



Ministry Pivot “The Calling” with Samantha Selolwane

Description: During this special episode, Russell St. Bernard speaks with Samantha Selolwane, SVP of Urban Promotion at RCA Records. They discuss life, faith and career versus having a job and how God has ordered our steps. Listen to the conversation, download the resources, and discuss it with your team and staff.

More about Samantha:

- [Black-List 100](#)
- [Billboard’s 2020 Women in Music Executives](#)

Takeaways:

- Samantha had an understanding early on that she wanted to do something with music and found herself behind the scenes.
- She was clear that she wanted a career in the music business and not just a job. She skipped over job opportunities for the right one knowing that God would lead her toward her chosen career.
- Quitting a job because you know it’s a job and not a career isn’t a bad decision, if you’re following what you trust God wants for you, and Samantha was able to do that in her move from radio to records.
- Sometimes, you have to trust what you saw in your mind before seeing it in reality; that is faith.
- The music industry had to pivot in this season and lean on what was different. They were willing to “try” new things and see what would work. They trusted the artist’s more than they had in the past.
- Pivot is a season of opportunity to trust yourself and see what God will do.
- Samantha is clear and makes it clear that she is Christian and has to be different even when others aren’t different. You have to be willing to stand out and stand up for Christ.
- Where God has placed or planted you, that is where you shine.

Samantha's Art List:

- Jacob Lawrence
- Romare Bearden
- Charles White
- Elizabeth Catlett
- Beauford Delaney
- Henry O. Tanner
- Bill Traylor (History is crazy-- he was born a slave, went through emancipation, reconstruction, became a sharecropper, and then taught himself to paint at 80+ years old! Look him up!!)
- Kerry James Marshall (One of my favs He's alive)
- Kehinde Wiley
- Hank Willis Thomas
- Knowledge Bennette

Final Takeaway:

- God has planted you in a place where God expects you to grow and influence those around you. Light shines best in the darkest.

Discussion Questions: (Ask yourself and a friend these questions and answer honestly)

- Are you in a career, or is it a job?
- Are you allowing your light to shine where you are, so the God impacts others inside of you?
- How can you pivot in your current world now?

Podcast Resources

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