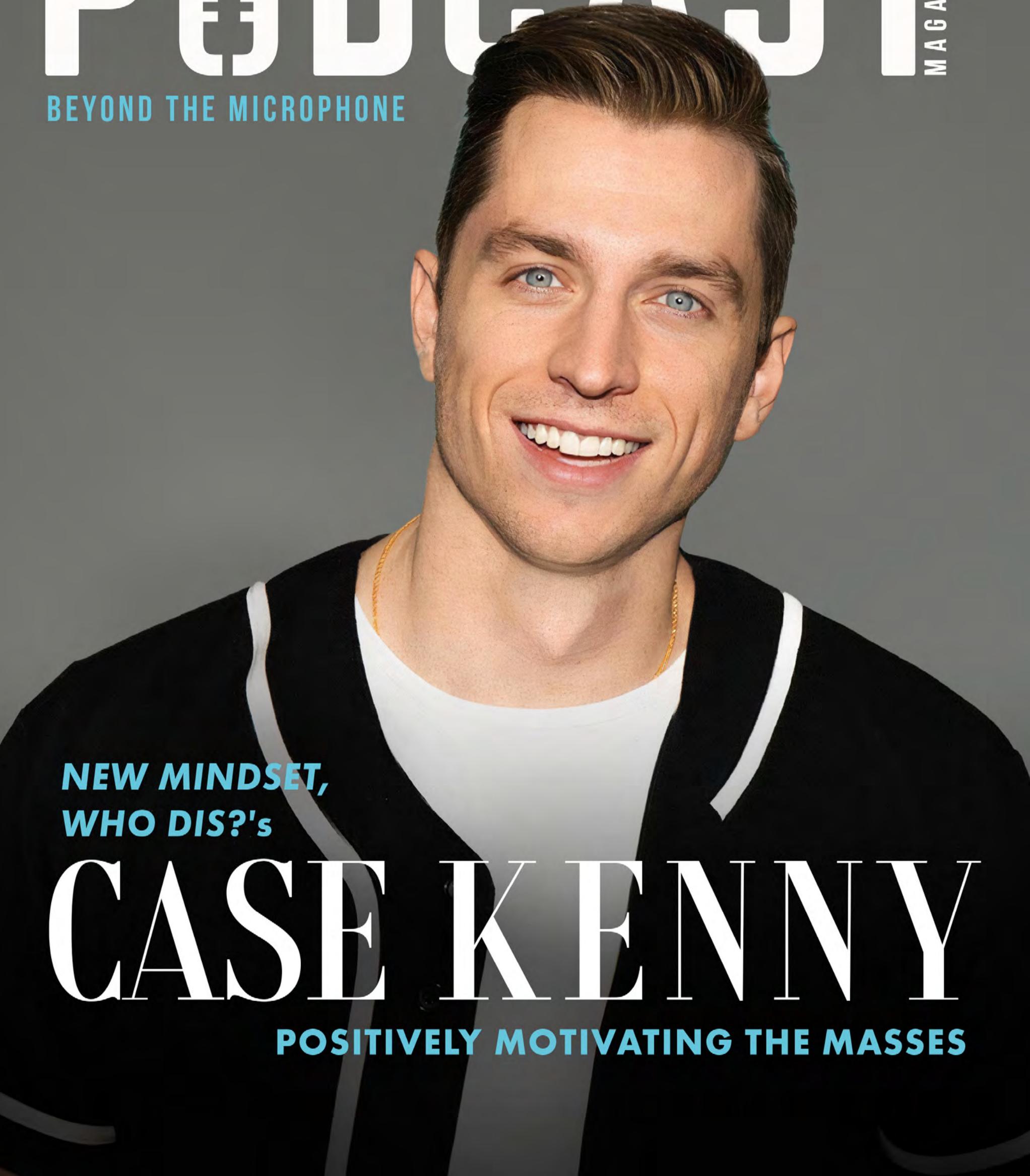


OCTOBER 2022 / VOL. 3 NO. 9

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PODCAST[®] MAGAZINE

BEYOND THE MICROPHONE



**NEW MINDSET,
WHO DIS?'s**

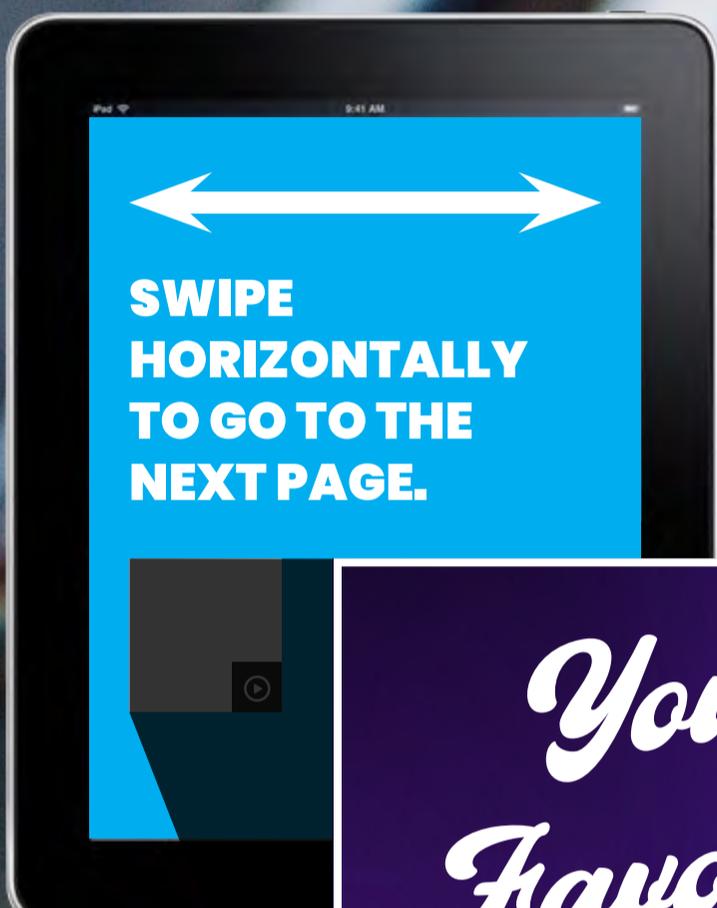
CASE KENNY

POSITIVELY MOTIVATING THE MASSES



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FEATURE



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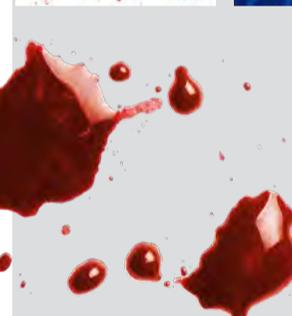
Lauren & Ken shed light on what really happens after dark



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PODCAST MAGAZINE'S HOT 50

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



STEVE OLSHER

Founder, Editor-in-Chief, *Podcast Magazine*®

Podcasting is imperfect.

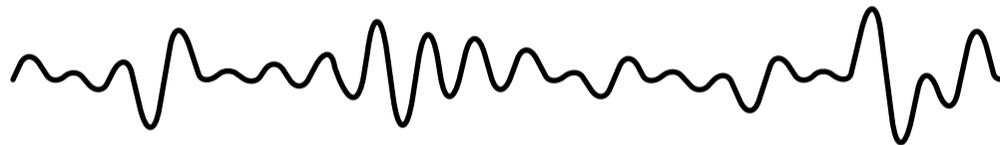
And that is what makes it perfect.

By design, the medium was created to allow people of any age, creed, religion, and political affiliation to share their message with people anywhere on the planet... uncensored, and without interference.

Sometimes, the messages put forth incite anger. Other times, the audio quality itself drives audiophiles to dart for their liquor cabinet.

But at ALL times, creators put forth what *they* would like consumed.

LETTER FROM THE EDITOR



And at all times, the listener retains the option to listen... or not.

The same of course applies to consuming content, in general.

When *Podcast Magazine*® put Jordan Belfort (*The Wolf of Wall Street*) on the cover and shared his story... people complained.

When we put Paris Hilton on the cover and shared her story... people complained.

We would run both again, without hesitation.

It's impossible to please everyone, all the time. Which is why, when we chose not

to feature Jay Shetty because of concerns over plagiarism, we didn't concern ourselves with whether or not there would be backlash. We were only concerned with holding to OUR standards and level of integrity that is non-negotiable for US.

If more organizations created their own standards and identified their own non-negotiables, backlash—or lack thereof—would render itself irrelevant.

Podcast Magazine® staunchly believes in a podcaster's right to express themselves freely, and we stand in support of protecting such rights. This is not to be construed as a political statement, nor a stance of left vs. right or 'right' vs. 'wrong.'

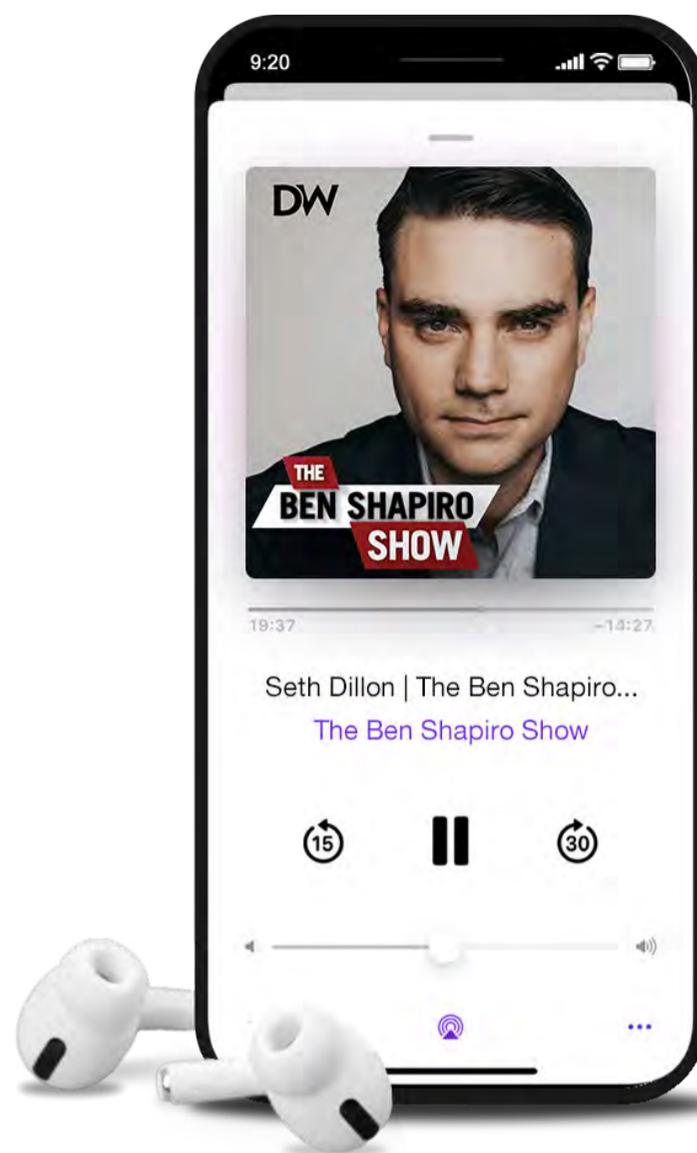
From an editorial perspective, we may not agree with every word uttered by various podcasters on their respective shows, but we DO believe in keeping the medium uncensored and feel it is vital to avoid far-reaching regulation at all costs.

Our stance is simple:

We believe that all podcasters shall retain the right to share their viewpoints, regardless of whether or not such views align with our personal beliefs or values.

And we choose not to acknowledge or feed into inflammatory comments that do not further the GOOD of the medium.

Next month, our cover story will feature Ben Shapiro and Jeremy Boreing. Ben hosts the seventh most listened to podcast in the world.* Jeremy is the co-CEO of The Daily Wire.



To some, his mere presence wreaks havoc. To millions of others, he is a trusted resource.

In a world that has seen its constituents move farther apart, perhaps the imperfections of the medium we love can become the tie that ultimately brings us together. 🎧

STEVE OLSHER

Founder, Editor-in-Chief, *Podcast Magazine*®

*<https://www.edisonresearch.com/top-50-most-listened-to-podcasts-in-the-u-s-q2-2022/>
Edison Podcast Metrics Q2 2022



CASE KENNY



POSITIVELY MOTIVATING THE MASSES

If there are two things Case Kenny is utterly passionate about, it's music and mindset.

A successful writer, recording artist, and podcaster who has made a name for himself as a mindfulness thought leader, his podcast, *New Mindset, Who Dis?*, is ranked in the top 50 of all health and wellness podcasts in the U.S. Still, he doesn't consider himself an "expert" or "guru" in the world of self-improvement.

"How is anyone an expert in life? We're all just winging it!" he joked. *"I'm*

just a dude living his life sharing some perspective.

There's no preaching of generic life advice, here... just my thoughts on self-help, wellness,

and mindset with practical and personal insights on how to live a passionate, purposeful, and happy life."

Case's podcast perfectly captures the essence of his passion for mindset. His second show, *Zen Disco*, perfectly captures the essence of his passion for music, while subtly yet effectively mixing in overdubs of his singular perspective on personal growth. It's a unique combination that few have dared explore before.

"I've always been attracted to certain genres of dance music. When I started podcasting in 2014, I was like, 'Okay, I understand audio. I understand music. Why not combine the two?' That decision gave me the confidence, knowhow, and network to get my foot in the door in the podcasting space."

Though his musical interests are varied, his original influences include Carl Cox and Armin van Buuren. A lifelong music enthusiast at heart, his love for music led him to numerous EDM (electronic dance music) festivals and, eventually, to assume his position behind the decks as a DJ. Ultimately, it steered him into the recording studio as a producer.



“I don’t really approach music with a desire to create bangers or do phenomenal sets. I try to fuse together the genres of music and mindfulness in everything I do. In particular, there’s something about dance music—the melody, the progression, the break, the build, the drop—that lends itself to putting folks in the right mindset to receive powerful messages. And I just love bringing those two elements together.”

Historically, music has been used as a tool that allows people to tap into parts of their consciousness they may not be able to access on their own. Perhaps this reflects a key component of Case’s podcast that makes it so appealing and effective.

“I’ve never done anything of merit without music,” Case shared. “Truly. I sit in my chair overlooking the Chicago River and put on music that vibes at 128 beats per minute or so. It’s usually house or progressive melodic. Without fail, it puts me in this headspace where I feel honest and vulnerable with myself. And that’s so important with what I do. There’s just something about electronic dance music that nurtures the brain’s love of expectation.

“It’s honestly about simplicity. A simplicity of melody is what lends itself to mindfulness, because otherwise, you try to fill it with too much. Melody and a progression put you in this fluid headspace where you have vulnerability that allows you to transcend time and go wherever you want to with your mind. The music leads you there.”

When it comes to the importance of mindfulness in Case’s life, he prefers to define it practically, rather than esoterically. For him, it isn’t about vibrations, energies, chakras, and

“PODCASTING IS SUCH A GIFT. WHEN YOU PODCAST, YOUR ECOSYSTEM BECOMES LARGER THAN THE PODCAST ITSELF.”



karma, though he readily acknowledges their merit.

“It’s more than self-awareness,” he said. “It’s honesty, too, but even more than that, it’s the WHY. Everything I do—every book I’ve written and everything I act on—is to purposefully give people questions and perspective to challenge their why. It’s about pushing yourself to investigate... to ask yourself, ‘Is this something I have borrowed from someone else? Or is this something I have created? Is this my truth?’

“I love the why. I can point to any experience in my life and say, ‘This is why I believe this. This is why I have this standard. This is why I believe I’m capable of XYZ.’ Music puts me in a headspace to better identify the why... to be mindful.”

Case’s commitment to the why is fierce—and it is the foundation of his deep desire to inspire others to embrace it, as well.

“At a minimum, we all have the ability to ask ourselves questions in the immediate. Think about it—most would agree that the purpose of life in some sense is to go out and find answers. But we forget that the key to finding an answer is to ask ourselves the right questions in the first place. And that’s what mindfulness is.

“The question I come back to all day every day is ‘Why?’ Why is so powerful.”

He also credits his ability to remain mindful with constant practice:

“I made it my own, though it took thousands and thousands of hours to do it.

*When I found a question that was helpful to me—and some definitely were not—I would then go and share what I learned from that experience. Mindfulness is absolutely a muscle. It’s something you strengthen as you get better at being honest with yourself. I do it all day, every day, and I’ve been doing it for years. It’s become ingrained in me in a way that allows me to break through the bullsh*t. I can break through anxiety. I can break through a preconceived belief. I can break through conditioning. It’s all practice.*

“My mission in life is to share what works for me with others.”

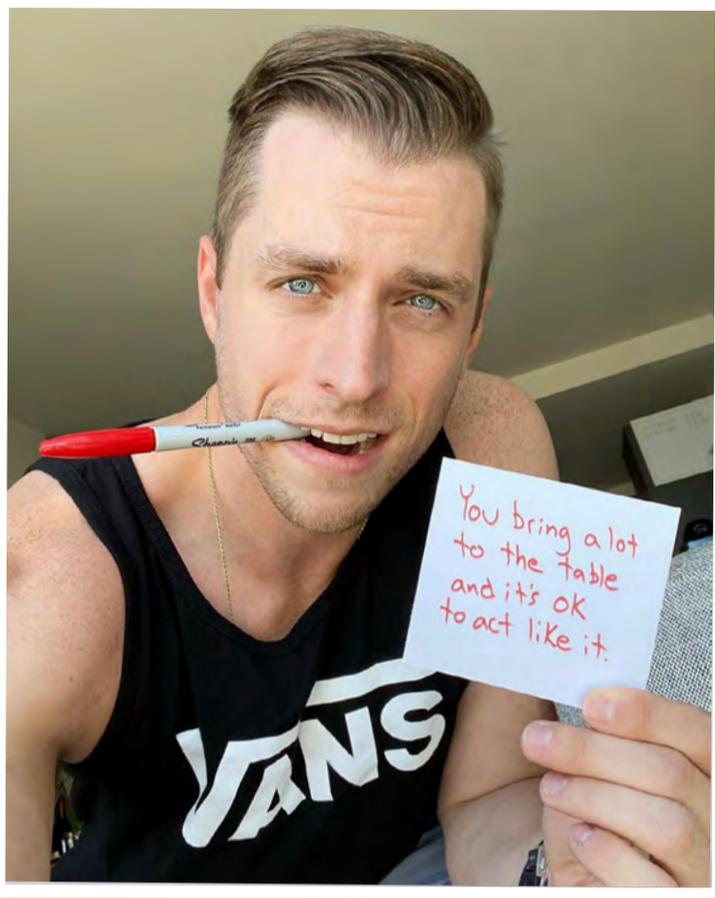
Of course, Case also admits he was simply “born this way”:

“I like to joke that when I was rolled off the human assembly line, they checked the box for ‘optimist.’ That’s just how I view life. It’s a gift and a privilege—if I’m given two options, I will always seek the more positive, the silver lining, the redeeming quality. It’s just the way I am.”

Case brings that silver lining to his podcast, as well. *New Mindset, Who Dis?* is a twice-weekly show in which he offers practical thoughts on self-improvement, mindfulness, and how to live your best life.

With more than 5,700 5-star reviews since its 2018 launch, it clearly hits its mark. A “hybrid” of sorts, Case likens it to a “podcast-music-radio show all in one.”

And that’s not the only aspect of the show that makes it considerably different from others in the self-help space.



📌 Behind-the-scenes of Case shooting his viral post-it notes seen all over Instagram. Many are shared by celebrities and media outlets.

From launch, Case was determined to redefine traditional podcasting with an absence of guest interviews. Rather, he wanted to use the medium to challenge himself in the form of self-therapy. That meant he would deviate from the norm and exclusively host solo episodes.

“I wanted to keep it short and sweet. I don’t have the attention span to listen to an hour-and-a-half-long podcast unless it’s on a topic that really speaks to me. I generally tune out after 15 minutes. I just want the hits... the main point. So, in a sense, I created it for myself.”

“But most importantly, doing the podcast sets the bar for who I want to be.”

It was a hit, right out of the gate. Leveraging his 450,000+ engaged Instagram followers and decent-sized email list, *New Mindset* took off. Case attributes his 57,000 downloads in the first month to “a dash of luck and the right timing,” as well. The

fact that it immediately charted didn’t hurt, either.

Until now, Case has had no need for partners or brands. He was entrepreneurial in the sense that he used his podcast exclusively to promote his books—including his popular *New Mindset Journal*—and various items for sale. And he was so successful doing so, he was able to leave his job of eight years in sales to focus solely on writing and creating products.

Recently, however, he signed an exclusive deal with SiriusXM, with whom he is excited to “make some magic.”

“Moving forward, every impression, every listen, will be monetized in some sense with respect to the user experience, as well.”

Despite being hesitant to secure sponsors and “be that guy,” he said, Case came to realize that “I do this professionally. I pour my heart and soul into it. I should be paid for what I do. And not because I’m some greedy capitalist, but because it’s par for the course. I kind of evolved my thinking there.”

In an industry that is still fairly difficult to monetize, Case’s consistency has played a notable role in his success.



Publishing twice a week goes a long way with listeners. He considers simplicity equally important—holding episodes to approximately 20 minutes in length keeps things simple and easily digestible.

Which leads us to Case’s advice to up-and-coming podcasters:

“Whenever I talk to people about podcasting, I always say that we all have an invaluable perspective. We don’t have to overcomplicate it. I drive one point home over and over in an episode, and a lot of those points are super intuitive.

“Pick one thing that you think you have an interesting take on or experience with and just speak to that one thing.

“On the other side of focus is consistency—again, consistency is the equalizer. If you’re going to start a podcast, commit to it for a full year and see what happens. Podcasting is a graveyard of people who tried and

stopped because they didn’t see the results they wanted. I saw a stat once that said 90% of podcasts have less than 10 episodes. But you’re not going to see the results you want if you only record 10 episodes a year.”

Going forward, Case is excited to “bring the podcast to life in different ways”:

“Podcasting is such a gift. When you podcast, your ecosystem becomes larger than the podcast itself. I can sit down and record these episodes twice a week and then turn around and create so much more from what I learned and talked about in the podcast. All my books are from the podcast. I have a game coming out in Target that stems from the podcast. I have a new book I’m working on that’s from the podcast. That’s what excites me. It’s really cool to have this foundation from which I operate. I can’t wait to see what it inspires me to do next.”

Without a doubt, Case is devoted to helping people improve their lives. He’s also living proof that making good money with your passion IS achievable. The two don’t have to be mutually exclusive. It is absolutely possible to enjoy both while staying true to yourself. For Case, those passions are music and mindset, through which he honors his voice and continues to forge his unique path. 🎧



Founder/Editor-in-Chief

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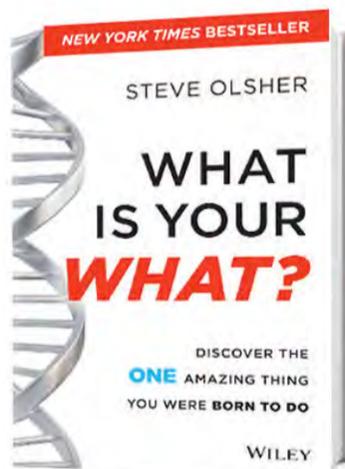
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PARADISE IS A MYTH

Lauren & Ken Shed Light On What Really Happens At Night With *Paradise After Dark*

During the Halloween season, many kids and adults alike enjoy dressing up as their favorite monsters. Those from older generations may gravitate toward traditional monsters, such as the Wolfman or Dracula. Those from Generation X may have a connection to Freddy Krueger or Jason Voorhees, as they fondly remember sneaking off with their friends when they were younger to watch the latest *Nightmare on Elm Street* or *Friday the 13th* movie. And just about anyone of any age can recognize Michael Myers, since he seems to somehow remain alive to terrorize us in a new *Halloween* movie every decade since the 70s.

Unfortunately, though, monsters of reality are a lot scarier than those in film. Worse yet, this particular type of evil tends to hit not just in the darkness of Halloween night, but 365 days a year.

No one understands that better than a law-enforcement family, which includes the hosts of *Paradise After Dark*, Lauren and Ken. Lauren was a police officer in the Navy. Ken is the son of a K9 cop, and his experience as such spiked his interest in crime from early childhood well into adulthood.

Lauren and Ken live in Southwest Florida, an area that the media often portrays as paradise. Yet considering the crimes that take place there after the sun goes down, the truth is, the region is anything but.

The couple wanted to bring more attention to many of their local, monstrous cases. Thus, in March 2018, the *Paradise After Dark* podcast was born.

Podcast Magazine® caught up with these co-hosts earlier this year at CrimeCon. The first question may seem obvious; it revolved around their choice of title, which could land the podcast in a number of different genres: True Crime, Horror, and S&M.

“We get that all the time,” laughs Ken.

“We actually get the question, ‘Is your podcast about sex?’” chimes in Lauren.

The pair is happy that the name and the logo get attention and spark conversation, though. Ken’s go-to response to anyone who

asks is to quickly point out that it is NOT about sex. Then, if available, he’ll point to the podcast logo and say, *“Do you see the giant hatchet?!”* But more on that later.

As is the case with many podcasts, *Paradise After Dark* started as a hobby.

“The area where we live in Southwest Florida is a very high-end, wealthy, retirement type of area,” Lauren shares. *“But the thing is, stuff happens here. There’s crime; there are murders; there’s all that. But the papers don’t really cover it.”*

“It may be on page seven or nine,” Ken adds.

Lauren gives an example:

“I remember a lawyer who was murdered in his office. Someone just walked in and shot him. To this day, I can’t find any information on it other than this little blurb that basically said, ‘So-and-so was murdered.’”

Despite being advertised as “paradise,” Lauren and Ken can’t help but question what happens after dark.

“We have listeners who started with the first episode and have not stopped. That’s really cool.”

“You’ll never hear about it during the day. It all happens at night,” Ken continues. *“This is the reality of what happens in paradise after dark, and that’s how we came up with the name.”*

Lauren can not only take credit for choosing the name, but also for coercing her husband into doing the podcast with her.

“Lauren forced me to get into podcasting,” Ken laughs.

“Oh, I’m sorry that we are now sitting here getting an interview with Podcast Magazine!” Lauren replied in a half-joking, half-snarky manner.

Truth is, Ken quickly became a willing participant in what is now a quality and popular show. When they published their first episode, it garnered 80 downloads the first week.

“We were like, ‘80 downloads!’” Lauren laughs.

Whether 79 of those 80 listeners initially thought it was a sex podcast or not, Ken was *“onboard.”*

“All of a sudden, it took off,” Ken explains. *“We have listeners who started with the first episode and have not stopped. That’s really cool. We still get messages from our original listeners.”*

When it comes to a fascination with True Crime, Lauren goes back to her childhood, too. *“I’ve always been a true-crime junkie,”* she confesses. *“I read Mindhunter when I was about 14, and I started watching Forensic Files when I*

was about 12. My goal in life was to be in the FBI’s behavioral science unit. That’s why I joined the military as a cop. But, life happens.”

The FBI’s loss is the True Crime Category’s gain.

Ken had a similar fascination with watching shows like *Forensic Files*, *Unsolved Mysteries*, *America’s Most Wanted*, and the like as a child, alongside his father. So, when Ken met Lauren, they immediately recognized each other as kindred spirits. *“We would watch Forensic Files before we went to bed,”* Lauren shares.

Their mutual fascination eventually led to a podcast that offers a buffet of case coverage any true-crime enthusiast would find appetizing, including murder, unsolved mysteries, missing people, and urban legends. While they certainly have some fun with the urban legends, given their background, they are very aware that they need to treat the true-crime cases they cover with care.

“When you’re doing true crime, you have to be really careful how you approach it and what you say,” Ken explains. *“You don’t want to be disrespectful to the family or the victim. You also don’t want to suggest anyone is guilty when they’re not.”*

Lauren gravitates toward unsolved mysteries. *“I like to cover unsolved cases and missing people,”* she admits. *“I like to think that maybe, we’re helping.”*

This intention speaks to a common theme

in these articles now going back over two years—the True Crime Category is about more than entertainment. It serves as a service to society, keeping cases alive that deserve to stay alive in the public eye and educating people about them.

“We speak to a lot of family members,” Lauren continues. *“Sometimes, we have them on the show. They are always so grateful that we’re taking the time to help their loved one and keep putting the word out.”*

Ken tends to lean more toward the urban legends. They admit that, as deep as they dive into some of the true-crime cases, the myths—especially the craziest ones—tend to provide some much-needed comic

“We speak to a lot of family members... They are always so grateful that we’re taking the time to help their loved one and keep putting the word out.”

relief. *“Urban legends are different. You don’t have to be as serious,”* Ken points out. *“With those, I’m ready to rock and roll.”*

Which brings us back to the bloody

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▲ Paradise After Dark's signature "palmahawk," a cross between a tomahawk and a palm tree, was created by a long-time fan

hatchet in the podcast logo. "It's a funny story," Lauren begins.

Apparently, Lauren made the first attempt at a logo by drawing it on her phone. It was a "squallie," which, in essence, is a pig person. It was also the subject of their initial episode. Fortunately, it didn't become the podcast's permanent logo. However, fans can still go to the store on the *Paradise After Dark* website and buy shirts featuring that very drawing (just search for "Squallie Buff" or "Short-Sleeve Unisex Squallie T-Shirt").

Fortunately, a listener who is also an artist unintentionally came to the rescue.

"She said, 'When I listen to your show, this is what I imagine,'" Ken reveals.

"This was early on, and we just loved it. We asked her if we could use it, and she said yes," Lauren adds.

Another listener actually named the

hatchet a "palmahawk," as it's a cross between a tomahawk and a palm tree.

Needless to say, Lauren (and probably Ken, as well) are much better podcast hosts than they are artists. Fans of *Paradise After Dark* need to thank that artist for the vast improvement to their logo.

In a world of unsolved mysteries, missing persons, and plenty of crime, the real myth may be that there is a paradise anywhere on Earth. We don't need Freddy Kruger, Jason Voorhees, or Michael Myers to be real this Halloween. We have plenty of real monsters running around after dark.

Just ask Lauren and Ken, who will tell you all about the ones in Florida alone. 🗣️



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



MONSTERS AMONG US

It's Halloween season, and even some of the most avid true-crime enthusiasts go from listening to cases about serial killers and missing persons to gravitating to stories about the paranormal. If that's you, give *Monsters Among Us* a listen.

It's a collection of first-hand audio recordings made directly from experiencers of various types of terrifying paranormal encounters. The host, Derek Hayes, gets the listeners in the right frame of mind in the first

few seconds of every episode with his intentionally creepy voice. The *Unsolved-Mysteries*-like theme music does a good job of that, as well.

The show offers deep dives into supernatural subjects ranging from ghosts, UFOs, and alien abductions to bigfoot, sasquatch, and other cryptid creatures.

All of the stories presented in the podcast are, as the *Monsters Among Us* website reads, "true to the best of our knowledge." Despite that disclaimer, skeptics may be quick to assume some stories are fabricated. However, most of the accounts are such that, at the very least, those telling the stories truly believe that what they witnessed was truly paranormal.

Whether you believe the stories or not, the podcast is definitely entertaining. 🎧



TAKE THE LEAP

Visibility For Women In Business

When life presents challenges, you can either stall or leap forward.

Colleen Biggs chose to leap—and LEAP, she did.

As host of the podcast *Take the LEAP*, Colleen uses her platform to build community... one comprised of women business owners who share their successes and struggles, their wins and losses.

For Colleen, it is a mission of love and faith.

Colleen has launched over 340 businesses, is an international speaker and a bestselling author, and an award-





winning businesswoman named local “Businessperson of the Year” in 2021. She brings that experience to her podcast, interviewing guests from all areas of business, simultaneously showcasing and highlighting them for maximum visibility.

Colleen explains: *“It’s about visibility. I’ve been a business coach and consultant for 20 years. The number-one factor that worked for every single one of my clients was telling everybody about them. First and foremost, you’ve got to get out there and tell everybody about you! I created platforms within my community for my members to do that, and one of those platforms is the podcast.”*

“My members are my primary guests. These are women in all different industries who are either launching, building, or accelerating their businesses. I love it because there are all levels within the group. And that’s something that I

Colleen (center) has built a community of women in all different industries who are either launching, building, or accelerating their businesses

really think is a benefit to my podcast, because my listeners themselves are at all levels.”

Colleen doesn’t just bring anyone on as a guest. She has a required application process, and she looks for what makes those interested unique. She also values authenticity—it’s important to her that her guests show up as themselves.

“That’s what makes you successful. What makes us stand out is being ourselves, and not like others. I’m really not looking for people with a ton of credentials or those who try too hard to impress me. Honestly, I tell people to check their ego at the door. I want people who are interesting and in all different industries.”

“I just love it when they’re quirky and



real. I had a lady reach out to me once who told me she was a gay, Black barista/marketing expert, and I was like, ‘I don’t know who the heck you are, girl, but I need to have you on my show!’ We went on to become really good friends. She joined the community, and I brought her in to teach expert marketing. She worked with some very high-profile celebrities. Many of them are in the world of music, and she works on their Instagram accounts and all. She wound up creating a book for marketing that I promoted for her. So, we helped each other out. And it was all because she sent me an email saying, ‘This is who I am.’”

Yet not everything goes so smoothly. Prior to *Take the Leap*, Colleen had a podcast called *Speak Up to Lead Up*. It had over 180 published episodes and was an asset of a business she had with a partner. The partnership dissolved, and

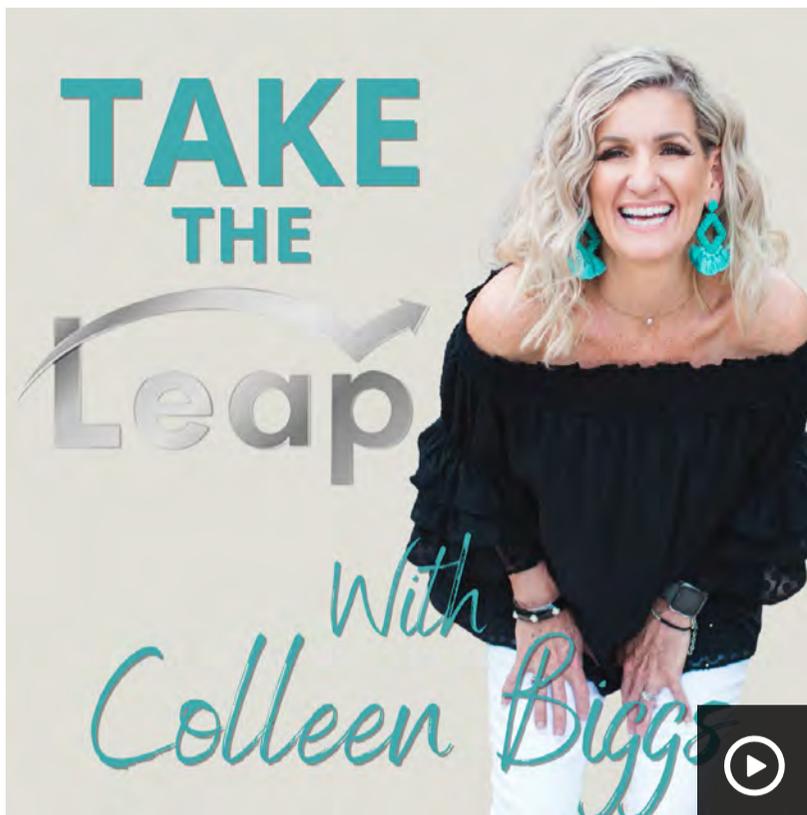
though it was heartbreaking for Colleen, she knew the podcast must live on.

“Take the Leap is a continuation of Speak Up to Lead Up. You could call it ‘starting over’ instead of ‘rebranding.’ It’s 2022, and it’s like that song—‘I’m coming out,’ right? I’m doing things my way. My original podcast was based on my original community, Lead Up for Women. Leading up was really about leading your life the way you deserve to. It was about giving yourself permission to say what you want to say and do what you want to do. We hold ourselves back a lot by not speaking our truth. When I say something, I don’t really care what other people think,” laughs Colleen.

“I tell people, when you walk into a room, own it. Speak up, and lead your life! What are you truly afraid of? Most of the time, they’re afraid that people will really see

“I do think it is important to shout from the mountaintops when you’ve created something so great and helped so many other people out.”





who they are. But that is what we all want to see. That is what we all crave!”

Colleen has never been a stats-watcher... until recently, that is. She was intrigued by the countries following her and liked watching that number grow.

“I’m very proud of all the clients I’ve interviewed,” she shares. “And I’m very proud that we’re ranked in the top three global podcasts, which is something I just found out about. I’m not a stats girl. I don’t think about big, long credibility lists. I do think it is important to shout from the mountaintops when you’ve created something so great and helped so many other people out, though. And we do need to celebrate more. Because it builds our confidence, and we keep our power. So, I do think it’s important that we celebrate those moments.”

Colleen’s celebration is most certainly well-deserved! 🎧

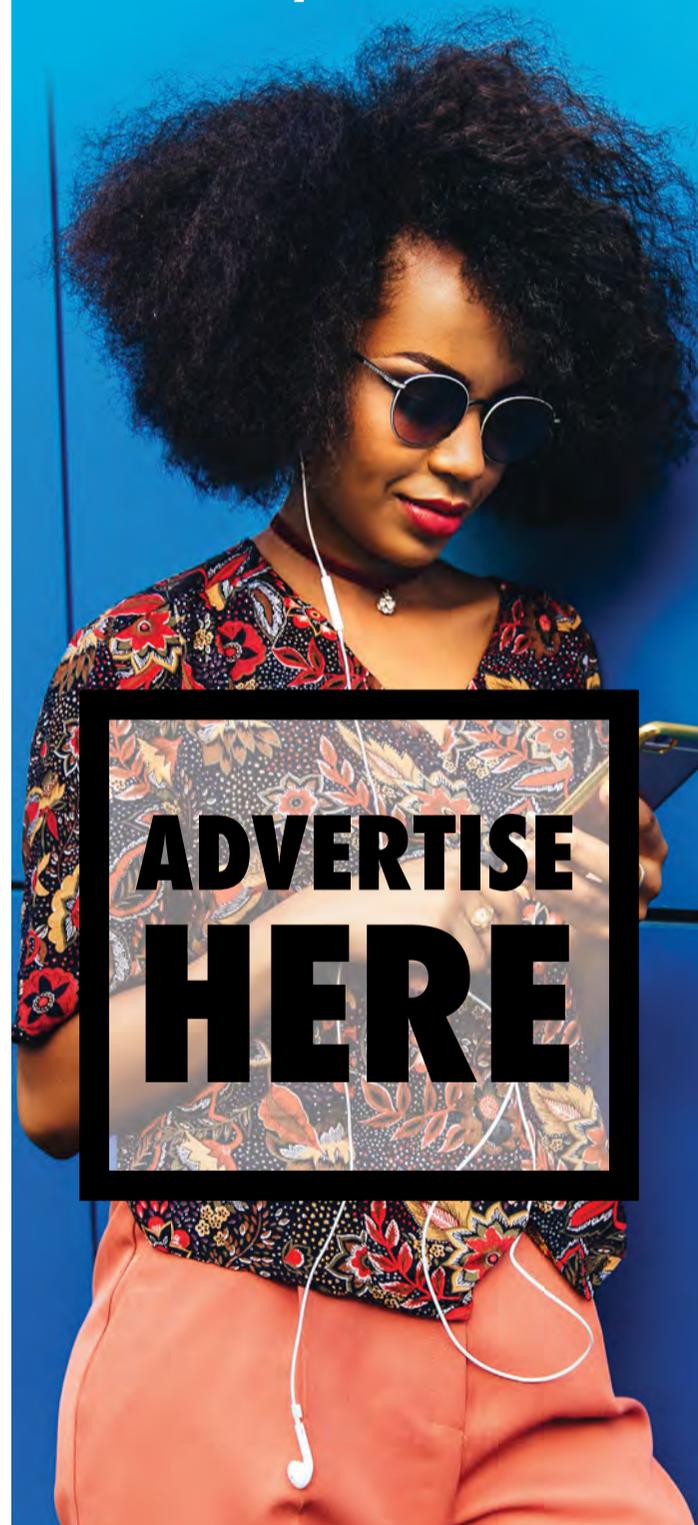


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The Encore Entrepreneur Podcast 🎧

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UNDER THE RADAR

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



THE STAND OUT CEO SHOW

There are literally thousands of business podcasts. Some motivate, some inspire, and some educate. Many educational business podcasts are dry and, quite frankly, boring.

This podcast is not.

Host Brad Powell focuses primarily on video, content, making the most of repurposing, and livestreaming. Brad practices what he preaches—the solo episodes are full of practical information that even beginners

can follow, yet it's not so basic that a seasoned business veteran can't learn.

His guests offer value, as well. He has a nice combination of solo episodes with solid training and those with guests who offer even more practical and applicable information. They do a great job of staying with the theme of the podcast. The podcast is basically a masterclass in using video smartly and in a way that will save businessowners time.

In addition to livestreaming the podcasts, the videos are repurposed on Youtube and LinkedIn. I followed a couple of episodes across all the different mediums to see how Brad handles the different platforms. I found a consistency of the program in all of them, with just slight adjustments for each specific platform.

I recommend this podcast as not only an enjoyable listen with a knowledgeable host, but educational, as well. If I can combine education with pleasure, that's always a good use of time! 🎧

"It's a dream come true for content creators."

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Pathways to Success

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Carrie Caulfield-Arick
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Melanie Scroggins
WFH Voice Actor

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The **TOP 13** Scariest Horror Podcasts

The seasons are changing, fall is in the air, and Halloween is just around the corner. That means... it's time for football, bonfires, hayrides, and horror. To help get you in the groove, we've gathered the **Top 13 Scariest Horror Podcasts** that are sure to give you a chill—and hearing things that go bump in the night.



DISTURBED: TRUE HORROR STORIES

True terrifying horror stories: kidnappings, serial killers, maniacs, and the worst parts of your nightmares come to life. Join us every Thursday as we bring you a new set of real encounters.



SCARY STORY PODCAST

Scary Story Podcast features scary stories about darkness, unexplained phenomena, and the paranormal. A collection of short original horror tales written by Edwin Covarrubias. New scary stories every Friday.



SOMETHING SCARY PODCAST

Do you wanna hear something scary? Join Blair and Steffany every week as they bring you the creepiest ghost stories, urban legends, and folktales.



TRUE SCARY STORY

True scary stories shared by those who experienced them. These are real-life horror stories about strange and unexplained paranormal encounters.



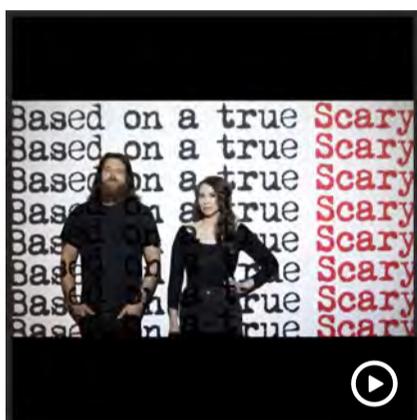
THAT CREEPY PODCAST

Allegedly true scary stories and fiction scary stories. Some explicit content, mostly content scary and spooky in nature.



CHILLING TALES FOR DARK NIGHTS

Featuring several creepy tales from talented authors, brought to life by professional voice actors and accompanied by SFX and music.



BASED ON A TRUE SCARY

Based on a True Scary is a part true crime, part horror movie review podcast dedicated to debunking the spooky cinematic claim that is “based on a true story.” Hosts and horror fanatics Trisha and Jake crack the case film by film alongside special guests from the film world, comedy scene, and beyond to answer the ultimate question: what’s real vs. what’s reel?



SCARY STORIES AND RAIN BEING SCARED

TRUE scary stories and ambient rain sounds. Download the CHILLING app for more.



THE CALL OF CTHULHU MYSTERY PROGRAM

What dark deeds unfold on the streets of Arkham? And which unwitting souls will succumb to the maddening call... OF CTHULHU?



THE DARK SWAMP

Featuring creepy and unexplained stories sent in by viewers of the show. Follow the show on your favorite podcast platform to be notified of new episodes daily.



HORROR TALES

Presented by Max Ablitzer with original music and custom sound effects by Max Ablitzer for an immersive listening experience.



AIN'T NO SUCH THING

We explore the ghosts, haunts, monsters, and more urban and rural legends from across the world and across cultures, and we tell our own, original horror stories based on those legends!



HORROR HILL

A multiple story, horror-themed audio storytelling podcast, spun off from *Chilling Tales for Dark Nights* and its popular YouTube channel of the same name.



DR. MELINA

Serves Up Practical Advice For Healthier Living

Dr. Melina Jampolis is a highly sought-after nutrition MD and media contributor who's been a visible public figure in the nutrition space since the early 2000s. One of the first doctors to focus her practice exclusively on lifestyle medicine before it was trendy, she is the host of the podcast *Practically Healthy by Dr. Melina*, which reflects her work in the areas of nutrition, disease prevention, and weight management.

She didn't set out to work in the media, yet Dr. Melina hosted the *Fit TV's Diet Doctor* series for the Discovery Network in 2005. She also wrote all the episodes to ensure they were medically accurate.

Next, she went on to be a diet and fitness expert for CNN. She has been a guest on hundreds of TV shows and has written five books, of which the last two reflect her passion for herbs and spices.

Ever humble, she said, "Over the past 20 years, I've met some extraordinary people,



and the more I've learned about nutrition, wellness, and disease prevention, the more I realize there is to explore, and the more I want to learn."

Her expert guests range from scientific colleagues to practitioners she's worked with on television and book projects, etc. *"In addition to tapping into their vast knowledge base, I can joke around with them, too. I think the personal relationships make the episodes more fun for listeners."*

While the conversations on *Practically Healthy* by Dr. Melina may be entertaining at times, they're rooted in cutting-edge science. For Dr. Melina, this is in sharp contrast with much of what is offered in social media. *"It seems that if someone builds up a large enough following on Instagram, TikTok, or another social media platform, they're instantly seen as an expert. Like many other knowledgeable practitioners, I'm reading medical journals in my free time, not choreographing a dance for TikTok. A lot of the information that's being disseminated on these platforms is not completely accurate."*

"I promise my audience they're not going to get any BS on my show."

Her keen interest in investigating nutrition science has led her to consider exploring the health journeys of celebrities like Randy Jackson. *"He and I have been collaborating, and he's very candid about his challenges. Being a celebrity with all the money in the world doesn't necessarily*

make it easier for you to be healthy. You still have to go to the kitchen cabinet every day and figure things out."

With this in mind, Dr. Melina is firmly committed to offering practical advice. *"Over the 22 years I've been in this field, I've learned that if recommendations aren't practical enough to integrate into your lifestyle long-term, you're probably not going to stick with it. And short-term interventions, like a quick detox or cleanse, don't do much good."*

"I'm very open about not being perfect. For example, I had a piece of a cookie for breakfast this morning just because it was there. The name of the podcast has a double entendre for this reason—Practically Healthy is both practical and not perfectly healthy, meaning there's room to live your life and still be healthier by making positive changes and healthy choices the majority of the time. I don't know of anyone who's perfectly healthy."

"I've met some extraordinary people, and the more I've learned about nutrition, wellness, and disease prevention, the more I realize there is to explore, and the more I want to learn."

We can indulge and still have healthy, vibrant lives.”

Dr. Melina revealed the secret to maintaining her vitality. *“I have a very supportive husband. I probably couldn’t do everything I do without him, because there are times when I have a lot of different balls in the air, and it can be very overwhelming. Luckily for me, exercise is stress management.*

“I had my two sons unexpectedly—my first was born when I was 40. The beauty of being a mom of pre-teens at age 52 is that it gives me a perspective I didn’t have 15 years ago. My kids are my priority, and I’m protective of my time. Plus, as you get more advanced in your career, you don’t have to say yes to everything, so that helps.

“I also volunteer at a center for homeless children, helping them eat healthier and have a healthier lifestyle. It keeps me grounded and energizes me. It’s easy to write a check. It’s a lot harder to go and volunteer for a workout class or a healthy cooking class.

“Continuing to see patients, along with volunteering and interacting with the scientific community, keeps me balanced with my head in the game.”

Dr. Melina acknowledges that nutrition science is very complicated, and there’s still a tremendous amount we don’t know.

“The public wants definitive answers, but there is always a risk of journalistic misinterpretation or headline-driven journalism. Nutrition is nuanced and

DR. MELINA listens to



HABITS AND HUSTLE

Thought leaders, entrepreneurs, and overall extraordinary people share the stories, habits, and rituals of their fulfilled lives.



CHASING LIFE

Discover why we feel refreshed after visiting the ocean, how our gut helps us maintain homeostasis, and the evolutionary root of bad dreams.



HAPPIER WITH GRETCHEN RUBIN

A number-one bestselling author brings practical, manageable advice about happiness and good habits to this lively, thought-provoking podcast.

“There’s room to live your life and still be healthier by making positive changes and healthy choices the majority of the time.”



“I promise my audience they’re not going to get any BS on my show.”

individualized, and there tends to be a lot of factors at play. You may have one person presenting a very powerful argument for why red meat is good and another person presenting an equally powerful argument for why it is bad. I think this leads the public to feel that experts are flip-flopping or not giving definitive answers, but often, there aren’t any.

“There are times when I say to a journalist, ‘I don’t know,’ or ‘I can’t comment definitively on that,’ and the journalist simply goes out and finds somebody who claims they do know definitively. I understand the public’s frustration, but you’re going to be hard-pressed to find a nutrition study that’s 100% scientifically based on a randomized controlled trial. Here’s an example that demonstrates why—if you’re studying something like colon cancer, the evolution of that is 20 years. What did you eat 20 years ago for breakfast? Who the hell knows? That’s why we’re never going

to have definitive studies in nutrition. What you eat is too variable. Nobody remembers what they ate yesterday.”

Episode after episode, Dr. Melina is achieving the goal of the *Practically Healthy by Dr. Melina* podcast—serving her audience by helping them live healthier lives. 🎧



Health & Fitness Category Director

Christine Franklyn

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UNDER THE RADAR

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



STAY OFF MY OPERATING TABLE

Dr. Philip Ovadia, host of the podcast *Stay Off My Operating Table*, used to feel he was destined to be obese, based on his family history. And all his life, right up to becoming a heart surgeon, he struggled with obesity.

The guests he interviews on his show every week are as inspiring as his story.

This podcast is made more special because of Dr. Ovadia's firsthand experience in nothing helping him shed weight.



After seeing himself reflected in the overweight people he was operating on, he recognized that his excess pounds could easily lead him to end up on the operating table, too. So, he figured out how to lose 100 pounds and keep it off.

His passion for this subject clearly drives him to find guests who have a valuable-yet-different take on concepts related to good health.

The August 23, 2022, episode features a health-coach-turned-mindset-coach who helps people move past the limiting beliefs that are preventing them from creating change in their lives. This thought-provoking subject can very well help listeners finally commit to achieving their health goals.

With fascinating conversations about a variety of wellness topics, from metabolic health to dieting, anyone who cares about their health needs to tune in to *Stay Off My Operating Table*. 🎧

Comedy Isn't Funny Business

Just Ask Tom Simes Of *The Business Of Comedy*

It's easy to look at comedians, actors, screenwriters, and other professionals in the arts and assume how fun and glamorous it must be to be them.

What we don't see, though, is the harsh reality of these professions.

The fact is, comedy can be brutal. Oftentimes, it's unprofitable. Case in point: Sebastian Maniscalco spent years waiting tables in Los Angeles and sneaking away to open-mic nights before he was selling out The Forum and the United Center as he does today.

No one knows about the harsh realities of this industry better than Tom Simes, host of *The Business of Comedy*. As not only a podcaster, but also a former comedian and current comedy-club owner, he offers a unique perspective.

Tom shared some of that perspective with *Podcast Magazine*[®], including his motivation for creating a podcast to talk about the business side of comedy.

“I was talking shop to another club owner,” Tom reminisces. *“We were venting about comedians, or something to that effect. I remember thinking to myself that when I was a comedian looking for work, I would have loved to have been a fly on the wall for this type of conversation, seeing things from the club owner’s vantage point. That got me thinking about doing a podcast to help comedians understand the business side of comedy and how club owners think about things.”*

From both the podcast and the conversation, it became quite evident that there are many comedians who are good at their craft, but not so good at the business side and general management of their career. *“It’s both an artform and a business,”* Tom reiterates.

“Frankly, I didn’t realize how many comedians there are until I opened a comedy club,” he confesses. *“Comedy is a very crowded field. Any piece of advice can help a comedian. It’s the little details that can make a difference, especially when reaching out to a club.”*

Not surprisingly, advice around booking emails is one of the requests Tom gets the most. True to Tom’s sincere desire to help those in the comedy industry, episode 46 is dedicated entirely to answering it.

“I often joke that one day, I’m going to

**“When I was a comedian,
I faced the same issues.”**

put together a coffee table book full of bad booking emails,” Tom laughs. *“Some of the ones I get are just ridiculous.”*

To that point, one of Tom’s biggest pieces of advice is this:

“Be professional. If you’re going to be a pain in an email, I’m going to figure you’re probably going to be a pain in person, too.”

Professionalism obviously also applies to the comedian’s behavior in the club, among other comics. That’s why one of Tom’s most popular episodes, #39, which originated following an “episode” in Tom’s club, is on green-room etiquette. *“How you behave in the green room can basically blacklist you,”* Tom bluntly explains. *“When I travel, this is the episode listeners repeatedly bring up when I meet them.”*

“I’ll talk about anything that is going to help comedians in their endeavors,” shares Tom. *“When it comes to trying to get booked, it’s easy to drop the ball. It’s hard enough to be funny, but then you have to get booked, too. When I was a comedian, I faced the same issues. Now, I see it from the club-ownership side of things. My podcast hopefully helps people out a little bit.”*

Though Tom is a fan of podcasts, he admits he doesn’t have the time to listen to every



show he subscribes to. Likewise, he tries to keep episodes short, sometimes as brief as 15 minutes. *“I keep the interviews very short and very on point. Nobody needs to listen to me pontificate on things,”* he says half-jokingly. *“This way, listeners can knock out an episode on the way to work.”*

By its nature, *The Business of Comedy* is topic-based. *“One of the hardest aspects of the podcast is finding a topic that’s relevant to comics along with an expert to talk about it,”* Tom reveals. This is certainly a common problem for many podcasters, but it speaks to Tom’s desire to produce a quality product.

While Tom enjoys listening to podcasts and producing his, he is first and foremost a club owner. His desire to open his own club was nurtured as he moved from comedian to production.

As many entrepreneurial pursuits come to fruition, this one was also born out of a desire and a conversation. *“I was speaking with some friends who own bars*

and restaurants and casually mentioned that I would like to open a club someday,” Tom remembers. The response from his friends: *“Yeah, you should totally do that!”*

“The next thing I know, we’re opening a club,” Tom laughs.

Sometimes, you just need a couple of entrepreneurially minded friends to push you off that cliff and into the deep water.

Tom derives much enjoyment from his interviews. *“I enjoy talking about the business of comedy, and I enjoy talking to people in the business,”* he shares. *“One person even came to the club to meet me just because he liked the podcast so much.”*

While Tom didn’t mention if this raving fan lived near Glendale, AZ, where his club is or came from thousands of miles away to meet him, that is proof enough that people are enjoying his podcast, and that it is reaching the right listeners.

“It’s fun for me,” Tom states simply. *“Hopefully, it is helping comics out there, too, and giving them what they need.”*

If you’re in the business and want to learn more, or if you just have an interest in this particular industry, check out *The Business of Comedy* podcast. As Tom would probably tell you, it’s a tough business, and those in it need to stick together. 🎧



Comedy Category Director

Kenneth C. Bator
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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



SCARY(ISH)

OK, yes, Halloween can be fun. It doesn't have to be as dark as I made it out to be in the true-crime feature on *Paradise After Dark* or in the Under the Radar review of *Monsters Among Us* in this issue.

Such is the case with the Scary(ish) podcast. By the name alone, listeners craving creepy stories told with humor should be intrigued.

This show is hosted by Adam Diaz and Robin Grace, who keep some pretty heavy topics as light as possible. I was laughing within the first



90 seconds of listening to my first episode—which is a good sign for a Comedy podcast.

Although it's listed under Comedy on Apple Podcasts, it's also under History and Culture on Spotify, as well. And that's pretty accurate, considering the stories they cover represent a wide range of topics.

They also refer to their podcast as True Crime, at times. And they do an admirable job of not making fun of victims while managing to have fun with the situation.

For example, in episode 226, they talk about The MGM Grand Fire and are careful to be respectful of the families of those who died in that tragedy. However, they do make fun of the shortsightedness of those who built the resort with an obvious lack of safety protocols.

If you're looking for something a little lighter this Halloween and beyond, give *Scary(ish)* a listen. 🎧

NEW PODS ON THE BLOCK

Check out these awesome, brand new pods... and be sure to show 'em some Rating, Reviewing, Subscribing & Downloading love!



STYLE WITH ANA

Hosted by: Ana in Style

This podcast is about creating space in the category of one for the modern entrepreneur of the 21st century. How uniqueness helps entrepreneurs achieve long-term stellar business results.



LIFE & LOVE AFTER DIVORCE

Hosted by: Michelle Pegues

Join Michelle, Denver's leading divorce recovery & self-love coach, on a journey towards healing self, co-parenting peacefully, and thriving in life and love after divorce.

THE HUMAN DESIGN BUSINESS PODCAST
Hosted by: Shari Thompson
Ready to master your money making magnetism to increase your impact & income? Welcome to *The Human Design Business Podcast*, breaking down YOUR unique business blueprint for success, abundance and wealth.



HOPE WITHOUT SIGHT
Hosted by: Saylor Cooper & Matthew Tyler Evans
Blind co-hosts inspire listeners with testimonies of people at their lowest point in life and then climbed to the top, you can do anything you set your mind to do. Managed by www.AmplifyyouNetwork.com



THE D SHIFT

Hosted by: Mardi Winder Adams

These ain't your Momma's divorce conversations. Guest experts share insight and strategies to navigate the challenges of going from married to single with confidence, clarity, and conviction. Managed by www.AmplifyyouNetwork.com



REEL LIFE STORIES

Hosted by: Tammy Gross

Multi-award-winning screenwriter and #1 bestselling international author Tammy Gross helps authors, speakers, coaches and screenwriters turn their dream story into a Hollywood movie! Managed by www.AmplifyyouNetwork.com.

CBD WELLNESS WITH RICK
Hosted by: Rick Anson
Do you suffer from stress and anxiety? Have trouble sleeping or need some pain relief but not sure if CBD is for you? Then welcome to *CBD Wellness*. Managed by www.AmplifyyouNetwork.com



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VINCE MENZIONE

Partnering For Success



What does a man who has spent his life helping companies partner with one another do when he gets in front of a microphone?

He starts a podcast about partnerships.

Vince Menzione is the founder and host of the Tech News podcast, *Ultimate Guide to Partnering*. With over 157 episodes under his belt, Vince's goal is to help the tech industry become more cohesive as corporations recognize that building a partnership with resellers is a main leg for business success.

Early in his career, when he was “*carrying a bag and doing sales*,” he quickly found that partnerships were “*a key accelerant*” to his success. Ultimately, he wound up at Microsoft as a general manger for

U.S. Public Sector Partner Strategy. He had found his calling—helping create partnerships for success.

Vince spent a good portion of his career in this position, and it inspired him to write a manifesto explaining why partnering is critical to business success. You can find it on his LinkedIn profile, and it is worth the read.

What is it about partnering that gets Vince excited? Everything.

His podcast is not just about partnerships, though. It is also about lifting other voices in the technology community. He feels he has an “*obligation to do so, for all the opportunities*” he has been given. He doesn't want it to be just all “*white male voices*,” either, which is more common

in the tech sector. He makes a point of finding diversified voices who share their journeys to help others move up and grow.

He aims to have authentic conversations that help people create partnerships in their businesses and in their lives. On and off the air, Vince acts as a mentor to the up-and-coming just starting out, and to those who have already been in the industry for a while, but want to learn and grow. As a result, the *Ultimate Guide to Partnering* is morphing into a conversation about, and examples of, successful leadership.

Recently, Vince saw a post about his show on social media by a brand-new listener. That listener loved his show so much, he took six pages of notes from a single episode, which he then photographed and posted. It's moments like that that keep Vince going.

Growing your audience is not easy, if you are not a celebrity or find some way to go viral. Vince works hard to get the word out, but even in an industry where he is well-known, it is still a challenge.

He also works hard on his show, devoting an average of about twenty hours a week. That includes research, hosting the actual show, and then finishing all the details to post and promote the episode. All this while working with his consulting clients.

At one point, he realized that others were trying to copy his work. To prevent that from happening in the future, he trademarked his show. Not many podcasters go to that level to protect their intellectual property,



ULTIMATE PARTNERSHIPS®

ULTIMATE GUIDE TO PARTNERING
WITH VINCE MENZIONE
Featuring World Renowned, High Performance Coach,
Dr. Michael Gervais

“What use is a partnership, if it doesn’t benefit both sides?”

but Vince believes deeply in what he does and doesn't want someone else to try and capitalize on his hard work without the same level of integrity he puts into it.

Starting the podcast changed Vince's trajectory for his career. He was thinking about going back to work for another tech giant until he spoke at a conference. He kept getting stopped in the hallways by people commenting on his show, and they



kept handing him cards saying, “Can you help us with partnerships?”

That’s when he realized he had other choices. He wanted to help others build their businesses with the “secret sauce” he had learned—partnerships. So, he took one short foray back into the corporate world and is the first to admit he was “lured by the pressure of the big paycheck and a chance to change their culture.” Due to his contract, he stopped producing the show. Otherwise, he would have had to comply with the constraints they would place on his content and branding. Rather than compromise his content, he paused. He left that position during COVID and hasn’t looked back once.

Leaving was the catalyst to write his manifesto on the Seven Principles of Partnerships. Returning to his show, it is now bigger than ever, and his consulting practice is thriving once again. He has landed several sponsorships for the *Ultimate Guide to Partnering*, as well,



Vince with his wife and children

including one from Athletic Greens, which is very special to him.

Early on in life, he decided he needed to make his health a priority. He lost 65 pounds and appeared on TV multiple times to talk about mindset, health, and the techniques he learned to help him achieve his health and business goals. One of the products he believes helps him to continue his quest to optimal health is none other than Athletic Greens. His partnership with them enables him to help others establish symbiotic partnerships, too.

After all, as Vince loves to say...

“What use is a partnership, if it doesn’t benefit both sides?” 🗣️



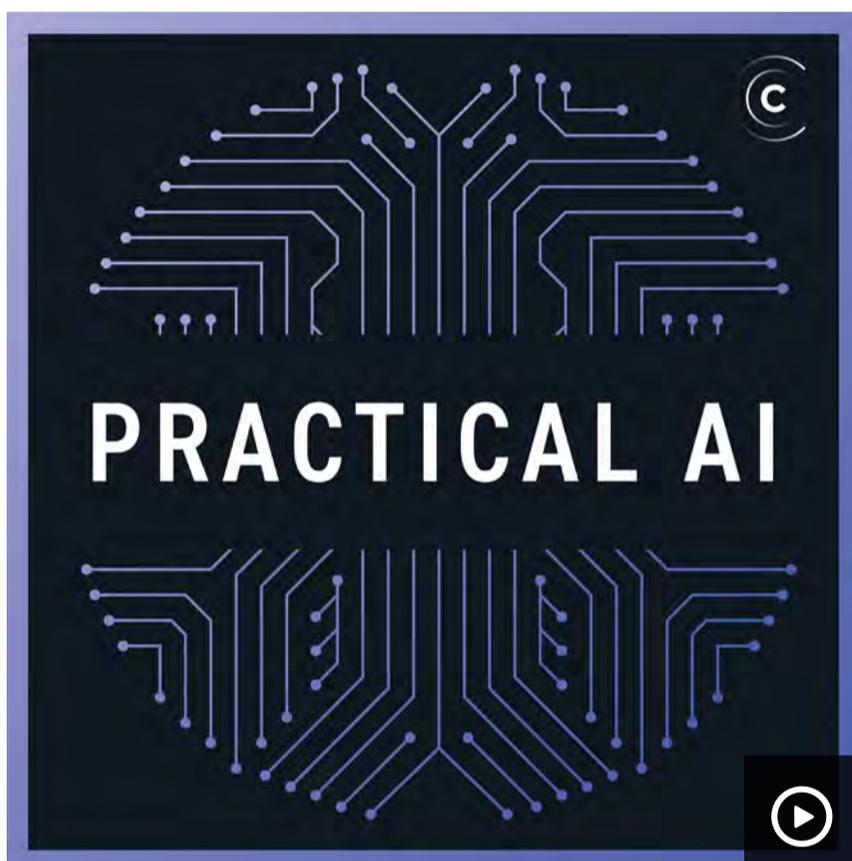
Technology Category Director

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It’s all about the questions 🎧



UNDER THE RADAR

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



PRACTICAL AI: MACHINE LEARNING, DATA SCIENCE

I stumbled upon this podcast while researching another. I love finding hidden gems like this, especially for the underrated section of *Podcast Magazine*[®]. The hosts are fun to listen to and appear to deeply care about educating their audience about AI and how it can and is being used in real-world applications.

Their latest episode speaks to what those in AI actually think about AI, its evolution, and its future. Hearing differing perspectives is



what makes a good podcast, in my book, and *Practical AI* delivers, with a varying slate of guests from all facets of the AI world.

The hosts have an interesting series on AI in Africa and AI in healthcare that are not your usual interviews for an AI show. That fits with their goal of delivering conversations about how AI is being used to move the world forward.

One of the hosts was recently ill with COVID, and he had an in-depth conversation about how AI is being used to track COVID and find a cure. It then went deeper about AI and nutrition, and how AI in one seemingly disparate arena can be used to help humanity hack performance.

If you are curious about the ethical conversations about AI, yet want to explore the real data that comes from machine learning and how it is changing the world as we know it, take a listen to this podcast. 🎧



MUSEUM CONFIDENTIAL

Pulling Back The Curtain On The World Of Museums

As a teenager, *Museum Confidential* host Jeff Martin dreamed of being a writer like Jack Kerouac or Hunter S. Thompson. He was hungry, eager, and impatient. So, he skipped the perceived tedium of college life and plunged directly into his passion—writing.

“Sometimes, you’re so eager to just get out and do things,” Martin says. *“Some people need that path, and some don’t—it just depends on the individual. I’ve always had a lot of ambition, but I’ve also been very open to what the next thing will be. I’ve followed each opportunity as it’s presented itself to me.”*

One of those opportunities surfaced in 2009 when he was in his late 20s.

Wanting to create a literary scene in Tulsa, Oklahoma, Martin started a citywide reading initiative called “Booksmart Tulsa.”

“I was bringing in authors and hosting social events around town to engage younger people,” he says. *“We were rotating events at different places around town that were fun and interesting, and one of the first was at the Philbrook Museum of Art.”*

While planning the event, Martin became friendly with the museum director, Rand Suffolk, who is now the director of the High Museum of Art in Atlanta. *“He liked what I was doing—I was a young go-getter*

trying to do all kinds of interesting things at that time.”

That relationship presented Martin with another opportunity that has directed the rest of his career—but he didn’t see that possibility when Suffolk’s secretary called his cell phone during a basketball game with friends.

“I thought we were going to do a follow-up and maybe look at doing more book events,” explains Martin, who popped by Suffolk’s office after the game—sweaty and shorts-clad—thinking they were just going to chat. *“He basically offered me a job on the spot. He said, ‘I like what you’re doing. I want you to take some of that energy and bring it here.’ It was a total fluke.”*

Martin had never worked in the museum field—nor visited many growing up—but he did have experience in communications and an interest in social media and the new media space. *“I fell into the museum world pretty fast and loved it right away,”* he says.

In the 13 years since, Martin has advanced from online communities’ manager to director of communications and been instrumental in expanding the museum’s reach and offerings, like an exhibition about the inner workings of a museum.

“We had an idea for an exhibition called ‘Museum Confidential,’ based on the idea that most people don’t know how exhibitions come together,” he says. *“People really love seeing how things*

work behind the curtain. So, we pulled that curtain back.”

While his team had been talking about creating a podcast, the opportunity didn’t present itself until that exhibit came to fruition. The idea was for a limited-series podcast based on the content of the exhibit. Once they finished the series, though, Martin didn’t want the podcast to die. To keep it going, he asked Public Radio Tulsa (NPR) to continue partnering with the museum.

“The response was so great from that first season that even though the exhibition closed, and we didn’t have a specific focus, we decided it is something that could carry on,” he says. *“After that first season, the show changed a bit. We spent the whole first season with a navel-gazing internal look and knew the show would only work if we turned our gaze outward.”*

“I WAS A YOUNG GO-GETTER TRYING TO DO ALL KINDS OF INTERESTING THINGS AT THAT TIME.”

Martin co-created the *Museum Confidential* podcast with Public Radio Tulsa producer Scott Gregory, who does the editing and production at studios on the University of Tulsa campus. *“I come*

up with the content, write the content, do the interviews, and creatively direct the show, and then I give Scott all the raw materials, and he makes it into a show,” Martin explains.

“I wanted this to be a podcast for people who like museums and visit museums, but also take some of the misconceived ideas about museums and spin them on their heads a little bit—make people think differently about them.”

While some episodes have been lighter, like those on the Crochet Museum or Museum of Bad Art, Martin also delves into more serious issues, like unions and race. *“Having that balance has become very important to us,”* he adds. *“We’ve just been thrilled that people responded and actually want to listen to the show.”*

With more than 100,000 podcast subscribers, Martin said an accurate audience count is difficult, because the episodes are also broadcast over the airwaves, as well as through Public Radio Tulsa’s website and app.

“We’re able to reach people internationally through these tools that we wouldn’t be able to otherwise,” he adds about the partnership. *“We have a lot of people who listen to our show who are not in our area, so anytime it*

JEFF

listens to



LONGFORM

Interviews with writers, journalists, filmmakers, and podcasters about how they do their work, hosted by Aaron Lammer, Max Linsky, and Evan Ratliff.



FRESH AIR

Hosted by Terry Gross, the show features intimate conversations with today’s biggest luminaries.



DEAD EYES

The host embarks on a quest to solve a mystery that has haunted him for two decades: why Tom Hanks fired him from a small role in *Band of Brothers*.

“PEOPLE REALLY LOVE SEEING HOW THINGS WORK BEHIND THE CURTAIN.

SO, WE PULLED THAT CURTAIN BACK.”

MUSEUM CONFIDENTIAL



airs on the radio locally, people are often hearing it for the first time. We always try to introduce ourselves again to the local audience, though.”

A tourist spot, Philbrook Museum of Art has become even more popular through the years because of outreach tools like the podcast. He says the more episodes they have, the more success they have, and the more listeners, the bigger the guests they’re able to feature.

“All these different technologies for communication have helped us show people the museum and give ourselves a voice,” Martin says. “There are people who follow us on social media who have never been here, but they just love what we do. We have a relationship with them, and someday, they might come here.”

Just like all the opportunities before, when Martin had a chance to take *Museum Confidential* on the road for live shows, he took it.

**“WE’VE JUST BEEN
THRILLED THAT PEOPLE
RESPONDED AND**

**ACTUALLY WANT TO
LISTEN TO THE SHOW.”**

“It’s always fun to go and have people come out and say they listen to the show or that they’re fans,” he says. “This has become something I truly love and have a passion for.” 🎧



Arts Category Director

Linda B. Margison

arts@podcastmagazine.com

Got an Arts podcast suggestion?

Let us know! >



UNDER THE RADAR

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



WRITE NOW WITH SARAH WERNER

In late 2015, I switched jobs, lengthening my one-way commute from five minutes to 45. After a few weeks of blaring music, I needed a better way to occupy my mind for 90 minutes a day, so I listened to my first podcast, *Write Now with Sarah Werner*.

I was a writer traveling to a writing job, so I thought a writing podcast would be my perfect companion. And that's exactly what *Write Now* is.



Werner hands out doses of encouragement, advice, and thoughtful talks with writers of all genres. When she experiences struggles, like most creatives do, she faces them boldly and shares with listeners, offering the reassurance that she—and we—will survive. Her soft-spoken candor feels like she's talking directly to the listener, and even when the advice is tough, the words are gentle, as if from a close friend who understands battles with the outside world and the enemy inside.

I learned tips and tools for writing, reasons why self-care is important, and ways to bounce back during a dry spell, plus a whole lot more.

Seven years later, I'm still listening and learning, even though my commute is now only three minutes. Instead of simply filling a void while navigating traffic, I mindfully choose to sit down and listen, and I'm a better writer and person for investing the time. 🎧

MIDTERM PROGRESS

9 Podcasts For Students, Parents, & Teachers On The Road To School-Year Success

The launch of each school year promises the possibility of a new start, new faces, and new opportunities. However, as fall break and midterm grades arrive, students, parents, and teachers come to realize how successful they've been in taking advantage of that new start.

Whether it's study habits, morning routines, teaching techniques, or learning challenges, the problem areas begin to surface and reveal where a little extra support could contribute to a more successful semester.

That's where the following nine podcasts come in!





GRAMMAR GIRL ⬆️

Is “splooting” a real word? Is “em” short for “them”? What are “frozen binomials”? What’s the hype about the Oxford comma? Students will find the answers to these and many other grammatical questions listening to *Grammar Girl*. This award-winning podcast, hosted by Mignon Fogarty, explores writing, history, and the rules of the English language. Not only will students hear quirky stories about words they know and those they don’t, but lessons will also help them use words and punctuation correctly.



EVERYBODY ESL ⬆️

While the Department of Education reports 4.8 million English language learners (ELL) were enrolled in 2015, the National Education Association estimates one out of four children in classrooms across the nation will be ELL by 2025. *Everybody ESL* is a podcast for anyone who wants to improve, practice, or learn more English. The host—known simply as “Ben”—thoroughly explains the different meanings and proper uses of idioms like “small potatoes,” “come on,” “here you go” vs. “there you go,” and “strapped for time” in episodes of four to six minutes in length. This is not only helpful for students learning English as a second language, but also for native English speakers wanting to use correct vernacular.



⬅️ **COLLEGE SUCCESS HABITS**

Host Jesse Mogle understands that being successful in college isn’t just about finding tricks and tips to improve how you listen, take notes, or study. It’s not just about focusing, making priorities, and managing one’s time, either. His holistic approach delves into the importance of emotional intelligence, empathy, communication, discipline, choice, stigma, ego, personal responsibility, and the six core human needs, just to name a few. He shares success habits and hacks that will help students of all ages—and even those who aren’t attending school—live and perform with more efficiency and effectiveness.



DECODING LEARNING DIFFERENCES

Kimberlynn Lavelle shares insight for parents navigating their learners' ADHD, dyslexia, dysgraphia, dyscalculia, autism, processing disorders, and other learning disabilities. Not only does she discuss how to motivate learners to read and write, but she also explores how reading comprehension and vocabulary are impacted by disabilities, as well as how children learn at different speeds and whether parents should consider unschooling, home education, and/or intervention.



10 MINUTES TO A BETTER HOMESCHOOL

Each week, veteran homeschool mom Pam Barnhill offers practical tips, stories, interviews, and inspiration in ten-minute, digestible episodes about schedules, burnout, efficiency, curriculum, planning, and more. She thoroughly addresses homeschooling for preschool, kindergarten, early elementary, and high school, as well as how—and if—to homeschool while working at home and finding ways to balance school and life. Earlier episodes include interviews with experts, homeschooling moms, and entrepreneurs.



THE PARENTS' SOLUTION

Host Kimberly G provides educational and informative content for parents needing proven and viable solutions within the educational space. Her aim is to give listeners easy-to-understand solutions and practices within an academic and socio-emotional context to help parents become more aware and informed. She shares statistics, experience, and solutions on a broad range of topics like empathy, college debt, letting go, advocacy, and making practical educational choices.



THE LITERACY DIVE PODCAST ▶

Elementary school teacher Megan Polk shares new ideas and techniques for educating students about literary techniques, choices, and elements. Her goal is to provide actionable steps and information, tips, and strategies she has learned as a literacy specialist. Besides writing basics and advanced tips, she touches on preparing for tests, using multimedia to support readers, celebrating published writing appropriately in the classroom, and creating a summer to-do list.



TEACH ME, TEACHER ▶

Teachers aren't just teachers; they also address mental health, communication, and socio-economic issues that impact their students' lives. This podcast is a no-nonsense approach to teacher development—a way to learn new skills, better their craft, and get new ideas that ultimately fuel their own ideas and projects. Episodes feature teachers and administrators—like Patrick Harris II, Todd Nesloney, Hamish Brewer, Alfie Kohn, and Donalyn Miller—with unique perspectives on current public-school topics.



◀ **THE CULT OF PEDAGOGY PODCAST**

Host Jennifer Gonzalez goes beyond simply giving teachers ideas for lesson plans. She shares teaching strategies, classroom management, education reform, and educational technology—all those valuable teaching elements that encourage a more well-rounded learning experience for students and teaching experience for educators. Gonzalez interviews educators and students about the social and psychological dynamics of school, trade secrets, and more.



Education Category Director

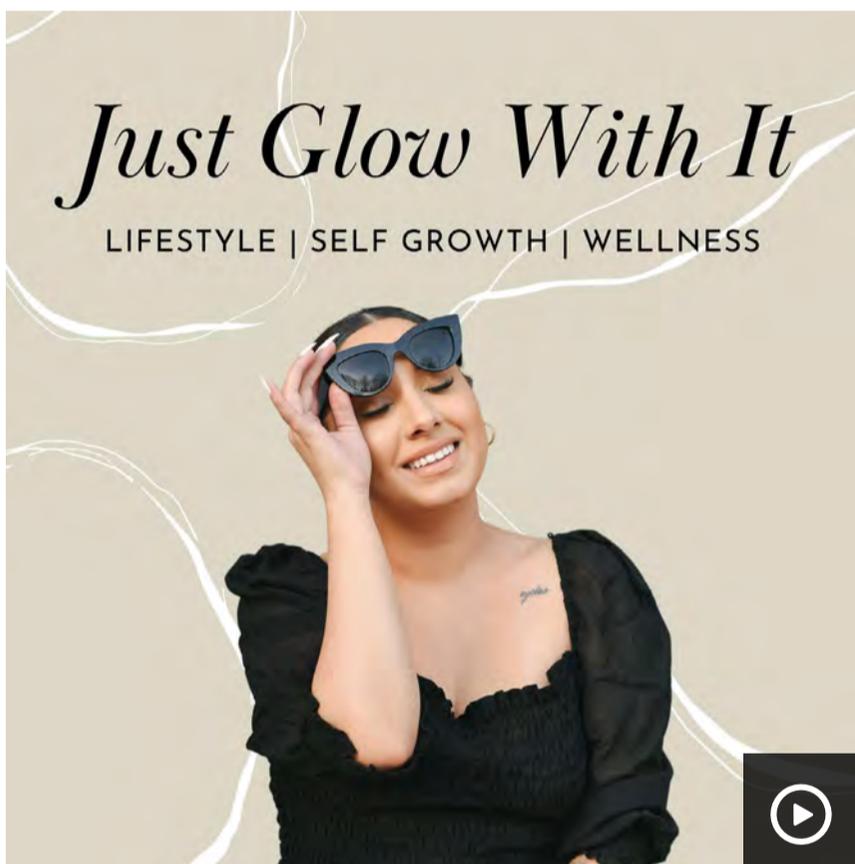
Linda B. Margison

education@podcastmagazine.com



UNDER THE RADAR

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



JUST GLOW WITH IT

As a middle-aged woman who is a self-improvement and self-growth junkie, this podcast hosted by Jasmine Shah has so much that speaks to me.

First, it's a lifestyle, wellness, and personal growth podcast—three areas of focus always at the forefront of my mind. I constantly strive to be a better person, a better citizen of the world, and a better creative.

Shah sets out to help guide listeners on a journey to their best self and dream life.

She shares conversations from the heart and real-life lessons, to help give modern, spiritual, ambitious women tools and tips that help them heal, grow, and elevate into their next-level selves. Yes, yes, yes.

As much as my heart wants to devour this podcast, I have to revert to The Rolling Stones on this one: “You Can't Always Get What You Want.” Don't get me wrong—the host is lovely and shares great information, and the podcast is well done.

But, quite frankly, my attention span can be short, and the lead-ins are too long for me. I had difficulty staying engaged long enough to get value from her advice and positivity. But I'm not this podcast's audience: young women wanting to listen to a genuine host who makes them feel like a girlfriend is sitting down to a cup of coffee. I really wish that was me. 🙄

DOWNLOADS IS THE GAME

Every social media platform has a different method of measuring success. While YouTube looks at channel subscribers, it is views that rule the roost. Twitter's top gauge is followers. TikTok is views, Instagram is followers, and podcasts are downloads.

The term “downloads” refers to the number of people who download your episodes to their devices. More than listens and follows, downloads are the biggest indicator of active listenership.

Technically, downloads are the number of times your RSS feed is requested by listeners. They don't actually have to have listened for it to count—if they have their podcast software set up to automatically download your new episodes, it will show up in your stats.

There is no real rule to indicate how many downloads you should or could have. But Buzzsprout has reported that a podcast that receives 30 or more downloads in the first seven days of release will be positioned in the top 50 percent of all podcasts. A podcast that gets 4,200 downloads in the first seven days is in the top one percent.

So, if you've been wondering whether you should spend time trying to increase your Apple Podcasts reviews or social media followers or ebook sales, the answer is simple:

Increasing your download numbers should be your number-one priority.

How to do that? Let's look at five ways, now.

1. AVOID THE UNSUBSCRIBE.

Podcast listeners are binge-listeners. They'll listen to all your episodes at once before moving on to something new. And then, they tend to actually unsubscribe for a while, until you've published enough episodes to warrant binging again.

To prevent listeners from unsubscribing, which in turn increases your overall download numbers, *make sure you are publishing episodes at regular, close intervals*—daily, weekly, or bi-weekly. If you're currently publishing monthly or bi-monthly, your downloads will likely go up quickly with this change.

The other benefit of producing more content is that you can be found by an even wider group of people. You never know when an episode will resonate with someone who'll share it with an even broader audience.

And don't forget to *be consistent* when releasing your episodes. Once your audience can no longer count on new episodes coming out at regular intervals, they'll lose interest and fade away.

2. GET LISTENERS TO SHARE YOUR EPISODES.

On the front end, asking your audience to share your episodes is the easiest way to grow. But that strategy is generally most effective the first time you ask. After that, the number of people who “do their duty” dwindles.

Once your audience can no longer count on new episodes coming out at regular intervals, they'll lose interest and fade away.

What makes more sense is *creating episodes that motivate people to share them*.

So, before recording and publishing an episode, think about the reactions your audience might have.

In order to share something, those listening have to first feel like they wouldn't be embarrassed if others knew they listened. Put a different way, they have to feel a little pride in being a listener, and that others will respect them for it. It's harder for folks to share things that are socially unacceptable, that promote ill will or bad purpose, or are embarrassing.

Consider making uplifting episodes that every listener will want to share with a friend in need of encouragement.

3. MARKET YOUR SHOW.

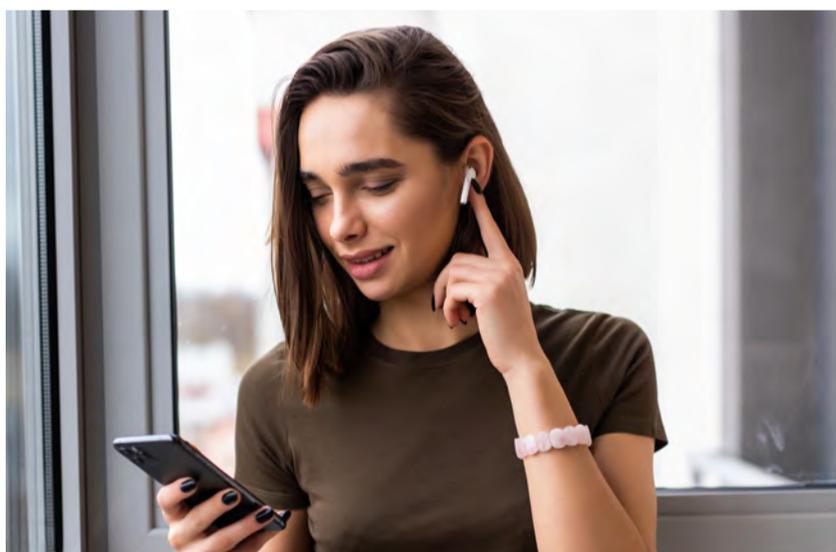
Many podcasters put all their effort into the podcasting part of their business

and forget about how they'll share it with the world.

Start marketing your episodes a month before they come out. Let your audience know what is coming. Use social media to tease episodes, and don't forget about email, phone calls, and physical mail.

Just like theaters hang "Coming Soon" signs on the wall outside the theater and Subway puts an image of next month's sandwich of the month on the door, you too should be creating suspense and desire in your marketing. To inspire intrigue, you might cut valuable quotes out of episodes and post them, for example.

And consider telling the first half of the podcast pre-story in your emails as a series to get your audience interested in hearing the rest of the story.



You don't want a passive audience, so teach them how to become lifelong listeners and downloaders.

4. GET IN THE DIRECTORIES.

Make sure *every podcast directory is featuring your podcast* in one way or another. Podcast Directories in Australia can post about your podcast while you're sleeping. But no one can find you if you are not listed there. (Check out last month's issue of *Podcast Magazine*[®] for a list of directories you can manually register for.)

5. TELL THEM WHAT TO DO.

When potential new listeners show up on your website, explain how to become a regular listener. Tell them which platform you want them to start listening on and walk them through subscribing. On your show episodes, suggest that listeners download all your episodes.

On your website, include links to "Listen on Libsyn" and "Listen on Podcast Republic," and then, include the links for them to get there and do that.

You don't want a passive audience, so *teach them* how to become lifelong listeners and downloaders.

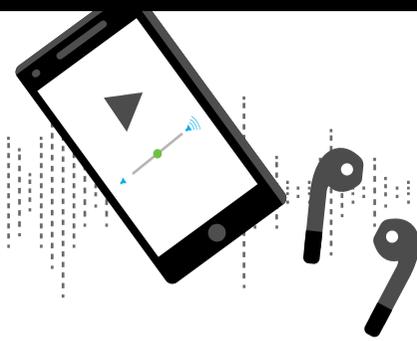
There is no real science behind improving downloads other than truly focusing your time and effort on it. Take action on the ideas that are already jumping into your mind while reading this article—don't just think about them. 📌



The Professional Podcaster

Dan R Morris
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TracingThePath 🎧

IN YOUR EARS



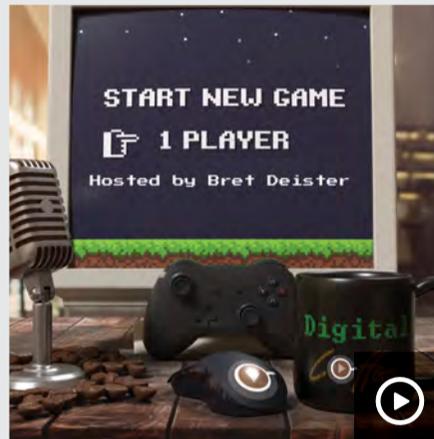
Your 'buds' will thank you for introducing them to these shows



THE WRITER'S PARACHUTE

Hosted by: Donna Sager Cowan

Guiding author and writer dreams to a perfect landing®. Offering tips, tools and real talk about when things don't go as planned for your books!



DIGITAL COFFEE: GAMING BREW

Hosted by: Brett Deister

A show about PC Gaming. If you ever wanted to learn more about the PC gaming industry, this is a show for you. I discuss the important topics within the industry. If you're a parent, impress your son or daughter about your knowledge and if you're a gamer that wants to stay in the know, subscribe today and find out!



LEGENDARY DADS

Hosted by: Kevin Williams

Let's walk together on the journey from being a dad who is doing what he thinks he's supposed to and hoping it's right, to becoming a dad who is clear on who he is, where he and his family are going, and why. This is how we become, *Legendary Dads!*

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*Martini Giant hosts (from top)
Chris Nichols, Daniel Thron,
and Erick Schiele*

MARTINI GIANT

Drink. Talk. Drink.

Three fun-loving friends who share the common bond of being industry professionals created the *Martini Giant* podcast for those who love movies as much as they do.

Chris Nichols has worked with Dan Thron and Erick Schiele on both big-budget and indie projects. He has been in the visual effects industry for 20 years and has a total of 30 years of computer graphics experience.

Erick, too, has spent close to 30 years in the visual graphics field. He describes himself as “*the oddball*,” and he’s one of Chris’s oldest friends.

Chris added, “*He’s our crazy artist. We’re convinced he has ADD, but more importantly, he has a wealth of knowledge about movies and rock and roll, and he doesn’t candy-coat anything.*”

The graphics for the *Martini Giant* podcast are Erick’s domain.

“For every episode, Erick takes stills from the movie we are discussing and replaces the actors’ faces with our faces, to poke fun at how into movies we are,” Chris explained. “*He comes up with hundreds of designs per day. He’s the most prolific artist I know.*”

Erick shared a bit of his backstory. “*I’m a painter, and I got into set design in New York. Then I moved to LA, and I started designing titles for films and got into 3D. Like Dan, I write and direct, but my day job is graphics.*”

Dan has been in the visual effects world for 15 years. “*I worked with video games before that, and I also do illustration, matte painting, and concept design.*”

Chris explained how he and Daniel met. “*We worked together at Digital Domain, a visual effects company. We actually later interviewed Scott Ross, who co-founded the company with James Cameron and Stan Winston.*”

“We used to work very long hours, so we would take a coffee break in the evening, go have a martini together, and talk about our favorite subject—movies. Dan’s a walking IMDb. He also has bushy hair and is six-foot-three. He used to hold the little martini glasses, and apparently some of the other patrons of the bar nicknamed him ‘The Martini Giant,’ because that’s what he looked like. We thought it was hilarious, and a friend registered the domain martinigiant.com. We didn’t know what we were going to do with it until we decided to make a podcast and had no name for it. My friend said, ‘You know, we still have martinigiant.com.’ And that’s how we chose the name.”

This podcast is actually a spin-off of Chris’s *CG Garage* show, which he started almost eight years ago.

Chris said, *“CG Garage is a much more technical podcast about computer graphics, but every now and then, I wanted to break it up with something a little different. I used to invite Daniel onto the show to talk about Star Wars or something. Those episodes became pretty popular, and people started asking when Dan was coming back. And then I decided to get Erick in here, too. After he joined us, we decided to turn our conversations into a separate podcast. That was about four years ago.”*

“Dan, Erick, and I would often sit around and talk about movies while having a cocktail. The aim of the podcast is to have people feel like they’re in the room

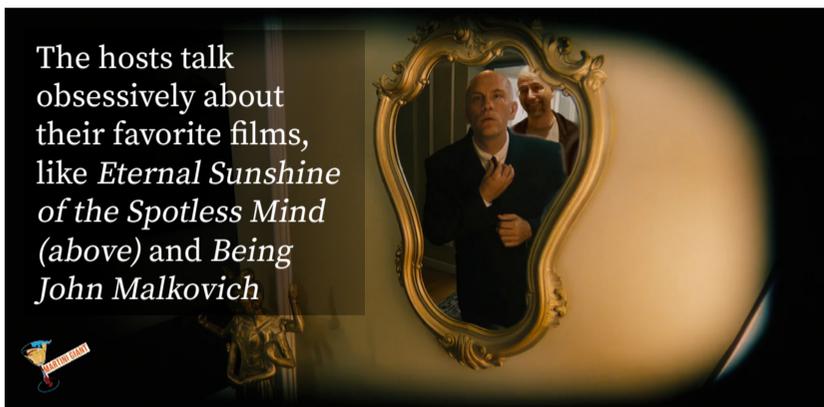


“We used to work very long hours, so we would take a coffee break in the evening, go have a martini together, and talk about our favorite subject—movies.”

with us, having a drink and talking about movies.”

There’s so much to talk about that each biweekly episode of *Martini Giant* is around three hours in length.

“There’s no way we’re going to talk about



The hosts talk obsessively about their favorite films, like *Eternal Sunshine of the Spotless Mind* (above) and *Being John Malkovich*

two movies and compare them in under three hours,” Chris pointed out.

Over the two-week period between episodes, listeners have time to take it all in. *“They can listen to 20 minutes, and then another 20 minutes at some other time, and so on,”* Chris explained.

“The interesting thing about our audience is that I kept thinking we can’t make the episodes three hours long or talk over each other. It turns out, I was completely wrong. Our audience likes all of that. It was surprising. They feel like they’re hanging out with us. Best of all, our audience has a super-deep love of movies, and it’s been underserved by other podcasts.”

With their different personalities and perspectives, it’s almost inevitable that these co-hosts sometimes speak at the same time and have entertaining debates.

“Dan has a lot of deep knowledge about film and can analyze anything. He’s

CHRIS, DAN & ERICK

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The podcast dedicated to exploring the secret and/or forgotten histories of Hollywood’s first century.



A DAMN FINE CUP OF CULTURE

Freshly brewed discussions about films, TV shows, books, comics, games, theatre, and anything vaguely or specifically (pop-)cultural that catches our fancy.



WTF WITH MARC MARON PODCAST

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

“The aim of the podcast is to have people feel like they’re in the room with us, having a drink and talking about movies.”

still trying to convince us that Titanic is one of the greatest films ever. Erick has an amazing understanding of cultural references and a passion for music, and how he associates music with movies is really impressive,” Chris summed it up.

Much of the time, the trio discusses and compares two movies that seem to have nothing in common.

“We tend to bring an interesting twist to the juxtaposition of two movies, like how music is a form of language in two seemingly different films.

“Every Saturday at 3:00 p.m. Pacific time, movie lovers can join us on Twitch. Just go to twitch.tv/martini_giant, and you can

be part of the audience and the show. In the weeks between episodes, we host fun watch parties.”

100 episodes in, the co-hosts have set their sights on creating a short. “We feel that Martini Giant can go beyond the podcast,” they said.

With the trio’s “perfect chemistry,” as noted in a listener’s review, chances are that the short, like the podcast, will be a hit. 🎧



TV & Film Category Director

Raven Blair Glover
tvandfilm@podcastmagazine.com
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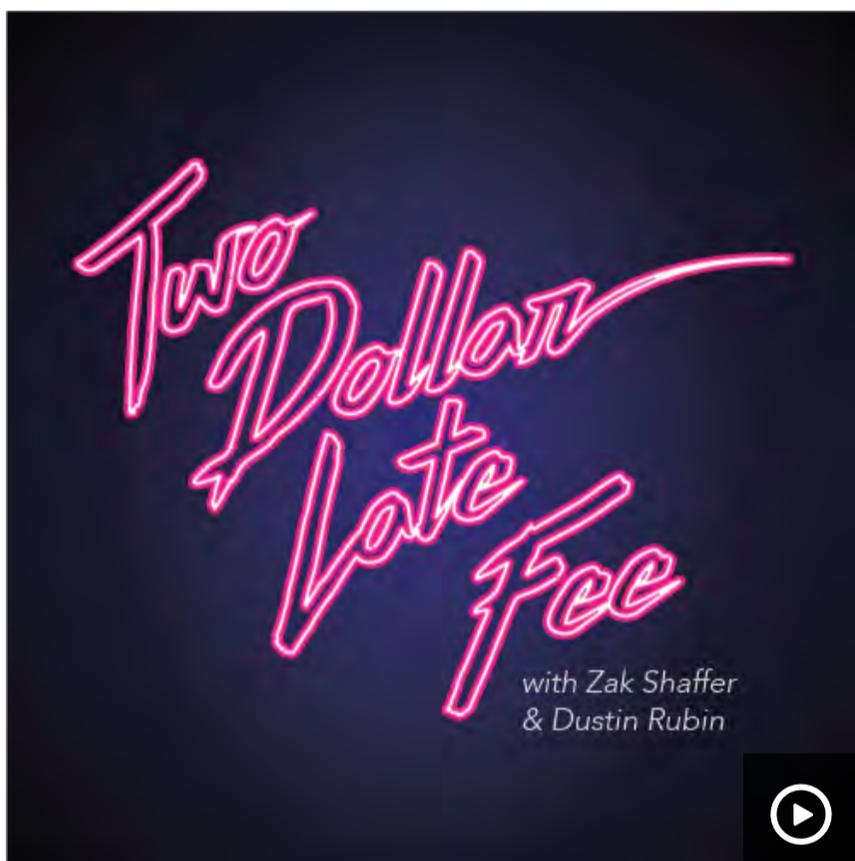
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UNDER THE RADAR

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



TWO DOLLAR LATE FEE

Funny guys Zak Shaffer and Dustin Rubin are the hosts of the *Two Dollar Late Fee* podcast. They are so entertaining that every episode, we half-expect this voice acting and producing duo to announce they're taking their show on the road.

Although they focus on interviewing the actors, directors, writers, and composers who made top-notch 80s movies the gems we know and love, their wit certainly deserves equal top billing.



The entire production is entertaining, episode after episode. Hilarious movie clips get the show going. “*Merci buckets*” is such a common phrase across the interviews that one guest referred to it as part of an “*international language*.” And then there’s the bit of bravado in the intro that never fails to make you smile—“*Before there was IMDb, there was Zak and Dustin.*”

Having said that, it’s a treat to get insights into the journeys of 80s superstars like Oscar-nominee Eric Roberts, legendary actor Ed Asner, and Rocky IV composer Vince DiCola.

The hosts’ dedication to spreading positive vibes, happiness, and humor is heartwarming. Is there a better way to share joy than through 80s nostalgia? I can’t think of anything better.

If you’re a child of the 80s, you’ll love the *Two Dollar Late Fee* podcast. Take a listen today. 🎧

BEST MIC FOR AUDIO DRAMAS

Spencer Wright runs The Pod Mill, the largest full-service professional podcast studio in Utah. They work with businesses in Salt Lake City who use podcasts as a marketing tool. In addition, they produce podcasts for comedians, authors, and other content creators.

Since the success of a full-service studio requires amazing production quality, a studio like The Pod Mill has to make really smart decisions when it comes to equipment, staff, and the facility design.

For podcasters looking to build their own in-house studio, visiting a full-service studio like this one could provide a great many ideas for what you need to do on your own.



One major expense a studio has is equipment. And since a podcast studio traditionally sells a superior product you can't produce on your own, they make sure to get the most effective kind.

First and foremost, it has to produce amazing sound. To control expenses, the equipment also has to be durable and able to handle constant use. Microphone arms, for instance, have to be designed to be lowered and raised several times a day without getting loose or wobbly.

The folks at The Pod Mill have done the research and invested in top-quality tools. As a matter of "proof of quality," they even list their specific equipment on their website.

How confident must you be in your equipment to make it a front-and-center announcement?

Which brings us to you—the independent podcaster in need of high-quality equipment.

While it is normal to do your own internet research, scour Amazon reviews, and ask your questions in podcasting Facebook groups, wouldn't it be even smarter to find out what professional podcasting studios rely on for their equipment needs? Surely, their standards are even higher than your own, because their financial viability depends on it.

Look no further—*Podcast Magazine*® has you covered.

The Pod Mill settled on Lewitt Audio's components. Spencer said, *"It was like going from regular TV to HDTV when we tested the equipment"*—high praise for an audiophile.

Lewitt's LCT 640 TS microphone is not the \$59 Snowball Mic you can pick up at BestBuy. At \$899, it may seem steep to some. But if your podcast brings in even \$1K/month in revenue, it's well worth the investment in sound quality.

For the sake of argument, let's assume this microphone produces the best sound possible... that no better sound from another microphone exists. Would that be enough to make you want to try it?

In truth, for many podcasters, there is



“It was like going from regular TV to HDTV when we tested the equipment.”



an acceptable level of quality that, when attained, is perfectly adequate to the listener, too. Better sound wouldn't equate to more downloads.

But what if you could give the listener a different experience? What if you could provide your audience with the audio experience they get from surround sound?

When you put headphones on and start listening to a podcast, chances are you hear sound coming equally from both ears. If you have listened to anything recorded in stereo, then you know that some of the sound comes from the left and some from the right.

In an audio drama, for instance, the sound

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of someone coming into the room might emit from the right, but as that person walks across the room, it shifts to the left. Normally, this effect requires recording with two microphones.

But with the Lewitt LCT 640 TS, you can record in stereo with one microphone. It has two channels of sound that can create the stereo effect you want. Not only that, but for the true microphone geek, you can change the polar pattern of the LCT 640 TS after the recording. Yes, *after* the recording.

So, if a recording doesn't quite come out the way you expected—perhaps one of the sources from the right is too loud—this mic allows for adjustments *in the production process*, instead of having to call everyone back to re-record.

The LCT 640 TS might be too much for a beginner or someone satisfied with “pretty good” sound quality. But if you're putting together an audio drama podcast and really want the sound to pop in order to create that “movie” in someone's imagination, then 640 TS might be exactly what separates your show from the rest.

Alternatively, if you're interested in using a studio like Spencer Wright's Pod Mill in Salt Lake City, ask them what equipment they use. Tell them what you're trying to accomplish, and make sure the equipment they have will produce the result you need.

More than likely, you'll become a better podcaster just by starting the conversation. 🎧



Gadgets, Gizmos & Gear

Dan R Morris
prodreviews@podcastmagazine.com
TracingThePath 🎧

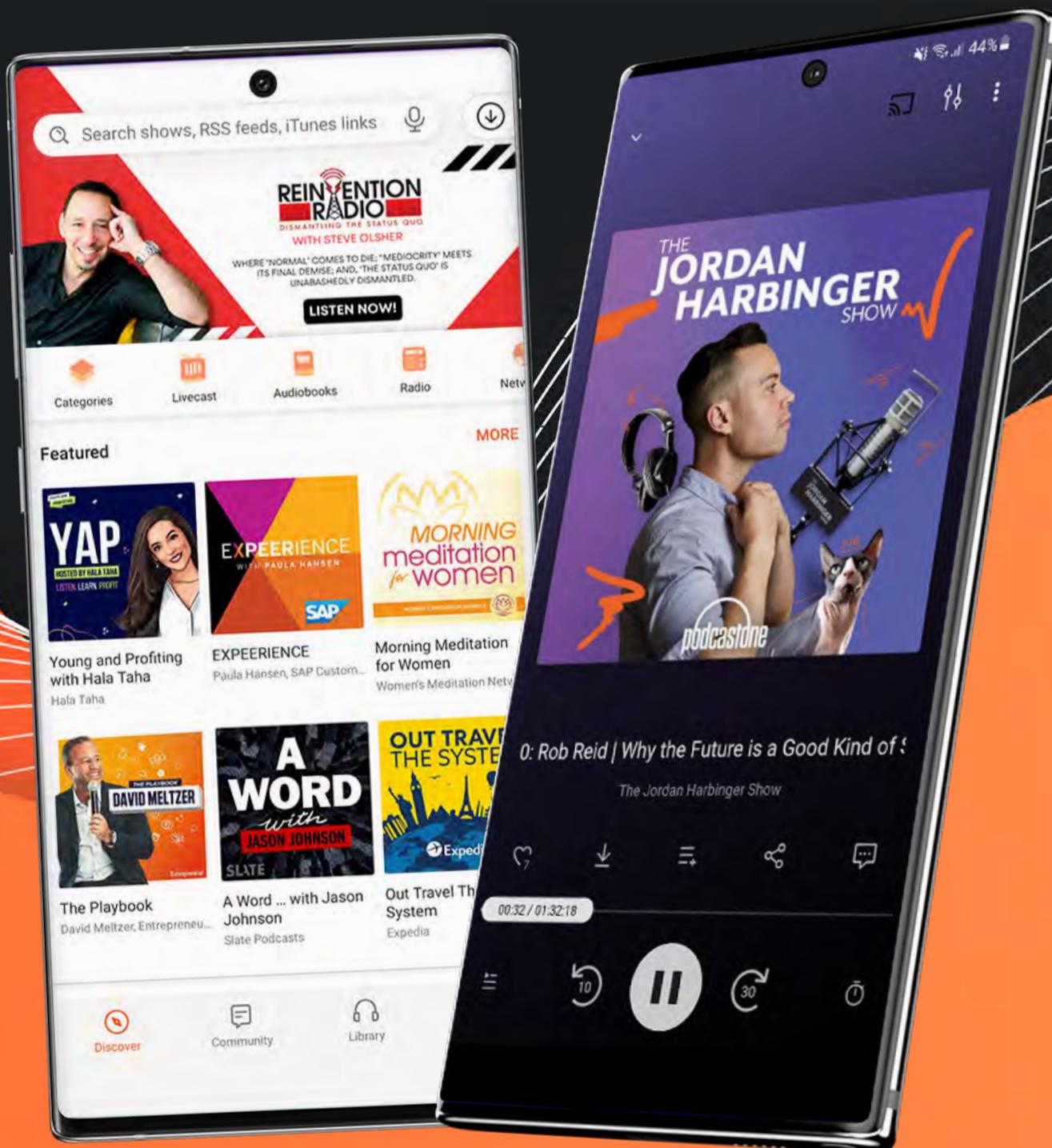


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¹Zoharab, Dave."Apple Podcasts vs. Spotify — Which is more popular?" Chartable, 21 Jan. 2020

OFF THE CHARTS

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

OCTOBER 2022

ARTS



DRAWS IN SPANISH ⬆

Hosted by: Fabiola Lara

The host brings humor and empathy to the conversation, uncovering how the artist's culture and Latinx identity informs their artwork.

BUSINESS

ODD LOTS ⬇

Hosted by: Joe Weisenthal & Tracy Alloway

A Bloomberg podcast that focuses on what's happening economically in the world and in the markets.



COMEDY



COMEDY FACTORY FROM CBC ⬆

Hosted by: Jane Testar

Host Jane Testar collects skits, commentaries, and funny bits that appeared on CBC Radio over the past week. It's an assembly line of humor, safety-tested and priced to move!

EDUCATION

QUALITY QUEEN CONTROL ⬇

Hosted by: Asha Christina

The host candidly discusses sophistication, psychology, dating, lifestyle, and more to open the mind and broaden horizons, offering advice and tough love like only a good friend would.



FICTION



FULL BODY CHILLS ⬆

Hosted by: AudioChuck

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

GOVERNMENT



WHAT ROMAN MARS CAN LEARN ABOUT CON LAW ⬆

Hosted by: Roman Mars

A weekly, fun, casual Con Law 101 class that uses the tumultuous activities of the executive, legislative, and judicial branches to teach us all about the US Constitution.

HEALTH & FITNESS

THE DEAR BODY PODCAST ⬇

Hosted by: Jessi Jean

Real talk on how to stop binging and emotional eating, make peace with food, and thrive in a body you love with Certified Eating Psychology Coach Jessi Jean.



HISTORY



GHOSTLY PODCAST ⬆

Hosted by: Ghostly Paranormal Podcast

Ghostly Podcast takes a deeper look into these stories in a bi-weekly podcast. Each episode, we tell a ghost story – one that some believe is true.

KIDS & FAMILY

WOW IN THE WORLD ⬇

Hosted by: Mindy Thomas & Guy Raz

Hosts Mindy Thomas and Guy Raz share stories about the latest news in science, technology, and innovation. Stories that give kids hope, agency and make us all say "WOW"!



LEISURE



IKUZO'S UNSCRIPTED ⬆

Hosted by: Petar Dzakovic & Luka Vucic

A blunt and uncensored take on pop culture, philosophy, politics, sports, history, and everything else under the Sun. Get ready for honest opinions, shower thoughts, barbershop talks, and city rumors.

OFF THE CHARTS

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

OCTOBER 2022

MUSIC

npr

ALL SONGS CONSIDERED

ALL SONGS CONSIDERED

Hosted by: Bob Boilen & Robin Hilton

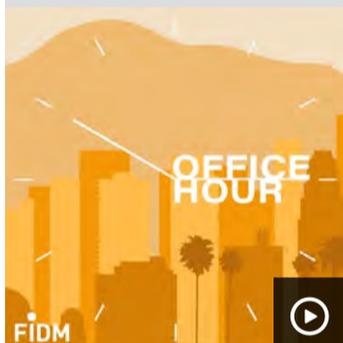
Hosts/nerds Bob Boilen and Robin Hilton are your friendly music buddies with the week's best new music discoveries, including conversations with emerging artists, icons and more.

NEWS

OFFICE HOUR

Hosted by: FIDM

Our hosts draw on their unique backgrounds in fashion and entertainment to discuss trending topics in design, marketing, fashion, and retail, providing insight into these exciting industries.



RELIGION & SPIRITUALITY



THE BASEMENT WITH TIM ROSS

Hosted by: Tim Ross

We encourage people to come down from the desired high-rise to *The Basement*. We get real, vulnerable, & honest, provide mentorship, & also speak with those of influence.

SCIENCE

THE COMPOSTER PODCAST

Hosted by: Jayne Merner Senegal

Practical conversation between industry professionals and farmers with a passion for producing high-quality compost.



SOCIETY AND CULTURE



HAUNTED UK PODCAST

Hosted by: Haunted UK Podcast

Showcasing and telling the stories of Ghosts, poltergeists, UFO's, strange creatures, mysterious disappearances and other paranormal events from around the world.

SPORTS



GROUP GOLF THERAPY

Hosted by: Group Golf Therapy

Group Golf Therapy is a podcast about the intersection of golf and mental health: how the sport makes us laugh, cry, and bubble with rage.

TECHNOLOGY

CURIOUS COINCIDENCE

Hosted by: Antonio Regalado

The show dives into the mysterious origins of COVID-19 by examining the genome of the virus and follows the debate over where the pandemic started.



TRUE CRIME



OLD TIMEY CRIMEY

Hosted by: Kristy Baxter & Amber Gaunt

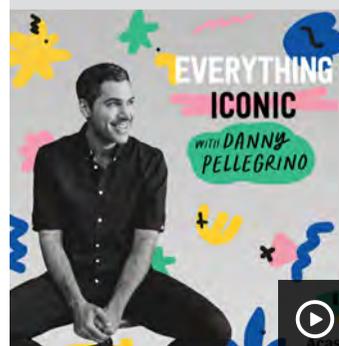
True crime from 1950 and before with Amber and Kristy. Because crime is better in black and white.

TV & FILM

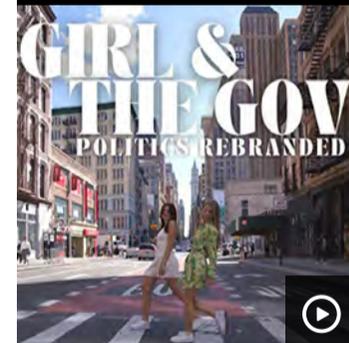
EVERYTHING ICONIC WITH DANNY PELLEGRINO

Hosted by: Danny Pellegrino

This show breaks down reality TV and iconic pop-culture moments. Special guests deep dive into the topics we all care about with some fun detours along the way.



EDITOR'S PICK



GIRL & THE GOV, THE PODCAST

Hosted by: Sammy Kanter & Maddie Medved

An inside look at the ins-and-outs of government and politics through engaging interviews with leaders in the field and segments that address the questions everyone wants to ask.

PODCAST MAGAZINE RECOMMENDS

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

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

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
1	1	CERTIFIED MAMA'S BOY Steve Kramer & Nancy
2	3	NEXT ON THE TEE Chris Mascaro
3	2	KRAMER AND JESS UNCENSORED Steve & Jess
4	5	THURSDAY NIGHT TAILGATE Chris Mascaro & Bob Lazzari
5	4	THE UPSIDE Callie & Jeff Dauler
6	7	NECRONOMIPOD Dave, Ian & Mike
7	6	BK ON THE AIR Barry King
8	9	THE BOX OFFICER PODCAST Mel McKay & Derek Zemrak
9	8	LULLABY: THE FEAR PODCAST Ashley Lanna
10	10	BACKSPIN GOLF Matthew Laurance
11	10	PROMISED LAND Ian Kehoe
12	12	WAIT, WHAAAT ARE YOU WATCHING!? Elaine Chaney
13	11	PROMISED LAND Ian Kehoe
14	14	HUDDLE UP WITH GUS Gus Frerotte
15	39	IN THE GARAGE Gerald Cordova BIGGEST MOVER ↻
16	21	CHAOS N COOKIES Heather Steinker
17	30	ON SCREEN AND BEYOND Brian Zemrak
18	19	LOOSE LIPS Ike Avelli & Tym Moss
19	35	SWORD & SCALE Mike Boudet
20	15	THE ALAN SANDERS SHOW Alan Sanders
21	36	THE RETROGRADE: A VIDEO GAME PODCAST Mikey & Andy
22	31	WTFAMICOM: A GAMING PODCAST Dan & Nick
23	-	COMIC BOOK CENTRAL Joe Stuber
24	-	THE INDYCAST Ed Dolista
25	-	THE BATCAVE PODCAST John S. Drew

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
26	-	AROUND THE HOUSE SHOW Eric G & Caroline B
27	24	FLY ON THE WALL Dana Carvey & David Spade
28	23	GRILLING AT THE GREEN JT
29	25	RADIO LABYRINTH Tim Andrews
30	26	RAPPERS DON'T GOLF Tucker Booth
31	27	WKRP-CAST Allen & Donna Stare
32	-	BEHIND THE BASTARDS Robert Evans
33	-	MORBID Alaina & Ash
34	-	THE LABIA LOUNGE Freya Graf
35	17	ON SCREEN AND BEYOND Brian Zemrak
36	-	IT COULD HAPPEN HERE Robert Evans
37	-	MR GENTLEMAN LIFESTYLE PODCAST Ken aka Mr Gentleman
38	-	SMALL TOWN MURDER James & Jimmie
39	-	BASEBALL AND BBQ Leonard Aberman & Jeff Cohen
40	-	CHAMELEON - ALL SEASONS Campside Media
41	-	VOICES FOR JUSTICE Sarah Turney
42	28	COFFEE AND CASES Allison Williams & Maggie Damron
43	-	MOM CAN'T COOK Andy Farrant & Luke Westaway
44	-	DAVI THE SCAPE GOAT Davi Crimmons
45	-	EMBRACE YOUR EVERYDAY Leah Simpson
46	-	FLEURS TRULY PODCAST Tina & Georgette
47	-	MY THERAPIST GHOSTED ME Joanne Mc Nally & Vogue Williams
48	-	FRIENDS TALKING SHOP Dave, Josh & Omar
49	-	HEAVEN IN YOUR HOME Francie Winslow
50	-	THE SIRENS PODCAST Raven Rollins



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