

BLACK CANCER

The Podcast

WITH

JODI-ANN BUREY



MEDIA KIT

CREATOR + MEDIA CONTACT: JODI-ANN BUREY
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BLACK CANCER

The Podcast

WITH

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about

Black Cancer explores the lives of everyday people of color told through their cancer journeys. Through one-on-one long form conversations, creator and host Jodi-Ann Burey weaves a narrative about race, health, and life and helps listeners discover the wisdom trauma can bring for themselves and others.

“

Right from the start, you are pulled into a heart journey. The deep questions host Jodi-Ann Burey asked her guest in just the first episode unearthed feelings and thoughts I didn't even know I needed to express.

- listener review



fun facts

- Guests are found organically through personal, professional and extended networks as well as inbounds from supporters and listeners of the project.
- Each episode's name is a key phrase said by the featured guest.
- Reached 3K plays within its first 8 weeks
- Each episode is released with a full **transcript** for deaf accessibility.
- The textured background used in Black Cancer's graphics is an image of Jodi-Ann's spinal tumor nicknamed "Ted."
- Black Cancer is a registered trademark.

13K



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JODI-ANN BUREY

Creator, Producer, Editor, Designer and Host of Black Cancer

LEARN MORE



“
I find talking about it and just acknowledging it and bringing it in as part of my story, is part of how I can heal and grow, and - at least for me, draw something out of my own experience.
- Jodi-Ann, Episode 1, Season 1

Jodi-Ann Burey (she/her) has a mission to disrupt “business as usual” to achieve social change. She is a sought-after speaker and writer who works at the intersections of race, culture, and health equity. With nearly 1 million views, her TED talk, **“The Myth of Bringing Your Full Authentic Self to Work,”** embodies her disruption of traditional narratives about racism at work. Jodi-Ann is also the creator and host of Black Cancer, a podcast about the lives of people of color through their cancer journeys.

Jodi-Ann holds a Master of Public Health from the University of Michigan. She is also currently writing her first book.

“
Your work holds true meaning for people in real life. And people are responding to the care and authenticity you put into your show.

- listener message

**BLACK
CANCER**
WITH JODI-ANN BUREY
The Podcast

my story

With Black Cancer, I wanted to create something I wish I would’ve had during my own cancer journey. For over two years, I was a ‘strong Black woman’ whose mind and body felt weaker than it’s ever been. I felt alone. In between doctor’s appointments, medication adjustments and trying to understand myself as someone living with a chronic condition, I was just too broken, too hurt and too tired to find the community I desperately needed.

Not one single person of color should ever have to scour the internet looking for someone like them.

PRESS

POPSUGAR.

The Black Cancer Podcast Centers People of Color Because "Your Life and Trauma Matters"

The Black Cancer Podcast Centers People of Color Because "Your Life and Trauma Matters"

October 29, 2020
by SAMANTHA BRIDGES

69 Shares



READ



Community Conversation: Cancer in the Black Community

NBCDFW

11/05/2020



COMMUNITY CONVERSATION:
CANCER IN THE BLACK COMMUNITY

WATCH



"It's Not Enough to Say We Survived (with Darcie Green) included on Anchor's curated playlist in March 2021.



LISTEN

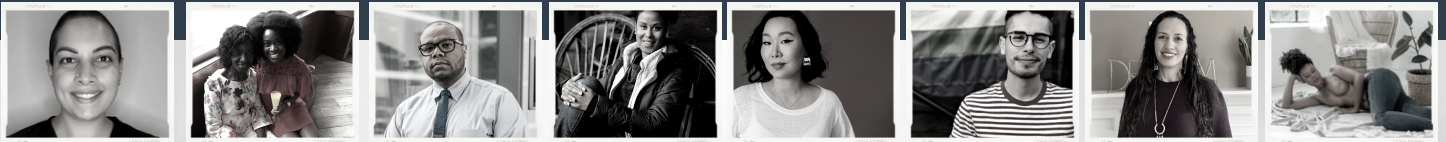
THE FUTURE OF BLACK CANCER

“

This is so needed. Being a survivor, we need to hear this. It's important. Thank you!

- listener comment

- To redefine the cancer journey as belonging to more than those who are diagnosed.
- To ensure that the cancer journeys of people of color become center to how our culture talks about cancer.
- To add nuance to our collective narratives about the experiences of people of color.
- To creatively deepen our understanding of racial inequities in the healthcare system.



“

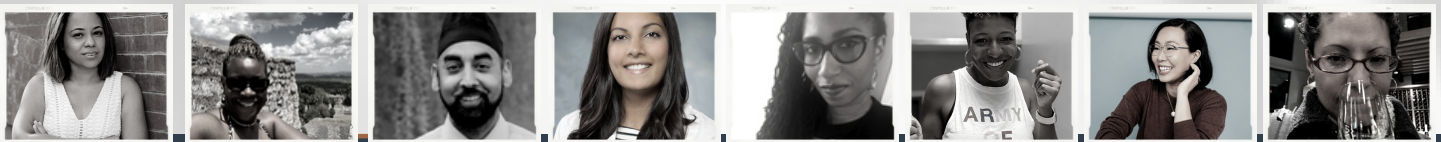
Talk about cancer in the context of social justice. It's a civil rights issue whether we have access to health and that is inherently political, because it's about the breakdown of resources in this country and who gets them.

Darcie Green
Episode 8, Season 2

TOPICS

- caregiving
- genetic testing
- therapy
- mental health
- parenting
- immigrant identity
- bias in healthcare
- understanding trauma
- navigating pain
- social support
- family relationships
- faith + religion
- race + identity
- returning to work
- health advocacy
- language

AVAILABLE ON: Apple Podcasts, Google Podcasts, Spotify, Amazon Music, iHeartRadio, Stitcher



"TRAUMA WISDOM"

ADVICE FOR CANCER AND BEYOND

I am far stronger than I believe myself to be. I know the word **strong** is loaded for us as Black people and Black women specifically, but I want people to know that there's a depth in us. There's just so much depth in who we are as humans. And what we think is our capacity is actually not always our capacity. There's more for ourselves, not necessarily just for each other. Know that you can bet on yourself.

Juliette Austin
Thyroid Cancer Survivor
Episode 3, Season 1



Dr. Ibram X. Kendi, author and activist, reposted Black Cancer's Instagram highlight of his cancer journey, with nearly 14K likes.

SEASON ONE

SEPTEMBER - OCTOBER 2020

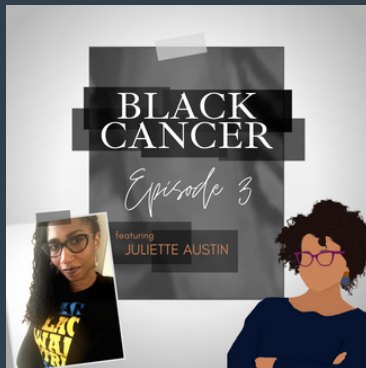
Shayla Martin,
breast cancer
survivor



Yejin Lee,
lost her mother
to breast cancer



Juliette Austin,
thyroid cancer
survivor



Sharon Eldridge,
lost mother and
grandmother to
cancer



Erika Stallings,
cancer previvor
and BRCA2 gene
mutation carrier



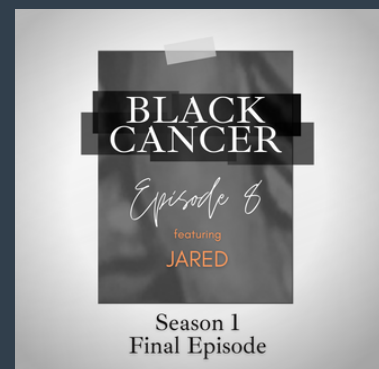
Erin Douglas,
caregiver for her
mother's cancer
journey



Frantz Berthaud,
lost her sister to
breast cancer and
found his life's
work in public
health and cancer
care



Jared,
father is currently
battling brain
cancer



Season 1
Final Episode

SEASON TWO

JANUARY - FEBRUARY 2021

Janice Omadeke,
lost her mother to
pancreatic cancer

The Greatest Ode to Her Sacrifice
Episode 1, Season 2
JANICE OMADEKE
Last her mother to cancer and found her purpose through the grief



Catch up on our conversation:
Being "Chief of Staff to the Matriach" of the family (18:59)
The privilege of having mothers who prayed for us (51:52)
What to bring to the table when a Black woman is in pain (56:01)

Transcript available soon on blackcancer.co

BLACK CANCER
with JODI-ANN BUREY

Angelica Garcia,
thyroid cancer
survivor

Nobody But Me
Episode 5, Season 2
ANGELICA GARCIA
Thyroid cancer survivor



Catch up on our conversation:
How sharing our stories connects us with others (8:06)
Angelica finds out she had to have her thyroid removed (27:47)
Finding out that her father was sick with cancer in Colombia (50:50)

Transcript available soon on blackcancer.co

BLACK CANCER
with JODI-ANN BUREY

Dr. Kavita Jackson,
breast cancer survivor

What We Do For Our Bodies
Episode 2, Season 2
DR. KAVITA JACKSON
Breast Cancer Warrior M.D.



Catch up on our conversation:
How our immigrant parents raise the bar for our possibilities (11:50)
Dr. Jackson uncovers her fears about chemotherapy (22:22)
Learning about what justice and equity look like in our bodies (53:34)

Transcript available soon at blackcancer.co

BLACK CANCER
with JODI-ANN BUREY

Angela Thomas,
B-cell lymphoma
cancer survivor

My Desire is to Stay Here
Episode 6, Season 2
ANGELA THOMAS
B-cell lymphoma cancer survivor



Catch up on our conversation:
Angela reflects on Dr. Susan Moore's experience with COVID-19 through her own experience battling the virus (10:25)
After being misdiagnosed and receiving a number of negative test results, Angela finally learns about her diagnosis (41:49)
In the Morehouse College tradition, Angela writes her son a letter, unsure of what her prognosis would be (1:07:50)

Transcript available soon at blackcancer.co

BLACK CANCER
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Dr. Virtaj Singh,
Jodi-Ann's
physiatrist

Am I Going to Die Today?
Episode 3, Season 2
DR. VIRTAJ SINGH, M.D.
Physiatrist who partnered with Jodi-Ann on her diagnosis and treatment journey



Catch up on our conversation:
How racism might have impacted Jodi-Ann's path to diagnosis (9:01)
What happened when Jodi-Ann stopped going to Dr. Singh's clinic (24:43)
How the healthcare industry needs to confront racism systemically (1:18:31)

Transcript available soon on blackcancer.co

BLACK CANCER
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Marissa Thomas,
breast cancer
survivor

Holding Space for Yourself
Episode 7, Season 2
MARISSA THOMAS
Breast cancer survivor and co-founder of For the Breast of Us



Catch up on our conversation:
Figuring out whether to disclose racial microaggressions with your providers (10:25)
Marissa shares about meeting Cristina, another young mother battling cancer (40:59)
Navigating her cancer journey with a teenaged son (1:04:55)

Transcript available soon on blackcancer.co

BLACK CANCER
with JODI-ANN BUREY

Michelle Audoin,
breast cancer
survivor

Proud / Beautiful
Episode 4, Season 2
MICHELLE AUDOIN
Living with metastatic breast cancer as a mother and an advocate



Catch up on our conversation:
Michelle recounts the impact of finding a lump in her breasts at age 14 (10:40)
"I don't care what you say, the breasts need to go" - Michelle after her first diagnosis (31:15)
Michelle dreams up the Breast Recognition Project and brings it to life (52:07)

Transcript available soon at blackcancer.co

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Darcie Green,
executive
director of
Latinas contra
cancer

It's Not Enough to Say We Survived
Episode 8, Season 2
DARCIE GREEN
Daughter, Advocate, and Executive Director of Latinas Contra Cancer



Catch up on our conversation:
Darcie shares about how her father's journey grounded her work in community health advocacy (47:31)
The strengths and expertise in self and communal advocacy already held in our communities (1:12:00)
Disproportionality in funding and support for organizations led by and that serve communities of color (1:56:55)

Transcript available soon at blackcancer.co

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SEASON THREE

JUNE - AUGUST 2021

Kim Young, lost her mother to complications due to multiple myeloma

sponsored by the Leukemia & Lymphoma Society

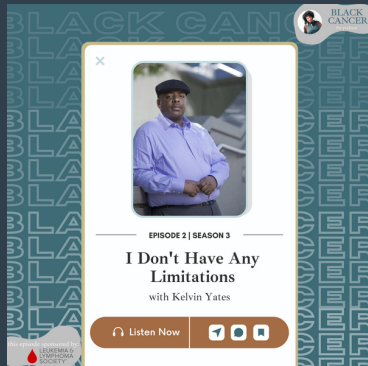


Lauren Tarpley, surviving breast cancer



Kelvin Yates, living with multiple myeloma

sponsored by the Leukemia & Lymphoma Society



more episodes coming soon.



Tamika Felder, cervical cancer survivor

