



## Words To That Effect Press Pack

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### About *Words To That Effect*

*Words To That Effect* is a research-driven, storytelling show about the intriguing places where fiction, history, science, and popular culture intersect. From zombies to dinosaurs, Victorian detectives to contemporary crime fiction, alternative histories to speculative futures, how does fiction shape the popular culture around us?

The show was launched in 2017 and is written, produced, and recorded by Conor Reid in Dublin, Ireland. Across 4 seasons it has continued to draw a growing audience across the world. The podcast has been featured on *Radio New Zealand*, and has attracted critical praise in [The Irish Times](#), [The Guardian](#), [The Bello Collective](#) and elsewhere. It has been called “a 99% *Invisible* for lovers of fiction” ([Wil Williams Reviews](#)).

Conor has performed the show live in Liberty Hall, Dublin, alongside Helen Zaltzman’s acclaimed Radiotopia show, *The Allusionist*. He will be performing a joint live show with Caroline Crampton, of the award-winning *Shedunnit* podcast, as part of the Dublin Podcast Festival this November, and again at PodUK 2020 in Birmingham.

The show is part of the [HeadStuff Podcast Network](#), Ireland’s largest podcast network, and has recently launched Season 4.

### Details

**Website:** [wttepodcast.com](http://wttepodcast.com)

**Schedule:** Seasonal, and released fortnightly on a Tuesday

**Download & Subscribe:** You can listen and subscribe on [Apple Podcasts](#), [Spotify](#), [Stitcher](#), and all podcast apps

## About the Creator

Conor Reid is a podcaster, writer, and teacher from Dublin, Ireland. His route to podcasting was a circuitous one. After a PhD in English literature from Trinity College Dublin, he researched, published, and taught English language and literature for a number of years before launching Words To That Effect in 2017. The idea behind the show was to bring subjects often considered too “academic” to a popular audience. In 2019, he began working for HeadStuff.org where he now works in podcasting full time – the dream!

## Contact & Social Media

Conor is on Twitter [@cedreid](#)

The show is on [Facebook](#) and on [Instagram](#)

Email Conor at [wttepodcast@gmail.com](mailto:wttepodcast@gmail.com)

## Audio

A trailer for Season 4 is included.

## Images

A podcast logo, banner images, and image of Conor Reid are included.

## Press Reviews

A full selection of review is available [here](#). A few highlights:

“An eclectic lineup of everything from ghost stories with a scientific twist to fake news during the first world war, all linked to but not shackled by the world of literature. Delightful stuff”

- **The Guardian**

It is rare enough to find a good listen touching upon such diverse genres of fiction from steampunk and transhumanism to pulp fiction and Sherlock, but Words to That Effect ticks several boxes. This Irish podcast from the Headstuff Network is meticulously researched but never dry. It is well-scripted but sounds natural. It draws on academic texts but is completely accessible.

- ***The Irish Times***

"The structure of each episode feels very akin to other sophisticated deep-dive podcasts. While listening, I was consistently reminded of 99% Invisible: it has the same calm feeling while being incredibly well-researched. The podcast's editing is light and clean, giving it a polished sheen without sounding over-produced"

- ***Will William Reviews***

"An incredibly interesting show that is delightfully smooth to listen to. The topic of each episode seems to intrigue me again and again, and the content is delivered in a way that is practically cinematic!"

- ***Listener, Hunter Waggs, Apple Podcasts Review***