



Libsyn Announced as Presenting Sponsor of BIPOC Podcast Creators

Underscores Vision to Build Premier Talent Pipeline of Multicultural Creators in Podcasting

DENVER & PITTSBURGH, October 5, 2022 – BIPOC Podcast Creators, LLC (BPC) is pleased to announce **Liberated Syndication Inc.** (“Libsyn”), the leading ‘Podcasting As A Service’ platform, as its Presenting Sponsor of the BPC initiative, a newly launched program designed to build a premier talent pipeline of multicultural creators and professionals in podcasting and beyond.

BIPOC Podcast Creators is an online community for creators and professionals that are Black, Indigenous, and people of color (BIPOC) in podcasting. The group’s aim is to support and nurture these diverse voices by providing integral opportunities to learn, network, and grow. The initiative represents a renewed focus for BPC to amplify multicultural creators and professionals in the space, empowering them to build thriving careers and businesses.

“With the support of our sponsors like Libsyn, we can create a ladder for growth and opportunity that supports historically excluded creators and enables them to reach their full potential in the industry,” said BPC Co-Founder, Maribel Quezada Smith.

“We all know that building a successful career requires the support of a community to build connections, find mentorship, and access the opportunities one needs to level up,” commented BPC Co-Founder, Tangia Al-awaji Estrada. “We’re creating that community and that talent pipeline with the help of our sponsors.”

“Ensuring a diverse and inclusive pipeline of talent is key to the success of the podcasting industry. And we must embrace the meaningful change that will lead to a community of creators that is more representative of our podcast listeners and society,” said Elsie Escobar, Libsyn’s Director of Community and Content, Academy of Podcasters Hall of Fame inductee, and co-founder of She Podcasts. “Whether it’s through our own [grassroots efforts](#), the investment in [important research](#) on underrepresented communities, or through the sponsorship of likeminded groups like BIPOC Podcast Creators, Libsyn is committed to bringing more visibility and opportunity to diverse creators to foster a more inclusive podcasting ecosystem.”

The Libsyn sponsorship enables BPC to bring its vision to life by ensuring there is a steady pipeline of multicultural creators and professionals within the podcast industry, by providing long-term career-development, and by amplifying their voices. BPC is committed to maintaining a community that does not require monthly fees from members, ensuring every eligible creator and professional can find support and connection at any stage of their career journey.

“We’re thrilled to have the support of Libsyn as our Presenting Sponsor,” added Tangia Al-awaji Estrada. “Their partnership represents a joint commitment in creating a legacy of equity and opportunity in this industry.”

Additional BPC sponsors include NPR, Simplecast, and Sounds Profitable, with more companies expected to sign on in the coming weeks.

“Our goal at Sounds Profitable is to set the course for the future of the audio business,” commented Founder, Bryan Barletta, “to do that, we not only need to distribute our content and insights to the entire industry, we also must actively seek out, grow, and partner with the current and future leaders of podcasting. While we’re excited to work with BIPOC Podcast Creators, we’re just as excited to learn and grow from their guidance.”

“We’re honored to have the support of leading podcasting brands that are as excited about our diverse community of creators and professionals as we are,” added Maribel Quezada Smith. “Together, we’re going to continue to grow and have a lasting impact on this burgeoning industry.”

Sponsorship opportunities are limited. Interested parties should reach out to hi@BIPOCpodcastcreators.com.

About BIPOC Podcast Creators

Founded in 2021, BIPOC Podcast Creators is a Black and Latina women-owned organization with the purpose of connecting people with opportunities that will help amplify the presence and the stories of Black, indigenous and people of color in podcasting. BPC provides a free [online community](#) for creators and professionals of color in podcasting to connect and learn. The company also houses a consultancy, called [Amplify BIPOC](#), that support podcast and other media companies in creating multicultural audience engagement.

About Liberated Syndication

Founded in 2004, Liberated Syndication Inc. (“Libsyn”) is the leading ‘Podcasting As A Service’ platform that empowers creators to host, distribute, monetize, amplify, and measure their audio content. In 2021, the Company delivered over 6 billion downloads and hosted over 5.8 million podcast episode files from more than 75,000 podcasts around the world. Libsyn’s dynamic, open ecosystem is designed to meet the needs of the full spectrum of podcast creators and foster the effortless creation, development, monetization, and growth of their podcasts. Brands powered by the Company include podcast creation platform, [Libsyn Studio](#); podcast membership platform, Libsyn’s [Glow](#); web hosting platform, [Pair Networks](#); and Libsyn’s [AdvertiseCast](#), the industry’s premier podcast advertising marketplace that connects advertisers with podcasters. Visit libsyn.com or investor.libsyn.com for more company information.

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