

SEPTEMBER 2021 / VOL. 2 NO. 8

PODCASTMAGAZINE.COM

PODCAST[®] MAGAZINE

BEYOND THE MICROPHONE

**ELISABETH ROHM
& ERIC ROBERTS**

DELVE DEEP INTO
THE *PSYCHE OF A
SERIAL KILLER*

FR. MIKE SCHMITZ
FROM HOLLYWOOD
TO *PRIESTHOOD*

A LOOK BACK AT
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**LAURETTA
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CONNECTS
*ARTISTS TO
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**SHARON
MCMAHON**
HELPS PEOPLE
MAKE *INFORMED
DECISIONS*

BACK TO SCHOOL'S

MAZ JOBRAANI

*"You've got
to do what you
love. I was
lucky enough
to know my
passion."*

BRIDGING THE CULTURAL DIVIDE...
ONE LAUGH AT A TIME

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Bridging the cultural divide... one laugh at a time



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A look back at

PODCAST MOVEMENT



(from top) Podcast Movement Co-Founder/President, Dan Franks with *Podcast Magazine*® Founder/Editor-In-Chief, Steve Olsher; Events included panels, discussions, music from Quest Love, and more

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LAURETTA ALABONS

Connects artists to fans



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ISSUE

BEYOND THE MICROPHONE

In-depth sit downs with, and profiles of, today's leading podcasters

UNDER THE RADAR

Detailed reviews of podcasts you've likely never heard of, but should be listening to

OFF THE CHARTS

Podcast Magazine's TOP podcast picks of the month for all 19 podcast categories



LAURETTA ALABONS

Connecting Artists To Fans

Lauretta Alabons is a determined lady. From Singapore, she shares her *Words & Music* podcast with listeners all over the world. Her conversations with prominent international musicians and comedians delve into a variety of topics, from the development of their careers to their opinions on global matters.

Lauretta's aspirations are limitless, and she is inspired by her mother's fighting spirit.

"My grandmother died when my mother was born, so she was basically tossed around from family to family. She was Indian, and I think she wanted to ensure she wouldn't be forced into an arranged marriage. So, after meeting my father, who is from Singapore, they ended up getting married here, with the hope of having a better life. And she did."

"She taught me to open doors for myself. As a minority, no one's gonna do it for



me. In the words of Nicki Minaj, I've been 'pounding the alarm.'"

Growing up in a "very western household," Laretta's parents spoke English, and the family gravitated toward shows like *American Top 40*.

Laretta's deep love for music led her to become a radio DJ in the nineties. In 1993, she was asked by the Television Corporation of Singapore to host a variety show called *Rolling Good Times*, and she became a prime-time fixture. That was followed by an English Entertainment weekly show called *Showbuzz*. And throughout the course of her exciting career, she has had the opportunity to meet several celebrities, including Morgan Freeman.

Laretta didn't stop there. She went on to become one of the busiest concert and comedy show promoters in Asia, organizing shows featuring international acts from the world of entertainment, from Janet Jackson to RuPaul Drag Queens.

"I didn't even know how risky the business was. I just jumped into it. There was no one to ask what to do or how to do it. I just went for it. At the time, I was pregnant, yet my willpower was strong. I pushed myself and contacted agents in the U.S. and agencies in the U.K. I figured it out on my own."

"I founded LAMC Productions in 2000 or 2001 with my business partner Ross Knudson. We promoted the amazing Dionne Warwick in 2004 or 2005, and she told me, 'If you can think it, you can do it.'"

"I didn't even know how risky the business was. I just jumped into it."



"After many years, I also started a company dedicated to promoting the biggest names in comedy in the world. My first L.A. Comedy Live show was held in 2012. I took financial risks and brought out names like Rob Schneider. I went on to promote Russell Peters, an Indian comedian from Canada, and we sold out two nights at the Indoor Stadium—18,000 tickets!"

And then came the pandemic...

"I reached out to all the bands we've



promoted. The pandemic made me realize that sometimes we need to give ourselves a pat on the back and let ourselves get noticed."

And so the *Words & Music* podcast was born.

"The first guests were a band called Trivium. We were going to promote Trivium in Singapore along with Slipknot. These are two juggernauts. Admittedly, I love the rock and metal genre... that's my thing. Since we were already booking Trivium and then had to cancel, I quickly reached out about interviewing them for the podcast. They had a new album coming out at that time, and they were happy to be on the show, because their management said they were not getting any press in Asia. I was told, 'It's so nice to see a promoter coming out and doing something out of the ordinary by creating this podcast.'"

"Amazingly, as I kept doing the podcast, managers from bands like Papa Roach came to me. They emailed me saying, 'Thank you for showing us how great the promoter relationship can be. We work with many companies around the world, and most don't show the tender love and care that you showed our clients.'"

Lauretta's celebrity guests have also included the "King of Romance," Engelbert Humperdinck.

"We even had the famous photographer Greg Gorman on the show. We're interviewing all kinds of people."



LAURETTA

listens to



THE BOB LEFSETZ PODCAST

Bob addresses the issues at the core of the music business, Internet, and world at large.



WTF WITH MARC MARON PODCAST

Comedians, actors, directors, writers, authors, musicians, and folks from all walks of life in revealing conversations.



THE PROF G POD WITH SCOTT GALLOWAY

Best-selling author, professor, and entrepreneur Scott Galloway answers questions from you (his listeners) on who's winning and losing, and how you can get ahead.

For Lauretta, the possibilities are endless.

"The beauty of my business is that I have the concert promotion arm; I have a comedy arm, and now I have a media arm."

As for Lauretta's dream guest...

"I would love to talk to Michael Douglas. I met Kirk Douglas in his home, and he said, 'Of all the children, I'm so proud of Michael, because Michael never had to work. None of my children had to work."



Neither did my grandchildren, in their lives, but Michael went on to become a big Hollywood star.' *If I could tell Michael Douglas that his father told me that, it would be phenomenal.*"

Laretta added, *"I think Americans have entertainment down to a tee, and they know how to scale entertainment businesses."*

She credits the United States Information Services for a turning point in her life, which came when she received a grant under the International Visitor's Program. She traveled to five American cities in five states as she learned about broadcasting in the U.S.

"The highlights were the visits to the Pentagon and the CNN office in New York. That trip was a game-changer for me. I saw America as a powerhouse, and that experience opened my eyes to the greatness of the United States."



Laretta's commitment to bringing world-class entertainment to fans has clearly been a major driving force throughout her life. Without a doubt, her *Words & Music* podcast audience appreciates her dedication and passion. 🎧



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Amazing Women And Men Of Power 🎧