
MEDIA KIT 2025

Host and Content Creator



PANIC QUEER TRUE CRIME

A PODCAST AND YOUTUBE CHANNEL

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PRIDE AND BEYOND TOGETHER

REACH



 Podcast

4K

Followers

10K Listens

 Tik Tok

1.765K

Followers

535K Views

 YouTube

3.051K

Subscribers

520.7K Views

ENGAGEMENT

35% 

Views
Last

78% 

Subscribers
Thirty

76% 

Minutes Watched
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 Smith College colleagues were caught in a life-ruining scandal almost unimaginable today.



60K

Reach



1.492K

Likes



2.6%

Engagement



Stephen Smith's unsolved murder in South Carolina's low country exemplifies the alarmingly high rate of unsolved deaths among queer Americans.



93.6K

Reach



1.9K

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.”

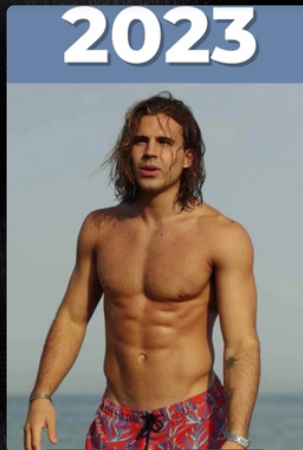
“Wow!! You did an amazing job with this!! You made sense of a messy trail of deaths... thank you for remembering Stephen.”

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 5 Queer True Crime. Feedspot

No. 2 Apple Podcasts queer true crime podcast

10% TikTok Overall Engagement

2.89% YouTube Overall Engagement

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
