



IN THE THICK

A podcast about politics, race and culture
from a POC perspective

MEDIA KIT

FUTURO MEDIA:

An independent non-profit media organization founded in 2010 by award-winning Latina journalist Maria Hinojosa.

IN THE THICK:

A weekly podcast by Futuro Media that covers the latest in politics and the news from a POC perspective hosted by award winning journalists, Maria Hinojosa and Julio Ricardo Varela.

TO LEARN MORE:

<https://www.inthethick.org>

MEDIA CONTACT:

Luis Luna at luis@futuromediagroup.org



MARIA HINOJOSA

FOUNDER OF FUTURO MEDIA
AND CO-HOST OF IN THE THICK

- Award-winning reporter covering America's untold stories informing millions about the changing cultural and political landscape in America and abroad
- Anchor and Executive Producer of NPR's Latino USA and PBS' America By The Numbers with Maria Hinojosa
- 25-year career history includes reporting for PBS, CBS, WNBC, CNN, NPR, Frontline, CBS Radio, and anchoring Maria Hinojosa: One-on-One
- Awards include: the Peabody Award, 4 Emmys, the John Chancellor Award, the Studs Terkel Community Award, the Robert F. Kennedy Award and the Edward R. Murrow Award.



JULIO RICARDO VARELA

CO-HOST OF IN THE THICK AND
FOUNDER OF LATINO REBELS

- Award-winning digital journalist whose work has been featured in several outlets including the New York Times, The Washington Post, Democracy Now!, The Guardian, ESPN, MSNBC, Univision, Telemundo, CBS News, NBC News, WNYC, WGBH, and The Boston Globe.
- Has written and edited more than 500 online articles for LatinoUSA.org, generating more than three million views since joining Futuro in 2015.
- In 2011, founded Latino Rebels, one of the top independent Latino media sites in the world. In 2017, LR was acquired by Futuro.
- The National Hispanic Association of Hispanic Journalists honored Julio in 2015, saying that he “steps up and goes above and beyond to ensure Latinos are fairly and accurately represented.”

ABOUT

In The Thick is a podcast where communities of color can hear their voices and stories, and white communities can learn from. It's a space that values and gives platform to POC voices so communities of color understand they matter in the country's political discourse.

In The Thick is not just a podcast. It's an intersectional exchange and a community that educates, engages and empowers each other to understand the role of race in history, politics and culture.

In The Thick drops twice a week: on Tuesdays and Fridays and also travels around the country for live shows and Futuro Media-led podcasting and storytelling workshops. The team will also be covering the 2020 election season culminating with a virtual live results show in November.



HIGHLIGHTS



***In The Thick* has over 100k monthly downloads!**

On iTunes, *In The Thick* is consistently listed as an All-Time Bestseller in the Politics category and ranked #1 in the Viva la Cultura Politics list. We're a 2018 Webby honoree and we were nominated for a 2017 best interview show Webby Award.

Hosts Maria Hinojosa and Julio Ricardo Varela were selected as the #2 and #9 most influential national Latino political commentators for the 2016 presidential election in a survey of Latino opinion leaders by the National Institute for Latino Policy.

In The Thick was listed in The Oprah Magazine as one of the best Spanish and Latino podcasts for learning—and laughing (Aug. 2019). It was highlighted in USA Today during Women's History Month (Mar. 2019). *In The Thick* was also chosen for Remezcla's "13 Latinx Podcasts That Should Be On Your Radar" (Jan 2017). In June 2020, we were included in RADIO.COM's "A List of Resources to Combat Racial Injustice."



Guests include: Eddie Glaude Jr., Jamilah King, Jenni Monet, Wajahat Ali, Terrell J. Starr, Shireen Ahmed, Astead Herndon, Jamilah Lemieux, Aisha Moodie-Mills, Feminista Jones, Mohanad Elshieky, Christina Greer, Adam Serwer, Jonathan Capehart, Imara Jones, Vann Newkirk, Brittney Cooper, Mike German and more.

In The Thick has also interviewed: Alexandria Ocasio Cortez, Isabella Gomez, Cecile Richards, Edna Chavez, Judy Reyes, Cristela Alonzo, Ana María Archila, Ravi Ragbir and others.



SOCIAL MEDIA



2.8K

Facebook

www.facebook.com/InTheThickPodcast/
2.8k Likes



3.6K

Instagram

www.instagram.com/inthethickshow/
3.6k Followers



8.6K

Twitter

www.twitter.com/InTheThickShow/
8.6k Followers



Media Contact:

Luis Luna at luis@futuromediagroup.org

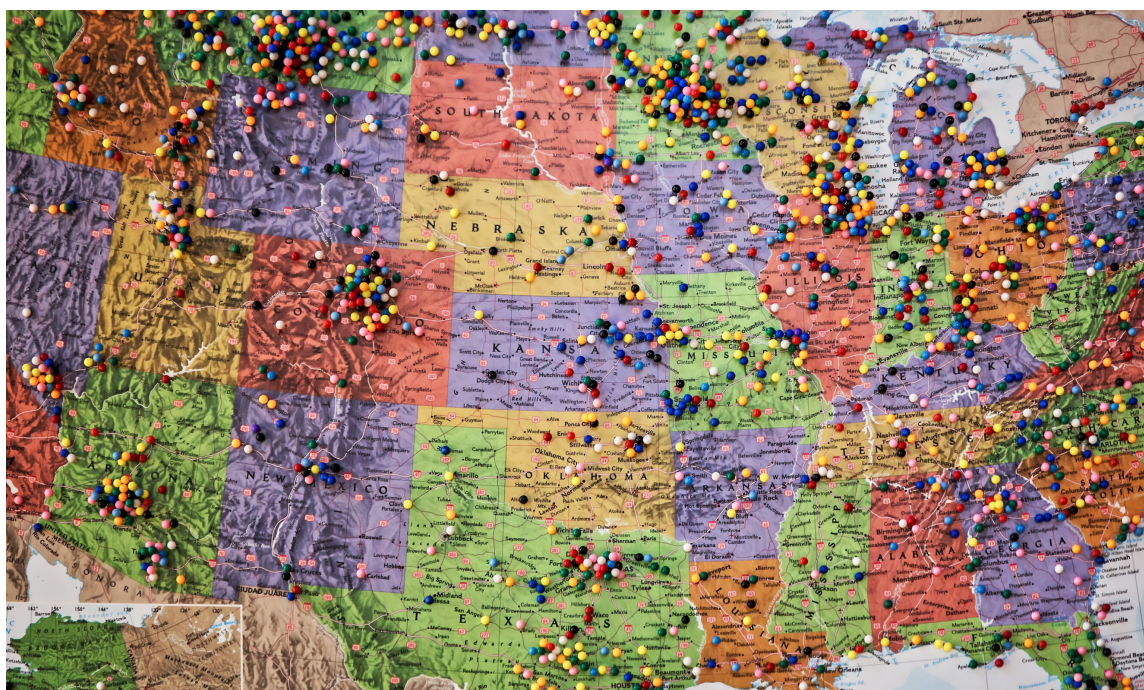
ITT AUDIENCE & COMMUNITY

Gender Identity: Majority of our listeners identify as women.

Race: Majority of our listeners are Latinx.

Age: Most of our listeners are between 25-34 years old.

Where: We have listeners around the world and across the United States.



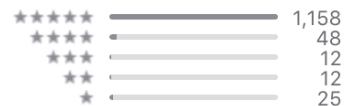


RECEPTION

Customer Ratings

Average Rating: ★★★★★ 1,255 Ratings

Click to rate: ★★★★★



Raising marginalized voices and asking tough questions ★★★★★

by Oe12389 – Jul 11, 2020

I love this podcast because it gives space for those people who are absolutely dedicated to bringing about equality for all. They tell stories I haven't heard anywhere else and both Maria and Julio ask tough and insightful questions. And despite the difficulty of the topics, somehow they are able to infuse joy into each episode. Thank you for making this podcast

Like a conversation with your smartest, coolest friends ★★★★★

by sp7513 – Jun 3, 2020

I've loved this podcast for a couple years, but I'm finding it especially wonderful right now. Given that we're all distanced and far apart, this is like hanging out with amazing smart friends who tell the truth and will get mad and sad with you. I'm a white American living in Switzerland and so it's especially important to me to listen to these POC voices that I am not always exposed to on a daily basis in my rural Swiss life.

Eye opening, informative, and important ★★★★★

by JoseCuervo775 – May 17, 2020

Maria and Julio keep it real with humor, professionalism, and cutting-edge journalism; covering a wide range of topics that are sadly left out of the mainstream media spectrum. I feel blessed to have stumbled upon this excellent podcast that is opening my mind and my eyes, and making me a better human being in the process by learning important lessons about people and culture through the podcasts' excellent features, guest interviews, and general discussion. Thank you Maria y Julio.

Outstanding ★★★★★

by Larita2019 – Dec 15, 2019

In an era in which POC issues are not at the forefront of mainstream discourse, ITT highlights these issues. I seek ITT to be informed as POC we don't get our stories told. It is also such a relief to have a space to feel "oh yes, finally someone said it," i feel like this every time i hear ITT! Wonderfully insightful guests and i like how Maria tries her best to find hope in times when we all feel so powerless.