

AFROS & AUDIO VIRTUAL PODCAST FESTIVAL

The Art of Storytelling: Making the Most of Your Interviews and Pitches

Description:

So, you have a podcast, now what? With over 1.5 million podcasts available for listeners to choose from, telling a masterful story is crucial to making a listener visit, stay, and return.

So...

- How do you position your show to draw the attention it deserves?
- How do you prepare for and shape an interview?
- What really goes into pitching a show concept?
- How do you pitch and secure the proper talent and collaborators to bring your story to life?

The best hosts make this look easy. But, when the pressure's on, pulling off a great interview, is not as seamless as it appears.

Join seasoned industry veterans and producers as they share their stories, and leave you with tactics to help you sharpen your storytelling toolkit.



MODERATOR & PANELISTS:

Moderator:

Tiffany Ashitey is the Executive Producer of Podcasts, at ESSENCE. As EP, she runs the ESSENCE Podcast Network - a network created, operated, scaled, developed, and produced by Black women. Wins include over 5 million downloads (and growing), recognition by Apple Podcasts, honors from The Webby Awards, and more. Since taking on this role in 2018, she's managed the production, distribution, promotion, and scale of a roster of 5 active shows (Yes, Girl Podcast, UnBossed, The Solve, The Color Files and Magic Unfiltered), with several more in development.

Previously, Tiffany has led, executed, and collaborated on digital and experiential teams for projects with Sports Illustrated, Jordan Brand, Coach, and Black Entertainment Television (BET).

Panelists:

Ahyiana Angel is the Founder of Mayzie Media, a podcast production company, and host of the personal growth podcast Switch, Pivot or Quit®. She is also a traditionally published author and speaker, who for her proven track record of success and dedication to her craft, has been invited to speak at companies and conferences including Google, Spotify, Create & Cultivate, Tech Inclusion, and more. Ahyiana and her work have been featured by Apple, Forbes, Entrepreneur, and Girlboss among others. Quit Playing Small is her latest buzzed-about book that's a must-have for the ambitious person's morning routine.

Cori Murray - Co-Host of Yes, Girl Podcast

Marquita Harris - Host of UnBossed Podcast

LOGISTICS:

Date/Time: Saturday, November 14th: 1:30 PM – 2:45 PM

Format: Panel