



## Podcasts – P&A’s four financial favorites

Podcasting has been around since the early 2000s; however, it has ramped up in popularity the past few years. But, even though 70% of Americans have heard of Podcasting, only 32% are monthly listeners. At P&A, we are firm believers that sound knowledge of financial-related topics, and political events that drive the market, will make you a better financial steward. The source of that knowledge matters!

So, whether you are an experienced Podcast listener, or are wanting to dip your toe in the water, here are P&A’s four favorite ‘money’-related podcasts and why:

### 1. Up First – NPR

*Average Length: 10 minutes*  
*Frequency: Daily*  
*Description: NPR’s Up First is the news you need to start your day. The biggest stories and ideas – from politics to pop culture – in 10 minutes.*

In a world of partisan politics, we find this to be a good, balanced report of the news of the day. Not much bias and pretty much “just the facts”. Up First is a great way to quickly get caught up with the happenings of the day while driving in your car, working out or walking your dog in the AM.

### 2. Snacks Daily

*Average Length: 15 minutes*  
*Frequency: Daily*  
*Description: Digestible financial news. Get smarter fast with an entertaining breakdown of our top 3 business stories in 15 minutes. Pairs perfectly with your commute, workout, or morning oatmeal ritual.*

Much like Up First, Snacks Daily is short, sweet and very informative. In addition, the hosts are non-traditional in the sense that they seek to entertain as well as inform. The typical format is three stories per day, each story on a specific public or private company, all of which are timely and relevant.

### 3. Planet Money

*Average Length: 25 minutes*  
*Frequency: Every 2-5 days*  
*Description: The economy explained. Imagine you could call up a friend and say, “Meet me at the bar and tell me what’s going on with the economy.” Now imagine that is actually a fun evening.*

Planet Money presents interesting, and random, stories from the world of finance and business. Most of these stories are fascinating in the sense that they are widely unknown but have had a material impact on certain areas of the economic landscape. Examples include: How the Atlanta Falcons decided to make all their concessions dirt cheap; How the SS# came to be; A computer trading software (BOTUS) they created to see if they could profit from trading based on President Trump’s Tweets.

#### 4. How I Built This

*Average Length:* 35-60 minutes  
*Frequency:* Weekly  
*Description:* Guy Raz dives into the stories behind some of the world's best-known companies. *How I Built This* weaves a narrative journey about innovators, entrepreneurs and idealists – and the movements they built.

This is a staff favorite. These stories reinforce the concepts of grit, determination, perseverance and ingenuity when it comes to bringing an idea to fruition. Guy asks a staple question to each guest “What role did luck play in your success?” The answers to that question, specifically the variance, is quite interesting. Dip your toe in with: Five Guys, Dollar Shave Club, Southwest Airlines.

#### ***Honorable mentions (non-financial podcasts):***

#### 5. The Joe Rogan Experience

*Average Length:* 2 hours +  
*Frequency:* 3 per week  
*Description:* Joe Rogan – the voice that society needs right now. A great comedic and talk show voice with a gift for finding the truth in what people are saying and helping them to communicate ideas that they can't always put into words.

#### 6. Unbelievable?

*Average Length:* 1 hour +  
*Frequency:* Weekly  
*Description:* Engages in fundamental questions on Christianity with the intention to openly discuss different opinions between Christians and non-believers. Guests are ‘big names’ in philosophy, science and theology.

#### 7. Crime Junkie

*Average Length:* 45 minutes  
*Frequency:* Weekly  
*Description:* If you can never get enough true crime...congratulations, you have found your people. The hosts (Ashely and Brit) are P.I.s themselves, so they have a good foundation to discuss their theories for the crimes and the research they have done on their own to come to their conclusions.

\* The opinions and ideas expressed in these podcasts are those of third-party vendors, and Pittenger & Anderson, Inc. has not approved or endorsed any of the third party content.

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