

TRANCHE 001



TRANCHE 001 is a collection of 5 one-off podcast episodes from 5 different sets of galaxy-brain Socratic thinkers, journalists, filmmakers, and run-of-the-mill neo-oral geniuses. The topics range from tracing the history of the word Based from lil b to Pete Hegseth, to what it's like to get old.

Access to this tranche costs 5 bucks.

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WHY TRANCHE?

The financial models underpinning podcasts are completely broken. Beyond being a part of the system that divides us and obfuscates the truth in the very banal and evil ways you all likely understand, **it also just straight up doesn't make money.** Pod shops spend all the money they would be spending on good thinking, writing, and reporting on YouTube algorithm whisperers, clippers, and booking celebrity slop. The only real path right now is to go at it alone....which sucks.

At the heart of the issue, there is an uncomfortable truth: the problem is that consumers don't pay enough. An album used to be 16\$ and now that gets you every song ever recorded.

This tranche is a baby step towards some kind of new model. The profits from these episodes will be shared among the 5 tranche participants and me (the tranche lord).

WHAT IS IN THE TRANCHE?



Thank You Based God with Naomi Zeichner and Eamon Whalen

Over the last few years, the term BASED has become the in-group term du jour among online conservatives and reactionaries, but it did not always belong to the online right. The word 'based' used to belong to the mercurial rapper Lil B. Eamon Whalen and Naomi Zeichner explore what happened to the word based, and what it says about our culture.

No More Cowboys In LA with Nate Fisher and Eddie Averill

For most of the 20th century, the western the defining American film genre. Now it's not. Why is that? Where did the Western go? Why don't we make them anymore? And was Eddington really even a Western? Film critic Eddie Averill and comedian/co-writer of Eephus Nate Fisher try to figure out where all the cowboys wearing makeup went.

Free Clout For Sale with Emilie Friedlander and Andrea Domanick

Earlier this year, writer and musician Eliza McLamb wrote a blog post musing on the phenomenon of agencies developing fake user-generated content to astroturf fandom. Her post kicked off a wave of discourse: Was Geese a

psy-op? Is everything we see on Instagram fake? Or is this business as usual in the music industry? Emilie Friedlander and Andrea Domanick of the CUJO podcast provide a history of musical taste manipulation, spanning Tin Pan Alley sheet music scams, chart manipulation, streaming farms, Spotify payola allegations, the modern clipping economy, and more.

Hello Fellow Kiths with Minh Tran, Brian Park, and Sam Venis

Why does Anthropologie have a commercial with MF Doom music in it? Why did Mark Zuckerberg start dressing like a #Beentroll model? Over the 2020s, tech luminaries have increasingly adopted the aesthetics of streetwear and youth culture. Minh Tran discusses two examples— the Palantir chore coat and the nation-state project Praxis— to try to figure out what's behind this aesthetic shift.

Best Laid Plans with Ben Dietz and Kyle Raymond Fitzpatrick, Deborah Copaken, Kel Rakowski, Mike Bryskier

HIP REPLACEMENT co-hosts Ben Dietz and Kyle Raymond Fitzpatrick leave Gen Z behind in this special episode to explore how different generations think about life stage changes from the standpoint of people who've survived them: writers-of-a-certain-age Deborah Copaken, Kel Rakowski, and Mike Bryskier. Marriage, divorce, child-rearing, coming out, career change and even retirement all get a look, cross-referenced with a multigenerational survey whose results accompany the pod.

CONTRIBUTORS

Harry Krinsky

Harry Krinsky is a writer, podcaster, and media consultant living in Brooklyn. He co-hosts Nothing But Respect.

Naomi Zeichner

[Naomi Zeichner](#) is a writer, editor, and creative director in Brooklyn, currently working in brand editorial. She's the former editor-in-chief of The FADER and hosted [New York Naomi](#) on NTS.

Eamon Whalen

Eamon Whalen is a writer, journalist, and researcher based in San Francisco. You can read his writing on culture and politics in The Nation, Mother Jones, The Baffler, Rolling Stone, and more.

Nate Fisher

Nate Fisher, Rhode Island's favorite son, is now based in Los Angeles. He is a comedian, screenwriter (Eephus), podcaster (A Closer Look), and NASCAR enthusiast.

Eddie Averill

Eddie Averill is a film critic and writer from the San Fernando Valley, and former host of the Extended Clip podcast. Find his work at vintageviolence.substack.com.

Minh Tran

Minh Tran is a writer and producer based in New York. He maintains the Substack [coulda been at the club](#) and produces Victory Light with The Kid Mero. Find him on [X](#).

Sam Venis

Sam Venis is a writer and strategist whose thoughts on technology, art, and culture have appeared in places like The Guardian, The New Republic, Spike Art Magazine, Playboy, The Point, and Document Journal.

Brian Park

Brian Park is a comedian, actor, and co-host of the Middlebrow podcast.

Emilie Friedlander

Emilie Friedlander is a journalist and producer from Brooklyn, based in Philly, who cut her teeth working at places like VICE, The FADER, and Pitchfork's Altered Zones (RIP). These days, she develops documentaries, podcasts, and editorial projects in the music and culture space and co-hosts CUJO, a podcast about culture in the age of platforms.

Andrea Domanick

[Bio to come]

Kyle Raymond Fitzpatrick

Kyle Raymond Fitzpatrick is a writer and trend analyst. He runs the trends and culture newsletter [The Trend Report™](#), with a background stretching across television producing through new/social media production. He loves small dogs, short shorts, and sparkling wine.

Ben Dietz

Ben Dietz is a Brooklyn-based advisor to brands, agencies, and publishers. A former commercial leader at VICE Media from 2004–2020, he is the founder of the international [Breakfast Club](#) community and author of the newsletter [\[SIC\]](#). He also writes [hipreplacement.substack.com](#).

Deborah Copaken

Deborah Copaken is the New York Times bestselling author of *Ladyparts*, *Shutterbabe*, and *The Red Book*, among others. She is a former war photographer, TV writer, and Emmy-award-winning TV news producer. Read her on [Substack](#).

Kel Rakowski

Kel Rakowski is a creative advisor living in NYC and the Hudson Valley. She runs the newsletter [Popular](#) and previously founded and scaled Lex.

Mike Bryskier

Mike Bryskier is reluctantly old. He runs the newsletter [Aging Against My Will](#).