

THE AFROS & AUDIO EDITION

POD TALK

M A G A Z I N E

OCTOBER - NOVEMBER 2024



THE GROWTH OF PODCAST • E-BLOCK RADIO • WE IN BALTIMORE WIT' IT!

OCTOBER / NOVEMBER 2024 - SPECIAL EDITION

www.afrosandaudio.com



6th Annual Afros & Audio Podcast Festival

The 1st Two-Day
Conference For and By
Black Independent Podcast
Creatives and Audio
Professionals

October 18-20, 2024

Tickets Available Now

Baltimore, MD
The NEW official home
for Afros & Audio
Stay Tuned!

2024 AGENDA

Friday, October 18th
(4:00 pm – 9:00 pm)

Doors Open
Podcast Live Show
Kick Off Party

Saturday, October 19th
(10:30 am – 5:00 pm)

Immersive Networking Events (AM/PM)
Breakout Sessions (AM/PM)
Lunch & Learn
Keynote

7:30 – 10:00 PM
Honors/Afterparty

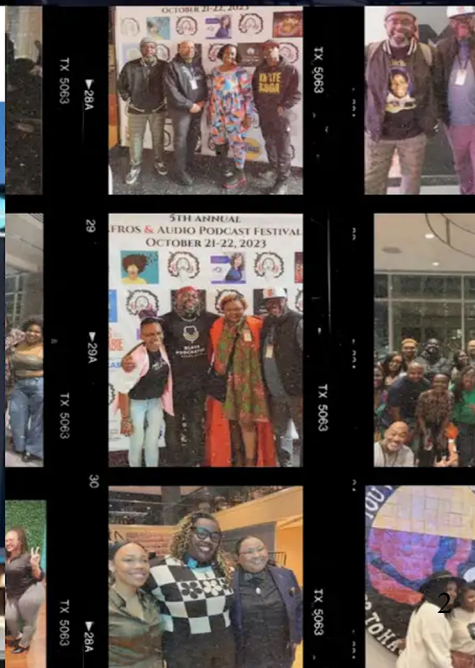
Sunday, October 20th
(11:00 am – 3:30 pm)

Breakout Sessions (AM)
Lunch & Learn
State of Black Podcast
Interactive Town Hall Q&A
Weekend Reflection

HOST HOTEL

tru

Hilton



TABLES_{of} CONTENTS

LOOK WHO'S
PODDING

4

5

PODCAST IS
GROWING
RAPIDLY

SCAN FOR
AGENDA,
SPONSORS,
ETC.

6

8

TO THE EAST
MY BROTHER
E-BLOCK
RADIO

WHAT
MAKES A
GOOD
PODCAST?

11



16250 Northland Dr.
Suite 103
Southfield, MI 48075
248.621.4886

This is the special Afros and Audio edition, highlighting the Afros and Audio Podcast Conference.

Welcome to the heart of the podcasting universe – PODTALK Magazine, your premier connector and indispensable resource for all things podcast-related. Created exclusively for the vibrant community of podcasters worldwide, we are your one-stop destination for expert insights, cutting-edge tools, and unparalleled networking opportunities.

At PODTALK Magazine, we're dedicated to celebrating and elevating the art of podcasting. Whether you're an influencer, producer, writer, or enthusiast, our publication is meticulously crafted to cater to your every need and curiosity within the podcasting realm. Delve into captivating interviews with industry trailblazers, gaining valuable insights and inspiration from their experiences and expertise. Stay ahead of the curve with in-depth analysis of emerging trends, innovative technologies, and best practices, ensuring that you're always at the forefront of the rapidly evolving podcasting landscape.

But PODTALK Magazine is more than just a source of information – it's a global connector, fostering unity and collaboration among podcasters from every corner of the globe. Discover an array of resources, from networking events to collaborative projects, designed to facilitate meaningful connections and empower you to expand your reach and impact.

Explore our comprehensive reviews and recommendations for the latest podcasting equipment, software, and production techniques, equipping you with the tools you need to bring your creative vision to life with unparalleled quality and efficiency. Whether you're a seasoned podcaster looking to refine your craft or a newcomer eager to embark on your podcasting journey,

PODTALK Magazine is your trusted companion every step of the way. Join us as we celebrate the boundless creativity, diversity, and unity within the global podcasting community. With PODTALK Magazine by your side, the possibilities for podcasting excellence are limitless.

Welcome to the ultimate destination for podcasters worldwide – welcome to PODTALK Magazine.

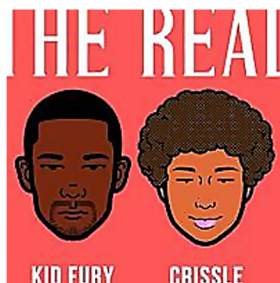


LOOK WHO'S PODDING!

Bomani Jones weighs in on sports, pop culture, social topics and much more from NYC.

Join bloggers Kid Fury and Crissle for their weekly podcast covering hip-hop and pop culture's most trying stars. Throwing shade and spilling tea with a flippant and humorous attitude, no star is safe from Fury and Crissle unless their name is Beyoncé. (Or Blue Ivy.)

Listen: thisistheread.com



The Black Guy Who Tips is a podcast/blog from the minds of Rod and Karen, a married couple who enjoy. Rod and Karen have been together since they were 16 and have been married since 2002. The show has been mentioned in the Huffington Post written about on Ebony.com and spotlighted on Spreecast.

Listen: theblackguywhotips.com

he Therapy for Black Girls Podcast is a weekly chat about all things mental health, personal development, and all the small decisions we can make to become the best possible versions of ourselves. Join your host, Dr. Joy Harden Bradford, a licensed Psychologist as she offers practical tips and strategies to improve your mental health, pulls back the curtain on what happens in therapy sessions, and answers your listener questions.

Listen: therapyforblackgirls.com



PODCASTING IS GROWING RAPIDLY!

KEY REASONS WHY IT'S A GREAT TIME TO JUMP IN AND TAKE ADVANTAGE OF THIS TREND.

1. Accessibility & Convenience

Podcasts are easy to consume anytime, anywhere—while commuting, working out, or relaxing. Unlike video or written content, listeners don't need full attention, making podcasts a convenient medium. Plus, most podcast platforms are free and available on smartphones.

2. Niche Content & Personal Connection

Podcasts can focus on specific niches, allowing creators to build a loyal, engaged audience. The format fosters a personal connection between hosts and listeners, creating deeper engagement than many other forms of media.

3. Minimal Barriers to Entry

Starting a podcast doesn't require a massive investment. With basic equipment and editing software, creators can produce high-quality shows. This accessibility has allowed independent creators to thrive alongside large networks and companies.

4. Growth in Advertising Revenue

Podcast ad revenue is booming. In 2023, U.S. podcast ad revenue topped \$2 billion, with advertisers recognizing the value of podcast audiences, who are highly engaged and trust their favorite hosts. This makes podcasts an increasingly lucrative platform for both creators and brands.

5. Loyal and Engaged Audiences

Podcast listeners are typically loyal and engaged, often subscribing to shows and listening to entire episodes. Unlike social media or video platforms where attention spans may be shorter, podcast audiences are more committed, offering great potential for advertisers and sponsors.

6. Investment from Major Platforms

Companies like Spotify, Apple, and Amazon have heavily invested in podcasting, acquiring networks and signing exclusive deals with top creators. This corporate investment has boosted the medium's visibility and growth, making podcasting more mainstream than ever before.

7. Diverse Content Offerings

Podcast genres have expanded far beyond talk shows or interviews. Today, there's a wide variety of content, from true crime and storytelling to education and business, catering to a broader audience. This variety helps attract listeners with different interests.

8. Cross-Platform Synergy

Podcasts can expand into other forms of media like YouTube, blogs, or live events, creating additional ways to engage with the audience. This multimedia approach helps creators build a larger platform and connect with their listeners in various ways.

9. Monetization Opportunities

Podcasters can earn money through ads, premium content, or subscriptions. Platforms like Patreon allow creators to generate income directly from their most loyal listeners, providing alternative revenue streams beyond traditional ads.

10. Community Building

Podcasts help build strong, engaged communities around shared interests. Many creators use social media or live events to further engage with listeners, fostering loyalty and a sense of community.

CONCLUSION

Podcasting's growth presents a prime opportunity for content creators and businesses alike. It's an accessible, low-cost platform with high potential for building loyal audiences and exploring monetization options. Whether you're considering starting a podcast or leveraging the medium for brand-building, now is the time to get involved in this rapidly growing space.

6TH ANNUAL
AFROS & AUDIO
Podcast Festival

OCTOBER 18-20, 2024

REGINALD F. LEWIS MUSEUM
BALTIMORE, MD

TICKETS AVAILABLE NOW

**SCAN FOR
AGENDA**



**SCAN FOR
SPEAKERS**



**SCAN FOR
SPONSORS**



Stay with us at
Tru by Hilton Baltimore
Harbor East



WWW.AFROSANDAUDIO.COM

THANK YOU SIMPLECAST

For your Sponsorship of the
6th Annual Afros & Audio Podcast Festival!
www.afrosandaudio.com

TECHNOLOGY FOR
Publishers > Advertisers > Podcasters

Harnessing the power of audio with passion,
innovation, and solutions that drive results.



Simplecast
by AdsWizz

6TH ANNUAL
AFROS & AUDIO
PODCAST FESTIVAL



OCTOBER 18TH-20TH
BALTIMORE, MD

Visit our website
www.afrosandaudio.com





PodTalk Magazine sat down with Founder and Executive Producer of the E-Block Radio Podcast Network, Q. Lewis. Lewis, who was born and raised on the east side of Detroit, talks about how the network came about and where it is heading. Let's dive in!

PodTalk : *How did the podcast network come into fruition?*

Q. Lewis : Honestly it was just a group of friends in our partner's basement working out. One of my friends said, "hey we should do a radio show." Mind you this was way before it was being called a podcast, 2010 to be exact. So, I did some research, found BLOGTALK Radio, a platform that allowed you to stream LIVE audio, so it really felt like a radio show. Our homie, Angry Man coined it E-Block Radio and I ran with it. After several solo shows, Monk Money joined me, then later Angry Man became an on-air personality with us. With the success of the flagship Wake And Bake Show, I decided to branch out a bit and not only host our show but produce others as well. I began producing the Shad Vs. Everybody Podcast and The Beards, Bourbon, Whiskey Podcast and these three shows would become the cornerstone of the E-Block Radio Podcast Network.

podtalkmagazine.com

Detroit 8
Windsor

PodTalk : *What are some of the challenges you've faced being a podcast network owner?*

Q. Lewis : I would say the toughest challenge is staying consistent. Producing three shows for the network and still producing other podcasts all at the same time can become time consuming. With everything going on, it is often a challenge to remain consistent across the board. But, I have to say, because of my team and tight circle, there are a lot of checks and balances that keep me on track. I'd honestly be nowhere without my core circle.

PodTalk : *It sounds like the people you surround yourself with are very important to your process. Would you say that was the case?*

Q. Lewis : Certainly! This podcast thing and everything that has come out of it has been my dream and not necessarily any of theirs. So that means that they believe in my dreams just as much as I do and because of that I will forever be grateful for my squad. And I'm not just talking about my friends that grew up with me on the same block, but a few solid friends who I met in college who have become my brothers just like the ones who originated from E-Block.

PodTalk : *Even though we know the story goes much deeper on your journey, we'll end here for now, but what the people really want to know is what's next for the E-Block Radio Podcast Network?*

Q. Lewis : My vision is for the network to become a vehicle for all of my people's dreams. Like, Monk Money is the chef, so we're looking into producing a food show to build his brand. Angry Man coaches youth football, so producing a show that connects him to the sport and to the community is in the works. Those are just a couple of examples to give you an idea of where we're headed. We out here and we got next...so in the words of my guy Kodak Lee.... PARDON MY EASTSIDE!! We LIVE from the 48205!



[f eblockradiopodcastnetwork](#) | [eblockradio.com](#)

[podtalkmagazine.com](#)

Detroit

9



GODCASTIC

MUSIC • VIDEOS • FILM • LECTURES & MORE

NEED A HOME TO BROADCAST
GOD'S WORD?

CALL: 248.621.4886

- **PROFESSIONAL**
- **STATE OF THE ART**
- **AFFORDABLE**
- **CLEAN**

**SPECIAL OFFER: \$300
A MONTH - CALL FOR DETAILS**

 Godcastic

 GodcasticDetroit



WHAT MAKES A GOOD PODCAST?

podtalkmagazine.com

Podcasts have become a popular medium for storytelling, education, and entertainment. With thousands of options to choose from, what makes a podcast stand out? A good podcast typically combines several key elements that engage listeners and keep them coming back for more.

Compelling Content

The heart of any podcast is its content. Whether it's true crime, business advice, or casual conversations, the topic must be relevant and interesting to the audience. Successful podcasts often find a unique niche or approach that differentiates them from the rest. It's not just about the topic, though—it's about how it's presented. The best podcasts captivate listeners with thought-provoking discussions, emotional storytelling, or expert insights.

Quality Production

Sound quality matters. Clear audio with minimal background noise enhances the listening experience. A well-produced podcast uses smooth transitions, appropriate music, and good pacing to maintain listener engagement. While high-end equipment isn't a necessity, ensuring consistent sound levels and clean editing is critical.

Engaging Hosts

A great host can make or break a podcast. The best hosts are knowledgeable, passionate, and relatable. They connect with their audience through authenticity, humor, and charisma. Hosts should also ask insightful questions if they feature interviews, drawing out meaningful and engaging conversations.

Consistency

Consistency in release schedule builds a loyal audience. Whether it's weekly or monthly, listeners appreciate knowing when to expect new episodes. Maintaining a regular rhythm keeps the podcast top-of-mind and encourages habit-building among the audience.

In summary, a successful podcast hinges on engaging content, solid production, charismatic hosting, and consistent delivery.

MONEY • MUSIC • TALK & MORE

Rise & GRIND

MORNING SHOW

Celebrating our...

1300th

EPISODE

www.podcasticlife.com

powered by
PODCASTIC



PODCASTIC

presents



HOSTED BY:
SAUNY

COMICVILLE

all funny business...

EVERY FRIDAY @5PM

www.podcasticlife.com



QR CODE



SCAN ME

GET YOUR DIGITAL COPY NOW!

THANK YOU LIBSYN

For your Sponsorship of the
6th Annual Afros & Audio Podcast Festival!

www.afrosandaudio.com

Fast Podcast Creation

Powerful Podcast Hosting

All in One Place

Start a podcast, grow, and make money with
Libsyn.



6TH ANNUAL
AFROS & AUDIO
PODCAST FESTIVAL



OCTOBER 18TH-20TH
BALTIMORE, MD

Visit our website
www.afrosandaudio.com



What is your favorite
Proud of yourself
School and academy
me a
telling
tailor
I have a vivid memory
I didn't participate
spelling the
spell
struggle
and
about
cl
where
felt

tubi



DADDY
I LOVE



me naturally
ud of
number facts and
I do, however,
1st grade class
and a particula
ember how to
also remember
my left hand
up and thin
y.
LPS progr
o pictures
y, which
ilities often
rding my
een chall
child could

Hill



PODCASTIC

WE ARE FAMILY



Listen on
Apple Podcasts



Spotify

YouTube

WWW.PODCASTICLIFE.COM