

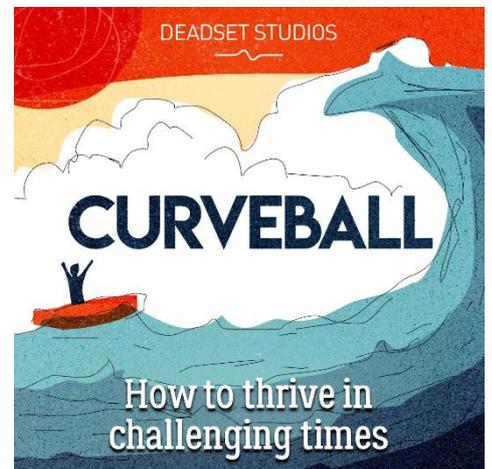
DEADSET STUDIOS

**THE BIGGEST NAMES IN AUSTRALIAN BUSINESS REVEAL THEIR STRATEGIES FOR THRIVING IN EXTRAORDINARY TIMES
NEW PODCAST SERIES CURVEBALL**

Tuesday November 17th, 2020 – ARN's iHeartPodcast Network Australia and Deadset Studios today announce the launch of new podcast series *Curveball* which pulls back the curtain to reveal how some of Australia's most well-known business leaders survived their biggest challenges in 2020.

Host and Executive Producer, Kellie Riordan is the former head of podcasts at the Australian Broadcasting Corporation and creative force behind **Conversations, Ladies We Need to Talk and Fierce Girls (winner of the 2019 Australian Podcast Award)**. Each episode of *Curveball*, features a candid, in-depth interview with a renowned leader about a moment this year when the stakes were high, adapting fast was key and their decisions would determine the company's future.

[Listen to Episode 1 of Curveball here.](#)



From outgoing **CEO of Virgin Australia Paul Scurrah** trying to ride out an international travel crisis, to comedy agent to the stars (Judith Lucy and Wil Anderson) **Kevin Whyte** being forced to move comedy shows from stages to Zoom screens, **Carman's food empire boss Carolyn Creswell** on managing the chaos of meeting the demands of panic buying while running a household, through to leading educator and **Wenona College principal Dr Briony Scott** on guiding teachers, parents and students to switch to remote learning, *Curveball* gives you the lowdown on how to change tac in extraordinary times.

Of the idea behind *Curveball*, Kellie Riordan said, “We’re living in unprecedented times. Every company, big or small, has had to adapt. And fast. So I wanted to know, how have the biggest, boldest, and brightest leaders confronted this challenge head on? Rarely do you get to glimpse what’s really going on during a company’s darkest hour but in these revealing, personal conversations with leaders we can all learn something about how you tackle life's toughest moments and come out on top.”

The series kicks off with a **special two-part episode with former CEO of Virgin Australia Paul Scurrah** who reflects on what was going through his mind when he was forced to ground almost his entire fleet of aircraft in just 48 hours and then stand down 80% of his workforce in response to the COVID pandemic. **In an exclusive additional interview following the announcement he will step down as CEO of Virgin Australia Paul** talks about negotiating his exit, **what he thinks about Jayne Hrdlicka’s appointment as CEO** and the most important thing he has learnt about himself this year.

Of the launch, **ARN’s Head of Commercial Audio and Podcasts Corey Layton** said, “Kellie and the Deadset Studios team are at the top of the podcast game. Their dedication to telling high end, beautifully told stories is exceptional. We’re excited to share *Curveball* as we continue to aid the best local and global podcasts in building and monetising their audiences.”

***Curveball* is available now on ARN’s iHeartPodcast Network Australia.**

[Listen here.](#)

About iHeartRadio

ARN’s iHeartRadio is a free, all-in-one radio, music streaming, podcast and live events platform. In addition to being able to access their favourite music from around the globe, audiences can access their favourite stations in Australia from ARN, the ABC, SBS and Macquarie Media, as well as stations from New Zealand and the USA.

In 2020 ARN launched iHeartPodcasts Australia, providing advertisers with access to significant scale across local, global and catchup podcasts. The network quickly became Australia’s number #1 podcast publisher alongside holding the #1 podcast in Australia.

ARN’s suite of digital and social assets are the online home to Australia’s leading radio stations, providing highly engaged entertainment content and news, complementing the on-air experience ARN’s stations are best known for.

ARN is a HT&E company. For more details, head to www.arn.com.au.

About Kellie Riordan and Deadset Studios

Curveball is produced by Deadset Studios, an independent production company established by Kellie Riordan. Kellie is *Curveball*'s host and executive producer and best known as one of Australia’s leading podcast strategists as well as the former head of podcasts at the Australian Broadcasting Corporation.



Kellie is the creative force behind the country's biggest podcasts including Conversations (crowned most downloaded podcast in Australia by Apple Podcasts), Ladies We Need To Talk (Webby nominee), Unravel true crime (winner of Walkley Award), Judith Lucy Overwhelmed and Dying, No Feeling Is Final (winner of the Third Coast Audio Director's Choice Award), Fierce Girls (winner of the 2019 Australian Podcast Award) and the Webby-award winning Short & Curly.

