

pitch deck

PREPARED BY PAULETTE ERATO

Latinas In Podcasting

LIP is a collective of aspiring and veteran podcasters who look, sound, and act *like us* fueled by dual ethos of connection and collaboration



The podcast industry has a

problem

GATEKEEPING

High barriers of entry to industry
knowledge, funding, and opportunities

REPRESENTATION

Latina voices are underrepresented in
podcasting and media

COMMUNITY

Many underrepresented podcasters feel
isolated and lack mentorship/support

utopia

How Latinas In Podcasting
(LIP) tackles these problems

ACCESS

Provide free and low-cost education,
funding opportunities and industry
connections

VISIBILITY

Elevating Latina voices through events,
networking, and marketing

COMMUNITY

Creating a supportive network of
Latina podcasters

the LIP podcaster

Who makes up LIP?

240

Current newsletter
subscribers

56%

Average
Open Rate

69%

Summit-specific
Average Open
Rate

90%

Identify as female

22%

3+ years
experience

42%

0 years
experience

125

Attendees to the
inaugural 2024
LIP Virtual Summit

20%

attended live
Summit events

25-55

age range of
attendees
(most over 35)



timing

As DEI policies and initiatives are being rolled back, how will you protect your company's finances?

THE MOMENT

Investing in Latinas In Podcasting *now* is a strategic imperative. It's about securing a foothold in a rapidly evolving media landscape where diverse voices are increasingly essential.

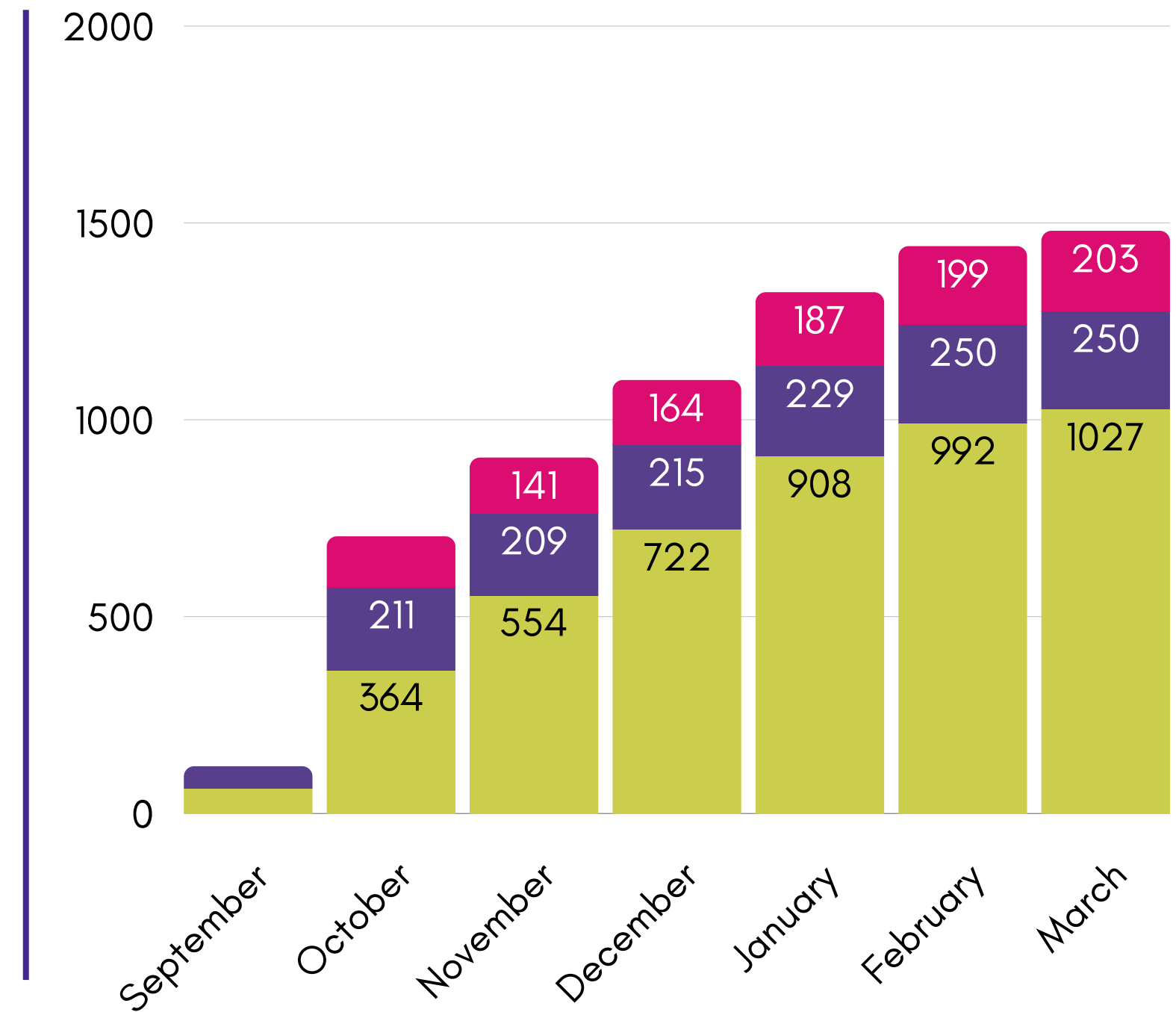
RIPPLE EFFECT

Every day that passes, Latina stories are silenced, perpetuating harmful stereotypes & limiting our collective understanding. The cost of inaction directly impacts a company's bottom line.*

*Don't fumble the bag like Target

traction

- Threads followers
- Email subscribers
- Instagram followers



feedback

In the community's own words

Paulette!

I wanted to tell you how awesome this community you've created is! Listening to the woman who didn't have social media (omg so jealous! lol) warmed my heart! I wanted to chime in and tell her so many things, but the advice others gave was perfect.:). THANK YOU for creating this space!

Thank you, Paulette! Loving this community so much. Thank you for making it happen.;

Sent from my iPhone



itsambarpaloma 10/24/2024

Watching [@HeidyDeLaCruz](#) talk about Podcast SEO as part of the [@LatinasInPodcasting](#) Virtual Summit, and very excited to implement her tips 🥰

I want to give the coordinators a shout out.

The Summit is packed with great sessions for new podcasters 🍷

I can't believe this was free! If you are a new Latina in podcasting definitely give them a follow!



Paulette Erato
Founder

the founder

Paulette Erato is a dynamic leader dedicated to amplifying Latina voices and empowering women to take charge of their narratives. As the founder of LIP, Paulette brings together emerging and established voices in the podcasting industry, creating a platform for education, inspiration, and community.

An award-winning former event planner and photographer, Paulette seamlessly blends her expertise in event management with her passion for storytelling, producing virtual experiences that are both impactful and inclusive. She is also the host of *La Vida Más Chévere de Childfree Latinas*, a podcast that challenges the toxic cultural BS we all grew up in so we can design our best lives instead.

contacts

We look forward to your
partnership and collaboration!



latinasinpodcasting.com/2025-sponsorship

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SOCIALS

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