

# Podia Black Creator Council Meeting #1 - July 16th, 2020

On July 16th, we had the first meeting of Podia's Black Creator Council. Below are the notes, takeaways, and next steps from the meeting.

## Black Creator Council mission statement

June 2020 brought a watershed moment in American history. The murders of George Floyd, Ahmaud Arbery, and Breonna Taylor highlighted the tragic level of racism that still exists in this country.

As a business that serves thousands of Black creators, we realized that we needed to do more to contribute to the campaign against racism.

Part of [the plan](#) we created was to launch a Black Creator Council to amplify Black voices in the Podia community.

Podia's Black Creator Council exists to ensure that Podia is serving Black creators with its product, messaging, and content. The Council is comprised of Black Podia customers who are asked for feedback on new and ongoing initiatives, messaging, and content, to help guide us in our mission to become better allies, both within the company and in the larger community.

While we know that we need this Council, we don't yet know exactly how it will work, how often we'll meet, *how* we'll meet, or what, exactly, we'll be asking Council members for. That's part of what we'll be figuring out, together with our Council members, in the early days.

At the start, we expect that we'll:

- Meet 1-2 times per year via Zoom
- Outside of these meetings, share ideas and gather input via email for advancing Black creators

- Continue to shape the vision and plan for evolving the Black Creator Council into the future

Our goal is that the Black Creator Council, and especially its founding members, can make meaningful contributions to the Black community, both by supporting existing creators and empowering new ones.

## Introductions

We started by asking everyone to introduce themselves, and share their reason for agreeing to join the council.

### **Raphaelle Wagner, [Not-a-Momma](#)**

Raphaelle is building a community for child-free women, with members from all over. She's here with the hope of getting to know the group and serving her own community.

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### **Monica Wisdom Tyson, [Black Women Amplified](#)**

Monica is a messaging strategist, storyteller and writer and founder of Black Women Amplified, who helps help Black Women honor their voice, share their story and be heard. Monica has been an activist most of her life, and wants to help create and cultivate safe environments.

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### **Karima Williams, [Karima Digital](#)**

Karima runs Karima.Digital, building sales funnels for solopreneurs and people who sell digital products, along with marketing strategy for influencers. She's a big advocate of building communities. Karima engaged Podia on Twitter about our efforts and that's what led to her agreeing to join the council.

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## John Saunders, [Web Design Studio Accelerator](#)

John is the founder of 5four digital, a web design studio in sunny South Florida. Gives back to his community by building resources (like [Black Illustrations](#)), and is also here to learn, develop, and grow.

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## L.Michelle Salvant, [LMichelle Media](#)

L.Michelle runs LMichelle Media, and is located in Tallahassee, FL. She is here to work behind the scenes to be an active participant in pushing this conversation forward.

## Podia internal updates

- **Presentation:** To help our team to have an understanding of the unique challenges Black creators are facing, we hired a Podia creator, [RChelle Lynn](#), who is putting together a training and presentation to our entire team.
- **Black Creator Council:** The formation of this group!

## Open discussion

We asked council members for suggestions on steps that Podia and the council could take to move our shared mission of serving Black creators forward.

Everyone shared unique and interesting ideas:

- Some companies are completely dropping the ball on allyship; Podia can teach and share information as we learn to help others in the tech community do the same. The council should be setting standards for other software companies to be innovative.

- Share our perspective on why it matters, blind spots we're discovering, our approach, and the impact of our efforts.
- A video series documenting this journey that Podia is taking with the council.
- Partnering with organizations in education, technology, entrepreneurship, leadership, and other non-profits that help people in the Black community, especially kids, see that this (creative entrepreneurship) can be a path. We could partner with HBCU's, high schools, middle schools. Hawthorne Academy for Girls is a great example.
- Black kids at career days often share the same career aspirations: doctor, lawyer, athlete. There's nothing wrong with those paths, but they're not exposed to the idea of becoming a creator, so they don't aspire to it. Podia could be the organization that brings that exposure and education by teaching the young ones how to turn their passion into products.
- We don't have a ton of diversity in regard to case studies and examples. We need to show people looking at Podia that we're built for them.
- Teach kids how to build an online course in a session.
- Show Black kids how to be heard and tell their story.
- There's a great disparity in pay equality, especially for Black women. Teach Black creators how to charge what they're worth, and set an example as a company with equal pay.
- Create a strong anti-racism policy for our platform.

## Next steps

We'll be sharing these notes with the entire Podia team, and working to turn these ideas into action steps that we can take. We'll circulate what we come up with to the council for feedback.