

AFROS & AUDIO VIRTUAL PODCAST FESTIVAL

The Art of Interviews

DESCRIPTION:

In this workshop, Cassandre & Shamiko will discuss how podcast hosts can stand out in the interview-based market. This discussion is for anyone who wants to craft interviews that have your listeners returning for more and your inbox overflowing with guest inquiries.

Learn four steps to making each podcast interview a storytelling experience by understanding the ups & downs experienced in crafting a story out of each conversation, season, and the overall vibes of a podcast. Attendees will walk away with guidance on establishing a foundational question to guide their podcast, a plan for seeking, screening, and researching future guests, and an idea of how to ask questions that will give their guests the space to open up and share powerful stories. Learning to tell a story, even when you aren't the only one speaking, helps produce an experience that's inviting for listeners and keeps them returning for more.

Takeaways:

- Knowing your audience, helps you identify the type of story you want to tell and the type of guests who will help tell that story
- Every interview is an opportunity to tell the overall story of your podcast and reinforce your overarching podcast goals
- From question formulation to follow-up and engagement, learn practices to increase the likelihood that the guest will share their interview with their network and as a result increase the reach of the podcast episode.



FACILITATOR:

Cassandra Dunbar is a mother to two young boys, wife, educator, host of the Be Well, Sis Podcast and she is passionate about the wellness and self-care practices of Black millennial women. Her journey began shortly after graduating medical school when she realized that there was a large gap between what she learned in medical school and what it truly means to be well. Her quest for information revealed the lack of inclusion in the wellness community. Since then, she's been dedicated to creating and curating well-researched information for those who are often forgotten.

Shamiko Reid is the creator of DaaamnDaddy.com, a platform that addresses people's relationships or lack thereof with their fathers, and the impact it has on who they are and how they show up in the world. The Discussion Room Podcast is an extension of her platform, where she discusses social issues such as mental illness and domestic violence and creates safe space for others to have their voices heard. It is her goal to expose people to the shared experiences that inform our everyday habits and introduce them to people and other resources to break bad habits, generational patterns and change the trajectory of parenting for the better.

LOGISTICS:

Date/Time: Saturday, November 13th: 11:05 AM - 12:00 PM

Format: Workshop and Q&A

