

# AFROS & AUDIO PODCAST FESTIVAL

## The Black Canadian Podcaster's Guide to Using Podcasting as a Branding Tool for Your Business

### DESCRIPTION:

In this session, the panelists, Owen Osinde and Alex Whitfield from Hustle Over Everything, will share their knowledge and experience as Black Canadian podcasters. There will be discussion and reality about podcasting in Canada, as well as how each panelist has branded themselves and/or their businesses. Moderated by Chid Suzan from "But What Do I Know" Podcast and Sherley Joseph, Co-founder of The Chonilla Network and Digital Community Builder and Host of The Black Canadian Creators Podcast

- Find out what it's like to be a Black podcaster in Canada.
- Your business can benefit from podcasting.
- Using podcasts to brand your business.
- Considerations for branding your podcast, including colors, tools, and mission.



## FACILITATORS:

**Sherley Joseph** hosts the Sherley and Clove Podcast. Founder of the Black Canadian Content Creators Facebook/LinkedIn community and ByBlack.com nominated podcast. She's also co-founder of The Chonilla Network, a podcast collective in Canada and the US. She's a Social Media Manager from Humber College with a background in radio broadcasting. Besides creating digital channels for people to interact and communicate, Sherley helps businesses and non-profits expand their brand through digital dialogue and relatable content. She's passionate about building a multicultural community and podcast platform, with over 15 years of experience in the tech industry. Mostly for women and people of colour, through online social channels. She's a Divom (Diva + Mom) of three who loves her Clove, her homies, the Black community, music, and photography, and all of those things make her who she is when creating content for the ChoNilla Podcast and The ChoNilla Network.

**Chidinma "Chid Suzan" Azubuike** is an Urban Planner and Podcaster/Content Creator who is merging her love for Community Building with her passion for leading conversations. As a Podcaster/Content Creator, Chid Founded *In The Know Media* and *The But What Do I Know Podcast* as an ode to how People of Colour, especially Women of Colour, often diminish their knowledge and experiences in spaces where they may not feel affirmed and encouraged. Therefore, in this community, BIPOC (Black, Indigenous, and People of Colour) are no longer hiding behind the phrase "But What Do I Know?" but are affirming their knowledge as well as healing and learning from their experiences. When she isn't working to better cities or creating content, she is watching TV shows such as *Insecure* or listening to R&B music.

**Alexander "Alex" Whitfield** is the co-host and co-founder of Hustle Over Everything. Outside of the podcast, he is a digital marketer and content strategist. Alex is building Hustle Over Everything to provide people with the tools, philosophies, and resources he didn't have when he began his journey into entrepreneurship. Alex is a believer in being at peace. The hustle is one of the only things you can control when reaching your goals and creating the life you want to live. With a strong work ethic and relentless determination, you are a step closer to living a life of peace. When Alex is not working on Hustle Over Everything, he is either working out, tuned in to sports, pop culture, cooking, or planning his next tattoo, which is rare because he only has two.

**Owen Osinde** is the co-host and co-founder of Hustle Over Everything. Owen was born for the grind! He has always had an entrepreneurial spirit from a young age. Throughout his entrepreneurial career, Owen has started businesses in the fashion, tech, and media industries. He has gone through the ups and downs of taking an idea from nothing to something while experiencing all of the trials and tribulations of being an entrepreneur. Owen is a big believer in positive energy and thinking. His vision and purpose are to build Hustle Over Everything into a community that is focused on education and empowering individuals who embark on building an enterprise. Owen loves watching the Raptors & Liverpool FC, playing basketball, and reading books.

