
MEDIA KIT 2025

Content Creator



PANIC QUEER TRUE CRIME

A PODCAST AND YOUTUBE CHANNEL

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PRIDE AND BEYOND TOGETHER

REACH



 Podcast

4K

Followers

10K Views

 Tik Tok

1.756K

Followers

527K Views

 YouTube

3.026K

Subscribers

516.2K Views

ENGAGEMENT

Views

35% ↑

Last

Subscribers

78% ↑

Thirty

Minutes Watched

76% ↑

Days

ABOUT ME



I'm a jazz, ukiyo-e, and lemon lover

What happens when people are demonized, their lives and deaths silenced?

I created Panic Queer True Crime to explore homophobia's legacy while honoring its victims.

The stories I tell are written and shared with respect and loving attention. The audience is empathetic, justice-minded, and passionate about inclusion.

I'm always open to collaborating with brands and organizations that value authentic storytelling and are committed to uplifting the LGBTQ+ community.

Reggie, creator and host

PORTFOLIO



NEWTON ARVIN

In 1960, Professor Newton Arvin and three of his colleagues from Massachusetts Smith College were caught up in a life ruining scandal that is almost hard to imagine today.



58,344K

Reach



1.492K

Likes



2.6%

Engagement



Stephen Smith's unsolved murder in the low country of South Carolina is a tragic example of the alarmingly high rate unsolved deaths of queer folks in the United States.



93.6K

Reach



1.2K

Likes



3%

Engagement



Comments:

"Beautifully presented documentary. Thank you. I've subscribed"

"Thank you for doing the important work of keeping these cases in the public eye xoxo"

"You're a very good presenter, with a professional announcing voice."

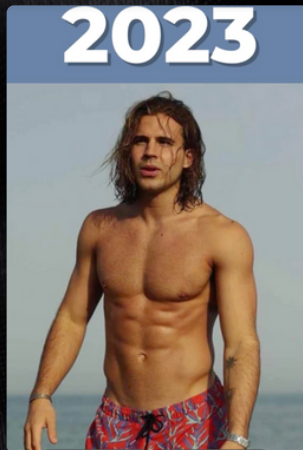
"Wow!! You did an amazing job with this!! You made sense of a messy trail of deaths... thank you for remembering Stephen."

AUDIENCE



Transgender Violence

The Murder of Alex Franco
Views 230K
Likes 3,219
Engagement: 4%



Intimate Partner Violence

Murder of Dr. Arteaga
View 120K
Likes 787
Engagement: 3.5%



Hate Crime Violence

Intimate Partner Violence
Views: 16K
Likes 647
Engagement: 4.7%

Awards and Ranking

Recipient of San Francisco 2025 community impact award

Top 10 LGBTQ+ True Crime Podcast - Freespot

No. 2 Apple Podcasts queer true crime podcast

10% TikTok Overall Engagement

2.89% YouTube Overall Engagement



714,248K



72,261K



516.6K



10K

COLLABORATION



Created and Curated Content

Two part series across platforms featuring lesser-known queer stories that changed everything.

Queer history stories focused on allyship centering your brand's commitment to freedom.

Hosted conversations that connect past queer struggles and triumphs to today's challenges and tomorrow's hope.

"Curated content receives 33% more engagement than created content on social media, and a blend of both is often most effective." [Upcontent](#)

TOGETHER



**Let's create
something
to talk
about**

RM@REGINALDMCDONALD.COM
