

AFROS & AUDIO PODCAST FESTIVAL

The Art of Strategic Relationships for Black Podcasters

DESCRIPTION:

You have a podcast, now what? From inception to monetization, use the roadmap of successful podcasters leveraging highly effective strategies.

Takeaways:

1. Learn the steps to build meaningful relationships that lead to success
2. Understand strategy and negotiating the deals that are right for you
3. Learn what actions to take to attract sponsors and partners



FACILITATOR:

Sierra Reed is a respected and accomplished business leader across various industries and sectors with over a decade of experience establishing and managing strategic partnerships with Fortune 500 companies nationwide in addition to groundbreaking national partnerships in radio broadcasting, print, and digital audio. As Founder of Chic Media Productions LLC and WXVN 105.1 LPFM Vision Radio, she leads in developing new platforms dedicated to delivering content, information, and entertainment to marginalized and underserved communities throughout the globe.

As a journalism school graduate who holds a BA from Georgia State University and published writer at Sheen Magazine, Sierra has long held an interest in all forms of communications. She attributes much of her knowledge and drive to her early years at Radio One Atlanta while launching her own podcast in 2014. She now hosts an exemplary background as a senior manager managing broadcast relationships and programming in 7 out the top 10 US markets and for one of public media's largest national networks, PRX/ Radiotopia. Before launching her own independent network, she served as Director of Podcasting at WABE, NPR's Atlanta affiliate.

Sierra's unique perspective as a businesswoman, strategist, and creator allows her to connect with leaders, creators, and listeners in meaningful ways. Unafraid to pursue partnerships with purpose in the face of doubt, she is poised as a major influencer, ushering in a new and more inclusive age of audio, print, television, and film. She's progressive and a widely sought-after strategist for her ability to deliver practical, yet thoughtful roadmaps for business expansion.

