

Surfacing the Story:  
How WSJ's ORCA Unlocks  
the Podcast Universe

**THE WALL STREET JOURNAL.**

IT'S YOUR BUSINESS

## Innovation

ORCA is an internal newsroom tool that uses AI to transform tens of thousands of hours of podcast audio into searchable, structured data.

ORCA opens up an ecosystem previously impossible to search. WSJ reporters can now:

- Track where ideas come from
- Get briefed
- Find who said what
- Spot trends as they emerge










# Orca

*They swim in pods*

Orca extracts topics from the podcast ecosystem using AI. Please reach out to [Rob Barry](#), [Brian Whitton](#), or [John West](#) with questions.

### EXPLORE

-  Get up to speed with the latest on the [dashboard](#).
-  Find answers to your Orca questions on the [help page](#).
-  Review the [podcasts](#) we're tracking.
-  See the [episodes](#) we've ingested.
-  Get a [briefing](#) on the latest discourse.
-  Chat with [Orca](#).
-  Find yourself in the map of [clusters](#).

ORCA allows reporters at The Wall Street Journal to map how narratives migrate from fringe media to the mainstream.

**Orea** Home Podcasts Episodes Briefings Tags Chat Clusters Help  RB

# Hello, Rob

rob.barry@wsj.com

[Add Podcast](#)

Podcasts **305**  
[View all →](#)

Episodes **70451**  
[View all →](#)

This Week **1255**  
New episodes

Your Bookmarks  
No bookmarks yet

### Recent Episodes [View all →](#)

<b>BOMBSHELL: Whistleblower REVEALS Tim Walz Knew of Somali...</b> The Benny Show	Jan 23, 2026, 2:52 PM 1h 31m
<b>Davos Meltdowns, ICE Takedowns, and Mary Walter's Can-Can C...</b> The Rob Carson Show	Jan 23, 2026, 2:12 PM 42m
<b>Episode 5090: Channeling Andrew Jackson And Crushing Prote...</b> Bannon's War Room	Jan 23, 2026, 2:00 PM
<b>Trump Loses It as General Strike Spreads</b> The MeidasTouch Podcast	Jan 23, 2026, 2:00 PM 19m
<b>Ep. 1263 - Trump vs the Decadent Mind</b> The Andrew Klavan Show	Jan 23, 2026, 2:00 PM 1h 13m

### Recent Briefings [View all →](#)

<b>AI podcasts</b> 2 episodes · Jan 16 - Jan 23, 2026 <a href="#">Manage →</a>	Jan 23, 2026, 7:22 AM
<b>AI podcasts</b> 3 episodes · Jan 12 - Jan 19, 2026 <a href="#">Manage →</a>	Jan 19, 2026, 1:20 PM
<b>Weekly Briefing</b> 1265 episodes · Jan 10 - Jan 17, 2026 <a href="#">Manage →</a>	Jan 17, 2026, 9:02 AM
<b>AI podcasts</b> 2 episodes · Jan 9 - Jan 16, 2026 <a href="#">Manage →</a>	Jan 16, 2026, 7:19 AM
<b>AI podcasts</b> 2 episodes · Jan 6 - Jan 13, 2026 <a href="#">Manage →</a>	Jan 13, 2026, 7:20 AM

### Quick Links

<a href="#">Podcasts</a>	<a href="#">Episodes</a>	<a href="#">Briefings</a>	<a href="#">Tags</a>
--------------------------	--------------------------	---------------------------	----------------------

ORCA monitors podcast feeds and automatically downloads new episodes as they're published.


orca Home Podcasts Episodes Briefings Tags Chat Clusters Help Search...

### The Joe Rogan Experience Bookmark

Follow Backfill Episodes

#### Details

Title	The Joe Rogan Experience
Author	Joe Rogan
Feed URL	<a href="https://feeds.megaphone.fm/GLT1412515089">https://feeds.megaphone.fm/GLT1412515089</a>
Website	-
Language	en
Explicit	No
Categories	Comedy
Description	The official podcast of comedian Joe Rogan.
Tags	comedy × politics × Search or create tags e.g. Technology, Health



#### Episodes (25)

Showing 1 to 25 of 392 results < 1 2 ... 16 > Go to page:

TITLE	PUBLISHED	DURATION	TYPE	STATUS	
#2443 - Filippo Biondi	1/23/2026	2:12:56	full	Ready	Reprocess
#2442 - Ehsan Ahmad	1/22/2026	3:00:05	full	Ready	Reprocess
JRE MMA Show #173 with Benny "The Jet" Urquidez & William "Blinky" Rodriguez	1/21/2026	2:04:48	full	Ready	Reprocess
#2441 - Paul Rosolie	1/20/2026	2:47:38	full	Ready	Reprocess
#2440 - Matt Damon & Ben Affleck	1/19/2026	2:00:24	full	Ready	Reprocess

## Episode Summary

AI Generated

Joe Rogan and Senator Rand Paul discuss Paul's book, *Deception: The Great Covid Cover-Up*, focusing on a sustained critique of Dr. Anthony Fauci, the alleged suppression of natural immunity, and the origins of COVID-19. The conversation reflects a libertarian and populist skepticism of government institutions, covering topics from pharmaceutical "kickbacks" to the "voting project" of open borders and the "kidnapping" of Venezuelan leader Nicolás Maduro.

- **COVID-19 Origins and Anthony Fauci:** Senator Paul claims Dr. Anthony Fauci lied to Congress regarding "gain-of-function research" in Wuhan and alleges that Fauci instructed subordinates to "read this and destroy it" regarding sensitive communications. Paul compares Fauci's longevity and alleged abuses to J. Edgar Hoover, stating he has sent criminal referrals to the Justice Department.
- **Natural Immunity and Vaccine Skepticism:** Paul asserts that knowledge of natural immunity was "lost" in 2020 to favor mass vaccination, claiming it is "malpractice to give children the COVID vaccine" due to heart inflammation risks. He describes the devotion to vaccines as a "religious belief" used to demonize nonbelievers.
- **Pharmaceutical Corruption and Royalties:** Paul alleges that 1,500 government scientists received \$1.5 billion in royalties from "Big Pharma," arguing that these scientists, including those on vaccine committees, should be recused from voting on drugs that enrich them.
- **Suppression of Alternative Treatments:** Paul claims that generic, low-cost treatments like IV steroids were dismissed by Fauci in favor of expensive drugs like Remdesivir. He further claims that Fauci "shut down" studies on ivermectin and hydroxychloroquine to maintain the vaccine narrative.
- **Criticism of Mitch McConnell and Hemp Regulation:** Paul criticizes Senator Mitch McConnell for sneaking a ban on hemp-derived THC products into a government shutdown bill, calling the move "irrational fear" and "Reefer Madness" rhetoric. He argues that hemp gummies are safer alternatives to pharmaceutical drugs like Ambien or Percocet for veterans and the elderly.
- **Border Policy as a "Voting Project":** Paul alleges that the Biden administration encouraged open borders because "2 out of 3 [immigrants] will vote Democrat," calling it "power politics" rather than a humanitarian effort. Rogan expresses concern over "militarized" ICE agents wearing masks and "snatching people up," comparing the environment to the "Gestapo."
- **Foreign Policy and Venezuela:** Paul criticizes the U.S. "kidnapping" of Nicolás Maduro and the bombing of boats in the Caribbean. He calls the legal predicate for the operation "gamesmanship," noting that Maduro was indicted for "possessing machine guns," which Paul finds absurd for a world leader.
- **Notable Rhetoric on Immigration Fraud:** Paul cites reports that nearly \$700 million in "welfare money" was Declared as cash by Somali immigrants leaving Minneapolis-St. Paul, claiming it represents the "tip of the iceberg" of systemic fraud by "organized gangs of Russians and Chinese."
- **Economic Critiques:** Paul criticizes the Federal Reserve for paying \$187 billion in interest to big banks on reserves, calling it a "gift" that keeps interest rates high for average Americans while increasing the national debt.

Google Gemini analyzes each transcript, generating multiple summaries and identifying the topics discussed.

Each episode is transcribed using AI that identifies individual speakers, so reporters know not just what was said, but who said it.

### Speaker Names

spk\_0: Intro

spk\_1: Sen. Rand Paul

spk\_2: Joe Rogan

spk\_3: Unknown

spk\_4: Unknown

 Auto-Identify Speakers


Save Speaker Names



### Transcript Segments

 Play Audio


 Auto-Scroll On

 Hide Transcript

 2:27:36 - 2:27:42

Speaker: Joe Rogan (spk\_2)  

Which I would imagine also tensions very high, but it just seemed all kinds of wrong to me.

 2:27:43 - 2:28:00

Speaker: Sen. Rand Paul (spk\_1)  

Yeah, I think there is general consensus about getting rid of gang members, people committing crimes, rapists, murderers, even among Democrats. I think when you go to Boston, you round up some of these really bad people in Boston that are committing crimes. I think some of the Democrats are quietly OK with it.

 2:28:01 - 2:28:30

Speaker: Sen. Rand Paul (spk\_1)  

I think when you get beyond the criminals to the next set of people who some of them are just working in our country, I think it's harder. I also think that the ICE agents have a tough job, so do the police. Police are trained in this, and there's a lot of training on how you deal with protesters, how you do things. It would be better if it were local police than ICE. But what do you do if it's Minnesota and the local mayor says, we're a sanctuary city, we're not asking anybody whether they're here legally or not.

 2:28:30 - 2:28:51

Speaker: Sen. Rand Paul (spk\_1)  

Someone robs you, someone rapes somebody, somebody does, steals a car. We are a sanctuary city. We're not going to tell you. The only way you can have police is you have to bring in the federal police. So one thing I would tell these left-wing cities is, if you want less ice in your city, why don't you police your city? But they're not willing to

Each week, the system creates briefings that aggregate what's being talked about across groups of podcasts — "politics," "AI," "extremist content" or any custom selection.

# OVERVIEW

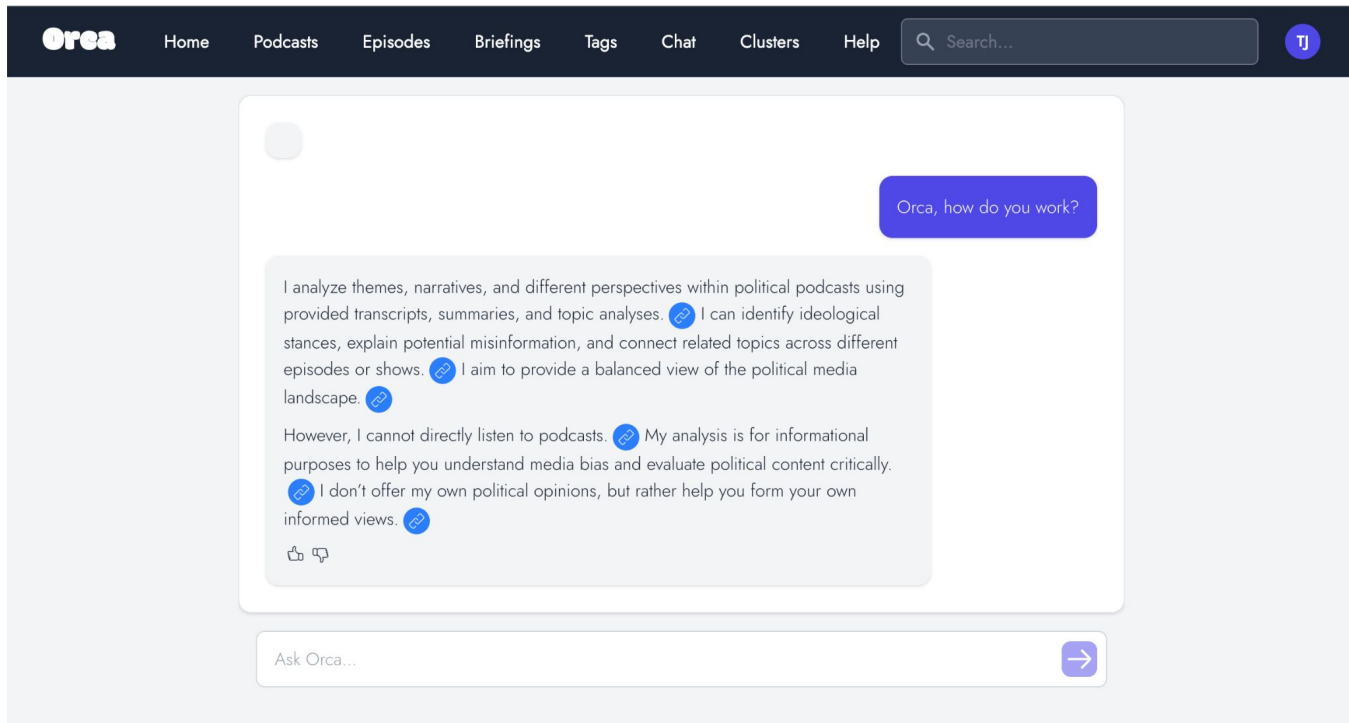
The political podcast landscape has transitioned from standard policy defense of the Trump administration into an environment dominated by domestic crisis framing, civil unrest narratives, and aggressive geopolitical expansionism. Rhetoric has shifted toward explicit "civil war" and "insurgency" terminology following the fatal federal shooting of Alex Preddy in Minneapolis. This escalation is coupled with recurring skepticism of mainstream institutions, accusations of judicial "lawfare," and a surge in extremist rhetoric regarding immigration, race, and secret military technologies.

# NEW AND NOTEWORTHY CONTENT

- **The Minneapolis Crisis and "Signalgate":** The Alex Preddy shooting has sparked a national standoff, with podcasts like *Timcast News* and *Bannon's War Room* characterizing protesters as a "communist insurgency." The "Signalgate" theory alleges Minnesota officials used encrypted apps to coordinate attacks on ICE agents.
- **Operation Greenland and the "Board of Peace":** Trump's interest in Greenland is now framed as a "strategic necessity" to counter a China-Canada trade alliance. Additionally, the proposed "Board of Peace" is presented as a private alternative to the UN where seats are sold for \$1 billion.
- **Advanced Military Claims:** Supporters have amplified claims regarding "The Discombobulator," a secret directed-energy weapon used in Venezuela.

Reporters can use a chat interface to search and ask questions in plain English.

A clustering system groups similar episodes together, helping reporters spot emerging narratives and track how ideas spread across the ecosystem.



## Responsible use of AI

- Every answer ORCA gives links back to the source.
- When the system summarizes a podcast or responds to a question, it points to the exact moment in the transcript—and the original audio—so reporters can verify before they publish.
- Nothing is asserted without attribution.

**ORCA helps find leads, reporters decide what matters.**

## Results

ORCA has enabled investigative journalism that would have been prohibitively time-intensive without AI assistance.

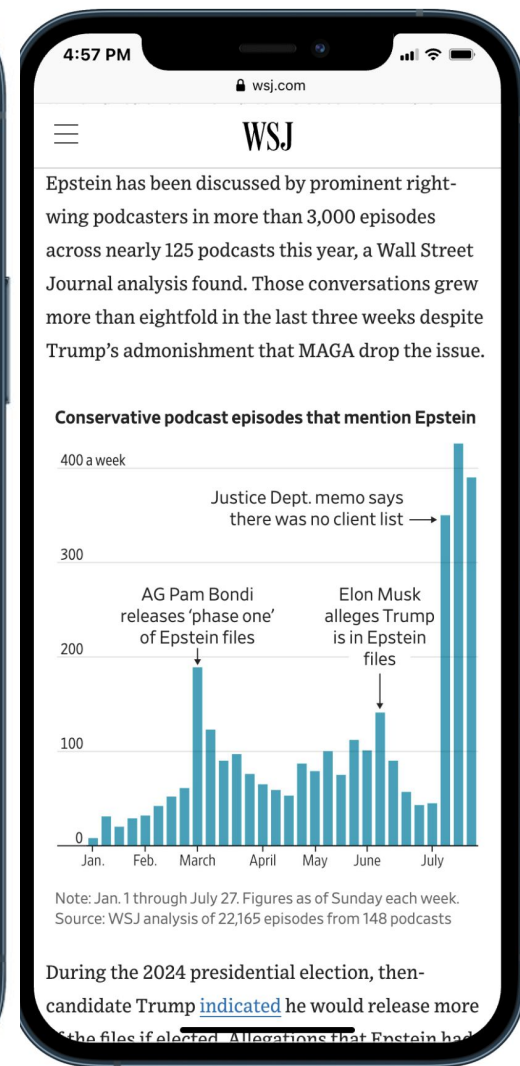
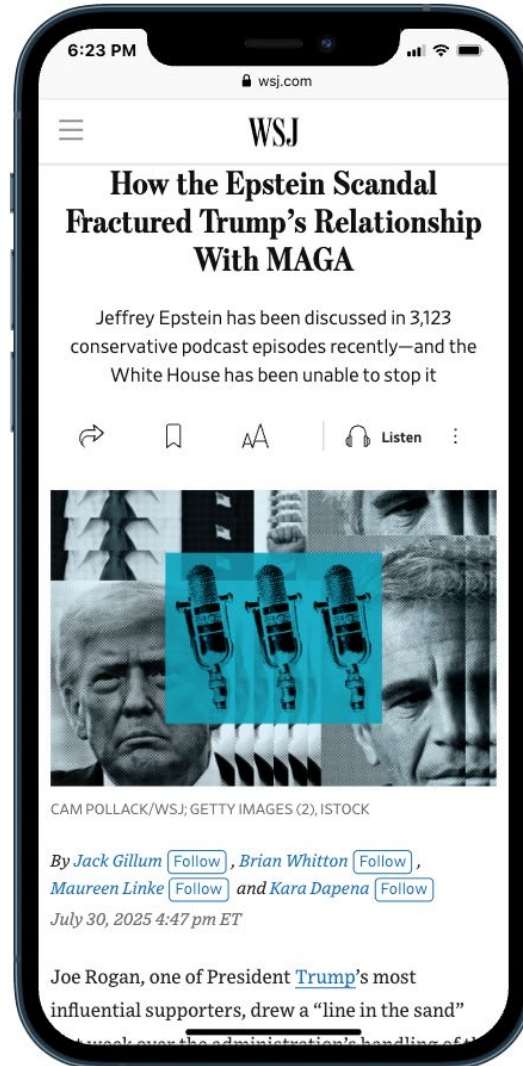
**Here's a sampling of published stories demonstrating its impact.**

# How the Epstein Scandal Fractured Trump's Relationship With MAGA

ORCA analyzed 22,165 episodes from 148 conservative podcasts to produce the definitive account of how Epstein consumed the MAGA movement.

The tool revealed that 3,123 episodes across 124 shows mentioned Epstein—and that mentions exploded more than eightfold in the three weeks after the DOJ memo saying there was no client list, despite Trump's admonishment to drop the issue.

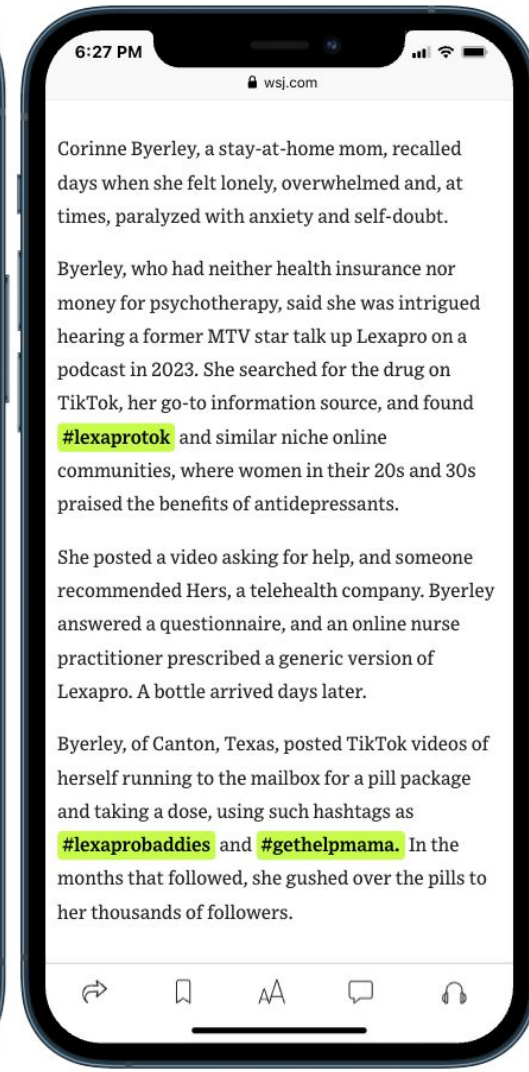
Reporters tracked the precise moment Joe Rogan drew "a line in the sand," when Alex Jones turned on the administration and how the MAGA coalition splintered over a president who couldn't control his own base.



## 'Girl, Take Your Crazy Pills!' Antidepressants Recast as a Hot Lifestyle Accessory

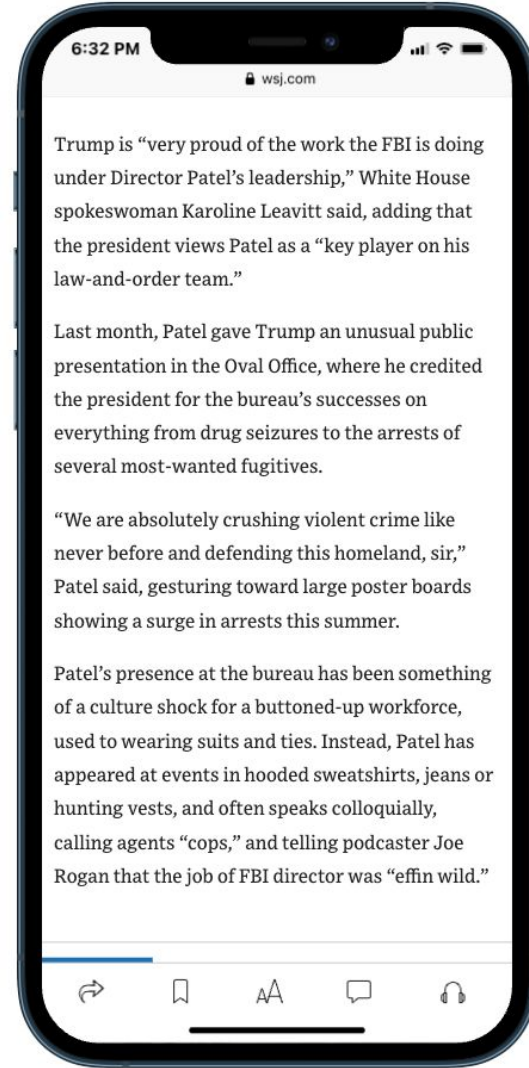
ORCA helped trace how antidepressants transformed from stigmatized medication to “#lexaprogirly” lifestyle accessory across influencer podcasts.

The tool surfaced the voices promoting SSRIs to young women—and later, the same influencers quietly admitting to emotional numbness, brain fog and sexual dysfunction they hadn't disclosed to followers.



## Kash Patel's 'Effin Wild' Ride as FBI Director

ORCA's transcript search surfaced FBI Director Kash Patel's podcast appearances—including telling Joe Rogan the job was “effin wild” and his 2023 criticism of his predecessor for using government jets for personal travel.



Thank you.

**THE WALL STREET JOURNAL.**

IT'S YOUR BUSINESS