



#021 // JUN 2022  
FREE



# THE ESSENTIAL GUIDE TO PODCASTS

FEATURING **SURUTHI BALA & HANNAH MAGUIRE** FROM **REDHANDED**, JESS ROBINSON, THE DIARY OF A CEO AND A VARIETY OF PODCAST REVIEWS AND RECOMMENDATIONS!

audible 

Acast



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 @podbible

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# EDITOR'S NOTE

Welcome to another brand new issue of Pod Bible! First up we'd like to say how lovely it was to meet so many readers, contributors and former magazine or podcast guests at **The Podcast Show 2022** in London last month. It was so much fun to be surrounded by so many podcast fans and creators and we had a blast doing the **Pod Bible Podcast** live. Can't wait for next year!

Bringing focus back to the magazine, we're delighted to welcome Hannah & Suruthi from **RedHanded** as our brand new cover stars and lead interview. We've been fans since the early days so it's been a joy to watch their amazing growth over the years.

Elsewhere we have interviews with Jess Robinson from **Stars In Your Ears**, Lou Mensah from **Shade Podcast** and Chris Hawkins from BBC 6 Music and **How To DJ** sharing his top 5 favourite shows.

Apple Podcasts have returned for an interview with the team behind **The Diary of a CEO** and we have our regular columns from lead partners Acast and Audible!



Remember to head to [podbiblemag.com](http://podbiblemag.com) to read back issues, subscribe to the magazine or catch up on all the other wonderful interviews, reviews and recommendations that are exclusive to the website.

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# “WE HAVE ALWAYS BEEN OBSESSED WITH THE EXTREMES OF HUMAN BEHAVIOUR”

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WHAT STARTED AS A PASSION PROJECT BETWEEN FRIENDS QUICKLY BECAME ONE OF THE MOST SUCCESSFUL TRUE CRIME PODCASTS AROUND. WE SPEAK TO **HANNAH MAGUIRE** & **SURUTHI BALA** ABOUT THEIR JOURNEY TO THE TOP, THEIR LOVE FOR THE GENRE AND THE PODCASTS THEY LISTEN TO WHEN THEY NEED A BREAK FROM THE MACABRE.

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

**RH:** *RedHanded* is the ultimate true crime podcast for people who want more than crime. We aim to cover all sorts of cases, the obvious ones like Chris Watts and Casey Anthony to ones that other true crime podcasts don't - like the brutal murder of journalist Jamal Khashoggi and the evolution of the satanic panic into modern day QAnon. *RedHanded* is for people who want all the facts, along with thoughtful analysis, but delivered like they are just down the pub with their mates.

## **WHY PODCASTING? WHAT IS IT ABOUT THE FORMAT THAT APPEALED TO YOU INITIALLY?**

The incredibly low barriers to entry! Podcasting is fantastic because it allows anyone with

anything to say, a place to say it! We had no background whatsoever in broadcasting, journalism, scripting, editing - anything relevant to podcasting - and so we knew it was going to have to be grassroots. Podcasting is the ultimate format because you don't need someone in the industry to give you the greenlight to make it work.

## **THE TRUE CRIME GENRE IS HUGE! POPULAR IN PODCASTING. WHY DO YOU THINK LISTENERS FIND IT SO ENGAGING??**





True crime has always, and we mean always, been a hugely popular genre. The Victorians were making Penny Dreadfuls and chasing Jack the Ripper around; it's nothing new. We have always been obsessed with the extremes of human behaviour, and what's more extreme than murder? I think that true crime combines all of the ingredients that appeal most to us as human beings: extreme behaviour, mystery and fear.

**“WE LIVE, EAT  
AND BREATHE  
TRUE CRIME.”**

True crime offers us the opportunity to explore - in a safe way - the very addictive emotion of fear. Fear is hardwired into us and it's why we go on roller coasters and watch Leatherface

chopping teenagers up - but with true crime, the stakes are even higher, and therefore more alluring, because it's all real.

**AS A PODCAST WITH NEARLY 250 EPISODES, HOW DO YOU KEEP ENGAGED WITH THE GENRE YOURSELVES?**

We genuinely love true crime. We live, eat and breathe true crime. We both have a truly deep and obsessive curiosity about it. And thanks to our listeners we've had the opportunity to explore increasingly different types of cases. This helps us stay excited, curious and constantly learning - all of which means we can still put out great content week after week!

**WHICH EPISODE OR EPISODES OF YOUR PODCAST HAVE YOU FOUND THE MOST REWARDING TO PRODUCE?**

**SURUTHI:** It changes often, but for me the two parter on ISIS, Shamima Begum and the Bethnal Green Girls, was a really important story to tell. I hadn't seen a true crime podcast cover that case and we really wanted to do it justice, which we think we did!

**HANNAH:** The two parter we did on Scientology was probably the one for me. Again, we just tried to approach it in a different way to how we'd seen that story told before - as it was such a massive case to tackle we were nervous; so it was very rewarding to see peoples' positive reactions!

**YOU'VE ACHIEVED GREAT SUCCESS WITH YOUR SPIN OFF PATREON, ALLOWING LISTENERS TO SUBSCRIBE FOR BONUS CONTENT. WHAT'S THE SECRET TO BUILDING SUCH A STRONG COMMUNITY?**

Content, content, content. Stay focussed on creating great content - give it your full attention and the people will reward you!

**FINALLY, WHAT ARE YOUR GO TO PODCASTS WHEN YOU'RE LOOKING FOR LIGHT RELIEF FROM THE WORLD OF TRUE CRIME?**

**SURUTHI:** I don't think I do light relief all that well!!!! I love *Conflicted*, which is a fantastic geopolitics podcast!

**HANNAH:** I'm actually currently re-listening to *The Black Tapes* - which if you like spooky shit is perfect, and I also love a bit of *Desert Island Discs*!

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  [redhandedthepod](https://www.instagram.com/redhandedthepod)

*For a bonus RedHanded interview head to [podbiblemag.com](https://podbiblemag.com) to see a video interview with Scroobius Pip and Adam Richardson!*



THE NEW TESTAMENT //

# RECENT EPISODE HIGHLIGHTS





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 A 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 **ADRIAN CARTY** PRODUCER OF **NOTHING IS REAL!**

**Acast:** How did *Nothing Is Real* come to be?

**AC:** I come from a background of working as a TV producer and have also been producing podcasts and audio content for 12 years. My cousin, Jason Carty and a friend Steven Cockcroft are immense Beatles fans and are The Beatles Brains of Ireland. They are both massive music fans with a considerable and encyclopedic knowledge of The Beatles. They had been wondering about doing a podcast for a while about The Beatles. I suggested coming into the studio, do a demo episode, see how it goes. That was almost 4 years ago so it clearly went well and continues to grow.

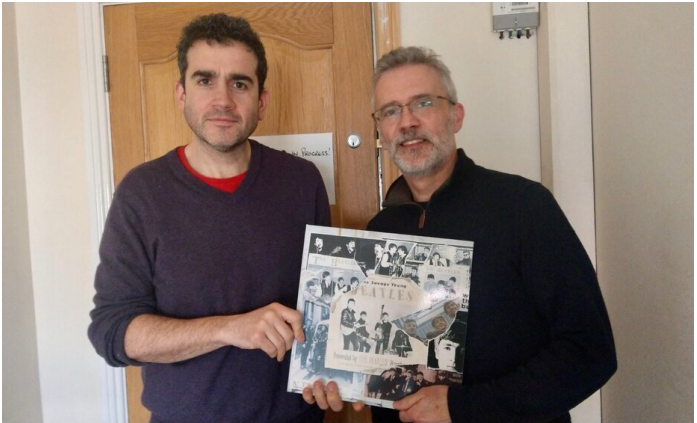
**Can you tell us about some of the highlights of the last six seasons?**

For my part, I love producing and recording

the show, and being a reluctant contributor from time to time and seeing how its grown and taken on a life of its own. For Jason and Steven, getting to interview the foremost Beatles historian Mark Lewison in studio was incredible. Working with Disney+ and getting exclusive pre-release access to the Beatles

'Get Back' documentary, and then doing podcasts around the release was quite something. We've created and produced over 100 episodes covering topics as diverse as individual songs, people, & places. A live recording of an episode inside Abbey Road. The only Beatles podcast to have watched every movie made by Ringo Starr. Selling out Dublin's The Workman's club for a live episode. And of course, the friends we made along the way. So many highlights.

**Why do you think niche music podcasts work so well?**



*Hosts Jason Carty & Steven Cockcroft*

Niche works in any podcast capacity. Niche is best. Narrowing your focus while speaking to individuals with a common interest, is a great way to build a community. It allows you to develop a relationship with your audience. With music, the history, legacy and discography of bands and singer songwriters is so rich and fertile. Interpretations of songs, albums, band breakups, management interference, the individual personalities, music has all the drama you could wish for. The Beatles, for example, did so much in such a short space of time, you sometimes forget what they managed to achieve. We are still finding new things out about them. You only need to look at the Disney+ series, 'Get Back'. That was over 50 years ago, and it has thrown up so much, we could be discussing that for years to come, guaranteeing your podcast will be completely unique, because there is only one you. Also, don't hesitate to explore topics you're passionate about on your podcast. I think listeners can tell and engage way more when a podcaster

is diving into topics and conversations that really interest them.

### **What do you love about podcasting?**

The intimacy and immediacy of the media and medium still fascinates and excites me. It's a malleable form of engagement and entertainment in the way that radio is not. The immersive, on demand, conversational nature of the mode. You can produce evergreen content, it can be ephemeral, it can be free form, work in several genres. I love storytelling and what some individuals and companies have done with podcasting and audio in the last few years transcends the practice. There are existing commercial and creative opportunities available but so much that can be done and developed. Best of all, podcasting is open to anyone. The barrier for entry are non-existent. The content needs to be interesting and output needs to be consistent. One of the first podcasts I ever heard was *Arsecast* from

my good friend Andrew Mangan. His style and flair blew my mind and opened my mind to what was possible with podcasts. That led me to listening to *Comedy Bang Bang*, which at the start was called *Comedy Death Ray Radio*. That show and *WTF with Marc Maron* was an aurally illustrative example of improv comedy and long form interviews respectively and you could do anything you wanted. I was hooked.

### **What attracted you to releasing additional episodes via Acast+?**

Building an audience and a community is difficult in any form of entertainment. With podcasts, it's not passive. People are making a concentrated effort to voluntarily listen to your show instead of doing anything else. Acast+ offered an opportunity to further engage with our community, reward their loyalty. We can produce even more shows, bonus content, early access and ad free content. For us, it was a no brainer to experiment further with the form and with Acast who we've had a great relationship from the beginning of the show.

### **What can listeners expect to hear on your Acast+ episodes that they wouldn't normally hear?**

We have put up interviews with special guests. We have done extensive deep dives

into topics that the fair-weather Beatles fan may find a little too intricate and in the weeds. Back to the niche aspect of podcasts, there is an audience out there for anything. Some people think that these types of things are a cash grab exercise, but I can tell you, from feedback of our subscribers and we know this ourselves, our production, content, and output levels are consistent every time. Any good podcaster will tell you; you must respect your listener's time. Again, if they take the time, effort, and money to listen and engage with your show, you must value that and respond in kind in a consistent, proactive, and reactive way.

### **Has Acast+ allowed you to better interact with your listeners?**

Absolutely. It's almost like another parallel world on Acast+. We have huge followings on Facebook (currently 7,000+ on our members page) and Twitter (currently 6,000+ followers). Conversations and comments are always going on regarding shows on Acast+ which leads people to see what they are missing. I know that Acast are developing further ways to engage with Acast+ subscribers which we are really look forward to seeing.

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  beatlespod





# 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...



## CLIMATE OF CHANGE WITH CATE BLANCHETT & DANNY KENNEDY

Actor and environmental campaigner Cate Blanchett and clean technology expert Danny Kennedy explore eco-anxiety, optimism and hope in the face of climate change. Along the way, they interview some of the world's leading authors and thought leaders to discuss how humankind can tackle our biggest environmental challenge.

*"Informative and inspirational, and definitely full of hope. Showing a way through the eco anxiety in an accessible and entertaining podcast"*

*Amazon Customer*

*"Interesting and insightful topics, on what is the most important subject of our time"*

*S. Holland*



## SLEEP SOUND WITH JAMIE DORNAN

Do you struggle to Sleep Sound? In his new sleep aid podcast, actor Jamie Dornan will transport you to relaxing locations around the world, from a Mexican beach to an Amazon rainforest or a Namibian desert. Take a deep breath, relax, and join Audible on this escape to sleep.

*"Jamie's Dornan's soporific narration and the peaceful and calming sounds lull you to sleep. I love all six episodes"* *Ms Simpson*

*"These podcasts have helped my restless mind, they really are something special"* *Mr H*



## STORIES OF THE STALKED

When X sees Lily on stage, he begins an imaginary affair of 13 years, and counting. He's crossed oceans, posed as her colleague and even bought a suit for their 'wedding'. But they've never met. Lily Baldwin takes us into her world of being stalked – the insidious fear, legal challenges, survival techniques for an 'invisible violence' that poisons her life.

*"A brave exposé of the suffering caused by stalkers and how the system lets them get away with destroying people's lives"* Miss Clark

*"Extraordinary, raw, painfully honest account of what it's like to be stalked"* Mary



## RADIANT MINDS: THE WORLD OF OLIVER SACKS

Radiant Minds: The World of Oliver Sacks investigates consciousness, the brain, and the human experience, drawing inspiration from works by the neurologist and beloved author Oliver Sacks. Oliver cared for people with misunderstood neurological conditions at a time when many in the medical community had turned their backs on them.

*"Simultaneously provocative and humbling. A catalyst for becoming a better human through understanding and empathy"* Anon

*"Just incredible"* Ms Tavares



## NINETY THREE WOMEN

How did the deadliest serial killer in US history get away with murder for over 40 years? Samuel Little was serving life in prison for killing three women, when he began to confess to a string of murders. His total murder count reached 93 victims across 19 US States. Journalist Benjamin Zand leads an investigation that is both a true crime story and a forensic examination of how US law enforcement failed to stop the country's most dangerous serial killer.

*"Really shocking true crime story, which blows Samuel Little's story open wide, along with the deep flaws and prejudices in American law enforcement"* Anon

*"This is a brilliant listen. The story itself is troubling but the storytelling is really powerful and it's such an important topic"* Amazon Customer

THE SCRIPTURES //

# PODCASTS WITH BACK CATALOGUES THAT ARE ALL KILLER, NO FILLER

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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.



# UPFRONT: COVERING AN UNFORGETTABLE SUMMER OF WOMEN'S FOOTBALL

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THE UK'S BIGGEST WOMEN'S FOOTBALL PODCAST GEARS UP FOR A DRAMATIC EUROS IN ENGLAND.

*Upfront* is the latest addition to the Football Ramble's podcast stable and, since its first episode in November, the show has grown to become the definitive podcast on women's football. Each week, presenters Flo Lloyd-Hughes, Rachel O'Sullivan and Chloe Morgan tackle more than just the results on the pitch. They dissect the most urgent issues surrounding gender inequality in football and take listeners to the very heart of women's football's vibrant, underrepresented culture.

"I think listeners have really enjoyed our fresh, lighthearted approach to things but also our opinionated chat," Flo says. "I don't think we've held back and although people may not agree with us all the time, it's certainly got people talking about the women's game."

"I've absolutely loved it, working with Flo and Chloe has been so much fun," Rachel adds. "I look forward to coming in and recording with them every week. We discuss the important things in the game but have fun while doing it!"

This summer will be a huge moment for

women's football, as England gears up to host the European Championships for the first time since 2005. More than 100 days out from kick-off, ticket sales had already smashed the previous record set by the last tournament in the Netherlands and, within a day of tickets for the final going on sale, Wembley Stadium had sold out. There's a very real possibility that England will be there, chasing their first ever major trophy.

Whether from the studio or on the road at different venues across the country, *Upfront* will bring you three shows a week throughout the tournament that cover the game's biggest stories and bring this festival of football straight to your podcast app.

"We're going to be doing regular shows throughout the tournament, keeping everyone up to date and doing it all in our usual *Upfront* style," Flo explains. "But as some of us will be on the road covering the tournament there will be some unique new bits to the show."

As part of the build-up, there will be interviews with some of the biggest names in the sport

and a special Upfront Guide to the Euros, arming you with everything you need to know ahead of the curtain-raiser. The show will also be shining a light on the grassroots: the community clubs, the projects that will be providing a safe space for women and non-binary people to play football during a truly unforgettable summer.

“I’ve really enjoyed the opportunities we’ve had to speak to other journalists, players, or managers throughout this season,” says Rachel. “It gives us different takes on a lot of different subjects and I’m looking forward to doing more of that during the Euros!”

And after the Euros? It doesn’t stop. The World Cup qualifiers continue in September before

the main event in Australia and New Zealand next summer.

“Tournament football is special and particularly in England, nothing beats when the nation gets behind the team,” says Flo. “I can’t wait for that excitement and hype to build around the tournament.”

Rachel shakes her head and says simply: “It’s going to be a huge, huge moment for the women’s game.”

*Don’t miss a second of it! Subscribe to ‘Football Ramble Presents’ wherever you listen to your podcasts and catch episodes of Upfront throughout the summer.*



stakpod



stakpod

# MEET OUR PRODUCERS

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Stak is the bold, irreverent podcast company that is serious about creating quality audio. We are the creators of some of the UK's favourite shows and entertain millions of people across the world.

Katie Baxter is a Senior Producer and Sound Designer at Stak. She's the producer of *JaackMaate's Happy Hour*, one of Spotify's biggest shows and the most successful YouTube to podcast conversions in the UK, as well as *Eureka!* and *UTOPIA Talks*. She also works across Stak's commercial audio.

## WHAT IS YOUR FAVOURITE ASPECT OF YOUR WORK AT STAK?

I love the creative freedom I have and the range of projects I get to be a part of. Whether it's comedy for *JaackMaate's Happy Hour*, crazy sound design for *Eureka!* or thinking up music focused content for *UTOPIA Talks*, I feel like at Stak I get to try my hand at a lot of different things. I also really appreciate the amount of trust that's put in me to deliver a good show.

## WHAT WAS IT THAT INITIALLY GRABBED YOUR ATTENTION TO PODCASTING?

I've always loved music, so when I went to uni I got really involved with student radio and started producing, presenting and DJing, which really drove my love for audio to the next level and made me want to turn it into a career. I did a few internships in radio and one day in my third year I got an email from Stak inviting me to come and see their studio. I caught a coach down to London from Nottingham just before my final deadline and the rest is history!

## WHAT'S A PODCAST YOU'RE LOVING AT THE MOMENT?

*The Log Books* is an amazing LGBTQ+ history podcast. I also always come back to *Song Exploder* and I listen to *Today in Focus* a lot!

## WHAT DO YOU THINK ARE THE ESSENTIAL INGREDIENTS TO MAKE A SUCCESSFUL PODCAST?

That is the golden question! In my experience it's taking pride in the content you create, being consistent, working well as a team and trying to give whatever you're making its own unique spin!

*Listen to Katie's work on JaackMaate's Happy Hour, Eureka! and UTOPIA Talks wherever you get your podcasts.*



FOR THE LOVE OF POD //

# CHRIS HAWKINS



THE RADIO PRESENTER, DJ AND HOST OF **HOW TO DJ** TELLS US ABOUT HIS CURRENT TOP 5 PODCASTS...



# THE INNER WORKINGS OF THE DIARY OF A CEO

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THE TEAM BEHIND **THE DIARY OF A CEO** TALKS ABOUT THE IMPORTANCE OF COMMUNITY AND GOALS TO EXPAND THEIR BUSINESS.

Apple Podcasts and Pod Bible partnered up for a series of interviews with creators to share their stories and how they use Apple Podcast Subscriptions to connect with their fans. We spoke with the team behind *The Diary Of A CEO*—Director and Producer Jack Sylvester and Head of Content Grace Andrews—to talk about how subscriptions helped them experiment and discover what resonates with their audience.

Listen to *The Diary Of A CEO* on Apple Podcasts. [apple.co/thediaryofaceo](https://apple.co/thediaryofaceo)

## **Apple:** Tell us about *The Diary Of A CEO* podcast and how it started.

Steven launched *The Diary Of A CEO* podcast under his duvet just over 2 years ago intending to reveal the more vulnerable side of entrepreneurship—and as a way to record his journey. Three years later, we now have a team of over 10 people producing the UK's number one podcast. Steven interviews successful people from all walks of life, from CEOs and founders of the world's biggest

businesses to award-winning authors, actors, athletes, and everyone in between.

As a platform, we're dedicated to creating a space for everyone to talk freely without time constraints, editorial oversight, or a hidden agenda. We're proud to offer a space where guests feel like they can fully open up and share their stories—leaving it up to the audience to form their own opinion. A lot of guests finish the interview and tell us it felt like a therapy session. It's that level of conversation we're looking for every single time.

## **What made you decide to launch a subscription on Apple Podcasts?**

We're always looking at how we can give back to our incredible community. Learning we could offer exclusive episodes, behind-the-scenes sneak peeks, and exclusive bonus content for them was the deciding factor for our team.

## **How do subscriptions fit into your overall business model?**

For us, success is a direct result of consistent experimentation. Apple Podcasts



Subscriptions is another opportunity to experiment with different content styles—and find what resonates with our audience.

### **What have you learned after launching Apple Podcasts Subscriptions?**

In all honesty, we were surprised at how successful the subscription model has been for *The Diary Of A CEO*. We have a very engaged audience who are willing to pay for premium content, which has opened our eyes to potential new directions.

### **Where do you see *The Diary Of A CEO* in a year?**

The goal is to be the number one podcast internationally. We want to be the room where long-form interview happens. We've just come back from recording 20 episodes in

Los Angeles as part of a new USA series. In a year we would love to come back to the US to record more episodes and make a real dent in the US charts. We're looking for growth and this seems like a natural progression, as we are currently sitting at number one on the UK charts. In terms of revenue, as the presence of the podcast continues to grow and expand we'll be looking for bigger and better sponsorship deals that closely align with our values which in turn will allow us to level up our equipment, studio, and overall offering.

### **Tell us about an episode that you're most proud of.**

There are a few moments that have shifted the growth trajectory of the podcast, such as the episode featuring Steven's all-time

favourite guest, Mo'Nique. Nearly a year later, we're still regularly receiving direct messages, comments, and tags from our audience talking about the long-lasting impact that conversation had on them. Other episodes include Jordan Peterson, Molly Mae, Jimmy Carr, Matt Hancock, and Piers Morgan.

**What advice would you give someone who is trying to break into the industry?**

We asked Steven for his advice on this one and he said, "Don't try and copy, imitate, or replicate anything that's already out there. The clearest thing is that category leaders are defined by and win based on their uniqueness, not their similarity. The world doesn't offer outsized returns for people and brands that serve up 'more of the same.' If you want to win, you have to copy less and have the conviction and clarity of vision to lean into whatever it is that makes you, you."



THE OLD TESTAMENT //

# CLASSIC EPISODES FROM THE PODCAST ARCHIVES





# JESS ROBINSON



IN EVERY ISSUE WE ASK A PODCAST DISCIPLE FIVE QUESTIONS ABOUT THEIR LOVE OF PODCASTS AND PODCASTING. FOR THIS ISSUE WE'RE JOINED BY **JESS ROBINSON**, COMEDIAN, IMPRESSIONIST AND HOST OF **STARS IN YOUR EARS!**

## WHY DO YOU LOVE PODCASTS?

**JR:** I love the fact that I can listen to podcasts while I'm doing other things. I'd never just sit down with a glass of wine and listen to an ep of *The Adam Buxton Podcast*. Much better if Adam is there with me while I'm walking Brian the dog, or *Drunk Women Solving Crime* are in the kitchen with me while I'm cooking, or my pals at *The Guilty Feminist* are accompanying me as I go clothes shopping. *Off Menu* is good for driving and *Shagged, Married, Annoyed* is great for a poo. Not a whole episode obviously. . . unless I haven't had enough fibre.

The point is I can pick them up and put them down. They're my friends that come with wherever I go and make even the most boring of tasks fly by.

There are also SOOOOO many choices on any and every subject you could possibly think of. I find them particularly useful when I need to learn a new impression. Rather than hearing for example a politician speaking in the House Of Commons, or giving a speech at a podium, it's really helpful for me to listen to them in conversation - their natural speech patterns and rhythms, their laughter, their breaths.

## WHAT WAS THE FIRST POD YOU EVER LISTENED TO?

I think the first podcast I ever listened to was *Serial*. I love reading and watching thrillers and crime dramas. I was chatting about my love of the dark one day with Matt Crosby from *Pappy's Flatshare*. He recommended *Serial* and *Dr. Death*. I knew about podcasts but hadn't explored any before. I honestly hadn't realised there was a whole world you could have at your fingertips, for free! I binged them in a couple of long car journeys and I was totally hooked.

## WHICH POD MAKES YOU LAUGH THE MOST?

I LOVED the *Adam and Joe* podcast - actually maybe that was the first podcast I listened to but didn't really catch on that there were others. Oops. I loved their stupid jingles and banter and silly games. I really love *The Horne Section* podcast. The team of musicians are so clever, Alex Horne's games are bonkers and I just love the whole dynamic. I recorded an episode with them a while back - it's total anarchy and SO much fun. I was giddy from laughing so much.

## WHICH PODCAST HAS EDUCATED YOU THE MOST?





YESSSSSSS - Brought to you by the same team behind *The Price Of Football* - may I introduce you to (drum roll....) *Show Me The Money!* I host it along with industry expert Stephen Follows and each week we take an in-depth and entertaining look at what's going on in Television and film industry. So if you spotted that Scarlett Johansson was suing Disney over the *Black Widow* movie and wanted to know why... or find out how Amazon valued MGM's entire library of Movies and TV, or if you're as fascinated as me by the financial comings and goings of the TV and movie business, this podcast is for you. Now I'm a TV and Film enthusiast, but my co-host Stephen is a proper person and has spent the last few decades digging deep into the data behind the industry. He teaches courses on the business of movies at universities and film schools and blogs about how the industry actually works. In his research he's tried to find out things like whether films with positive messages make more money than those without, how many people actually work on a movie, and what percentage of independent films make a profit. So, yeah *Show Me The Money* - on all podcast platforms.

ALSO: I HAVE to mention my other podcast *Stars In Your Ears*. In 2021 after producing the first couple of series we won gold in the British Podcast Awards for Best Entertainment Series. I'm joined by my live band Jessington World of Adventures and every episode is packed with impressions, original songs, games and big laughs. Each show features a real life celebrity guest who learns a new impression in my Mimicry Masterclass. I've taught Romesh Ranganathan to be Sonia from Eastenders, MP Jess Phillips to imitate Theresa May and Adam Buxton and I have duetted as Kate Bush and Britney Spears. I reckon this is one to listen to while you're cooking or in the bath... or cooking in the bath.

*The Guilty Feminist*. Hands down. I don't think I realised I was particularly 'a feminist' til I listened to this podcast. I had an idea in my head of what one was... and it certainly wasn't me. But now I'm part of this gang of these funny, generous, strong, supportive women and I love it. It's opened my eyes to the world around me and my place in it - and I've learned more about myself and grown in confidence since I've been in the Guilty Feminist family. Erm... have I made it sound like a cult?

Not only is it funny, inspiring and thought provoking, *The Guilty Feminist* gives a platform to people who might not otherwise have much of a voice and examines subjects as wide ranging as sex, the refugee crisis and climate change. It's part deep-dive discussion and part activism. We examine our noble goals as 21st century feminists - and our hypocrisies and insecurities that undermine those goals. We're on tour until mid June in case you want to catch us.

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

# 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

Lou Mensah's list of achievements in podcasting is certainly impressive. Creating the podcast *Shade* in 2019, Lou has received recommendations in *The Guardian*, *Esquire Magazine* and *Grazia*, as well as being the silver award winner in the 2019 British Podcast Awards for Best Arts and Culture podcast. So how would Lou describe her podcast *Shade* - what's it about?

"My guests champion the work of artists of colour within the wider cultural landscape. I love talking with artists whose work stimulates the senses but also has the scope to create wider conversations about inclusion. *Shade* is a space to be inspired by artists and their stories.

I remembered how isolated I felt being a self-taught, female photographer of colour in the 90's, without access to inspiring conversations about art or my place within it. I also had a disability which meant that I couldn't socialise with other artists. Back then my sense of community came from reading

about other artists' lives. When I decided to create the podcast I wanted to create an intimate and welcoming space for everyone, from established artists to listeners who simply enjoy the odd gallery visit."

Like many podcasters, Lou has taken away some personal highlights from her time producing the show.

"A highlight so far has been Season 4 which was in response to the 2020 BLM uprisings. I felt that we needed a space to process how we felt about the arts and its response to the uprisings, and how our work may change as a result. It was also an opportunity to talk with those working within the media whose job it was to respond to that seminal moment in civil rights history. I talked with the Editor of *TIME*, journalists from *i-D* and *The Guardian*, plus curators, photographers and critics about how the uprisings had impacted their work. I was lucky to have guests on the show who had refused to talk to other press outlets during this time.

One guest was a founding member of BLM UK, who entrusted me with his story. I am proud to have created a space for the conversations that are glaringly missing from mainstream broadcasting platforms. Sometimes podcasting can feel like talking into a void, but the response to the show affirms that the podcast caters for an audience eager to engage with and support these conversations.”

**Despite time restraints, Lou is looking to the future and production for an upcoming season is in process.**

“As an independent podcaster I only have time to work on the show a few hours a week, so I am proud that in it's short life Shade has garnered attention and support from some

art heavyweights, including from the South London Gallery and Hauser & Wirth for example, who will continue to support Shade next season. For season 5 I am working with the Sound designer Axel Kacoutié and we are taking the show in a completely new direction. We will launch our collaboration online and at an event in September. I hope to see some Pod Biblers there!

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ukleap.org     @JasonTron

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...



## CREATIVITY FOUND

The *Creativity Found* podcast speaks to people who have found or re-found their creativity as adults. We explore what it is that people value and gain from their new-found artistic experiences, and how their creative lives enrich their practical, everyday lives.



## SLIDING DOORS

The podcast that delves into the decisions and moments that build the path of our lives. Host, Jennie Becker, chats to some amazing people from all walks of life about their three Sliding Doors Moments, and how things might have looked if they had never happened.



## STORY WORTHY

Listen to true stories from the best comedians and writers in Hollywood. I celebrate 12 years (independently) in July. Over 700 shows down, infinity to go!



## UNAPOLOGETICALLY SHE

A new podcast featuring a panel of five kickass women bringing commentary on pop culture, politics, and art from a female perspective. Unapologetically real and available on most podcast platforms.



## COLIN BRAIN VS THE MCU

The Marvel Cinematic Universe; the biggest pop cultural phenomenon since The Beatles, 22 and a half billion dollars at the box office, and we've found the one guy who doesn't have a clue what we're talking about! Two Nerds. One Newbie. Prepare to Marvel...



## THE WALLET

Emilie Bellet is founder of Vestpod, a digital platform and thriving community that financially empowers women. On *The Wallet* Emilie shares her best tips, inspiring you to take charge of your financial futures, and talking to an array of awesome guests.



## YES SHE CAN PROJECT

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!



## CREATIVE ELEMENTS

*Creative Elements* explores how the world's best creators like Tim Urban, James Clear, Tori Dunlap, and Codie Sanchez are building their audiences today. Not what worked 2, 5, or 10 years ago, but specific strategies and tactics that are working TODAY.



## TEEN PEOPLE

Anna Soper interviews people who were in TEEN PEOPLE magazine as teens and young adults. Where are they now? Find out on Teen People; an affirming tribute to Millennial adolescence.



## FAR AWAY FAN

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.



## TAKING ON THE CHANGE

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!



## AS IT COMES

Through conversations with a diverse range of musicians, *As It Comes* explores the peaks, the troughs, and the downright weird things about being a classical musician, to create a sense of solidarity and relatability within the industry.



## CUTTING CLASS

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.



## ALL THINGS UNDONE

A sci-fi audio fiction series centered around the theme of social justice and asks the question "What if black people couldn't have been killed during the time of slavery in America?" Due to an astrological event the DNA of every living thing on earth is altered....



## YUNG MASH RADIO

Laughter-inducing, thought-provoking and everything in between. The self-titled Yung Mash podcast hosted by the late Masha Shishkina (Yung Mash) covers a wide variety of topics, from awkward dates to Cancer. Masha's personality shines throughout whether podcasting solo or with a guest. She left a legacy to inspire; never letting her circumstances define her or limit her creativity and passion.

GOT A PODCAST YOU'D LOVE TO SEE FEATURED IN ISSUE #022? SEND US A ONE OR TWO SENTENCE DESCRIPTION ON TWITTER!

#OHMYPD // @PODBIBLE

# THANKS FOR READING!

POD BIBLE WILL BE BACK WITH  
ISSUE #022 IN AUGUST

   @podbible

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