

# AFROS & AUDIO PODCAST FESTIVAL

**Stop Doing That!**

## **DESCRIPTION:**

Time and time again we see the same information from "industry leaders" about what we should and should not be doing to get our message across, but not all information is created equal. Truth be told, most research and most studies were not done with our community and our audience in mind. Time and time again we take that information and run with it knowing that it's not going to work for us. It's time for us to stop doing that!

Things aren't hopeless; there is information out there, more information than we think...if we know where to find it. In this session you will learn about some common audio industry trends in regard to how and when folks listen, how to determine your target market, common challenges Black folks face when it comes to access, and more.

- Understand listening trends and how it affects goals
- Know how where to find information that is not easily accessed
- Demo/market breakdowns



## FACILITATOR:

Audio production is the core of what **Krystal Hill** does. From her start as a Technical Producer at NBC Sports Radio, her job as a producer of The Steve Harvey Morning Show, to her current position as the Director of Podcasts for Black Love Inc, there isn't a challenge that she hasn't seen.

As the Director of Podcasts for Black Love Inc, she was given the task of launching a vertical of podcasts that spoke to the company's mission of showcasing 360 degrees of Black Love. She currently oversees all aspects of podcasting from tracking, to producing, editing to analytics and...well you get the point. The Black Love Podcast Network launched in February 2021 and has over 1 million downloads across its slate of eight podcasts.

Throughout her career, Krystal has learned that most media spaces do not understand the voice, nor the value of Black audiences and she has made it a mission to help amplify and uplift Black creators by giving them all the tips and tricks she's learned along the way.

Krystal is a native of Los Angeles, currently living on the outskirts of the county in Long Beach. She has an A.A in Broadcasting from Los Angeles Valley College, a B.A in Cinema and Television Arts from California State University, Northridge, and a M.S in Digital Audience Strategy from Arizona State University.

