

AFROS & AUDIO PODCAST FESTIVAL

State of Black Podcasts: Present and Future

Description:

Leading Podcast Professionals will discuss where we've been, industry insights and trends, and how Black Podcast Creatives can succeed in an ever-growing and evolving market. The year is 2020 and despite the pandemic and civil unrest, Black creatives are discovering ways to remain courageous, relevant, and innovative. Podcasting is still a growing and trending form of media; join us, as we convene for *The State of Black Podcasts*, a critical discussion in critical times.

Together we'll discuss the abundant opportunities in podcasting and why we believe it's the next major industry to build a legacy of enterprise and entrepreneurship for black creatives and professionals. Our panelists, comprised of industry experts and thought leaders, will share candid insight on the present and future realities of Black podcast creatives. This is our movement and moment to take the lead on our own social equality, prosperity, and future.



MODERATOR & PANELISTS:

Moderator:

Ona Oghogho is the Founder of Blk Pod Collective; an organization created to fill the void of adequate representation for African-Americans within the podcast industry. Ona has a background in Marketing and Event Production and a passion for bringing peoples stories to life. This, coupled with her desire to see more Black people occupy space within the podcast industry birthed Blk Pod Collective in April 2019.

As she continued to look at ways to further advance the Black podcasting community; she turned her sites to the podcast event space and in July 2020 created Blk Podfest. A podcast festival curated to meet the unique needs of Black Podcasters.

Ona continues to look at new avenues to support and educate the podcast community; hence, she's excited for the launch of PodHouse Media on October 1, 2020. PodHouse Media is a full-service podcast production and content house that aims to take the hassle out of podcasting so that content creators and businesses alike can focus on content.

Panelists:

Chris Colbert is the CEO and Founder of DCP Entertainment, a media platform for underrepresented voices, including people of color, women, the LGBTQ+ community, and other overlooked communities. He began his career in audio production more than a decade ago as an intern and consultant for Sirius Satellite Radio (now SiriusXM Radio), where he helped create Jamie Foxx's comedy & music channel, The Foxxhole. Having worked with names like Jamie Foxx, Touré, Joy-Ann Reid, Zak Levitt, Andrew Jenks, Joe Madison, ESSENCE, PEOPLE, Crooked Media, Sports Illustrated, and the United Negro College Fund, Chris specializes in media partnerships and content development.

Anthony Frasier is the Founder and CEO of ABF Creative, a multicultural podcast platform that produces conscious content for brands and consumers. As one of Newark's first podcasters, Anthony has developed and produced audio for brands such as Audible, Black Entertainment Television and Prudential Center and Essence Magazine

Anthony has over a decade of experience in tech, media, speaking and coaching aspiring entrepreneurs and students from underserved groups. In USA Today, Anthony was described as a "Translator" for his ability to relate and inform communities that are largely excluded. Anthony finds the common threads between lessons he learned in the hard streets of Newark, NJ to the innovative clusters of Silicon Valley. Anthony served as the entrepreneur in residence of Newark Venture Partners, a fund backed by Audible/Amazon. He helped attract innovative tech startups to Newark and incubate promising talent locally.

The author of the critically acclaimed “Don’t Dumb Down Your Greatness: A Young Entrepreneur’s Guide to Thinking & Being Great”, Frasier’s motivational blueprint for young entrepreneurs of color has spread globally. He is an expert in podcast production and storytelling and has been featured as a TEDx talk, and part of The Congressional Black Caucus conferences. Frasier also serves on the board of directors for the NY Tech Alliance, focusing on making the greater New York City area more inclusive.



POINTERS FOR MODERATORS & PANELISTS:

Moderators:

Please keep these three things in mind as you prepare for this conversation:

- **Be conversational.** Please keep the audience in mind at all times and bring them into the discussion. Put yourself in their shoes and think about the topic at hand and what you'd want to walk away with if you were in the audience. Draw those nuggets out of the panelists.
- **Drive the conversation at all times.** Avoid any single voice taking over the discussion. Instead, draw out the underlying insights, experience, stories that will make the experience engaging for everyone.
- **Leave ample time for questions and affirmations or comments from the audience.** Not everyone has to ask a question. Wisdom flows in all directions, and our audience will be full of people who can add value. Direct the audience to keep their questions or remarks brief, though to avoid grandstanding or running overtime.

Additional resource: <http://www.presentation-pointers.com/showarticle/articleid/387/>

Notes for panelists:

Please keep these three things in mind as you prepare for the conversation:

- **Share fresh the insights grounded in your own story.** Keep in mind that the audience will be podcast creators or professionals, social advocates and entrepreneurs, and likely attend many of industry events on similar themes. They want to hear your fresh take and connect with your journey, so share your story.
- **Pull back the curtain and be vulnerable and generous.** Dig deep and think about what you've learned and experienced along the way. What have you navigated successfully (or not so successfully)? What are you still figuring out as you attempt to breakthrough to the next level? Where have you gotten stuck? That's what everyone really wants to know.
- **Leave the audience with (at least) one concrete takeaway.** Is there a book or article they can read, and accelerator or other opportunity for which they should apply, a meetup group they should join, or maybe just a question they should ask in plain terms? Don't be vague or obtuse when you could be frank and helpful. It will make a rich experience for everyone.

Additional resource: <https://www.inc.com/geoffrey-james/9-ways-to-be-an-outstanding-panelist.html> (sans #6...wear what you want!)

IMPORTANT INFORMATION:

Start Time: Sunday, November 15, 5:00 PM - 6:30 PM

Duration: Approx: 90 minutes

Format: Town Hall Styled Panel

Discussion: Audience Pre-Submitted Questions + Curated Questions +
Panelists Perspective

Platform: Zoom

If you have any questions or need more information, contact
speakers@afrosandaudio.com

