



MEDIA KIT

THE SAFE ROOM

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ABOUT THE HOST

SHON WILLIAMS IS THE FOUNDER, EXECUTIVE PRODUCER, AND HOST OF THE SAFE ROOM PODCAST. FOR OVER SIX YEARS, THE SAFE ROOM HAS BECOME ONE OF THE MOST PROMINENT PODCASTS IN TORONTO AND CURRENTLY AIRS ON THE #1 AFRICAN-CARIBBEAN ONLINE RADIO STATION IN CANADA. SHON'S MISSION IS TO CULTIVATE AN INCLUSIVE COMMUNITY FOR MORE NON-COMMERCIAL RADIO/PODCASTING IN THE CANADIAN ATMOSPHERE AMONGST LISTENERS AND FELLOW PODCASTERS/RADIO HOSTS.





THEPODCAST

WE HELP OVERLOOKED BUSINESS OWNERS IN TORONTO PUSH THE MOTION IN THEIR BUSINESS. OUR MISSION TO CURATE A SAFE SPACE FOR AUTHENTIC CONVERSATIONS AND LEARNING FROM PROFESSIONALS WHO ARE DOING THE WORK. WITH OVER 200 EPISODES AND 3,000 TOTAL DOWNLOADS, THE SAFE ROOM IS HOME TO LUVBAY AFROBEAT MUSIC TALK RADIO EVERY THURSDAY AT 8:00 PM EST LIVE ON YOUTUBE, LINKEDIN, FACEBOOK, TIKTOK, AND THE LUVBAY RADIO WEBSITE.



METRICS

450K

LISTENERS



ACROSS YOUTUBE,
LINKEDIN, FACEBOOK,
TIKTOK, & LUVBAY RADIO.

80%

DOWNLOADS



WITHIN NORTH AMERICA
AND EUROPE

GUEST REVIEWS

**I WOULD HIGHLY
RECOMMEND
THIS PODCAST
TO ANYONE
WHO ENJOYS
WELL
PRODUCED AND
THOUGHT OUT
SHOWS.**



**THE RESULT IS
ALWAYS TOP-
TIER CONTENT,
AND HE HAS THE
PATIENCE AND
FLEXIBILITY TO
ACCOMMODATE
HIS CLIENTS'
SCHEDULES.**



**THE SAFE ROOM
HAS A GREAT
LINE UP OF
INSPIRING
PEOPLE. SO
MUCH TO LEARN,
BUT IN A FUN
WAY!**



Featured Podcasts

- BUT WHAT DO I KNOW
- THE WHO & HOW CLUB
- HUSTLE OVER EVERYTHING
- RETURN OF THE MAK PODCAST
- EVERYTHING 90S PODCAST
- THE OTHER SIDE OF FEAR
- THE DAUGHTER WITH DADDY ISSUES

Community Work/Tabling Events

- LIVE EVENT COVERAGE AT THE 2024 BLK FRIDAY NETWORKING EVENT HOSTED BY ALL BLK MARKET
- INTERVIEWS IN COLLABORATION WITH NONPROFIT ORGANIZATIONS SUCH AS RISE EDUTAINMENT AND BUILDING A DREAM
- 3X SELECTION FOR FANEXPO CANADA IN PARTNERSHIP WITH THE CANADIAN PODCAST AWARDS



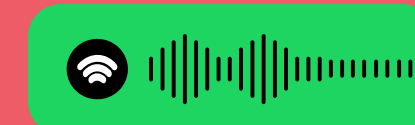
PARTNERSHIPS



TO COME ON OUR SHOW:
[HTTPS://THESAFEROOMSTUDIOS.WIXSITE.COM/THE-SAFE-ROOM](https://thesaferoomstudios.wixsite.com/the-safe-room)

FOR INQUIRIES & PARTNERSHIPS:
THESAFEROOMTORONTO@GMAIL.COM

SOCIAL MEDIA: INSTAGRAM, TIKTOK, AND YOUTUBE
• @THESAFEROOMOFFICIAL



LET'S CONNECT!