

SEPTEMBER 2022 / VOL. 3 NO. 8

PODCASTMAGAZINE.COM

# PODCAST<sup>®</sup>

MAGAZINE

BEYOND THE MICROPHONE



GIRLS GOTTA EAT'S

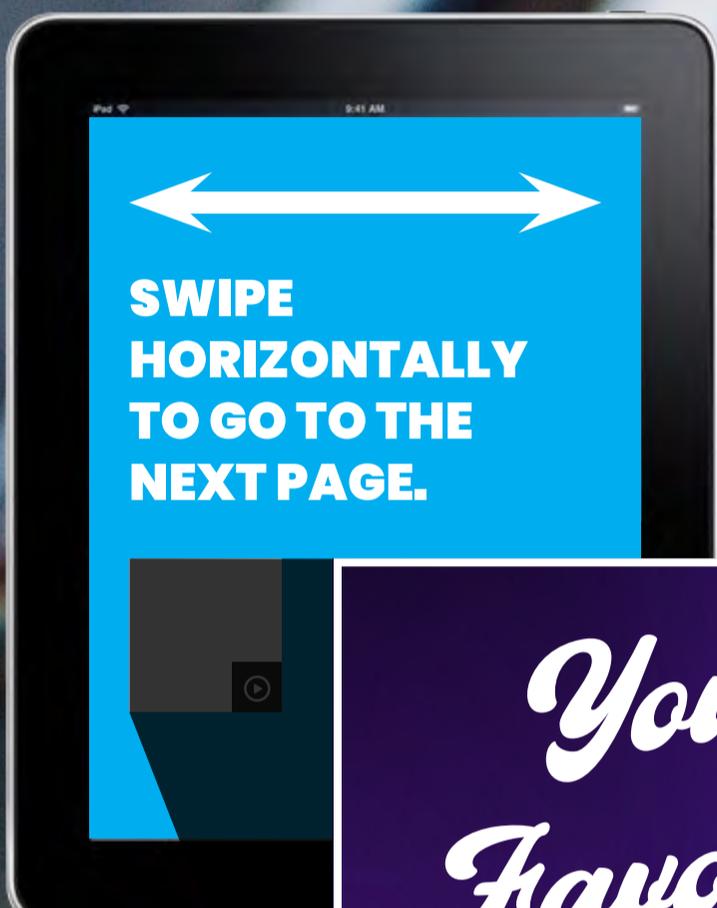
# RAYNA & ASHLEY

RAW REAL SEX (A)SPIEL



# HOW TO USE THIS MAGAZINE

FEATURE



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- THE FICTION PODCAST: Not What You Think
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- True Crime



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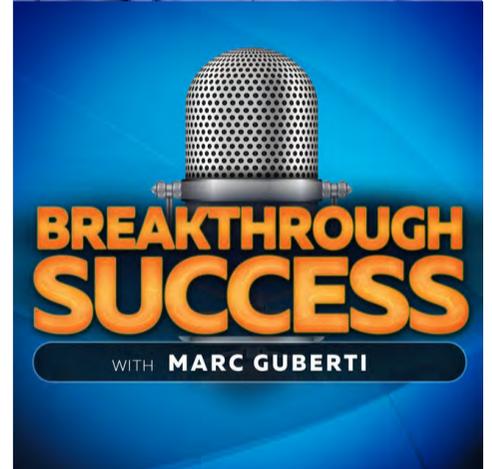


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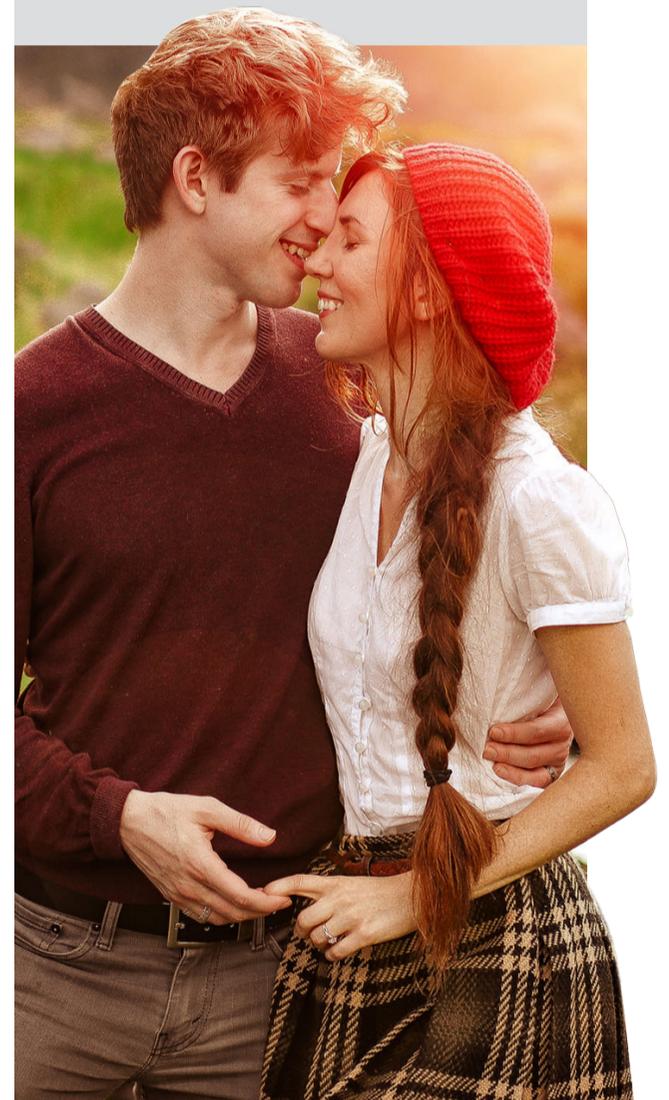


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The industry's only monthly chart highlighting the top 50 podcasts as selected by podcast FANS



# FROM THE EXECUTIVE EDITOR



So hard to believe it's already September!

Over the past couple weeks, we've been doing a lot of reflection on the purpose of *Podcast Magazine*®.

Who are we? Who do we serve? How can we better engage with our readers? How do we grow our following? How do we bring on the right kind of partners and sponsors to share with our audience?

You know... all the typical things business owners ought to be asking themselves periodically—at least annually, in my opinion.

It dawned on me that depending upon how and when you discovered us, you may not be aware that we launched *Podcast Magazine* in February 2020—under 100 days from idea to issue. We followed the first issue with an official launch party

at our bi-annual New Media Summit™ live event in March 2020. Who knew that hours after the launch party, our lives and the world as we knew it would be shut down and forever changed? Live events, a major source of our bread and butter, would no longer be happening for what turned out to be *much* longer than we ever anticipated.

Still, over the last couple years, we've risen to the challenges. Podcasting most definitely saw a rise in popularity as the number of shows increased, and that made the timing even more perfect for *Podcast Magazine*!

With all this reflecting and in consideration of our new subscribers, I figured why not share what we're all about in this month's Letter From The Executive Editor?

## Why Podcast Magazine?

Our mission was (is!) clear, in that we wanted to:

1. Support the growth of podcasting.
2. Be in service to you—the podcast fan—by introducing you to shows, and the hosts who created them, with our in-depth Beyond The Microphone interviews.
3. Give podcast fans access to as many shows as possible... not just those atop the charts.

As you know, popular shows backed by big platforms get all the exposure, thereby accelerating their growth. We set out to change that by introducing you to equally awesome yet lesser-known shows you may not have ever heard of, but ought to be listening to.

## How to Get the Most Out of Podcast Magazine:

First and foremost, if you're not already, read it (okay, that seems super obvious, I know)!

What I'm suggesting is that you do so cover to cover—don't just skip to your favorite category.

Truth is, many shows span multiple categories, but each can only be attributed to *one* primary category.

Our team of talented writers, whom we refer to as our "Category Directors," each cover one of the 19 different Apple Podcasts *primary* categories. So even



though you might be a Comedy fan, you'd be surprised at the number of comedy podcasts you'll actually find under True Crime, for example. If you only look at the Comedy section, you'll never discover other amazing shows spanning more than one category that you would really enjoy listening to. The same holds true for our Under The Radar independent reviews.

Plus, many of our interviews include shows the podcast hosts are listening to, so there's even more discovery possibilities that extend beyond what you find on the pages of a single category.

Then, in each issue, we have our Off The Charts picks (different shows every month!) as well as our ever-popular **Hot 50™** chart, which is the *only* chart determined by fans. Even though there are some regulars who re-appear on the Hot 50 chart, there is always a group of newcomers.

Speaking of, if you want to recommend podcasts you love to others, cast your vote at [PodcastMagazine.com/hot50](https://PodcastMagazine.com/hot50). You can vote for up to three (different) shows each time, once a day.

## Did You Know?

Each month, we bring attention to 100+ podcasts. Amazing, I know!

In each digital issue, you have the ability to click right through to any of the shows. Those live links also include our Category Directors, who are listed in the front of each issue as well as with each article. Same is true for each of our sponsors and advertisers. All can be reached at the click of a button!

As a lifestyle publication, you might think of us as the *Sports Illustrated* or *Rolling Stone* of the podcast industry. While you may see advertisements and sweepstakes prizes targeted toward podcasters, that's not our main focus. There are other publications and newsletters dedicated solely to the podcasters.

There is of course a natural crossover, since podcasters are typically podcast fans... though the reality is that not all podcasters listen to shows other than their own.

We limit that content to keep *Podcast Magazine* focused on you—the podcast fan! It's what makes us a one-of-a-kind publication.

With that in mind, we also feature cool everyday products in our Gadgets, Gizmos, and Gear column each month. And this year, our Annual Gift Guide will be bigger and better than ever—keep watch for that in November. We also have a fun new sweepstakes we're

# Each month, we bring attention to 100+ podcasts.

## CATEGORIES



introducing in September (hint: It's not equipment!).

Now that we've shared more about us, we'd love to hear from you!

Please always feel free to reach out to us at [editorial@podcastmagazine.com](mailto:editorial@podcastmagazine.com) or anywhere on social [@thepodcastmag](https://www.instagram.com/thepodcastmag). Tell us what you love, and how we can improve your experience.

We appreciate you! 🙏

### KELLY POELKER

Executive Editor, *Podcast Magazine*

# CONVERSATION CORNER

This month's featured 'Letters To The Editor'



Thanks for sharing your thoughts on how **BOLD** new podcasters are. I, as a life-long entrepreneur, have always thought that being **BOLD** and taking some risks was how successful entrepreneurs are created.

Another good edition of *Podcast Magazine*... "Congrats!"

**R. SCOTT EDWARDS, HOST,  
STANDUP COMEDY "YOUR HOST & MC"**



Follow us @ThePodcastMag

My name is Terry Oliver. I am contacting you to thank you for all that you do and for running the **Top 50 Dads in Podcasting** feature.

It took me by surprise to receive the June 2022 issue only to find that I was the #11 Dad for the podcast that I host and produce called *The Courage Wolf*.

I am a retired police officer who owns a training company and started this podcast about 2 years ago.

It was encouraging, to say the least, to see our logo and a little bit about us at the top of one of the pages in that article.

Thanks again for this and for all the things that you do in the world of podcasting! It is noticed!

**TERRY OLIVER, HOST, THE  
COURAGE WOLF PODCAST**

**We'd love to hear YOUR  
thoughts... the good  
AND the bad!**

Visit [www.PodcastMagazine.com/  
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# ASHLEY HESSELTINE & RAYNA GREENBERG

RAW SEX (A)SPIEL

“THE ENTIRE  
TRAJECTORY  
OF THIS SHOW  
HAS ONLY  
EVER BEEN  
UPWARD.”



One might naturally assume *Girls Gotta Eat* is about food. Co-host Rayna Greenberg does have a background in the food industry, and she created the *One Hungry Jew* food, travel, and lifestyle blog. Plus, she has one of the biggest food-based Instagram followings in the world. So, it seems a safe assumption.

But alas...

As co-host Ashley Hesseltine explained, *“The title is open to interpretation. The phrase encompasses various ideas: literally, girls gotta eat food. But it could also mean they gotta get laid... or get their money. But food itself is a big part of our life, and while I initially thought we might discuss it a little more on the podcast, it just turned into something very different.”*

That “different” is clearly apparent in the podcast’s description:

*“Why do guys just want to f\*ck you once then stalk your Instagram forever? Should you ditch the apps and meet people in the wild? How do you get over a breakup when you feel like you’re gonna die? These are all topics discussed on Girls Gotta Eat—a comedy podcast about dating, sex, and relationships.”*

Covering everything from “sexual fetishes to finances,” Rayna described how, despite being in the Comedy category, *“We’ve done every type of episode, from politicians to porn stars. We also run the gamut of really serious topics, like sexual assault and abortion. But we’ll also talk about how to have better butt sex. We do*

*it all... and that has really allowed us to fold in different topics every single week.”*

With over 26,000 reviews averaging 4.7 stars on Apple alone, there is little doubt that this show has reached the level of success many podcasters only dream about. Rayna and Ashley attribute that success to several factors—including skill stacking.

Ashley’s background is in writing. After attending Clemson University, she was the social nightlife editor for a magazine in Atlanta. She then went out on her own as a freelance writer and blogger before her comedy-based Instagram account led her straight to influencer status. Along the way, she did standup comedy and appeared in several gigs in radio and on television, including on HLN–CNN, where she weighed in on “*lighter*” topics.

*“Honestly, though, I just went for the hair and makeup. It was incredible! I would go on a Friday and just get all dolled up for the weekend,”* she joked. *“As far as radio goes, I had a podcast with a station before people even knew what a podcast was.”*

After attending Indiana University to study marketing/PR, Rayna moved to New York in 2008. As excited as she was to work, it was right during the market crash of 2008, and *“No one would hire me,”* she said. So began her longtime employment in the restaurant industry, including working for Danny Meyer—who Rayna described as *“one of the greatest, most prolific restauranters in the world.”* She credits him with teaching her all about management and business growth.

From there, Rayna went into tech, working



Co-hosts Ashley (top) and Rayna joined forces to launch the wildly successful podcast *Girls Gotta Eat*

**“THE  
FEEDBACK  
WAS  
IMMEDIATE  
AND SO  
POSITIVE.”**

with startups through Amazon and Groupon while pivoting to food blogging and Instagram—before everyone jumped on the bandwagon of posting food-related content on that platform. Her account quickly became one of the largest in food, beverage, and travel.

*“I wasn’t under a magazine or anything like that,” she said. “I did all the photography myself. I built the website. I did all the writing on the website. I did all the outreach. I tried to forecast what the trends would be and what people wanted. With my background in restaurants and my love of food, it just made sense that people would want my advice, since I could really speak to it.”*

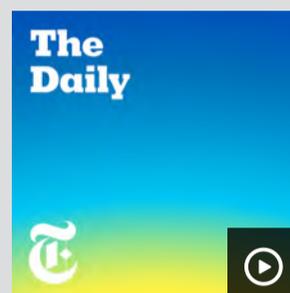
Combining their skills, Ashley and Rayna joined forces to create the truly dynamic *Girls Gotta Eat* podcast four years ago.

Each had her own healthy following already, so when they launched the show, the pair had a warm audience—including Ashley’s hundreds of thousands of followers of her hilarious *Bros Being Basic* Instagram account, through which men spoof cliché photos women often post.

*“I got 100,000 followers in five days,” Ashley shared. “I mean, it just skyrocketed. It’s since peaked at around 900,000. A lot of that success was simple timing. I started in 2014, when there really weren’t a lot of humor or meme-based accounts. There was really nothing like it at the time. I don’t think you could achieve that same success today.*

# ASHLEY & RAYNA

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## THE DAILY

The biggest stories of our time, told by the best journalists in the world.



## CRIME JUNKIE

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



## COMMENTS BY CELEBS

A pop culture lover’s dream! Production quality is so high. Topics are always fresh and relevant. A joy to listen to!



**ASHLEY & RAYNA’S DREAM GUEST  
MARTHA STEWART &  
PETE DAVIDSON  
(together!)**



*Girls Gotta Eat* will go on a full U.S. tour starting in 2023

*“The same goes for the podcast. We weren’t the first humor podcast about sex and dating, but we were early enough to get in there and achieve a lot of success.”*

In fact, the pair knew they had something special with their podcast the very day they launched.

*“Honestly, we knew immediately,” Ashley said. “It was pushed out to about 1,000,000 people on day one, in large part thanks to Rayna’s following on One Hungry Jew. Prior to that, we had spent hours and hours recording, editing, planning, doing photo shoots, branding, teasing on Instagram... all those things. We treated this as a brand we were launching, as opposed to just tossing a 40-minute podcast out into the world to see if anyone liked it.”*

*“The feedback was immediate and so positive. We could feel it, and we were right. Personally, I consider myself so lucky to have met Rayna when I did. I already knew I wanted to do a podcast, and she was the right person to do it with me. It was literally a perfect storm of all the key factors for success. The entire trajectory of this show has only ever been upward. Of course, there have been times when it’s flatlined a bit, but it’s always regained momentum.”*

*“People continuously suggest us to their friends,” Rayna added. “We have a fantastic website that has the full catalog of episodes, which we want new listeners to be able to come and listen to. This certainly has been a factor in our continuing to grow.”*

In terms of that growth, Rayna added that leaning into what they both knew as

single women in their 30s for content contributed significantly, as well.

*“We just dialed into what we wanted to talk about. It was like, how many different topics can we do around sex, dating, and relationships? What type of guests will be fun for us? At the same time, we looked at it from a business perspective—it was important to us, and we wanted to treat it with respect. We respect our audience’s time every single week. We think a lot about our content in terms of what we know they want to hear from us.”*

The podcast was so successful, so quickly, Ashley and Rayna soon added a live tour to the mix, resulting in what can arguably now be deemed a media enterprise.

*“So much of the live show is Ashley’s vision and creation,” Rayna said. “I had never been on stage a day in my life—not even for a talent show. But I was always the girl who said the crazy stuff people didn’t really expect. I never knew where to put that! Now, I do. And it’s not a straight standup show. It’s this crazy, fun, interactive thing. We get to be funny and do so much improv, and we’re so good together on stage, because really, we’re just trying to make each other laugh.*

*“It’s gotten bigger and bigger every year, too. Every time we go back to a new city, we do a larger venue. We spend more money, adding more dancers, strippers, jets, t-shirt cannons... it’s gone from*

*what was a show at Caroline’s in 2018, where there were two chairs on stage and we read emails, to this giant ‘circus’ at the Chicago theater. To see people so excited about the brand that they want to spend their birthdays, bachelorettes, and parties with us is really special. I’m so proud of it!”*

*“We joke that it’s a safe space for thousands of people,” Ashley added. “It’s like, ‘Don’t let this leave the room!’ Our live audience wants a party, and we have leaned into that more and more over the years. It’s just wild... we have dancers, music, drag queens... and there’s so much crowd participation. You truly never know what’s gonna happen. What we have created is a unique, one-of-a-kind experience you walk out of and just go, ‘What the hell just happened?’”*

**“WE JOKE THAT IT’S A SAFE SPACE FOR THOUSANDS OF PEOPLE.”**



With a full tour schedule beginning in 2023 and a weekly release of podcast episodes, it seems these friends and co-hosts have their hands full. Believe it or not, there is much more on the horizon for this forward-thinking power duo.

*“Rayna wants to start a Girls Gotta Eat real estate portfolio,” Ashley laughed.*

*“She says that like it’s not an amazing idea!” Rayna interjected. “I’ve been trying to start it for years already.”*

In the meantime, the ladies have started an entirely separate, self-funded company, Vibes Only.

*“It’s a tech company; it’s an app; it’s a sex toy company,” Ashley elucidated. “We invented the first Bluetooth devices that pair with the audio in an app in an erotic content space. And we plan to take over the world with it! The plan is to make it f\*cking huge.*

*“This is our current pivot, which was born out of the question we constantly ask ourselves—what’s next? Ashley and I never want to get comfortable in any type of success. We never have. We’ve always thought about next steps. What can we do better? What can we give our audience that they’re gonna love?*

*“We could have partnered with any sex toy company, but we didn’t. We designed every single product. We picked the colors. We designed the boxes and took care of the social media, and every person in the company is in-house. It’s really just us from the ground up. And that’s the pivot for now—we’ll continue doing Girls Gotta*



*Eat, and we’re adding Vibes Only to the full-time mix. We’re basically exhausted!”*

*“Right out of the gate, the response has been phenomenal,” Ashley added. “As far as what’s on the horizon, we never really know. Neither of us are really five-year-plan kind of girls. My life has just been about staying creative, pivoting, working hard, being nice to people, and just seeing what happens.”*

*“We’re more like, ‘Let’s plan the next six months to be really f\*cking great. And then, we’ll see what the world looks like,’” Rayna agreed. “But I would love for us to have a Netflix special or be on the cover of Forbes as tech/sex moguls.”*

*“Either way, as long as we keep getting ideas and people want it, we’ll keep doing the show,” Rayna concluded.*

As Ashley and Rayna continue selling out their live shows and perpetually growing their audience, *Girls Gotta Eat* clearly isn’t going anywhere anytime soon. 📍



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 Reinvention Radio 🎧

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

Julian Placino  
Pathways to Success

"Vocaster is my **new go-to recommendation**  
for clients who want studio sound  
outside the studio."

Carrie Caulfield-Arick  
CEO YaYa Podcasting

"The Vocaster is a  
fantastic product for  
any podcaster's toolkit.  
The software and unit controls  
allow you to respond and adjust  
settings easily **without distraction**.  
As an interface it's the best plug'n'play  
option I've seen on the market"

Stevie Manns  
Audio & Podcast Producer

"I think the Vocaster One is  
**sleek, simple, and sexy**. I can do  
a lot with it based on what I need to  
accomplish for my podcast, and I don't  
have to think of workarounds to make it  
happen. It's **ready to use out of the box** and  
it just doesn't get much better than that; I love  
a piece of tech that makes life easier."

Melanie Scroggins  
WFH Voice Actor

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# A DEEPER DIVE INTO TRUE CRIME

Drs. Shiloh & Scott Bring A  
Clinical Perspective To Cases  
With *LA Not So Confidential*



**“We had no idea that we would end up being required curriculum for doctoral psychology programs.”**

What happens when two Los Angeles-based forensic psychologists currently working in the criminal justice field come together to host a podcast?

You get a really insightful and entertaining true-crime show—*LA Not So Confidential*.

Hosts Dr. Shiloh and Dr. Scott provide unique perspectives on the cases they cover. But truth be told, not every episode is based in CA. Even more unique is that Dr. Shiloh is a former police officer, and Dr. Scott is a former casting director... a very unusual combination. What began as a friendship has since turned into a podcasting team—one that wishes to remain anonymous.

They intentionally choose to omit their last names and avoid talking about the government agency they both work for. This is because they work with some very high-profile cases in their day jobs.

*Podcast Magazine*<sup>®</sup> had a chance to catch up with the pair in Las Vegas during CrimeCon earlier this year to talk about their popular show.

The first obvious question: how did this friendship turn into a podcast?

*“We met in 2009 during our internship,”* Dr. Shiloh reminisced. *“From day one, we became quick friends. It was absolutely a trauma-bonding experience throughout our internship and as we prepped to get licensed.”*

*“We were working in an actual forensic site,”* added Dr. Scott, *“as opposed to some run-of-the-mill community mental health clinic. We were dealing with people who were going into prison for very severe crimes and those coming out of prison and entering into lifetime monitorship.”*

*“It was intense,”* Dr. Shiloh continued. *“Hence, the reason we latched on to each other.”*

When they began their new careers, they stayed in touch and became even closer friends. Their families even spent time together.

Fast forward to 2017, and they are working in the same agency. *“Scott had turned me on to podcasts a few years before. We went to lunch one day, and I mentioned that there is nobody in the field of forensic psychology doing a podcast. There was such a void in the true-crime space, and I said, ‘We need to do this.’”*

Dr. Scott wasn’t as enthusiastic about the idea. *“I said, ‘Absolutely not.’ I questioned how we even could... we work full-time!”*

*“Plus, we knew nothing about podcasting,”* Dr. Shiloh interrupted with a laugh.

Regardless, she persisted, trying to convince him. Finally, Dr. Scott blurted out, *“LA Not So Confidential!”* It was at that point that she knew he was on board.

*“That title came to me like a bolt of lightning,”* Dr. Scott added. *“We both*

*just love our city so much. Plus, being an enormous metropolitan area, there’s a lot of crime.”* This of course provides the hosts with a practically endless source of cases.

*“There’s also a play on words there,”* Dr. Shiloh added, *“because of doctor/patient confidentiality. But here we are, gabbing about it. Those elements fit perfectly.”*

Dr. Scott shared that they may have jumped into recording episodes before they were ready. As they improved their craft, they thought about re-recording their early episodes, but a wise consultant advised them not to. It is that very progression that is often intriguing to fans, and it also tends to make the podcast and the hosts more endearing.

**“From day one, we became quick friends.”**



Looking back at those early days of their podcast often makes them laugh.

*“We had such sticks up our \*sses back then,”* Dr. Shiloh laughed. *“We were so proper and clinical, always trying so hard to say the right thing.”*

From the beginning, though, there was a chemistry and authenticity between the hosts that worked.

In one early episode, they joked about having ten listeners... which was about nine more than they expected. Today, they have over 100 episodes under their belts, and as one would expect, their banter is more natural, and the sound quality is better. Most importantly, though, their content continues to be top-notch.

*“It’s become something we really couldn’t have prognosticated,”* admitted Dr. Scott. *“We had no idea that we would end up being required curriculum for doctoral psychology programs. We didn’t know that master’s-level programs would assign listening to our podcast as extra credit. We didn’t know that we’d be asked by doctoral programs to come and present. We didn’t know that LA Not So Confidential would even become a ‘thing.’”*

Many listeners have said they feel like they are in the room with the hosts while listening to the podcast. When you receive that kind of feedback, you know you have created something special.

Another of the special aspects that fans of *LA Not So Confidential* appreciate is the professional detail the hosts provide. As

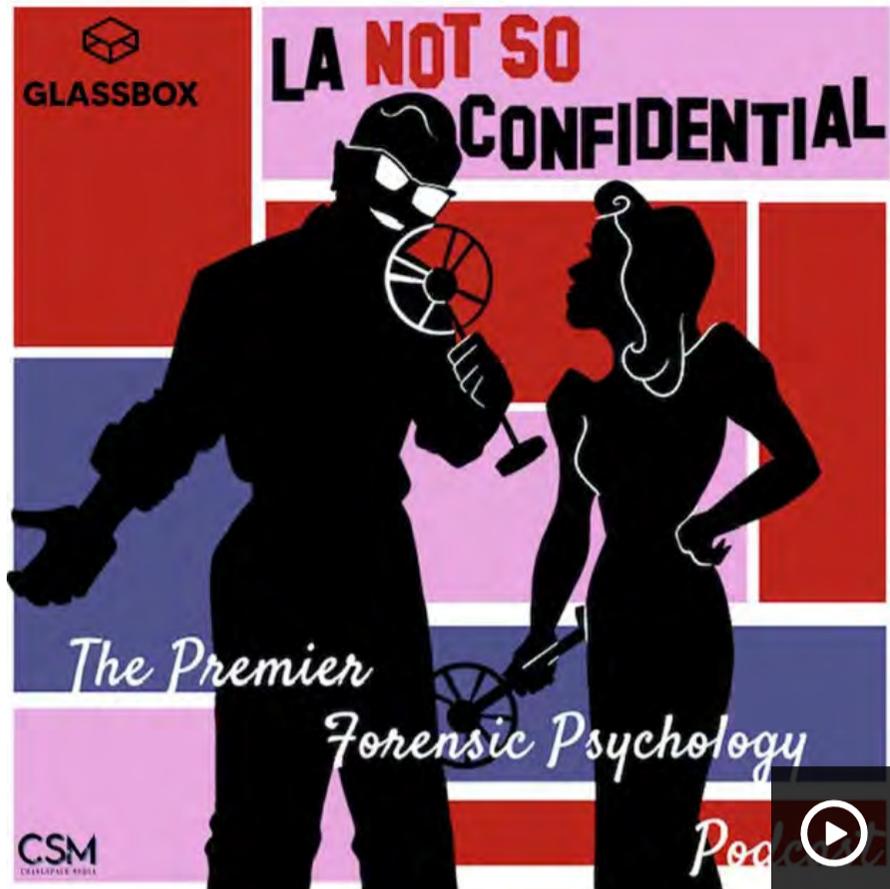
**“It is because we all have this human desire for closure and resolution.”**

Dr. Shiloh put it, *“We’re not just pulling this out of our \*ss.”* They openly share where they get their data and research, which brings an element of sophistication listeners don’t always experience in the true-crime genre.

*“It seems as though listeners are gravitating to the show more,”* Dr. Shiloh said. *“And somehow, we’re figuring out how to work full-time jobs and podcast.”*

Fans of the podcast almost certainly keep tuning into new episodes due to the quality, intellectual nature of the content, and perspective.

*“I am a huge fan of TCM’s Noir Alley,”* Dr. Scott said. *“I felt noir should be our perspective, too. It’s about the exploration of the darker aspects of human behavior and the human psyche, as well as the anti-hero and people who live in the gray area. That’s really what psychology is all about. You have to inhabit a place that is no longer in the black and white. You understand that this person is a monster and has done horrific things, but that there’s a reason why he or she is a monster. There might be a percentage of it that is organicity within the brain structure*



Podcast Magazine True Crime Category Director Ken Bator (left) with co-hosts Dr. Shiloh and Dr. Scott meet up while at Crime Con 2022

or the chemical makeup, but there are also a lot of environmental factors that contributed to why it happened.”

The hosts’ desire to cover cases that will ultimately help listeners understand “the why” behind criminal activity—even when it isn’t necessarily apparent—is their driving force behind choosing the cases they feature.

Being comfortable in that gray area has allowed them to create something different in the true-crime space—and that difference has helped them develop a loyal following.

“People say, ‘I don’t understand why this person did this,’” explained Dr. Scott. “Not only do we get the forensic psych background about the psychopathy that may have contributed to something happening, but we also talk about the reason we all want to know. It is because we all have this human desire for closure

and resolution. That allows us to then circle back around to that big gray area. I think that speaks to why people are so fascinated by true crime.”

If you have a burning desire to know more about “the why,” give *LA Not So Confidential* a listen, if you haven’t already. Odds are, this is a podcast that will fascinate you. 🎧



**True Crime Category Director**  
Kenneth C. Bator  
truecrime@podcastmagazine.com  
Public Safety Talk Radio 🎧

**Got a True Crime suggestion?**

**Let us know! >**



# UNDER THE RADAR

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



As the host, Daphne, even mentions, she is “*The most unserious person taking on serious cases.*”

With no co-host or guests, Daphne has to carry the show on her own. For some podcast hosts, this can result in an exercise of the monotonous for the listeners. Fortunately, she doesn't sit in front of a microphone simply reading from a script in a monotone voice. At least, it doesn't sound like it.

She shares her shock and opinions on cases, which keeps the stories real and interesting. Fellow true-crime enthusiasts may also appreciate her tackling of some of the tough cases that other podcasts stay away from, like The Columbine Massacre. While the narration is a little clunky at times, Daphne does an admirable job of making the listener feel the horror that the victims must've felt.

If you're looking for something just a little different, give *Seriously, What the Frick?* a listen. 🎧

## SERIOUSLY, WHAT THE FRICK?

“*Yet another true-crime podcast...*”

The opening sentence in the description of *Seriously, What the Frick?* provides pretty good insight into the show. Is it that much different from the hundreds—heck, maybe even thousands—of true-crime podcasts out there? Probably not.

So, if you are a true-crime enthusiast looking for something just a little bit different, is it worth a listen? Probably.



 GADGETS, GIZMOS & GEAR

# THE INS & OUTS OF IN-APP PODCASTING

Remember when Netflix had this epiphany?

*“If everybody is watching movies here, why don’t we make our own?”*

Well, the podcasting world has adopted this mentality, too. The apps carrying our podcasts are now saying, *“Hey, if everybody is listening to podcasts here, why don’t we carry our own?”*

And it’s starting with Spotify.

Spotify released a new feature in New Zealand—the ability to record and edit your own voice straight to their platform. At first glance, it may seem like the feature might be designed for people who want to provide comments about a podcast, song, or news story via audio.

But Spotify takes it much further. Their

in-app podcasting feature allows you to record your voice, edit it, add background music, title it, add a cover image, write a description, and tag others. That’s not an auditory comment—that’s a podcast.

Not only that, but the app makes it exceedingly simple. The layout is more of a screen-by-screen ‘recipe.’ The first step is a record button. The next is editing, through which you can trim clips and edit out the parts you don’t like. Then, it gives you the chance to place background music where you’d like it. And finally, you add the title, image, and description, and just like that, you’re instantly on Spotify.

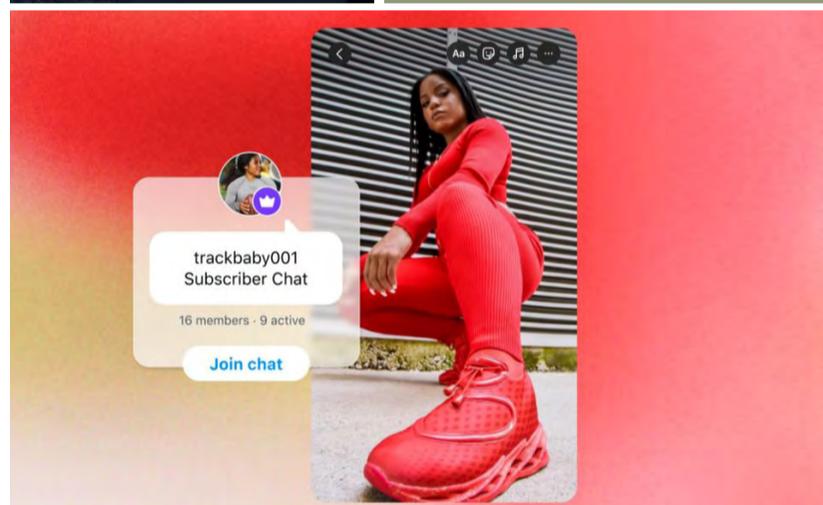
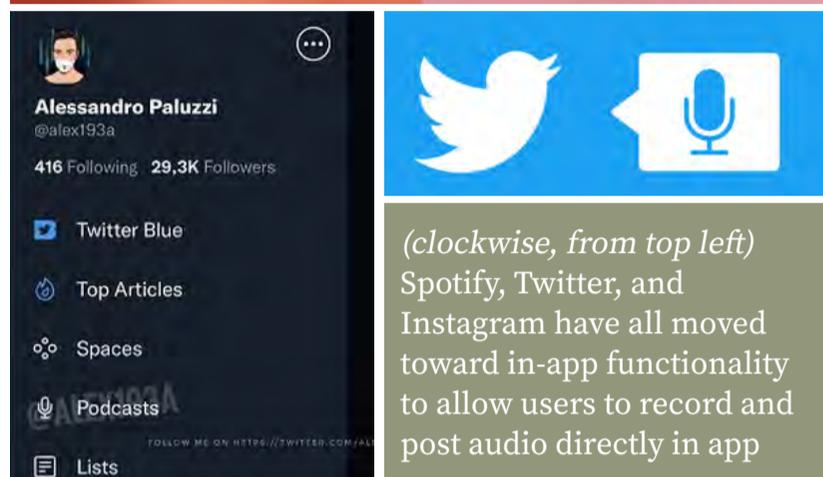
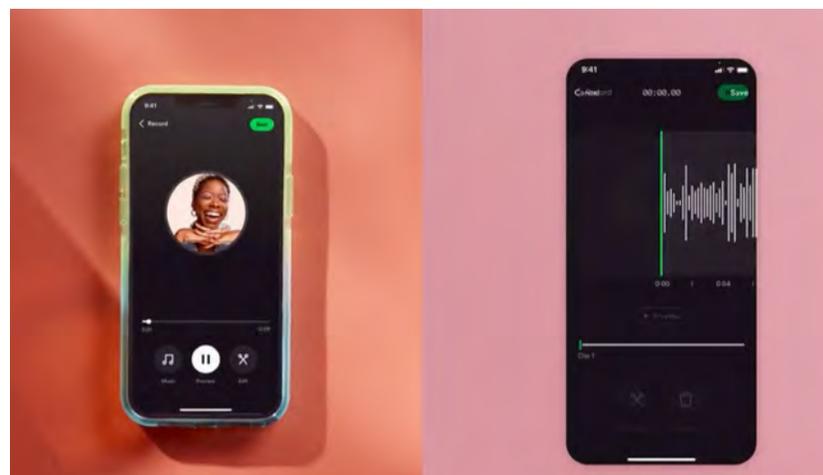
But Spotify isn’t the only game in town that’s decided to make podcasting easier.

Enter Twitter.

Twitter sees thousands of people a day clicking tweets about podcasts and then going to apps like Podcast Republic or Spotify to listen to them. So, they decided to create a Podcast Player to compete directly with iTunes and Spotify. Why leave Twitter to listen to an episode when you could play it right there?

But that’s not all they seem to be looking at, from a podcasting perspective.

Twitter also has a huge active audio community on their live conversation feature, Twitter Spaces. And recently, they’ve made changes that appear to be moving their platform closer and closer to a place where you could broadcast your podcast directly to Twitter.



When Twitter Spaces began, its “live conversations” were only available for 30 days. But now, they’ve added a “Permanent Recordings” option, which includes a full listing of all your saved recordings. Having them organized in a list means users can share their “episodes” directly to their Twitter feed and have their Twitter status auto-populate with the name, description, and tags of the episode (i.e., recordings).

It also seems that recording directly to Twitter Spaces is going to be an option with Twitter’s “Tweet Compose button,”



making podcasts a direct part of Twitter, in a way that is easier to produce than making a simple phone call.

But where does that leave Meta?

For a while, the scuttle was around Facebook's attempts to better integrate podcasts into their platform, but now, it seems Facebook has shied away from that direction. Instead, Meta is looking at Instagram for their audio platform.

Instagram has started rolling out its newest feature, Subscriber Chats. Subscriber Chats is really a direct competitor to Clubhouse, and Twitter Spaces giving creators the opportunity to chat live with up to 30 of their fans. It's the first foray for the app into audio and may be the initial steps in laying the groundwork for podcast integration.

Chats is powered by Meta's Messenger App. Creators can go into their inbox and start a chat there OR attach a chat to an Instagram Story. It even has the ability to be recorded exclusively for paid subscribers, or alternatively, for everyone.

But as we are seeing with Twitter, once integrated and popular, an audio platform can easily change from live recordings to permanent recordings to tagged, titled, and defined podcast episodes.

For podcasters, the question for all three remains the same: how can one record directly to them and have that episode show up on iTunes, Spotify, and apps like Podcast Republic without an RSS feed?

**For podcasters, the question for all three remains the same: how can one record directly to them and have that episode show up on iTunes, Spotify, and apps like Podcast Republic without an RSS feed?**

For podcast listeners, is this the beginning of a new chapter—one initiated by Joe Rogan and Howard Stern—in which you have to go to one specific place to get the content? That is certainly where movies and TV have ended up, requiring us consumers to subscribe to Apple+, HBO Max, Disney+, Hulu, and Netflix to watch our favorite shows.

Are our phones next, with content coming exclusively from one app at a time?

Whether you're a podcaster or listener, Twitter, Spotify, and Instagram may be changing the game for everyone. 📍



**Gadgets, Gizmos & Gear**

Dan R Morris

prodreviews@podcastmagazine.com

*TracingThePath* 📍

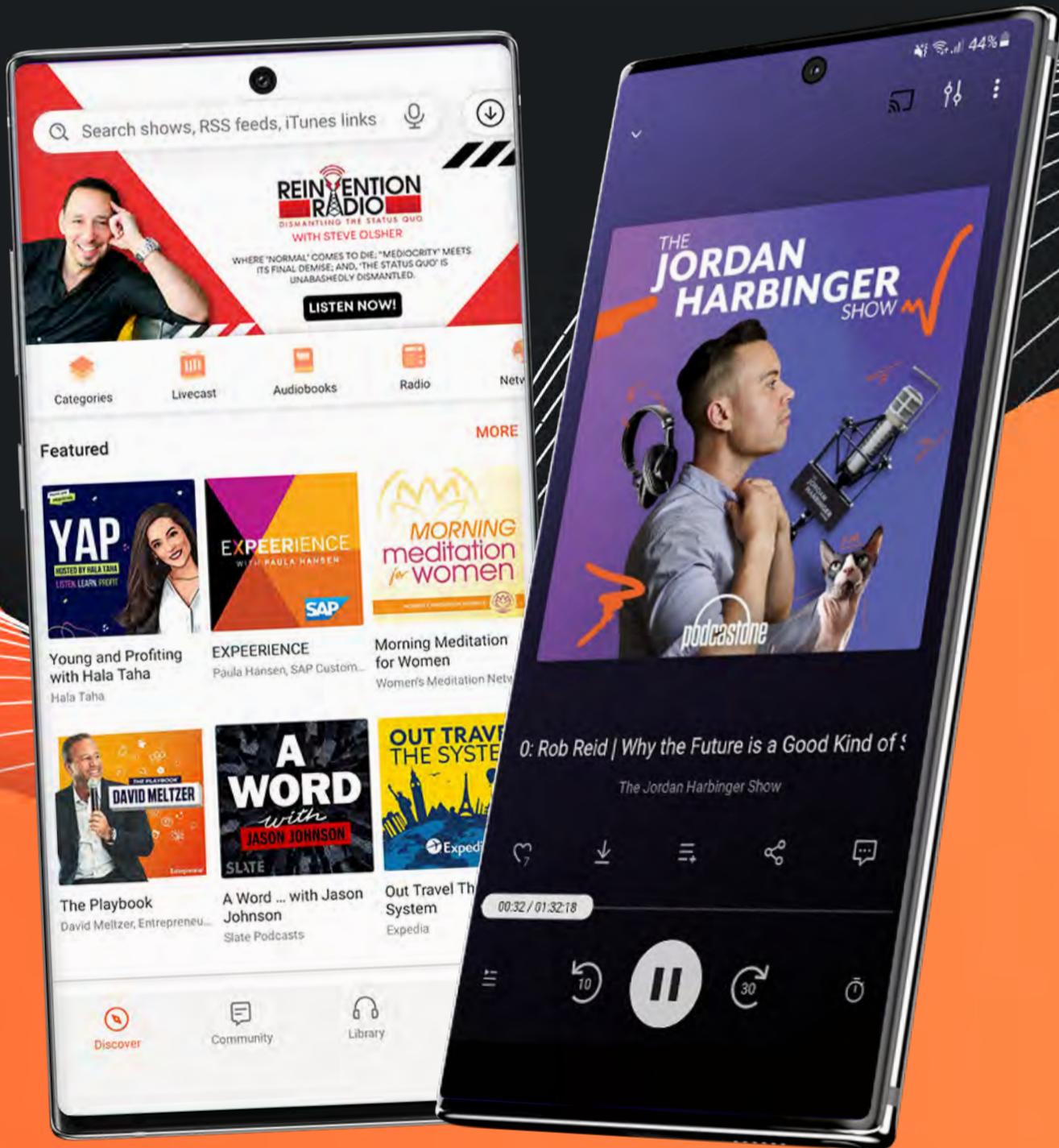


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<sup>1</sup>Zoharab, Dave."Apple Podcasts vs. Spotify — Which is more popular?" Chartable, 21 Jan. 2020



# BREAKTHROUGH SUCCESS FOR BUSINESS GROWTH

While most eleven-year-olds Marc Guberti knew were playing video games or team sports, he was writing blogs. And not about video games or team sports, either. He was blogging about his love for the Boston Red Sox.

Okay, a lot of people love the Boston Red Sox, but here was a *NEW YORKER* professing that love. And for the uninformed, that's simply unacceptable.

But Marc quickly discovered that, since he couldn't talk to his friends about his favorite baseball team, he could write about them, and anyone could read it.

So began his lifelong enjoyment of writing and content.

*"When I started the blog, it never really*

*became big, but I was able to interact with a few fans. And that's all I was really going for, at that point. But it introduced me to the world of blogging, which is when I realized, 'Oh wow ... people can make money by writing!' Writing really brought me into this entire industry. It was the starting point, and it's been a really big part of my life ever since. I've always loved it,"* Marc explains.

As a new high school graduate, Marc wanted to start a podcast, but he quickly realized it was a huge commitment. He had a few false starts before launching *Breakthrough Success*—an offshoot of that love of content he talked about, and his next step not only for his personal growth, but for his business.



Before officially launching, *“I reached out to a few people and invited them to be on my ‘non-existent’ show,”* Marc says, *“because at that point, I had to make myself accountable. But then, when people actually began saying ‘yes’—people with whom I’ve built business relationships over the years—I had to actually launch.*

*“Breakthrough Success focuses on business-growth strategies and personal development. Because yes, you’ve got to have the knowledge, but if you’re not implementing that knowledge, what’s the actual point? So, we combine inspirational stories about people who overcame a lot of odds to achieve success in business with strategies you can use to advance your client pipeline, for instance.*

*“You don’t want to just inspire people without giving them things they can actually do. At the same time, you don’t want to give them all the things to do without a game plan and inspiration to take action.”*

From a business perspective, Marc

## PAST GUESTS INCLUDE



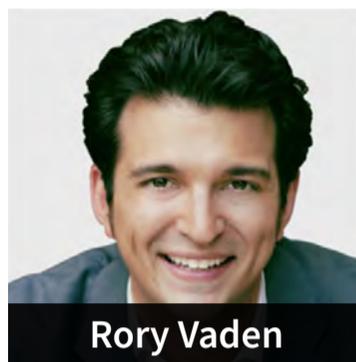
Seth Godin



Neil Patel



John Lee Dumas



Rory Vaden

uses the podcast to establish and build relationships with his guests. His network has since grown with referral partners, collaborators, and clients. When it comes to inviting guests on, Marc says:

*“It can be easy to get a lot of awesome people on your show. I think when you’re first getting started, the process can be nerve-wracking. Especially if it’s someone whose work you enjoy and have been admiring from afar for a few years. But if you continue to reach out to those people while building up your shows, it gets easier over time to get the ‘yes.’ It then makes sense for them, because they’re getting more content and visibility from those kinds of appearances.*

*“I’m a big believer that you’re the average of the five people you spend the most time with. If you want to be a runner, you surround yourself with runners. If you want to hit an income goal in a certain career, you spend time with people in*



*that career who are on the path to that goal. You spend time with those who have already achieved what you want.*

*“Podcasting is an amazing networking tool. Not only do I get to ask questions, engage in conversation, and build friendships, but I also get to present the information to listeners, who also benefit. They get the insights that can help them with their freelance business, their next book, or with their digital marketing. It’s an ‘everybody wins’ scenario.”*

Marc is also a big believer in repurposing content. From social media posts to YouTube videos, he is a master at the art of repurposing his podcast content.

*“Repurposing content is a great strategy, because you’re taking this existing piece—like a podcast—and spreading it across multiple platforms. But the repurposing element does take time,” he explains. With over 700 episodes since 2016, Marc sure has a lot of content to repurpose.*

*Breakthrough Success offers inspiration, education, and motivation. Have a listen, and you’ll find yourself motivated to implement the terrific strategies he and his guests share in your business, too. 🎧*



**Business Category Director**

Lori Lyons

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*The Encore Entrepreneur Podcast* 🎧

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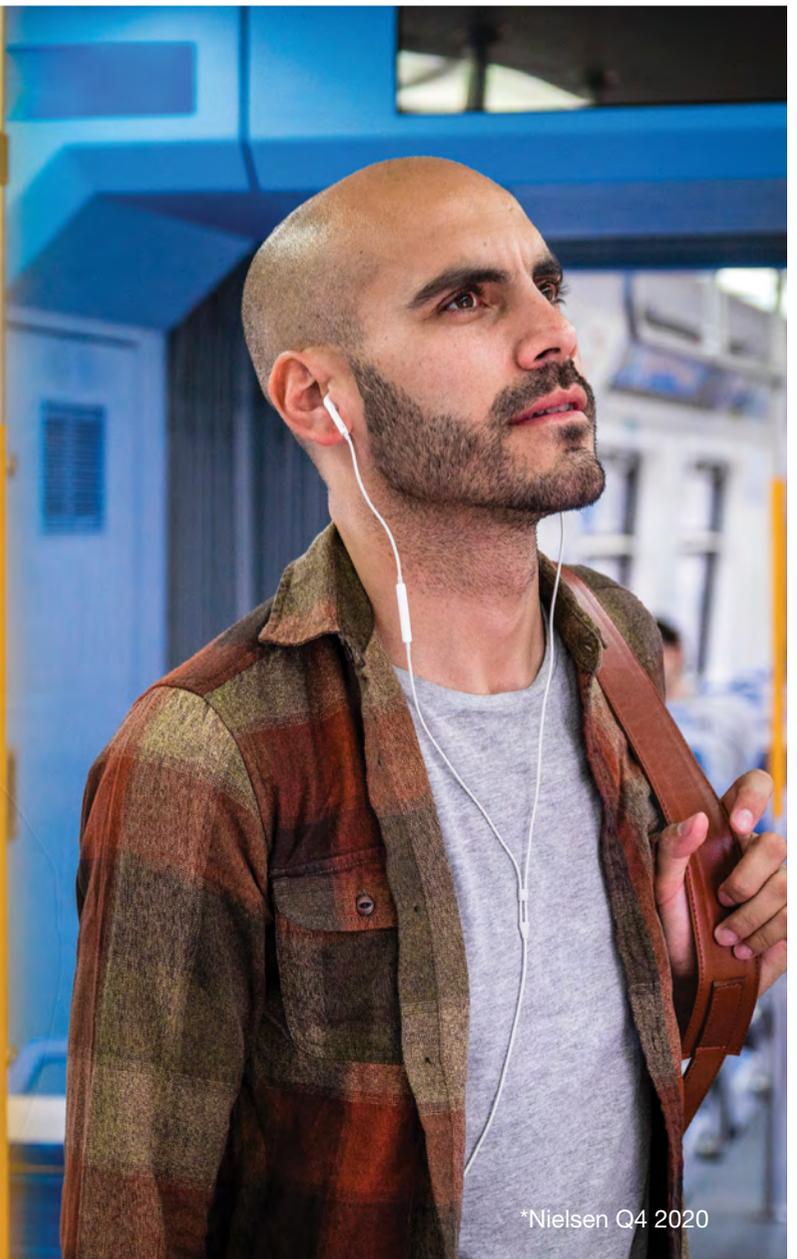
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\*Nielsen Q4 2020

# UNDER THE RADAR

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



## REAL ESTATE ROOKIE PODCAST

If you are a beginning real estate investor, or thinking about hopping on the bandwagon, this podcast is for you.

Hosts Tony J. Robinson and Ashley Kehr break down the basics of investment properties—everything from the more “traditional” types of investments to the new short-term rental market (think AirBNB type rentals). From creative financing to partnerships to finding the ideal tenant, this podcast has it all.

Tony and Ashley complement each other nicely. Both have impressive investment portfolios, though they vary in type. Ashley leans more toward commercial and residential investments, while Tony's portfolio consists of short-term rentals. This real-life experience and their shared ability to discuss complex matters in a simple way makes the podcast ideal for the beginning investor.

A segment I particularly enjoyed is “Rookie Reply.” These are shorter episodes—typically around 20 minutes or so—wherein they answer listener's questions. You'll usually find them about every other episode. Between the feature episodes and the Rookie Reply episodes, this podcast is a beginner's course in real estate that every future or new investor should listen to. 🎧



# ALL FUN, LITTLE GUILT

Cait Bagby & Sarah Ferris Eliminate  
The Apprehension From Embracing  
Sustainability On *Guilty Greenie*

Reality is often funnier than fiction.

But today's reality is that our leaving less of a carbon footprint for a cleaner environment is a very real necessity.

The funny comes in with the confusion around the “how”—how do you know you're always doing the right thing, even with the best of intentions?

For instance, you know you need to completely clean out that used plastic peanut butter jar in order for it to be recycled. Right?

But you live in California, and you're in the middle of a drought. Which begs the question: how much water will you have

to waste in order to clean that container properly? Which is the lesser evil?!

That, in and of itself, sounds like the beginning of a comedian's monologue.

Fortunately, the hosts of *Guilty Greenie*—Cait Bagby and Sarah Ferris—are here to help answer those types of questions without any judgment. You can count on them to be there with their reusable bag of fun and laughs.

To that end, Cait and Sarah have a solution to that very peanut butter debacle. Sarah quickly offered it:

*“My hack is to get a dog. Mine cleans out all my peanut butter jars!”*

*“That’s perfect,”* laughed Cait.

That suggestion may be perfect for those living in a house or a condo bigger than 600 square feet. However, it may be a little harder to implement in an apartment in Manhattan, for example, that doesn’t allow pets. Such a case requires a bit more critical thinking. In the meantime, there is no shortage of laughter and jokes between these co-hosts.

*“Cait eats a lot of peanut butter,”* quipped Sarah.

*“And that’s how I ended up with four dogs!”* Cait admitted.

This is the exact type of experience a listener can expect when listening to *Guilty Greenie*. In fact, the reality of how Cait, a sustainability writer, and Sarah, a true-crime podcaster, got together to produce a show on reducing your carbon footprint is comedic in itself.

*“Essentially, Sarah asked me to lie to her, and the rest is history,”* Cait confessed.

*“That’s exactly what happened,”* Sarah laughed.

*“We met on another social audio platform,”* Cait explained. *“At the time, Sarah was doing a show called Two Truths and a Lie and was looking for guests. She invited me on through a mutual connection, and we just had a ball with it. It was such a fun time.”*

*“I am very, very lazy,”* admitted Sarah half-jokingly. *“What I realized was that*

**“When we were talking about the concept of *Guilty Greenie*, I thought it would be an approachable way to tackle it—something that is often missing from the conversation.”**

*I needed to make changes to be more sustainable, but I wasn’t going to actually read up on it. I wasn’t going to spend any time on sustainability unless it was enjoyable. So, I thought, ‘I’m just going to go straight to the source. We’ll start a podcast, I’ll learn through it, and we’ll have some fun along the way.’”*

Speaking to their chemistry, Cait said, *“Sarah was a breath of fresh air. A lot of my time is spent in the trenches dealing with a lot of the heavy research. When we were talking about the concept of *Guilty Greenie*, I thought it would be an approachable way to tackle it—something that is often missing from the conversation. I was excited to talk about the realities of the day to day, and about how we oftentimes miss the mark by 100 miles in our attempts to be sustainable.”*

*Guilty Greenie* is definitely a lighthearted

approach to the sustainability questions that most listeners have. Even the word “sustainability,” with its six difficult syllables, is comical in Cait’s revelation that Sarah had a tough time pronouncing it at first.

*“I just go with ‘eco.’ It’s another hack!”* Sarah offered.

Part of the fun of *Guilty Greenie* is that Sarah is like many of us—a novice in sustainability with a desire to learn. Thus, Cait finishes each episode with a challenge for Sarah.

Some of them are fairly straightforward, like air drying washed clothes rather than putting them in the dryer. Others are much more difficult, such as making products—like lipstick, deodorant, soap, etc.—rather than buying them.

*“I have not created my own lipstick,”* admitted Sarah. *“I did my own soap, and that was just a disaster. Those bars are sitting like paint stripper in my bathroom cupboard. So that’s one of my sustainability fails.”*

The hosts’ failures and successes (apparently, Cait has even created her own rosewater) lend themselves to many of the laughs in—and the authenticity of—the podcast.

Like when Cait shared one of her funniest experiences in striving to be more sustainable:

*“I think the most ridiculous thing I did was back in the day, I was living in an area that was really hot in the summer. I decided not to invest in an AC or a fan. Looking back on this, I have a lot of questions as to why.”*

*“But what we would do is freeze water bottles during the day, and at night, we’d put them in the bed behind our necks. It worked brilliantly to cool us down, but every morning, we would wake up to a soaking-wet bed! Why it never dawned on me to put the bottles in bags, I have no idea, but this went on all summer. It was just ridiculous.”*

*“You essentially created a waterbed,”* Sarah joked.



**“I wasn’t going to spend any time on sustainability unless it was enjoyable.”**

**—Sarah (right) says, with co-host Cait**

*“It just didn’t jiggle quite as much,”* Cait returned the laughter.

This is what you get with *Guilty Greenie*: an unintentional comedy based on actual experiences, resulting in more genuine laughs than many intentional comedy shows.

Cait and Sarah agree that they have had a ton of fun and a plethora of laughs on the podcast. But they differ in what they consider the funniest moment thus far in producing the show.

*“Mine happened during an episode we did on green burials,”* Sarah said, referring to “Dying to Be Green,” which went live on February 21 of this year. *“I don’t know how many digging puns we ended up tripping over. When we started talking about water burials, I just had this vision of Auntie Mary floating up onto the shore after being buried at sea. Three nautical miles doesn’t sound far enough!”*

Cait agreed that was a funny episode. She also admitted that they felt the need to put a disclaimer in the description of it, because they were *“slightly irreverent.”* It actually appears in the first sentence:

*“Now, trigger warning: If you are offended by endless death puns, you may not ‘dig’ this episode.”*

Those listeners who, like Cait and Sarah, don’t take things too seriously, are apt to be both entertained and educated by that episode.

But Cait’s vote for most humorous episode

would probably win a comedy contest for the title alone:

*“I think my favorite hasn’t been released yet. It’s called ‘The Condom Conundrum.’ We had to mute ourselves a couple times because we just couldn’t hold back the laughter. At one point, we had to figure out how to demonstrate putting on a condom. It just went on the microphone.”*

Whether by accident or by design, Cait and Sarah have forced themselves to get comfortable with the uncomfortable. That has also contributed to a podcast that both entertains and educates the audience.

*“The episodes that are the funniest are the ones with topics that Cait knows are going to take me to uncomfortable places,”* Sarah reflected. *“I’m just literally like, ‘You might as well stick both feet in my mouth,’ which she enjoys watching, I think.”*

*“I think it’s the same for both of us,”* Cait chimed in. *“We both get awkward at certain points, and our reaction oftentimes is to just laugh.”*

*“As long as it is educational, no topic should be off limits,”* Sarah agreed. *“Even if they’re uncomfortable, they are also things people need to hear.”*

While Cait certainly offers a lot of expert advice without judgment, many people may align closely with Sarah’s perspective, since she is not a sustainability professional. Rather, she’s just trying to do better.



“Cait brings the deep content... the real backstory.” Sarah agreed. “I bring the shallow.” That brought a laugh to everyone.

By “the shallow,” Sarah refers to the desire to do better at sustainability, though she lacks the deep knowledge to truly make a difference... or at least, she feels she does.

Cait is the first to say that it’s fine to just do something “a little better.” Even a small improvement can make a difference.

“It’s nearly impossible to be completely sustainable,” Cait admitted.

“We are into incremental gains,” Sarah continued.

Talking about those incremental gains and the troubles that come with making them contributes to the genuine fun of this show. Sometimes, their stories around the challenges even extend to Sarah’s family, when she can convince them to participate. This creates even more comic relief.

Those stories are probably the most relatable to many listeners, because there are many households in which one member is trying to be a “sustainability hero” who hopes that everyone else will ride her or his cape.

Sarah shared a couple of those stories:

*“One that sticks out in my mind is when my kids all said, ‘You can bugger right off, mom.’ This was in response to the challenge Cait gave us to not stream or download anything. Everyone said they weren’t going to do it except my youngest, who gave it a try. She lasted one hour before she gave up. So, it was only me who did that particular challenge. That was the hardest one.”*

*“The one that they were surprisingly straight on board with and very knowledgeable about was composting, which I hate. I was the one who was completely resistant. But a lovely sideline out of it was that we had conversations that we would definitely never have happened around the table.”*

It is those types of conversations that *Guilty Greenie* encourages both on the show and at home. But the podcast is more than educational. It’s a lot of fun and genuine laughs, because again, reality is often much funnier than fiction. 🎧



**Comedy Category Director**

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

# OVERRATED

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



## NEVER NOT FUNNY

The Comedy Category is funny—pun intended—and not always in a good way. Some podcasts that don't intend to be funny are funny naturally. Naturally, because they don't take themselves too seriously and are sincerely having fun. *Guilty Greenie* featured in this issue and *Fruitloops* from July 2022 are perfect examples.

Logically, when a few comedians come together to host a show, we assume it will be hilarious. That's what I thought when I came across *Never Not Funny*. Let's just say that I felt the title was false advertising.



This is Jimmy Pardo's podcast. Pardo is a legitimately funny guy. So, when I had to embark on a three-hour drive to see a client, I was excited to come across it. This was especially the case since most of the episodes are between two to three hours.

Unfortunately, I only needed one hand to count the laughs during that drive.

Now, as with all podcasts I cover, you can't judge a show just by one episode... even if it was over two-and-a-half hours!

So, on my three-hour drive back home, I chose another episode. I deliberately picked the conversation with Paul Reiser, another legitimately funny guy.

Suffice it to say, I'm glad I had coffee with me to keep from falling asleep at the wheel.

Is the podcast interesting? Yes. But if you're looking for laughs, you may want to listen to something else. 🎧



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**DIRECTORIES.**

Somewhere in the world, your future audience members are going about their day not knowing you exist. But at some point, they will come across you and perhaps become your biggest fan. What you never know is how they'll find you.

So, you must create as many opportunities as possible for an intersection to occur.



One of those ways is with podcast directories. While that may sound complicated, it isn't. You're already familiar with some of them, like Apple Podcasts, Spotify, and Amazon Podcasts. A directory is really just a database (or list) of podcasts listeners can search through to find shows they want to listen to.

In fact, 99% of podcasts are consumed via apps/directories. Chartable shows that around 70% of podcasts are listened to on Apple Podcasts and Spotify. That leaves the rest of the directories competing for 30%, and they are vying hard for listeners—people who will become their biggest fans.

Deezer is one of those directories. It has amassed 16 million active users and 245K fans on Twitter. It tweets five to six times per day in hopes of reaching new fans and engaging the ones they have. Isn't that a community you'd like to be part of? Can you imagine one person finding your podcast through them? How about 1,000?

Anghami is a directory that can help you reach thousands, if not millions, of people you could never reach alone. It serves 15 million in the Middle East and North Africa region of the world. They have a weekly trending chart, podcast of the week, and active social media team that will help you reach a new audience if you're among their community.

Not only that, but a directory like Anghami can also be a monetization partner. It has an ad-free subscription model that pays a commission to promoters. If your podcast

## Chartable shows that around 70% of podcasts are listened to on Apple Podcasts and Spotify.

is listed in the Anghami directory, it could be a natural fit to promote their offers as an affiliate and take home a commission.

Adding your podcast to the different directories is akin to hiring people to help market your podcast for you. And while it does take a little time and effort to manually submit to each one, it can be very worth it.

Fortunately, your hosting company probably already broadcasts your RSS feed to many of the directories automatically. And then there are other directories that automatically pull their list from places like Apple Podcasts.

Also, there are a variety of podcast newsletters that specialize in discovering new podcasts for their audience. You can certainly wait for the authors of the newsletters to find you... or, you could accelerate that possibility by subscribing to their newsletters, following them on social media, and engaging with them in a way that adds value to their audiences.



## YOU ARE LIKELY AWARE OF THE BIG DIRECTORIES, BUT HOW ABOUT THE OTHERS IN THIS LIST OF 50?

- |                           |                            |
|---------------------------|----------------------------|
| AFKloud                   | Learn Out Loud             |
| All the Elements          | Listen Notes               |
| Anghami                   | Naija                      |
| Anypod                    | Podhub                     |
| Apple                     | Overcast                   |
| Audacy                    | Pandora                    |
| Audio Fiction UK          | Plutus Foundation Podcasts |
| Breaker App               | Pocket Casts               |
| Castbox                   | Podcast Addict             |
| Caribbean Podcast Network | Podcast Gang               |
| CrossPods                 | Podcast Guru               |
| Deezer                    | Podcast Index              |
| Double Twist              | Podchaser                  |
| Free Podcast Directory    | Podhero                    |
| Fyyd                      | Podhound                   |
| Gaana                     | Podkicker                  |
| Goodpods                  | Podknife                   |
| HeadlinerFlix             | Podlp                      |
| Holonet Radio             | Podme                      |
| Hubhopper                 | Podopolo                   |
| iHeartRadio               | Samsung Bixby              |
| iVoox                     | Spotify                    |
| Jiosaavn                  | The Podcast App            |
| Kradl.io                  | Tune In                    |
| Lava                      | UF Podcast Directory       |

### Here are a few to start with:

- GoodPods
- Podcast Gumbo Newsletter
- Podcast Pontifications
- I Hear Things
- Sounds Profitable
- Find That Pod
- Earbuds Podcast Collective
- DiscoverPods
- SmashNotes
- Podcast Delivery

Before running off to register your show at all the different directories and/or engaging with newsletters, it would make sense to first take stock of your show. There is no uniformity among the different directories. They ask different questions, need various-sized images, and always want to categorize your podcast in the least-specific ways.

But you do want to make sure you get everything as similar as possible, and the effort it takes to make changes is sometimes monumental. So, make sure you're clear on what you consider to be the perfect title, description, logo, and categories, and confirm that your social media handles and website are all in alignment.

It would also make a lot of sense to keep track of all the directories you are in, the urls to those directories, and the urls to your show on those directories. You never know when you're going to change hosts (or something else) and will need to go back to make sure the show is uniform everywhere. 📍



#### The Professional Podcaster

Dan R Morris  
propodcasters@podcastmagazine.com  
*TracingThePath* 🎧

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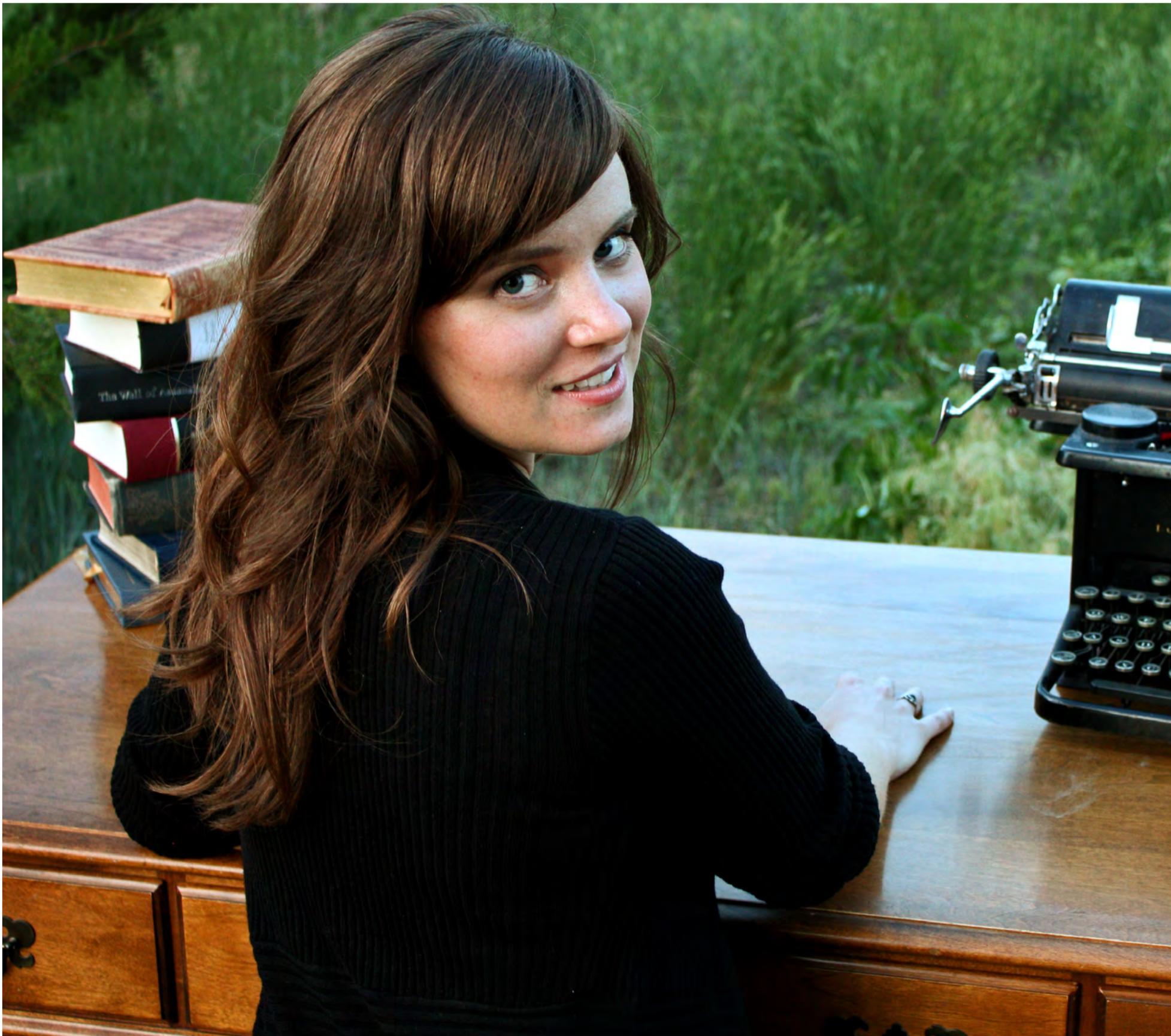
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# HELPING WRITERS BECOME AUTHORS

Marketing Platform For Fiction Evolves Into Popular Podcast



“

I LOVED THE ACT  
OF WRITING  
AS MUCH AS I  
DID THE ACT OF  
STORYTELLING.”

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A lifelong prolific reader, K.M. “Katie” Weiland remembers sitting in a treehouse during a family reunion, making up a story about something bad happening—she doesn’t recall if it involved aliens or monsters—and positioning herself as the superhero who saved everyone.

That moment is one of her first memories, long before she started writing.

*“I called them my ‘movies,’ and I would play my favorites over in my head before falling asleep at night,” she says about the stories she created. “When I was around 12, I decided I would write down one of my favorite stories just to make sure I never forgot it... and I loved the act of writing as much as I did the act of storytelling.”*

Many years later, Weiland has established herself as a published author of fantasy and historical fiction, a teacher of story theory and mechanics, and the creator of the Helping Writers Become Authors website, which garners 3,000,000 views a year. She is also the host of the podcast by the same name, currently tallying 5,000,000 lifetime downloads.

*“I never intended to be a writer,” the western Nebraska native says. “I thought I’d grow up to work with horses, maybe as a vet or trainer. But as soon as I started writing, I was hooked... I published my first novel after high school and never looked back.”*

Also passionate about personal wellness, personal theory, history, and BBC miniseries, Weiland says writing is her primary focus. *“When I’m not writing, I’m writing about writing or reading about writing.”*

Weiland’s favorite part of writing is the conception—or “dreamzoning” stage, as she

calls it. *“I love the part of the process when the ideas are fresh and just so perfect, because they exist only in your head and your heart,”* she explains, adding that she often lives with a story idea for years before she feels it has enough dimension to start recording.

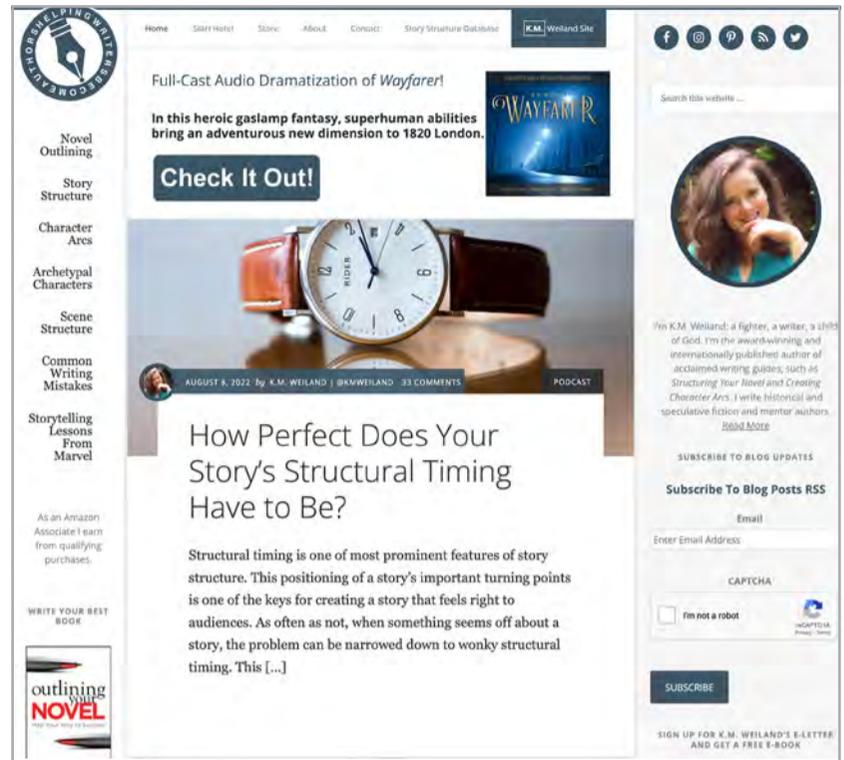
*“I compare ideas to butterflies—you have to be careful not to grab them too tightly, at the risk of destroying or damaging them.”*

In practice, she enjoys the process of outlining her stories, which she explains as an in-depth method of brainstorming “out loud” on the page, refining ideas until she feels ready to write a scene list.

*“I love this part of the process for its raw creativity, but also because there is so much less pressure than later on when you’re writing the first draft,”* she says. *“My outlines are so comprehensive; they really are like first drafts, but there is no polished prose or need to get descriptions or dialogue right. There’s just the fun of playing on the page until everything comes together.”*

While the website Helping Writers Become Authors was launched as a marketing platform for her fiction, Weiland says it quickly became its own product, so she started looking for ways to increase its reach. That led her to podcasting.

*“I had the energy and ambition to try just about anything back then,”* she says, explaining that the format she started with—recording her weekly blog posts



Helping Writers Become Authors host Katie Weiland (below) is an award-winning and internationally published author



into 15- to 20-minute audio versions—is the same as today. *“It’s not everyone’s jam, but a lot of people appreciate the fast, focused, and accessible nature of it. It’s a good feature for people who are busy or would rather just listen than read.”*

A self-taught writer who has learned from



experts like Larry Brooks, John Truby, Syd Field, Robert McKee, and Elizabeth George, Weiland says she has learned the most from reading “*great tellers of stories*,” like Jane Austen, Charles Dickens, William Faulkner, Ernest Hemingway, and other classic authors.

*“A good teacher of writing will give you the tools to analyze how a story works, but only good stories themselves can teach you what makes a story work for you,”* she explains. *“Helping other writers ultimately helps me be a better author.”*

Weiland’s writing career started in 2006 when she published her first novel, evolved into the website in 2007 and podcast in 2009, and then thrived once she published her first writing craft book in 2011. After 16 years, she says she looks to beauty, truth, and love to keep her inspired. *“They make me want to keep writing, because those are the stories I want to tell.”*

With her podcast—which she describes as being for anyone who wants to level up

## “HELPING OTHER WRITERS ULTIMATELY HELPS ME BE A BETTER AUTHOR.”

from writer to author, anyone interested in the nuts and bolts of the craft, or those who get “nerdy” over the recognition of patterns and theories—Weiland has built a loyal audience for her writing.

*“There’s something for just about anyone of any experience level,”* she says, adding for budding podcasters, *“Find a subject and format you can be consistent with. When I started, I never really thought about the fact that someday I would be approaching 600 episodes. I could never have gotten there if I wasn’t doing something that worked for me on a week-in-week-out basis.”*

Overall, Weiland is living her best life.

*“I love that I get to wake up every day and do something that matters to other people and makes a difference to the world,”* she says. *“Stories are so important. They are so powerful. The more people who learn to tell honest stories powerfully and powerful stories honestly, the better off we all are.”* 🗣️



**Arts Category Director**

Linda B. Margison

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# UNDER THE RADAR

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



## STORY GRID WRITING PODCAST

I have to start this review off by clarifying that the *Story Grid Writing Podcast* is not for everyone. But it is an excellent place for writers to deep dive into the mechanics of expertly crafted fiction.

What makes this different from other writing podcasts is the real-time example that comes from having an expert—Shawn Coyne, a top editor for more than 30 years and author of *Story Grid*—evaluate stories by struggling writer Tim Grahl, in addition to analyzing



techniques in modern and classic fiction.

While I enjoy the content of this podcast, I much prefer to listen to older episodes from 2020 to 2021, simply because of the shorter format. I found it difficult to follow along with such in-depth information when the episode is an hour or more.

I also couldn't play the podcast in the background of my busy life, because each episode has so much complex, yet valuable, information that I felt I needed to be taking notes the entire time. That isn't a complaint, but rather a warning to those listeners looking for a podcast to run in the background at work or during brain-intensive tasks.

If you're looking for a podcast to help you learn the basics and advanced techniques for well-rounded, engaging fiction, this is a good one in which to invest your time. 🎧



# THE TOP 8 MUST-LISTEN PODCASTS FOR SCREENWRITERS



## Teaching The Craft & Business Of Writing For TV & Film



Whether you're a newbie screenwriter or a writer who seeks more success, there's a podcast to guide you along your journey.



Many screenwriting shows dig into the mechanics of the craft and business of writing. Some gather Hollywood insider tips from award-winning writers and other leading screenwriters who freely share the knowledge they have gathered over the years.



Here are eight of the best podcasts for those who want valuable industry insights to help boost their screenwriting career.



## ◀ SCRIPTNOTES PODCAST

Hosted by John August and Craig Mazin, this podcast gives screenwriters the guidance they need to flourish in their profession. Whether listeners want to hone their craft or avoid common pitfalls in the writing process, this show is a great resource. It's also a good way to learn what goes on in the comedy writers' room, the mechanics of moving characters in and out of scenes, the nuts and bolts of made-for-streaming movies, and practically anything in the TV and film world that writers may be wondering about.

## THE Q&A WITH JEFF GOLDSMITH ▶

Publisher of *Backstory Magazine*, Jeff Goldsmith uncovers the creative process of screenwriters and filmmakers by quizzing them on what makes them tick. In the March 19, 2022 episode, he asks Zach Baylin, Sir Kenneth Branagh, Jane Campion, Ryûsuke Hamaguchi, Jon Spaihts, and Eskil Vogt about their Oscar-nominated screenplays. Jeff is a writer and editor who is known for *Pitfall 3-D: Beyond the Jungle*, *Twisted Metal: Black*, and *WarHawk: The Red Mercury Missions*, and is therefore well-positioned to secure interviews with luminaries and ask burning questions screenwriters likely have.



## ◀ THE SCREENWRITING LIFE

When any budding screenwriter takes a look at the combined credits of professional screenwriters Meg LeFauve and Lorien McKenna, they are bound to be impressed. Meg and Lorien have done writing and production work on films like *Inside Out*, *The Good Dinosaur*, and *Captain Marvel*. The hosts' guidance on dialogue and delivery, as well as other elements of the screenwriting craft, is designed to help writers be the best in the business. And speaking of the business of writing, it's important to note that's covered, too.





### ◀ THE OFFICIAL GILDED AGE PODCAST

It's natural for fans to be curious about the historical figures, places, and events that served as inspiration. That's where podcasts come in. Discussions following each episode of a TV show can prove popular, as HBO has discovered. TCM's (Turner Classic Movies) Alicia Malone and Tom Meyers from *The Bowery Boys* host HBO's *The Official Gilded Age Podcast*. Cast and crew members join the hosts every week to share insights, experiences, and fascinating bits of history.

### SCRIPT APART ▶

In each episode of this intriguing podcast, the audience learns about the initial screenplays of highly acclaimed films directly from screenwriters who crafted them. The first-draft secrets that are revealed are truly fascinating. Hosted by Al Horner and produced by Kamil Dymek, this show walks listeners through the changes that were made, what was kept, and why, during the process of getting to the big screen.



### ◀ BULLETPROOF SCREENWRITING™ PODCAST WITH ALEX FERRARI

According to this podcast's website, this is the place "where screenwriters come to discuss the craft." This show is designed to help writers make their screenplays bulletproof. Every week, host Alex Ferrari interviews Oscar®- and Emmy®-award-winning screenwriters, story specialists, best-selling authors, Hollywood agents and managers, and industry insiders. The entire screenwriting process is broken down in a straight-talking manner.





### ◀ 3RD & FAIRFAX: THE WGAW PODCAST

The official podcast of the Writers Guild of America West (WGAW) is a hub for news and information about the WGAW, as well as interviews with top writers from the worlds of movies, television, and new media. Guests range from the duo of *Ted Lasso* co-developer/co-star Brendan Hunt and writer/co-star Brett Goldstein to the creator-showrunner Danny Strong of Hulu's popular drama series *Dopesick*.

### THE NO FILM SCHOOL PODCAST ▶

From filmmaking communities to a writing team's journey to getting their first feature, this podcast aims to keep those who are building a career in filmmaking up to date on the latest opportunities and trends in the world of film and TV. The interviews with leaders in screenwriting provide answers to many emerging professionals' questions.



Grab a notepad, if you chose to listen to any of these eight stellar podcasts. Between the entertaining banter and fascinating stories, screenwriters may fall in love with their chosen profession all over again. Best of all, there is a treasure trove of advice around everything from creating unforgettable characters to demystifying the path to success as a screenwriter. Take a listen today, and be prepared to take lots of notes.



#### TV & Film Category Director

Raven Blair Glover  
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*Amazing Women And Men  
Of Power* ▶



# UNDER THE RADAR

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



## FILM QUEENS

One thing's for sure—the *Film Queens* podcast is never boring! In each episode, sisters and co-hosts Gabby and Rachel have animated chats about everything related to TV and movies, and they also do deep dives on beloved characters.

If you've missed an episode of the *This Is Us* series or didn't catch all of *Stranger Things* Season 4, Gabby and Rachel have you covered. They bring you up to speed with a dose of fun commentary added to the mix.



Going beyond reviews, they frequently do round-ups, such as the weirdest movies they've enjoyed, their best book-to-screen adaptations, movies they've recently seen and those they haven't watched, LGBTQ+ TV and film recommendations, and underrated TV shows. It's intriguing to listen to them reveal and discuss their top picks. From their most anticipated films to their all-time favorites, it's fun to tune in and hear what they've selected.

You'll feel like a fly on the wall as you listen to these TV and movie enthusiasts. Best of all, they strike a welcomed balance of critiquing without being harsh while remaining lively throughout their in-depth analyses.

Every Tuesday, listeners can look forward to another entertaining episode of *Film Queens*. Excitement is always in the air with this show. 🎧



# Andrea Allen

**MAKING FITNESS SIMPLE**



Growing up, Andrea Allen was an athlete. Yet she would never have guessed that fitness would end up saving her from depression and inspiring her to start the *Make It Simple* podcast.

When she moved from Washington, DC to the west coast for college, she fell into a deep depression. *“Everything was different than what I had known my whole life,”* she explained. *“I remember lying on my bed, watching the fan spin, and feeling totally out of it. My dad called and told me to get up and go for a walk.”*

*“I reluctantly took his advice, and that led to daily walks, then running. It inspired me to change my major from history to public health education. I started teaching fitness, and ever since, I absolutely love to share the physical and mental benefits, as well as my journey.”*

A podcast is a natural fit for Andrea, who is passionate about helping others. *“I’m an avid podcast listener. The crazy thing is that I built my business from scratch based on the guidance I got from the podcasts I listen to. I’ve never needed a business coach. I got my coaching from podcasts.”*

*“I decided that since I built a massive business through listening to podcasts, I’d use this medium to take topics the average female may find confusing and break them down into bite-sized, digestible pieces with simple tips and steps that won’t overwhelm listeners. The tiny steps add up.”*

**“I started teaching fitness, and ever since, I absolutely love to share the physical and mental benefits, as well as my journey.”**

Andrea’s guests are experts who are good at breaking down information.

While Andrea is open to working with anyone, her niche is mothers who want to get back in shape but don’t know what to do at the gym or can’t get there every day.

Andrea’s approach provides simple ways for these women to reach their goals. *“I’m very moderate. I don’t believe in extreme diets, massive calorie-cutting, or just cutting carbs. I teach people how to balance their nutritional intake, and I coach them through the right workouts for them... particularly postpartum workouts.”*

Andrea points out that a common issue after having a baby is diastasis recti, also known as “DR.”

*“Your ab muscles split apart, because the linea alba stretches to make room for the baby. And for 60% of women, they don’t*

fully come back together. Society has labeled this ‘mommy pooch,’ but I tell people there is actually a medical term for it. You have to train the core properly for them to come back together.

“Most women think they need surgery, or that they’re just stuck with it. But neither is true. You need to train your deep inner core and pelvic floor. Women can flatten their stomach using a very different method than the ones we’re often taught, like doing more cardio or crunches. In reality, fundamental exercises work the inner core, and they don’t include crunches. Ironically, crunches actually irritate the issue.

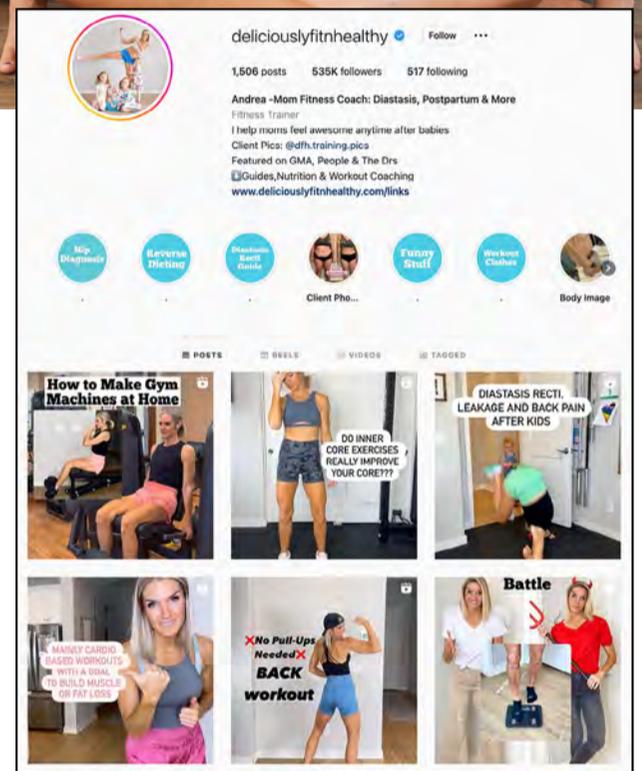
“On my Instagram page, @deliciouslyfitnhealthy, there’s a highlight that shows you how to self-check your core and feel whether there’s a gap, without relying on a doctor or anyone else. I sometimes feel like I’m standing on a mountaintop shouting, ‘It’s not fat; you have diastasis recti!’”

Since Andrea interacts with thousands of women, she can easily identify common issues and address them on the podcast. “Sometimes, I realize that I’m exhibiting a particular behavior, and I talk openly about it on the show. After I research how to fix it, I share the solution I found for the benefit of anyone who is going through something similar.”

Vulnerability is a must for this fitness entrepreneur. “I’m very open about my story around having anxiety and ADHD. I also experienced diastasis recti myself—



Make It Simple host Andrea (above with her daughters) leverages the power of social media to create a community of women looking for a healthier lifestyle



that’s why I teach it. I was in the fitness industry, yet I couldn’t figure out what was wrong with me.”

Andrea doesn’t believe in trying to paint a picture of perfection on her podcast or social media.

“Imagine having a friend who is never vulnerable with you. You won’t build a deeper connection with that person. It’s the same with your community.

“There are people I follow for parenting stuff, and it bugs me that one of them



*never admits that her kids fight. Instead, she makes everything look perfect from the outside. That's hard for me to swallow.*

*"I don't feel like I need to have all my crap together, nor pretend that I do."*

Clearly, Andrea wears many hats—wife, mother, entrepreneur, podcaster. How does she manage the juggling act?

*"My husband, who sold his company and does all our accounting, works really fluidly with me as a team. When he has the kids, it allows me to be 100% present with the clients I meet with.*

*"For those who want a hands-on approach, I have a fantastic team of six coaches who each have a jaw-dropping story about their intense experiences. That's what makes them versatile and gives them the mental capacity to deal with women's emotions instead of having the attitude of 'Suck it up, buttercup.'"*

Time blocking has also made a big difference for Andrea. *"I use Chalene*

*Johnson's push journal, which helps me organize each day and build my business using tiny goals. When I multitask, it's a hot mess. So instead, I give myself a window of time to dedicate my undivided attention to each task. Of course, it's always a work in progress."*

Andrea has a specific goal for the *Make It Simple* podcast.

*"I want people in my community to feel like there is a seat at the table for them every week... especially those who typically don't feel like they fit in."*

Andrea ends every episode by saying, *"You're doing better than you think you are."* It's clear that this podcast is designed to help listeners feel empowered and accepted. 🗣️



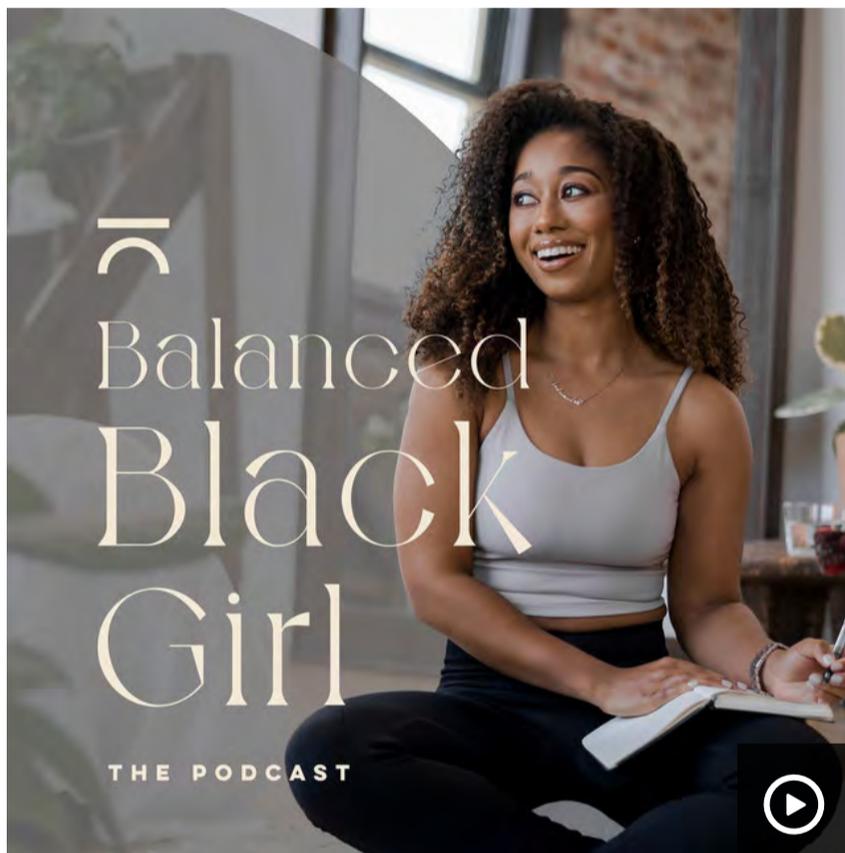
**Health & Fitness Category Director**

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



## BALANCED BLACK GIRL

Sometimes, a calm, caring tone is just what we need to hear. That's what listeners get when they tune into the *Balanced Black Girl* podcast.

What's most interesting is that the host's name is noticeably absent, except in the first episode and a Listener Q&A episode four years ago!

But after some digging, I discovered it—Les—because I want to give her credit for creating a thoughtfully crafted podcast.



The recent focus on daily healing rituals, and healing through rest, nature, and community, is needed in this time of prolonged uncertainty.

The stated aim of “*helping you feel your best*” is supported by a wide range of topics that are unlikely to be found elsewhere. Where else will you hear Black female wellness experts discussing subjects like activism through fitness or elevating marginalized voices through strength training?

This show is “*dedicated to reimagining health, wellness, and self-care for women of color.*”

Feminism and fertility are among the themes of the must-hear conversations. Have you ever considered how to make healthy eating equitable, or Pilates more accessible? Well, Les and her guests have.

If you want to adopt a low-waste lifestyle or learn about doulas, help is available. Check out the *Balanced Black Girl* podcast today. 🎧



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dedicated to podcast FANS

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# *Two Mr Ps In A Pod(Cast)*



# Sharing Hilarity From The Classroom

Whether listeners are fellow educators, parents, nostalgia-seekers, or weary souls in need of a hearty laugh, *Two Mr Ps in a Pod(cast)* hosts Adam and Lee Parkinson aim to entertain with a light-hearted, comedic view into classroom life.

Relaxing around a Florida pool four years ago, the Parkinson brothers were sharing funny stories and tales with their family about working in the classroom when Lee suddenly said, “*We should start a podcast.*”

Adam, who has worked in primary schools for 10 years, admits that he didn’t know what a podcast was when Lee mentioned it. “*My brother said, ‘We just*



Two Mr Ps in a Pod(cast) co-hosts and brothers Lee (left) and Adam



sit around and talk and record it,” Adam recalls, adding that the simplicity of the idea sounded perfect to him. *“We started recording a month later, and it’s just been an unbelievable journey so far.”*

A teacher for 14 years, Lee wasn’t a stranger to providing online content. He already had a large following for his business, ICT with Mr P, which provided training on how to use technology in the classroom, from sharing funny videos and school observations. Adam attributes that loyal audience to how quickly *Two Mr Ps in a Pod(cast)* grew to 50,000 downloads a week, and then to 5,000,000 in four years.

**“We meet up and just laugh our heads off—an hour of just pure hilarity.”**

*“We have a real core audience, and during the pandemic, we saw a massive spike, as I’m sure many podcasts did,” says Adam. “We’d meet up in the garden at either end of the table, microphone in the middle, and just shoot the breeze for a couple of hours. We’ve had such an amazing response, and it’s obviously led to incredible opportunities.”*

Those opportunities have included publishing two books, *Put a Wet Paper Towel On It* and *This Is Your Own Time You’re Wasting*, and touring with their live show.

Lee and Adam, eldest and youngest of three sons, respectively, are natives of Manchester, England, with homes just down the street from each other. Four years apart in age, they got along well growing up, even though their personalities are vastly different. *“He always looked after me even though I outgrew him,”* Adam says. *“I didn’t always make the right choices when I was at school... unlike my brother, who was very well-behaved and got good grades. We’re different that way.”*

Lee loves being in the classroom and working with children. Although he could go full-time with his own business now, he prefers to remain in the classroom part-time. *“He would never want to leave and not have that interaction with children in the local area,”* Adam says.

Adam gives props to Lee, who he says does all the editing, production, and marketing for the podcast. *“I’ve never known anyone who works as hard as my brother,”* he says,

# ADAM

## listens to



### OFF MENU

Comedian hosts welcome special guests into their magical restaurant to choose a dream meal of starter, main course, side dish, dessert, and drink.



### THE OVERLAP WITH GARY NEVILLE

Hear real stories about careers and vulnerabilities from the biggest names in football, politics, business, and world sports.



### GOSSIPMONGERS

Gossip is the name of the game as the hosts read unsubstantiated rumors sent in by listeners, and then choose their favorite one for the Gossip World Cup Finals.

**“It’s just been an unbelievable journey so far.”**



**“We’ve had such an amazing response, and it’s obviously led to amazing opportunities.”**

joking about himself, *“I kind of turn up, get myself covered in crumbs, and, hopefully, provide the light-hearted perspective alongside him. I’m the equivalent of a grandma when it comes to technology.”*

Their recorded conversations often happen after sporting competitions and family events, when their children—Lee’s triplets and Adam’s six- and three-year-olds—are tucked in bed. *“We meet up and just laugh our heads off—an hour of just pure hilarity, which we hope brings people that light comic relief,”* Adam says, adding that during the pandemic, many listeners shared how the humor helped them. *“People were saying, ‘I’m going to visit a family member in the hospital, and it’s quite far away. The only thing that’s keeping me from breaking down is listening to you and your brother.’”*

The hilarity includes telling stories about their childhood, their time in the classroom, and offering special segments that feature listener confessions as well as their 89-year-old nana.

*“Whenever we feature Nana on an episode, we get so many lovely messages from people saying they’ve adopted Nana Maureen as their own, or from people*

who just absolutely adore hearing from her,” Adam shares.

“One thing you don’t realize when you’re doing things like this is the people it’s going to reach and the impact it’s going to have, even with something as simple as recording a three-minute segment with my nana, her being hilarious, and people taking comfort with the fact that there are still those legends around you.”

Adam has many funny stories to share about the innocence and brutal honesty that can simultaneously flow from children’s mouths. Like the boy who told his young teacher that his dad had just gotten his COVID-19 shot, so she would probably get called soon. The teacher told the child that she likely wouldn’t, because she was still quite young. “Yeah, but you are overweight,” the boy said matter-of-factly.

“He said it in such a caring way, but it was such a put down, and so brutal,” Adam says, adding, “I remember one woman shared about this child who was drawing the teacher and said, ‘Look, here it is. I’ve even got your whiskers.’ They will say things you don’t want to hear. Yet it’s so innocent! They don’t mean it as a put-down or bad thing—we’ve been sent so many of these stories.”

With Adam and Lee—and Adam’s wife—all being educators and parents, they have an inside understanding of the joys and challenges of the world of education.

“It is such a hard job, and sometimes, it can feel lonely. You maybe question whether



you’re doing the right thing or getting the results you want to get. But as long as you are providing the children with what they need, and you keep them safe... if you can provide an environment where they are happy and making memories, that’s one of the biggest things I hope I do with my job—help children, no matter who they are, to make memories and have an amazing school life.”



**Education Category Director**

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**Got an Education Podcast suggestion?**

**Let us know! >**

# UNDER THE RADAR

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



## THE JOHN MAXWELL LEADERSHIP PODCAST

Back in the early stages of my career—almost 20 years ago—when I was preparing to take on a management position, I stumbled on two books by John Maxwell that became staples for me in my constant quest for self-improvement. Those two books were *Leadership 101* and *Attitude 101*. I wanted to be the best leader possible, so I devoured them both and carried them with me from job to job.

With that history, finding *The John Maxwell*



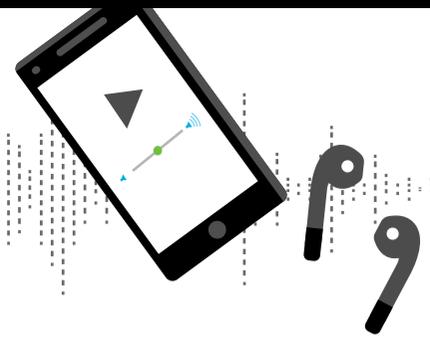
*Leadership Podcast* has been both a step back to those days and a leap forward into the future of education—from words on a page in a book to those spoken, discussed, and distributed in a podcast.

One especially poignant episode for me—a self-described dreamer—is “What Stands Between You and Your Dreams?” In it, Maxwell defines the difference between daydreams and daring dreams and describes four obstacles that prevent dream fulfillment—having the wrong kind of dream, fear, critical people, and the most impactful for me, our own work habits, attitudes, and disciplines. (Anyone besides me feel called out on that one?)

Now, instead of carrying around the *101* books from years ago, I’m tucking away this bit of wisdom to pull out whenever I need a refresher: “*The real difference between a dream and wishful thinking is what you do day to day.*”

Have a listen and be inspired. 🎧

# IN YOUR EARS



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



## COMEDY APPETASERS

Hosted by: R. Scott Edwards

A short form sharing of standup comedy, including comedy bits, stories, and jokes.



## THE MAGIC HAT: A COMEDY-MAGIC PODCAST

Hosted by: R. Scott Edwards

*The Magic Hat: A Comedy-Magic Podcast*, is a short term series where professional comic-magicians share how magic & stand-up comedy work together in a performance.



## MAKING BANK®

Hosted by: Josh Felber

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# COOL PEOPLE WHO DID COOL STUFF

Margaret Killjoy’s podcast, *Cool People Who Did Cool Stuff*, should probably come with some sort of health warning for staunch right-wingers who are likely to take offense at historic tales about people resisting the White patriarchy. If you’re one of them, this is probably not the podcast for you.

If, on the other hand, you get turned on by hearing stories (told with good humor and wit) that have been overlooked, at best, or deliberately suppressed, at worst, then *Cool People Who Did Cool Stuff* is highly recommended.

Margaret herself is one of the “cool people.” She’s a transgender woman, an anarchist, and an all-round creative powerhouse. Apart from the podcast—a relatively recent venture—Margaret has published a number of books across both the fiction and non-fiction genres. She also plays in bands that similarly cross

different genres, from antifascist neofolk to her black metal band, *Feminazgûl*, which is not for the faint-hearted.

*Cool People Who Did Cool Stuff* is one of several ideas Margaret had for a podcast. She’s a firm believer that “*There cannot be too many podcasts—that would be a bit like having too many books.*” She comes from a background in punk and zines and thinks that podcasting is part of this tradition, with its homespun, democratic qualities.

Margaret was already a fan of *Behind the Bastards*, one of the shows produced by Robert Evans of Cool Zone Media and part of the iHeartPodcast Network, where *Cool People Who Did Cool Stuff* is a natural fit. That show is co-produced by Sophie Lichterman, who went on to co-host *Cool People* (and who incidentally has one of the best laughs ever).

Each topic is covered over two episodes and features at least one other guest.



Margaret says, *“The ideal guest for this sort of format is an audience self-insert. I want a guest who knows less about the topic than I do. But I also like if a guest has context around the issue and is able to offer insight.”*

*Cool People Who Did Cool Stuff* is not a chronological history podcast, so listeners can dip in anywhere that takes their fancy. Margaret recommends the episode titled *“The Civil War Within the Civil War: How the South Won the War for the Union.”*

She had heard inklings of this story, but delving into it fundamentally changed the way she understood American history. *“I grew up being told that White Northerners basically went and beat up the White Southerners,”* Margaret says. What she learned, though, was that Black resistance and the withholding of labor crippled the Southern economy, enabling the military victory.

This really is a fantastic episode. It covers the Lowry War, during which a group of mainly Native Americans of the Lumbee people, led by the Lowry Family, first resisted the Confederacy and then federal troops. The episode includes a real-life account of someone actually filing through the bars of the jail with a file baked into a cake that had been smuggled in by his wife. This incident compelled Margaret to double-check her research, as it sounds like a tale from a cartoon.

Her own favorite episode is the one about the Russian Nihilists—the first story she researched.

*“It’s a fun episode about 1860s hippies in Russia who become mad bombers and try to kill the tsar and have Loony Tunes escapades.”* Despite the *“History doesn’t repeat itself, but it rhymes”* cliché, Margaret says it’s always fun to find historical narrative arcs. This particular

story is reflected in the narrative arc of the 1960s hippies *“in terms of being a sub-culture that is then cracked down upon by forces of reaction, with a smaller subsection becoming increasingly radical.”*

Various future episodes are already lined up, including one about the Spokane Free Speech Fight, 1908, when an army of hobos performed a massive act of civil resistance just by exercising their right to free speech.

This episode is exactly the kind of thing that really excites Margaret. She gets to tell obscure stories that really should not be obscure at all, as they form such an important and relevant part of the history of the U.S.

Emblematic of this are two episodes about Blair Mountain—subtitled, *“When Miners Went to Literal War Against Their Bosses.”* They chronicle the largest armed uprising in the U.S. since the Civil War.

Apart from these stories of resistance, another common thread in *Cool People Who Did Cool Stuff* is the history of LGBTQ+ people. Margaret has done episodes on a non-binary Dutchman icon in Revolutionary-Era America who was part of the gay resistance to the Nazis. They firebombed Nazi records, going to their death writing, *“Never let it be said that homosexuals are cowards.”*

Again, this is a part of history that is difficult to research, given how these people are often written out of history altogether, or at the very least, whose sexuality is deliberately omitted.

Margaret adds, *“How we view sexuality*

# MARGARET

## listens to



### BEHIND THE BASTARDS

Cliffs Notes of the worst humans in history and exposes the bizarre realities of their lives.



### GHOST CHURCH BY JAMIE LOFTUS

Investigations of American spiritualism, a century-old tradition of communing with the dead that takes place in camps full of mediums across the country.



### THE FINAL STRAW RADIO

A show emanating from occupied Cherokee lands in so-called North Carolina and featuring the voices of folks engaged in struggles for liberation and the creation of rad culture since 2009.

**“I don’t think there will ever be one right way to have society explain and understand gender.”**

*changes. If I were to talk about a medieval trans woman, for example... conceptions were so different at that time that they don't actually map one-to-one to the current conceptions of gender. I think that's fine and beautiful. I don't think there will ever be one right way to have society explain and understand gender."*

She goes on to explain that there are many stories of "women" dressing as "men" to go fight in a war, but what we don't know is whether those same people spent the rest of their lives dressed as "men." People rarely declared their gender in no uncertain terms, like "I am a man." It was simply blurrier and messier, then.

Margaret believes these stories matter today in terms of counterattacking the perception

that transness and homosexuality are a "new thing." She likens it to the graph that tracks the percentage of left-handedness over time, where it shoots up and levels off just at the time when people were *allowed* to be left-handed.

*"We have always been there! But people have been closeted for so long. Only recently have we had the language to speak about it."*

Margaret certainly does have the language to speak about it, and she does so wonderfully, while bringing alive fascinating stories on her podcast. 📍



**History Category Directors**  
 Luke Baxter & Roifield Brown  
[history@podcastmagazine.com](mailto:history@podcastmagazine.com)  
 Map Corner 📍

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\*Source: Edison Research Infinite Dial 2019



# UNDER THE RADAR

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



## HISTORY HACK

You can come to *History Hack* for pretty much anything that takes your fancy history-wise. What you can be assured of is that it will be well covered and interestingly told.

The episodes are presented by a rotating cast of hosts, led by acclaimed historian Alexandra Churchill and accompanied by many learned guests. And occasionally, they all go to the pub!

To illustrate the diversity of topics covered,

taking a random selection of sequential episodes, we have 677, “Gallipoli, Genesis of Failure,” an episode that, as the title suggests, focuses on the political and strategic decision that led to that campaign and not on the landings themselves. It’s presented by an expert and jovial guest who engages in some excellent banter with the hosts. This is followed by episode 678, “Native American Sexuality,” which speaks for itself.

They have recently done a series of WWII aviation episodes led by Matt Bone, a frequent host, and there are lots of episodes on the Napoleonic Wars with experts Zach White and Josh Provan.

Best of all is that there are simply a helluva lot of episodes—718 and counting! The website is fun to visit, as well, as each episode comes with a fun cartoon and full listing. 🎧

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# The CALL of the VOID

A SUPERNATURAL THRILLER

Michael and Josie Herman are the brains behind the award-winning science-fiction mystery podcast, *Call of the Void*.

*“When we started as audio drama beginners, it was easier to cast ourselves as the two lead parts in case we had to redo scenes. We decided to use our friends for all the other characters.”*

Across all three seasons, they have ended up with a cast of around 35 people.

Michael and Josie studied theater in school. That’s how they met, and today, they’re married.

*“Here in Michigan, there’s an awesome community of theater and film actors. Although none of them had specific voice acting experience, they were really great actors for theater and film, and that’s what we wanted. We were looking for a more real-life sound, rather than an audiobook type.”*

Inspired by the podcast *Rabbits*, Michael and Josie set about creating a show designed specifically for audio.

*“We didn’t want to just adapt a play or a film and then just throw it into the audio space.”*

With a degree in screenwriting and a lot of writing experience, Michael stepped seamlessly into the world of writing for audio.

And so the work began to bring their experience of New Orleans—the culture and nature of which inspired Michael and Josie—to life. *“The people there seem*



*unfazed by living below sea level or facing any other natural threat,” Michael noted.*

They did a great deal of research and dug into the Nola culture, as well as the role of tourism within that culture.

Michael pointed out another element that required some attention. *“Having noticed that with some shows, listeners don’t know what’s going on for 40 seconds at a time, we incorporated tricks, like indicating naturally within the dialogue a character’s name or location. This way, what’s happening is always clear. It’s not always easy to find the sweet spot, where you make the scene flow well while ensuring the audience knows who is speaking and is clear on what’s going on.”*

The couple’s studio was their home base, where they recorded and directed

the actors, who fortunately, were all in Michigan.

Josie fell in love with the idea of directing while in college. *“I love working with actors. In this pairing, I’ve always been more of a director. Michael’s more of the writer, though we sometimes work on the script, and Michael gives direction,”* she added.

Michael credits Josie for putting emotions aside and being a humble director who focuses on helping everyone work together like a well-oiled machine, so the story shines through.

He added, *“I have to compliment Josie, because her directing doesn’t stop in the room. It carries through to the sound design. Even things like the sound of footsteps are intentionally placed.”*



Photo credit: Josie Eli Herman



Josie Eli Herman and Michael Alan Herman play the lead characters of *The Call of the Void*

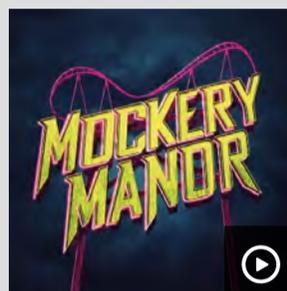
The couple has found that actors have good instincts. Michael explained, “*Some of our actors throw out some improv. And although it’s always unexpected, it’s also always great.*”

They are proud of what they’ve created, especially season three—but Michael acknowledged their bumpy start.

“*As we were feeling our way through our early episodes, feedback—even constructive criticism—was somewhat helpful, because it flagged when an actor was speaking too quickly or where something was confusing. So, we knew we needed to clarify certain elements a bit better. As painful as negative reviews are, sometimes, they are helpful.*”

# MICHAEL & JOSIE

listen to



## MOCKERY MANOR

It’s summer, 1989. Mockery Manor is a theme park where people disappear, and it’s up to a pair of chaotic teenage twins to catch a killer.



## GATHER THE SUSPECTS

A cozy murder mystery set in Wales during a very boring apocalypse.



## THE WHITE VAULT

Follow the collected records of a repair team sent to Outpost Fristed in the vast white wastes of Svalbard and unravel what lies waiting in the ice below.

**“We wanted to make sure that all of the arcs we’re taking the characters through and the plot lean toward a satisfying ending.”**



**“It’s not always easy to find the sweet spot, where you make the scene flow well while ensuring the audience knows who is speaking and is clear on what’s going on.”**

Josie recalled, *“We did all the audio editing and the sound design. We had no experience with those areas, but that’s the fun part. At first, we sat there feeling overwhelmed with a ton of sound files, but we put one foot in front of the other and figured it out.”*

*“We never would have gotten to where we are now if we hadn’t just started. I think it’s important for artists to just jump into the water.”*

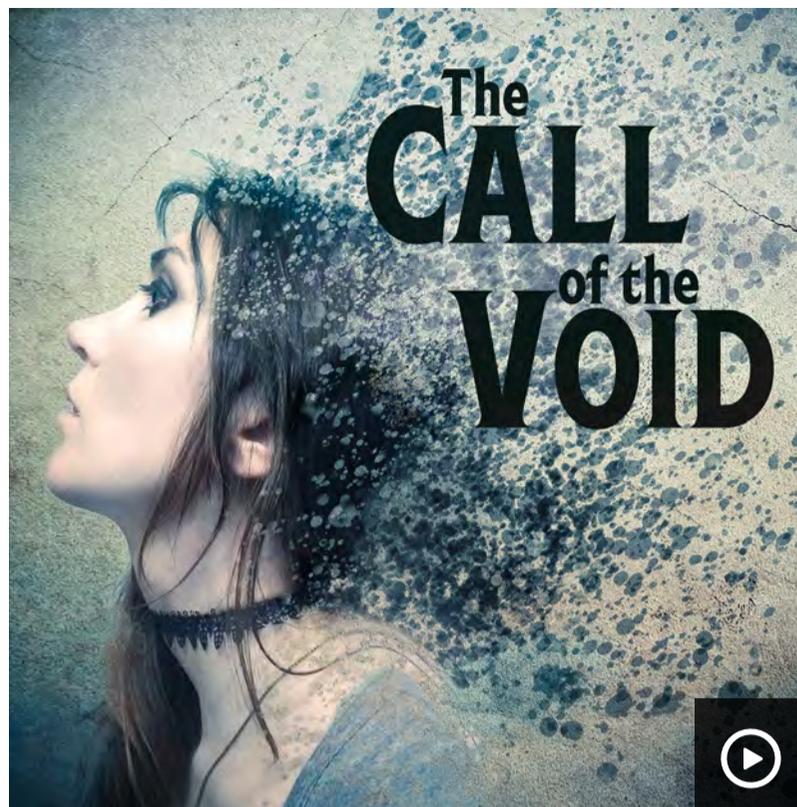
*“You can’t wait until you’re perfect to make art, because you will never be perfect. You learn and improve while you’re doing it.”*



**“You can’t wait until you’re perfect to make art, because you will never be perfect. You learn and improve while you’re doing it.”**

The couple revealed some key components of their creative process. *“We use a card method. Early on in the writing, we jot down ideas onto notecards as fast as we can. The idea is not to judge anything... just start to get some content to piece together.”*

The pair also pays attention to the inner journeys of the characters. They ask each other questions like, *“What is this character really looking for in life, and what journey can we take them on to find it?”*



Michael and Josie explained, *“All of our characters have their own struggles as well as things that we’re dealing with. We wanted to make sure that all of the arcs we’re taking the characters through and the plot lean toward a satisfying ending.”*

What’s next for the creative couple?

*“We’re stepping back into the film world, to produce our first feature film together,”* Josie revealed.

Michael’s past film experience includes working with James Franco!

With their drive and passion for making beautifully crafted stories, this creative duo’s talents will surely continue to impress their ever-growing audiences. 🎧



**Fiction Category Director**

Christine Franklyn  
fiction@podcastmagazine.com



# UNDER THE RADAR

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



## HOTHOUSE BRUISER

*"I'm already dead...and you may be, too."*

Chilling, right? It's practically impossible to resist the instant pull of suspense.

Within a few seconds of hearing this intro, we also learn about and want to know how the narrator managed to get himself duct-taped to a chair with the ominous sound of a drill getting closer and closer. Cynical as the main character may be, his role as narrator is a brilliant way for the audience to get the



scoop on exactly what's happening, so they never feel lost.

Who is this odd Jason "Bruiser" Brusman character, anyway? He used to be a cop and seems to fear nothing and no one.

The crisp sound effects are as impressive as the characterization. The sound of "Bruiser" cocking his gun and releasing a bullet that moves from audio right to left feels cinematic.

The Los Angeles lockdown that follows an outbreak of a deadly virus makes for more action than one would expect. This is certainly no boring, stay-inside scenario, as downtown is sealed by an impenetrable wall to quarantine thousands of people inside *"The Hothouse."*

Clearly, there's a lot happening on the city streets and tons more to be revealed from one episode to another.

The podcast *Hothouse Bruiser* is bursting at the seams with mystery and intrigue. 🎧



# A GIANT AMONG MEN

## How Ralph Sampson Dominates The Game Of Life

---

Ralph Sampson is a gentle giant among men.

He took his love of competition to the NBA, and coupled with his off-field success, it's clear he has successfully reached his full potential.

Growing up, Ralph grew two or three inches every year. His doctor reassured him that there was nothing wrong, so Ralph embraced his height, rather than feeling embarrassed by it.

He loved playing outside and enjoyed every sport. *"In my time, we played a variety of sports we did not specialize in,"* he said.

In middle school and early high school, Ralph decided to focus on basketball, recognizing that it was his best chance at going pro.

Ralph had a full four inches on the seven-foot players in the NBA. Plus, he was very mobile and fast. Always a hard worker, he honed his skills at camps and by playing for leagues when he wasn't in school.

In high school, he was the best player on his team, though *"I never thought about breaking records,"* he said. He was hard on himself, and ever humble—never did he play for the highlights. Rather, it was all about the team. *"Teamwork makes the dream work,"* he said.

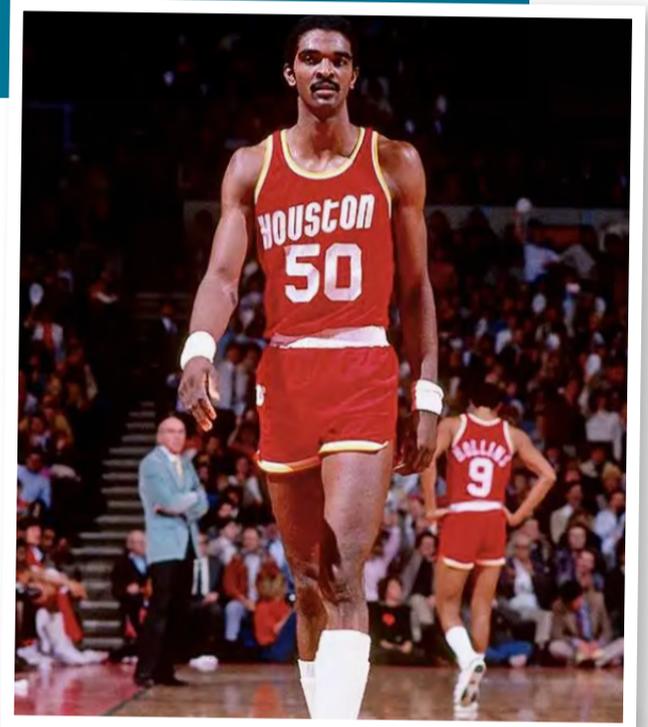
Ralph received over 1000 letters from colleges interested in recruiting him. He narrowed the list down to his top four choices—Virginia Tech, North Carolina, Kentucky, and Virginia—ultimately choosing Virginia, since it was close to home. His parents, who he said, *"keep me grounded,"* taught him the importance of education, and he knew Virginia was a great educational institution, as well.

Ralph stayed in VA for four years and earned his degree in communications and business. Reflecting, he is glad he didn't leave early, as he felt it helped prepare him for life after basketball. He also truly enjoyed the camaraderie of college. He made a lot of friends, especially in his teammates.

*"College was the best time of my life,"* he said.

**"I never thought about breaking records... Teamwork makes the dream work."**

Ralph dominated in the NBA as a four-time all-star and played in the NBA finals with the Houston Rockets



Ralph had a tremendous career at UVA, and they retired his number—50.

As the number-one pick in the NBA draft, Ralph felt no weight on his shoulders at all with the accompanying responsibility.

He went on to become a four-time NBA all-star and played in the NBA finals with the Houston Rockets.

Life after basketball was a bit of a challenge in terms of figuring out what he wanted to do. But as a student of the game, he used what he learned in sports to become successful in business.

After studying business, he opened a



**“I am a communications major, remember, so I know how to be on the radio.”**

tee-shirt shop. He also had a 20-year real estate run and made various business deals—including owning a restaurant in Charlottesville called American Tap House. “We have a great atmosphere, great food, and great drinks,” he said. (You can check it out here: [americantaphouse.com](http://americantaphouse.com).)

Having done radio shows, Ralph eventually began considering podcasting, which was a natural fit. “I am a communications major, remember, so I know how to be on the radio,” he said.

Ralph’s podcast—which he takes as seriously as he does any venture—is about life in connection with sports. He interviews a lot of notable people, like Brian McKnight.

Ralph and his hand-picked co-host, Mike McDonald (who Ralph says is “the best” and has been in the radio business for 30 years), are now approaching their 100th show.

He prepares for his podcast like he does

for any venture—he studies. He hopes to one day take the show on the road and record at his restaurant.

Ralph has accomplished so many things; however, he remains humble, crediting his success in growing a tremendous brand and legacy to his parents, teammates, mentors, and employees. 🎧



#### Sports Category Director

Neil Haley

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*The Neil Haley Show* ▶



# UNDER THE RADAR

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



## LOCKED ON STEELERS PODCAST

The *Locked on Steelers Podcast* is part of the Locked On Podcast Network.

The host, Chris Carter, breaks down everything about the Steelers daily, Monday through Friday. Carter is an NFL and college football analyst and writer and proud Pittsburgher who “volunteers his time to multiple non-profit organizations in the area, including MAD DADS and as a board member for the Community Empowerment Association. When Chris isn’t progressing



*his career in the legal field or volunteering, he enjoys spending time with family and friends, trying out different restaurants and establishments in the Pittsburgh social scene.”*

On his show, Chris talks about who will be the Steelers starting quarterback. In addition, he previews the Steelers’ defense. His guests have included: Jenna Harner of WPXI-TV, Tony Serino of AFC North Talk, Wes Uhler of Steeler Nation Radio and the *‘Eers and Beers Podcast*, Josh Taylor of KDKA-TV and 93.7 The Fan, former NFL tight end Dorin Dickerson, also of 93.7 the Fan, and Brian Batko of the *Pittsburgh Post-Gazette*.

The show is the perfect podcast for Steeler nation. Chris really puts effort into the podcast. He has great daily topics that make the show entertaining and informative. There are not many daily Steeler podcasts, so this one is for the true fans. 🎧



# THE STORY COLLIDER

## True Personal Stories About Science

What do two physicists and a Master of Fine Arts in Creative Writing degree holder have in common?

Storytelling, with over one million listeners!

The Story Collider is a nonprofit organization founded in 2010 on a mission to reveal the vibrant role science plays in all our lives through the art of personal storytelling. During live events, people—scientists, comedians, journalists, and others from all walks of life—share their stories from the stage about how science has affected their lives.

These live events are recorded, and then, their podcast by the same name features

two of those stories every Friday. Episodes are produced by locals who work on a freelance basis or by Erin Barker.

Erin and her colleague, managing producer Misha Gajewski, listen to 50-60 yearly show audios and choose the ones they'd like to run on the podcast, which they also host.

Physicists Ben Lillie and Brian Wecht were the first producers and hosts of *The Story Collider*. Personal friends of Erin's, they asked her to work with them on the show. The three then founded the nonprofit together in 2012.

In addition to the shows and podcast, they developed an education program based



on the coaching methodology they use in their shows. They also offer workshops for scientists and other STEM professionals on storytelling and how to integrate it into their work.

Erin is originally from Ohio. She then moved to West Virginia and went to journalism school for college. Next, she moved to New York, because she wanted to work in publishing.

*“I had a very boring job, as is common when first starting out, when I first moved to New York. I was copy editing for a telecommunications news company. So, I would listen to podcasts while I worked. I think all the people sharing their stories are so amazing and brave. My husband, who was my boyfriend at the time, worked at a local comedy theater that had a class on storytelling. He said, ‘I really think you*

*should take this class... it would be good for you to have a creative outlet, because you’re so bored at work and everything.’”*

Erin took his advice and enrolled in the class, despite her then very deep fear of public speaking. In fact, when the class ended, it was graduation show time, and she was so nervous, she broke out into hives due to the level at which she was freaking out. *“I’ve never had anxiety to that level before,”* she shared.

But when she went up on the stage and told her story, she realized it was okay, as she didn’t die. *“Some people laughed at my jokes, even. So, I thought, I gotta do this again. It made me feel inspired, to face fear like that and come out of it okay. So, I started telling stories more with The Moth.”*

She did a few mainstage shows with The Moth, traveling to different cities with them. She was also featured on *The Moth Radio Hour*, which Erin thought was “very cool.”

It was in that storytelling class that she met Ben Lily, one of the physicists who founded *The Story Collider*.

**“It made me feel inspired, to face fear like that and come out of it okay.”**



Erin Barker on stage at TEDMED

“That’s when we started working together. The rest is kind of history. Collider became my full-time job in 2013. I was a senior producer, and Ben was the creative lead. Since then, I’ve been the artistic director, and now, I’m the executive director.”

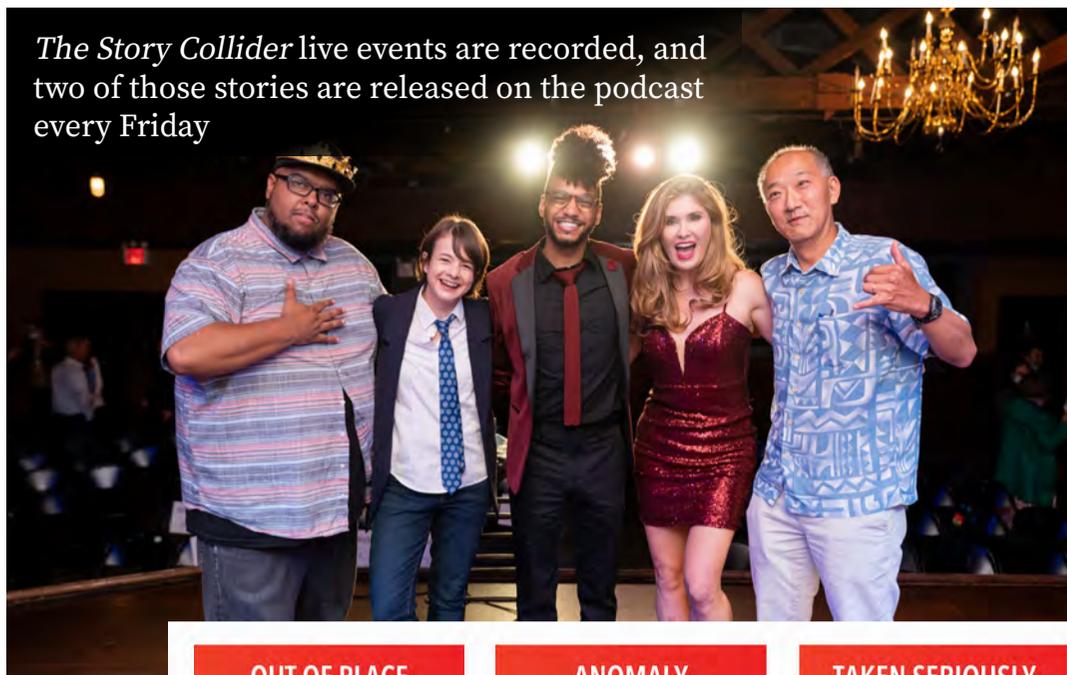
As a storyteller, she is the first woman to win The Moth’s GrandSLAM storytelling competition twice. Her stories have been featured on public radio multiple times and on many podcasts, such as *The Moth*, *RISK*, *Family Ghosts*, and more. One of her stories was included in *The New York Times* bestselling book, *The Moth: 50 True Stories*.

Listening to *The Story Collider*, some people may be surprised by how some of the stories relate to science. Not every story takes place in a laboratory, for example. Some of the connections are a little more abstract, and some of the storytellers aren’t scientists. But others are, like the neuroscientist who’s no longer able to face her work, because her partner just died of brain cancer, and it’s bringing up painful memories for her.

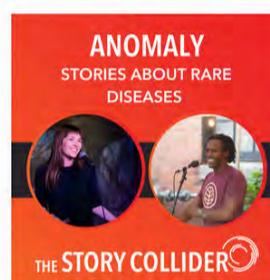
Generally speaking, scientists are not very self-involved: they often don’t take the time to think about themselves and their experiences. So, it’s really pretty amazing to see the realizations they have and the impact the process has on them.

Listeners can expect to hear stories about people deciding to become scientists and what inspired them to do

The Story Collider live events are recorded, and two of those stories are released on the podcast every Friday



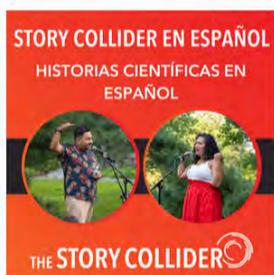
OUT OF PLACE: STORIES ABOUT FEELING LIKE AN OUTSIDER



ANOMALY: STORIES ABOUT RARE DISEASES



TAKEN SERIOUSLY: STORIES ABOUT WANTING RESPECT



STORY COLLIDER EN ESPAÑOL: HISTORIAS CIENTÍFICAS EN ESPAÑOL



ANXIETY: STORIES ABOUT FEELINGS OF WORRY



GOOD INTENTIONS: STORIES ABOUT MEANING WELL

so. There are stories from comedians like Wyatt Cenac talking about doing the drunk driving simulator at his high school. Another comedian and previous kindergarten teacher talks about this strange phenomenon in his class where all the kids wet themselves at the same time every day.

“One thing that I think is exciting about

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*the work we do at Story Collider, and with storytelling in general, is the power that stories have to change people's minds and shape their perceptions,"* Erin said.

*The Story Collider* is involved in a few different research collaborations that have shown that impact. One study conducted by researcher Jeff Schinsky found that community college students who listened to stories/personal narratives from scientists over the course of a semester were more interested—and could better see a place for themselves—in science.

In her spare time, Erin enjoys spending time with her husband and taking her beloved dog Wally to Morningside Park in New York.

Why not give *The Story Collider* a listen and get a behind-the-curtain view of the people of science and the stories they tell? 🎧



### **Science Category Director**

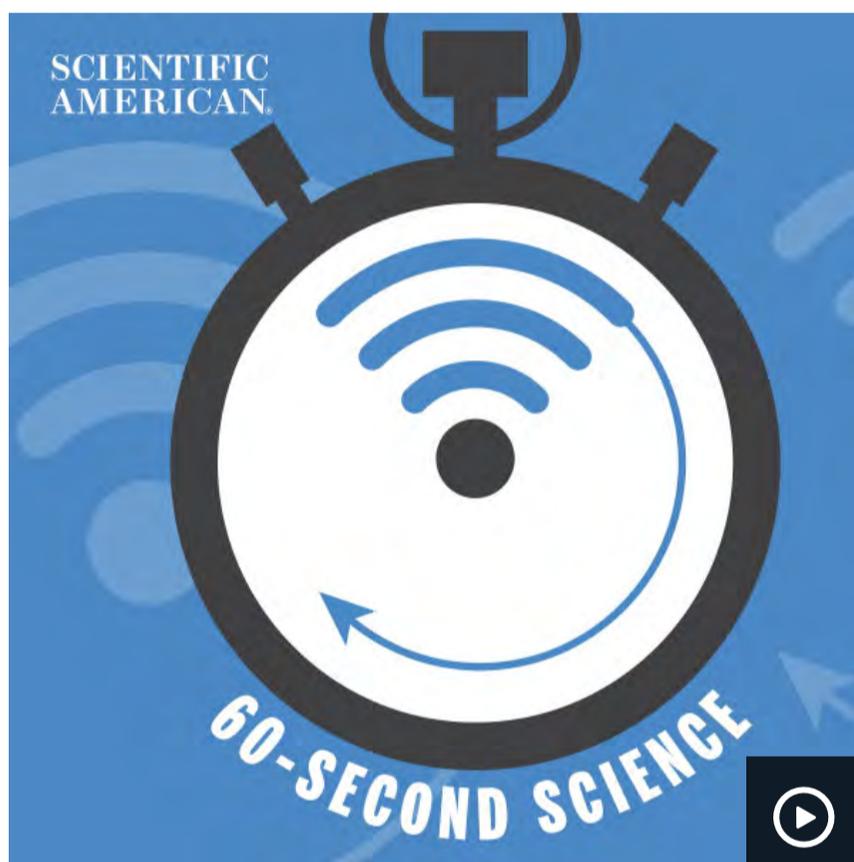
Constance M. Drew, MBA  
[science@podcastmagazine.com](mailto:science@podcastmagazine.com)

*Wickedly Wise Women Entrepreneurs* 🎧



# UNDER THE RADAR

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



## 60 SECOND SCIENCE

*60 Second Science* is what I call “science for dummies.” Leading science journalists cover some of the most interesting developments in the world of science.

Though not 60 seconds, as episodes average more like seven minutes, the topics range from monkeypox to black holes. “Hawking, a Paradox and a Black Hole Mystery, Solved?” is an episode I especially enjoyed.

Host Tulika Bose does an excellent job of



clearly interviewing her guest while gleaning those small nuggets of information that we, the audience, want more of. For example, as she interviews Clara Moskowitz, the space and physics editor for *Scientific American*, she digs into the paradox of black holes.

Have you ever thought about what a black hole really is? How many times do we casually say, “*Oh, it disappeared into a black hole*”? Think of it this way:

In the world of physics, you have two theories: quantum mechanics (very small atoms and particles) and general relativity (very massive particles). They’re either big, or they’re small black holes, but both are the densest things in the entire universe. And did you know they leak?

This podcast is just right for me, as it is short and focused on heavy scientific studies, leaving me more curious than ever to explore more.

Why not expand your scientific inquisitiveness with *60 Second Science*? 🎧

# OFF

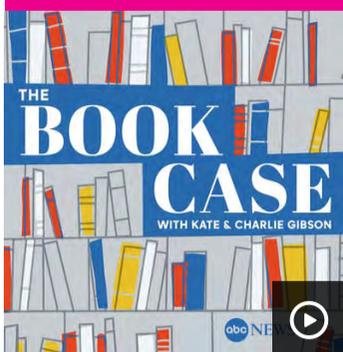
# THE

# CHARTS

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

SEPTEMBER 2022

### ARTS



#### THE BOOK CASE

Hosted by: Kate & Charlie Gibson

If you're looking for a fresh, new read, wander through your local bookstore with the hosts, who make the case for books outside your usual genre.

### BUSINESS

#### MY FIRST MILLION

Hosted by: Sam Parr & Shaan Puri

A combination of guest-and-host banter gives this podcast an edge. Discussions revolve around million-dollar business ideas, whether new or trending, and it's what makes this podcast unique.



### COMEDY



#### COMEDY APPETIZERS

Hosted by: Scott Edwards

For listeners who want quick comedy bits on their Fridays to start their weekend. All shows are jokes, stories, and comedy bits by the famous... and not so famous.

### EDUCATION

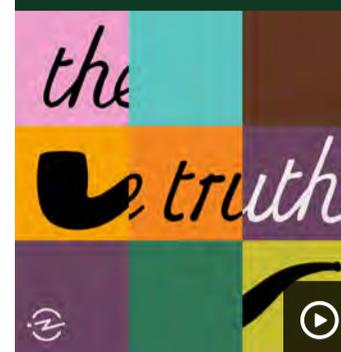
#### THE TONY ROBBINS PODCAST

Hosted by: Tony Robbins

Proven strategies and tactics for achieving massive results in business, relationships, health, and finances, with insightful interviews with prominent masterminds and experts.



### FICTION



#### THE TRUTH

Hosted by: Radiotopia

The Truth makes movies for your ears. They're short stories that are sometimes dark, sometimes funny, and always intriguing.

### GOVERNMENT



#### THIS MEANS WAR

Hosted by: Peter Roberts

Conversations about contemporary warfare and what it means for the future of fighting. Each episode will look at how wars are being fought around the world today, whether (and why) this is important.

### HEALTH & FITNESS

#### THE CURIOUS CLINICIANS

Hosted by: The Curious Clinicians

Why do diseases present in certain ways? What are the mechanisms of treatments we use? Why does the human body function as it does? This podcast explores these questions and more.



### HISTORY



#### REMNANT STEW

Hosted by: Leah Lamp & Steve Meeker

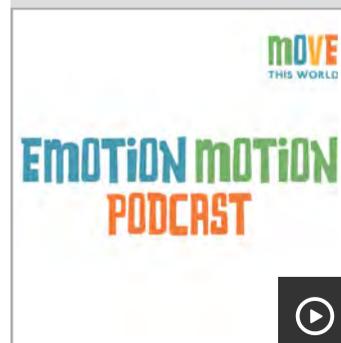
The hosts scour the ends of the Earth to bring you stories of the strange and bizarre. There's a brand-spanking-new episode every other Monday, so tune in to satisfy your appetite for all things curious and intriguing.

### KIDS & FAMILY

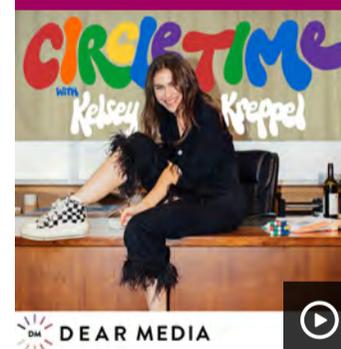
#### THE EMOTION MOTION PODCAST

Hosted by: Movie This World Audio Network

Move, play, sing, and interact with stories that help children practice their emotional vocabulary, reflect on their feelings, and learn emotional management strategies.



### LEISURE



#### CIRCLE TIME WITH KELSEY KREPPEL

Hosted by: Kelsey Kreppel

The quintessential podcast for the digital age, pairing the childlike wonder and conversational openness of preschool with the realism, honesty and, ultimately, wisdom baked into adulthood.

# OFF THE CHARTS

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

SEPTEMBER 2022

## MUSIC



### WHAT MAKES THIS SONG STINK

**Hosted by:** Pat Finnerty

Pat is joined by comedians, musicians and friends to spend time talking about the songs that tighten your jaw in line at the supermarket, and explore the music that defies explanation.

## NEWS

### BUZZCAST

**Hosted by:** Buzzsprout

If you want to stay up-to-date on what's working in podcasting, *Buzzcast* is the show for you. We cover current events and news, podcast strategy, and tools we are using.



## RELIGION & SPIRITUALITY



### ENCOUNTERING YOU

**Hosted by:** Laura Williams

Join Laura Williams, licensed professional counselor as she tackles some of the tough issues in mental health and how they relate to your faith journey.

## SCIENCE

### TALK NERDY WITH CARA SANTA MARIA

**Hosted by:** Cara Santa Maria

Cara Santa Maria, a science communicator, television host, producer, and journalist is excited to have conversations with interesting people about interesting topics.



## SOCIETY AND CULTURE



### DATING INTELLIGENCE THE PODCAST

**Hosted by:** Christopher Louis

Tennis pro Christopher Louis and co-host, international model, Jamie Villamor, help give relationship advice on dating to marriage, and everything in between.

## SPORTS



### INSIDE CURLING

**Hosted by:** Kevin Martin & Warren Hansen

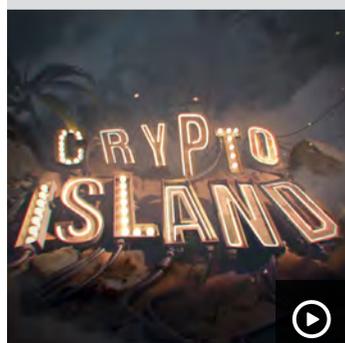
No show brings you more expertise, insight, and knowledge about curling's past, present, and future.

## TECHNOLOGY

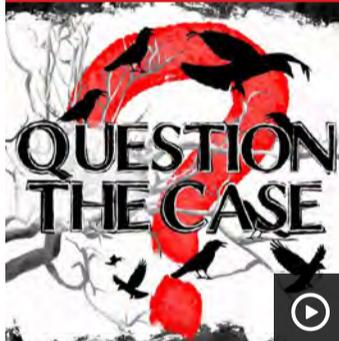
### CRYPTO ISLAND

**Hosted by:** PJ Vogt

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



## TRUE CRIME



### QUESTION THE CASE

**Hosted by:** Elizabeth Rose & Stephanie Davies

An investigative podcast in which the hosts take a deep dive into cases with questionable verdicts or unanswered questions.

## TV & FILM

### LAUREN INTERVIEWS: THE PODCAST

**Hosted by:** Lauren Conlin

Formerly known as *Red Carpet Rendezvous*, *Lauren Interviews* is a weekly podcast for all things entertainment, pop culture, news, politics, and New York City.



## EDITOR'S PICK



### MODERN PERSIAN FOOD

**Hosted by:** Bitra Arabian & Beata Nazem Kelley

Food bloggers, Bitra and Beata share the rich flavors and fresh ingredients of Persian Cooking and how to incorporate them into today's modern lifestyles.

# PODCAST MAGAZINE RECOMMENDS

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

blubrry



Stats-Hosting-PowerPress  
www.blubrry.com

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

[podcastmagazine.com/blubrry](https://podcastmagazine.com/blubrry) »



click funnels

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

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hosting

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# PODCAST MAGAZINE

# HOT 50™

## SEPTEMBER 2022

This month's Top 50 podcasts as determined by podcast fans. Vote at [PodcastMagazine.com/Hot50](https://PodcastMagazine.com/Hot50) »

THIS MONTH	LAST MONTH	PODCAST NAME Host(s)	THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
<b>1</b>	<b>1</b>	<b>CERTIFIED MAMA'S BOY</b> Steve Kramer & Nancy	<b>26</b>	-	<b>RAPPERS DON'T GOLF</b> Tucker Booth
<b>2</b>	<b>2</b>	<b>KRAMER AND JESS UNCENSORED</b> Steve & Jess	<b>27</b>	-	<b>WKRP-CAST</b> Allen & Donna Stare
<b>3</b>	<b>3</b>	<b>NEXT ON THE TEE</b> Chris Mascaro	<b>28</b>	-	<b>COFFEE AND CASES</b> Allison Williams & Maggie Damron
<b>4</b>	<b>12</b>	<b>THE UPSIDE</b> Callie & Jeff Dauler	<b>29</b>	-	<b>KNOW YOUR AURA</b> Mystic Michaela
<b>5</b>	<b>4</b>	<b>THURSDAY NIGHT TAILGATE</b> Chris Mascaro & Bob Lazzari	<b>30</b>	<b>27</b>	<b>ON SCREEN AND BEYOND</b> Brian Zemrak
<b>6</b>	<b>5</b>	<b>BK ON THE AIR</b> Barry King	<b>31</b>	<b>13</b>	<b>WTFAMICOM: A GAMING PODCAST</b> Dan & Nick
<b>7</b>	<b>6</b>	<b>NECRONOMIPOD</b> Dave, Ian & Mike	<b>32</b>	-	<b>HOTTER THAN HEALTH</b> Eliza Gellman
<b>8</b>	<b>7</b>	<b>LULLABY: THE FEAR PODCAST</b> Ashley Lanna	<b>33</b>	-	<b>KIM AND KET STAY ALIVE... MAYBE</b> Kim & Ket
<b>9</b>	<b>9</b>	<b>THE BOX OFFICER PODCAST</b> Mel McKay & Derek Zemrak	<b>34</b>	-	<b>LE SHOW</b> Harry Shearer
<b>10</b>	-	<b>BACKSPIN GOLF</b> Matthew Laurance	<b>35</b>	<b>32</b>	<b>SWORD &amp; SCALE</b> Mike Boudet
<b>11</b>	<b>10</b>	<b>PROMISED LAND</b> Ian Kehoe	<b>36</b>	<b>16</b>	<b>THE RETROGRADE: A VIDEO GAME PODCAST</b> Mikey & Andy
<b>12</b>	<b>8</b>	<b>WAIT, WHAAAT ARE YOU WATCHING!?</b> Elaine Chaney	<b>37</b>	-	<b>BARBEQUE NATION</b> Jeff Tracy
<b>13</b>	<b>14</b>	<b>CHAOS &amp; DISORDER</b> Fleeger & Briggs	<b>38</b>	-	<b>CRIME JUNKIE PODCAST</b> Ashley Flowers & Britt Prawat
<b>14</b>	-	<b>HUDDLE UP WITH GUS</b> Gus Frerotte	<b>39</b>	-	<b>IN THE GARAGE</b> Gerald Cordova
<b>15</b>	<b>11</b>	<b>THE ALAN SANDERS SHOW</b> Alan Sanders <span style="border: 1px solid black; padding: 2px;">BIGGEST MOVER ↻</span>	<b>40</b>	-	<b>LOWKEY</b> Jess Dutra
<b>16</b>	<b>15</b>	<b>THE WILDER RIDE</b> Alan Sanders & Walt Murray	<b>41</b>	-	<b>OLOGIES</b> Alie Ward
<b>17</b>	-	<b>BE THE RIGHT CLUB TODAY</b> Hal Sutton	<b>42</b>	-	<b>POSITIVELY GAM</b> Adrienne Banfield
<b>18</b>	-	<b>THE MARRIAGE FIT PODCAST</b> Alan Sanders & Susan Delmonico	<b>43</b>	<b>24</b>	<b>SOUTHERN FRIED TRUE CRIME</b> Erica Kelley
<b>19</b>	-	<b>LOOSE LIPS</b> Ike Avelli & Tym Moss	<b>44</b>	-	<b>BOSS™ TALK</b> La'Vista Jones
<b>20</b>	-	<b>RAW TRUTH STORIES OF FEMALE INFIDELITY</b> Rebecca Adams	<b>45</b>	-	<b>50 STATES OF MIND</b> Ryan Bernsten
<b>21</b>	-	<b>CHAOS N COOKIES</b> Heather Steinker	<b>46</b>	-	<b>A BINTEL BRIEF</b> Lynn Harris & Ginna Green
<b>22</b>	-	<b>FRESH HELL</b> Johanna Frehe & Annie Luevano	<b>47</b>	-	<b>GOOP</b> Gwyneth Paltrow
<b>23</b>	<b>22</b>	<b>GRILLING AT THE GREEN</b> JT	<b>48</b>	-	<b>ANXIETY BITES</b> Jen Kirkman
<b>24</b>	<b>23</b>	<b>FLY ON THE WALL</b> Dana Carvey & David Spade	<b>49</b>	-	<b>THE DESIRE FACTOR</b> Christy Whitman
<b>25</b>	<b>19</b>	<b>RADIO LABYRINTH</b> Tim Andrews	<b>50</b>	-	<b>THE CARPOOL</b> Kellie & Liz



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