

#015 // JUN 2021  
FREE

# POD BIBLE

## THE ESSENTIAL GUIDE TO PODCASTS

FEATURING **OFF MENU**, JOE WICKS, AKALA,  
CRIMECON UK INFO AND ALL YOUR PODCAST  
TIPS, REVIEWS AND RECOMMENDATIONS!







Photo: Paul Gilbey

POD BIBLE // #015 // JUN 2021

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@podbible

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WELCOME TO ISSUE #015 //

# NOTE FROM THE EDITORS



Welcome to the fifteenth edition of Pod Bible Magazine, and would you look at that - we've only gone and got the **Off Menu** boys on the cover at last!

It's been a long time coming but finally they are here and we're delighted to have them. As with most podcast fans we've been long term listeners to the show so it was a real pleasure to speak to **Ed Gamble** and **James Acaster** about their show and it's enormous success.

So what else have we got in store, apart from the genie waiter and his best mate? Well, our second big interview is the nations PE teacher, the bodycoach himself **Joe Wicks**! Joe took time out of his extremely busy schedule to discuss his love of podcasts and the shows he enjoys listening to. If you're a fan of Joe's then be sure to check out the recent episode of the **Pod Bible Podcast** where he discussed the new series of his own show, the aptly named **The Joe Wicks Podcast**.

As well as the usual reviews and recommendations we also have our regular columns from **Acast**, **Audible** and the team at **Stak** as well as a new column from **The Podcast Host**, kicking off this time with a guide to growing your podcast audience socially.

We also have time to pick out **Akala's** best guest appearances, hear the top 5 current podcasts of actress and comedian **Andi Osho** and of course we have the regular reviews and

recommendations of shows and episodes we think you should check out.



More magazine news now and we've recently relaunched our first ever issue! Why have we done this we hear you ask? Because **Adam Buxton** was our lead interview but he never got his own cover illustration! Issue #001 was released

before the brilliant Dan Evans came on board to illustrate our cover stars so we thought it was about time we rectified that. To see a video of Adam talking to Pod Bible about podcasting before unveiling the new cover, head over to **podbiblemag.com** (where you'll also find a video of Ed and James reacting to the cover illustration of this issue!).

That's it for now! We'll be back in August with the next issue but until then you can get in touch via email or over on the usual social media channels. Have a good one!

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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!

## THE GOSPEL ACCORDING TO... OFF MENU //

# “WE CAN WAFFLE ON AND PEOPLE LIKE IT”

WHEN **ED GAMBLE** AND **JAMES ACASTER** STARTED **OFF MENU** IN 2018, THEY EXPECTED TO MAKE NO MORE THAN 10 EPISODES. 3 YEARS, 100 EPISODES AND 50 MILLION DOWNLOADS LATER, WE CAUGHT UP WITH THE PAIR TO DISCUSS THEIR SATIATING SUCCESS.

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

**Ed Gamble:** It's a food podcast where we ask a special guest their dream menu and also James is a genie. It mainly ends up being a poo poo wee wee podcast, though. I probably wouldn't say that bit in the elevator, though.

**James Acaster:** Ed Gamble and I invite a guest into the dream restaurant and ask them their favourite ever starter, main course, side dish, drink and dessert. Also, I am a genie.

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

**Ed:** It's complete creative control. There's no notes on what we should be doing and what we shouldn't, and that definitely appeals. Quite frankly, if we pitched Off Menu as a TV or radio show for a big corporation before it was a podcast then it would've got nowhere. All the weird bits would've been smoothed over.

Podcasts are often characterised by weird running jokes and odd format points that you don't necessarily get on any other platform. The sort of thing that podcast audiences appreciate – looseness, more natural content – is something I feel much more comfortable with than the more stringent requirements of other mediums. Basically, we can waffle on and people like it.

**James:** It's the best format for having a chat and we can release whatever we want each week. Also, Benito does all the hard work for us and that is very appealing.

**HOW DID YOU FIND PODCASTING DURING THE PANDEMIC?**



Photo: Paul Gilbey

**Ed:** It pretty much became my career and my social life. We were recording a lot before lockdown and I was worried about how doing episodes over Zoom would affect the rhythm of it. But I think it's worked pretty well! And chats with James and The Great Benito have often been the highlight of my week. Not sure they'd say the same, but they are my emotional crutch and I've come to terms with that.

**James:** Easiest thing in my whole entire life and I bless Jesus every day for it.

waffle a little bit – people actually like that. I think it's a more personal experience for the listener – the best hosts make you feel like you're in the room with them. That's the joy of someone like Adam Buxton, he's so relaxed and fun that you start to think of him as one of your friends that you go out for walks with. Maybe that's just me. I'm lonely.

**James:** Pretend to be a genie and always have a good anecdote up your sleeve about Diet Coke.

## **“IT MAINLY ENDS UP BEING A POO POO WEE WEE PODCAST”**

### **WHAT'S THE SECRET TO BEING A GOOD PODCAST HOST?**

**Ed:** It's so different to hosting TV or radio I think. It's OK to be a bit rough 'round the edges and

### **WHICH INGREDIENTS MAKE A GREAT PODCAST GUEST?**

**Ed:** Just being open and fun and willing to go off topic with the host. All our guests have been wonderful, of course, but the best ones have done some prep – but not so much that they're rigid. When I'm a guest on podcasts I tend to have listened to at least one in advance, but I don't think that's necessary. I just like to know the tone of something so I can drop in without too much fuss. I'm sure James

would say something different – he doesn't even listen to ours.

**James:** Someone who thinks I am really cool and always agrees with me.

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

**Ed:** About podcasts? Fire the Great Benito for being a little nerd and for chasing me relentlessly about getting these questions answered by a deadline. Other than that, I'd just go back and make sure I had all the most successful podcasts. Get my dad to write a porno earlier than the other one. Marry Rosie Ramsey. Be really tall and play for England. Be Louis Theroux...? Non podcast advice: buy Bitcoin, start doing weights when I was 18 and practise kissing on fruit before graduating to girls.

**James:** Steal Peter Crouch's equipment and throw it in a well.

## WHAT'S BEEN YOUR WORST PODCAST MOMENT SO FAR?

**Ed:** Most of our episodes have been the absolute dream. The rare awkward interview is painful at the time but worth it when it comes out because it gets people talking. I'd love to tell you about an episode where I pooped myself during the record, but I can't because I've done that in every episode since the start. It's sort of a good luck ritual now.

**James:** Getting bullied by a mean American man.

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

**Ed:** We got to interview Corey Taylor from Slipknot which was a huge moment for me.

I've loved that band since I was 13. He was utterly delightful and a very easy interview. That's one of the episodes that turned into mainly toilet chat and I loved every second of it. The first episode with Scroobius Pip was a great way to start – we knew we had something straight away and it gave us a boost of confidence to carry on in the same vein. There's so many episodes that I've loved. I'm always a fan of the episodes where the guest nails the food description: Sindhu Vee, Andi Oliver and Marcus Samuelsson are particularly good for that. Claudia Winkleman is another highlight, and the episode with Sue Perkins contains a story that blew my mind.

**James:** The episode where we finally kicked someone out of the dream restaurant means a great deal to me because it reminded me that we are in control of our podcast at all times no matter what.

## WHICH PODCASTS OR PODCAST HOSTS DO YOU TAKE INSPIRATION FROM?

**Ed:** James Acaster

**James:** Ed Gamble and James Acaster on Off Menu.

## FINALLY, WHAT ARE YOUR CURRENT FAVOURITE PODCASTS?

**Ed:** Dear Joan & Jericha, Dead Eyes, Small Town Dicks, Films To Be Buried With, Pappy's Flatshare Slamdown, Nobody Panic, Rabbit Hole, Elis James and John Robins, Early Work.

**James:** There are too many good ones to choose from, oh mama!

  [offmenuofficial](https://www.offmenuofficial.com)

*Find out more about the podcast including links to the restaurants mentioned by all guests at [offmenupodcast.co.uk](https://www.offmenupodcast.co.uk)*



THE NEW TESTAMENT //

# EPISODE HIGHLIGHTS FROM THE PAST SIX MONTHS







**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.

THIS EDITION OF **LET THERE BE POD**, ACAST SPEAKS TO **SOPHIA & CINZIA**, LIFE-LONG BESTIES WHO SHARE A YOUTUBE CHANNEL AND CO-HOST THEIR PODCAST **THE GIRLS BATHROOM!**

## LET'S KICK THINGS OFF - HOW DID YOUR PODCAST COME ABOUT?

We had a mini series on our YouTube channel where our subscribers would send in their dilemmas and we'd try and answer them. It was such a great series and went down so well with our audience that we decided to move it over to the podcast world. And this November we're excited to tell you that we'll be taking the podcast on a UK tour for seven nights of live shows! A live podcast show with our fans — what could be better than that?

## WHAT DO YOU LOVE ABOUT MAKING A PODCAST?

We love that we've built a really positive and strong community, and it's always so

flattering to see people emailing in and trusting us with their really personal issues.

## WHAT IS THE CRAZIEST DILEMMA YOU HAVE ANSWERED ON THE PODCAST?

There have been so many! We couldn't possibly pick just one.

## HOW DID YOU COME UP WITH THE NAME, THE GIRLS BATHROOM?

We were trying to think of the perfect place where these discussions would naturally arise. As every girl will tell you, the girls bathroom is often a place where we all flock to on a night out — and often leave with more friends than when we walked in.

## DO YOU THINK THERE NEEDS



## TO BE MORE WOMEN IN THE PODCASTING SPACE?

Absolutely, the more the merrier! There are so many incredible women out there who would make amazing podcasts for all of us to enjoy.

## WHAT'S ONE HOT TIP FOR THE BUDDING PODCASTER OUT THERE?

Be consistent and find your niche!

 @SophiaTuxford / @cinziazullo1

*In The Girls Bathroom, Sophia & Cinzia want to help you with your dilemmas, by trying to make sense of these boys wasting your time, the girls trying to make your lives difficult and all the things in between. So join them for a fun but real chat in the girls bathroom!*

**Acast**

THE OLD TESTAMENT //

# CLASSIC EPISODES FROM THE PODCAST ARCHIVES





THE HOLY GRAIL //  
IN ASSOCIATION WITH **audible** 

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

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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...

Every month, Audible members get one credit to use on any audiobook regardless of price or length, plus unlimited access to Audible Original Podcasts at no extra cost.

Listen for free with your 30-day trial. From £7.99 / month after 30 days. Renews automatically.







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.



## BREAKING BREAD //

WITH ■Stak.

## THE FOOTBALL RAMBLE



## PREPARING FOR THE SUMMER'S EUROPEAN CHAMPIONSHIPS

The *Football Ramble* was started in 2007 by Luke Moore, Marcus Speller, Pete Donaldson and Jim Campbell. Since then, the Ramble has grown enormously from releasing daily episodes to welcoming four new members to the Ramble team: Jules Breach (BT Sport, talkSPORT), Andy Brassell (BT Sport, BBC), Kate Mason (Sky Sports) and Vithushan Ehantharajah (The Independent). Equal parts informative and hilarious, the Ramble remains the football fan's one-stop shop for all things football.

After being delayed a year due to the pandemic, this summer's European Championships arrives with perhaps more excitement than ever before. It will be symbolic of a tentative return to normality for much of the UK - fans may well be allowed into stadiums, pub gardens will be full of revellers catching England games on the big screen and the country will be gripped by a football frenzy not seen since the World Cup in 2018. Games will come in thick and fast over the four weeks, so keeping up with everything the tournament throws at you might be a daunting prospect.

The *Football Ramble* is the only podcast you'll need to accompany you through this summer's festival of football. We'll be releasing new episodes every single day throughout the tournament, full of the usual insight and laughs that set us apart as the world's biggest

independent football show. We'll break down all the latest results, unpack the funniest stories the tournament throws up and keep you up to date with England's chances - no matter how slim they may be!

**Charlie Morgan, Senior Producer of the Football Ramble:**

*"The behind-the-scenes work has already begun - releasing episodes every day for the entire tournament means most of the preparation will need to be done in advance by the hosts, assistant producer Finn and myself. Whether it be creating factsheets on certain teams, sorting the hosts'*

*scheduling around travel plans or stocking cupboards with coffee pods, there's a massive range of things to be sorting out. Thirty-odd consecutive shows is quite an undertaking, but what a privilege to be able to make a whole host of content around Europe's biggest international football tournament. Bring it on!"*

**Vish Ehantharajah, Football Ramble Host:**

*"I genuinely can't wait for the Euros to start, for a few reasons. Firstly, it'll be the first time I've covered a football tournament since the 2012 Olympics. Then there's the fact we might win the thing (we won't). And to be a part of the Ramble team for it will be pretty incredible.*



*The last year on the show has been a bit of a lucid dream, so to be on the ones-and-twos for an international football tournament is going to be something else!*

*For me, the best part of summer football tournaments is joint experience with mates. Maybe it's because everyone's in a good mood when the sun is out, but it's such a wholesome experience and I don't think there's anything quite like it. So to be having all that at what technically constitutes 'work' is crazy to me. And above all, I hope that comes across in what we produce."*

That's the place for unrivalled analysis and insight from some of the biggest European football journalists in the world. We're also planning a special run of 'Ramble Meets...' interview episodes, all with a Euros flavour.

Find daily episodes of the *Football Ramble* on all major podcasting platforms, or listen via [hyperurl.co/ramble](https://hyperurl.co/ramble).

 stakpod

 stakpod

Daily shows will be released on the *Football Ramble* feed and over on *Football Ramble Presents* we'll still be releasing episodes of our European football show, *On The Continent*.







## THE GOOD SAMARITAN //

# 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

We all know just how diverse family life can be and the podcast *Some Families* does an incredible job of highlighting the many different stories from within the LGBTQ+ community. Often funny, often emotional, hosts Lotte Jeffs and Stu Oakley discuss many topics around family life. Lotte explains how the podcast started:

**LJ:** I was approached by Story Hunter productions after the founder Kirsty read an article I'd written for The Telegraph about the division of emotional labour and parenting as a same sex couple. We met and spoke about the lack of resources and information for queer parents. I suggested Stu as a co-host as I knew he'd adopted two kids with his husband around the same time my daughter was born. We did a pilot and Stu and I learnt so much from each other's very different experiences. We developed the show as a mix of our own personal stories and then threw in a fabulously diverse array of guests with their own stories too.

Parenthood can be an interesting journey and *Some Families* discuss topics such as surrogacy, IVF and IUI donors, as well as co-parenting and much more.

We are exploding the notion of a nuclear family! The journeys to parenthood that we explore are so fascinating and diverse and there's always so much to learn from each other. Straight parents will also get a lot from listening as so much of parenting is a universal experience. Overwhelmingly - although we do discuss mental health issues - our stories are positive, full of joy and optimism and the gloriously messy reality of motherhood, fatherhood and everything in between.

**Stu explains how good the reaction has been to the conversations, notably from a wide-ranging audience.**

The LGBTQ+ parenting community has embraced us as there was really nothing else like it in the podcasting world for them. We

received so many messages from parents who suddenly felt represented, which was a great feeling. However, our audience goes wider than just LGBTQ+ parents and we've found a large group of non-queer parents and people who just find the show entertaining and informative. One straight listener said we answered the questions she always felt afraid to ask.

I feel proud of the diverse families we've represented to date and we still have a great range to cover. I've found stories of trans parenting particularly interesting and important, as the acceptance and rights of the trans community is so far behind. The stories of how this affects the trans parenting journey will hopefully help educate others and give hope to many trans people who want children in their future.

### **Stu highlights how we can all helpt this conversation:**

Some Families has had wonderful support but we are a podcast that celebrates a minority within a minority so we ask everyone who enjoys to help share the word as we need the support to be able to keep going and to be recognised within the heteronormative parenting media landscape.

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ukleap.org    @JasonTron





## PODCAST DISCIPLE //

## JOE WICKS



IN EVERY ISSUE WE ASK A PODCAST DISCIPLE FIVE QUESTIONS ABOUT THEIR LOVE OF PODCASTS AND PODCASTING. FOR THIS ISSUE WE'RE JOINED BY **JOE WICKS** FROM **THE JOE WICKS PODCAST!**

**PB: WHY DO YOU LOVE PODCASTS?**

**JW:** I love that you can listen to them while doing other things like cooking or when you're out walking. It gives you the chance to enjoy and learn things without having to be glued to a screen. They can also be really inspiring, especially the interview podcasts that talk to different people who've been on incredible journeys.

**WHAT WAS THE FIRST PODCAST YOU EVER LISTENED TO?**

The first one I got into was probably *Desert Island Discs*. My Dad used to have it on in the background and I used to get drawn into it. That was before it was a podcast though so on second thought it's probably *How I Built This* which has really inspiring interviews with entrepreneurs and business owners. I also listened to *My Favourite Murder* quite early

on as my wife is a big fan. They cover different murder cases and can be quite gruesome but they're really interesting to listen to.

**WHICH PODCASTER MAKES YOU LAUGH THE MOST?**

I enjoy listening to some of *The Joe Rogan Experience* podcasts as he gets some great guests. I mostly check out the shorter clips though as the three hour conversations can be a bit much. The episodes he does with his other comedian

friends always crack me up. They're always winding each other up and it's like spending time with a group of mates.

**WHICH PODCAST HAS EDUCATED YOU THE MOST?**

I think I'd have to go for *How I Built This* again just because they've had so many inspiring



Photo: Conor McDonnell

people on there with incredible stories about how they've grown their businesses. That or *Business Wars* which is another great podcast where they talk about the classic business rivalries like Nike v Adidas, McDonalds v Burger King, Xbox v Playstation, that kind of thing. It's really fascinating.

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

A lot of people may have heard it as Wondery are a big production company but they do a podcast called *Imagined Life* which is really fun. On each episode they guide you

through the life of someone really famous but they don't reveal who it is until the end. So often you'll go through an episode thinking you know then at the end it turns out to be someone completely different. That's a great listen and I'd really recommend it.

*What's the one thing that makes life better? In The Joe Wicks Podcast Joe asks some of his inspiring mates about their secret to physical and mental happiness. This is sunshine in a podcast and series 2 is available now.*

## PODCAST PROPHETS //

# AKALA

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 #015 IS **AKALA!**

Ten minutes of listening to Akala will tell you one thing: this guy is *clearly* a reader. His broad knowledge is not a translucent layer of quotable facts learnt from an Instagram infographic or, dare we say, from a podcast.

This depth of knowledge and thirst for more makes him a dream podcast guest every single time.

Whether taking a deep dive into a chosen subject or skimming the surface of whatever comes up, his views are either well informed or deferred to those who are qualified to speak on the subject.

Here are some of our favourite Akala podcast appearances...







## INSTRUMENTS OF THE LORD //

# HOW TO GROW YOUR PODCAST AUDIENCE - SOCIALLY!

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STEPHANIE FUCCIO OF **THEPODCASTHOST.COM** - ONE OF THE ORIGINAL AND BIGGEST 'HOW TO PODCAST' RESOURCES ON THE WEB - IS HERE TO SHARE HER LATEST PODCAST TIPS.

"How do I get more listeners?" and "What's a good number of downloads?" are two of the most frequently asked questions in podcasting.

I'm going to give you a few tips to tackle the first one. But let's quickly deal with the second. The most important thing to consider when it comes to downloads is that there's no single "good" number that fits every podcast, and every topic. Some shows are potentially interesting to hundreds of thousands, whilst other highly niche productions might have a target audience of only a few hundred.

To put things in perspective though, podcast hosting giants Buzzsprout regularly publish stats from their platform. One surprising (not to mention encouraging) number is 26. Believe it or not, if your latest episode gets 26 downloads within the first 7 days of its release, that puts you in the top 50% of podcasts hosted on Buzzsprout. For a deeper dive on this, along with plenty more stats, go to [ThePodcastHost.com/Downloads](https://ThePodcastHost.com/Downloads)

So now that we've got a number in mind, how do we grow it and aim even higher?

You might be surprised to hear that it's less about what you're saying, and more about how you're listening...

## LISTENING IS THE NEW POSTING

I learned an interesting term recently on Twitter. I recommended a podcast to a complete stranger. When he thanked me he said that he appreciated my strong social listening skills. "Social listening." This is a thing. And I'm so glad.

Apparently, it's a term used in Marketing for, you guessed it, listening to people on social media. I know we've all taken promotion courses and watched videos on how to get more followers. We've gotten good at posting, almost shouting and disappearing sometimes, if I'm honest. *But how often do we social listen to what they're saying?*

## USE SOCIAL LISTENING TO INCREASE ENGAGEMENT: TOP TIPS

Now, it needs to be said that these tips are not quick fixes. This strategy is based on being part of a community, not dropping information about your podcast and leaving. You can only build a podcast community by being a part of it. And that takes time.

### 1. Follow Hashtags

Twitter and Instagram move extremely fast. So to listen to conversations about a specific topic you'll want to use a hashtag search about that topic. Another important aspect of social listening is that you read (the listening part) more than you write. I read about 10 or so posts before replying to 1 of them. Sometimes even 20 posts.

#### Twitter Reading tips:

For example, I'm always looking for people to share the podcast recommendations that I get from Podcast Review Day on Twitter account @PodRevDay. So, once a day I search for #podcastrecommendations and I scan the "latest" tweets with this phrase. I read the

tweets with the following questions in mind:

- What kind of podcasts are people asking for?
- Who is asking for recommendations?
- What kind of replies are they getting?
- What podcasts from our community can I recommend?

I go into the hashtag reading session with a goal, that way I can read rather quickly. Tweets are short anyway but this method makes the process a lot quicker.

### 2. Facebook Groups

Groups are the gems of Facebook. I've gotten more feedback and client referrals from group conversations on Facebook than anywhere else.

## How to Social Listen on Facebook

Join groups that are about your topic and join in on the conversation but do NOT blast info about your podcast in there. Just chat. Lurkers get a bad reputation in groups but I think more of us could learn from their listening abilities. Read what people are talking about for a few weeks before engaging. Podcasters are talkers so this can feel really weird but it's a key way to build up your social listening skills.

## Engagement Not Promo Blasting

After you've listened to the conversation in a group for a while, start interacting. Ask and answer questions about the topic, share news, etc. Be an active part of the conversation. When you create a post make a point to check the replies and follow up. Give value to the group, don't just ask them to pay attention to your podcast.

## 3. Slow and Steady on LinkedIn

If you have a professional focused podcast, then engaging with like-minded professionals on LinkedIn can create a lot of engagement.

LinkedIn is very different from other social media platforms. It's slower and regulars there will express a disliking to certain social media

behaviours like crude jokes and repeated posts. *So it's best to go slow on LinkedIn.*

Build up your profile, upload some media and follow a few like-minded people in your niche. Read and engage with their posts. Ask them questions, like and comment on their posts and get a lay of the land. Then slowly write an occasional post about your topic. *Content that is longer and dripping with value is key here.*

Bullet points, headlines and other scannable features that aren't as common in other social media is more the norm here. Posting valuable, appropriate content once a day on LinkedIn is okay, less is okay but more if frowned upon.

## GROWTH THROUGH LISTENING

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When you're known as someone who listens, engages, and contributes in a positive manner to a community, people will naturally be drawn to you and your content. Not only will these folks become your listeners - they'll become your biggest marketers, too.

*For a whole raft of other podcast promotion and audience growth ideas, be sure to check out our guide at [ThePodcastHost.com/PodPromotion](https://ThePodcastHost.com/PodPromotion). And if you're yet to launch your show, our step-by-step guide will walk you through everything you need to know - [ThePodcastHost.com/Start](https://ThePodcastHost.com/Start)*

FOR THE LOVE OF POD //

# ANDI OSHO



THE COMEDIAN, ACTRESS AND HOST OF THE **CREATIVE SAUCE** PODCAST TELLS US ABOUT HER CURRENT TOP 5 SHOWS...

POD IS LOVE //

# LGBTQ+ PODCASTS



AS JUNE IS PRIDE MONTH IN THE UK, WE ASKED BRENDAN GEOGHEGAN AND MATTHEW RILEY FROM **BOTTOMING** TO SHARE WITH US SOME OF THE BEST SHOWS AVAILABLE FROM THE LGBTQ+ COMMUNITY RIGHT NOW...

## TRANS 20:20s

Created by writer and filmmaker Juliet Jacques, Trans 20:20s takes a look at what it's like to be a twenty-something trans, non-binary or gender diverse person in the year 2020. Released at the back end of the year, this podcast, which is available on Soundcloud, allows for an insight into the human experience of these marginalized individuals. Each interview offers new perspectives on government legislation, media representation, and possibly the largest topic of the year, lockdown, and how each of these things has and does affect them and others within our community. The project was commissioned by Studio Voltaire in partnership with Gendered Intelligence as part of Desperate Living C-19.

## BUSY BEING BLACK

Josh Rivers sits at the helm of this podcast, with an aim of exploring

how to make the most of queer Black life. There's a richness of conversation featuring the likes of Lady Phyll, Jeffery Williams, Travis Alabanza and countless others. Last year, with funding from the European Cultural Foundation, Busy Being Black presented a series of conversations exploring queer Black solidarity across Europe during the Covid-19 crisis, and featured first-listens to a new multimedia 'Anthology/Appendix' series by Isaiah Lopaz, which explores themes of migration, faith and belonging.

## BITTEN PEACH POD

Hosted by non-binary writer and director, ShayShay, Bitten Peach Pod is the queer Asian talk

show that asks 'real life' Queer Asians the dreaded question... "where are you really from?" which results in some heartwarming and much-needed conversations. ShayShay has a beautiful energy that works perfectly as they speak to a rich variety of guests about their lives, their culture, their art and their Asian icons. It's supported by gender-

diverse, Pan-Asian artist collective, The Bitten Peach, who put on gag-worthy shows in queer venues across London - so be sure to check them out!

## CALL ME MOTHER

Journalist and author of upcoming book 'The Transgender Issue', Shon Faye, hosts this beautiful series from Novel, talking to unsung and lesser-heard older LGBTQ+ trailblazers. We don't hear from our LGBTQ+ elders enough in the podcast world, and this series seeks to change that, with guests including performance artist and gender theorist, Kate Bornstein, sexual health and HIV activist, Marc Thompson and actor-politician-activist, Michael Cashman to name a few. Episodes are all under 30 minutes making them easily digestible, and you'll come away feeling educated, empowered and (if it fits!) grateful to be queer.

## BOTTOMING

Ok, we know we're being cheeky, but we couldn't list our favourite LGBTQ+ podcasts without sharing our own audio child. Bottoming is the LGBTQ+ mental health podcast, discussing rock bottoming and beyond, not sex. Birthed out of our own troubles with mental health, we wanted to open up the conversation to the rest of the community and further afield, to normalise healthy discussions about our mental states. Released fortnightly, we

interview guests about their mental health journeys, reflect on our own, and hope to offer practical advice related to reaching out for support. After this year, we all need it. You're doing amazing sweetie.

## NOTABLE MENTIONS:

**SOME  
FAMILIES**

**TWO TWOS  
PODCAST**

**FLUID**

**UNERASED:  
THE HISTORY OF  
CONVERSION THERAPY IN  
AMERICA**

**THE  
LOG BOOKS**

**TWO  
SCOOPS**

 [bottomingpod](#)  [bottomingpod](#)

FROM THE WEBSITE //

# PODCASTS ABOUT MENTAL ILLNESS



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!

*Terrible, Thanks For Asking* and the *Distraction Pieces* mental health specials.

There are however far fewer podcasts focused on mental illness, which is slightly different to mental health. We all have mental health on a spectrum of 'good' to 'bad'. But around 1 in 4 of us will also have a clinical mental illness at some point in our life.

So for this article, I want to highlight 6 great podcast episodes about specific mental illness diagnoses.

## OLOGIES WITH ALICE WARD

Addictionology (ADDITION) with Erin Parisi

As part of May's Mental Health Awareness Week, I wanted to offer a longer list of recommendations for podcasts about mental health. But as I began writing the article, I became a bit overwhelmed by how many there are! It's fantastic to see that podcasts about mental health and wellbeing are becoming more mainstream.

For general mental health conversations, I definitely encourage you to go and listen to amazing shows like *Happy Place*, *Griefcast*,

In the *Ologies* podcast, science communicator Alie Ward talks to different scientists (or 'ologists') about their field of expertise. Whilst many episodes are whimsical (Pumpkins! Jellyfish!) others are more serious. I wasn't expecting this episode about addiction, but it has been one of the most useful. It covers both substance and behavioural addiction in a non-judgemental way. Knowing someone with an addiction myself, it was a real insight into the behaviours and interventions.



## MAD CHAT

Six Feet Under

Mad Chat is one of those genius podcasts that was sadly short-lived. Host, Sandy Allen, invites a guest to discuss a piece of pop culture through the lens of their lived experience of mental illness. You quickly find out how wrong media's portrayal of 'madness' is. The show discussed classics such as Dawson's Creek, BoJack Horseman, Killing Eve and Donnie Darko. In this episode, they unpack the TV show Six Feet Under in context of Hearing Voices activism.

## ON THE WARD

S1:Ep5 | Your questions answered

Created by St Andrew's Healthcare, this podcast is hosted by staff nurse John-Barry Waldron, who has worked there for 15 years. 'On the Ward' challenges some of the myths and

taboos around complex mental illness in the UK today, as it explores what really happens behind the walls of a secure psychiatric hospital. This episode is a good point of entry, as it answers some common listener questions – which cover everything from electric shock therapy, to the routine of the hospital.

## THE HILARIOUS WORLD OF DEPRESSION

Movies That Get Depression Right

"A show about clinical depression...with laughs?" Depression is one of the most common mental illnesses, and yet it is still often stigmatised by society. The Hilarious World

of Depression tackles it with laughs. Hosted by comedian John Moe, he talks to other

comedians who have lived with depression. Unsurprisingly, putting multiple comics on a podcast makes anything funny! This episode is the opposite of Mad Chat, and looks at the films that give an accurate portrayal of depression.

## ZOMBIEMUM

Catherine Cho | 'I'd better act sane'

For illustrator and writer Laura Dockrill, becoming a mum was life-changing in a very unexpected way. After a traumatic delivery Laura was diagnosed with postpartum psychosis. It's a serious mental illness that affects around 1 in 500 women, yet people rarely talk about it. In Zombiemum, Laura talks to other parents about aspects of motherhood that aren't discussed enough. In this episode, she speaks to writer and literary agent Catherine Cho. They discuss their shared experience of postpartum psychosis, the cultural and familial pressures she faced when having a child, and the ways she explored this through writing her memoir 'Inferno'.

## MINDCAST

Anxiety and panic attacks - Gus's Story

MIND is one of the most prominent mental health charities in the UK and is a great resource for information, support and help. Their website has resources on a wide range of mental health problems... Their podcast is much harder to find! But it's worth it to listen to the first-hand accounts of what it feels like to live with specific mental health problems. There are nine episodes in total, covering a range of topics such as OCD, crisis, bipolar, psychosis and more. This episode about anxiety and panic attacks is a good insight into a disorder that is extremely common and misunderstood.

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...



## A DAFT QUESTION

[@adaftquestiona](#)

Two friends trying (poorly) to answer the questions you never thought you needed answering. Is a hot dog a sandwich? Does every house have its own smell? Does going to IKEA count as a day out? And more! Learn, laugh & come away with more questions than answers...



## PROPER MENTAL

[@propermentalpodcast](#)

Normalising open and honest conversations about mental health by having open and honest conversations about mental health. New guest each week, out every Monday.



## HEAR ME ROAR

[@hearmeroar\\_pod](#)

We champion minority communities by sharing our successes and channelling our strengths! We're conscious that the minority role models of our generation are sorely lacking on the platform. So we are on a mission to fix that! Every episode we are joined by one of these heroes!



## FOOTBALL KIT MEMORIES

[@FKMpodcast](#)

The podcast that gets under the shirt revealing the memories passions and stories of each guest... join guests like Tim Vickery, Sam Delaney, Craig G Telfer and Dotun Adebayo as host Craig takes a deep dives into some footballing highs and some footballing lows.



## THE OFFCUTS DRAWER

[@OffcutsD](#)

Well-known writers dig out bits of their unpublished work, actors perform them & the writer explains what the hell they were thinking. Guests include Jay Rayner, Arabella Weir, Chris Lang (Unforgotten) and most recently Queen of Crime Val McDermid.



## 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!



## PODCASTER

@PodcasterPod

A show where podcast hosts are asked a number of random questions. The twist? Asking the probing questions is an unseen host, V: The Voice of Pod. With the guests left alone, they really contemplate their answers about life and the podcast they've created.



## AS IT COMES

@asitcomespod

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.



## STEPMUMS: UNCUT

@stepmumsuncutpodcast

New podcast on Morden blended families and a way to challenge the wicked Stepnum narrative along with stigma that comes with it. This podcast bring fresh new insight to the realities of being a stepmother in 2021!



## THE TV THAT CHANGED ME

@TVchangedmepod

We take a deep dive into the TV shows that have made us who we are. We poke holes in some questionable story lines, analyse our fave TV character's psyches and, most importantly, explore the real-life impact of on-screen representation.



## 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.



## ALL THINGS UNDONE

@allthingsundonepodcast

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...



## TALKING DAD UK

@Talkingdaduk1

The podcast where we discuss all things dad. Talking through experiences of fatherhood, mental / physical health & lifestyle chats. The aim is to encourage dad's & men to talk more about all things, the good and bad.



## PILOT SEASON

@TopHatTweets

We look at the pilot episodes of completed TV shows; what makes them work, where do they go wrong, and if they make us want to drop everything and watch episode two. All with a side order of comparing our journeys as new dads, bad puns, and generally being thirty+ year old idiots...



## THE PODCAST NOBODY ASKED FOR

@nobodyasked4pod

A weekly podcast where two friends argue about which films and TV shows would make that weeks Top 3 list. Lists have included: Films We Would Add A Wrestler To, Animated Characters We Could Survive A Zombie Apocalypse With and Kids TV Shows That Need An R-Rated Movie.

GOT A PODCAST YOU'D LOVE TO SEE FEATURED IN ISSUE #016?  
SEND US A ONE OR TWO SENTENCE DESCRIPTION ON TWITTER!

#OHMYPD // @PODBIBLE

# THANKS FOR READING!

POD BIBLE WILL BE BACK WITH  
ISSUE #016 IN AUGUST



READ OUR BACK CATALOGUE AT **PODBIBLEMAG.COM**

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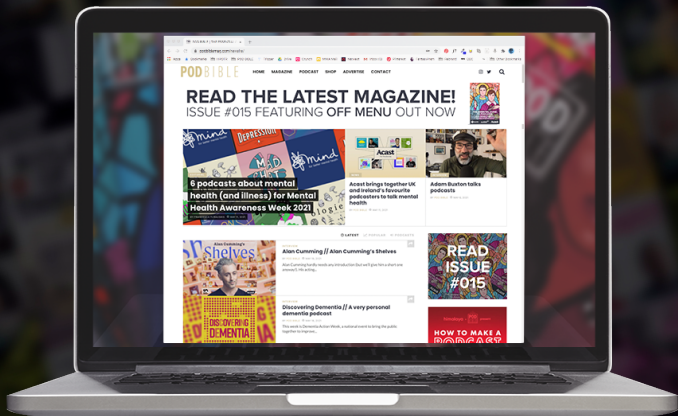
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