

D E A T H  
B Y D Y I N G

Press Kit

Fall 2022

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Two and a half years after its shocking Season 1 finale, "Death by Dying" returns in Fall of 2022. The modestly handsome Obituary Writer of Crestfall, Idaho is searching for his friend Charlotte Dawson, who vanished in the finale of the first season.

O.W. isn't the only one searching for answers. Criminal law student Mia Jasper is following her own curious trail of clues surrounding the most recent string of deaths. From eldritch potato gods to a new pastor in town and maybe even a mystery man making O.W. blush, this new season is nothing short of a doozy. It's up to our beloved Crestfallens to uncover the truth...

## Upcoming Episodes

Part 1  
October 2022

Obituary 06  
 Wait... I Thought He Died?

Obituary 07  
 Mei Died

Obituary 08  
 Boundaby Died

Obituary 09  
 Kai Died

TBA

Obituary 10  
 Eve Died

Obituary 11  
 Horace Died

Obituary 12  
 TBA Finale Pt. 1

Obituary 13  
 TBA Finale Pt. 2

# About the Show

Total Downloads  
Across All Platforms

500,000+

Average Downloads  
Per Month

15,000+

Death by Dying is a dark comedy fiction podcast that serves as the obituary column for the charming town of Crestfall, Idaho. The Obituary Writer finds himself deeply in over his head as he investigates a series of strange and mysterious deaths... when he is simply supposed to be writing obituaries.

- Immersive sound design, captivating voice acting, and whimsical world-building.
- Diverse cast of characters. LGBTQ+ & POC representation.
- Pitch-perfect balance of laugh-out-loud humor, unsettling horror, and profound, relatable emotion.
- Encourages sincere conversations about grief, loss, and mental health in a safe space fostered through humor and compassion.

## Target Audience

Teen / Young Adult (17-24)

Gen Z

LGBTQ+

Predominantly non-male

50% Female,

30% Non-binary / other gender,

20% Male



We are dedicated to telling and uplifting under-represented stories - Stories of queer and POC characters having adventures, falling in love, finding family, and going on the fantastical journeys we dreamed of as kids. We are a show that reflects and supports its diverse audience.



# Origins



**Evan Gulock**

writer, social media manager  
voice of the Obituary Writer



**Niko Gerentes**

producer, casting director, audio  
lead voice of the Butcher, Leroy  
Jones, Chester the Goat and more?!

In 2018, Evan Gulock and Niko Gerentes met at Columbia College Chicago. The show was conceived in Gulock's radio class and nurtured by Gerentes who was president of the college's audio drama club. Gerentes became fascinated by the strange yet heartfelt story Gulock was developing and through his technological know-how helped make a full season. And the rest, as they say, was Death by Dying.

The podcast has gone on to cultivate a devoted fanbase that cosplays characters from the show on Tik Tok and writes fan fiction about the strange non-canon happenings in Crestfall, Idaho.

Evan Gulock (left)  
and Niko Gerentes  
(right) promoting  
Death by Dying at  
PodTales in Boston  
October 2018





# What People Are Saying

"Death by Dying brings something new to the concept [of death] with a streak of absurdism and an unflinching look at human fragility [...] It's a glimpse into what makes life absurd, what makes death feel random and looming, and the anxieties that tie them both together."

- Wil Williams,  
Podcast Critic

"Death by Dying is one of the best written dark comedy podcasts I've ever had the pleasure of listening to, and the creators are fantastically compassionate people to boot."

- Ella Watts,  
Producer for  
BBC Studios

## Mentioned By

Forbes  
Wil Williams

Radiopublic  
Bello Collective



# Available Now...

Stream on Apple Podcasts, Spotify, Google Play, RadioPublic, Stitcher, SoundCloud and YouTube

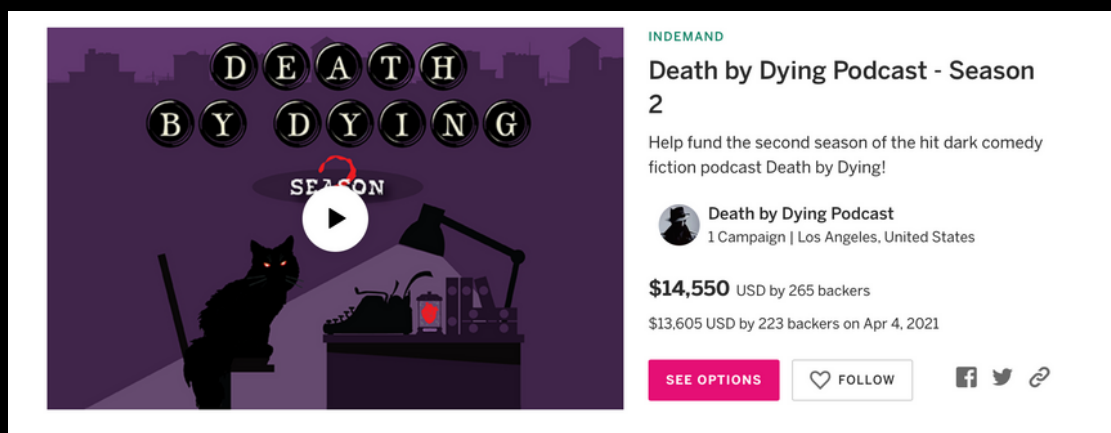


Transcripts Available For All Episodes  
@ [DeathByDyingPod.com](http://DeathByDyingPod.com)




Our fans have our back.

Season 2 was funded through generous donations on Patreon and an Indiegogo campaign. Listeners from all across the world donated a total of \$14,500 to Indiegogo to continue the Obituary Writer's story. Fans earned stretch goal goodies like a live fanfiction reading, an album from the in-universe band "The Bally-Go-Backward Boys", and new special one-off episodes.



**INDEMAND**  
Death by Dying Podcast - Season 2

Help fund the second season of the hit dark comedy fiction podcast Death by Dying!

 Death by Dying Podcast  
1 Campaign | Los Angeles, United States

**\$14,550** USD by 265 backers  
\$13,605 USD by 223 backers on Apr 4, 2021

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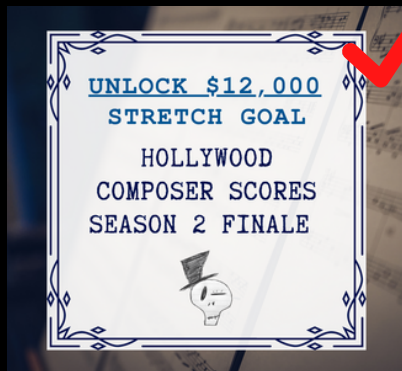
UNLOCK \$7,000  
STRETCH GOAL  
DEATH BY DYING  
SEASON 2




UNLOCK \$9,000  
STRETCH GOAL  
FANFICTION  
READING OVER  
LIVESTREAM



UNLOCK \$10,000  
STRETCH GOAL  
BACKERS ONLY  
TALES FROM  
CRESTFALL EPISODE



UNLOCK \$12,000  
STRETCH GOAL  
HOLLYWOOD  
COMPOSER SCORES  
SEASON 2 FINALE



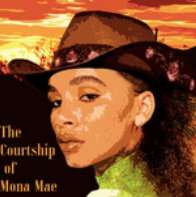
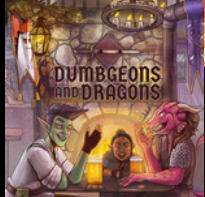
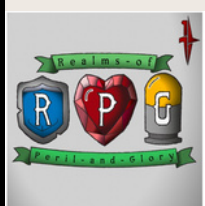
UNLOCK \$13,000  
STRETCH GOAL  
BALLY GO  
BACKWARD BOYS  
ALBUM



UNLOCK \$14,000  
STRETCH GOAL  
WINTER SOLSTICE  
SPECIAL EPISODE







# a member of the Fable and Folly Network

The Fable and Folly Network was built with a simple but compelling vision: a world where audio fiction producers can make a good living telling their stories.

Learn More at [www.fableandfolly.com](http://www.fableandfolly.com)

# Thank You!

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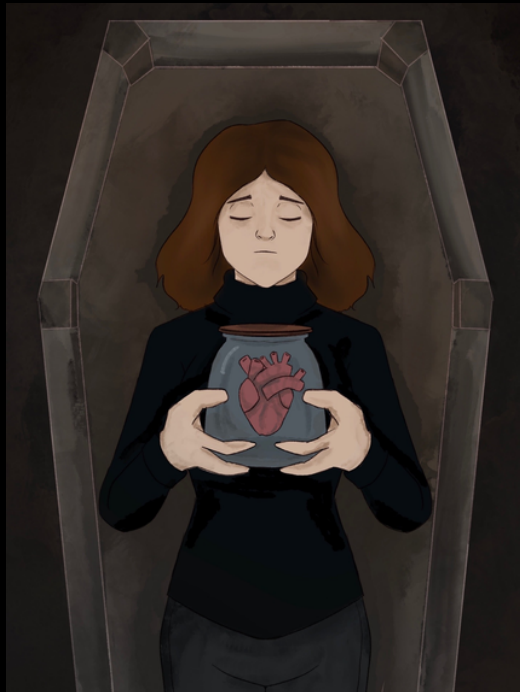
Warmest Regards,  
Evan Gulock and Niko Gerentes



# We <3 Our Fans



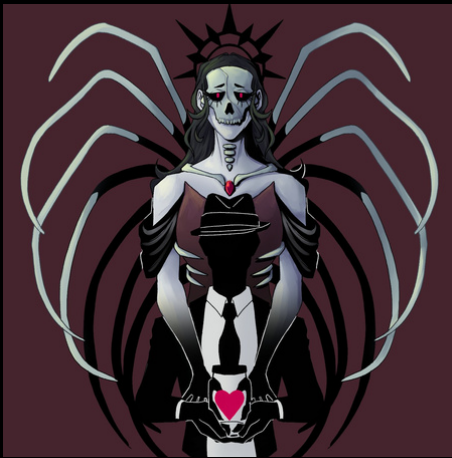
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