

RELATIONSHIPS. FINANCES. MENTAL HEALTH. SPIRITUALITY.

# BLACK FLY ON THE WALL

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[BLACKFLYONTHEWALL.COM](https://blackflyonthewall.com)

*BLACK FLY ON THE WALL PRODUCTIONS LLC*

# ABOUT



**Black Fly on the Wall is a North Carolina-based podcast. As the biggest podcast in NC, we provide black men and women with a safe space to communicate. Whether we are discussing mental health, finances, relationships, or spirituality, Black Fly on the Wall serves as a haven for divine communication and expression of the soul.**

# THE CREW



## AARON LIDE JR

CEO & PRODUCER

## JESKELL CREECY

CREATIVE DIRECTOR AND DIRECTOR OF  
TALENT ACQUISITION

## SAM ARCHER

CO-HOST AND MEDIA PRODUCTION  
SPECIALIST

## PIERRE BLESS

CO-HOST AND DIRECTOR OF  
INFORMATION TECHNOLOGY

# OUR WHY

**Black Fly on the Wall was created to provide a haven for black men to communicate freely. In an environment of non-judgment or expectation, we foster cognitive freedom with the opportunity to express ourselves freely. As we have progressed, incorporating women into the show has provided harmony and exponential growth. As above, so below. We believe women are essential to the success and growth of men. Not only in business but also in the realms of spiritual and mental growth. Many of our guests come on the show as fathers, rappers, doctors, or athletes but leave the show as complete and fulfilled individuals, detached from societal titles and positions. Our mission is to heal through words and provide mainstream media with positive perceptions of black men and women. Being impeccable with our words signifies we are accountable and aware of the positive impact we are making within our community.**

**We are working to break the barriers of restrained black male communication and normalize conversations centered around mental health, finances, relationships, and spirituality.**



# The Safe Space

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**As an alum of Winston Salem State University, I returned to homecoming in 2017. As we always do at homecoming, my friends and I were chilling and having an in-depth conversation on police brutality and how that blended with the state of our culture. After having that conversation, I felt relieved for having a space to communicate freely and simply a place to express myself, which was abnormal for me as I bottled emotions.**

**Shortly after homecoming, a light bulb went off. I thought to myself, “I wish thousands of people could have been a fly on the wall to that conversation”. And that's when the concept and ethos of Black Fly on the Wall were born.**

**“Providing Black Men and Women With a Safe Space to Communicate”**

# Our Shows

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## Black Fly on the Wall Podcast

Black Fly on the Wall Podcast is the foundation and flagship Podcast show of the company. It is the genesis and inspiration behind the company's principles and lays the blueprint within the company for standards, intentions, creativity, and inspiration. This show is traditionally a short form podcast of 35 minutes of film time, 1 host, 1 co-host, and 2 guests. 3 camera set up and boom mics. A very clean aesthetic.



## Mental Wealthness

Mental Wealthness is a show that fuses Mental Health and Financial Literacy topics, formulating a well-balanced conversation. The need for Mental Wealthness sprouted from a seed of intention and need within our culture and community. As Black Fly on the Wall has ongoing episodes, Mental Wealthness offers episodes within seasons and is a 1 on 1 interview. The 1 on 1 interview provides our listeners with an opportunity to hear more about the guest and their financial and mental wealth journey.

## Groom Cave

Groom Cave blossomed from the need to highlight black men and women and the need for self care. Not only from the perspective of physical and manicured grooming but also grooming of the soul. Growth in perspectives, essence, love, happiness, healing and enhancement of ones self image. Groom Cave is being re branded and set to re launch November 2023.



# What's Unique About Black Fly on the Wall Podcast?



Black Fly on the Wall Podcast takes a unique approach to podcasting. This long-format podcast show brings 15+ people together on a given day and batch of film content. But the mission is not to just put people together in one room, the goal is to create a vibe. An environment that fosters laughter, comradery, networking, and lifelong relationships. To add, Black Fly on the Wall Podcast has added an exclusive **All Women** Episode, highlighting the power and essence of women and the feminine energy they bring to all high-level conversations.

# Mental Wealthness, A Dynamic Show.

Are you mentally wealthy? A question we all must ask during moments of self-assessment and realization. This dynamic 1 on 1 long format interview delves into the depths of mental health and financial literacy. Adding a flare to the Black Fly on the Wall portfolio, Mental Wealthness pushes the boundaries and peels back to the layers of Mental Health. It also takes a creative story-telling approach, allowing the listener to learn more about the guest and their journey. Essentially, you are a Fly on the Wall to a therapy session, to some of the world's most noticeable faces.



# Mental Wealthness Season 2

## Guests – Talent Acquisition



**Farrah Morgan**  
CEO of See Jane  
Brand Studios



**Jiaani**  
Business Mogul & Artist



**Ash Cash**  
NY Best Selling Author  
Business Owner  
Host of “The Vault” on  
Earn Your Leisure Network



**Ohavia Phillips**  
Charlotte Hornets  
In Arena Host

Season 2 Analytics:  
**70,000+** downloads  
across all platforms



**Corvaya**  
Revolt TV Network  
Marketing



**Mike Roach**  
Owner of Mikes Vegan  
Grill



# DEMOGRAPHICS & ANALYTICS



**Top States: NC, GA, Disctrict of Columbia**

**Cities: Charlotte, Raleigh, Durham, Greensboro, Atlanta, Dc**

**Gender: 60.4% Women and 39.6% Men**

<b>1.1 M</b>	Consumers / Year
<b>305 K</b>	Consumers / 3 months
<b>11.2 K</b>	IG, Tik Tok, Facebook Followers
<b>7.2 K</b>	YouTube Subscribers

# Why You?

**As we continue to grow and expand as a platform, our goal is to continue to align with like-minded and high-vibration individuals. We thought you were the best fit for this how. As we believe you will integrate well within the high-level conversations that we produce.**

# WHAT'S NEXT?

**We appreciate you tapping in with Black Fly on the Wall. Jeskell, Director of Talent Acquisition, will be contacting you shortly to review the next steps in the process. We appreciate your commitment and due diligence. We appreciate you and can't wait to expose you to the essence of being a black fly on the wall.**



# Contact Us

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