

JULY 2021 / VOL. 2 NO. 6

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BRETT STANLEY

TAKES PODCASTING
UNDERWATER

PAT HAZELL

CREATIVITY IN
CAPTIVITY

DEVI ADEA

A SPIRITUAL
ENTREPRENEUR
IS BORN

MICHELLE SNOW

FROM THE TRAILER
PARK *TO THE WNBA*

There is something about audio that provides an extra level of intimacy, humanity, and authenticity while you peel back the curtain around your topic.

POST REPORTS'

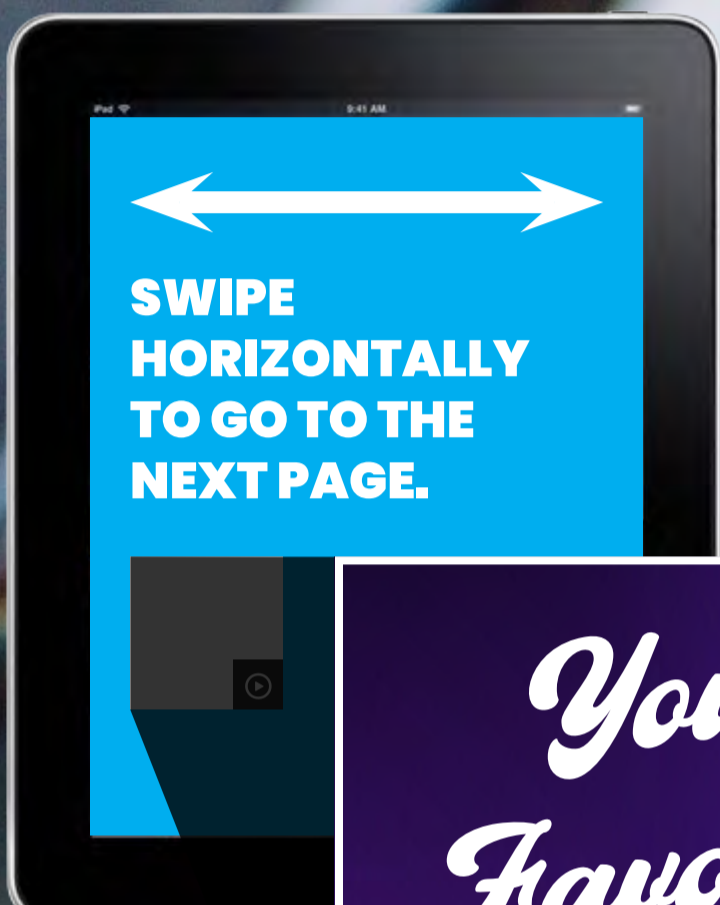
MARTINE POWERS

THE HEART OF A JOURNALIST
WITH A STORYTELLER'S SOUL



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FEATURE



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Swipe horizontally to quickly navigate pages.
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- Feature
- Arts
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- Kids & Family
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IN THIS ISSUE

JULY 2021 / VOL. 2 NO. 6

10 

MARTINE POWERS

The heart of a
journalist with a
storyteller's soul



30 

BRETT STANLEY

Takes
podcasting
underwater



47 

PAT HAZELL

Creativity In Captivity



**IN EVERY
ISSUE**

BEYOND THE MICROPHONE

In-depth sit downs
with, and profiles
of, today's leading
podcasters

UNDER THE RADAR

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

OFF THE CHARTS

Podcast Magazine's
TOP podcast picks of
the month for all 19
podcast categories

58 ➤ **DEVI ADEA**
*A Spiritual
Entrepreneur is born*



PODCAST MAGAZINE®
BEYOND THE MICROPHONE

70 ▼
**HOW COMPTIA
DOES PODCASTS**



76 ▼
ANDY KUSHNER
*Goes deep
with *The Music
Makers**



92 ▼
MICHELLE SNOW
*From the trailer park to
the WNBA*



86 ▼
**THOM
SINGER**
*Speaks the
language of
the NSA*



**IN EVERY
ISSUE**

GADGETS, GIZMOS & GEAR

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

THE PROFESSIONAL PODCASTER

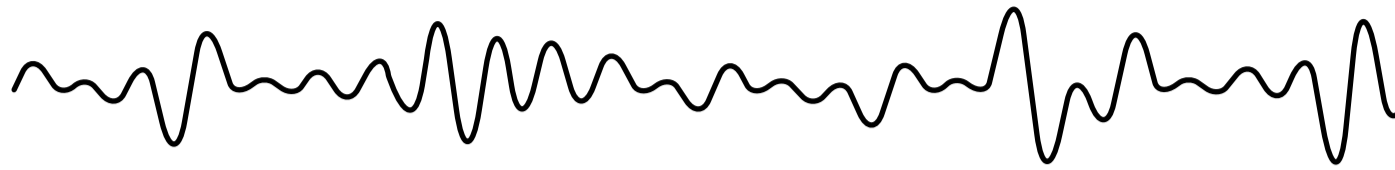
An insider look at the business of podcasting—by podcasters, for podcasters

PODCAST MAGAZINE'S HOT 50

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



FROM THE EDITOR



STEVE OLSHER
Founder/Editor-in-Chief

In mid-June, Spotify released its social audio entrant, Greenroom. Of course, it's far too early to tell what will become of this player in the industry's embryonic landscape. However, I did find it curious that innumerable "Clubhouse Celebrities" immediately took to the platform to establish position in a blatantly obvious land grab—largely because many of them have been loud, vocal proponents of Clubhouse.

While I believe that the primary business all entrepreneurs are in is the "data-gathering business," and perhaps jumping onto the Greenroom bandwagon in its infancy is an opportunity to gather additional data, one can only wonder if they're doing so from a place of **abundance**—loving what they're doing and simply wanting to share

their mission and message with more people—or from a place of **scarcity**, where "enough" never is, and they're stuck on the constant hamster wheel pursuit of chasing illusionary security.

The latter mentality can plague far too many... including, not so long ago, yours truly. It can lead to depression, a state of despair, and trying to win an unwinnable game. Allow me to share my personal experience.

In November of 2013, I hit what has oft-been referred to as "rock bottom." While I'll save the granular details as to why this happened for perhaps another LFTE, simply know that I was ready to throw in the towel. While I'm far too squeamish to inflict direct suffering, the thought of letting go of the wheel while speeding through the bank of a hairpin curve crossed my mind on several occasions.

Thankfully, through the love of my wife and family, countless tiny white pills, and hours of *deep* conversations with my mental health professional, I (obviously) made it through.

Since that time, I've made it not only my personal mission to understand **why** I reached those depths of despair, given that on the surface, I appeared to 'have it all'... but, also (and more importantly), **how** to help others avoid a similar fate.

My goal over the past eight years has been to create a simple-to-implement framework that anyone can use. A litmus



test, if you will, that takes merely a handful of seconds to complete and can provide insight when you're feeling off-kilter and need a 'North star' to help you get back to the core, the essence, of who you truly are—a place where happiness and fulfillment abounds.

I have named this framework **Achieving Quintessence™**, and it consists of five simple, yet incredibly profound, questions.

Merriam Webster defines quintessence as, *"The most perfect or typical example of a quality or class"* or *"the essence of a thing in its purest and most concentrated form."* When you have achieved quintessence, you will live in a manner that is most closely aligned with who you inherently are.

However, the older we get, the farther we tend to drift from quintessence as many of us spend much of our lives absorbing, and living out, the whims, agendas, and expectations of others as opposed to having our lives reflect how we are naturally wired to excel and honoring what puts fire in our soul.

When this happens, your life can feel out of alignment. It can show up as unexplainable mood swings, a lack of interest in activities that used to bring you joy, and/or depression.

In 2022, I'll be releasing my fourth book, **Achieving Quintessence**, in which I will delve into the details of this framework. For now, allow me to share a brief overview. My hope is that this letter is read by at least one person who will benefit from these words.

quin·tes·sence

/,kwɪn'tesəns/

***the essence of
a thing in its
purest and most
concentrated form.***

The **Achieving Quintessence Framework** consists of five elements. Each is equally important. Consider a pentagon-shaped table with five legs. If you remove one of the legs, it will continue to stand. However, if you put enough weight on one side of the table, it will likely topple. When you remove two of the legs, the table will fall.

The same holds true for the Achieving Quintessence Framework. Each element is directly, and indirectly, impacted by the other, and for the whole to thrive, all five must be consistently present.

The elements ostensibly serve as a checklist. If even one of the boxes remains unchecked at day's end, you may not feel as good as you possibly can. If days, weeks, and months go by with boxes left unchecked, it is likely that you're living in less than an optimized state.

Here are the five cornerstones of the daily Achieving Quintessence Framework:

AQ #1: DO SOMETHING YOU LOVE

This can be thought of as a ‘selfish’ activity... and it is absolutely OK to be selfish. Your soul needs you to be. After all, if we don’t think of the self, we won’t survive.

In this definition, being ‘selfish’ means engaging in an activity that reflects your passions, purpose, or hobbies... Every. Single. Day. And, without apology.

Remember, you are naturally wired to excel in very specific ways. Honor the gifts you’ve been given. AQ #1 reflects the *internal* piece of the puzzle.

AQ #2: DO SOMETHING FOR OTHERS

This can be thought of as a ‘selfless’ activity... doing something for others not because you’re asked to or because you seek reciprocation. Instead, you engage in this activity because you genuinely want to serve someone else.

Fulfilling this second element does not have to be overly complicated, and often, you don’t even need to leave the house to do so. If you’re a parent, doing something for others can be as simple as playing a game with your child because you know it’s important to him or her. AQ #2 reflects the *external* piece of the puzzle.

AQ #3: ALIGN YOUR ENVIRONMENT

Your environment consists of both where you physically live and who you surround yourself with.

After I bottomed out in 2013, tests were ordered to see if there were health-related issues I was unaware of. There were.

It was revealed that I am genetically predisposed to having extraordinarily low neurotransmitter levels, and the cold and gray of Chicago’s annual six-month winter not only reduced these already dangerously low levels, but it also triggered heightened episodes of S.A.D. (Seasonal Affective Disorder), which I did not know I suffered from.

To address this, in August 2014, we moved to San Diego. Relocating has helped tremendously.

Consider your environment as well as those you surround yourself with. If you do not love where you live and the people (both personal and professional) you spend ample time with do not positively contribute to your well-being, your environment(s) may be in need of adjustment.

ACHIEVING QUINTESSENCE™ →

The five elements of Achieving Quintessence are like the legs of a pentagon-shaped table. Ignore any two for too long, and the table will topple.



AQ #4: PHYSICAL ACTIVITY

While this may seem fairly obvious, daily physical activity plays a much larger role in one's happiness and fulfillment than most think. It is vitally important to get the blood flowing, and if you're able to elevate your heartrate and get the sweat going too, even better.

When you move, your neurotransmitter levels naturally increase. And for some, you may be able to fulfill both #1 and #4 with exercise. For example, I've been practicing Brazilian Jiu-Jitsu on and off since 2000 (I'm a three-stripe brown belt). This is an activity that I love (#1) and, of course, it involves physical activity.

Even if it's a 30-minute walk around the block, take time every day to put your body in motion.

AQ #5: CHALLENGE YOURSELF

All human beings benefit from being challenged. Few extend beyond our zone of comfort on both the personal and professional front... Every. Single. Day.

This, of course, looks very different for each of us. Perhaps you want to break the five-minute mile. Or perhaps, you've never closed a \$10,000 deal because you don't feel quite 'ready' for it to happen.

It is imperative to stretch beyond your limits and set unrealistic goals. Les Brown once said that, *"Most people fail in life not because they aim too high and miss, but because they aim too low and hit."*

Everyone has the ability to shatter their self-imposed limitations. Few ever will.

Your mission, should you choose to accept it is, at the beginning of the day, ask yourself the following questions:

1. What will I do today for myself?
2. What will I do today for others?
3. How will I align my environment today?
4. What physical movement will I engage in today?
5. How will I challenge myself today personally and professionally?

Before you go to sleep, review your findings.

If you discover that you fell short of checking all five boxes, you'll know what you need to focus on the following day. If you checked all five boxes, rinse and repeat.

It's important to remember that fulfillment, happiness, and satisfaction can only come from within. No amount of followers, social audio room attendees, or podcast downloads will **ever** be enough.

My hope is that the **Achieving Quintessence Framework** leads you to a place where your happy lives. I'd love to hear your thoughts. 🗣️



STEVE OLSHER

@ThePodcastMag

P.S. Please note that the Achieving Quintessence Framework is not designed to replace medical treatment, diagnose mental disorders, or therapy. I strongly encourage you to seek professional guidance by calling the National Suicide Prevention Lifeline at 800.273.8255 if the potential for harming yourself is present.

MARTINE POWERS

The Heart Of A Journalist With A Storyteller's Soul

Journalist Martine Powers stands by *The Washington Post's* official slogan:

Democracy dies in darkness.

Therefore, she takes it upon herself to shed light on the issues that matter via *Washington Post's* podcast, *Post Reports*.

Her vast array of readers and listeners consider her a relatable and trustworthy source of news, and she is widely recognized as an influential woman of color in the podcasting space.

Martine was born to a Caribbean mom and White dad in Miami, Florida—a notably diverse city. From her first breaths, diversity has been an inherent part of her being and culture.



“Being biracial is a really big part of my identity and of how I experience being a Black person,” Martine said. “Growing up, most of my friends were Cuban, Venezuelan, or Haitian. So I never experienced being the only kid of color at my school, or the only non-White kid in my AP classes, or anything like that. And that really speaks to Miami and its public schools. Mine was a really positive experience.”

It’s no surprise, then, that attending Yale was initially a bit of a culture shock. Suddenly, Martine was acutely aware of the lack of people of color in the room with her. According to Martine, this served her well in respect to preparing her for professional settings where this type of imbalance is all too common.

That being said, Martine was quick to point out that attending Yale when she did was a completely different experience than a Black person—especially a Black woman—attending in the 70s and 80s.

“I actually had a great college experience,” she said. “Because of the competitiveness of admission, they’re able to engineer a relatively diverse racial environment. So the culture shock was pretty short-lived, and again, I was lucky to find a diverse group of friends.”

“In my experience, the people who identify with

“[The Post] is an incredible union of people who foster a community of inclusiveness. That makes me really proud.”

my being biracial or support me are the same ones I can talk to about Black stuff, and mixed-race stuff, and TV stuff. Those things are not mutually exclusive.

“My whole life, I’ve been fortunate to find communities that don’t make me feel like I have to spend a lot of mental energy grappling with problems of identity. Rather, we basically celebrate identity as we celebrate other parts of our lives.”

After graduating, Martine began her career in the media as a metro reporter for *The Boston Globe* and a transportation policy reporter for *Politico* before joining *The Washington Post* as a reporter in 2021. To call it a “positive” experience would be an understatement:

“This is without exception the most diverse place I have ever worked. Unfortunately, that is not reflected in our leadership, but it is in the ranks of younger people,



reporters, and many editors who have really been a source of support for people of color and for minorities. There are actually a lot of people at The Post who I feel reflect who I am and my values. It's an incredible union of people who foster a community of inclusiveness. That makes me really proud," Martine shared.

So, when Martine was asked to host *Post Reports*, she readily accepted.

This daily podcast, published weekdays by 5 p.m. Eastern time, promises "unparalleled reporting. Expert insight. Clear analysis. Everything you've come to expect from the newsroom of The Post. For your ears."

And Martine is the perfect person to deliver it. A journalist at heart with a storyteller's soul, she endeavors to "bring the energy of journalism—with a capital J—to the stories we tell," she said. "And even when we tell stories with narrative that surprises, they're still held up by the real work of legit reporting, including the fact-checking and due diligence with which we approach everything we do.

"There is something about audio that provides an extra level of intimacy, humanity, and authenticity while you peel back the curtain around your topic."

"When we think about the future of the podcast, we continuously think in terms of ambition—and what that equates to for us is the ability to share breaking news. We aim to tell the stories more deeply, which requires more time and reporting."

Martine tries to strike a balance between meeting fast deadlines and going deep on a topic:

"We want to be out there in the world spending real time with people and getting a real understanding of the issues we're covering. That is super helpful to me, because it fuels my ambition. I much prefer the excitement of going to a place and meeting people without the prepared questions for an interview. Formal interviews are a bit confining—I really want to get out there more. The pandemic made it a bit difficult, but I'm so grateful to be on a team of people who are also excited about doing that ambitious work and telling stories more deeply. Even our producers are taking a more active role in both interviewing and reporting."



“Because it’s always a balance, right? We want to be urgent and talk about the news of the day. But we also want to feel like we’re doing the deep dives to get at the roots of issues. So that’s particularly challenging.”

Rising to that challenge, the *Post Reports* team oscillates between providing in-the-moment beneficial information and more in-depth reporting requiring anywhere from a few days to a few weeks or months of preparation.

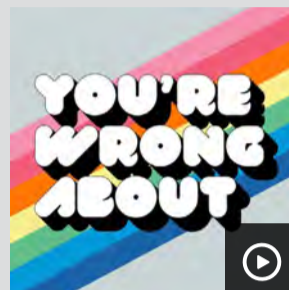
But no matter which they’re presenting, Martine says, *“It’s always conversation.”*

“There is something about audio that provides an extra level of intimacy, humanity, and authenticity while you peel back the curtain around your topic. You can read reporter and former White House Bureau Chief at The Washington Post’s stories every day. You can even see him on TV every day. But hearing him talk about those stories in a more relaxed way, as if he’s sitting next to you at a dinner party, you’ll experience more nuances... thoughts and reflections that add so much value to journalism. It’s so different than reading the top-level news. So in a lot of ways, I think podcasting is totally complementary to traditional news sources. And it doesn’t have to be like a TV interview, either. I want our show to feel more like I’m just hanging out with you at your kitchen table.”

The desire to have a personal connection with her listeners is just one of the things that sets *Post Reports* apart from other

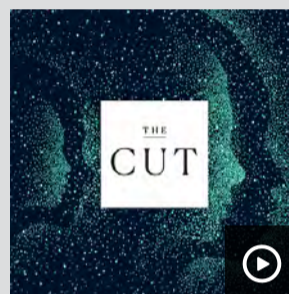
MARTINE

listens to



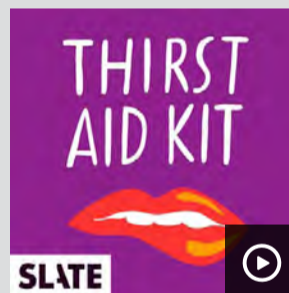
YOU'RE WRONG ABOUT

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



THE CUT

The Cut is a weekly audio magazine exploring culture, style, sex, politics and more.



THIRST AID KIT

Thirst is natural... so let’s celebrate it! Join Bim Adewunmi and Nichole Perkins as they dig deep into the various ways women express their thirst, asking: why do we desire who we desire?

“It’s about kindness. Being kind to yourself and to others. We have to look out for one another and understand that other people’s problems are our problems, too.”



daily news shows, including NPR. While Martine expressed great respect for outlets that feature “incredible journalism” and is “flattered” to be compared to them, she explained how any similarities are unintentional, as well as the differences in theirs:

“Making a daily podcast takes 120% of my neurological space every day. I don’t spend time thinking about what other people are doing. I think a lot of the producers who work on our show would say the same.

“We have two driving impetuses: first, the journalism that originates from The Post—the things we’re hearing, seeing, and discussing in meetings. Those are the stories that are going to run, because we want to be a part of their telling. Then there’s the driving force of our tastes. We are a show of mostly women, and largely women of color. And I think as such, we skew a bit younger than other podcasts and news shows.

Latest episode

The joys and struggle of Juneteenth

Historian Annette Gordon-Reed discusses the meaning and history behind Juneteenth, the holiday that has come to symbolize the end of slavery in the United States.

Friday, June 18, 2021



22:00 | Transcript

**Inflation, inflation, inflation**

The Fed says inflation could climb higher than projected — but many of the price hikes could be short-lived. How to navigate the many new spending opportunities the end of the pandemic has brought. Plus, the power of this year’s graduation speeches.

Thursday, June 17, 2021



26:44 | Transcript

**The Biden-Putin summit**

What Biden’s summit with Putin can tell us about the future of U.S.-Russia relations. And, what could happen to struggling tenants when the rent comes due in July.

Wednesday, June 16, 2021



27:20 | Transcript



“So, we have the criteria of what feels urgent, what feels important, and what feels helpful for others to understand the world a little better. And we have what personally delights us. That kind of energy is something you don’t normally see on the top five or 10 news shows.”

Knowing she was entering a space in which women of color might be underrepresented, Martine points to Audie Cornish of NPR’s *All Things Considered* as a huge inspiration. In fact, she listened to Audie’s interview, “The Burning Question,” multiple times while psyching herself up for podcast hosting.

She was also hugely inspired by *Another Round*, a podcast hosted by Heben Nigatu and Tracy Clayton.

“I really loved that show! I was obsessed with it, and I couldn’t believe when they

stopped making it, because I felt like they brought a fundamental authenticity and real sense of being themselves to interviewing, even in the tough ones. Like the interview they did with Hillary Clinton during her candidacy. Heben and Tracy were both totally themselves while asking Hillary the really tough questions, like, ‘Do you ever look back on your record in criminal justice and say, ‘I have really messed things up for Black people?’ Bringing that kind of honesty and transparency about the reality of things in a way that makes you feel like a human is something that I think is really cool. I try to do that, too, sometimes successfully... and I try to embody some of the energy that they brought to their show in Post Reports.’

Martine accomplishes that goal and so much more. The thoughts she shared

about the pandemic represent the same heart and empathy she brings to her podcast:

“It’s about kindness. Being kind to yourself and to others. We have to look out for one another and understand that other people’s problems are our problems, too.”

As Americans celebrate Independence Day this July 4th, Martine will continue reporting in the name of democracy, “asking the questions you didn’t know you wanted answered,” while being a voice for women around the world. And, we’ll be listening. 🎧



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

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CLUBPOD



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Led by Steve Olsher, Founder/Editor-In-Chief of Podcast Magazine 📖 — the preeminent publication dedicated to covering podcasts and podcast culture — week in and week out, you'll have the opportunity to meet leading podcasters, receive high-level guidance, discuss best practices, tips, tools, and shortcuts & have a ton of fun 😄!

(🔥 Please note: To become a 'Member' please 'follow' our Club creator, Steve Olsher. He can be found at @podcasts. Otherwise, you'll be a 'Follower' of ClubPod and won't have access to 'members-only' events.)

And, yes! Please feel free to invite others who would benefit from, or add value to, ClubPod. Don't keep us a secret 😊. Cheers! 🍷

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Winning with Podcasting
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Podcasting for Small Business Owners
hosted by Nick Bogacz



Podcasting & Events: Grow Your Audience, Authority & Profits hosted by Linda Cain

View the full schedule at ClubPod.club 



'I Want The Audience To Feel'



Former Prosecutor Anna-Sigga Nicolazzi Brings Her Expertise & Empathy To *Anatomy of Murder*

Is the world predominantly good with pockets of evil, or evil with sprinkles of good here and there? I'm just a civilian, but with the work I do in the law-enforcement community coupled with all of the true crime I cover for *Podcast Magazine*[®], I find myself asking myself that question more often.

I asked Anna-Sigga Nicolazzi, former homicide prosecutor and co-host of *Anatomy of Murder*, to weigh in (be sure to read to the end to get her response).

When I began my conversation with Anna-Sigga, who launched her show in October 2020, I mentioned how much I enjoyed the episode I had just listened to and, half-jokingly, said I was also depressed.

“That is not the goal,” she laughed. “At the same time, it made you feel, and that’s important. I think it’s important to remember that these aren’t just stories. They’re real-life events.”

To that end, I mentioned that it is my belief that most true-crime podcasts aren’t simply entertainment. They provide a service to society by keeping many cases alive.

“I appreciate your perspective,” replied Anna-Sigga. “If I thought true-crime podcasts were just entertainment, I would have never entered this world, because I wear that former-prosecutor ‘hat.’ So I have to feel good about it from that perspective.”

Curious whether she now considers herself a former prosecutor who happens to be a podcaster, or a podcaster who happens to be a former prosecutor, she clarified:

“I am a former prosecutor in everything I do. That is my true passion. I actually thought I would retire being a prosecutor. After 21 years, 16 of those in homicide, it weighed heavily.”

Anna-Sigga went on to talk about how much she enjoys the true-crime podcasting space. In essence, she is able to apply her unique talents to a passion that is far less stressful than being a top-notch prosecutor.

Anna-Sigga and co-host Scott Weinberger, a former Deputy Sheriff, do a splendid job of covering a case from multiple angles. The commentary and insights they bring to each episode is thoroughly enjoyable.

It would seem that, after decades of hearing and viewing details of many gruesome and harrowing cases, not much would disturb them... but it still happens, on occasion.

We discussed one particular case involving a home invasion covered in an episode called “The Evil That Lurks,” aired on October 28, 2021. Anna-Sigga was unnerved by the victim’s account, commenting how being taken aback by the details of a crime doesn’t “happen that often”:

“I remember where I was and where I was sitting when I had to turn off that interview. Sometimes, as much as I know these are real-life events, and I look at them all from that perspective, someone describes a case in a particular way that puts you there. That [specific case] was someone literally being taken out of their home while their child slept and exposed to the worst that humanity has to offer. There was just something about that. Certain cases shake you literally to the core, and that was one of them.”

“I think it’s important to remember that these aren’t just stories. They’re real-life events.”



While I am pleased Anna-Sigga is not often shaken that way, as we might not have *Anatomy of Murder*, it speaks to the human nature of covering these cases. Sometimes, empathy fatigue, a term many first responders use, sets in.

Luckily, Anna-Sigga said, *“This is a world I am strangely comfortable in. While it is as horrible as it is, you can’t do this type of work if you’re not. I am used to hearing about many scenarios.”*

Anna-Sigga recalled an instance when a fellow lawyer she was having lunch with asked her to put some clearly visible crime-scene photos away.

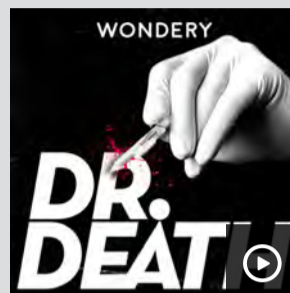
“As a prosecutor, it doesn’t faze you as much,” she continued. *“It’s part of my world. It’s my evidence. It’s what I have to figure out, so I study them all the time. I think we all have things we are built to do, and this is it for me. I don’t know what that says about my brain.”*

Given her talents and background, I wondered what attracted Anna-Sigga to co-host *Anatomy of Murder*. She pointed to her working relationship with Scott, who she worked with on the TV series, *True Conviction*.

“There are certain people you just click with, and Scott and I clicked quite quickly,” she explained. *“I felt he had integrity, and that matters a lot to me. He also got it. He got that I cared more about the case than how it appeared. I want to know that if the family members of that victim are in the audience, they are okay with the way I’m talking about it. And he got that.”*

ANNA-SIGGA

listens to



DR. DEATH

We trust the person at the other end of that scalpel. We trust the hospital. We trust the system.



NICE WHITE PARENTS

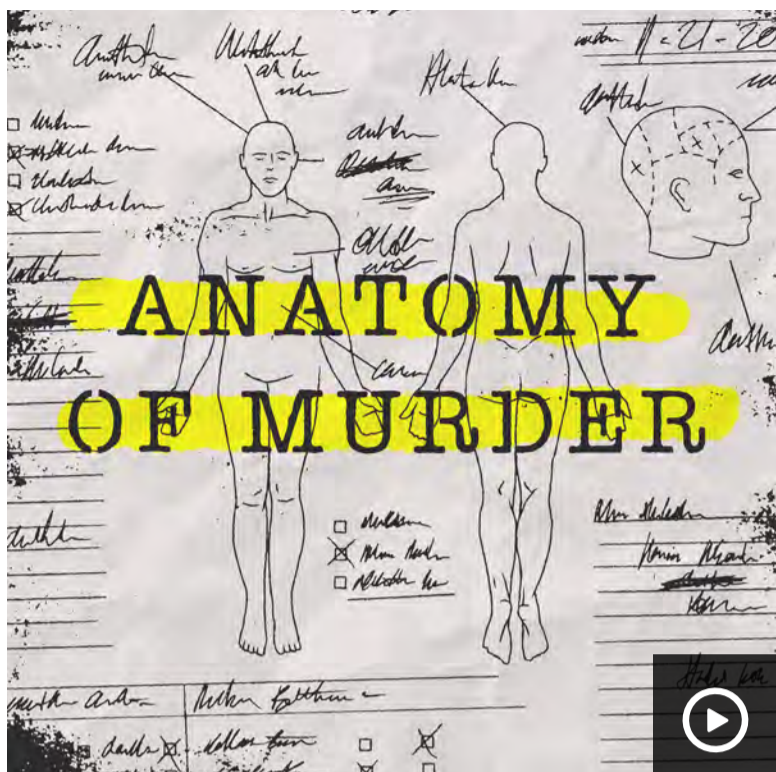
If you want to understand what’s wrong with our public schools, you have to look at what is arguably the most powerful force shaping them: white parents.



STAY TUNED WITH PREET

Join former U.S. Attorney Preet Bharara as he breaks down legal topics in the news and engages thought leaders in a podcast about power, policy, and justice.

It’s that camaraderie and back-and-forth between co-hosts that makes *Anatomy of Murder* just a little different and, quite frankly, special. *“It’s a good exchange of ideas,”* Anna-Sigga commented. *“We often agree, but not always. I think that’s interesting, too. There are plenty of detectives I am close to and I trust. There have been many intense moments in my office when they wanted me to authorize*



an arrest and I said, ‘No,’ or that I didn’t see something that they thought was so clear-cut. That’s part of the process.”

That periodic disagreement set in mutual respect creates a great chemistry for *Anatomy of Murder*. “I think our comfort with one another comes across when we’re talking these things through [on the show],” Anna-Sigga surmised. “We both do our own research. Each of us completes an interview during our research. Then we just talk the cases through.”

She went on to give accolades to the editing crew and podcast music, which is something I noticed from the first episode I listened to. Much like a movie soundtrack, the music should add to the experience without the listener even really noticing it. If you make note of the music as a casual viewer, odds are that the soundtrack isn’t very good and detracts from the finished product.

Fortunately, that isn’t the case with this podcast: “The editor who does most of our production was interviewed for an article

“I don’t want people to feel sad, but I want them to understand. I want them to have that sense of empathy.”

specifically about *Anatomy of Murder*,” said Anna-Sigga. “I love what he said, and I got it when I read it. He chooses the music very purposefully, but he doesn’t want you to be focused on it. If you [the listener] are, he hasn’t done his job.”

It seems that everyone is doing their job when it comes to *Anatomy of Murder*. Simply put, the podcast works. But at the end of the day, it’s about good content, and the co-hosts for this show are the foundation for that good content.

“I know my topic,” Anna-Sigga stated emphatically while referring to her expertise in covering a case. Still, she is quick to give very high praise to the entire team, referring to the work they do as “the magic sauce” of a quality production.

That led me to wonder how the cases for each episode are chosen. I asked if it was a team effort, or if as a former prosecutor, Anna-Sigga spends hours going through research until finding the exact case she wants to cover.

“There’s some truth to that,” Anna-Sigga laughed. “We come at it from different ways. We choose some cases because I literally know the participants. As a former prosecutor, I know a lot of



COMBING THE FILES

Anna-Sigga spends hours researching each case before discussing the details on *Anatomy of Murder*

“I think a lot of people who listen to these cases understand that these are real people, and they feel for them. I want [listeners] to actually feel. I think that’s important. We are listening to stories about incidents that have torn apart people’s lives. I don’t want people to feel sad, but I want them to understand. I want them to have that sense of empathy.”

That brings us full circle on feeling, empathy, and my philosophical question about the world and evil that I mentioned at the beginning of this article. Anna-Sigga’s answer:

“I think the world is generally still a good place. If I felt it was more evil, I think I would lay down on my bed and never get back up.

“Most people are generally good. Seeing that is an important distinction. We’re looking at some of the worst. I deal with some of the worst. But I believe there is so much good around it that it has never made me waiver. I have my moments that I can’t believe a human being can do some of the things that I have seen, and wow, have I seen some horrible things... but I still believe most people are good.”

A darn good answer, and a darn good podcast. 🗣️

other prosecutors. I know a lot of law enforcement. With that, I hope comes a sense of trust. They know where I’m coming from. They trust that Scott and I are going to care for a case that they care very much about.”

It’s that “insider’s perspective” that Anna-Sigga talks about that makes *Anatomy of Murder* stand out from many other true-crime podcasts in a very crowded space.

“There are lots of true-crime podcasts with lots of good storytellers and lots of good investigative journalists. And also, a lot of people who come at it with different career bents,” admitted Anna-Sigga. *“But I really think it is our knowledge from what we have done over the years and the way we approach the cases [that differentiates us].”*

She also talks about the “heart” that goes into each episode—another part of what makes *Anatomy of Murder* something special:



True Crime Category Director

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 Public Safety Talk Radio 📻



UNDER THE RADAR

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



MORNING CUP OF MURDER

Some people really love true crime... so much so, it becomes more than a category to listen to while walking your dog or a TV show to watch some nights before going to bed.

Some people need it 24/7. For those folks, there is *Morning Cup of Murder*. If you just have to have that true-crime fix on the way to work, this podcast provides episodes in a nice ten-to-fifteen-minute package.

Don't equate short with low quality. Host



Korina Biemesderfer does a splendid job of storytelling and enticing listeners to tune in.

There's something for every true-crime fan: tales of murder, abduction, serial killers, passion crimes, cults, and more. With over 600 episodes, if by some chance you don't like the one you choose, just stay tuned for the next one. It's much like the weather in my hometown of Chicago—if you don't like it, just wait about ten minutes, and it will change.

This podcast provides a nice alternative from the long-series formats. Don't get me wrong; I enjoy a number of shows that cover one case for more than a baker's dozen of episodes. But sometimes, you only have a 20-minute drive ahead of you.

Bottom line: *Morning Cup of Murder* should be on your list of favorites. 🎧



BEHIND THE SCENES:

SPECIAL

OPERATIONS

FORCES

The Quiet Professionals



“The mission of the podcast is to share leadership lessons learned and put a spotlight on some of our incredible people across our force.”

“A leader is a dealer in hope.” - Napoleon
 Army Field Manual 6-22, Leader Development, defines leadership as *“the process of influencing people by providing purpose, direction, and motivation to accomplish the mission and improve the organization.”*

When it comes to the safety of a nation, impeccable leadership is paramount. Military leaders not only make split-second life and death decisions, but they are also the gatekeepers of inspiration and hope.

If you want to eavesdrop on members of America’s elite special operation forces

as they discuss leadership and other current issues, you now have a firsthand opportunity with Apple Podcasts #3-rated Government podcast, *SOFCast*, hosted by USSOCOM Senior Enlisted Leader Greg Smith and Green Beret Sergeant Major Matt Parrish.

SOFCast is the U.S. Special Operations Command’s official podcast where they harness the power of storytelling to connect the listener directly to thought-provoking and one-of-a-kind perspectives from the front line.

“SOFCast stands for ‘Special Operation Forces,’ and ‘cast’ is a play on ‘podcast.’ So, we call it ‘SOFCast,’” Parrish said.



WALK THE WALK & TALK THE TALK

Parrish is an active-duty Sargeant Major in the Army Special Forces and co-host of SOFcast



“The mission of the podcast is to share leadership lessons learned and put a spotlight on some of the incredible people across our force. We are the headquarters for all special operations, whether that be Army, Navy, Air Force, or Marines. So, we have access to all these incredible people who are leading our nation, and we seek to inspire and share never-before-heard stories. It’s like being a fly on the wall for each conversation, and hearing firsthand experiences for the first time ever is truly remarkable,” Parrish stated.

Parrish has been co-hosting the podcast since November, and it has already garnered the attention of Apple Podcasts having earned several five-star reviews.

One listener said, *“I started listening to SOFcast to learn more about Special Forces, but quickly realized the leadership lessons transcend the military. I’ve recommended this to several people I work with and mentor. The podcast is informative and easy to listen to—the hosts try to explain the acronyms and jargon related to the military. One of my favorite podcasts!”*

Another listener commented, *“They have had some great guests [and] very insightful conversations... absolutely worth a listen. The interviewers are well prepared, have engaging conversation, and make it seem effortless. The guest list is broad, and all offer insights into not only the SOF world, but also humanity. Definitely looking forward to continued content from this team.”*

Those remarks alone tell you that this is a podcast to check out.

Their core listening audience comprises their own force of about 70,000 special operations soldiers, sailors, airmen, marines, etc. But they also have a large audience of civilian listeners. In fact, the two comments above were from non-SOF listeners.

“Many of our guests have shown incredible resiliency in their lives and careers. In

episode three, we interview Warrant Officer Nick Lavery, a fellow Green Beret, who was the first above-the-knee amputee to be able to return to combat duty as a special forces operator. He was wounded three times in one rotation; his legs were wounded so bad that he ended up losing one, but fitted with a new prosthetic, he rehabbed all the way back to fight in Afghanistan as a combat Green Beret. He was able to pass our very grueling combat dive qualification course, our scuba course, all with only one good leg. That's a pretty incredible and inspirational story, and those are the kind indicative of our podcast.

“At first, we went back and forth on whether we should share these stories only within our own system, where only our force could listen, versus making them widely available. After all, in special operations, our nickname is, ‘The Quiet Professionals.’ In the end, we decided to do this in an unclassified environment, so everyone could benefit from the lessons in leadership and really gain insight from another person’s perspective. God gave each of us a different lens to see through, so it’s interesting to gain a new perspective from someone whose shoes you’ve never walked in.”

Parrish is an active-duty Sergeant Major—his rank is E9, which is the highest enlisted rank. He’s spent his entire 18-year career in special operations and in Army Special Forces. He is currently a part of the leadership of an initiative called “Preservation of Force and Family.” It’s a global-reaching program that aims



MATT

listens to



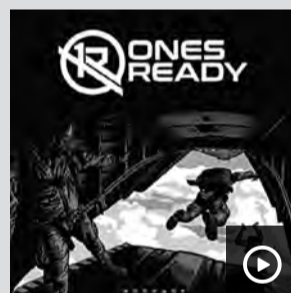
THE JOE ROGAN EXPERIENCE

A long form, in-depth conversation with the best guests from the comedy world, the sports world, the science world and everything between.



ARMCHAIR EXPERT WITH DAX SHEPARD

I am endlessly fascinated by the messiness of being human, and I find people who are vulnerable and honest about their struggles and shortcomings to be incredibly sexy.



ONES READY

A team of active-duty Combat Control (CCT), Pararescue (PJ), and Special Reconnaissance (SR) leveraging our 70+ years of special operations experience.

“Always look to elevate others. A rising tide lifts all ships. That’s what we aim to do with every episode.”



to take care of all the people in special operations. His team makes sure that their members have the resources they need in five key areas: physical, psychological, cognitive, spiritual, and social/family.

Parrish was born and raised in Northeast Atlanta. He attended airborne school and basic training at Fort Benning and later at Fort Bragg for his assessment course.

A highlight of his career occurred when his unit was attached to the Secret Service. Former President Barack Obama and his family were visiting a beautiful glacial lake on top of Patagonia in South America.

“We had to sweep the area before his family came up. I was literally standing on a mountain in Argentina, only 25 meters away from them. It was incredible. I’ve been incredibly blessed across my time in the military,” he said.

Parrish is happily married to his wife of 14 years, and they have three children, ages three to seven. He doesn’t have a lot

of downtime, but when he does, he loves to play with his kids and help them learn to swim in their new swimming pool, and go hunting, fishing, and bike-riding.

The best advice he ever got was through a story Vice Admiral Tim Szymanski told of his father in episode two of *SOFCast*, who said, *“If there’s three people and two brooms, be on a broom.”* In other words, always be looking for work, if there’s an opportunity. Always be willing to lead from the front.

“The advice I would give to listeners is find a way to be of service to others. That can be volunteering at a homeless shelter, mentoring a child, joining the military, or simply picking up litter from the street. Always look to elevate others. A rising tide lifts all ships. That’s what we aim to do with every episode.” 📌



Government Category Director

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Clubhouse Lead Gen 🎧

UNDER THE RADAR

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



THE MIGHTY OAKS PODCAST

When *The Mighty Oaks Podcast* co-host Chad Robichaux realized many combat veterans faced the same psychological, emotional, and spiritual challenges he did after his service in Afghanistan (challenges causing some twenty-plus suicides a day and staggering divorce rates among military families), Chad wondered to himself, “*Why doesn’t someone do something about this?*”

Knowing how vets often struggle to reintegrate back into civilian life, some ultimately leaving their families to deal



with the aftermath of broken homes and the effects of suicide, he eventually realized that the question became, “*Why not me?*”

And so began The Mighty Oaks Foundation.

Chad’s story speaks of God’s transformational power to turn tragedy into triumph. It is a journey starting with one man’s brokenness from war, one wife’s willingness to fight for her family, and their faith in God’s promise from Isaiah 61:3 which says, “We can rise from the ashes and become mighty oaks of righteousness.”

The Mighty Oaks Foundation is a faith-based veteran service organization that teaches combat veterans struggling with post-traumatic stress how to get beyond combat trauma and live their lives in the manner God intended. *The Mighty Oaks Podcast* is an extension of that foundation.

I’m impressed by Chad and Jeremy Stalnecker’s (co-host) compassion and strong desire to help military men and women find a new purpose through hope in Christ and their vulnerability. 🎧





WHAT'S GOING ON DOWN UNDER?

Underwater Portrait
Photography &
Cinematography Secrets
Revealed

Just before lockdown in March of 2020, Brett Stanley launched *The Underwater Podcast* as a “purely selfish way” of getting to speak to other photographers, cinematographers, talent, and stunt people in the industry while exploring anything to do with underwater cinematography and photography.

Over the last year, it has become so much more.

Not only does Brett have the pleasure of sharing an insider’s view of this highly specialized niche in the photography world with his audience, but he’s also discovered that he is now positioned on equal ground with people he looks up to as “heroes” in the industry.

“It was this kind of leveling-up situation where I suddenly felt amongst peers—others of my kind. Being able to speak to them and talk with them about the technical things that I thought no one else is really interested in was just really, really cool!”

Outside of podcasting, Brett runs an underwater portrait studio, and it’s just as it sounds—people come to him and pay him to shoot them underwater. He’s been both an underwater photographer and cinematographer for almost ten years, which has taught him to be proficient in calming people down and helping them feel relaxed, safe, and comfortable underwater, becoming perfect subjects for his magnificent photography.

In general, the people listening to his



podcast aren’t likely to become his portrait clients, though; rather, the majority already shoot underwater and are looking to better their skills.

When the COVID-19 lockdown killed a lot of his main business, Brett started delving more into that educational aspect of underwater photography in his podcast and subsequently received a lot of work providing mentoring and workshops, which was something he wanted to do anyway. The podcast has given him a bit more of an audience to offer those types of services to, and it’s growing with every episode.

When contemplating how to monetize the podcast itself, Brett didn’t really want to get into selling advertising. Even though the show is highly niched, he didn’t think



BEHIND THE SCENES

Brett on a film set engaged in underwater cinematography

he had the kind of listenership that advertisers generally look for to make the sort of money that would allow him to sustain the show and turn it into a business of its own.

“For me, the podcast was always a vehicle for making people aware of the other services I offer. You know, rather than trying to force-feed advertising down their faces, it was more about just putting an awesome show out there. And then it’s like, ‘By the way, I do these things, as well.’”

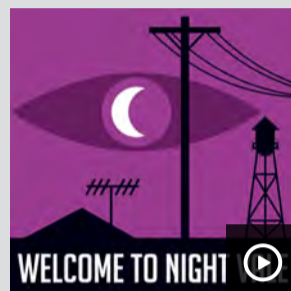
Some of the key things that he has learned as a result of hopping behind the microphone?

“I’ve learned to be able to listen and have a conversation with someone that has value. We’re not just having a chat



BRETT

listens to



WELCOME TO NIGHTVALE

A small desert town of Night Vale, where every conspiracy theory is true. Turn on your radio and hide.



IMPACT EVERYWHERE

Artist Von Wong searches far and wide to bring you stories of social impact from all over the world.



THE LAST LOOKS PODCAST

A show where we catch up with hairstylists and makeup artists in the film and television industry.

“I’ve learned to be able to listen and have a conversation with someone that has value.”

BRETTSTANLEY.
BRETTSTANLEYPHOTO.COM

about the weather. My podcasts are very organic. I don't tend to write questions; we just kind of end up where we end up. And I quite like that, and being able to have a conversation with someone who other people want to listen to... that other people find fascinating. And then other people tell me, 'Oh, no, you asked all the right questions.' That was something that was really eye-opening for me. It made me feel really good about growing that skill set in myself."

As with anything new, Brett has come up against a few challenges, including booking some of the bigger names who have been doing underwater photography for decades. Often, it's a process even figuring out how to contact them. Booking and managing guests were things he'd never done before, so learning the process of trying to track someone down and then pitch the idea of appearing on his show were all surprises.

"When you're first starting out, it's very hard to approach someone and say, 'Hey,

"There is that element of letting go... of just giving in and trusting that things are going to be fine."

come on the show' when you haven't even recorded an episode yet. I was quite lucky, because I know a lot of people. Many were very surprised that I wanted to talk to them. I think they were kind of like, 'But why?' So getting them booked and then having the chat and all that sort of stuff ended up being really good for them, as well, because they realized they have things to say that people want to listen to.

"Last year, because of the whole lockdown, I was fortunate to get access to people who would normally be on location or working, but who really had nothing else to do but talk to someone like me on the Internet. So it was really good. I think



BEAUTY IN WATER

Brett enjoys the process of relaxing his clients in order to get the perfect underwater shot

I got a lot of people interested because they weren't working. But on the flip side, I had other people who were wanting to schedule a year later, because they were too busy homeschooling their kids during the pandemic."

When travel opens up again, Brett will likely get back out on the road for location shoots on films, so he's figuring out now what equipment (in addition to his underwater photography and cinematography gear) he'll need to be able to keep *The Underwater Podcast* in momentum. One thing he's considering is doing interviews on location with colleagues and peers and talking about what's happening as it's happening—kind of like what he does when he works in the water—having conversations that are in the moment and in the flow.

About being an underwater photographer, Brett says:

"The main thing the water has taught me is a way of letting things go. It goes back to that calmness, because you don't want

to fight the water. If you try to, you're never going to look as good as you do if you just let the water take control. And so there is that element of letting go... of just giving in and trusting that things are going to be fine. It's when you start to struggle that things get a little dangerous." ❗



Arts Category Director

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Wickedly Smart Women Podcast

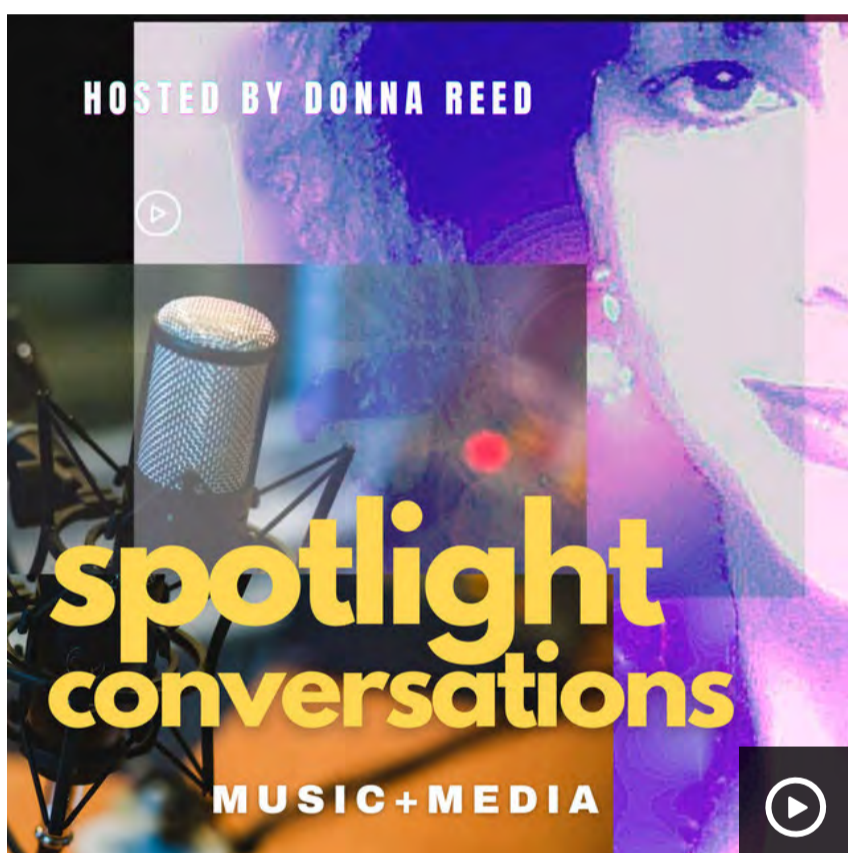
Got an Arts Podcast suggestion?

Let us know! >



UNDER THE RADAR

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



SPOTLIGHT CONVERSATIONS

If you ever wanted to listen to some real, authentic, “behind-the-scenes” conversations with a broad range of people in the music or media segments of the performing arts industry, *Spotlight Conversations* is the show for you.

Host Donna Reed, who is also an award-winning voice-over artist, dj, and radio personality, brings a high level of professionalism along with her years of experience in the industry and couples it with fabulous production quality.



Her guests represent a broad range of specialties in the industry. You'll find interviews with country musicians, tv and media personalities, broadcast executives, entertainment journalists, rock and roll radio legends, authors, actors, event producers, and more. With almost 50 episodes aired since its launch in 2020, this show (with only TWO reviews on Apple!) is most definitely UNDER THE RADAR!

The most appealing part of the show is the level of comfort you feel with Donna behind the mic. You can tell she's a real pro at interviewing, and that her Rolodex is both deep and wide, so you can always tune in and expect a terrific episode awaiting you. Donna is also a veteran of the United States Armed Forces (USCG E4), and hosts two radio shows, as well.

Donna comes to the podcast game well-equipped to triumph in all the best ways. This show is a winner! 🎧

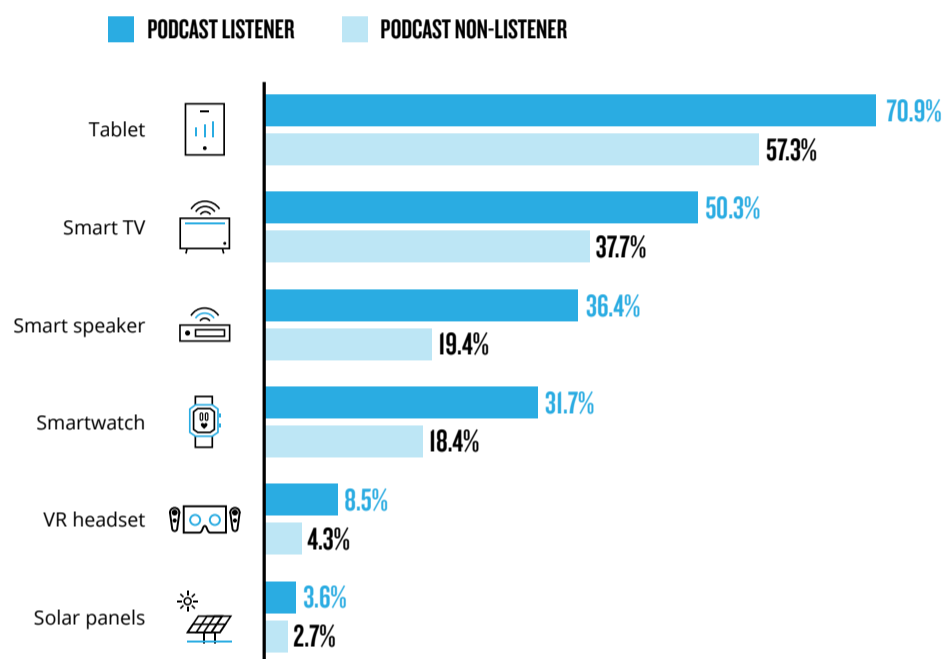
PODCAST MAGAZINE®

Stats You Should Know

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

PODCAST LISTENERS ARE EARLY ADOPTERS OF CONSUMER TECHNOLOGY

When comparing podcast listeners to non-podcast listeners, it's clear that podcast listeners are more likely to adopt new technology. That means marketers looking to introduce new digital services or cutting-edge hardware will find an eager audience of technophiles in the realm of podcasting.



DIFFERENT PODCASTS APPEAL TO DIFFERENT TECH CONSUMERS

Podcast genre popularity can vary depending on the type of tech listeners use. Tablet owners like Sports and Kids & Family podcasts, while solar panel owners prefer Religion and TV & Film podcasts. Understanding the type of podcasts that appeal to different tech consumers is essential if brands want to leverage the benefits of podcast advertising.

To learn more, contact mediapropects@nielsen.com



TOP 5 PODCASTS AMONG TECH OWNERS

TABLET OWNERS		SMART WATCH OWNERS		SMART TV OWNERS	
Sports	73.5%	Sports	35.5%	Technology	55.4%
Kids & Family	73.1%	True Crime	34.9%	Sports	52.7%
Technology	72.9%	Society & Culture	34.7%	Leisure	52.6%
Business	72.5%	Business	34.5%	TV & Film	52.0%
True Crime	72.3%	Technology	34.1%	Business	51.9%

VR HEADSET OWNERS		SMART SPEAKER OWNERS		SOLAR PANEL OWNERS	
TV & Film	10.2%	Sports	40.2%	Religion	3.8%
Comedy	9.2%	Business	39.7%	TV & Film	3.8%
Kids & Family	9.2%	True Crime	39.7%	Music	3.7%
Technology	9.1%	TV & Film	39.6%	Science	3.7%
Music	8.9%	Technology	39.5%	Kids & Family	3.6%



DARE TO LIVE GREATLY

Dive In & Grow As You Go!

Kristel Bauer, who has an extensive background in healthcare, decided to start her podcast, *Live Greatly*, shortly after leaving clinical practice.

“I learned a lot while working in integrated psychiatry. I became an integrated medicine fellow, and I saw so many people who were sacrificing their well-being while trying to achieve success.”

Kristel felt compelled to share the message that there *is* a better way... that you can have both optimal well-being *and* optimal success. This became the vision for the show: learning how to achieve optimal health in mind, body, and spirit to attain success.



Episodes take the form of interviews with CEOs, experts, and elite athletes to get their perspective on these topics. New for 2021, every Friday, they release a shorter two-minute show in which Kristel offers support via tools for your personal development journey.

This mission is something I can relate to, as it really aligns with my own *Awaken Your Alpha* podcast.

It is worth noting that coming into podcasting, Kristel had zero experience in audio or media. She was still seeing patients full-time before her foray into the medium.

“I was clueless, but I knew I had a message, and I wanted to share it.”

To start, Kristel ended up reaching out to local successful podcasters for tips and connection.

“I got all this help from our local media lab just north of Chicago, and that got me started. Then I tapped into those relationships that I had built. I began talking to people I knew to share these different messages.”

After about a month’s preparation, Kristel released the *Live Greatly* podcast in late February of 2020. By average standards, that’s a pretty quick timeline.

“If I knew then what I know now, it probably would have taken me a lot longer. I didn’t overthink it, and that worked out really well. I have tweaked as I have gone about it, and now, I have a team who helps me edit.”

“I was clueless, but I knew I had a message, and I wanted to share it.”



However, Kristel’s biggest surprise was not realizing early on how slow growth can be. At the time, she was doing it all on her own, and she didn’t start with an audience. She was only just starting to build up her social media platforms when she launched everything.

“I started my own Instagram account after I launched my podcast. I wasn’t on LinkedIn, or any social networking, so that was challenging.”

Podcasting is a long game, and Kristel admits to being a little impatient in those early days while things were building. So, she made sure to remind herself of why

she is doing it. Focusing on having fun and getting to know interesting people also helped Kristel stick with podcasting over the last year.

“Initially, because I wanted to get my message out to a bigger audience, I thought the podcast would be great for launching my speaking career. Then, Covid hit.”

Like many of us podcasters had to, Kristel adapted and pivoted quickly as the year unfolded.

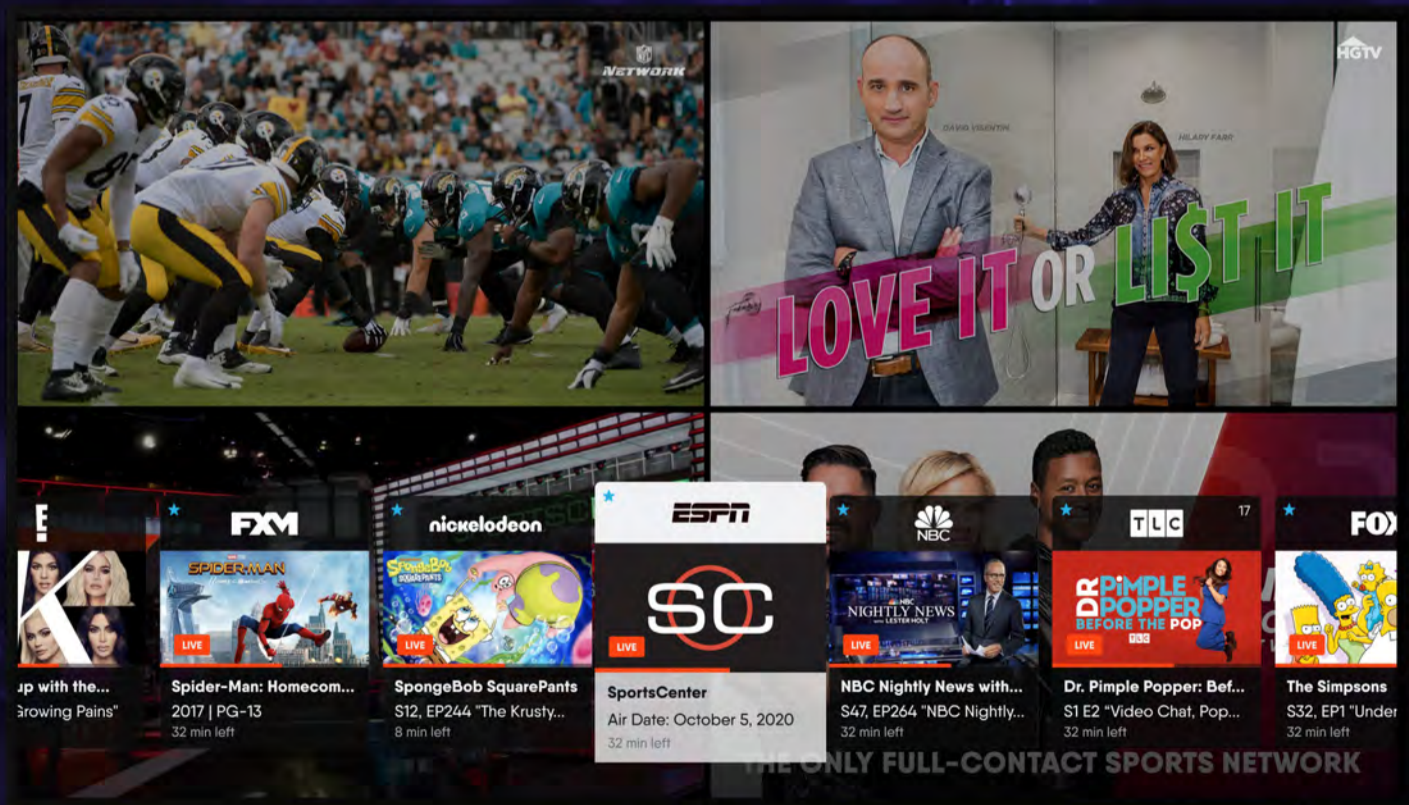
Armed with the knowledge that what we eat significantly impacts mental health, Kristel launched her first course, Healthy Mind Starts in the Kitchen, as another direct way of empowering people during the pandemic. She has since gone on to

launch additional courses focused on well-being and performance.

“I didn’t think about monetization for about the first four to five months. I was trying to be grounded in what I was doing, and then I was like, ‘How can I make some money to support what I am doing?’”

In the beginning, Kristel released episodes sporadically—basically, when she was able to get around to it. Sometimes, that was every two weeks, sometimes three... there was little consistency. But with 2021 came Season 2 of the podcast, and Kristel committed to a more structured and consistent release schedule, which amounted to one episode per week. This turned out to be a great move for the show and contributed to its growth.

fuboTV



“Leader in sports streaming”
Forbes

“A great cable TV alternative”
tom's guide

“The best service for sports fans”
GIZMODO



“I began bringing in a team to help me with bits and just recently outsourced everything else besides recording.”

I can hear the massive relief in Kristel’s voice as she tells me this, and it is a long way from the beginning of her podcasting journey. Still, the biggest challenge she had to overcome was thinking it was going to be easy. Take, for example, Kristel’s expectation that most potential guests would say “yes” to an interview. But they didn’t.

“I reached out to some big names early on, but they wanted to know my download numbers and my social media following. I just didn’t have those yet.”

She knows now that this was all part of the process. Something else unexpected (but more welcome) were the great friendships she built directly from podcasting. So, Kristel stuck with the process—she kept asking and kept building, and eventually, more and more people did say “yes.” One such guest even ended up hiring Kristel as the wellness advisor for his startup company.

“What I have found with podcasting is that when you have one notable guest, you then tend to get a more notable guest. It just builds off of each other. It has been such a big learning process for me.”

This momentum is a powerful force in podcasting that has definitely proven true in my podcasting journey, too. If you are reading this and have a podcast that is heading in the right direction, don’t take that momentum for granted. If you lose it, it does take a lot to get it going up to speed again (unfortunately, I know this from experience, too).

Overall, I wondered about Kristel’s opinion of podcasting now that she is into her second year.

“Podcasting has been such a wonderful opportunity for me to establish my own platform and open the door to new relationships. I think wherever people are at, if you are looking for a window to meet awesome people and have something to offer, podcasting is incredible for that. It has opened doors I never would have expected.”

In closing, and at the risk of sounding like a shoe commercial, I love Kristel’s advice for aspiring podcasters:

“Just go for it. You’ll learn as you go. That first episode, you’ll feel a little awkward, but just go for it.” 🗣️



Education Category Director

Adam Lewis Walker
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Awaken Your Alpha 🎧



UNDER THE RADAR

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



SOMETHING YOU SHOULD KNOW

“In each episode, host Mike Carruthers interviews top experts in their field to bring you information and advice to help you save time and money, advance in your career, become wealthy, improve your relationships, and help you simply get more out of life. In addition, Mike uncovers and shares short, engaging pieces of ‘intel’ you can use to make your life better.”

Mike created *Something You Should Know* as a short-form radio feature over 20 years



ago, and it was syndicated to hundreds of radio stations. With thousands of episodes, it still goes out in the US and Canada today. Mike then created a longer podcast version, which now has 450 episodes available on iTunes and goes out three times a week. It aims to offer unique, surprising information and actionable lifestyle tweaks.

This podcast also came recommended by Jordan Harbinger of *The Jordan Harbinger Show*, who I interviewed and featured in a past issue of *Podcast Magazine*®.

The only real critique I have is that it does seem to have a lot of ads. When I browsed the small percentage of one-star reviews (178), many of the recent ones mentioned the advertisements. To put that in perspective, though, there is an overwhelming majority of five-star reviews (3,828).

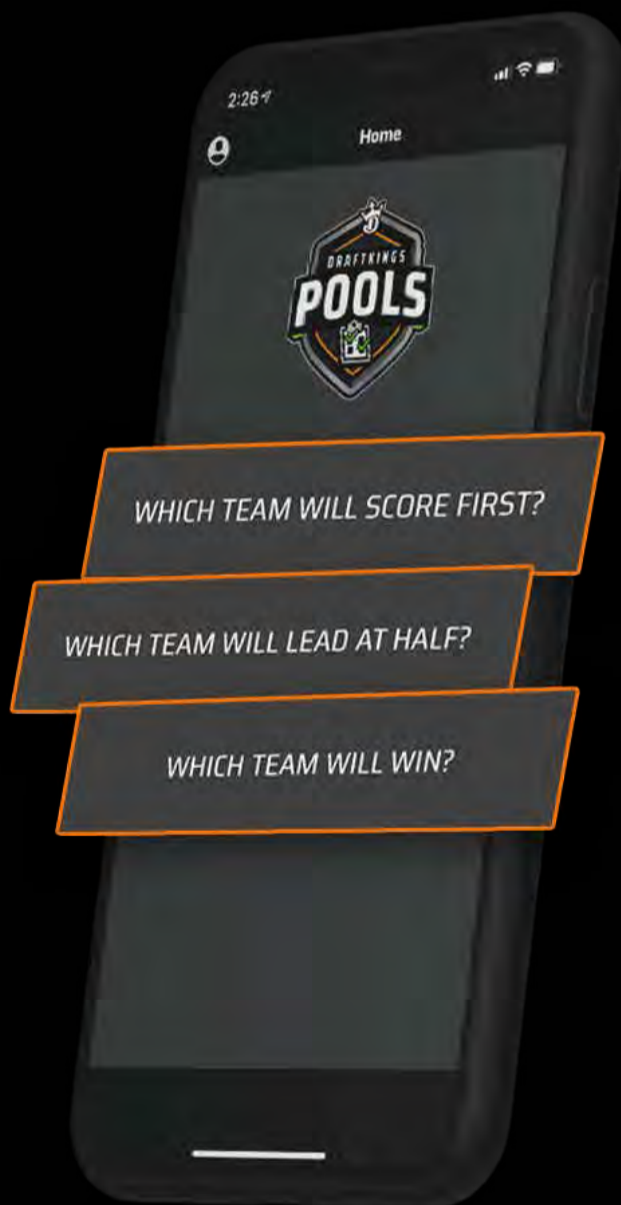
Well worth a listen if you are a curious person! 🎧

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WHAT TO DO WHEN YOU ARE

Uninspired



There's a reason so many podcasts fade by episode 12. And there's a reason that, in a year from now, half of the podcasts that currently exist will disappear.

That reason? Doing a podcast is a lot of work, and sometimes, we can become uninspired.

For most of us, yes, it's fun work! It engages our minds and can support our businesses.

Still, other things often begin taking precedence. Maybe life throws you some

curveballs. Maybe you have some difficult things going on in your family, or your kids are more needy than usual, or you have business stress. It could be that there's a lot of exciting things going on in the world, and you want to enjoy it. After all, it's summer, which means it's time to be outside. Maybe you want to exercise or travel more. Or maybe, you have discovered the magic of slowing down, meditation, and not always achieving.

Making time for all of these activities is a good thing. But the end result is that your

podcast may not be front and center. So, what is a professional podcaster to do?

We're about to cover three main questions to explore: What data is the lack of inspiration providing you? Which shifts can you try? How might you breathe new energy into your show?

1. What data is the lack of inspiration providing you?

Whenever we have big “feels,” or we don't do what we say we will do, we have data.

I remember when my daughter really wanted cello lessons, but then getting her to practice was a fight. Her behavior told me more than her words; cello wasn't her thing. She just didn't want to admit it.

In the same respect, a lack of inspiration and focus on your podcast can actually be a clue as to what is going on inside of you.

Maybe you expected the show to be a bigger success, and you're not seeing the ROI you anticipated. It could be that you've outgrown your content. Maybe you're not as passionate as you once were about your specific audience. It could also be that you're burned out from other areas of life and business, and the show is something easy to put on the backburner.

By identifying what you're feeling first, you're given direction around next steps.

2. Which shifts can you try?

Top entrepreneurs look at data and experiment.

The inspiration (or lack thereof) around your podcast is really just a mirror of your expectations and emotions around the project.



What could you try to reinvigorate your inspiration?

Let's say you're burned out by your podcasting schedule. You made it, so you can change it! Maybe it means recording all your solo shows in one day and then taking the rest of the month off from podcasting. It could mean scheduling your interviews at a different time of day when you have more energy. Maybe you take one show off per month.

The inspiration (or lack thereof) around your podcast is really just a mirror of your expectations and emotions around the project. When you can identify the expectations you have for your show and how that triggers your internal emotions toward that aspect of your business, you can more easily identify experiments and shifts to try.

3. How might you breathe new energy into your show?

When I was a couple's therapist, long-term partners would come into therapy and talk about how *"the spark was dead."*

Research shows that new activities and experiences grow intimacy; that's why dating is so fun! You're discovering each other and doing a bunch of fun things together.

The same is true with a podcast. How can you add something new to up the excitement? Maybe you do a five-day-in-a-row sprint around a topic. Maybe you deep dive into a particular interest and have three consecutive interviews about

it. Perhaps you add something fun and personal, like recording a conversation with a friend.

It's your show, so if it feels boring, make it yours again!

We all go through energetic ups and downs with our podcasts. But figuring out where those emotions come from, trying some shifts, and infusing new energy into it will help you reconnect with the inspiration you need to keep going. 🎧



The Professional Podcaster

Joe Sanok

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GADGETS, GIZMOS & GEAR

ANATOMY OF A PODCAST LAUNCH

**What You Need To
Successfully Launch**





Did you find yourself subscribing to the *Creativity in Captivity* podcast this month? Do you know why, or remember how you heard about it?

Like a race car, it went from 0 to 60 in 1.2 seconds... and not by accident.

Creativity in Captivity launched May 27th, 2021, and got the world talking in less than two weeks.

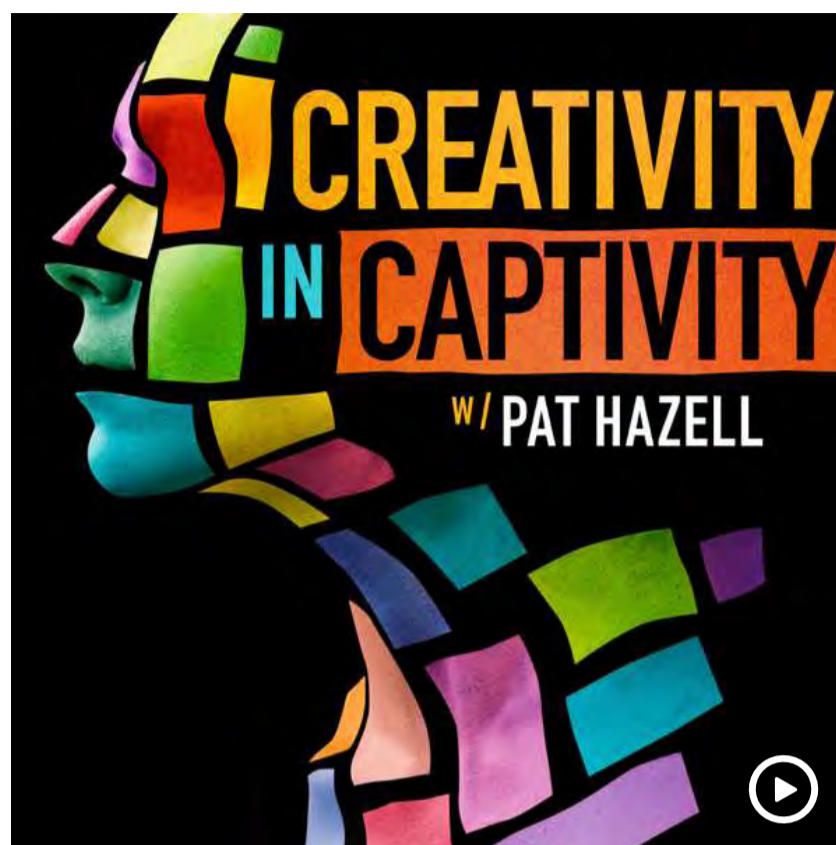
We decided to investigate this wild success—how does a podcast go from obscurity to celebrity in zero seconds flat? And what goes into a podcast launch?

The difference between podcasts and just about every other entertainment medium out there is that podcasts are consumed by people in private. Whether at the gym, driving to work, or mowing the lawn, a podcast listener is one button away from choosing something else... so, no matter how great your launch is, success really comes down to one thing:

The reason your podcast exists in the first place.

For Pat Hazell, the creative force behind *Creativity in Captivity*, that answer is simple: Carl Reiner. Carl was a famous actor, comedian, director, and screenwriter. He amassed a bookshelf full of awards and created some of the most iconic American entertainment, like *The Dick Van Dyke Show*, *Oceans 11*, *All of Me*, and *The Jerk*. Sadly, he passed away in 2020 during the height of COVID.

While lamenting the loss of not only a



great figure in American history, but also his mentor, Pat was instantly struck with sadness when he realized that no one had really taken the time to interview Carl about his creative genius. Sure, they asked about his movies and hits, but no one actually sat down to ask him how he wrote... how he created... or about the creative gems that fueled him.

The vision for a discussion series began to take hold. After throwing the idea out to a group of people he trusted, the conclusion was drawn: the world needs conversations with creative geniuses about their insights into their craft.

It takes more than a great idea, however. The idea must also match your talents, assets, and abilities. For instance, it would be great to do a podcast with Tom Cruise where you watch and talk about his craziest stunts in each of his movies. For the average Joe, though, getting an hour



Pat Hazell, host
of *Creativity in
Captivity*

Everyone Pat knew was stuck at home... with plenty of time to have a discussion about creativity.

with Tom Cruise for each of his 70 movies is probably not a good match of assets and abilities.

But for Pat, this was not only a perfect match, but also an extension of the brand he'd already begun.

Pat started his creative career doing magic... actually, as an entrepreneur in Omaha, doing magic at tables in restaurants for tips. That creative genius would lead him to comedy, and ultimately, to starting a show with his friend Jerry Seinfeld called *Seinfeld*.

In the meantime, his comedy writing, performances on *The Tonight Show with Johnny Carson* and the NBC show *American Pie*, and nationwide standup touring puts him in regular contact with some of the most successful creatives America has ever seen.

Finally, his podcast idea came to him at

the height of the COVID-19 quarantine. Everyone Pat knew was stuck at home... with plenty of time to have a discussion about creativity.

Once word got out that Pat was putting this podcast together, he recorded 50 conversations in no time.

Carl Reiner would be smiling.

Once you have an amazing discussion with Pete Docter, the Chief Creative Office at Pixar, the next thing you have to figure out is how to get it out there to listeners.

Pat's next steps were to choose a name, logo, overall look and feel, and intro music. He and his team collaborated on the name and hired a graphic designer to turn that into something special. Next, friend and songwriter Maia Sharp stepped in to help with the intro music. Having written songs for Cher, Trisha Yearwood, and Paul Carrack, amongst others, Maia

decided *Creativity in Captivity* needed more than just intro chimes. It needed its own song.

After that, all that remained was distribution and the actual public launch sequence.

Podcast distribution isn't like radio, TV, and movies. You can really do it by yourself without any help. Hosts like [BluBrry](#) will distribute your podcast to all the major outlets at once without you having to do anything but upload your episodes.

But Pat's team was inclined to do more than distribute; they were interested in the marketing aspect, as well. Podcast networks like Starburns, Spotify, Megaphone, iHeartMedia, Gimlet, Cadence13, and Earwolf dynamically insert advertising into podcast episodes, thus creating cross-promotion. Each network has its pros and cons, so researching what each network is looking for and needs, as well as what sort of control they want and need, is essential.

Finally, every podcaster must choose a date to go "live." That date determines everything that needs to occur up through that date, including the announcement of the podcast, promotion timing, etc.

Pat's team chose to do a giant, "live" Zoom launch party to make it official. And on May 27th, in grandiose Pat Hazell fashion, it was a spectacle. Members of the cast of *Hamilton* performed, as well as Maia Sharp and Jenn Cornell. Celebrity friends like Kevin Nealon and Dreya Weber were in attendance, adding levity and joy.

CREATIVITY IN CAPTIVITY
w/ PAT HAZELL

HOST
Pat Hazell is one of the original writers of NBC's *Seinfeld*, a *Tonight Show* veteran, a critically acclaimed playwright, and contributing commentator to National Public Radio. His 35+ years as a writer, director, and producer have made him the go-to guy for custom theatrical entertainment. Currently the Chief Creative Officer of Sweetwood Creative in Austin Texas.

PRODUCER
Amanda Rosenberg is a screenwriter, content creator, producer, and seasoned show runner in the podcast space.

LISTEN TO EPISODE 1
Prescription for Creativity - PETE DOCTER

PETE DOCTER
Chief Creative Officer Pixar
Soul, Inside Out, Up

PEILIN CHOU
Producer Netflix Animation
Over the Moon, Kung Fu Panda 3

FRANK OZ
Director / Iconic Voice Actor
The Muppets, Star Wars, Knives Out

JASON ALEXANDER
Actor / Broadway Performer / Director
Seinfeld, Dream On, The Producers

DREYA WEBER
Choreographer Dance+Aerial / Director
Music Artists: Pink & Cher

GEORGE SHAPIRO
Executive Producer / Manager
Jerry Seinfeld, Andy Kaufman, Carl Reiner

KEVIN NEALON
Comedian / Actor / Visual Artist
SNL, Weeds, Hiking with Kevin Nealon

OPEN MIKE EAGLE
Musician / Indie Rapper / Comedian
The New Negroes, What Had Happened Was

JENN CORNELL
Cellist / Film Score Composer
Vampire Diaries, Body and Soul

TERI HATCHER
Actress
Desperate Housewives, Lois & Clark

CHRIS KENNER
Executive Producer
David Copperfield

WALSHY FIRE
Grammy Award-Winning Producer / DJ
Major Lazer

RICK NEGRON
Broadway Actor / Singer
King George III / Hamilton, SF & Puerto Rico

THE SHORT LIST

A podcast launch begins with an amazing idea. Coupled with the ability to execute everything needed to bring it to fruition, you can manage all its moving pieces and parts straight to airing.

And if you too are a creative who wants to hear creative genius from people like Frank Oz, and the creators of Netflix Animation, Pixar, and more... tune into *Creativity in Captivity* now. 🎧



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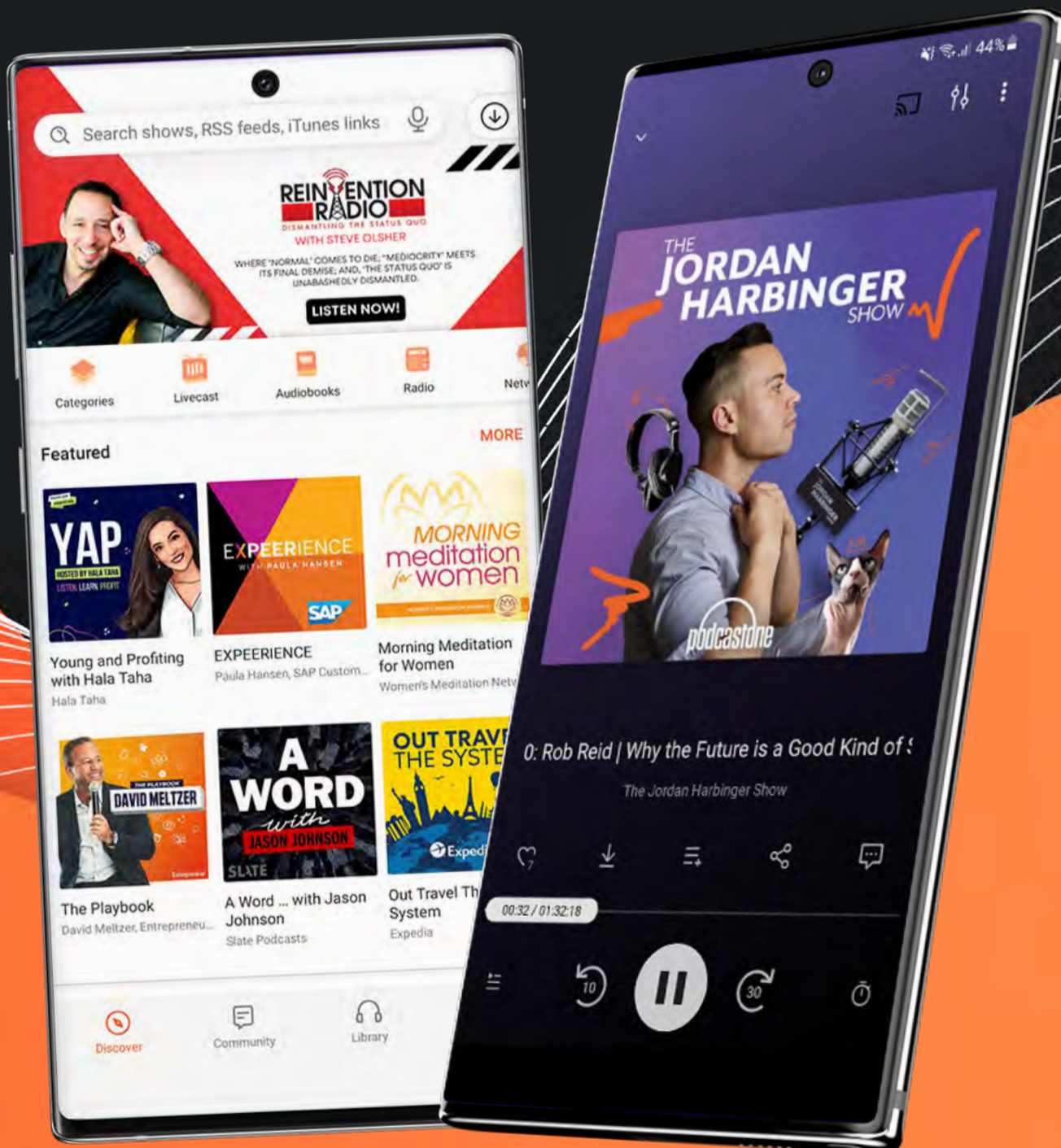


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▶ INTERVIEW

KIDS & FAMILY



REACH

A Space Podcast For Kids

Sandy Marshall and Nate DuFort, co-creators of *Reach: A Space Podcast for Kids*, are showing the world's next generation of scientists, thinkers, and dreamers that the sky really *is* the limit.

Nate is a veteran of the comedy world, but the time came when he wanted to move beyond live entertainment. He and Sandy started producing comedy podcasts, and Nate found himself contemplating the possibilities of storytelling.

His daughter unwittingly channeled his creativity in a clear direction by one day announcing, “Dad, I want to do *Bloody Mary in the mirror*.”

“It made me think about the importance of kids understanding the significance of the brain science behind fear and the history, even the power dynamics, behind



Meredith Stepien and Brian Holden co-host *Reach: A Space Podcast for Kids*

myths and urban legends like those that spring from colonialism and White male domination, and why they're perpetuated. And so, the show Unspookable was born almost three years ago.

“With the success of that podcast, we started looking at the resources we had and relationships I had from working in comedy. Eventually, the idea for Reach: A Space Podcast for Kids emerged.

“My long-time sketch comedy and improvisational comedy collaborator, Sandy Marshall, was a Solar System Ambassador for NASA's Jet Propulsion Laboratory, which meant he had access to professionals working in the field of space exploration.”

Sandy and Nate decided to create a show that would be full of the hope and wonder they experienced themselves while learning about the American Space Shuttle Program as children.

Nate recalled, “In school, they used to wheel in a television on an old squeaky cart so we could watch shuttle launches, but

X - X - X - X - X

“When we get to the moon, are we going to replicate the same broken societal norms that we have here on Earth?”



for millennials, and even my 11-year-old daughter, those launches just didn't exist. The excitement around the space program in her early childhood was non-existent."

However, with a new Rover and a helicopter going to Mars, the excitement is building once again. *"We realized that we could use the same lens we use with Unspookable to look at space exploration while talking about social issues that are important to younger generations.*

"On the show, the hosts don't only talk to the designers of space-related devices; they also meet some of the people who may be the next astronauts to set foot on the moon. For the next mission, we're going to have not only the first woman on the moon, but also the first person of color.

"We also delve into topics that aren't discussed in school, like the ethics of space exploration—the issues with space junk and debris that Americans are incredibly guilty of leaving out there. Additionally, we look at what NASA is doing to study and help reverse climate change by providing

data internationally and by working with other global space agencies.

"We hear about the Elon Musks of the world and the bigger, stronger, faster side of space exploration, yet it's just as important to be talking about conservation on Earth and what space-related science can do to help us save the planet we're already on. When we get to the moon, are we going to replicate the same broken societal norms that we have here on Earth? We found that Generation Z and Generation Alpha are really excited about these topics."

Like these generations, the *Reach* team analyzes the reality beyond the hype. Nate shared an idea for a future episode: *"When it comes to space travel, if you're not an astronaut or wealthy, a space flight isn't in your immediate future.*

DYNAMIC DUO

Co-creators Sandy Marshall (*left*) and Nate DuFort combined forces to create *Reach*, a podcast that is equal parts entertaining and educational for kids

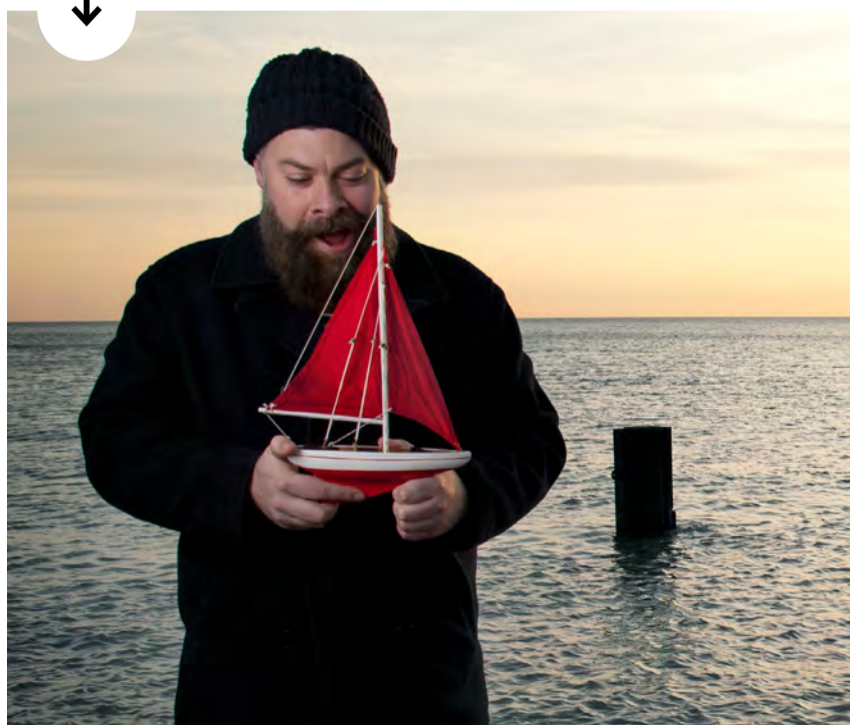


Photo Credit-Boldt Collective



Co-hosts Meredith Stepien and Brian Holden in the recording booth

“We know that it’s a big dose of medicine,” Nate admitted, *“so we like to add a little sugar to the mix.”* Thus, he and Sandy have created a review-style format for the show, which includes a 10-12-minute interview with an expert and a comedy bit.

“That’s how we started taking advantage of our relationships in the comedy world,” Nate explained.

“Reach has featured surprise guests such as Tawny Newsome, a friend from the Second City Comedy Theater here in Chicago, who has had major space/sci-fi roles, including Netflix’s Space Force. Even Alex Goldman from the much-talked-about show Reply All did a comedic routine on our podcast and showed that he is a talented voice in any context.”

“We’re also grateful to have had Jack McBrayer, the voice of Fix-It Felix from Wreck-It Ralph, Rachel Dratch, and Lord of the Rings’ Sean Astin. From the Kids



NATE

listens to



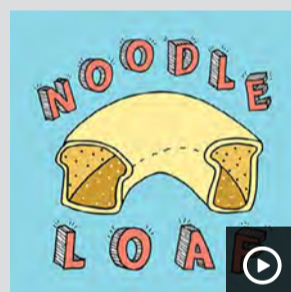
TIMESTORM

The Ventura twins are yanked into another dimension where a distant cousin gives them an extraordinary mission.



THE PAST & THE CURIOUS

Hear the stories of spies, funny foods, early advancements in cartooning and ballooning, and more.



NOODLE LOAF

Helping families to think critically about history. Every episode explores the origin of one thing, like sandwiches, video games, or clocks.

“For the next mission, we’re going to have not only the first woman on the moon, but also the first person of color.”



“When it comes to space travel, if you’re not an astronaut or wealthy, a space flight isn’t in your immediate future.”

Listen community, we’ve had podcasters like Dania Ramos from Timestorm, Dan Saks from Noodle Loaf, and Eric O’Keefe from What If World.”

Each episode feels like a thrilling journey, thanks to married hosts Brian Holden and Meredith Stepien.

“They are part of a theater collective called Team Starkid that found fame online. As program facilitators at the Adler Planetarium here in Chicago, the way they talked to the children was electric. It really stuck with me, so we reached out to them.”

Adler Planetarium is among the partners who lend their expertise to the show. Others include NASA and Cosmosphere - International SciEd Center & Space Museum. The show’s interactive at-home experiments are one of the outcomes of these partnerships.

“We are hyper-aware that we are adults talking to kids, so we hope the fun, interesting facts and children’s voices lure

in kids who aren’t instantly passionate about this type of content. I love to hear from them, because they make me think differently about what we’re doing. For example, my daughter is not particularly interested in space travel, but she and her friends are really interested in animal preservation. A conversation with this group of 11- and 12-year-olds was the impetus for an amazing discussion with the Canadian Space Agency about how they’re using satellite data to save a species of whales, and the feedback from that episode has been amazing.”

Ever attentive to audience feedback, Nate said, “We’re going to introduce a wider variety of segments and at-home activities, as well as serialized content with space-related cliffhangers.”

Reach: A Space Podcast for Kids is blasting off to new heights, and everyone is welcome to come along for the ride. 🎧



Kids & Family Category Director

Christine Franklyn

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UNDER THE RADAR

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



A KIDS BOOK ABOUT: THE PODCAST

Are you ready to have hard conversations with your kids on topics like divorce and sexual abuse? *A Kids Book About: The Podcast* can help. This show provides extremely valuable content to equip parents to answer kids' burning questions.

Its origin is fascinating. It all started with Jelani Memory, who is a Black father with a blended family: four White kids and two Brown kids. He knew a discussion about



racism was inevitable and wrote a book to make it comfortable for him and his children to have that talk. He found that other adults had the same need.

That book spawned an entire series of books by other authors, covering topics that grown-ups may struggle to discuss, such as cancer, belonging, shame, and gratitude, to name a few.

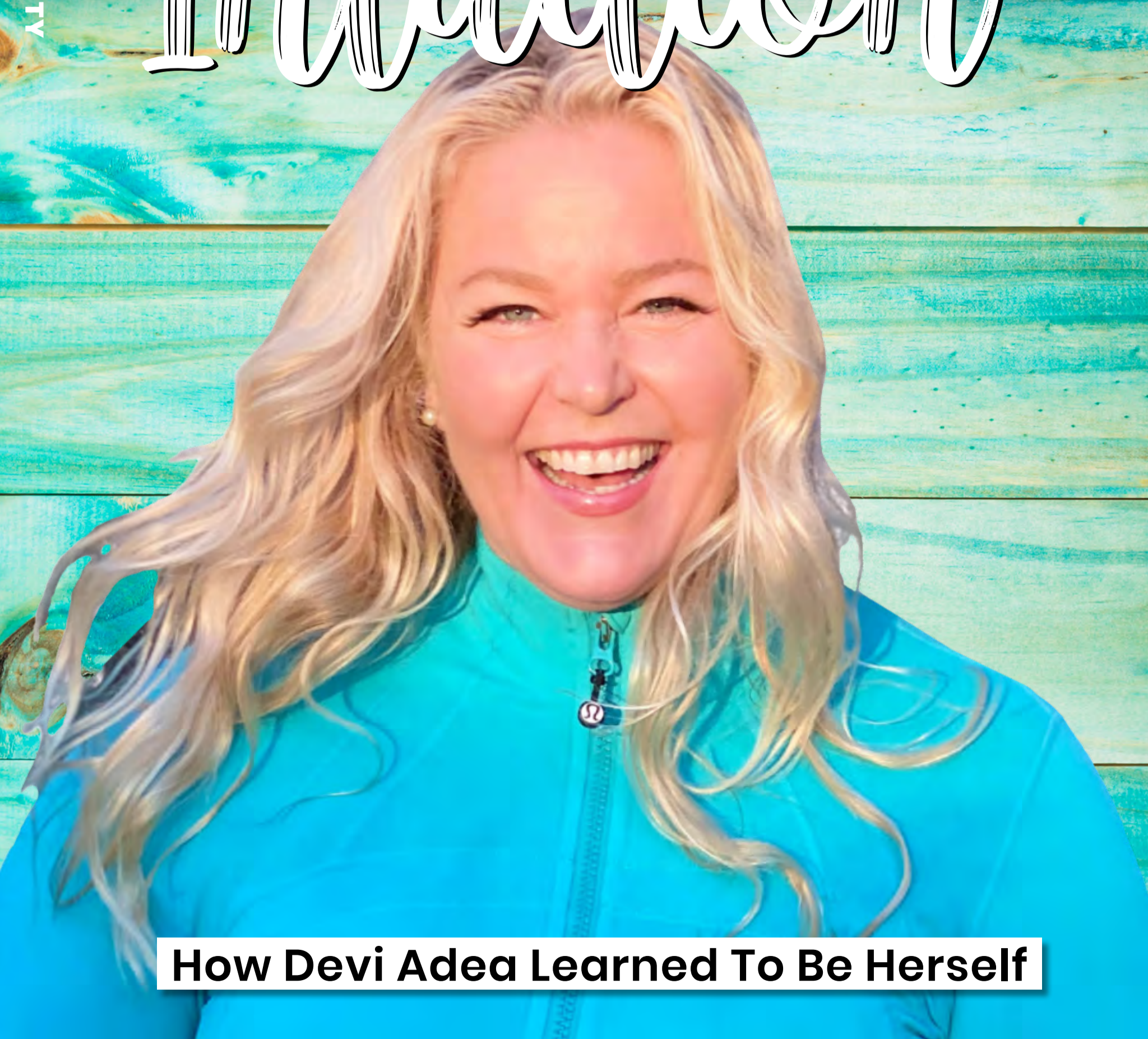
By the end of 2020, just a year after its inception, the book series had been included on Oprah's Favorite Things list.

The podcast, which was launched at the beginning of this year, also deserves high acclaim. It gives kids a chance to hear the authors interact with listeners and dig deeper into their books. If you've ever wanted to introduce your child to mindfulness, teach them about disabilities, or dispel COVID-19 myths, this show is a great resource.

A Kids Book About: The Podcast is must-listen for every family! 🎧



TRUST YOUR *Intuition*



How Devi Adea Learned To Be Herself

As the plane carrying Devi Adea from Washington DC to San Diego landed, she could sense that something was different. The joy she usually felt upon returning to The Golden State was no longer there, and Adea knew something needed to change.

In essence, what started as a trip to care for her parents turned into a desire to move back to the East Coast and do so on a more permanent basis.

But her entire life was in California, and her husband grew up there. Would he want to pick up everything and move clear across the U.S.?

Adea knew she had to trust her intuition and have the conversation even if it was uncomfortable.

So, she explained her feelings to her husband and gave him some time to think about it. Within days, he was in, and just three weeks later, the couple was selling their house, loading everything they owned into pods, and setting out on the long road trip from California to Virginia with their cats.

Circumstances worked in their favor, including their securing a deal with a contractor to trade an extra car for work on their new house. Adea calls this “*divine synchronicity*.”

“If you’re feeling a call or a push toward something your soul is telling you is right, there may be something beyond what you know that is speaking through you,” reflected Adea. She encourages others to pay attention to that prompting.

DEVI

listens to



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THE BRENDON SHOW

Every week, Brendon shares what he’s struggling with, working on, and marching toward—and how we can all live an extraordinary life.

“You will get signs everywhere, if you pay attention.”



“The amount of support you’ll get in the transition is pretty extraordinary.”

Adea was not always connected to her inner voice as well as she is now. While her family was full of mystics and clair-

“If it isn’t about money or experiences, maybe it’s about contribution or something.”

gifted people, they also warned her to be careful what she said to outsiders. Those who don’t understand might think she is crazy, they cautioned. As a result, Adea hid the intuitive part of herself for years.

How did she learn to trust her intuition so effectively, then?

Adea went to a prominent college and found a job in the software industry, quickly rising through the ranks. Then, one New Year’s Eve, she sat down to write a list of things she wanted to do in the following year. Stumbling upon her list from two years prior, she realized it was exactly the same.

“Everything I said I wanted to do remained. I had done none of them,” she recalls. Determined to start checking some of the

“It’s so fun, too, when you start to listen to those intuitive insights and act from that sense of inner knowing. You get to experience the Divine in response.”

items off her list, she immediately decided to schedule one per month.

That year must have been a whirlwind! Adea completed over 50 jumps and became licensed in skydiving. She became a licensed scuba diver, too, and ran a marathon, and traveled Europe.

One by one, her bucket list became smaller, and then, it was complete.

Adea took stock and realized she did not feel more fulfilled. What could that mean, she wondered?

Once again, Adea pivoted to try and find what she was missing. *“If it isn’t about money or experiences, maybe it’s about contribution or something,”* she recalls contemplating.

She attended a Tony Robbins event—firewalking and all—and began coaching with the company. But she still had a nagging feeling that what she was doing was not what she was looking for. Contributing to others in this way was nice, but not enough.

“It took me many years of trying,” she remembers. *“I went through a bunch of things.”*

Including podcasting.

Adea couldn’t decide what kind of podcast to create. Then, one of her friends suggested a domain name she’d owned since 1999: *The Spiritual Entrepreneur*. The friend gave her 72 hours to make a decision, a gesture of accountability Adea remains grateful for today.

Despite her family’s warnings still ringing in her ears about sharing her gifts, she decided to move ahead with the show. She remembers physically shaking during the episode in which she shares her story.

“I ended up doing it. And they didn’t lock me up and throw away the key,” she remembers with a smile.

The Spiritual Entrepreneur, with its perfect five-star Apple rating, *“covers everything from practical business tips, tools, and best practices of spiritual entrepreneurship to lifestyle design, innovation, love, soul awakening, and spiritual habits for success. Devi created this show to help us all to upgrade our consciousness, practices, and fulfillment in business and life.”*



Plus, finally acknowledging her gifts publicly gave Adea something else: peace. And now, over 250 episodes into her podcast, she has finally found what she was always looking for.

“It’s really about expressing that voice of our soul—the true gifts we’ve been given. When we do, we get to experience who we are in a way that is really serving and uplifting as a collective,” she said.

If you’re feeling a call or a push toward something your soul is telling you is right, there may be something beyond what you know that is speaking through you.

Today, Adea helps others learn to listen to and express that voice, as well. Even if one doesn’t have the gifts she does, she believes trusting your intuition can be learned. *“Sometimes, it’s as easy as saying*



‘God, I need a little help here. Show me what’s in my highest and best,’” she shares.

Then, simply pay attention. *“You will get signs everywhere, if you pay attention,”* she said, just as she received when her plane was landing in San Diego.

“It’s so fun, too, when you start to listen to those intuitive insights and act from that sense of inner knowing. You get to experience the Divine in response,” she reflects. 📌



**Religion & Spirituality
Category Director**

Eric Nevins
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Halfway There Podcast ▶

Got a Religion & Spirituality Podcast suggestion?

Let us know! >



UNDER THE RADAR

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



ASK NT WRIGHT ANYTHING

In the Christian category, so many churches and pastors use podcasting as a way to simply recycle their Sunday morning content. I have criticized this approach as shortsighted in previous reviews.

So coming across a show by a prominent pastor who is doing more than the minimum is refreshing and deserving of attention.

Ask NT Wright Anything is a true gem. Host Justin Brierley—Theology and Apologetics Editor at Premier—curates listeners' questions and asks Wright to answer them.



While Brierley is certainly qualified to answer the questions himself, he does a good job of keeping the focus on Wright's perspective.

Wright is one of the world's most prolific and important New Testament scholars. His work influences thousands and often serves as a corrective to the unbalanced nature of North American Evangelicalism. Wright points the way to a future that takes faith seriously without superstition and fundamentalism.

The opportunity to ask Wright a question is profound.

The show does not shy away from the hardest questions people of Christian faith ask. Recent episodes include a conversation with an atheist who once was Christian. Wright's gentle and engaging approach to the discussion allowed both views to be aired even when in disagreement.

Ask NT Wright Anything is Christian podcasting done right. 🎧



ENCOUNTER PARTY!

Podcasting *D&D*

“Five strangers meet in a tavern on the eve of the Ravnican New Year’s Festival. A mysterious man, a strange metal orb, and a pack of goons set the adventurers off on a collision course with destiny.”



Back in the 80’s, before computers and phones and computer games took over the world, people used to get together in person (otherwise known as “IRL”) and play a fantasy role-playing game called *Dungeons and Dragons* using actual physical items like dice and cards.

Fast forward to today. Computers have seemingly taken over every aspect of our lives, including and especially gaming. You’d think a quaint, established game like *Dungeons and Dragons* would be relegated to the trash heap.

You’d be wrong.

Fantasy role-playing games are making a huge comeback in, of all things, the podcast space. Take, for example, *Encounter Party!*

“Encounter Party! is a podcast in which six professional voice actors battle through a Dungeons and Dragons campaign that’s been fine-tuned to edit out fluff and filler and deliver pure adventure in under-an-hour episodes,” said Ned Donovan, co-producer, actor, and business developer for *Encounter Party!*

You might also think a podcast about a *Dungeons and Dragons* campaign would not require a writer. Brian David Judkins, co-producer, Dungeon Master, and lead writer, would disagree.

“I approached Encounter Party! believing we had uncovered a different model for playing,” said Judkins. *“Yes, it is a campaign. Yes, it is Dungeons and Dragons. Yes, there is a DM (Dungeon Master), but we structure our show more like a TV show. So we write campaigns and segments each with a beginning, middle, and end, and there are certain checkpoints along the way. It’s an entire story. And the people at the table improvise and contribute to it. So it’s sort of half-scripted, half-improvised.”*

“But there are planned moments, too. For instance, maybe at some point, and this is totally made up and not part of any of our storylines, the king is going to get assassinated. I know that is going to happen and will be a part of the story. What the players do with that information, though, I have no idea. They might decide to join the Rebellion or the Empire... I don’t know. How they choose to resolve it is up to them. So, my job is to basically write six different versions of the same story and figure out which one they’ve gone into. So, it’s more of a ‘Choose Your Own Adventure’ type of structure.”

“The sad part of this process is that you end up writing a lot of content that just doesn’t make it into the story. But that’s where social media comes in.”

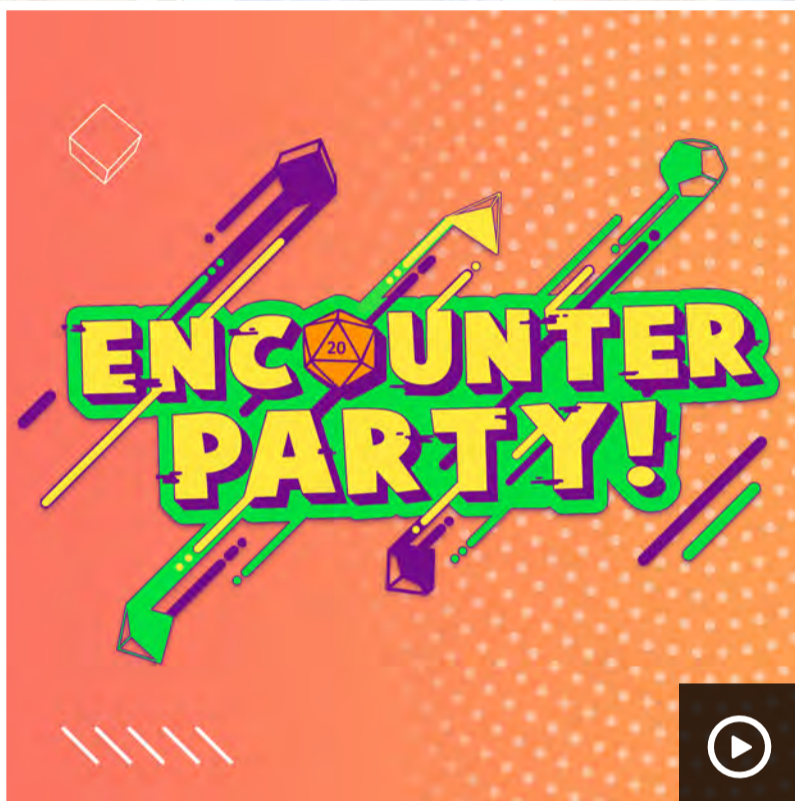
“[We] edit out fluff and filler and deliver pure adventure.”

Ned Donovan,
co-producer
and business
developer for
*Encounter
Party!*



Donovan added: *“There are many different avenues by which you can approach a show like Encounter Party! You can be player-focused, and build the show around the audience connecting with your actors. You can be character-focused, and really play around with things like the character’s backstory and how it affects the conversations we’re having. Or, you can be story-focused, which is how we present our show—it’s based on determining the best adventure we can provide the audience inside a mostly unscripted format. It’s allowed us to create a unique production system and editing process, as well, which has really resonated with our fans to date.”*

CHECK OUT THE PARTY



“Most of our marketing has been entirely grassroots, and we’ve been able to get well over a quarter-million downloads. We have a very good following across multiple countries and an extremely active fan base on Discord, Facebook, and Twitter. We have definitely found a place inside the Dungeons and Dragons podcast market that no one was really serving in the same way.”

Judkins continued: “When we first started looking at this genre a couple of years ago, it was just starting to gain momentum. The focus tended to be on the players and the personality base, which can be very entertaining. But ultimately, that’s not what this game is about. It’s a storytelling

game. And we felt like so much of the entertainment aspect of this genre was leaving that behind. So, we decided to flip that around.”

Because they had such a specific vision as to what they wanted *Encounter Party!* to sound like, every part of the production process ended up being different from “the norm” in the audio drama space.

For instance, casting:

“During the creation of the show, we identified what we now call ‘the double casting experience.’ And it’s just like it sounds—you have to cast the show twice,” Judkins explained. “Because you can’t just cast the people who are going to be sitting at the table. You also have to cast the characters they’re going to be playing within the story that you’re trying to make. And so we also needed to find people who had some improvisational experience, because they would be better equipped for on-the-spot storytelling as opposed to just rehashing old tropes. We wanted them to be able to create something unique.

“But they also had to be expert players. That’s just the reality of it. Because when

you're in the gaming entertainment, you're going to get a lot of people who are listening in expectation of learning how to be better, even in D&D. If you get to a point in this genre where your audience believes they are better at the game than you are, you're just going to lose them. So, we had to make sure we had competent people who could keep the game flowing in a comprehensive manner."

There are differences in recording and editing, as well.

"We do play live," said Donovan. "We actually record our entire show in six-to-ten-hour days after flying everyone to a single location. We record the entire season. Even in 2020, we built a COVID bubble to do so. We record each season of the show live with everyone around the

table and a sound engineer who makes sure the sound and dice rolls are good.

"We play straight and end up with between 70 and 80 hours of raw audio. That then gets edited down to between 20 and 25 hours of finished content."

Who does the editing? *"That would be me,"* said Donovan.

Currently, there are three seasons available that encapsulate the entirety of the first campaign, and they are developing the second campaign for future release. 📍



Fiction Category Director

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 The Write Inspiration podcast 🎧





UNDER THE RADAR

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



THE ENDLESS OCEAN

There's always been something mysterious about the ocean.

Everything from the areas too deep for us to explore to the strange creatures we are still discovering to ships that simply disappear, the ocean has long provided inspiration for myths and legends.

Which makes it the perfect backdrop for *The Endless Ocean*, a new fantasy podcast (although I personally would call it a fantasy/horror podcast).



The Endless Ocean follows the story of Max Landau, a scribe aboard *The Alabaster Queen* as it sails into an unexplored, haunted, and dangerous ocean. The crew is a motley bunch (including a cannibal for a chef and a drunk for the captain), so Max definitely needs to keep his wits about him.

It's all very haunting and dark—from the score to the sound effects to the narrator as he tells his story. There's a hypnotic quality as you listen, almost like you're trapped in a dream and unable to awaken. You have no control and are instead buffeted along helplessly, like the ocean itself has taken control of your ship and is steering you where it wants you to go.

It definitely has a different flavor than other fiction podcasts, as you feel the despair and emptiness in the story as it unfolds. If you enjoy eerie, haunted, fiction stories, I recommend giving *The Endless Ocean* a listen. 🎧

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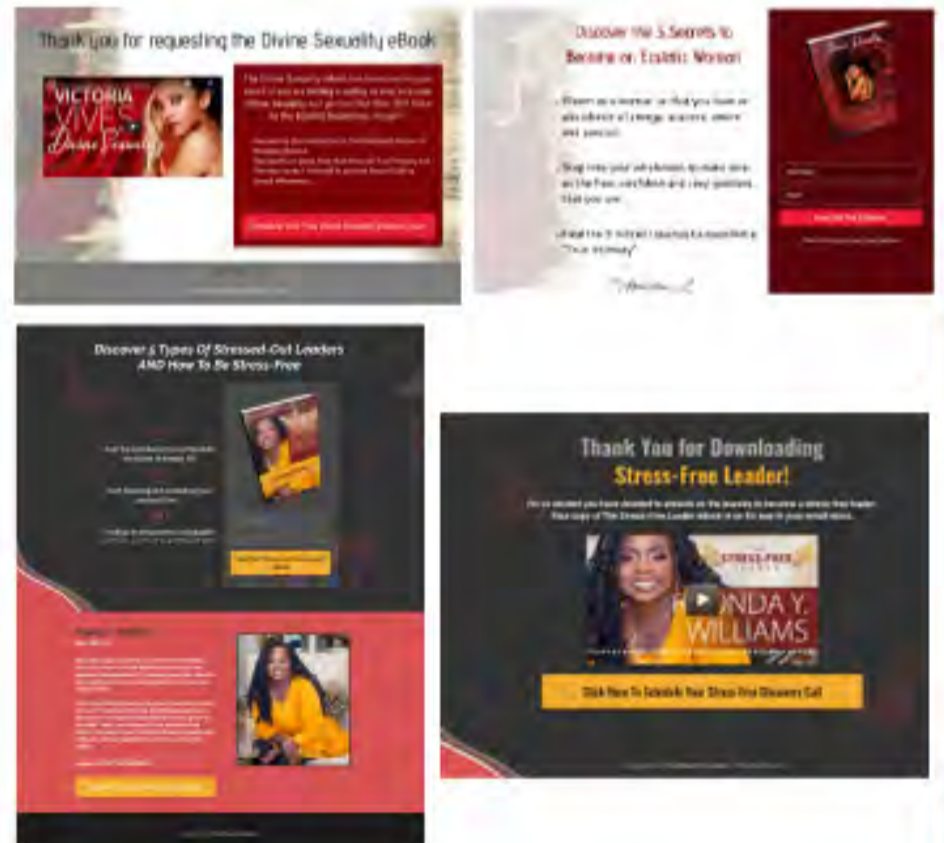
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VOLLEY, TECHNOLOGIST TALK, & BIZ TALK

How CompTIA Does Podcasts

And then there were three.

What started out as thirteen podcasts from the various teams at CompTIA—Computing Technology Industry Association—are now three. They encompass all the layers of advocacy, training, and news from the leading global organization that promotes and supports the \$5T+ technology ecosystem and the estimated 75 million tech and industry professionals who create, support, and advocate for the tech that powers the world.

Through education, training, certifications, philanthropy, and

market research, CompTIA is the preeminent organization that people in the tech industry go to for training and certification, to learn the latest news, and gather several times a year to learn, share, and connect with peers. With their consolidated podcasts, industry veterans, newbies, and interested technophiles can now stay up to date on the industry.

Having thirteen podcasts was not easy for the organization to maintain and produce, so in late June of 2020, CompTIA condensed their thirteen podcasts into three: *Volley*, with host Seth Robinson,

Technologist Talk, with host Lisa Fasold, and *Biz Tech*, whose hosts vary depending on which CompTIA community, council, or interest group is cued for the episode. Gary Bixler does the intros.

Volley is the flagship podcast with researcher and electrical engineer Seth Robinson and cohost and fellow researcher Carolyn April. Each episode shares research and analysis in a conversational style that makes data understandable. Their goal is to give listeners a way to connect to the research, and because they want the “*room to research*” as opposed to “*just touching the surface and scripting each show*,” they decided to release episodes biweekly.

When he is not digging into research for his position at CompTIA or the show, Seth enjoys things like biking across Iowa, which he did “*a lifetime ago*.” Now, he fills his days with his family and, no surprise, reading books about life. Currently on his nightstand is *Sapiens*, but he also enjoys fiction and catching up on movies and music.



Lisa Fasold, evangelist for careers in tech and host of *Technologist Talk*, “wants each episode to start the conversation and drive the conversation outside of I.T. and the podcast.” Saying the show couldn’t be done without her producer, Bob Dirkes, Lisa considers it a passion project, as she is “*all about getting people into new jobs*.” Her favorite episode is about Theo, a 2013 CompTIA class graduate who had felt lost and uncertain about a career direction before his CompTIA training. Now, he lives in Minneapolis and is a top cyber specialist. He just got married and bought a house. Telling these stories and helping others is why Lisa does the show.

After a career as a journalist, including a stint doing PR for the *Computer Electronics Show* (CES), Lisa found her home at CompTIA advocating for careers in tech at high schools, community events, and more. “*Every day, I tell stories that I hope make listeners care enough to take action on what they hear*.”



Discover

CompTIA Casts!

Podcast series - Listen Now



Biz Tech is produced by Kathleen Martin, Senior Manager Technology Interest Groups. Kathleen produces the show and ensures each host aligns with CompTIA's vision of enhancing community, increasing knowledge, and advocating for people who want to be in tech no matter which pronoun they identify with.

A fierce advocate for women in tech, Kathleen frequently posts on social media about diversity, tech advocacy, and research. That is, when she is not working to create a cadence among the different voices that make up the eight communities, seven councils, and four technology interest groups that are a part of the *Biz Tech* show. The scheduling is a full-time job in itself, let alone making sure the topics are cohesive, have depth, and that every person who hosts has the right microphones, Internet connection, and space to allow for an uninterrupted segment with minimal background noise. Producing also means helping hosts who may go months between an episode have a similar rhythm to each of their episodes,

so listeners get a sense of continuity. But Kathleen is energized by the work and the difference the podcasts and CompTIA is making in furthering the world of tech.

Kathleen started her career in politics and “literally fell into technology” when a job opened that merged communications and education. The rest is history. She has five kids, one grandchild, and another on the way. When not hiking with her husband, she is reading. Voraciously. Her favorites are historical fiction and biographies. Her Zoom background hides walls of bookshelves filled to capacity, although she reserves the bottom two shelves for her granddaughter’s books. After all, it’s never too early to share a passion for books or podcasts.

Three podcasts from thirteen. Three regular hosts plus guest hosts who vary week to week and one company to hold it all together. Sounds like an idea for a movie, or better yet, a series of podcasts, each with their own unique identity, tied together with one incredible mission...

...to educate, inform, and make technology careers accessible to anyone who wants to play. 🎧



Technology Category Director

Laura Steward
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It's All About the Questions 🎧



UNDER THE RADAR

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



HACKING HUMANS

Dave Bittner and Joe Carrigan host a show that clearly explains the links behind all the major cyber hacks we have ever seen, including those that, at times, have shut down critical infrastructure: the human element. Through interviews, input from listeners, and their own research, Dave and Joe break down the ways in which social engineering hacks have changed our world... and cost it billions of dollars.

I love the way the hosts weave in listener experience and expert perspectives. It all



works to give a multidimensional view as to why people continue to fall victim to sometimes inept and most of the time cleverly crafted attempts to enter a computer for malicious purposes. They also have transcripts of all their episodes, making it accessible for that portion of the population that cannot hear the show.

Since many of the terms used on the show can sound like made-up words, the hosts also have separate five-minute episodes explaining several of the most common acronyms. Just another example of how approachable they want the show to be to the non-tech listener. But that doesn't mean they don't go deep into each topic and come up with information even someone in tech might not be aware of, because they do.

Check out the episode titled "Digital Identities Are at the Core of Recent Breaches," and listen to the part about Pixar hacking our brains with color. Mind blown! 🤯

WHY DRAFTKINGS' EXPANDED FOOTPRINT IN CONTENT & MEDIA IS A WINNING BET

DraftKings is further innovating the way sports betting is being presented to the public by making it accessible on a larger scale in the U.S. With its recent acquisition of VSiN and Meadowlark collaboration, DraftKings is setting its sights on popularizing sports betting as a cultural norm in the media industry.

Since the overturn of PASPA in 2018, DraftKings has secured its spot as a leader in the sports industry as it provides customers with the opportunity to have more skin in the game. As more states seek to legalize sports betting, DraftKings—which provides the most up-to-date information on sports betting and daily fantasy stats—is expanding its presence through media deals and acquisitions to increase its visibility to sports fans around the world. Close collaboration and integration with media allow DraftKings to expand its ecosystem symbiotically and introduce its content to fans in a new, unique way.

Since its founding, DraftKings has looked to innovate the way people interact with their favorite sports. What began as a Boston startup has developed into a leading brand in the sports tech space with an upward trajectory as more states legalize sports betting. As mobile devices largely become the preferred medium for fans of daily fantasy and sports betting engagement, this second-screen experience strongly complements traditional TV viewership. Through broadcast integrations

that display odds and lines as well as real-time wagering updates, DraftKings has capitalized on the fan lifestyle experience and seamlessly inserted itself into the conversation.

There is a good deal of audience overlap with the people who are watching the games and using DraftKings products. In recognition, DraftKings is committed to reaching them in new and creative ways. Part of this effort is highlighted by DraftKings' recent deals with SLING and DISH TV, which will bring exclusive sports betting content courtesy of DraftKings to their customers. These two media deals allow DraftKings to reach sports fans directly in their homes while watching the games and creating a completely immersive viewership experience by offering a "one-stop entertainment hub." Additionally, DraftKings' collaborations with Turner, ESPN, and a number of regional sports networks further bolster the virtuous relationship between sports entertainment products and content.

On top of these collaborations with major media outlets and cable providers, DraftKings has secured top-tier talent through its acquisition of VSiN and its deal with Meadowlark media. Having expert voices adds credibility to the content provided through DraftKings' media efforts while also allowing the talent to stay true to their voice and editorial independence. The company is committed to bringing premium content to skin-in-the-game sports fans through a variety of channels,

as exemplified by its recent agreement with Meadowlark. With Dan Le Batard and his team now part of the DraftKings family, DraftKings reaches a national audience through a unique platform and has entered the podcast space.

In a new collaboration with VaynerMedia's CEO, Gary Vaynerchuck, DraftKings co-founder Matt Kalish recently launched the *Props & Drops* podcast, which discusses on-and off-field sports topics, cryptocurrency, shoes, and NFTs. With Vaynerchuck's presence, DraftKings has an opportunity to reach a brand-new audience and engage listeners in trending topics.

All in all, DraftKings' entrance into mainstream media ensures the merging of sports betting with the overall sports viewing experience while gaining credibility with viewers and listeners around the world. Through these implementations, DraftKings is primed to enhance its media presence and reach fans around the world through original content and top-tier talent. Sports betting, daily fantasy sports, and casual sports fans alike will be able to access DraftKings' content easier than ever and on more platforms than the DraftKings app. Considering the presence of sports betting is bound to increase, DraftKings is ahead of the curve as it creates new, innovative ways to reach current and prospective customers who want more skin in the game.

The sky is the limit, and DraftKings is willing to test it. ■



ANDY KUSHNER

Going Deep With
The Music Makers



Andy Kushner, executive producer and host of *The Music Makers*, gives listeners access to behind-the-scenes stories from some of the most influential music industry pros. For the audience, it's a rare opportunity to go deep into the psyches of artists, record producers, songwriters, recording engineers, managers, and record industry executives.

"I've had record execs like Clive Davis and Jerry Moss, producers Tony Brown and Mark Wright, artists, 'big hit' songwriters, and major instrumentalists on the show. For example, I recently released an interview with Nathan East, who's probably the most recorded bass player in history. I've also

interviewed composers and publishers, as well as managers like Shep Gordon and Jeff Robinson. I just love digging into different aspects of the music business and going deep with these individuals to get their backstory, find out how they got to where they are today, and learn about the struggles they still go through."

Have you ever considered the countless hours of work needed to make the Grammys happen each year? After all, it is "music's biggest night." This is just one example of the kinds of topics and the inside scoop listeners get when they tune into *The Music Makers*.

Robert Kraft, former President of Music at Fox Film, now President of Kraftbox Entertainment, has high praise for Andy. “[He] is one of the smartest interviewers I’ve met. As a musician himself, he knows how to pose thoughtful and unique questions and dig deep into the inner workings of the music industry.”

Andy started his first band at 15 years of age. Within two years, they were performing in front of thousands at the Tampa Bay Rowdies soccer games. Fast forward decades, and his band, SoundConnection, is considered one of the top cover dance bands in the nation.

“My parents were not full-time musicians, but my mother played piano and sang background vocals while my father sang lead vocals and played guitar. I was told that when my mother was pregnant with me, my parents used to play incredible jazz and pop music. And as I was growing up, I heard lots of music in the house.

“I thought if I started my own band, I would have an opportunity to get out there and make things happen. Since I had my own vision, I was very excited about it all. To this day, I love the chemistry of finding different kinds of musicians and singers and bringing them together. It feels like there’s a chemical equation when you combine certain personalities and abilities. It’s incredible!”

With lots on his plate, Andy has come to appreciate the importance of having the *right* team around him, whether it’s the right kind of band members, music director, onsite leaders, or a supportive team for a podcast.

“You’ve got to find like-minded people, and I’m learning more and more that surrounding yourself with people who are at the level you would like to be at, or who share that vision, makes the journey so much more fun and so much easier. I’ve been honing my team more and more to help me pull off my vision.”



← THE TRUTH BEHIND THE MUSIC

Andy plays trumpet for his hit cover band, SoundConnection



Andy's three tips to frame a request for a big dream interview are:

- 1 *“Be respectful and very engaging with a soft, easy approach.*
- 2 *“If I feel passionate about something, I show it; I don't hold back. I just go for it. Similarly, when I interview people, I'm vulnerable, and it gets them to really loosen up. I think setting that tone from the beginning helps to open the door. The foundation, even during the interview, is connecting with them and being engaging.*
- 3 *“Utilize connections. Follow up with your guests, thank them for doing the interview, and tell them what you really liked. On another occasion, send a message and say, ‘Hey, you know, I was just thinking about you, and I'm getting great feedback on your interview. Gosh, it would mean so much to me if I could interview so and so...”*

The Music Makers perfectly represents what means a lot to Andy:

“I've always been fascinated by people's stories, even years ago before interviewing. I always loved to meet new people and find out more about them.

“I grew up loving people who can communicate a message, whether they were lecturers, or comedians like Richard Pryor and George Carlin who got their message across through their comedy. I also love listening to Martin Luther



Robert has interviewed greats including legendary drummer, Steve Ferrone (above) and A&M Records Co-Founder, Jerry Moss (left)

King's speeches and seeing Dick Gregory and Elie Wiesel. These are people who can really express themselves, and I soak that in. It has also been very important to dig into learning more about myself and figure out how to apply what I discover. I've learned a lot about the right questions

to ask and how to communicate with people in order to elicit a meaningful response.

“Having this podcast is a game-changer, even a life-changer for me,” Andy reflected. “I think new podcasters, and I include myself here, start out afraid to take that first step, but you’ve just got to jump into the water and get wet. That’s how you learn.”

Andy isn’t resting on his laurels, so the possibilities are endless.

“My dream interview with someone I haven’t gotten yet on my podcast is Stevie Wonder, one of my favorite singers.”

In the midst of his aspirations, Andy still recognizes the importance of being centered. He credits his fiancée, Sharyn, with helping to ground him. *“I feel like I have a foundation beneath me that helps me go for all the other crazy stuff.*

“Also, getting outside and hiking really grounds me. We’re on a planet that’s just hurtling through the sky. When you think of that, nothing is such a big deal.

“Both Sharyn and I also love going to concerts, too. It’s a great way to be constantly inspired. It’s really exciting to anticipate getting out there and seeing live performances again. I can’t wait!” 🗣️

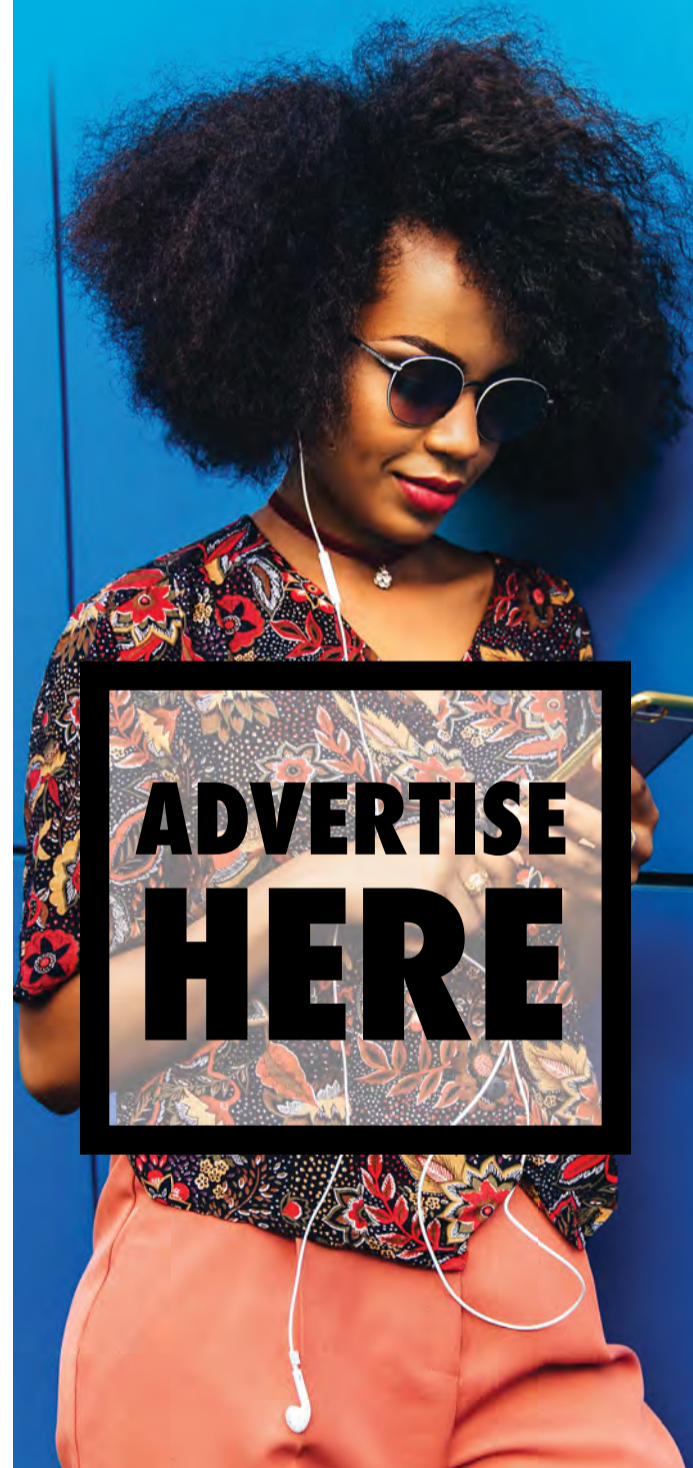


Music Category Director

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*Amazing Women And Men
Of Power* 🎧

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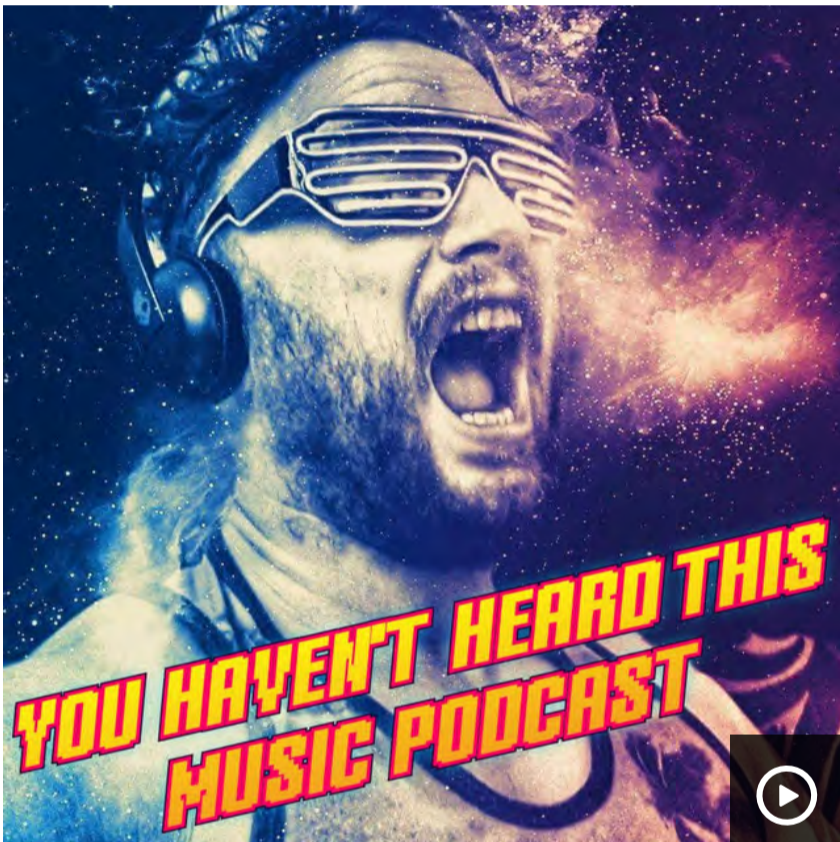
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UNDER THE RADAR

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



YOU HAVEN'T HEARD THIS MUSIC PODCAST

You Haven't Heard This Music Podcast. Would you believe me if I said this is the actual name of an incredibly entertaining show hosted by Wayne, Neil, and Ritchie? They explore lesser-known music by lesser-known artists who they feel are as good if not better than some mainstream artists. In other words, they highlight musicians who are under the radar!

Their interviews feel like friendly chats, and best of all, the music they showcase is really



good! Take a listen and judge for yourself.

The artists range from Nially, a 22-year-old singer/songwriter and musician from Kerry, Ireland, to 17-year-old Emmrose, an indie-pop singer/songwriter living in New York City. They've also interviewed Ali Comerford, who has toured the world performing viola in classical ensembles for 14 years and has now recorded her debut album of original folk-based but classical-influenced songs.

The hosts even take the time to discuss the artists' music videos and social media presence.

There's something about the head-to-heads and challenges discussed that is endearing. Not to mention there's plenty of banter among the hosts, allowing their distinctive personalities to shine through.

In every episode, they seem to effortlessly bridge the gap between comedy and music. More importantly, thanks to their show, we're exposed to talented artists we otherwise might never have known about. 🎧



THE STITCH PLEASE PODCAST:

Seamlessly Blending Sewing & Community

“I wanted to create a place where I did not have to constantly explain myself, or feel like I had to withhold part of myself, or exchange my full humanity in order to pursue something I love. And so by setting this table for Black women, I send the message that we are a circle—a community—worthy of support, sustenance, and celebration.”

—Lisa Woolfork

Stitch Please is a podcast about so much more than sewing and ideologies. For host Lisa Woolfork, sewing is a love affair... an enthusiasm passed down through four

Photo credit: Jacqueline Cieslak



generations of her family, starting with her great grandmother.

“I grew up with this my entire life—I was surrounded by sewing. My mother was a fourth-grade teacher for many, many years, and in the summertime, she and some of her co-teachers would get together and sew. That ensured we would have clothes in the fall.”

Still, Lisa’s love of sewing was not automatic. At first, she rejected the idea, because it was more in line with the “feminine arts,” which meant it didn’t have value.

Lisa says, *“And then I realized, wait a minute... my feminism does not need to reject domesticity, because somebody has to cook my food. Somebody has to clothe my body, and it might as well be me. I recalibrated my definitions about what and how I thought about sewing. Part of this is of course attached to gender—if women do it, it just automatically has less value.”*

“ I WANTED TO CREATE A PLACE WHERE I DID NOT HAVE TO CONSTANTLY EXPLAIN MYSELF, OR FEEL LIKE I HAD TO WITHHOLD PART OF MYSELF... IN ORDER TO PURSUE SOMETHING I LOVE. ”

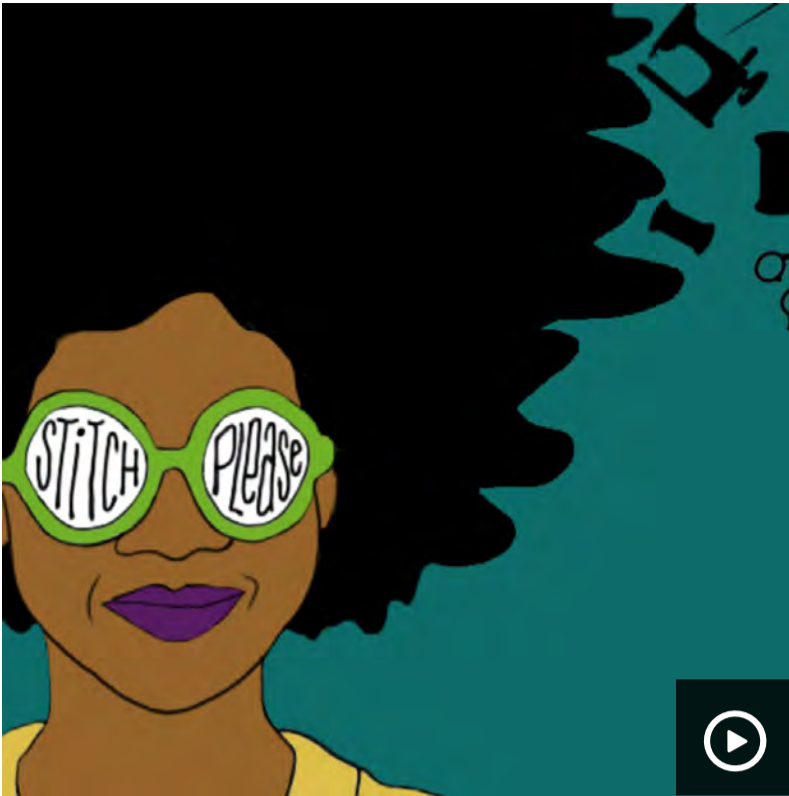
Lisa is an associate professor of English at the University of Virginia, where she specializes in African American literature and culture. She is the author of *Embodying American Slavery in Contemporary Culture* and various articles on the role of race in television. She is an activist and a founding member of the local Black Lives Matter chapter.

In 2018, Lisa started a sewing group, Black Women Stitch. The group kicked things off with a week-long sewing retreat complete with great food, chocolate, conversation, and stories.

“As we were chatting,” Lisa shares, *“I realized the conversations we were having just about life as Black women were very interesting. I thought it would be really*



Photo credit: Ben Doherty



*Stitch is not a diversity project. It is not about trying to get more representation. It's not about 'Please see us.' I don't give a sh*t. It's really about the love and affirmation from the community of sisterhood that sustains me, and that we work to sustain one another. It's not about trying to get a seat at someone else's table. I built my own table that I'm incredibly proud of.*

"There is a need for these spaces, where we don't have to audition our humanity or compromise... where we don't have to invoke the same protocols that we might have to invoke when we are working. You know, the 'code switching'—the things you do to make White people feel comfortable or at ease. We get to be our whole, full selves. That is what Black Women Stitch does, and I wanted to channel that energy into the podcast. That's also why I believe I have been able to seamlessly integrate things that might seem separate.

"My goal is to affirm Black women and the work we are doing, and in the end, the

IT JUST FEELS PREPOSTEROUS TO ME THAT AT MY AGE, IN 2021, WE'RE STILL HAVING CONVERSATIONS ABOUT THESE THINGS... OR ABOUT SOME PEOPLE WANTING REPRESENTATION.

leisure that we take. It's to be seen and visible. And I think within that affirmation is the definition of love. That's why it's a passion project for me—I believe so strongly in it, and I'm grateful to have the access that I have. I'm also grateful to podcasting as a medium for allowing me this very niche and unique interest."

Stitch Please is a selfless act of love. It's an education. It's a social statement. It's a way Black women can come together, listen to one another, and share stories. It's community. 🗣️



Leisure Category Director

Lori Lyons

leisure@podcastmagazine.com

Got a Leisure Podcast suggestion?

Let us know! >

UNDER THE RADAR

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



SCRAPHAPPIER PODCAST

I was heavy into scrapbooking in the early 2000s—along with a bazillion other people. This lasted several years, until life got in the way and the tools, paper, and stickers were delegated to a box (er... boxes...) in the basement.

After listening to this podcast, I'm ready to dig them out!

Alice Boll, host of the *ScrapHappier Podcast*, has been scrapbooking since 1999. In 2010, she created a community of scrapbookers and ultimately offered weekend retreats.

July of 2020 saw the launch of her podcast, and the timing couldn't have been better. The world was in the grips of lockdown, and many took to organizing photos.

But then what to do with them?

Alice offers the answers by covering all aspects of scrapbooking from organizational tips and tools to explaining how to journal in order to tell a story. The show is heavy on education—in fact, Alice includes a layout on each page of the podcast notes. The episodes also cover digital scrapbooks as well as the more traditional paper and printed photo type of scrapbooking.

Her guests are varied and complement the podcast well.

Alice's voice is soothing, and she covers the topic in a manner that is easy to understand and learn from.

Dig out your own boxes of photos and get busy! 🎧



FROM OLD-SCHOOL CASSETTES TO A MODERN-DAY PODCAST:

How The National Speakers Association's Podcast Was Born

Sometimes, when I hit “play” on a podcast, I have to admit I am left wondering if the host ever considered learning a bit more about how to speak and communicate effectively. After all, most of us aren’t born with a microphone in hand and natural talent for it.

But when I sat down to interview the National Speakers Association’s Rhetta Baughman (CRO) and Thom Singer (Podcast Host), I knew I’d be talking with pros. They didn’t disappoint.

THE FUTURE IS HERE—AND THEY GOT AN “EARFUL”

The NSA’s audio-publishing journey started out with a series on cassette tape. Every month,

members of the National Speakers Association waited with anticipation for the new tape to arrive. Then, it evolved into a CD... and eventually, into *Speakernomics* with host Thom Singer!

But the move was strangely controversial. With an audience that skews older, the NSA “got an earful” about their move, as my grandmother would say.

The pushback didn’t discourage Rhetta at all. He went all in, adding Clubhouse to the plan, too!

GROWING BEYOND THE MEMBERSHIP

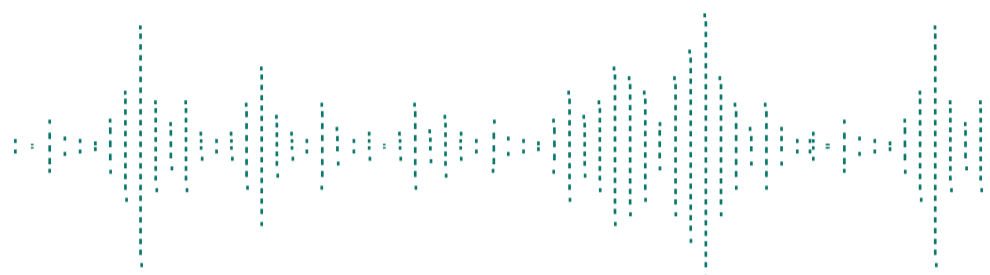
As the NSA looked to shift into podcasting and reach a younger demographic (because who’s even got a CD player in their car these days?), their goal was to develop a show that would be a resource for more than just their members.

Speakernomics is for anyone who uses the spoken word for business:

- speakers,
- trainers,
- podcasters,
- consultants,
- coaches,
- event planners,
- schools and teachers,
- and, of course, professional speakers!

They moved from monthly content releases to weekly (it’s obviously a little bit easier to publish an mp3 than ship

Speakernomics is for anyone who uses the spoken word for business.



a CD in the mail), utilizing a model that allows them to quickly address trends, news, and anything affecting the world of professional speaking.

This creation and innovation moved them toward expanding the audience the NSA can reach, so they can share their decades of knowledge and experience with even more people.

THE ART AND BUSINESS OF SPEAKING

Speaking requires a balance of art and business to succeed. For so many who want to be speakers, NSA is *the* go-to resource.

And that’s the approach Thom keeps in mind with every episode.

No industry jargon. No insider ‘baseball’ that outsiders don’t understand.

A BRAND NEW PODCAST FROM
THE NATIONAL SPEAKERS ASSOCIATION



Speakernomics™

Speak. Get Paid. Repeat.

SUBSCRIBE TO SPEAKERNOMICS wherever you listen to podcasts or at Spkr.bz/podcast

Everything is broken down into plain English and distilled into actionable, implementable steps for listeners.

AM I INTERESTED IN THIS? (GOT TWO TIPS?)

As Thom planned out the structure for the podcast, he wondered, “*What if we give our guests an opportunity to ‘wow’ the audience from the start?*”

How could they grab the listener’s attention and help each listener know for sure whether the episode was something they were interested in?

Thom had a great solution. The first question he asks, before the interview begins: “*What are your two tips?*”

The interviewee then gets to shine by revealing his or her best strategies or tactics, and the audience members can figure out right away if the episode is a good one for them or if they should skip to the next.

Speakernomic’s schedule is packed full of interviews with working speakers (translation: they aren’t just teaching you how to do it—they’ve actually done it!) who share a gold mine of their best, real-world speaking experience and wisdom.

LOOKING FOR CRAZIER THINGS

Usually, when I ask about the types of guests a podcast host is looking for, the answer is a list of big names. But I laughed when Thom and Rhetta shared their guest goals with me:

Yes, they want Tony Robbins (someone make an intro—and tell them you read about this in *Podcast Magazine*®).

But they’re also looking for “*people doing crazy things on social media.*” Or crazy things in the speaking world. Or crazy things in the event world (hello Covid-inspired creativity!).

You can’t help but love an association that

isn't taking itself too seriously, while still delivering seriously valuable content.

No suits required for an interview here. Just crazy effective strategies and ideas to share. It's no wonder the podcast's reach is growing so quickly!

WHAT'S COMING IN 2021?

I had to ask the question no one in the speaking space is excited to discuss: *"It's been a weird year or two here. What do you see as the future for professional speakers, when events aren't happening, and we don't know when they'll be back?"*

And Thom and Rhetta were candid:

- It may be another year or two before we see in-person events come back strong again.
- 2019 set records for the business of live meetings. It will bounce back.
- The opportunities are still out there, if you know where to find them (consider virtual opportunities, too).

But what was more interesting to me was their advice for speakers:

- Diversify your revenue streams—add coaching, training, or consulting.

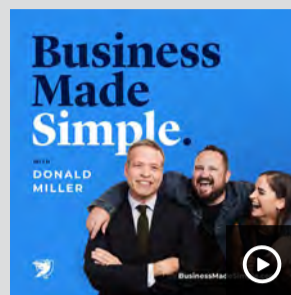
And if you're already listening to *Speakernomics*, you know that's exactly what they're sharing—tips around:

- Adding multiple streams of revenue to your speaking business.
- Repurposing your content and streamlining your marketing.



THOM

listens to



BUSINESS MADE SIMPLE WITH DONALD MILLER

Take the mystery out of growing a successful business—it can be simple!



THE TRUSTED LEADER SHOW WITH DAVID HORSAGER

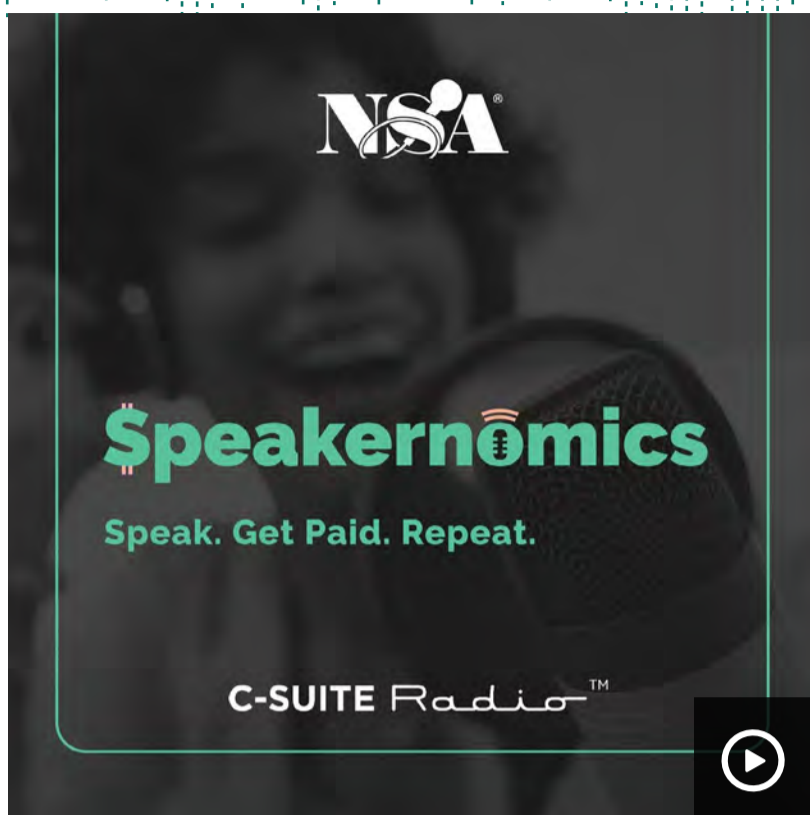
Influential leaders share how they've developed the leadership styles and strategies that build trust and drive results in business.



FINDING MASTERY: CONVERSATIONS WITH MICHAEL GERVAIS

How do the best in the world truly master their crafts? Find out with high-performance psychologist, Dr. Michael Gervais.

- Improving your sales skills and conversations.
- Developing your own coaching business around your expertise.
- Creating an online course.
- Licensing your content to others.
- Building mastermind groups and peer support.
- Getting paid for every "stage" you step on—in more ways than you can imagine!



Did I mention the show's tagline is "*Speak, Get Paid, Repeat*"? It fits.

CLEARLY PROFESSIONALS

And then, Rhette and Thom took the fifth:

"I refuse to say."

I had asked them an easy question—what is their favorite episode so far? They were clearly prepared for it and took a diplomatic approach... in fact, they changed the question!

(I remember being taught this strategy in public speaking classes—answer the question you wish the interviewer had asked, if you don't like the one actually asked. I just don't usually get that flipped on me! Pros, right there.)

Their most *downloaded* episode so far is "Your Worst Critic with Denise Jacobs - Episode 7." (I suspect their favorite might be "Focus Your Business with Sylvia Henderson - Episode 1," but that's just a guess from our discussion. Go listen to both.)

"The opportunities are still out there, if you know where to find them (consider virtual opportunities, too)."

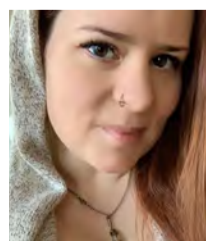
AND IT FLOWS BACK INTO EVERYTHING

Rhette shared that they've been surprised how much the podcast, and Thom himself, have influenced the way NSA approaches other aspects of their business.

They've taken Thom's "two quick tips" idea and now use it to introduce stage speakers during their conferences. They've also shifted their descriptions to incorporate podcast-style summaries that spotlight the valuable content they're sharing through all their channels.

If there's one big takeaway from the moves the National Speaker Association is making, it's that leveraging new technologies and moving into new channels is more than a marketing and visibility play.

Podcasting can grow your business in more ways that you realize. 📌



Business Category Director

Michelle Shaeffer
 business@podcastmagazine.com
The Art of Giving a Damn 🎧



UNDER THE RADAR

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



THE PRODUCTIVITYIST PODCAST

When I ran across *The Productivityist Podcast*, I hesitated... because so many “productivity” experts and shows advocate processes for productivity that inadvertently make it even more overwhelming. Twelve new tools you need just to track your time and tasks? Flowcharts, forced priority rankings, and burndowns? It can make your head spin. And, chances are, if you're looking for productivity help, your head is *already* spinning!

So I was happy to discover that Mike



Vardy's show definitely isn't more of the same. Instead, he tackles the concept of productivity from interesting angles that help listeners get out of overthinking and into action.

Whether you're a project manager for a team or just struggling to manage yourself, you'll love Mike's approach: *“It's not about getting everything done, it's about getting the right things done.”*

Check out these episodes to get your productive game on:

- Episode 79: Think Productive with Graham Allcott - The nine characteristics of productivity ninjas
- Episode 351: Eating Frogs with Brian Tracy - How to stop procrastination + the “magic wand” exercise
- Episode 332: Getting Productive with Astrology with Jill Blumenstock

Great audio and smart editing. This one is easy to listen to and engaging. 🎧



MICHELLE SNOW

World Champion
Goal Setter
and Podcaster

Michelle Snow has set the bar high for herself her entire life.

Not afraid to challenge herself, she *wants* to be uncomfortable, to help her succeed. That, in addition to learning from others, is how she has achieved so much in basketball and her professional career, and why she is the inspiring person she is today.

Michelle set her goal to become a basketball player while watching Michael Jordan in the NBA Finals. Wanting to achieve as much as Jordan, Michelle proclaimed out loud, “I am going to get 17 college scholarships.’ *My parents said, ‘You can do anything you put your mind to.’ So, I started to manifest it.*”

Growing up in Pensacola, Florida, Michelle played basketball with her uncles from an early age. They didn’t “take it easy” on her, either, and when she started playing with girls, she dominated them.

Michelle went on to high school with dreams of being a doctor. Her mom was very sick in the hospital, so her motivation was personal—however, she is also known as a “*selfless*” person who “*looks out for others.*”

Lucky for Michelle, she experienced the power of mentorship when Roy Jones Jr. advised her to find a mentor. She chose her high school coach, Alison Davis—an all American who played for Alabama.

“I went up to her and said, ‘I want to win the state championship with you, coach.’ And she said, ‘We were 3-19 last year,’” Michelle shared.

Michelle’s coach modeled goal setting for Michelle with her constant striving to become



A MENTOR FOR ALL AGES →

Michelle inspiring young people while speaking



“I LIVED IN A TRAILER PARK. I HAD HOLES IN MY SHOES, AND I WAS BULLIED. I LOVE GETTING TO SHOW GIRLS THAT ANYTHING AND EVERYTHING IS POSSIBLE”

a better coach. She went to post camps and helped learn post moves, and “*did everything with love*,” Michelle said. Michelle credits Coach Alison for helping her improve her already strong work ethic as well as mentoring her off the court by being such a good example.

Michelle’s high school team did indeed win State and closed the season undefeated. Michelle had set a goal and accomplished it.

Michelle shared one of the most emotional moments of that time of her life:

On signing day, she had over 150 academic and athletic scholarships. Her mom was so proud of her. Michelle had done exactly what she said she would years before.

Facing the hard decision of choosing a college, Michelle narrowed it down to UNC and Tennessee University. She then talked to the legendary coach Pat Summit of Tennessee University, and ended up telling her that she wanted to hold on her decision until fall. Pat showed up at her high school the next day.

Pat helped Michelle compare the two schools. She asked Michelle what she wanted to be after she graduated, and Michelle replied, “*I want to be a businesswoman.*” Coach Pat, a successful businesswoman herself, became another hugely influential mentor to Michelle.



So, “Coach Summit had me speak all the time,” she said. “I was a very shy person, but by the time I graduated, I was not.”

Michelle’s biggest accomplishment playing for Tennessee was being the first woman to dunk in a game. She played in two National Championship games, and her team won four SEC Championships.

Michelle also went on to hone the public speaking craft: “I lived in a trailer park. I had holes in my shoes, and I was bullied. I love getting to show girls that anything and everything is possible.” When James Scott, founder and owner of the Across The Pond Network, asked Michelle to co-host the *Across The Pond WNBA Podcast* with him, she readily agreed.

The show highlights the WNBA season and discusses the WNBA all year long. They interview inspiring guests and cover all that is new in the WNBA while going behind the scenes with WNBA players.

Michelle, who is now a project manager for

“COACH SUMMIT HAD ME SPEAK ALL THE TIME. I WAS A VERY SHY PERSON, BUT BY THE TIME I GRADUATED, I WAS NOT.”

Nike and enjoys investing in real estate, has been able to consistently overdeliver on her promises made throughout her entire life, and she continues to set the bar high for herself to accomplish more than she could ever imagine. She is living a life of purpose and intention as she now mentors others. What an inspiring woman. 🗣️



Sports Category Director

Neil Haley

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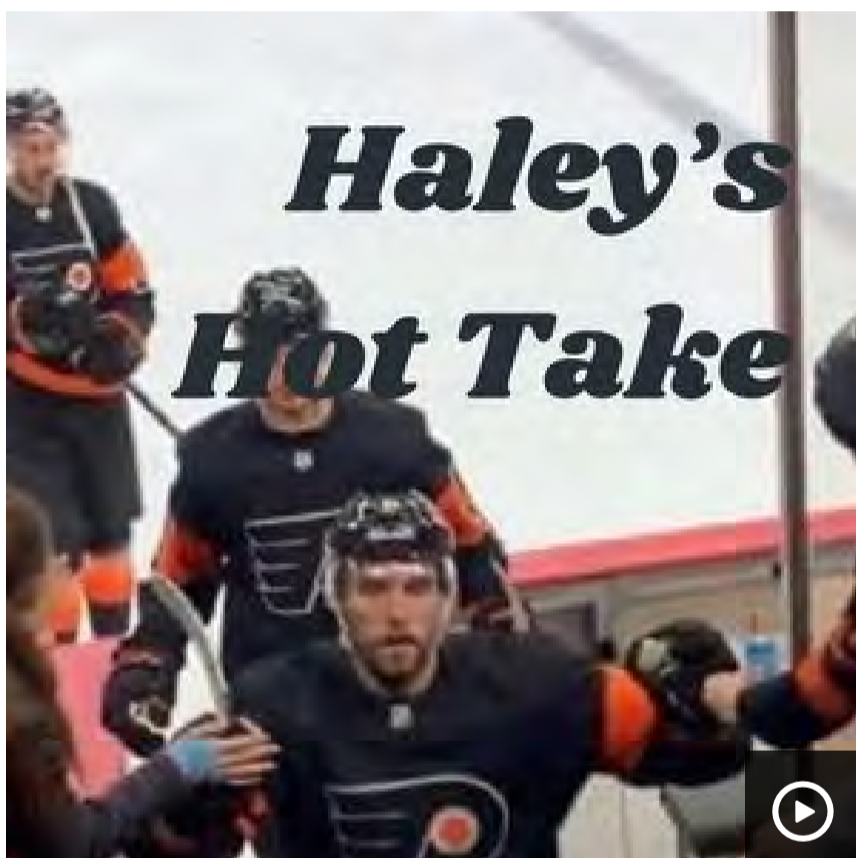
The Neil Haley Show 🎧

Got a Sports Podcast suggestion?

Let us know! >

UNDER THE RADAR

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



HALEY'S HOT TAKE

Haley Taylor Simon's *Haley's Hot Take* is an NHL podcast that focuses on the highlights of the league as well as Haley's own predictions and favorite hockey stories.

Haley is an avid hockey fan (who loves her Flyers and has a soft spot for the Golden Knights) and recent graduate of West Virginia University, where she worked at the radio station broadcasting all their sports. She designed her podcast to be personable for the listener, and she is successful in making



it feel like she's just talking to a best friend about all things hockey.

Haley covers the NHL all the way up to the playoff run. She talks about each of the playoff games, the matchups, and her predictions. In one of her episodes, she discussed the NHL semi-finals, breaking down the matchups for each team and predicting the outcome.

Haley is skilled at breaking down hockey for the average listener based on her vast knowledge of the sport. She does a great job interacting with her listeners through social media, too, always engaging them and truly highlighting them in her podcast.

This weekly podcast, which airs on Fridays, is a very good one to listen to throughout the NHL season as well as the post season to hear Haley's predictions and her own personal stories related to hockey. 🎧



KEEPING RECORDS:

Proving Human Existence Long After We're Gone

Do you ever wonder if there is intelligent life on other planets? Do you think that NASA knows more than they reveal about intelligent life *out there*?

In 1977, NASA created “Golden Records”: manufactured phonograph records containing audio and images from Earth. They sent such records up with each Voyager (1 and 2) spacecraft.

You may be wondering, what on Earth does this scientific space stuff have to do with a comedy podcast? Well, you are about to find out.

Keeping Records was created and is hosted by Caleb Hearon and his roommate and collaborator, Shelby Wolstein. Both are queer comedians who got their start in the Chicago comedy scene.

Shelby and Caleb became really interested and fascinated by the Golden Records, and both thought they were a bit outdated as of 2021.

So, they decided to launch a podcast to “ask their cool guests”—and yes, being cool is a requirement to be on the show—what they consider a good representation of life on planet Earth and to discuss the actual images and sounds that are included in the Golden Records produced 44 years ago... which tell a story all their own.

With their idea in mind, they also relocated to LA a year ago, during the pandemic.

While preparing to pitch the show to various entities, Shelby and Caleb were determined to do the show whether they were picked up by a network or not.

“We were basically like, ‘Okay, if we find someone really cool who likes and respects our idea and wants to actually invest in it, then great. But if we don’t, we’ll just do it ourselves,’” Shelby shared.

Then, something remarkable happened:

Geoffrey James, host of *Review Revue* on the Headgum podcast network, tagged Shelby and Caleb in a couple of posts on Twitter. He didn’t even know they had an idea for a show— he just liked their vibe and saw their potential as hosts of a podcast.

“Knowing there’s some sort of record that exists beyond us makes it a little bit less untethered. It’s not so much important as much as it is beautiful, to me.”

With the well-oiled machine that is Headgum behind them, *Keeping Records* is a fantastic combination of science, history, great friends, and a few F-bombs thrown in along the way.

The end result? A really fun ride!

Of course, it’s about more than simple fun, too.

“The idea behind the original Golden Records is that they will exist long after Earth ceases to,” Shelby said. “That’s pretty crazy. I don’t know if it’s actually important, because at that point, we’re gone anyhow. But it does make you think about humanity ceasing to exist. And then it’s like, ‘Wow... well, then what the f*ck are we doing?’ Knowing there’s some sort of record that exists beyond us makes it a little bit less untethered. It’s not so much important as much as it is beautiful, to me.”



Caleb credits their partnership with Headgum for the show’s “incredible audio engineering,” courtesy of Mike Comite, which does indeed translate to easy listening.

“Our audio producer, Mike Comite, is truly a genius,” Caleb said. “Anyone who listens to the podcast will comment that the sound editing is incredible. We’re 20-something episodes in, and it’s just this really cool thing that is beautifully edited. And it’s all thanks to Mike. It’s funny, because we praise him on the show all the time, but he always cuts it out.”

Caleb and Shelby’s favorite episode so far is the same: Beth Stelling.

“Everybody who’s been on so far has been a friend of ours, and each is unique and different. Beth Stelling’s episode was one of the funniest. She was getting food delivered to her house before the recording, but it didn’t come

on time and was ultimately delivered to the wrong place. So she’s interacting with the Postmates’ customer service at one point during the recording. And I mean, we just put it all in.

“So many podcasts are buttoned-up, straightforward conversation. We were laughing our *sses off at the chaos of the whole thing and decided to put it out in full anyway. Beth was okay with that. I think we have tried since then to lean into chaos in our episodes more, because that episode was so fun. It really changed the format of what I thought podcasting was supposed to be, which is like this clean, nice interview,” Caleb said.

Listen in to *Keeping Records*. You will not only laugh with Caleb and Shelby (they really are a treat—quick-witted and fun, and their deep friendship really shines through!), but you will definitely learn something, too. That is always a great combination—as is the pairing of these co-hosts. 🎧



Comedy Category Director

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 comedy@podcastmagazine.com
 Living the Law of Action Show 🎧

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—AFRICAN PROVERB

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OFF THE CHARTS

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

JULY 2021

ARTS



THE FOOD TRUCK SCHOLAR

Hosted by: Ariel D Smith

Tips to start your own food truck! Host and academic scholar Ariel D. Smith peels back the cultural, social, economic, and political layers of the food truck industry.

BUSINESS

THE SIMPLYBE. PODCAST

Hosted by: Jessica Zweig

This podcast will free your soul from the stress of everything you're "supposed" to do and be, so you can connect to what makes you, you.



COMEDY

HYPOCHONDRIACTOR



HYPOCHONDRIACTOR

Hosted by: Dr. Priyanka Wali & Sean Hayes

Sean Hayes is not a doctor, but he sure is interested in talking to licensed and practicing physician Dr. Priyanka Wali about medical stories, medical advice, and whatever might be ailing him at any given hour.

EDUCATION

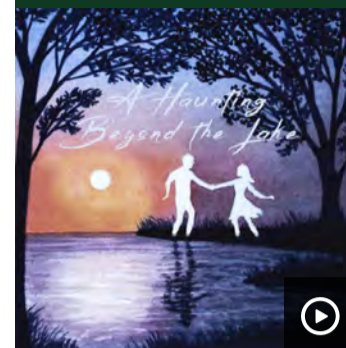
HOW TO BE A BETTER HUMAN

Hosted by: TED Talks

Join comedian Chris Duffy in conversation with guests and past speakers as they uncover sharp insights and give clear takeaways on how YOU can be a better human.



FICTION



A HAUNTING BEYOND THE LAKE

Hosted by: 11th Hour Audio Drama

He has been in love with Lucy for as long as he can remember. Yet as he talks to her at the lake, a shadow starts to form on the other side. What could it be?

GOVERNMENT



CHASING JUSTICE

Hosted by: Chesa Boudin & Rachel Marshall

A podcast on criminal justice reform, hosted by progressive prosecutors San Francisco District Attorney Chesa Boudin and Rachel Marshall.

HEALTH & FITNESS

THE SELF HELP PODCAST WITH DUFF THE PSYCH

Hosted by: Robert Duff Ph.D.

A podcast dedicated to answering your questions about mental health, anxiety, depression, relationships, sex, and life WITHOUT psychobabble BS.



HISTORY



FALL OF CIVILIZATIONS

Hosted by: Paul Cooper

From Roman Britain to the Assyrian Empire, this podcast goes in-depth into the whys and wherefores of the falls of great civilizations.

KIDS & FAMILY

TIME TO PARENT

Hosted by: Julie Morgenstern

Well-known author and professional organizer Julie Morgenstern brings her productive parenting manual to life with stories from real parents and advice from experts.



LEISURE



ETSY CONVERSATIONS PODCAST

Hosted by: Ijeoma Eleazu

Episodes range from social media tips to running the business to marketing on Etsy. Great for anyone interested in opening an Etsy shop.

OFF THE CHARTS

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

JULY 2021

MUSIC



SOUND OPINIONS

Hosted by: Miel Bredouw

What if the greatest hits could be... greater? Comedian/musician Miel Bredouw teams up with a special guest to revisit, review, and revise the pop songs of our past and offer an improved "punched-up" version.

NEWS

THE WEEDS

Hosted by: Matthew Yglesias

In politics, you're often told not to get lost in the weeds. But we love the weeds! That's where politics becomes policy – the stuff that shapes our lives.



RELIGION & SPIRITUALITY



CREATIVELY CHRISTIAN

Hosted by: Jake Doberenz

From Theophany Media, *Creatively Christian* is a podcast for artists and creatives of all types to grow successfully.

SCIENCE

THE WEIRDEST THING I LEARNED LAST WEEK

Hosted by: Popular Science

Popular Science shares the weird facts they keep just around the office that never make it into their articles.



SOCIETY AND CULTURE



FAMILY GHOSTS

Hosted by: Sam Dingman

A documentary-style storytelling podcast, each episode investigates the true story behind family legends. By engaging with each other's legends, perhaps we can see each other's realities.

SPORTS



THE BILL SIMMONS PODCAST

Hosted by: Kevin Durant

HBO and *The Ringer's* Bill Simmons hosts the most downloaded sports podcast of all time, with a rotating crew of celebrities, athletes, and media staples.

TECHNOLOGY

CRYPTO TOKEN TALK

Hosted by: Kelley Weaver

For those interested in learning "Crypto 101" and exploring the new frontier of blockchain technology. It is an entertaining on-ramp and newbie-friendly gateway to learning the world of cryptocurrency.



TRUE CRIME



GHOST TOWN

Hosted by: Jason Horton & Rebecca Leib

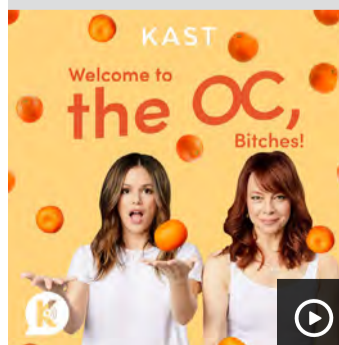
Take a trip to haunted hotels, abandoned malls, deserted amusement parks, paranormal experiences, infamous true crimes, and weird historical and cultural events.

TV & FILM

WELCOME TO THE OC, BITCHES!

Hosted by: Rachel Bilson & Melinda Clarke

Join *OC* stars Rachel Bilson and Melinda Clarke to relive the drama and hear the untold stories of the *OC*.



EDITOR'S PICK

REINVENTING NERDS



REINVENTING NERDS

Hosted by: Joanie Connell

Join engineer-turned-psychologist Joanie Connell as she interviews nerds and people experts to uncover the best communication strategies for technical people.

PODCAST MAGAZINE RECOMMENDS

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

blubrry



Stats-Hosting-PowerPress
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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.

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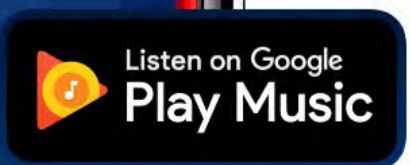
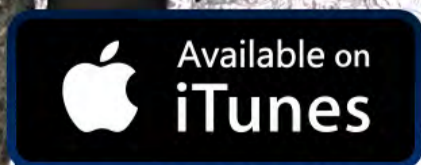
THIS MONTH	LAST MONTH	PODCAST NAME Host(s)	PODCAST NAME Host(s)
1	1	THE UPSIDE Callie & Jeff Dauler Over 1 YEAR at #1!! CAN ANYONE KNOCK THEM FROM THE TOP SPOT? 🏆	26
2	4	CERTIFIED MAMA'S BOY Steve Kramer & Nancy	50
3	3	THE MARRIAGE FIT PODCAST Alan Sanders & Susan Delmonico	27
4	5	THE WILDER RIDE Alan Sanders & Walt Murray	-
5	8	KRAMER AND JESS UNCENSORED Steve & Jess	28
6	6	NECRONOMIPOD Dave, Ian & Mike	-
7	10	PROMISED LAND Ian Kehoe	29
8	-	A PARANORMAL CHICKS Donna & Kerri	12
9	9	LIFE WITH HULA Hula	30
10	20	WAIT, WHAAAT? Elaine & Paula	-
11	26	CHEATIES Lace Larabee & Katherine Blanfod	2
12	16	THE UNSTOPPABLE ENTREPRENEUR SHOW Kelly Roach	31
13	-	INNER IDIOT Tyler Havling & Shorty Hoffman	32
14	-	IN THE GARAGE PODCAST Gerald Cordova	-
15	22	MIGUEL AND HOLLY UNCENSORED Miguel & Holly	33
16	31	NEXT ON THE TEE Chris Mascaro	-
17	-	MOMS ON CALL Laura & Jennifer	27
18	14	KNOW YOUR AURA Mystic Michaela	34
19	7	COFFEE & CASES Allison Williams & Maggie Damron	35
20	19	THE BERT SHOW Bert, Kristin, Davi & Moe	-
21	37	WKRP CAST Allen & Donna Stare	23
22	-	THE ATWOOD BAR PODCAST Ben & friends	36
23	28	MORBID: A TRUE CRIME PODCAST Ash & Alaina	23
24	-	THE NOSTALGIC PODBLAST Chance Bartels, Al Hardee & Tom Williams	37
25	-	THE BLACK & UNFILTERED PODCAST Tazz B	-
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Each month, Rob Actis counts down the **Top 50 podcasts** in the land, takes you behind the scenes with today's leading podcasters and dives deeper into the shows podcast fans can't get enough of!



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