bruce and Stewart discuss the latest in college football, interview the biggest names in the sport and give insight into the most relevant topics.

TECHNOLOGY

CRYPTO ISLAND

Hosted by: PJ Vogt

A new series from a founding host of *Reply All*. *Crypto Island* explores the frontiers of a strange new world. (This series is best experienced by beginning at episode one).



TRUE CRIME



TRUE CRIME INVESTIGATORS UK

Hosted by: Abby & Sam

The *True Crime Investigators UK* podcast looks at unsolved crimes, important criminal cases, and the procedural process.

TV & FILM

THE FILM COMMENT PODCAST

Hosted by: Film Comment

A weekly space for critical conversation about film while looking at topical issues and new releases.



EDITOR'S PICK



NO PEOPLE PLEASING ZONE

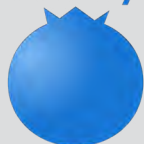
Hosted by: Elizabeth Martin-Chan

Explore radical self-love, somatics and the nervous system, pleasure and abundance, and our cyclical nature. Be inspired by humans who have denounced their people pleasing ways.

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PODCAST

HOT 50™

MAY 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	3	THE UPSIDE Callie & Jeff Dauler
2	1	CERTIFIED MAMA'S BOY Steve Kramer & Nancy
3	2	KRAMER AND JESS UNCENSORED Steve & Jess
4	11	BK ON THE AIR Barry King
5	4	NEXT ON THE TEE Chris Mascaro
6	9	THURSDAY NIGHT TAILGATE Chris Mascaro
7	5	NECRONOMIPOD Dave, Ian & Mike
8	6	THE ALAN SANDERS SHOW Alan Sanders
9	23	ON SCREEN AND BEYOND Brian Zemrak
10	10	THE BOX OFFICER PODCAST Mel McKay & Derek Zemrak
11	7	THE WILDER RIDE Alan Sanders & Walt Murray
12	12	WAIT, WHAAAT? Elaine & Paula
13	-	FRESH HELL PODCAST - MURDER, MYSTERY & THE MACABRE Johanna Frehe & Annie Luevano
14	13	THE MARRIAGE FIT PODCAST Alan Sanders & Susan Delmonico
15	15	60MW PODCAST Dave Robinson & Others
16	17	THE APPROACH SHOT Neal Michaels & John Ashton
17	20	ALL IN SAN DIEGO AJ & Sara
18	-	CHAOS & DISORDER Fleegeer & Briggs
19	13	TALKING GOLF GETAWAYS Mitch Laurance & Darin Bunch
20	19	IF YOU CATCH MY GRIFT Austin & Dalton
21	22	CREEPOLOGY Becca & Ryan
22	27	UNETHICAL PODCAST Celeste Brown, Richard Steudle, Tali Hall & Kristy Lynn Janssen
23	26	PRIVATE DICKS Richard, RJ & Rick
24	16	BE THE RIGHT CLUB TODAY Hal Sutton
25	-	LE SHOW Harry Shearer

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
26	28	EXCUSE ME, THAT'S ILLEGAL Leroy Luna
27	-	PODCAST DX Lita, Jean Marie & Ron
28	33	LOW KEY Jessica Duttra
29	18	PROMISED LAND Ian Kehoe
30	41	RADIO LABYRINTH Tim Andrews
31	35	AROUND THE HOUSE SHOW Eric G & Caroline B
32	44	WKRP-CAST Allan & Donna Stare
33	40	OFFICE LADIES Jenna Fischer & Angela Kinsey
34	-	THE WELLFIT LAB Cheya Thousand
35	-	APPLIANCE EDUCATOR Nick Rogers & Drew Pearson
36	-	NO GUILT MOM JoAnn Crohn & Brie Tucker
37	29	THE FORUM CELEBRITY PODCAST James Patrick & Florence Carmela
38	-	CRIME JUNKIE Ashley & Brit
39	21	MORBID: A TRUE CRIME PODCAST Ash & Alaina
40	-	PGISH Erin Holland
41	32	CHEATIES Lace Larabee & Katherine Blanfod
42	-	FRANK & FRIENDS Frank Murphy
43	-	BEST OF THE BOYS AREA Brett, Max & Jake
44	-	CLEVER GIRL FINANCE Bola Sokunbi
45	36	CRIMELINES Charlie
46	-	WOMEN OF THE MILITARY Amanda Huffman
47	-	GOLF TALK AMERICA Frank Bassett
48	-	GRAB'EM IN THE BRISKET James Moore
49	-	HASHTAG HISTORY Hashtag History
50	-	MAMAS KNOW BEST WE GOT SOMETHING TO SAY Nicole Cumberbatch

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