FOR RELEASE: AIR THE BEAR PODCAST
11/2/26

Oakland alumni launch Air the Bear basketball podcast

Longtime fans bring “fanalysis” to the microphone and spotlight student journalists covering Oakland’s opponents

ROCHESTER, Mich. — NOVEMBER 2, 2026 — Oakland University alumni Jason Lenard and Mark Spencer have launched Air the Bear, an independent men’s basketball podcast pairing nearly three decades of shared fandom with game coverage, Oakland stories and interviews with student journalists.

“We’ve basically been having this podcast without microphones for almost 30 years,” Lenard said. “Air the Bear is just us taking the conversations we’ve always had about Oakland basketball and inviting other fans into them.”

The hosts call their approach “fanalysis”: informed analysis shaped by years in the stands. The show launched in September and blends basketball discussion with the humor of two longtime friends.

“Overreaction Theatre” gives the hosts room to overreact to recent games and performances, while “Beyond the Blacktop” explores Oakland stories beyond the court. “Behind Enemy Lines” previews key matchups through interviews with student journalists covering Oakland’s opponents.

The student interviews give listeners a view of upcoming opponents from reporters following those teams on campus. They also introduce Oakland fans to the students’ reporting and give those journalists another outlet to discuss their work.

“We’re proud Oakland alumni who love basketball,” Spencer said. “The podcast brings that together with our friendship. We want people to feel like they’re sitting with us, talking hoops.”

The show also features guests connected to Oakland basketball, including Director of Broadcasting Neal Ruhl in its fifth episode.

Listen to Air the Bear on Spotify, Apple Podcasts or your preferred streaming service. Visit airthebear.com for episodes and follow @air_the_bear_podcast on Instagram.

About Air the Bear

Air the Bear is an independent Oakland basketball fan podcast hosted by Jason Lenard and Mark Spencer and produced by Terrier House Media, an independent media brand based in Rochester Hills, Michigan. The podcast is not affiliated with, sponsored by or endorsed by Oakland University.

Media Contact

Jason Lenard | Air the Bear / Terrier House Media
Jlenard@terrierhousemedia.com | airthebear.com

###