

MEDIA KIT + EVENT PROPOSAL



PODCAST + COMMUNITY
**BLACK HER
STORIES**



www.nourish.community/podcast
hello@nourishevents.org
[@blackherstories](https://www.instagram.com/blackherstories)

2023



Meet Michaela

Michaela Ayers is the creator and host of [Black Her Stories](#); a Black-led project that produces creative content and community events.

Black Her Stories (BHS) reshapes Black history through the inspiring stories of women you may never have heard of. Through nourishing conversations with leading Black women, we explore what is possible when creativity meets history - when we tap into our creative power to unlock our purpose.

PROFESSIONAL BACKGROUND

[Michaela Ayers](#) (she/her) is the Founder and Principal of Nourish, a collaborative vehicle that advances the values of diversity, equity, and inclusion through art, education, and events.

With over 7 years of experience delivering training and events to diverse audiences, Michaela is a seasoned facilitator who offers a human-centered approach to learning that promotes behavior change.

AREAS OF INTEREST

Art History, Blackness & Belonging, Creative Problem-Solving, Cross-Cultural Communication, Creative Play, Community Care

Our Mission

With a focus on conversational storytelling and community events, BHS is a dynamic platform that embodies the values of diversity, equity, and inclusion in a community context.

Our mission is to reanimate Black History through stories that stimulate creative thinking and foster a sense of empowerment. By elevating authentic narratives that challenge cultural stereotypes, our goal is to inspire our audience to be the leaders of their own lives, overcome obstacles, and achieve their goals.



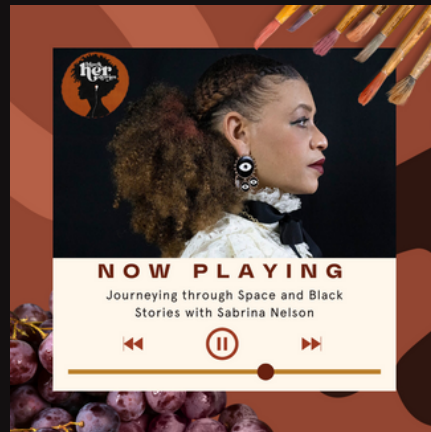
GETTING TO KNOW BLACK HER STORIES

Black Her Stories began as an event in honor of Black History Month in 2019 and evolved into the audio format in 2021. Through this flexible medium, BHS is now able to reach listeners and community members across the country.

POPULAR EPISODES



Celebrating the Rhythm of Black American Life with Judy Bowman



Journeying through Space and Black Stories with Sabrina Nelson



Exploring Expressions of Black Love with Sydney James

OUR LISTENERS



DEMOGRAPHICS

- 81% Female, 13% Male, 2% Non-binary, 3% Unspecified
- 7% [23-27], 39% [28-34], 32% [35-44], 12% [45-59], 2% [60-100] Unknown



INTERESTS

- Art & Culture
- Creativity



LOCATIONS

- Detroit, Michigan
- Seattle, Washington
- New York City, New York



POPULAR TOPICS

Every perspective we hear changes us a little. That is why BHS curates conversations that seek to uncover relatable human stories that offer key insights and motivate our audience.

While every episode is unique, there are several themes that weave through every story.



RESILIENCE

Black women are creators of culture who work hard to turn their dreams into reality. Through stories of grit and grace, each guest offers insights into how they cultivate the capacity to face challenges while working towards individual and collective goals.



CREATIVITY

As the great Maya Angelou once said, "You can't use up creativity, the more you use it the more you have." With a focus on artists, each episode explores their creative practices and processes in hopes of inspiring our audience to bring their own creative visions come to life.



COMMUNITY

The community of place informs who we are, how we behave, and what we create. As artful anthropologists, BHS uncovers how predominantly Black communities shape the creativity of artists. The people, places, and history that surround each guest add a layered richness to their stories.



OUR EVENT PROPOSAL FOR

Black History Month



Black Her Stories is actively seeking collaborators who are looking for a fresh way to celebrate Black History month. Could that be you?

2024

OUR PROPOSAL FOR BLACK HISTORY MONTH

THE PURPOSE OF OUR EVENT IS TO:

- Deliver a high-impact event that celebrates Black History Month in a creative and interactive way.
- Engage the audience in a cross-cultural and intergenerational conversation about the role of Black women in art, culture, and society.
- Invite the audience to deepen their awareness of iconic figures within Black History and analyze how their stories are still relevant today.

EVENT STAKEHOLDERS

ROLES & RESPONSIBILITIES

MARKETING PARTNERS are responsible for promoting the event via email newsletters, social media, and flyers in order to reach a broader audience.

HOSTS are responsible for providing a welcoming and accessible environment for community members to gather. Hosts also support the planning, coordination, and execution of the event.

MODERATOR/GUEST SPEAKER are responsible for delivering a high level of engagement and ensuring the content/conversation resonates with the audience.

EVENT TIMELINE

- **PLANNING TIMELINE**
 - November 2023
- **EVENT LAUNCH DATE**
 - February 2024

OUR PROPOSAL FOR BLACK HISTORY MONTH

VALUE PROPOSITION

At this moment when Black History is being actively revised or completely erased, Black Her Stories provides a dynamic opportunity for community members to nourish deeper connections to iconic figures within Black History and explore the role that Black women play in art, culture, and society.

By providing a platform to discuss the cultural contributions of Black women in increasingly turbulent times, this event urges us to think differently about the leadership of Black women throughout history and in modern times.

The interactive elements of the event also provide a critical space for cross-cultural dialogue and relationship building with the intention of breaking down silos.

Young people, Parents, Caretakers, Educators, and Community Members all will benefit from this unique opportunity that blends out-of-the-box thinking with community engagement.

AUDIENCE IMPACT

EDUCATION	INSPIRATION	HUMAN CONNECTION
Participants will learn about the contributions of Black women and discuss how their stories are relevant today.	Attendees will hear stories of creativity, resilience, and perseverance.	Through intergroup dialogue and creative activities, guests will interact with people from different backgrounds and build connections.

OUR PROPOSAL FOR BLACK HISTORY MONTH

EVENT PROMOTION PLAN

Social media | BHS will co-create social media assets for project partners and key collaborators to share across their channels. Our target audience is on Instagram, Facebook, and TikTok.

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Event page | The event page will be created and managed by the Black Her Stories. This registration page will act as a one-stop hub of information and the registration page.

Influencer marketing | Project partners will collaborate with relevant influencers to promote the event and reach a wider audience.



PROJECT BACKGROUND

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2023

OUR TIMELINE



2019

BHS Black History Month at the Riveter

Average Number of Attendees: 40-50



2020

BHS Black History Month at the Riveter

Average Number of Attendees: 50-65



2022

Black Her Stories Podcast Launch Party at Room Project

Average Number of Attendees: 20-25



2023

Black Her Stories Monthly Community Meetup

Average Number of Attendees: 10-15



RELEVANT PRESS

Look out world because we're making waves! While we're in the business of telling other people stories, we've been lucky enough to have our's told too. Check out the features below to get the media's scoop on BHS.



'Black Her Stories' podcast explores Detroit pride, women's history, and the human experience

BY RANDIAH CAMILLE GREEN

One of the most prominent things that repeatedly comes up, however, is the pride that comes with being from Detroit, one of the Blackest, most creative, and simultaneously complicated cities in the country.

"The people I spoke with all speak of Detroit with so much love, but they also acknowledge the city's complex history," Ayers says.

[READ THE ARTICLE](#)



Stories & Insights | Meet Michaela

BY ANGELA RIVERA

"I do not think it was an accident that I was born a Black woman. It is the identity that shapes my access to belonging, ignites my creativity, and influences the majority of my lived experiences. That is why my project, Black Her Stories, provides the deepest, richest, and most nourishing meaning for me."

[READ THE ARTICLE](#)



PODCAST REVIEWS

This project is our life's work and we are so grateful for the opportunity to create this platform. Check out what our listeners have to say about the impact of Black Her Stories



A LOVE LETTER TO BLACK WOMEN

"I'm blown away by the work of Black Herstories. From the curation of the podcast guests to the color palette and design of the branding, it's clear that intention and care run deep here. Too often we wait until people are gone to recognize their talent and contributions, but Black Herstories is doing the work of paying homage to Black women through a living archive. It's a vibrant and necessary love letter to Detroit and to Black women, and it's beautiful to see the community being built through this platform."

NJAIMEH NJIE
MULTIMEDIA ARTIST



A STORYTELLER THROUGH AND THROUGH

"Michaela is a storyteller through and through. She tells layered human stories behind the creative Black women who make our communities so vibrate. This podcast is such a delight."

JEAN-ALICIA ELSTER
AUTHOR, PREVIOUS GUEST



OUR STATS

Data is important and it's really only a slice of the story. We build power through relationships. Our community events, newsletter, and podcast are gaining steam so don't let these numbers fool you.



4,000
TOTAL PODCAST DOWNLOADS



500
EMAIL SUBSCRIBERS



240
INSTAGRAM FOLLOWERS

THANK
YOU

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