

# ASHLEY FLOWERS



PODCASTER | PRODUCER | CEO | JUSTICE ADVOCATE | AUTHOR



## About Ashley Flowers

Ashley Flowers is the Founder and Chief Executive Officer of Audiochuck, the award-winning, independent media and podcast production company known for its standout content and storytelling across different genres, including true crime, fiction, comedy, and more. As CEO, she sets the company's overarching content strategy and long-term vision in addition to overseeing key growth initiatives. Ashley is particularly passionate about developing socially responsible true crime content to change the way listeners engage with the genre.

Ashley is committed to advocacy work and recently established the nonprofit Season of Justice to provide financial resources for both law enforcement agencies and families in order to help solve cold cases. She sits on the organization's board of directors.

She also produces and hosts several audiochuck shows, including top-rated podcasts Crime Junkie, The Deck and Full Body Chills. Ashley has launched additional podcasts under the audiochuck banner including CounterClock, Park Predators, and Anatomy of Murder which all debuted at number one on the Apple charts. Beyond her work with audiochuck, Ashley has collaborated with Parcast to launch and host several podcasts, including International Infamy, Very Presidential, and Supernatural with Ashley Flowers, which debuted at number one on the podcast charts.

Ashley was born and raised in Indiana, where she continues to live with her husband, daughter, and their beloved dog, Chuck. She received a Bachelor of Science in Biological Sciences from Arizona State University.

## Why Ashley Flowers?

- Ashley never saw herself as a business owner, but her interest and passion for true crime stories led her to create her own media production company committed to great storytelling and creating socially responsible crime content to change the way listeners consume the genre. Her first podcast, Crime Junkie, has remained the number one true-crime series since 2017, where crime junkies can gather and listen to true crime stories told by Ashley.
- Outside of her work with audiochuck, Ashley has collaborated with Parcast to help create, launch, and host several standout podcasts, including International Infamy, Very Presidential, and Supernatural with Ashley Flowers, which wowed listeners and debuted at number one on multiple podcast charts.
- At the core of audiochuck and all its podcasts, Ashley and her team are committed to developing responsible true crime content. Through her work at audiochuck, Ashley is passionate about advocacy and recently established the nonprofit Season of Justice to provide grants to law enforcement agencies and families to help advance unsolved cold cases. She sits on the organization's board of directors.

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# AUDIOCHUCK

AWARD-WINNING INDIANAPOLIS-BASED MEDIA COMPANY



A U D I O C H U C K

## About audiochuck

Audiochuck is the award-winning independent media and podcast production company known for its standout content and storytelling across different genres, including true crime, fiction, comedy, and more. The company aims to drive increased awareness, resources, and advocacy for important criminal justice issues, including unsolved crimes, victim support, sexual exploitation prevention, and legal reform. Founded in 2017 by Ashley Flowers, the company is headquartered in Indianapolis, Indiana. Audiochuck productions include Crime Junkie, Anatomy of Murder, CounterClock, Park Predators, Something Was Wrong, Full Body Chills, and It's a Wonderful Lie. For more information, visit [www.audiochuck.com](http://www.audiochuck.com)

## Why audiochuck?

- audiochuck is a champion of developing responsible true crime content to bring increased awareness, resources, and advocacy to those impacted by such injustice. As a part of the company's advocacy work, audiochuck has donated more than \$2,500,000 to organizations that focus on important issues, including resolving unsolved cases, crime victim support, sexual exploitation prevention, LGBTQ rights, legal reform, and more.
- With multiple chart-topping podcasts, including Crime Junkie, Anatomy of Murder, Park Predators, CounterClock, and more, audiochuck has acquired hundreds of millions of listeners. audiochuck engages with listeners in a way no other production company has. The team routinely covers cases suggested by listeners and offers listeners opportunities to make a difference through fundraising, volunteering, and advocacy initiatives.
- audiochuck's flagship show, Crime Junkie, is the number one true crime podcast across all streaming platforms. Since its launch in 2017, the show has covered over XX cases and has received over 1.8 billion downloads.

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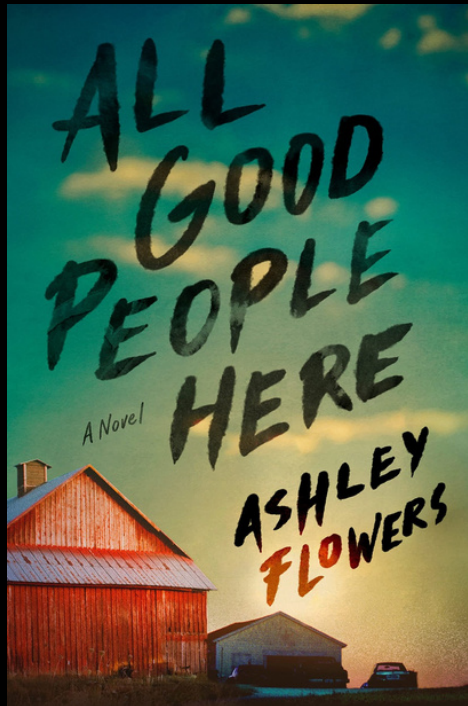


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# ALL GOOD PEOPLE HERE

RELEASING AUGUST 16, 2022



## About All Good People Here

This summer, Ashley Flowers, the host of the number one true crime podcast in America Crime Junkie, will release her debut novel. "All Good People Here" is a chilling and intense thriller that closely explores obsession, crime, and family in small-town America and makes readers question what their neighbors are capable of when nobody is watching. In the novel, journalist Margot Davies uncovers her hometown of Wakarusa, Indiana's dark secrets when she becomes obsessed with the unsolved murder of her childhood neighbor—and the disappearance of another girl twenty years later under circumstances eerily similar. With all the old feelings rushing back, Margot vows to solve the case once and for all, but at what cost? The deeper Margot digs, the more resistance she encounters from the police, the families, and the townspeople who all seem to be hiding something.

## Why All Good People Here?

- "All Good People Here" is a tribute to Ashley Flowers's roots. Long before she gained recognition as the creator and host of the number one true-crime podcast in America, Crime Junkie, Ashley developed a passion for solving mysteries while reading mystery books like Nancy Drew novels as a child.
- Above all, "All Good People Here" challenges readers to consider the danger of casting judgment based on rumors, prejudices, and assumptions. While people can certainly look bad on the outside... that doesn't make them guilty, which is a miscalculation Ashley has seen all too often in real-life criminal investigations.
- "All Good People Here" is a fictional story, however, throughout the book, Ashley Flowers underscores the ethos that she prioritizes through her work at audiochuck, and through her new non-profit Season of Justice. The book provides important lessons on how judging people unfairly is harmful because you never know what is going on behind closed doors, and proves that good old-fashioned journalism, police work, and advocacy can go a long way in helping bring justice to victims.

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# Suggested Interview Topics

- How audiochuck was founded and its successes
- Ashley's interest in true crime and how it started
- The meaning of responsible storytelling
- How the audiochuck team brainstorms + creates new shows
- Tackling the tough stories
- Justice advocacy for victims and their families
- Changing the way people consume true crime content
- What it takes to write a mystery fiction novel
- The origins of Ashley's passion for solving a mystery

# Suggested Interview Questions

- Where did your interest in true crime start?
- audiochuck is known for edge-of-your-seat storytelling. Where did the idea of creating a podcast network originate?
- What are the shows audiochuck produces and where does your team get the ideas to create them?
- Why is responsible and factual storytelling so important when it comes to true crime?
- You started Season of Justice, an advocacy group for law enforcement and families, what does the organization do and why did you start it?
- How can listeners be responsible consumers of true crime? How can they participate?
- All Good People Here is a fictional story, but like in all of your true-crime work, what lessons do you hope your audience will take away from the story?
- What elements from your work in true crime carried over to writing "All Good People Here"?
- Having steeped yourself in true crime, was it hard to switch gears to fiction for your novel?



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