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# CANADIAN PODCASTER ONLINE MAGAZINE

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CANADIANPODCASTER.COM

APRIL 2025

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THE ONLINE MAGAZINE FOR  
CANADA'S INDIE PODCASTERS

# CANADIAN PODCASTER ONLINE MAGAZINE

CANADIANPODCASTER.COM

APRIL 2025

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**What A Great  
Start!  
Thanks to  
PodNews for  
sharing our launch**

March 2025 saw the launch of our new Online Magazine for Canadian Podcasters.

We were delighted to be featured on the go to newsletters and podcast for the podcast industry - PodNews with James Cridland and Sam Sethi

## Spring is about Nurturing Community

Spring is great - this season brings people back outdoors again and reengages a sense of community.

As podcasters, spring can be a great time to focus on building a stronger connection with their listeners.

### This could involve

- **more interactive episodes,**
- **live events,**
- **engaging with listeners on social media.**

Make this spring season count by connecting with your audience - your community is all around you, and with your neighbours now outside more often - your community is more visible - make it a priority this spring to acknowledge your listeners as well

# HI, MY NAME IS DAVE!

I WAS GETTING READY TO HEAD OUT TO THE CAR YESTERDAY, GRABBED THE KEYS, MY PHONE AND PUT ON THE SAME WINTER COAT THAT I HAVE BEEN WEARING SINCE NOVEMBER OF LAST YEAR ONLY TO HEAD OUTSIDE AND REALIZE THAT SPRING HAD SHOWN UP - EXCHANGING A WINTER COAT FOR A LIGHTER SPRING JACKET IS A FUN EXERCISE THIS TIME OF THE YEAR - FINDING A COUPLE TOONIES IN MY SPRING JACKET MEANS A BONUS TRIP TO TIMMIES IS NOW A REALITY AS WELL.

SPRING IS A GREAT OPPORTUNITY FOR GROWTH, BEING WILLING TO CHANGE THINGS UP - DROP THINGS THAT DO NOT SERVE US IN THIS NEW SEASON (LIKE A HEAVY WINTER COAT), IT ALSO ALLOWS US TO PLAN FOR THE YEAR AHEAD.

AS WE SPRING INTO THIS NEW SEASON WITHIN OUR PODCAST, MY QUESTIONS THIS SPRING SEASON INCLUDE WHAT WILL CHANGE? HOW ARE YOU ADAPTING YOUR SHOW? WHAT ARE YOU DOING DIFFERENT THIS SPRING?

FOR ME GROWTH OF MY PODCAST WILL BE MORE EVIDENT WHEN I AS THE PODCASTER DECIDE THAT IT IS TIME FOR ME TO GROW AS A PERSON, BE A BETTER LISTENER, BE PLAYFUL, IMPROVISE, DROP WHAT ISN'T WORKING AND DON'T BE AFRAID OF A SEASONAL SHIFT AND ACCOMPANYING CHANGE

**JUST AS SPRING BRINGS LIFE TO FLOWERS,  
A PODCAST BRINGS LIFE TO CONVERSATIONS,  
NURTURING GROWTH AND CONNECTION WITH  
EVERY NEW EPISODE**



**CANADIAN PODCASTER**

*Dave*

# M I C D R O P M O M E N T S

**“You just need one person to listen, get your message, and pass it on to someone else. And you’ve doubled your audience”.**

ROBERT GERRISH





## Podcast Growth is more than just a numbers game

When you speak to a fellow podcaster, the topic of growing your audience tends to come up at some point - my inquisitive response is, what do you mean by growth? How are you measuring growth? Is it merely a target number of listeners? What if growth was more than just a statistic?

Narrowing down our definition of growth allows for a deeper discussion and focused approach.

Growth can be:

- A listener that falls in love with your content and goes back into your past catalog of episodes and binges your show is growth.
- A listener that self-identifies, raising their hand and tells the world that they listen to your show is growth.
- A listener that leaves feedback and comments is a deeper growth of connection.
- A listener that listens to the entirety of each of your episodes is growth - they stay with you longer.
- A listener that selects your latest podcast release to listen to first out of a cue of other new episode releases is growth.
- A listener that introduces your content to others via word of mouth recommendations without being prompted to do so is growth.

So if you are refreshing your analytics page hoping that more listeners will magically appear, it might be the perfect time this spring to define what growth means to you and for your podcast audience

*Dave*



# FEATURED PODCAST TOOL

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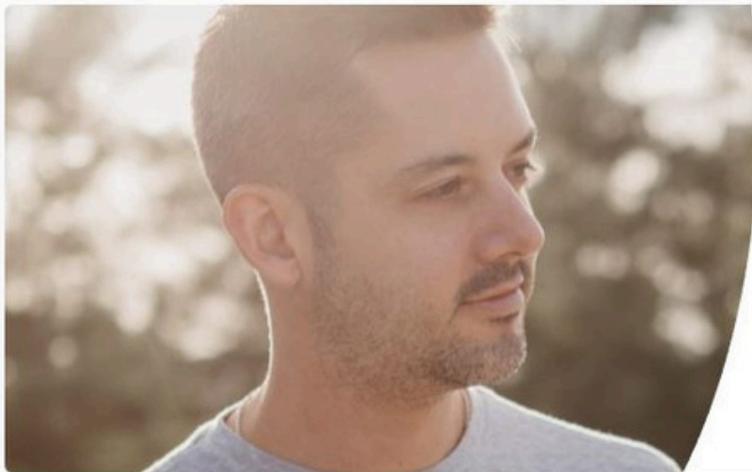
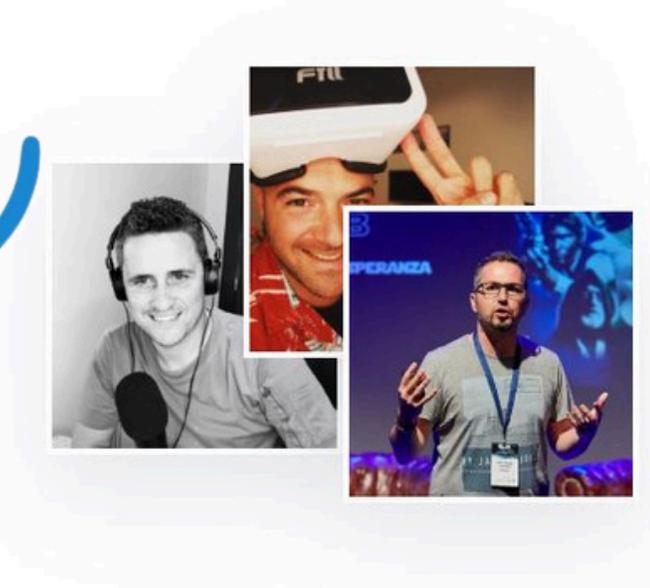
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PHIL PALLEN



PODSTATUS OFFERS A SIMPLE, STRAIGHTFORWARD PRICING MODEL THAT CATERS TO EVERYONE FROM SOLO PODCASTERS TO LARGE PODCAST NETWORKS.

IT'S EASY TO TEST THE WATERS AND SEE HOW THIS TOOL CAN TRANSFORM YOUR PODCASTING EFFORTS.

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**Stories &  
Strategies**  
For Public Relations and Marketing  
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## **STORIES AND STRATEGIES FOR PUBLIC RELATIONS AND MARKETING**

As Marketing and Communications strategies continue to shape the way organizations connect with their audiences, staying current is essential.

Stories and Strategies is the public relations podcast that keeps you informed, inspired, and equipped to push boundaries and achieve excellence in PR. If you work in Public Relations and/or Marketing, and you love stories, we get you... and we got you.



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# Top Things

## That Ruin Podcasts, And What I Tell My Clients to Avoid

By Johan Heinrichs, Podcast Producer &  
Founder of Ark Podcasts



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# THE TOP THINGS THAT RUIN PODCASTS AND WHAT I TELL MY CLIENTS TO AVOID

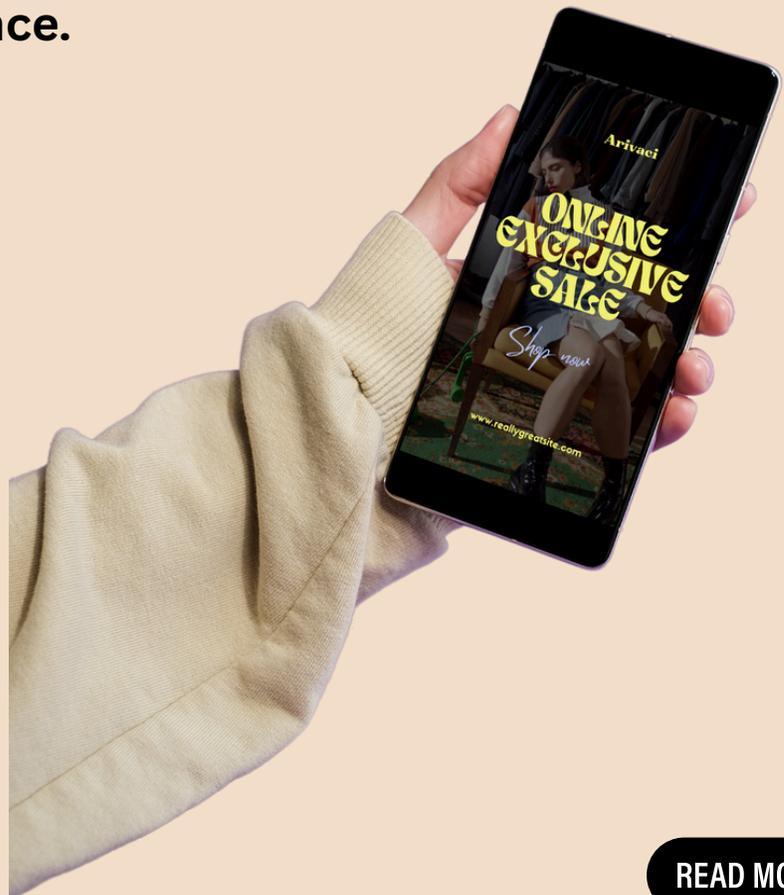
## 1. Ads: When Money Talks (Too Loudly)

The #1 complaint? You guessed it — ads. But not just any ads.

Listeners are (sometimes) okay with host-read ads that fit the vibe. What drives them nuts are dynamic ad insertions that cut right through a sentence, or worse, ads that blast 10 decibels louder than the host.

👉 Pro tip I give clients: If you're using ads, record them yourself and keep them consistent in tone and volume. And please, never mid-sentence.

💡 Personal note: I've deleted multiple podcasts on my feed simply because the ads were louder than the content. As an editor, my ears are too precious a commodity to put up with that nonsense.



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# THE TOP THINGS THAT RUIN PODCASTS AND WHAT I TELL MY CLIENTS TO AVOID

## 2. Too Much Banter – Not Enough Content

Another massive gripe? Hosts rambling for 10 minutes about their weekend before getting to the topic.

One Reddit user put it perfectly:

“Me too like I’m here to hear about a cult – I don’t care how your week is going!”

As a producer, I always encourage clients to know their audience. If you’re creating a casual "hangout" podcast, banter is fine. But if people are coming for true crime, faith-based conversations, or professional insights – get to the point. And honestly, this sometimes depends on the type of show you have. There are a few of those shows where people show up for the personality rather than the content.



However, as podcasters we know that podcast is an intimate form of media, so we still want to make sure we build that ‘personal connection’ to our audience. Just don’t give it more air time than necessary, let people get to know you through your interview techniques and with bits and pieces over time.

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# THE TOP THINGS THAT RUIN PODCASTS AND WHAT I TELL MY CLIENTS TO AVOID

## 2. Too Much Banter – Not Enough Content (continued)

As a producer, I always encourage clients to know their audience. If you're creating a casual "hangout" podcast, banter is fine. But if listeners are tuning in for true crime, faith-based conversations, or professional insights—get to the point. That said, some shows thrive because of the host's personality rather than just the content.

Since podcasting is an intimate medium, building a personal connection with your audience is important. Just don't overdo it—let people get to know you naturally through your interview style and occasional personal touches rather than unnecessary banter.

👉 Advice I give my clients: Have a tight opening hook and clearly mark “off-topic” segments (if you must have them).

💡 Personal thought: The fast-forward button on a podcast is great, but there is a tipping point where people get “button fatigue” and just want to listen without having to skip ahead. On another note, Podcasting 2.0 is here! Most hosting platforms and players are supporting chapter markers, use this to your advantage and serve your audience.



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# THE TOP THINGS THAT RUIN PODCASTS AND WHAT I TELL MY CLIENTS TO AVOID

## 3. Audio Quality: Your First Impression

It's 2025. If your podcast sounds like you recorded in a tin can, people are not sticking around. Redditors repeatedly said they'll tolerate quirky hosts or niche topics, but bad sound is unforgivable.

“Mouth sounds, sniffles, and uneven volume make me turn it off immediately.”

👉 My advice: A \$120 mic and a quiet room go a long way. And edit out the mouth noises (trust me – listeners hear them).

💡 Behind-the-scenes: When I do remote interviews, and the guest does not have a great mic, I pay attention to what they're using. If I see earbuds or AirPods, I ask them to use them only for listening and instead rely on the built-in mic on their computer. This is because the scratching and noises from anything attached to the body or head are much harder to edit out than the consistent mic noise from a laptop.



Other editors might disagree, but all I know is that, historically, I've spent far more hours editing audio from headsets(earbuds, AirPods, etc.) than from a simple built-in microphone. The inconsistent rustling, mic brushing, and movement noise from headsets create a much bigger headache in post-production compared to the steady, predictable sound of a laptop mic.

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# THE TOP THINGS THAT RUIN PODCASTS AND WHAT I TELL MY CLIENTS TO AVOID

## 4. Talking Over Guests (or Each Other)

One thing I stress with interview podcasts: Let your guest finish a thought! Listeners hate when hosts constantly interrupt or when co-hosts are vying for mic time, leading to chaotic conversations.

“I don’t want to yell 'shut up!' at my phone while listening,” one user wrote.

👉 What I teach: Podcasting is a conversation, not a contest. Make room for pauses. Give guests space to shine. You want your listeners to feel like they are the ones being talked to across the table, so do be that third wheel interrupting the conversation happening between your audience and your guest.

💡 Pro tip: Record yourself and listen back—you might not realize how often you interrupt. Also, those little acknowledgments like “hmm,” “right,” “100 percent,” or “yes” don’t add anything to the conversation.

In fact, they can be disrespectful to both your guest and your audience. A simple head nod will do (we can’t hear that!).



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# THE TOP THINGS THAT RUIN PODCASTS AND WHAT I TELL MY CLIENTS TO AVOID

## 5. Lazy Research and Scripted Wikipedia Reads

Reddit called out true crime and history podcasts that read Wikipedia word-for-word (yes, listeners notice). Others mentioned factual errors that ruin trust in the show.

👉 **My client rule:** Always bring something new to the table—whether it’s personal insight, expert commentary, or deeper research.

💡 **Personal note:** I have to agree with this one. Reading something you’ve put no personal time or effort into just floods podcast feeds with generic true crime shows, which I believe hurts the genre. I love true crime podcasts, but only when they have that personal touch—when the producer has done their research and brings a fresh perspective or new story to the table.



Right now, I’m producing a true crime-style podcast, and honestly, it’s a ton of work. I’ve done over 10 hours of interviews with the subject, sifted through newspaper articles to verify details, combed through court documents, and then tackled narration and sound design. This isn’t for the faint of heart. But when done well, it’s deeply rewarding—both for the audience and the producer.

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# THE TOP THINGS THAT RUIN PODCASTS AND WHAT I TELL MY CLIENTS TO AVOID

## What Does This Mean for Podcasters?

If you're serious about growing your podcast, these are the top lessons you can take away:

### What Listeners Hate

- Loud, random, badly placed ads
- Endless rambling before getting to the topic
- Poor audio and production quality
- Interrupting guests
- Lazy research and copied content

### What You Should Do

- Use host-read, well-placed ads at consistent volume
- Get to the point fast, or label tangents
- Invest in good audio gear and editing
- Be a good conversationalist – let others talk
- Go deeper, be original, double-check facts

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# THE TOP THINGS THAT RUIN PODCASTS AND WHAT I TELL MY CLIENTS TO AVOID

## Who Am I to Say All This?

I'm Johan, a podcast producer and founder of Ark Podcasts, where I help creators sound professional, connect deeply with their audience, and grow their shows. I work with non-profits, mission-driven organizations, storytellers, and business experts—and trust me, I've heard (and fixed) all of the above.

Beyond production, I specialize in helping purpose-driven brands tell powerful stories that inspire action. Whether it's compelling narratives, expert interviews, or high-impact storytelling or audiobooks, my job is to make sure your voice is heard the right way—and that people want to keep listening.



# THE TOP THINGS THAT RUIN PODCASTS AND WHAT I TELL MY CLIENTS TO AVOID

## Final Word: The Bar is Higher Now

Podcasting isn't just two people with mics anymore – it's a professional medium, and listeners have **expectations**. The good news? **If you care about quality, you're already ahead of most.**

If you're a creator (or thinking about becoming one) and want help avoiding these pitfalls, feel free to **reach out**. Let's make something people *actually want to hear*. Email me: [johan@arkpodcasts.ca](mailto:johan@arkpodcasts.ca)

***Johan Heinrichs** is a podcast producer and founder of **Ark Podcasts**. He offers consulting, launch support, custom intros/outros, and editing services for creators and organizations who care about quality and impact.*

*Based in Winnipeg, Johan also operates a mobile studio for recording on location with hosts and guests. He believes great content deserves great sound—and that relationships matter more than transactions. [johan@arkpodcasts.ca](mailto:johan@arkpodcasts.ca)*





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## WOMEN IN PODCASTING SHOW

An award winning podcast hosted by Jennifer Henczel.

Jennifer's mission is to elevate women's voices globally and within the podcasting industry.

Enjoy interviews & solo episodes featuring tips & strategies for starting, growing and monetizing your podcast. Hear from today's top industry experts, seasoned podcasters, and new & upcoming podcasts.



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# CANADIAN PODCAST STATS

## The Canadian Podcast Listener 2024

Complimentary Industry  
Summary Report

**SignalHill**  
Insights



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**REVERSABLE: THE ULTIMATE GUT HEALTH PODCAST - JOSH DECH**

ReversABLE is a podcast for those who are looking for answers outside of western medicine, and are sick of simply being given drugs to mask symptoms. If you want real solutions to begin healing yourself naturally, we're here for you. Because life is too short to feel like crap ;)



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# BOOKMARKED

## PODCASTER LIBRARY

# The Audience Is Listening: A Little Guide to Building a Big Podcast

"Tom Webster has worked with the biggest shows in podcasting and understands the craft of building an audience better than anyone. If you want to turn your podcast into a show, this is the book you need."

**Jordan Harbinger, creator of The Jordan Harbinger Show**



**Tom Webster**



The Audience  
Is Listening

*A Little Guide  
to Building  
a Big Podcast*

—  
Tom Webster



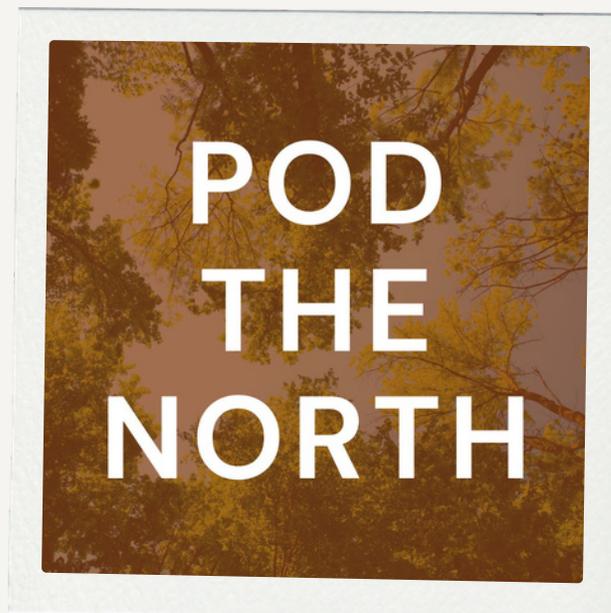
**SoundsProfitable.com**



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# PODCAST NEWSLETTERS WE LOVE

Check out some of the amazing  
podcast newsletters



**BUILD YOUR AUDIENCE,  
GROW YOUR PODCAST,  
FIND OUT WHAT IS  
HAPPENING IN THE  
PODCAST COMMUNITY**



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# PODSUMMIT 2025



“building this community, one story at a time, and invite you to be a part of it.”

*Calgary*

## CANADA'S PODCAST EVENT

where together we are building and amplifying the Canadian podcast community by uniting creators, storytellers, and experts shaping podcasting.

This is the intersection of the art of podcasting and the spirit of innovation - where voices unite to push boundaries and ignite ideas. Step into a space built for discovery and collaboration, where each conversation and connection becomes part of the story.

**SEPTEMBER 19TH - 20TH, 2025  
CALGARY, ALBERTA, CANADA**

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# CAN YOUR LISTENERS SUPPORT YOU?

MAKE IT EASY FOR  
YOUR LISTENERS TO  
GIVE BACK TO YOUR  
SHOW!

A BUY ME A COFFEE  
ACCOUNT ALLOWS  
LISTENERS TO  
ENGAGE AND  
SUPPORT YOUR  
SHOW



*Buy me a coffee*



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