

Better Podcasts Through
Story Telling

The Extras!



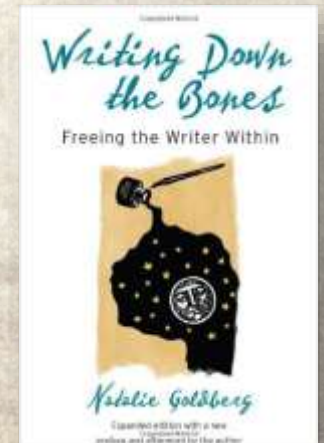
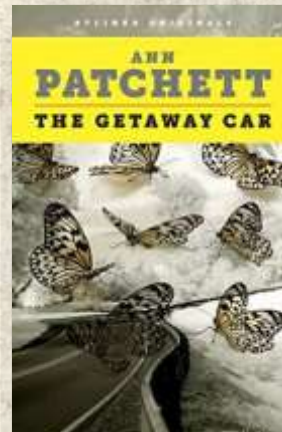
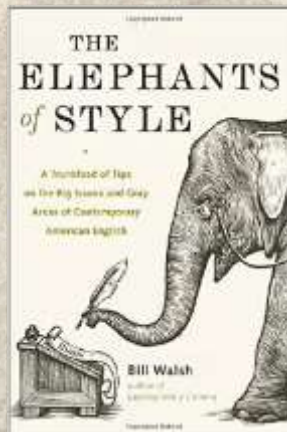
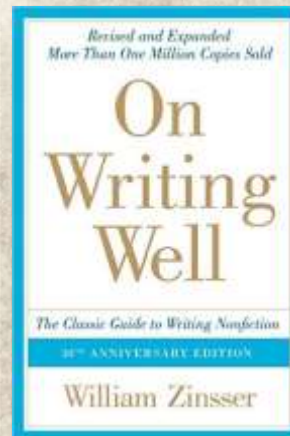
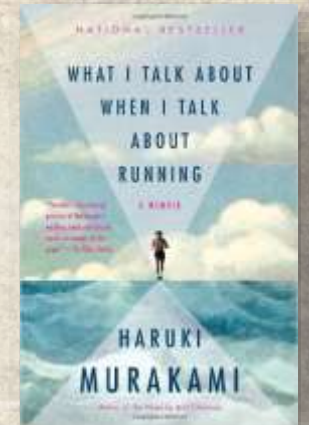
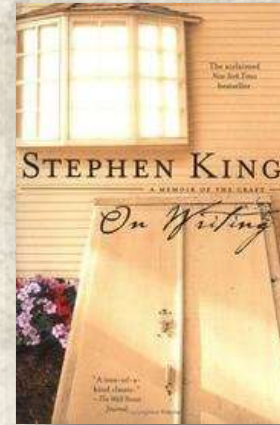
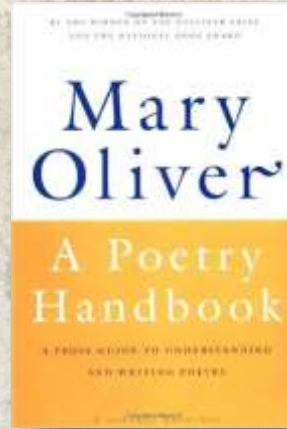
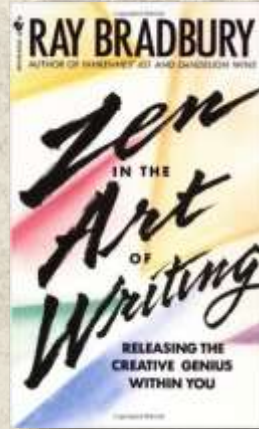
Thank You!

Thanks for attending my talk! We're lucky to have a great group in the area, and I ENCOURAGE you to give back by giving a talk of your own if it's your kind of thing. (Gary and Mitch are cool and appreciative people.)

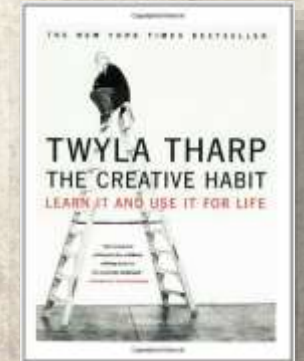
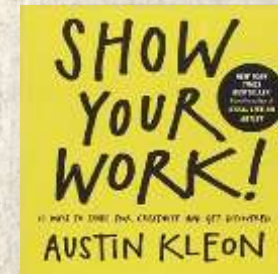
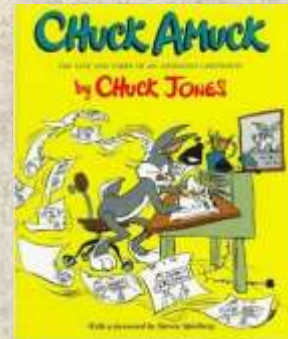
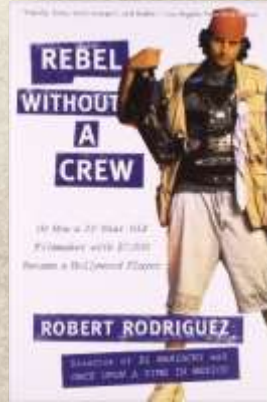
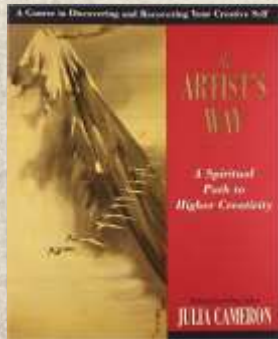
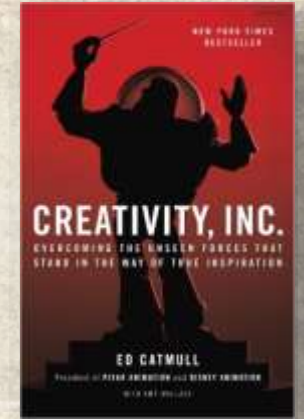
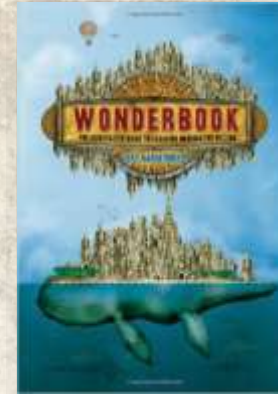
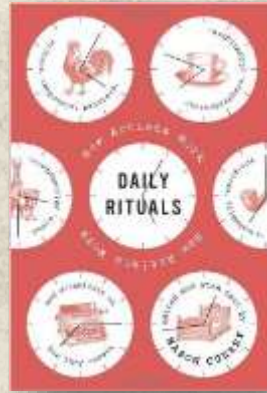
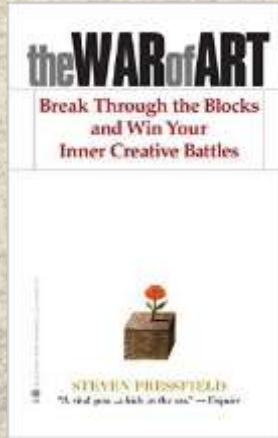
I hope something I said tonight makes you really look at how you do what you do and improve at least one thing. Enough of those little improvements piled up makes us mighty! Thanks again, and stay SNAZZY,
Christopher

And Now, Onto Some Helpful Info...

Books about Writing



Books about Creativity





Podcasts with Strong Storytelling



[Listen Here](#)

Getting On With James Urbaniak

Fictional monologues that peel back the psyche and make you feel like you're wandering around inside someone's late-night thoughts. Sometimes humorous; often strange and even touching (I recommend starting with "[Ringo](#)"), Getting On with James Urbaniak mixes thought and sounds into a different kind of storytelling that's one of my favorite podcasts.

(And yes, if the voice sounds familiar, James Urbaniak is the voice for Dr. Venture on the Venture Bros. cartoon.)

Mystery Show



Starlee Kine solves mysteries. Not true-crime mysteries or the kinds of things already covered by other shows—we're talking about quirky mysteries. A woman insists a video store she used to visit disappeared overnight; a grown man wonders who owned the strange belt buckle his friend found on the side of the road when they were kids; how tall, exactly, is Jake Gyllenhaal? All these real mysteries are solved...and so many more.

If you listen to no other episode, listen to ["Belt Buckle."](#) (Seriously, it's one of the best things ever recorded!)

[Listen Here](#)

Nerdist

The first podcast I actually subscribed to, Chris Hardwick's Nerdist interviews are wonderful things. Looking through the 700+ episodes, there's probably a good handful of people Chris Hardwick has talked to whom you adore.

Nerdist wins with insightful interviews into the creative process and what drives some to push themselves harder than most for something more. If interviews with actors, comedians, writers, directors, and others isn't your thing, check out Harwick's [interview with his father](#).

(For those doing interview shows and wondering how to improve, listen to earlier episodes of the show and notice how Hardwick talked over guests at times. Today, he asks the right questions and gets out of the way once he gets the stories rolling.)



[Listen Here](#)



Welcome to Night Vale

I'm an honest guy, and I must confess that Welcome to Night Vale is not my thing. But it's a thing for so many others (and I understand why). Night Vale is a radio show from a fictional town where strange things happen. It's amassed a following that has allowed the performing cast to tour, sell merchandise, and even write a Night Vale novel.

(I still follow their [YouTube Channel](#) for [behind-the-scenes looks at production](#) and other promotional content they release. I admire what they've made by having the courage to do something no one else was doing—something that, on paper, probably wouldn't have looked like it would become the success it has. Welcome to Night Vale proves that something done from the heart can become so much more than one might imagine.)

[Listen Here](#)

Evolution Talk



Rick Coste's Evolution Talk is the only educational podcast I'm subscribed to. Each week, Rick layers interview clips, voice acting, music, and sounds into a podcast that feels like a high-quality documentary crammed into your earholes.

While I love many NPR-produced shows (and shows from former public radio folks), the manner in which they do things has almost become a parody of itself. (In fact, I included near the end of this PDF a humorous look at just that.) Rick doesn't wander near that process—he's found his own way of doing things—and because of that, he's found a great way to tell the oldest story ever told...

[A favorite episode.](#)

[Listen Here](#)



Still Untitled: The Adam Savage Project

While Mythbusters' Adam Savage largely shares information on his weekly podcast, he often wraps it up in stories. No matter what he talks about with his two friends, Will and Norm, he seems to always consider who, what, where, why, when, and how. Proof that you can even talk about shop safety and make it interesting.

The podcast feeds into tested.com, a much larger collection for all things geeky. (Because face it: we all want to learn how to make giant [papercraft heads of ourselves](#).) A great example of building a community through podcasting.

[Listen Here](#)



Limetown

It's described like this: *"Ten years ago, over three hundred men, women, and children disappeared from a small town in Tennessee, never to be heard from again."*

Limetown is a 7-part fictional story about what happened.

Envisioned by writer and director Zack Akers as an audio movie, only the first episode has been released. It will be interesting to see where they go next if it becomes a hit after it all ends.

[Listen Here](#)

Listen to Lucy



Listen to Lucy

I don't listen to many business podcasts, but in just five to six minutes a week, *Financial Times* writer, Lucy Kellaway, hits on so many things anyone working in an office has experienced. More than that, though, is how she makes those scant minutes matter by making her points with stories.

Her biting, dry humor works wonderfully for a show [like this](#).

[Listen Here](#)



A Tiny Sense of Accomplishment

Sherman Alexie and Jess Walter are writers. And now...they are podcasters.

Each episode has them answering listener questions about writing, but also sharing stories—both works in progress and stories about their lives. It's not uncommon for Sherman and Jess to have a guest on for an interview where they pull from them their stories as well.

This is the show I drop things for when it comes into my podcatcher. Starting with [a live episode](#) might be a good place, but every [episode](#) is great.

[Listen Here](#)

THE PODCAST PRODUCERS



CONTENT CREATORS IN CONTEXT.

The Podcast Producers

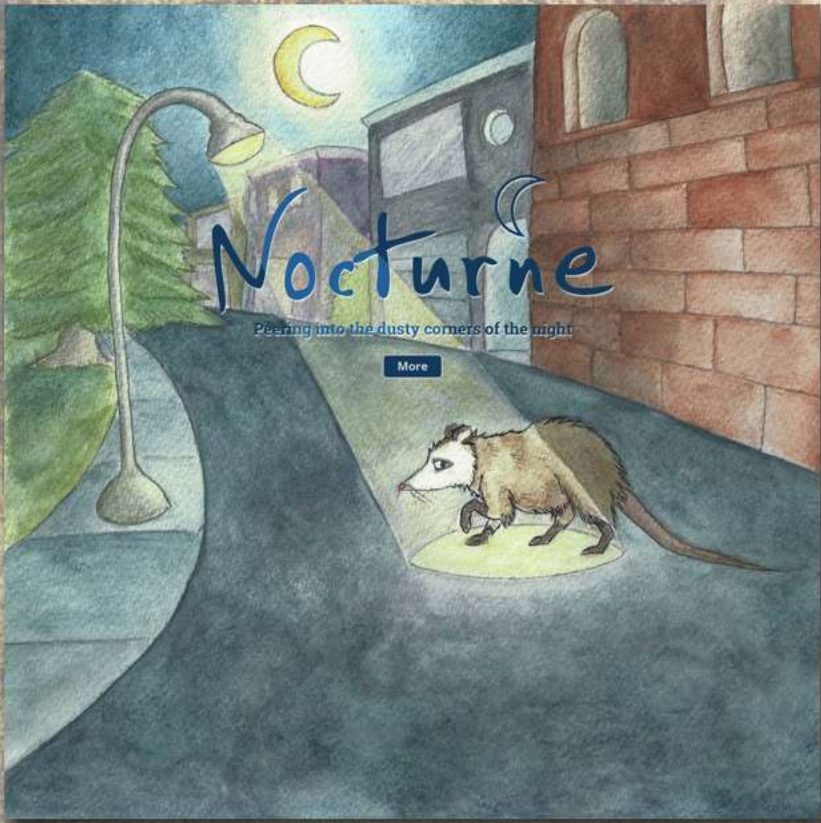
Outside of [Podcasters' Roundtable](#) and occasionally [The Audacity to Podcast](#), I don't listen to podcasts about podcasting. But I listened to The Podcast Producers.

I include this, here, because it might help new podcasters, but also because it's an informative show that uses personal stories and a bit of the NPR method in putting it all together. I've not heard another show about podcasting that's done that...or released their entire season at once.

I also like that it's a show about podcasting that talks about [monetization](#) in a more realistic way and that it acknowledges that there are many [other reasons to podcast](#) than to make money. That's refreshing when so many podcasts about podcasting really seem to be about little more than monetization.

[Listen Here](#)

Nocturne



The night is a different place, and Nocturne is out to show how many stories there are about humans and darkness. Topics range from what makes some crave the quiet of night, what we lose when we light up dark spaces, and what makes us fear stepping into darkness.

Another interview show that is put together with insights and layered sounds, Nocturne is a soothing stroll into night.

I'm rather partial to this episode about [light pollution](#). I love the point made about how light can hide more than just stars from us at night.

[Listen Here](#)



S E R I A L

[Listen Here](#)

Serial

Not just another show to come out of [This American Life](#), but *the* show to come out of This American Life. Serial is the podcast people at work talk about. Serial is the podcast people like my mom talk about. People talk about Serial as though it were a television show. It showed new listeners that compelling stories can be told through podcasts.

While Serial had support from the start, it was still a gutsy move to put so much into something not guaranteed. By treating Serial more like an HBO documentary in its scope and season schedule, people couldn't wait for the next episode. I have had people ask me when the next season will be out, as though all podcasters have a secret intranet where we share information. But I take that as good news—your average person is beginning to associate podcasting with high quality information and entertainment.

(The question, now, is how we all rise to that expectation!)



Videos About Storytelling



DUSTIN LANCE BLACK

MILK, J. EDGAR, BIG LOVE

Creative Spark Video: Dustin Lance Black's Writing Process

<https://youtu.be/vrvawtrRxsw> (6:56 minutes)

A portrait of Margaret Atwood, a woman with short, curly, light-colored hair, wearing a dark jacket over a red top. She is looking directly at the camera with a neutral expression. The background is plain white.

big
think

Margaret Atwood

Margaret Atwood: Why We Tell Stories

<https://youtu.be/T2FsnPzgZJw> (5:04 minutes)



Ira Glass on Storytelling

Part 1: <https://youtu.be/loxJ3FtCJJA> (5:23 minutes)

Part 2: <https://youtu.be/KW6x7IOIsPE> (4:02 minutes)

Part 3: <https://youtu.be/BI23U7U2aUY> (5:20 minutes)

Part 4: <https://youtu.be/baCJFAGEuJM> (2:46 minutes)



Glynn Washington - This is Radio

<https://youtu.be/G3JpNJ9ILOQ> (5:34 minutes)



A Day in the Life: Marc Maron

<http://www.hulu.com/watch/338449> (24:28 minutes - There Are Ads)

The image shows a screenshot of a SoundCloud track page. At the top, the SoundCloud logo is on the left, and navigation links for 'Explore', 'Search for artists, bands, tracks, podcasts', 'Sign in', 'Create account', and 'Upload' are on the right. The track title 'Slack Variety Pack Podcasting 101' is displayed in a dark box, with a play button icon to its left. To the right of the title, it says '3 months' and '#podcast'. Below the title is a large audio waveform visualization. To the right of the waveform is a vertical image of a silver condenser microphone. Below the waveform, there is a comment input field with the placeholder text 'Write a comment...'. Underneath the input field are buttons for 'Like', 'Repost', 'Add to playlist', 'Share', and 'Download'. To the right of these buttons, the track has 4,681 plays and 67 likes. Below the track information is a promotional banner for 'Slack Variety Pack' with a microphone icon and the text 'Follow Slack Variety Pack and others on SoundCloud.' It includes buttons for 'Create a SoundCloud account' and 'Sign in'. Below the banner, the Slack Variety Pack profile name is shown, along with a bio: 'Have you ever wondered how to make your podcast sound more like all your favorite podcasts - the really, really good ones that we all love? This is our audio cheat sheet and an homage to some of our favorite podcasts.' On the right side of the page, there is a 'Related tracks' section with a 'View all' link. It lists three tracks: 'The New Yorker Listen to Mark Wagenaar Read "Go...' (with a 'POETRY' tag), 'The New Yorker Terrorism in Charleston', and 'Grantland Specials Robert Downey Jr. Interview' (with 21,696 plays, 22 likes, and 3 reposts).

Slack Variety Pack: Podcasting 101 (Wonderful Parody)

<https://soundcloud.com/slackvarietypack/podcasting-101> (3:27 minutes)

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