

# AFROS & AUDIO VIRTUAL PODCAST FESTIVAL

## Finding Your Tribe: The Importance of Authenticity in Niche Podcasting

### Description:

Creating niche content doesn't mean your show will grow slow. Now more than ever, creating for one particular audience is how you stand out in a crowd of podcasters. All you have to do is find your tribe and lead with authenticity.

### Takeaways:

- Finding your audience.
- Creating content in your niche your audience will love.
- Using authenticity to promote and grow your show



## MODERATOR & PANELISTS:

### Panelists:

**Walter Gainer II** is a professional podcast producer and content creator based in Atlanta. He started his show, *Boss Locks*, to prove that natural hair and professionalism do coexist. Through podcasting, he has been able to work and collaborate with businesses and influential Black leaders from all around the world.

In January 2019, **Shawn Karawa and Vanady Mitchell** were given a simple theme for the year; God is with them and this is the year of their transformation. Little did they know this would be one of the catalysts for what now is Lipstick Coffee Jesus. After years of candid conversation over coffee and tea, they kept asking "Why is no one talking about this?" Instead of continuing to ask a question, their transformation journey led them to create a brand where they combined their foundation of faith, a safe place to keep it real and a constructive way to express their passion for all things cosmetic and coffee (they love tea too).

From podcasting to curating the perfect cup of coffee or tea, their goal is to create moments that encourage you to embrace and live life to the fullest, reflect on your thinking and be inspired to impact others. They are two very unique women from distinct backgrounds that God has joined together to shock the airwaves and disrupt the marketplace.

**Tiffany** also known as **Leo Ra'Chel** is a Creative Goddess and CEO of The Style Den fashion and wardrobe styling company, The Phat Girl Chronicles blog and podcast, A Whole Lotta Dumb Shhhh podcast, and author of her first published project, *The Phat Girl Commandments*. She is also an amazing artist and founder of Royal Outkast Artistry.

She was blessed with a mission to help those around her embrace their bodies where they are, while teaching the importance of LIVING OUT LOUD!!! Seeing people being their truest self, looking their best, and accomplishing their goals successfully is Tiffany's passion.

She is a Speaker, Producer, Radio Personality, Author/Writer, Designer, Artist, Business Consultant, and Fashion Stylist Extraordinaire.

Tiffany began her journey as a podcast host in which she decided to speak from the perspective of a plus size woman on all aspects of life from finances to relationships..... And to give a voice to those who feel unheard and left out!

Her artistry began initially as an outlet to deal with grief and anxiety and as she continued to create the more, she wanted to share it with the world, so she created Royal Outkast Artistry. She creates intuitive paintings, fashionable one-of-a-kind fashion pieces and also helps others to create and write their stories which in turn helps people to find their freedom.

## **LOGISTICS:**

**Date/Time:** Sunday, November 14<sup>th</sup>: 2:00 PM - 2:55 PM

**Format:** Roundtable Discussion and Q&A

