

# BLOOD TOWN

## TRUE CRIME PODCAST

### MEDIA KIT

#### ABOUT THE POD

2023

Blood Town is a serial true-crime podcast. We cover the murder of a UGA Professor found unconscious in a hot tub during the early hours of Mother's Day in 2019. Headlines rippled around the globe about the "Hot Tub Murder." In the sleepy middle Georgia town called Milledgeville where Marianne Shockley died, a sordid history is revealed where the largest mental hospital in the world was once located miles from the murder scene.



#### PENNY DEARMIN

- Creator
- Host
- Producer
- Writer
- English Professor



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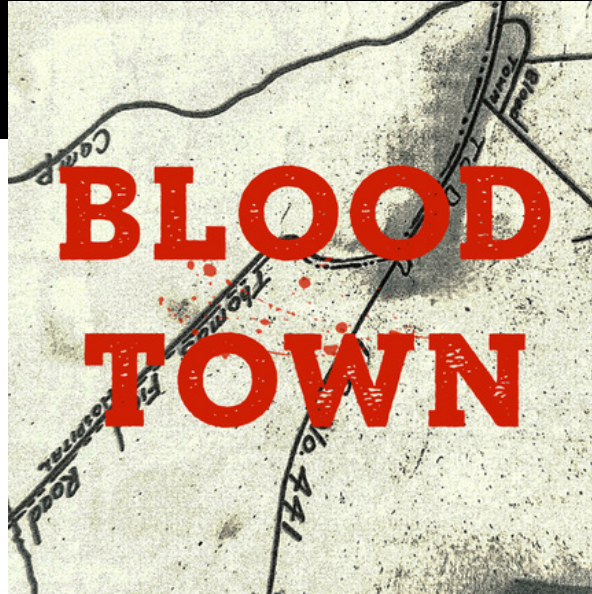
# SEASON 2: BLOOD TOWN ON TRIAL

In-progress: 13 episodes released since 6/20/22

We bring you coverage from the State of Georgia v. Marcus Lillard trial. He is charged with felony murder, aggravated assault, involuntary manslaughter, and reckless conduct. From opening arguments to closing statements, the State contends that Marcus Lillard had a history of strangling women during sex and did strangle his girlfriend Marianne Shockley on Mother's Day 2019, causing her death. They further argue that his conduct was reckless by not calling 911 for nearly two hours. The defense purports that there is no evidence that sex or violence took place that night, and if it did, there is no evidence that it involved Marcus Lillard.

Hear all of the evidence and testimony from the trial and decide for yourself if Marcus Lillard is guilty or not guilty.

## SEASON 1: MOTHER'S DAY MURDER



13 Episodes

Premiered  
Nov. 2019

Real-time  
coverage

We examine the case of Marianne Shockley, an Entomology Professor at the University of Georgia, who was murdered by strangulation. At the home where her body was found, the homeowner, Clark Heindel, committed suicide while the police processed the scene and her boyfriend was in the back seat of a Sheriff's car. Marcus Lillard was placed under arrest and charged with her murder, but many questions remain. Who murdered Marianne Shockley?

**RELEASED EVERY  
TWO WEEKS**

**305K** ALL TIME  
DOWNLOADS

**11K** DOWNLOADS  
/MO.

## TOP 5 COUNTRIES

- USA
- AUSTRALIA
- UNITED KINGDOM
- CANADA
- IRELAND
- 100+ OTHERS

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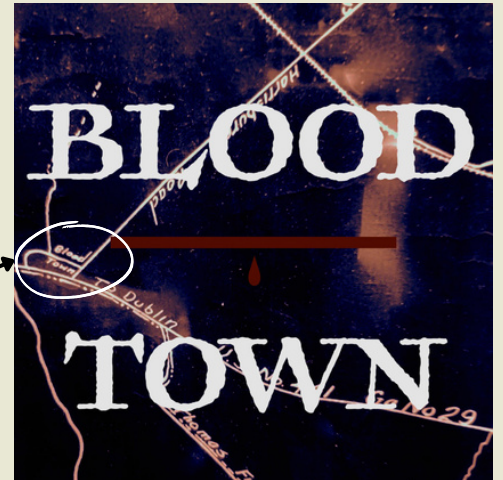
# HOW WE GOT HERE

## WHAT SETS US APART

On the case since the day after the Mother's Day murder, host Penny Dearmin lived in Milledgeville while obtaining her graduate degree in creative writing where she met the defendant Marcus Lillard. Told in real-time from the first press conference through the murder trial, listeners hear in-depth coverage of the case and the history of why we call it

Blood Town.

Patrons hear more about the host's perspective and her two-year correspondence with the defendant Marcus Lillard while he was incarcerated.



## In The News

The Southern Tribune, "Blood Town podcast featured on CBS-48 Hours," 10/20/22

48 Hours, "The strange death of Professor Shockley," 10/15/2022

Union Recorder, "CBS to air murder case of UGA professor," 10/15/22

CBS News, "Ecstasy, evil and a hot tub: The strange circumstances in the death of Marianne Shockley," 10/14/22

Podnews, "Podcast News with Lemonada Media," 10/14/22

Reporter Newspaper & Atlanta Intown, "Look & listen: Local true crime podcasts," 9/26/22

Atlanta Journal-Constitution, "Georgia cases featured on true crime shows," 8/1/2022

Macon Telegraph, "Boyfriend on trial in 2019 strangulation death of UGA professor near Milledgeville," 4/5/2022

Baldwin 2K News, "Marcus Lillard murder trial looking likely for next week," 3/27/2022

The Baldwin Bulletin, "Podcast review: Blood Town," 10/1/2020

# Season 2: Episode List (in progress)

01

## **Blood Town on Trial**

State of Georgia vs. Marcus Lillard begins with jury selection and opening statements. Lillard is charged with murdering Marianne Shockley and not seeking emergency medical treatment for her. Who's the podcast lady?

02

## **Still on Earth**

We play the 911 call Clark Heindel placed at 1:06 AM, as well as body cam footage with Marcus Lillard. Hear from Marianne Shockley's sister about Marianne's legacy and Mother's Day 2019.

03

## **Nowhere to be Seen**

Crime scene photos and evidence show disarray with a broken bracelet, glasses, and unknown drinks around the pool deck. Two respiratory therapists and an EMT testify about calls, messages, and texts received from Marcus Lillard

04

## **Sunday Night Stoner Parties**

We hear a shocking voicemail left on the night of Marianne Shockley's death. The coroner testifies as an expert and she explains the cause and manner of death.

05

## **It's Close to That**

A surprise letter written by Marianne Shockley is introduced. We hear Marcus's theory about how Marianne died and toxicology results for Marcus Lillard. Carson talks about Clark Heindel and his father Marcus.

06

## **You Did What Now?**

Agent Maybin shows video of Marianne and Marcus just before the fateful night at Clark's house. We hear Marcus's first interview, and the State draws attention to his response upon hearing of Clark's suicide.

07

## **A Very Large Window of Time**

ASAC Chandler interviews Marcus and he shares what he "feels like" happened when he went to the woods and the GBI catches Marcus leaving out some important facts.

08

## **Desire**

How do you feel about law enforcement lying in interrogations? Things heat up when Maybin just ain't buying what Marcus is telling him.

09

## **Two Grown Ass Men**

Everyone wants something in this episode: Mr. Tucker wants the GBI to stop lying and run DNA tests, Agent Maybin wants you to know everyone is capable of killing, and someone wants to find the most popular lesbian por

10

## **Play Hard**

Women reveal the defendant's pattern of sexual exploits. Anonymous accounts range from consensual and enjoyable to the painful and traumatic.

11

## **One or Two?**

Marcus Lillard's jail phone calls are played and the State rests its case. The defense moves for an acquittal and a directed verdict before delivering their closing argument.

12

## **Felony Murder, et al.**

ADA Malcor closes for the state, the verdict is read, and the probation revocation hearing is complete.

B

## **Blood Town on 48 Hours**

In this special bonus episode, learn why you should never wear a jumpsuit to be interviewed on TV. I laugh at myself a lot in this episode.

# Season 2: Episode List (cont.)

I  
13

## **Don't Lie to Me**

Three years of case coverage told from the prosecution's perspective who say Marcus was on drugs, had a history of choking women during sex, and that's exactly what they say happened in spite of his lies.

I  
14

## **Season Finale**

In the upcoming Season Finale, I try to wrap up why I went into this with an open mind and how it ended for me.

I  
B

## **America's First Female Serial Killer**

America's First Female Serial Killer author Mary Kay McBrayer joins us to discuss her book, as well as her time living in Milledgeville.

# Season 1: Episode List

01

## **Mother's Day Murder**

At 1:06 AM on Mother's Day, a 911 call was placed to report a woman unresponsive in a hot tub. We learn the details of the murder scene, as well as begin to explore why this middle Georgia town is called Blood Town.

02

## **Who Are the Authors of This Murder?**

We compare the information from the Baldwin County Sheriff's press release, press conference, and incident report. The discussion focuses on what "inappropriate CPR" and "strange demeanor" mean at the scene.

03

## **Painted Ladies**

Get to know Marianne Shockley and Clark Heindel through their own words.

04

## **Buddy System**

A former deputy discusses their involvement with the officer who was supposed to detain Clark Heindel. Details about Clark Heindel losing his license to practice psychology reveal a sexual relationship with a married female patient.

05

## **Historical Crickets**

Learn about the history of Milledgeville from historian Charlie Brown. Mass and unmarked graves at Central State Hospital, a Muscogee burial site covered by a football field all shed light on why we call it Blood Town.

06

## **Hydrangea Ceremony**

Marcus is charged with murdering Marianne Shockley, concealing her death, and aggravated assault; we learn about a hydrangea ceremony, hallucinogenic tea, and witnesses who claim Marcus choked them during sex.

07

## **Threshold for Adventure**

Attorney Blake Brantley analyzes the indictment of Marcus Lillard for felony murder, involuntary manslaughter, reckless conduct, and concealing the death of another.

08

## **Red Herring**

What does a fish have to do with the constructed truth? Listen to find out as we uncover what was in front of us the entire time. We discuss evidence and explanations used to throw us off the trail of the truth.

09

## **Bury Yourself**

What happened on the night of the Mother's Day murder? We learn Marcus Lillard's side of the story in a revealing interview.

10

## **Psychedelic Logic**

Dr. Rick Strassman discusses the effects of the psychedelic drug DMT found at the scene. The tea containing DMT and the hydrangea ceremony may have been influenced by ayahuasca shamanism.

11

## **Shift the Blame**

Marcus Lillard's son Carson shares what he knows about Marianne Shockley, Clark Heindel, and his dad. There is still more to find out about the phone calls, the drugs, and DNA evidence from the night of the Mother's Day murder.

12

## **Could've Been**

In the season one finale, we wrap up what we know and what could've been. Hear testimony from Agent Michael Maybin of the GBI given at the commitment hearing.

B

## **Two Years and New Charges**

On the two-year anniversary of the Mother's Day murder, a new grand jury is convened and Marcus Lillard is indicted on new charges: felony murder, aggravated assault, involuntary manslaughter, and reckless conduct.