

#018 // DEC 2021
FREE



POD BIBLE



THE ESSENTIAL GUIDE TO PODCASTS

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IN THIS ISSUE

THE GOSPEL ACCORDING TO // No Such Thing As A Fish.....	04
THE NEW TESTAMENT // Recent episode recommendations.....	08
LET THERE BE POD // In conversation with Acast creators.....	10
THE OLD TESTAMENT // Classic episode recommendations.....	14
THE HOLY GRAIL // An Audible Original Podcast round-up.....	16
THE SCRIPTURES // Podcasts that always deliver.....	18
BREAKING BREAD // A regular column from Stak.....	20
THE GOOD SAMARITAN // Podcasts with a social conscience.....	23
FOR THE LOVE OF POD // Rick Edwards's top 5 podcasts.....	25
PODCAST DISCIPLE // Sam Walker on her love for podcasts.....	28
PODCAST PROPHETS // Episodes featuring Daliso Chaponda.....	30
POD BIBLE POLL WINNERS 2021 // This years nominees.....	32
INSTRUMENTS OF THE LORD // Using mean reviews to your advantage....	34
FROM THE WEBSITE // Podcast companion books.....	38
OH.MY.POD // Independent podcasts.....	40

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WELCOME TO ISSUE #018 //

NOTE FROM THE EDITORS



What's this? The last issue of 2021 already? How has that happened?! Well, it has and here we are, 18 issues in and still enjoying the ride. The world of podcasts continues to grow and every day there's a new show for us to check out and consider for review within these pages. Long may it continue!

So what have we got lined up for issue #018? For starters we finally have the heavyweights **No Such Thing As A Fish** on our front cover. Thank you so much to Dan, James, Andrew and Anna for finding the time for us. The team are slap bang in the middle of a huge tour so we very much appreciate the time they took out to answer our questions for the magazine and indeed on video for our launch. You can check the video out on our YouTube page where you'll also find chats with previous cover stars **Kelechi Okafor, Blindboy, Adam Buxton** and the boys from **Off Menu**.



Alongside the NSTAAF team in this issue we've also got **Rick Edwards** picking his top 5 podcasts, the best guest appearances from

Britain's Got Talent's **Daliso Chaponda** and the guys from **Our of Home** chatting to Acast.

We're also very excited to announce the nominations for the **Pod Bible Poll Winners 2021** which you can find on page 30. It was a particularly hard year to narrow down the shortlists but we're delighted with the line-up. Get voting now at podbiblemag.com!

Before we go we'd like to encourage you to follow us on social media and sign up to our newsletter if you haven't already. We have some **BIG** news coming for 2022 and we can't wait to tell you about them. You can keep up to date via Twitter and Instagram (@podbible) or sign up to our weekly newsletter via our website.

Finally for now we'd like to thank all our readers for checking out the magazine, listening to the podcast, visiting the website, watching our YouTube videos, interacting on our socials and generally being the absolute best. Your feedback, recommendations and sharing of our content makes a huge difference! Here's to another great year as we approach 2022.

Have a wonderful Christmas and we'll see you with Issue #019 in February...

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WHAT'S A PODCAST AND HOW DO I LISTEN?

WHAT IS IT?

A podcast is a digital audio file made available on the internet for downloading or streaming to a computer or an alternative device such as a phone. To be a little less clinical, it's essentially a radio show that you can listen to wherever and whenever you choose without being interrupted by regular weather bulletins or travel updates.



Right now there are over 1,750,000 different podcasts with over 43 million episodes in 100 different languages available to listen to. These range from highly produced shows recorded in professional studios by major broadcasters to rough and ready homemade shows recorded on a laptop in someone's bedroom. If you have a computer and an internet connection, you can make a podcast, making it one of the most democratic mediums around. Is it time to see what all the fuss is about?

HOW MUCH DO THEY COST?

Nothing! They're absolutely free which makes them one of the most accessible forms of entertainment around. Many of the larger

podcasts will feature adverts and some offer access to extra content for a small fee but 99% of podcasts are available for you to listen to on demand for nothing at all.

There are literally millions of hours of top quality content out there for you to explore - so what's stopping you?!

SO HOW DO I LISTEN?

The Spotify and Acast apps are available on all smart phones and other devices and cover a wide variety of podcasts. If you're an iPhone user then the Apple Podcasts app should already be on your phone. The same applies for the Google Podcasts app on Android phones. Within these apps you can search for and subscribe to shows so that the latest episodes will be downloaded to your phone without you having to seek them out.

The Spotify app also allows you to scan codes which take you directly to the relevant podcast. The Audible app can be used to listen to Audible original podcasts.

If you're on a desktop computer then you can use the Spotify desktop application (which is also available in your browser) the Acast website or the Audible Cloud Player. Alternatively you can use iTunes or go direct to the website of the podcast you want to listen to.

Finally, you can use your home smart speakers as a way to listen too. Just ask them to play you a podcast and go from there!

“WE HAD NO IDEA HOW BIG A PART OF OUR LIVES THIS PODCAST WOULD BECOME”



WHAT HAPPENS WHEN YOU'VE GOT TOO MANY FACTS TO FIT INTO THE TV SHOW YOU'RE WRITING? START A CHART TOPPING PODCAST OF COURSE! WE CAUGHT UP WITH JAMES HARKIN, ANNA PTASZYNSKI, ANDREW MURRAY AND DAN SCHREIBER TO DISCUSS THE JUGGERNAUT THAT IS **NO SUCH THING AS A FISH** AND THE SECRETS TO THEIR LONG-TERM SUCCESS...

PB: TELL US ALL ABOUT YOUR SHOW! WHAT'S YOUR PODCAST ELEVATOR PITCH?

James: 'The first elevator shaft was built four years before the elevator was invented'. If that intrigues you, then you'll like our show. (You'll like it even more if the mere mention of the word 'shaft' made you giggle).

Anna: Reminds me of the fact that the person who patented the first elevator was called Otis, and the person who patented the first elevator brakes was also called Otis. What ever happened to the name Otis?

WHY PODCASTING? WHAT IS IT ABOUT THE FORMAT THAT APPEALS TO YOU?

Andy: There's No Such Thing As A Commissioner, meaning that as long as the internet still exists, you can't be stopped.

Dan: Ironic that Andy is saying that - he wanted us to stop at 100 episodes. Poor guy is 400 eps in now.

YOU'VE BEEN PODCASTING SINCE 2014, WHAT'S THE SECRET TO YOUR LONGEVITY?



NSTAAF is an award-winning podcast from the QI offices in which the writers of the hit BBC show discuss the best things they've found out each week.



Andrew Murray, Anna Ptaszynski, Dan Schreiber and James Harkin

Andy: Never miss a week. And I think the format we chose helped too - by good luck we picked a format where the subject of discussion each week is 'any four nouns', so it's always going to be pretty varied from week to week.

James: I think the main thing is the varied subjects like Andy says. But we've also been helped by the fact that the podcast has kept growing. First with live shows, then a TV spin off, then books, then international tours... there's always been a 'next thing' to look forward to.

IF YOU COULD GO BACK TO BEFORE YOU STARTED OUT AND GIVE YOURSELF ONE PIECE OF ADVICE, WHAT WOULD IT BE?

Dan: Learn how to pronounce the word Covent and Ptaszynski. Listeners will understand what I mean by that.

Anna: Don't send long and unnecessarily detailed replies to the first 100 listeners who write in with feedback. You are setting the bar at a level you can't possibly sustain.

HOW DID YOU FIND PODCASTING DURING THE PANDEMIC RELATED LOCKDOWNS?

Andy: At the start I think we were worried we might not be able to replicate our show or get the comedy in a Zoom environment - but thankfully we were already well-established enough that it felt natural, wouldn't talk over each other, that kind of thing.

James: As the editor, I found it to be an immense amount of extra work: the timing is never quite the same if you're not in the same room, especially when people's wifi would cut out. Also, Anna always seemed to find a place to record that was next to a combine harvester, which didn't help.

**YOUR LIVE SHOWS ARE HUGE
POPULAR AND YOU'VE PERFORMED
IN SOME SPECTACULAR PLACES,
DO YOU HAVE ANY DREAM VENUES
YOU'D LOVE TO PERFORM IN?**

Anna: I'd love to do a tour of interesting countries where we'd get tiny audiences who would have no idea who we were. Just for the sake of adventure really. Botswana, Paraguay, Mongolia, Papua New Guinea etc. I've struggled to convince our tour managers it's a good idea, sadly.

Andy: There's a hillside in Scotland which has an enormous oil tanker built into the side, where the echo of every word you say lasts about a minute. I think recording there would be great, if only to give the sound technician a breakdown.

**"I'D LOVE TO DO A
TOUR OF INTERESTING
COUNTRIES WHERE
WE'D GET TINY
AUDIENCES WHO
WOULD HAVE NO IDEA
WHO WE WERE."**

**WHICH EPISODE OR EPISODES OF
YOUR PODCAST MEAN THE MOST
TO YOU?**

Andy: I think the first one. Due to the auto-play feature on Apple I've heard the intro dozens of times now. I sometimes re-listen to it and think - we had no idea how big a part of our lives this podcast would become.

James: I'm extremely proud of a section of episode 198 when we managed to get 15 minutes of decent comedy out of a guy called William Hazlitt who, even by the standards of early 19th century essayists, is pretty dull.

**WHICH PODCASTS OR PODCAST
HOSTS INSPIRE YOU?**

Andy: I'd have to say *The Cryptid Factor* hosted by Dan Schreiber.

Dan: Same.

**FINALLY, WHAT ARE YOUR
CURRENT FAVOURITE PODCASTS?**

Dan: *Plumbing the Death Star* which is a brilliantly silly show from Australia. And *Seeker!* The Ken Campbell Podcast which brings together archive recordings from Campbell's brilliant live shows and talks.

Andy: *In Writing With Hattie Crisell* is highly revealing about all sorts of brilliant writers.

Anna: *Sideways*, hosted by Matthew Syed. It's fascinating, and it really stretches your thought muscles.

James: I'll listen to absolutely anything except for *The Cryptid Factor* hosted by Dan Schreiber.

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THE NEW TESTAMENT //

EPISODE HIGHLIGHTS FROM THE PAST FEW MONTHS



TALK ART

Thom Yorke and Stanley Donwood // Nov 2021

Art & Culture

Russell Tovey and Robert Diament's *Talk Art* has gone from strength to strength in recent years, with a litany of A list guests discussing the magic of art and why it connects us all. To coincide with Radiohead's KID A MNESIA exhibition, Russ and Rob sat down with Thom Yorke and Stanley Donwood to discuss their 30 year friendship and the variety of projects the pair have worked on together. A fascinating insight into a deeply creative pair whose collaborations have produced iconic results.

SWEET BOBBY

1 // Sliding Doors // Oct 2021

Investigative Journalism

Online deception is nothing new but in recent years the process of luring someone into a relationship by means of a fictional online persona, aka catfishing, has become increasingly prevalent. *Sweet Bobby* focuses on the astonishing case of British woman Kirat Assi, and a man she befriended on Facebook named Bobby. Episode 1 sets up the story by helping us get to know Kirat, teasing what may be ahead and focusing on a sliding doors moment that could have changed everything. Prepare to be gripped.



YOUR AUNTIES COULD NEVER

Ep 79 // The Queen vs The People // Oct 2021

Popular Culture

Your *Aunties Could Never* brings you illuminating and forthright conversation between four women "who aren't afraid to say all the things you wish you could say". This episode from October captures their chemistry perfectly as the four go deep into the day Facebook, Whatsapp and Instagram went down, the Netflix sensation *Squid Game*, the Queen spending millions on her son's court cast and much more besides. Strap in for the kind of unfiltered chat you only get between friends...

SUCCESSION PODCAST

TV

*"Narcissist, Taker, Or A**hole" with Adam Grant // Oct 2021*

Official companion podcasts can be slightly dull – like sitting in on an extended promo junket where everyone talks about how brilliant everything is rather than an actual interview. HBO's *Succession Podcast* is a cut above though. Along with cast and crew chats, you get all sorts: interviews with business leaders who assess Logan Roy's moves, with White House aides on media lobbying, and, best of all, this chat with organisational psychologist Adam Grant on the dynamics at the heart of Waystar-Royco.



SLOW BURN

History

S6 Ep1 // The Tape // Nov 2021

After examining great American crimes from Watergate to the deaths of Biggie and Tupac, the sixth series of Slate's superior history podcast turns its gaze onto the police themselves. The LA riots set the city ablaze in 1992, but while the flashpoint was the acquittal of four officers for the beating of Rodney King, the roots of the anger which fuelled them went much deeper. The opening episode focuses on the King tape, and *Slow Burn*'s artful way with archive and new interviews make it feel freshly shocking.

JACKIE THE RIPPER

Audio Drama

Chapter 1: A Cock and Balls Story // Oct 2021

In the run up to Halloween, Joel Emery and Adam Jarrell (creators of the *The Offensive*) released a comedy re-imagining of the infamous Jack the Ripper murders. Setting the story in the modern day and swapping Jack for Jackie, a ruthless female serial killer who targets male victims, gives plenty of artistic license and the first episode sets things up beautifully. The voice acting is superb, there's texture and atmosphere in the sound design and the ending will have you clamouring for episode two immediately.



PAUL MCCARTNEY: INSIDE THE SONGS

Music

Yesterday // Oct 2021

Don't worry Joe Rogan: Macca's not coming for you. This is less a proper podcast than a series of bite-size snippets from McCartney's new book but it's easily digestible episodes are still a worthy listen. Each one looks at the process and intentions behind a specific song, including Yesterday. Though you might have heard the anecdote about it originally being called Scrambled Eggs before, there's new stuff here too, including how the track very nearly got the full Delia Derbyshire electro treatment...

LET THERE BE POD //
IN ASSOCIATION WITH **Acast**

TALKING PODCASTS WITH PODCASTERS

IN EACH ISSUE, ACAST — HOME OF THE UK'S BEST PODCASTERS — SITS DOWN FOR CHAT WITH ONE OF ITS CREATORS TO HEAR WHAT THEY LOVE ABOUT MAKING PODCASTS.

FOR THIS EDITION OF **LET THERE BE POD**, ACAST SPEAKS TO KIERAN, KWAME, STEVEN AND YAF FROM THE **OUT OF HOME** PODCAST ABOUT SPEAKING THEIR TRUTH THROUGH PODCASTING!

HOW DID YOU COME UP WITH THE CONCEPT OF THE PODCAST?

Kieran: The concept of the podcast came around quite organically. Even before the mics were turned on for Episode 001, we were already having the types of conversations that are on record now. The idea was to give ourselves a platform and a space to come together and share our perspectives on different experiences we've had in our lives. We're also four individuals who care a lot about community and seeing people flourish. Coming from the UK and relocating to The Netherlands there was an opportunity to bridge the gap between the cultures and so *Out of Home* was born -giving a little flavour for people in Amsterdam what it was like being a Londoner but on the flip-side also

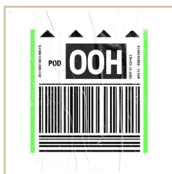
giving Londoners an insight to what life was like living abroad. Through sharing stories of our own but also of people who inspired us.

WHAT ARE SOME OF YOUR FAVOURITE MOMENTS FROM THE PODCAST SO FAR?

Group: There's a few moments that stick out in the period that we've been a collective but if we were to name a few:

- Pivoting during lockdown to deliver In House Sessions: Covid put a stop to in-person link-ups but instead of letting that hinder our consistency, we were able

to use it to our advantage. We understood that people were going to be staying in their houses, and in need of entertainment. It also meant that the people who we wanted to speak with were also going to have more





time on their hands, so in this period we interviewed individuals who were crushing it in their field such as Premier League players, Olympians, fashion stylists, and DJs.

- Winning a British Podcast Award- winning in the Bullseye category which honours excellent podcasts for under-represented audiences. This was amazing because we had no idea of what we could achieve when we started this, but to be recognised by experts in our field and to win something by us just getting together and shooting the breeze totally floored us!

- Being flown to Barcelona back in June and playing at the world-famous Camp-Nou stadium for a football tournament. This is the stuff dreams are made of, also our football teams (Man United & Arsenal supporters here) aren't doing the best to be honest, so to play at FC Barca before some of our beloved club players have was quite a touch!

HOW HAS OUT OF HOME HELPED YOU CONNECT WITH YOUR AUDIENCE?

Yaf: Quite simply, stories, everyone connects with stories! We see ourselves as a community platform rather than a podcast. We don't want people to just consume our content, we love to have two-way discussions and listen to other stories and perspectives on things that we talk about. Everything begins with a conversation, so what I find is that the discussions we have on the podcast are starting points to wider interactions with people, whether that's doing physical events and partying with them, or having a chat in our DM's, we see our podcast as a gateway to all of these things.

WHAT DO YOU LOVE ABOUT MAKING A PODCAST?

Steven: Love linking up with the mandem, connecting on a weekly basis, and the support we are able to provide each other. Also, we bring the vibes so there's always laughter, they say laughter is the best medicine and I've been in great health. One other thing I love is the people that listen and give their feedback. It's mad that we

have become a staple of people's lives. Out of Home to the world!

WHAT HAVE YOU LEARNED FROM THE GUESTS WHO HAVE APPEARED ON THE PODCAST?

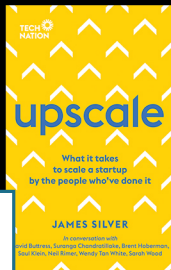
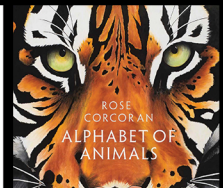
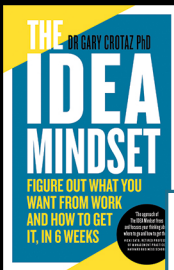
Kwame: That a lot of our guests learn best when figuring it out, making mistakes, or just

being inexperienced. I think a lot of times in life we are expected to have these super detailed plans and objectives, which is fine but there's also a beauty in the process, learning by doing and sometimes learning more whilst losing.

 @outofhome_ams

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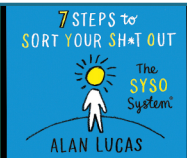
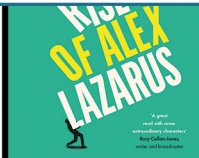
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BBC

A portrait of actor Cillian Murphy with dark, wavy hair and blue eyes, looking directly at the camera. He is wearing a blue and black horizontally striped t-shirt. The background is a dark green space-themed image with numerous white stars of varying sizes.

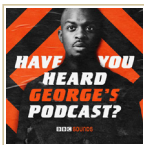
CILLIAN MURPHY'S

LIMITED EDITION ⑥

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THE OLD TESTAMENT //

CLASSIC EPISODES FROM THE PODCAST ARCHIVES



HAVE YOU HEARD GEORGE'S PODCAST?

Culture

5 // Press Play // Sep 2019

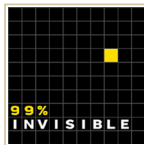
This early episode of *HYHGP* features George musing over the concept of music, and in particular its relationship to his experiences as a second generation immigrant growing up in NW London. George, as always, is exceptional in his presentation of this complex subject as he references the often controversial 'Drill Music', and the political and social elements that swirl around the scene. His beautiful attempt to alter staid mindsets and unhelpful stereotypes should definitely have you Pressing Play on this one!

99% INVISIBLE

Art & Design

181 // Milk Carton Kids // Sep 2015

99% Invisible is a long running show that explores the process and power of design and architecture, with a focus on the ideas and details that so often go unnoticed. In this episode, host Roman Mars and reporter Annie Brown delve into the history of American milk cartons featuring missing children on their sides back in the 1980s. A tactic also used on pizza boxes, shopping bags and utility bills, it was the milk cartons that resonated the most, but how successful were they? A fascinating 17 minutes.



THE LOG BOOKS

LGBTQ+ History

Episode 4 // "A hedgehog in my kitchen" // Dec 2020

In the 80s, when Section 28 banned schools from talking about LGBT issues and the AIDS crisis began to ravage gay communities across the country, one of the only places queer people could get information and empathy was London Lesbian & Gay Switchboard. Hosts Adam and Tash dive into the helpline's log books, which detail callers' anxieties in vivid, affecting detail. It's celebratory as well as solemn though – this episode features the Lesbian Strength Marches and an interview with queer punk band Thigh High.

HAPPY PLACE

Dolly Alderton // Jun 2019

A wonderfully warm episode of Fearne Cotton's *Happy Place* featuring our favourite agony aunt and all round relationship guru / massively successful author, Dolly Alderton. Fearne and Dolly have a really honest and open chat about love of course, but also how we approach and handle important relationships in our lives as we grow and learn more about our true selves. Like all of Fearne's episodes, you're left with a genuine sense of enrichment and warmth after listening.

Health & Wellbeing



THE
EMPIRE
FILM PODCAST

THE EMPIRE FILM PODCAST

Tom Hiddleston: Life As Loki Interview Special // Apr 2018

The Empire Film Podcast has garnered scores of devoted listeners across the world due to its compelling discussions about the latest movie news, new releases and often hilarious listener questions. In this special episode from 2018 however, listeners were treated to a one on one interview with Tom Hiddleston, focusing on his life as Loki, Prince Of Asgard, Thor's nemesis and one of the MCU's most popular characters. An illuminating and charming conversation that's well worth a revisit.

Film

SERIOUSLY...

Ghosts in the Machine // Oct 2018

The BBC's long-running documentary anthology podcast strand is both its most esoteric and its most reliably brilliant non-fiction and journalism. The only thing binding them together is that they are, as the motto runs, 'seriously interesting' – meaning we get episodes like this, in which Laurie Taylor speaks to people who hear the voices of the dead in recorded sound, and hears how our brains conjure up auditory hallucinations as they try to make sense of a noisy, confusing world.

Documentary



GOOD ONE

Stath Lets Flats' Pizza Double Date // Oct 2020

Vulture magazine's sprawling podcast about jokes and how they're written is one to luxuriate in, especially if you're a proper comedy nerd. The guest list is dominated by American comics, but it's Stath Lets Flats writer and star Jamie Demetriou's appearance which stands out. In picking apart a scene from his off-beam masterpiece of a sitcom, he and host Jesse David Fox also get into the roots of what he finds funny, and the challenges of writing a funny show about unfunny people.

Comedy

DON'T JUST TAKE OUR WORD FOR IT...

EACH ISSUE WE BRING YOU A ROUND-UP OF THE **AUDIBLE ORIGINAL PODCASTS** OUR MEMBERS ARE LOVING AND PRESS ARE BUZZING ABOUT TOO. WITHOUT FURTHER ADO HERE'S OUR MEMBERS ON THEIR FAVOURITE LISTENS...



DEFIANCE

Legendary sprinter Michael Johnson embarks upon a personal journey through the history of protest in sport. Drawing on conversations with fellow athletes, commentators and educators, he discovers the remarkable stories of those who've taken stands, and assesses the impact of their efforts in driving societal change.

"Excellent review of sports people responsible for challenging the toxic norms in their sports, and bringing about positive change." R. Standeven

"A worthwhile listen for anyone interested in sports, social issues and racism." Anon



ZOETROPE

New to Singapore, Tamsin's attempts to settle in are quickly disrupted when her building's speaker system crackles into life and an anonymous voice calls out: "I saw what you did". Things had been going well until her welcome drinks, a night that ended with her boss incapacitated in her bathroom. Although Tamsin will swear it was an accident, from the adjacent high-rise things looked altogether more menacing.

"Good plot, suspenseful, brilliant performance, love Daisy's voice and accent, open end, more coming?" Anon

"I really enjoyed this. It's got a really interesting plot and the whole cast is very good." Curtis



THE GRAHAM NORTON BOOK CLUB 2

We're still all about the stories – reading them, writing then, listening to them, talking about them - and in our new series we're featuring some of the world's best storytellers including Margaret Atwood, Matt Haig, Walter Mosley, Lisa Taddeo and Val McDermid.

"Very enjoyable and informative podcast" **J. Kasiulis**

"Graham Norton and lots of nice people talking about books. What's not to love?" **Anon**

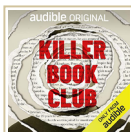


CAR CRASH

A hilarious take on modern dating through the eyes of Northern expat Grace and laid back Londoner Elliot as they attempt to navigate life while being haunted through the years by a blind date that goes disastrously wrong.

"Absolutely loved this, loved all the characters laughed out loud many many times." **Anon**

"Funny script with real heart, terrific cast, very timely and well observed. Loved it to bits." **S. Andrews**



KILLER BOOK CLUB

The idyllic quiet of a picture postcard English village is shattered when a book club member is murdered by his former student and lover. But why would anyone kill a retired English teacher, a pillar of his community? Perhaps the answer lies in the trail of writing that he, and his killer, left behind: diaries, poems and novels.

"Delighted that I found this series. A very interesting story told in a masterful way." **Anon**

"This is one of the best true crime podcasts I've listened to in a long time. It covers a case that is almost too shocking to be believed" **Anon**



A GROWN UP GUIDE TO PLANET EARTH

A Grown-Up Guide to Planet Earth is a tour of our world from the inside, out. Geologist Professor Chris Jackson plunges into the molten world beneath our feet, to reveal what drives the explosive power of volcanoes and destructive energy of earthquakes.

"I definitely recommend this podcast to anyone who wants to know more about how our planet works." **Anon**

"The information is great and explained and described extremely well." **C. Ann**

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THE SCRIPTURES //

PODCASTS WITH BACK CATALOGUES THAT ARE ALL KILLER, NO FILLER

SOME PODS YOU DIP IN AND OUT OF, OTHERS YOU LISTEN TO RELIGIOUSLY. HERE'S OUR LATEST SELECTION OF PODCASTS THAT ARE WELL WORTH YOUR SUBSCRIPTION.



THE DIARY OF A CEO

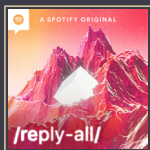
Business

As a successful entrepreneur and recently appointed Dragon's Den 'dragon', Steven Bartlett knows a thing or two about business. What's most refreshing about *The Diary Of A CEO* however, is his ability to remain relatable and to, alongside his guests, offer advice that's relevant to anyone, no matter where they find themselves on the corporate ladder.

MADDIE'S SOUND EXPLORERS

Educational

CBeebies fans will be well aware of Maddie Moate and her ability make learning and discovery fun and accessible to young children. With her first podcast series *Sound Explorers*, Maddie explores the sounds of science and nature, speaking to experts along the way before creating an original piece of music from the discovered sounds. Fun for all the family.



REPLY ALL

Internet Culture

Formerly the internet's favourite podcast about the internet, the revamped *Reply All* is quietly rebuilding its reputation after the exit of host PJ Vogt and producer Sruthi Pinnamaneni earlier this year. It still does what it does best, exploring the ways that the internet shapes our lives and the ways people exploit the endlessly warpage landscape of life online via unexpected stories.

DECODE

Music

While music is arguably more disposable than ever, there's still plenty of music fans who like to delve deeper. Step forward *Decode*, the show that analyses an album "track by track, line by line, beat by beat". *Decode*'s first season takes a sonic journey into Dave's award-winning concept album, *Psychodrama*, and is beautifully hosted by Kayo Chingonyi.



TAILENDERS

Sport

What started as a loosely cricket-based podcast has since ascended onto a higher plane of podcast consciousness. Radio 1's Greg James, former Maccabee Felix White and England great Jimmy Anderson chat a bit about cricket and a lot more about life in general, with quizzes and games provided by distant relative of Indian legend Sachin Tendulkar, Matt 'Mattchin' Horan.

SCAM GODDESS

True Crime

Proof that good true crime doesn't always have to include bloodshed, *Scam Goddess* is a podcast dedicated to fraud and those who practice it. Each week host Laci Mosley is joined by a guest to dig deep into a new scam, the people involved and how they hoodwinked their victims. Though the tales may be bewildering, the delivery is hugely entertaining.



HAVE A WORD

Comedy

Stand up comedians Adam Rowe and Dan Nightingale have built a cult following for their weekly show that features the pair, plus a guest, chatting the breeze about whatever they please. It's chummy chat at it's very best and their high level production values really take things to the next level. Check out their frequently shared video clips for a sample.

REAL DICTATORS

History

Real Dictators uses dramatic storytelling and fascinating guest interviews to explore the hidden lives of history's worst tyrants including, among others, Kim Jong-il, Joseph Stalin and Adolf Hitler. The mix of accounts from world renowned experts and regime insiders gives each story incredible depth and a true insight into the minds of mankind's worst.



MANATOMY

Society & Culture

For many men, the idea of openly discussing their bodies and the various hangups involved sounds like an awkward conversation they'd rather avoid. Step forward Danny Wallace and Phil Hilton, two men who are willing to bare all (steady) with their guests in order to break the taboo. Secret vanities, bizarre insecurities, damaged pride - it's all covered.

UPFRONT: THE NEW DEFINITIVE VOICE ON WOMEN'S FOOTBALL

The Football Ramble's sister feed, *Football Ramble Presents* is part of Stak's continued commitment to original and intelligent content. *Football Ramble Presents* delivers unrivalled insight and captivating stories that stretch far beyond the ninety minutes on the pitch. It takes a considered look at all aspects of the beautiful game, bringing together some established Ramble favourites and new programmes that unearth football's greatest tales, past and present.

Upfront is Stak's latest addition to the *Football Ramble Presents* feed, joining the likes of *The Book Club*, *On The Continent* and *At The Match*. Presented by esteemed journalist Flo Lloyd-Hughes, Rachel O'Sullivan from the renowned *Girls On The Ball* and current professional player Chloe Morgan, *Upfront* is a new weekly women's football podcast dedicated to covering the entirety of the women's game – from Sam Kerr and the WSL at the elite level, to your local community kickabouts at the grassroots.

What are you most looking forward to doing with the podcast?

Flo: Talking! There's a freedom to podcasting that you don't get through any other medium. I think women's football is going through a

real culture shift in how journalists and fans talk about the game and this podcast is a great example.

Rachel: I'm really looking forward to carving our own space in the women's football media world. I think the team on the mic and behind the mic have some really good ideas on how to shine even more of a light on the game. I'm looking forward to getting a few episodes under our belt and getting some big talents involved.

Chloe: I'm really looking forward to discussing the breaking news from the women's football world, the lead up to the Euro's next year and getting the chance to take some of our stories outside the recording booth. That means going out and chatting to people from around the game and hearing from some amazing people!

F: We're always going to be honest and that's vital because too often women's football is treated like charity, but it's a sport, it's entertainment - and we should approach it like that.

For every in-depth studio discussion about the latest round of WSL fixtures, *Upfront* talks about the culture and the community driving the game forward.





Copyright: GirlsOnTheBall

How do you think the coverage of women's football is going to continue to evolve?

F: It's going to evolve massively and podcasts like this are only the beginning. The coverage has already changed so much with Sky Sports' new broadcast deal. The analysis has already gone up a notch so it will only get better.

R: I think it will look to match the growth of the game on the pitch and look to expand into more areas than just traditional coverage. I think digital media has lots of room to expand in the game and think it's really important to help with the growth of both domestic and international women's football. There are lots of great stories out there both players and behind the scenes showcasing the huge amount of hard work that goes into elevating an under-represented sport. I hope they will get to be told.

C: I think it's only going one way - up. With the new TV broadcast deals and the coverage provided by podcasts like Upfront, the

exposure of the women's game is growing fast. It's amazing that you can turn on your TV, open your newspaper or scroll through your phone and find games, commentary, match analysis, and coverage of the big issues within the women's game. That just wasn't the case growing up, so I'm proud to be a part of that with the Upfront team.

With over 20 years of combined experience in the elite women's game, from playing in the WSL to covering hundreds of matches as journalists, Upfront will balance hard-hitting football journalism with the fun and lightheartedness synonymous with the Football Ramble's podcast stable. This combination will make Upfront the definitive voice in women's football podcasting and one that genuinely resonates with the fans – equal parts informed and irreverent.

Upfront releases new episode every Tuesday on the Football Ramble Presents feed. Find us via Acast, Spotify, or wherever else you get your pods!

🐦 stakpod 📺 stakpod

Stak produces podcasts that entertain and inform, including some of the UK's biggest and most popular shows - boasting a combined 4 million monthly listens and over 45 years of podcasting experience. Whether recording remotely or in our broadcast-grade London studio, we specialise in every stage of the podcasting process. To find out more or get in touch, visit our website at stak.london!



A SPOTIFY ORIGINAL



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WITH OLIVIA NEILL



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PODCASTS WITH A SOCIAL CONSCIENCE



JASON REED FROM LEAP UK & THE **STOP AND SEARCH** PODCAST SPEAKS TO THE PEOPLE BEHIND PODCASTS FROM THE CHARITY AND CAUSES SECTOR

The new podcast *Growing Hope Conversations* is trying to ensure we have a deeper understanding around inclusion and the cultural issues that we currently face today. Launched in September 2021, what are the origins and inspirations behind this series?

Growing Hope is a charity that provides free therapy for children with additional needs. 15.9% of children in the UK have an additional need or disability and are often made to feel like they don't belong. Additional needs are wide-ranging and could include physical, learning, mental health and undiagnosed needs which impact upon participation in everyday activities. Our vision is for all children to feel seen, heard, and to know that they belong in our society – regardless of how they join in day to day.

Our free children's therapy provision is geared towards helping individual children reach their full potential. However, we also recognise the urgent need to dismantle barriers to accessibility for those with additional needs across society. Lasting change always begins with honest and

brave conversations which is why we recorded *Growing Hope Conversations* - highlighting the personal stories of those living with additional needs. Each week we meet a different guest who shares their own experience of either living with an additional need or professional experience in helping others.



There are many themes which can apply to us all and *Growing Hope Conversations* has an array of episodes on offer which seek to support those in similar circumstances.

Research shows that nearly half of parents who have children with additional needs are clinically depressed. The pandemic has deepened inequalities and massively disrupted support services. Our podcast guests offer support and encouragement for those going through similar challenges and advice on how we can all make a difference. Charity leaders and accessibility experts come together to discuss topics such as parenting and isolation, disability schooling, and addressing conflict. Our hope is that parents, carers and friends will be encouraged and inspired to find new ways of thriving as a family.

Naomi Graham, Growing Hope CEO & Podcast co-host, adds:

“Through my work as an occupational therapist I’ve seen the devastating impact of isolation that many families face without help. However, I’ve also witnessed the transformational impact that a welcoming local community can have. This podcast series is designed to empower our listeners with tools and inspiration to begin breaking down barriers.”

Will the great work and outreach continue?

The release of the podcast comes at an exciting time for us as a charity. We launched the first Growing Hope clinic in King’s Cross in 2017 and our free therapy services have been in demand ever since. Our mission is to set up

20 similar clinics across the UK by 2030 so that we can impact as many children and young people as possible.

We are also really grateful to the Jerusalem Trust for their grant support that enabled us to produce the podcast. This series was also a chance for us to collaborate with our friend Mark Arnold who co-hosts the show and is co-founder of the ‘Additional Needs Alliance’.

ukleap.org  @JasonTron



With a mix of live panel discussions, celebrity guests, policy experts and general inquisitiveness, **STOP AND SEARCH** discusses drugs, addiction, mental health and the media. Available on Spotify, Acast and all other platforms.

GROWING HOPE CONVERSATIONS

the podcast...



Growing Hope Conversations shares stories of those living with additional needs & tackling barriers of accessibility. We believe real change in society starts with honest conversations.

Listen on Spotify & Apple Podcasts:
www.growinghope.org.uk/podcasts

GROWING
HOPE 

FOR THE LOVE OF POD //

RICK EDWARDS



THE TV PRESENTER, JOURNALIST AND NEW HOST OF THE BBC RADIO 5LIVE BREAKFAST SHOW TELLS US ABOUT HIS CURRENT TOP 5 FAVOURITE PODCASTS! LOOK OUT FOR RICK'S NEW SCIENCE PODCAST WITH DR MICHAEL BROOKS, LAUNCHING SOON!



1 THE FAULT LINE: BUSH, BLAIR AND IRAQ

I will freely admit that going into this podcast I thought “surely I already know how we got from 9/11 to the Iraq War” but it turns out – I did not. This is forensically detailed, both fascinating and horrifying in roughly equal measure. David Dimbleby is a terrific host, and his presence lures in some big name interviews. And yes, one of those big names is a pretty candid Tony Blair. I believe there is a new series of *The Fault Line* out now, this time tracing the path from an unsolved homicide to the uprising in Portland a couple of years ago.



2 RATIONALLY SPEAKING

One of the few podcasts that I find myself regularly checking the homepage of for new episodes. I have a (healthy) addiction to it. Rationalism is a way of trying to figure out how the world works, as opposed to how you might like it to. The subjects covered are US-centric but very wide-ranging. In my opinion, Julia Galef is the best interviewer working today – she is smart, very-well researched, asks exactly the right questions and doesn't shy away from confronting her guests where necessary. This is a great example of a show that will absolutely make you feel smarter.



3 MORE OR LESS

Just to really ramp up my geek credentials, *More or Less* is my long-term favourite podcast. As a numberphile, I love Tim Harford and the team's light-touch approach to the numbers all around us. It's been especially invaluable during the pandemic, casting a measured eye over the suspicious statistics and unlikely claims flying around in the media. They are the masters of cool debunking – and you always come away with the sense that Tim is not angry with people for getting their numbers wrong, he's just disappointed.



4 THE ALFIE BROWN SHOW

You could be forgiven for thinking that the last thing anyone needed was another comedian with a podcast. But you'd be wrong, because we actually do all need Alfie Brown's new show. Mercifully, it isn't him just chatting inanely to a fellow comic. Rather, it feels like we're getting a new full-length stand-up show – at least a work-in-progress – every week. I've been watching them on YouTube (does it still count as a podcast? Dunno) and it feels pleasingly intimate. Alfie is a deep thinker, he's coruscatingly honest at times, but that's not what you'll keep coming back for, which is this - he is really, really, really funny.



5 SLOW BURN

Every season of this podcast is dynamite. Its trick is a neat one – take a very well-known, very well documented historical event or person, and then somehow surprise the listener with new detail, great access and original analysis. I loved the Biggie and Tupac season and the Watergate season but the one that really blew me away was the second season, all about Monica Lewinsky and the impeachment of Bill Clinton. The ins and outs (ahem) of that story were a revelation to me. And there's no doubt that it has formed the basis of the latest series of American Crime Story (which is well worth a watch, too).



JOIN **ACTORS, MUSICIANS, COMEDIANS, SCIENTISTS** AND OTHER INTERESTING PEOPLE AS THEY DISCUSS THEIR MEMORABLE **FIRST TIMES**, FROM THE SERIOUS TO THE SILLY!

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"THIS WAS FUN" - NICK HELM

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SAM WALKER



IN EVERY ISSUE WE ASK A PODCAST DISCIPLE FIVE QUESTIONS ABOUT THEIR LOVE OF PODCASTS AND PODCASTING. FOR THIS ISSUE WE'RE JOINED BY **SAM WALKER**, FORMER BBC RADIO PRESENTER AND HOST OF **AMERICAN VIGILANTE**!

PB: WHY DO YOU LOVE PODCASTS?

AL: I love podcasts because they are not one thing. They don't demand rigid frameworks or specific subject matter, they don't need to always be a certain length.

A great podcast can last for just a few minutes and tell a great story or impart some important information, or they can take you on a four hour long deep dive into a moment in history or an unknown subculture in our society.

You can also engage with them anywhere, whilst doing pretty much anything. Walking the dog, driving, taking a bath. They don't demand your full attention but enhance those moments of free time that you have.

WHAT WAS THE FIRST PODCAST YOU EVER LISTENED TO?

Like so many people, it was *Serial*. I remember being off work for a few days and decorating my dining room. It was the first

time I'd ever really binged anything, let alone an audio series. I was fascinated not just by the story of Adnan and the questions around his conviction, but the fact that you went on the journey with the host. The relationship Sarah Koenig had with her listeners was one I'd always strived for in my radio presenting,

a real "let's do this together" approach. So many audio documentaries had been cold and impersonal and didactic in their approach, this was informal, whilst being still solidly journalistic.

WHICH PODCASTER MAKES YOU LAUGH THE MOST?

It's another very obvious one, but Adam Buxton. I had never actually listened to Adam's show until 2020. I then fell in love with the TV series *What We Do In The Shadows* and wanted to know more about one of the stars, Natasha Demetriou. I found she'd recorded a couple of interviews with Adam and listened. I think it was a combination of missing the innate daftness of so much British humour since moving to the USA, coupled with feeling pretty isolated



from British friends and family as Covid travel restrictions kept us apart, that meant once I'd heard those episodes, it became an almost daily ritual to listen to the entire back catalogue.

WHICH PODCAST HAS EDUCATED YOU THE MOST?

I can't give you a singular answer to this. I have learned so much about so many subjects from so many different shows. I learned about the British connection to the Waco tragedy through my colleague Chris Warburton's excellent podcast *End Of Days*. I learned not just about the wild history of Theranos and the company's fascinating founder, Elizabeth Holmes, but about the business culture in Silicon Valley, through shows like *The Drop Out* and *Bad Blood*. All manner of business and history and interview podcasts have enriched my knowledge in so many ways.

CAN YOU RECOMMEND A SHOW OUR READERS MAY NOT HAVE HEARD OF?

The blessing and curse of working on (checks notes!) more than fifteen different titles this year is that aside from the shows I develop, edit, produce or present, my chances of happening upon undiscovered gems in the podcasting world are slim. There's also clearly a wider issue about discoverability for indie podcasters, which we could discuss all day. So, in the spirit of channelling the chutzpah practised so easily in my adopted home (and yet as a Brit, still feels SO awkward), I'll recommend my own show *Sam Walker's Desert Diaries*. If you've ever wondered what it truthfully feels like to abandon the life and career you've spent decades working for, to run off to a new life, then give it a go. It's just a few moments a week – a kind of audio postcard – but warning, it contains scorpions. Lots of scorpions.



Sam Walker is former BBC Radio Manchester and BBC Radio 5 Live presenter, now living and working in Arizona. She is an audio consultant and producer for *What Goes On Media*, devises and produces *Coming Out Stories*, and is the host of *American Vigilante* and *Sam Walker's Desert Diaries* podcasts.

🐦 WalkerSam 📷 samwalkerradio

*KC is the **American Vigilante** - A hugely complex, intelligent, contradictory man who could save your life but end it too. Who leads a group of violent men standing on the blurred line between right and wrong, between revenge and redemption. A man you want on your side when it all falls apart.*

***American Vigilante** is true crime, but so much more. It's saving abducted children, it's stepping beyond the law. It's rescue missions, assassination attempts and last-gasp protection. It's all the stuff you hope never comes to you, until it does.*

PODCAST PROPHETS //

DALISO CHAPONDA

CELEBRATING PODCASTERS IS A COMMON OCCURRENCE, BUT IN THIS MODERN WORLD BEING A SOLID, GRADE-A GUEST IS SOMETHING THAT NEEDS CELEBRATING. OUR PODCAST PROPHET FOR ISSUE #018 IS **DALISO CHAPONDA!**

Daliso Chaponda burst into the countries consciousness in 2017, winning hearts & funny bones on Britain's Got Talent. Since then he's been doing more of the same stealing the show in a litany of podcast appearances as he continues touring his stand up.

Daliso is on tour through to May 2021. For ticket information visit dalisochaponda.com

Here are some of our favourite episodes featuring Daliso!



Photo: Steve Ullathorne



THE PAUL CHOWDHRY PODCAST

Ep 19 // Daliso Chaponda // Aug 2021

When Paul Chowdhry discovered comedy, he didn't know it would change his life and the lives of those around him. On his podcast he speaks to comedians, musicians, broadcasters and more about their life own changing moments, and Daliso has plenty of them to discuss. From his experiences of living around the world due to his father working for the UN, to becoming a runner up on Britain's Got Talent, Daliso reminds us of the rich and varied history he can tap into for his comedy routines.

FILMS TO BE BURIED WITH

#159 // Daliso Chaponda // Aug 2021

It's very common to find a comedian on the podcast of another comedian, but it's pretty rare to find one where their paths haven't previously crossed! That was the case when Daliso went on *Films to Be Buried With* and within 15 mins host Brett Goldstein's mind is blown. Thankfully he recovers in time for it to be blown several more times (literal Robinson Crusoe spoiler anyone?). There's also some equally rare Phantom Menace praise, sweetened by some, once again, mind blowing fan theory.



WHEEL OF MISFORTUNE

Filthy Flatmates with Daliso Chaponda // Jul 2021

On *Wheel of Misfortune*, Irish comedians Alison Spittle and Fern Brady share their funniest and most embarrassing stories on a number of topics, with the help of listener voice notes and a guest appearance for good measure. Although Daliso's appearance is more of a cameo at the end, it's worth a listen to hear his hilarious anecdote about a landlord / flatmate who was up to no good. (Warning - some of the listener voice notes in this episode are not for the faint hearted!)

EVIL GENIUS

Billie Holiday // Mar 2021

After a legendary live episode performance Daliso was welcomed back alongside Kemah Bob & Sophie Duker to discuss the good, the bad & the ugly sides of jazz legend Billie Holiday. Growing up in a brothel, singing in the nightclubs of Harlem at 15, the start alone is revealing to say the least. Daliso makes the whole episode all the more poignant as he delights in toying with Russell Kane's white guilt (something Billie would attest to when performing protest songs about lynching to white audiences in the 1930s).



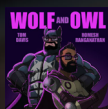
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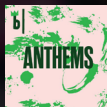
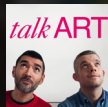
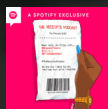
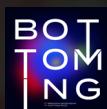
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OFF MENU

INTERVIEW & CONVERSATION



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LIFESTYLE & CULTURE



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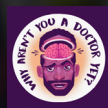
2020 WINNER
FILMS TO BE BURIED WITH

MUSIC



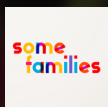
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INFORMATIVE



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NEW CATEGORY FOR 2021!

SOCIAL CONSCIENCE



2020 WINNER
SEX POWER MONEY

SPORT & LEISURE



2020 WINNER
THE SOCIALLY DISTANT SPORTS BAR

OH MY POD

Since issue one of Pod Bible magazine we've celebrated amateur or indy podcasts by highlighting some of our favourite homemade shows in the Oh My Pod section.

The Oh My Pod award aims to continue the celebration by opening up submissions to all independent podcasts, whether they've appeared in Pod Bible or not.

2020 WINNER
MONKEY TENNIS: THE ALAN PARTRIDGE FAN PODCAST

For more information and to vote for your favourite shows visit podbiblemag.com.

Polls close at midnight on December 31st and the results will follow soon after.

USING MEAN REVIEWS TO YOUR ADVANTAGE

STEPHANIE FUCCIO FROM **THEPODCASTHOST.COM** IS BACK WITH MORE TIPS FOR PODCASTERS. THIS TIME THE FOCUS IS ON MEAN REVIEWS AND HOW TO USE THEM TO IMPROVE YOUR SHOW.

We're obsessed with podcast reviews. Especially good ones. This is unfortunate because mean reviews can be useful. In this article, we'll look at two types of mean reviews and suggest some ways that you can use them to improve your podcast.

We'll use the *Mean Review Utilization Workflow* (MRUW) to put these reviews to work:

- Decide if the review is constructive criticism OR a personal preference
- Take action with the mean review
- Go back to creating good content quickly

The Mean Podcast Review Utilization Workflow (MPRUW)

The good news is that you got a review. Yes, it's not a positive one, and that can hurt. But you got engagement from a listener, which is positive, even if the words and meaning in that feedback don't feel positive yet.

I like how Daniela of the Moldovan Abroad podcast looks at mean reviews. She puts them into 2 categories: constructive criticism & personal preference. This distinction will be used in this article because it helps decide what to do with each type of mean review.

To make this process as painless as possible, we're going to use the Mean Podcast Review Utilization Workflow (MPRUW). It will help you get some emotional distance from this sting and help you gain more listeners at the same time. By the time you've completed MPURW, you'll understand how valuable mean reviews can truly be.

Step 1: Decide if the review is Constructive Criticism or a Personal Preference Mean Review

This is a tricky step because all non-positive feedback can feel the same: awful. So, I'll use some examples to demonstrate which is which.

What's a Personal Preference Mean Review?

Mean podcast reviews based on personal preference are easier to pick out like this one for the Strong Sense of Place podcast. Who, by the way, now have 325 reviews on Apple Podcast alone, with an overall rating of 4.9.



ISTJreader, 02/20/2020

Stick to the blog

The blog has book recommendations and you don't have to suffer through the constant giggling. No, seriously. Go back and count how many times laughter ensues at the close of sentences that are not remotely funny.

This 1-star review is personal preference because they're complaining about laughter.



How much laughter and what they find funny is a preference. Here are some other common indicators of a personal preference mean podcast review.

In the mean review, did the reviewer do any of the following:

- Say something negative about your voice
- Attack you as a person (racist, sexist or any rude comments)
- Write something that makes no sense
- Include info based on opinions, rather than facts

If you answered yes to any of these questions, then you've got a personal preference mean podcast review. Proceed to step 2.

What's a Constructive Criticism Mean Podcast Review?

It's probably time for me to confess that this type of review isn't always mean. It can feel mean because it's not a compliment. But, it's usually written from a good place. Any listener

that takes the time to leave this kind of detailed review is doing it because they want to see (or hear) you succeed.

For example, Hector of Marketing Your Podcast shared some constructive criticism reviews that he got in this tweet:



They originally got many 1 and 2 star reviews because they had 3-4 ads in the pre-roll spot. After these reviews, they decided to play the ads in different parts of the episode. Since then, they've stopped receiving low-star reviews.

In the mean review, did the reviewer do any of the following:

- Highlight an aspect about your podcast that you were thinking about changing?
- Mention how many episodes that

they've listened to, or how long they've been a listener?

- Give you a high star rating, but write some negative feedback in the text part?

If you answered yes to any of these questions, you've probably got a constructive criticism review.

If you're fortunate, you may get a super fan to leave a very detailed and helpful review, like Daniel J. Lewis did. He created an entire episode sharing a lengthy constructive criticism mean review from a dedicated fan of Audacity to Podcast.

Step 2: Take Action on The Mean Podcast Review

By taking action on your mean podcast review, I need to stress that I don't mean revenge. This Stoic quote from Seneca sums up perfectly why you shouldn't try to bite back on a mean review.

"How much better to heal than seek revenge from injury. Vengeance wastes a lot of time and exposes you to many more injuries than the first that sparked it."

So what should you do instead?

Personal Preference Mean Podcast Reviews

One of the best things you can do with a personal preference mean review is to share it as a creatively vulnerable moment with your listeners and/or podcasting communities. Use it for its' comedic value. If you're comfortable with self-deprecating humour, do that. If not, mention that you got this review and share your emotions about it. It stung, it feels bad, etc.

Your community/communities will most likely console you and remind you about the good things you're doing with the podcast. Who knows, this vulnerable sharing moment might even inspire a listener who's been meaning to give you a good review to write one asap.

Constructive Criticism Mean Review

Let's revisit Daniela of Moldovan Abroad. When she started her interview podcast, she added the guest information to the show notes but didn't have an episode introduction. A listener left her a review saying that they didn't know who she was talking to and requested that she add an intro. She thought about it and decided that this was constructive criticism. She's been creating intros to her podcast ever since.

It's always nice to mention the reviewer in the episode where the change is made since it was their idea. But, as always, check with them first to make sure they don't want to stay anonymous.

Step 3: Go Back to Creating Good Content Quickly

One of the best things you can do when you get a mean review is to handle it quickly. You'll want to focus on creating good content far above anything else. Don't fixate on the negative part of any mean review. Either take action or forget about it.

How Does The Mean Podcast Review Utilization Workflow Help You Gain Listeners?

Using listener reviews to fix your podcast flaws is one of the quickest ways to improve your podcast. Since word of mouth is a very effective way to spread the news about a podcast, when you let your listeners help you improve the podcast, they're more likely to tell their friends about the podcast.

And since you can see how helpful it is to get mean reviews, you can even write some for the podcasts you listen to. Doing this can help grow both their podcast audience and yours at the same time!

The Podcast Host are celebrating 10 years of 'How to Podcast' content over at ThePodcastHost.com



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FROM THE WEBSITE //

PODCAST COMPANION BOOKS

DIGITAL EDITOR **FRAN TURAUSKIS** PICKS OUT A RECENT ARTICLE FROM THE POD BIBLE WEBSITE, TO GIVE YOU A TASTE OF WHAT YOU MAY BE MISSING! FOR THIS ISSUE FRAN PRESENTS HER ARTICLE ABOUT PODCAST COMPANION BOOKS...



Dare I whisper it? It's nearly Christmas and you need to think about buying presents! There are many festivals and traditions around the Christmas bank holiday period, and many of them involve exchanging gifts. But what do you get the podcast-lover in your life? After all, podcasts are often free at point of

consumption (which is one of the many great things about them!)

My suggestion is to follow the lovely Icelandic tradition, and give them a podcast-related book. There are loads of podcasts that have companion books, and here are my suggestions for five of the best..

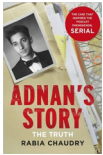
SH**GED. MARRIED. ANNOYED. by Chris & Rosie Ramsey



The husband and wife have been chatting about almost everything on their chart-topping podcast for nearly three years. Now they're committing their conversations to paper in a book that goes through "the ups and downs and ins and outs of love, sex and relationships". The *Sh**ged. Married. Annoyed.* book is currently on pre-order, but in a review, comedian Daisy May Cooper said she "Laughed 'til I cried reading this. An absolute triumph!".

ADNAN'S STORY: THE SEARCH FOR TRUTH AND JUSTICE AFTER SERIAL

by *Rabia Chaudry*



Serial is one of the Original Generation of podcasts. The epitome of the true crime genre, it has won every major award for broadcasting – including the first-ever Peabody awarded to a podcast. You’ve probably listened to at least one episode. But have you read the book? Adnan’s Story not only brought the important subject of *Serial* to a new audience, it delves deeper and offers new content on the case – including never-before-seen letters Adnan himself penned from prison.

WELCOME TO NIGHT VALE

by *Joseph Fink & Jeffrey Cranor*



Whilst the *Welcome To Night Vale* podcast is in the style of a radio show, featuring local weather, news, and announcements that drip-feed the strange goings on in the town, the book is a more traditional narrative. Those who are into the community updates from the small desert town of Night Vale are in luck! There’s not one, but three book tie-ins to the series. In the first, nineteen-year-old pawn shop owner Jackie Fierro is determined to uncover the mystery of “King City”. Other books in the series are *It Devours!* and *The Faceless Old Woman Who Secretly Lives In Your Home*.

HOW TO FAIL

by *Elizabeth Day*



Another hugely popular podcast, there are twelve whole seasons of *How To Fail* to catch up on. Elizabeth Day has spoken to hundreds (well, nearly) of people about their failures and what it taught them. The book shines the light more on the author and is described as ‘part memoir, part manifesto’. This is a great one to gift someone so they can start their new year on a positive – or learn to embrace the negative. (It’s also being made into a TV show soon, so a great time to start catching up!)

THE MOTH PRESENTS: ALL THESE WONDERS

edited by *Catherine Burns*
forward by *Neil Gaiman*



You’d be forgiven for thinking I’m obsessed with *The Moth* given that it featured in my last set of recommendations. But this is more to do with my obsession with the writer Neil Gaiman! He only writes the introduction for this, but his endorsement is good enough for me. Plus, The Moth’s format of personal narratives does lend itself very nicely to book form. This collection brings together 45 of the best stories from its history – and given that the podcast has been running since 2009, that’s a lot of good material to pull from.

READ MORE AT **PODBIBLEMAG.COM!**

OH MY POD //

INDEPENDENT PODCASTS

WITH BIG BRANDS AND FAMOUS NAMES CONTINUING TO DOMINATE THE CHARTS, IT CAN BE TOUGH FOR INDEPENDENT SHOWS TO BREAK THROUGH. HERE AT POD BIBLE WE WANT TO ENSURE THAT WHILE CONTINUING TO CELEBRATE THE BIG GUNS, WE'RE ALSO CHAMPIONING THE INDIES. IN EACH ISSUE WE ASK AMATEUR OR INDEPENDENT PODCASTS TO GET IN TOUCH WITH A SHORT DESCRIPTION OF THEIR SHOW. HERE ARE OUR CURRENT FAVES...



YES SHE CAN PROJECT

@yesshecanprjct

The Yes SHE Can Project is specifically for women, by women. SHE stands for Support Honesty and Empowerment. Tackling topics that affect us all, in a place for support, honesty and advice. You are NOT alone ladies, come and join the conversation!



THE BIG BEATLES SORT OUT

@big_sort

Two brothers, trapped in their respective homes during lockdown, turn to the Beatles for comfort and bonding. Garry wants to make his definitive ranking of their songs, Paul wants to chat facts and fun. Roll up, roll up!



TALES FROM THE BACKLOG

@TFTBLpod

Tales from the Backlog is a video games podcast that goes in detail on one specific game per episode, designed both for people who have and haven't played that game and are curious about what makes it special.



NEW MUSIC SATURDAY

@Drcbones

New Music Saturday with Dr. Bones and Mike Five brings you brand new tracks by independent bands, interviews, reviews, random music chat, and usually some poorly thought out phrasing along the way. A podcast for music lovers everywhere.



TAKING ON THE CHANGE

@friend_anna

Taking on the Change is all about raising awareness and sharing stories of #Menopause. A weekly dose of chat, info, laughs and sometimes tears to support women everywhere!



CUTTING CLASS

@cuttingclass

A podcast about film and video editors, as told through the lives of some of the best in their fields. From features to commercials, documentaries, TV, art, music videos etc. The most recent is with Oscar-winner Mikkel E.G. Nielsen.



PICTURE THE SCENE

@Scenepod

Picture The Scene podcast is a true crime podcast by Andrew and Rachael that aims to bring the listener the scene of the crime so if you're ready, close your eyes, relax, and Picture The Scene.



DYSTOPIAN SIMULATION RADIO

@d.s.radio

Spooky podcast with hosts Linz and Chris. Like the X-Files but less organized. Investigating the unknown, unexplained and unbelievable. From alien encounters to the going price for a human arm, we have the answers...if you have the questions.



BUDDHIST MILLIONAIRE PODCAST

@thehardestpath

With over a third of our lives spent at work, not doing what we love makes little sense. Yet so few do. In modern times, is it really possible to enjoy meaningful, heart lifting work that also turns a decent wage or profit? Welcome to the Buddhist Millionaire Podcast.



SOMERSET STORIES

@somersestories

Exploring the lives of a wide variety of people in the trendy county of Somerset, this locally focused podcast just passed 50 episodes, and features interviews with William Sitwell, Charlie Bigham, Lynne Franks, and Caroline Corr.



DEADLY DEBBIE'S CREEPY FILES

@deadlydebbiepodcast

Deadly Debbie's Creepy Files is a fun, quirky and downright creepy, paranormal podcast hosted by an Elvira style host called Deadly Debbie. Debbie invites the listener in to her home of horrors to pull out listeners strange but true stories from her files.



THE PANTO PODCAST

@pantopodcast

An altruistic project that tells the stories and gives invaluable advice from casts and creatives in the theatre world. In 2019 it was added to the V&A Museum Archives. Hope you enjoy, previous guests have included Paul Chuckle, Tommy Cannon, Matthew Kelly and even Basil Brush.



FAR AWAY FAN

@farawayfanpod

We speak to football fans about what led them to support a club at the other end of the world. Their journeys, the highs and lows, treasured mementoes and ultimately what supporting a club from afar has meant to them, and what it has brought to their lives.



THE POPCORN BUCKET PODCAST

@popcornbucketpod

One podcast, two hosts, three formats! Talking film franchises (Franchise Fatigue?), comparing one off films (One Shot), & discussing monthly film news (Pick 'N Mix).



SUMMIT TO TALK ABOUT

@stta_podcast

Lover of all things outdoors, chatting to others who do too. Hiking, hills, wild camping. Big focus on how the outdoors benefits wellbeing. 'Walk for your wellbeing'.

GOT A PODCAST YOU'D LOVE TO SEE FEATURED IN ISSUE #019?
SEND US A ONE OR TWO SENTENCE DESCRIPTION ON TWITTER!

#OHMYPD // @PODBIBLE



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AVAILABLE TO LISTEN TO NOW VIA SPOTIFY,
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THANKS FOR READING!

POD BIBLE WILL BE BACK WITH A
NEW LOOK ISSUE #019 IN FEBRUARY

   @podbible

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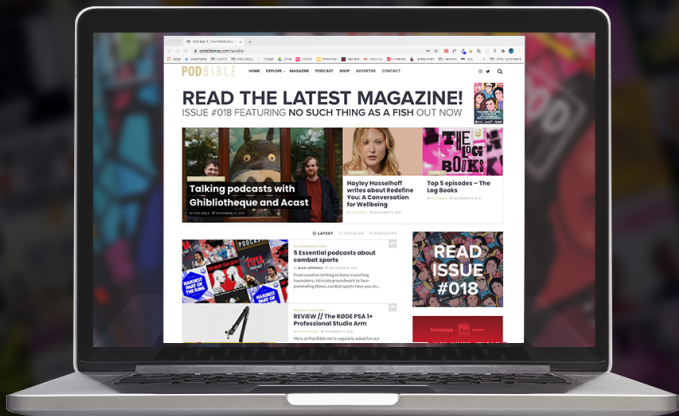
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