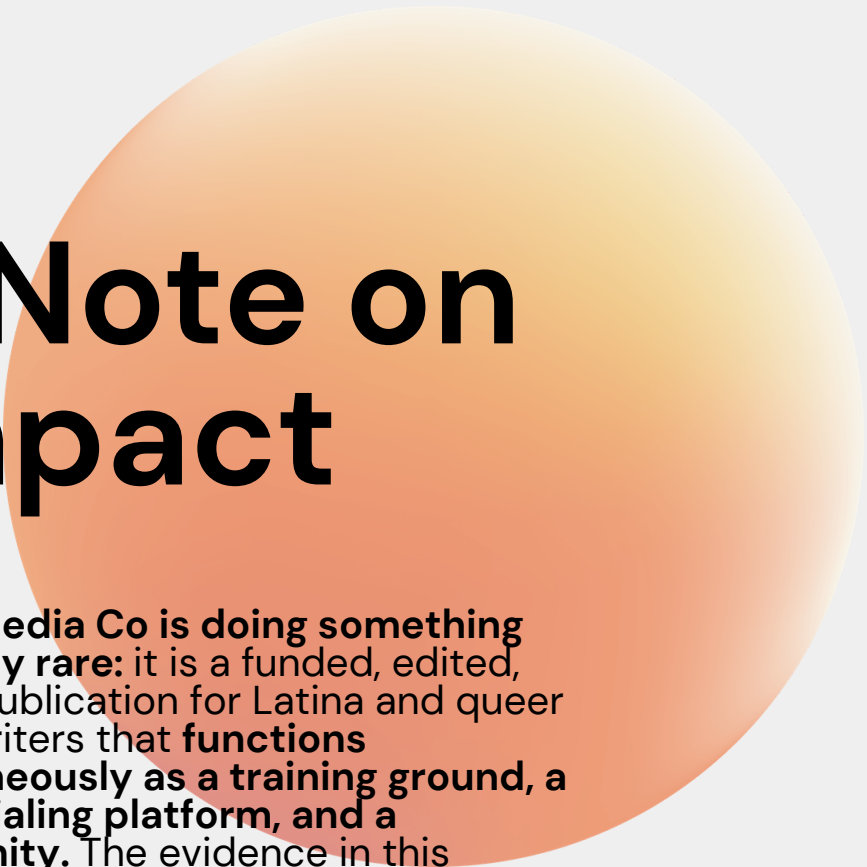


LATINAMEDIACO

Building the Next Generation of Latina Critics

Results and Analysis from a Writer Impact Survey

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A Note on Impact

Latina Media Co is doing something genuinely rare: it is a funded, edited, paying publication for Latina and queer Latinx writers that **functions simultaneously as a training ground, a credentialing platform, and a community.** The evidence in this survey – 72% going on to publish at major outlets, 47% receiving concrete professional recognitions, 88% who would recommend it, and qualitative testimony that is specific, moving, and consistent – makes a strong case that **Latina Media Co is producing real impact at a scale well beyond its size.**

The writers who contributed to this survey came from across the Americas, across career stages, and across backgrounds. What they have in common is that **Latina Media Co gave them something they couldn't find elsewhere: a space where their voices were not just tolerated but required.**

About Latina Media Co

Latina Media Co is an independent outlet, **platforming Latina and queer Latinx perspectives on media.**

According to USC Annenberg, white men write two-thirds of movie reviews, despite making up less than one-third of the population. Meanwhile, Latina, Black, Asian, and Indigenous women *combined* write just 4%. This disparity warps our collective understanding, collapsing artistic merit into the preferences of a privileged few.

Latina Media Co addresses this inequity by serving as an **explicit invitation for Latina and queer Latinx writers to become cultural critics**, providing them a place to talk back to the media, build community, and advocate for more and better representation.

Founded in 2018 by Chicana media justice champions Cristina Escobar and Nicola Schulze, Latina Media Co has become a **well-respected publication**. They have earned continuous funding from Critical Minded, an initiative to invest in cultural critics of color cofounded by The Nathan Cummings Foundation and the Ford Foundation, since 2020. Today, they attract **25,000 unique visitors monthly** to their site, where they have published more than 1,000 stories by more than 100 contributors. Reporting on all this success, co-founder Cristina Escobar presented their change model at a TEDx talk.

About the Survey

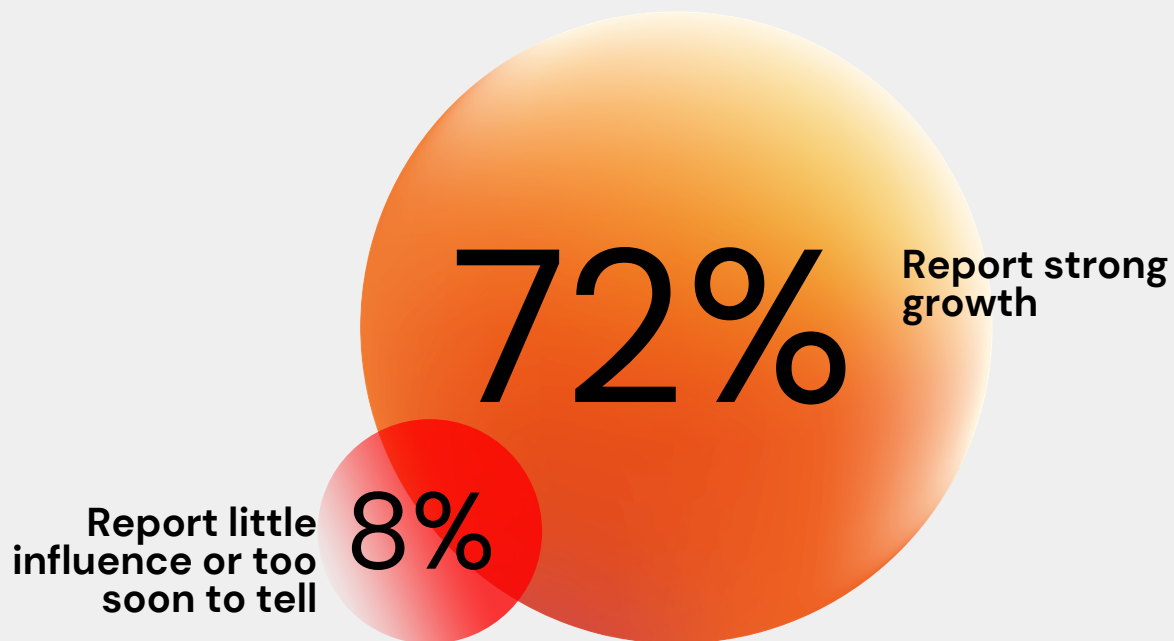
Between April and May 2026, Latina Media Co sent a writer impact survey to 96 current and former contributors. Thirty-two writers responded.

75% **ACTIVE OR OCCASIONAL CONTRIBUTORS** + 13% proud alumni

37% **EMERGING WRITERS** + 44% established writers,
13% hobbyists
1 complete beginner

59% **U.S.-BASED** + meaningful representation
from Latin America, Puerto Rico, Mexico, and Europe

Career & Skill Outcomes



- 72% (23 of 32 respondents) published elsewhere since contributing to Latina Media Co. They named publications including the Los Angeles Times, Washington Post, Rolling Stone, Remezcla, HipLatina, Texas Monthly, NPR, Rotten Tomatoes, Emmy Magazine, and dozens of others.

This is one of the most concrete impact signals in the dataset: **Latina Media Co functions as a pipeline to broader professional opportunities** for many contributors, based on the number of outlets, their type, and the recognitions writers report.

- **72% say Latina Media Co has been “meaningful” or “foundational” to their career trajectory.** Only four said it had little influence, and three said it was too early to tell.
- **72% say they have grown “somewhat” or “a lot” in these three areas:** confidence as a writer, writing about identity and representation, and cultural and media criticism.

Pitching and story development and working with an editor each came in at 66%. Drafting and structure showed the most room for growth, with 59% reporting meaningful development.

- **47% have received a concrete professional recognition since contributing to Latina Media Co –** including paid writing opportunities, speaking invitations, press credentials (including Rotten Tomatoes critic accreditation), fellowships, and writing award nominations. Specific accomplishments mentioned include a Pushcart Prize nomination, a Best of the Net nomination, speaking invitations at colleges across the U.S., Sundance and SXSW press credentials, and a full scholarship to The Op-Ed Project.

Belonging & Community

The survey offered these five statements, and agreement levels were notably high (75–88%) across all of them:

"I know that my voice matters"

"I know there is a place I can go when I want to grow as a writer"

"I feel like I belong in media and cultural criticism"

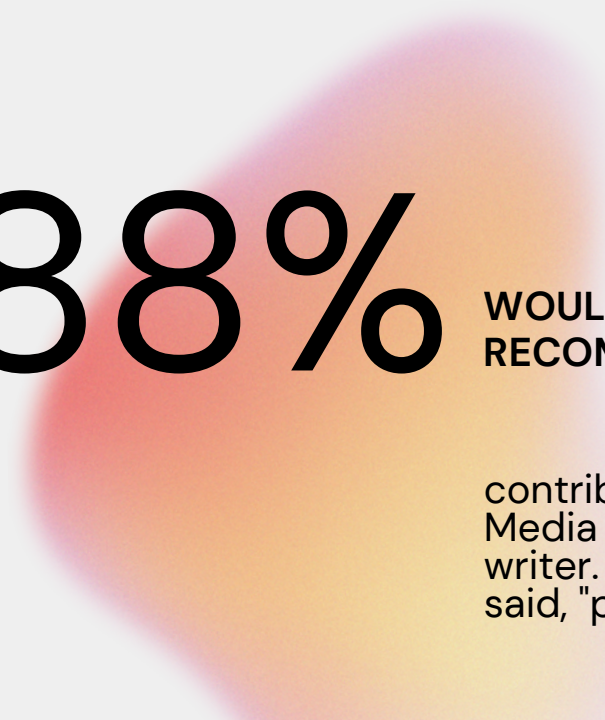
"I have a community that supports me as a writer"

"My work at Latina Media Co has increased my professional standing"

What Writers Say in Their Own Words

The qualitative responses are among the most powerful data in this survey. Several themes appear repeatedly.

- **The editor relationship matters enormously. Writers across all experience levels named editor Cristina specifically and warmly.** They described her as someone who "sees the vision," gives honest feedback, maintains transparent communication about decisions, and makes writers feel their ideas have value. For many contributors, this relationship was cited as the single most meaningful aspect of working with Latina Media Co.
- **Latina Media Co offers something no other outlet provides.** Multiple writers said directly that they don't know of another English-language publication that is Latina-led, pays its writers, and is this welcoming to emerging voices. This uniqueness is a significant part of their value proposition. As one writer put it: "There are few places that might accept their point of view, celebrate our work, or even offer feedback as needed."



+88%

WOULD "DEFINITELY"
RECOMMEND

contributing to Latina Media to another Latina writer. An additional 9% said, "probably yes."

- **Identity affirmation is central to writers' experience of Latina Media Co.** Many describe the outlet's valuing of their voices as equally or more important than traditional career milestones. Writers described experiences of self-censorship, tokenism, and erasure at mainstream outlets. In contrast, Latina Media Co is the place where they don't have to explain themselves. Specific moments cited include learning that Spanish words don't need to be italicized ("That was a heart-warming shock"), writing about Puerto Rican culture without having to correct misconceptions, and being given the platform to cover Mexican and Afro-Latina media with nuance and care. One respondent said: "It has made me realize that my identity... is my greatest strength as a writer."
- **Latina Media Co functions as a launching pad.** Many writers described a direct line between their first Latina Media Co piece and subsequent opportunities – a book deal, an agent, a festival credential, a speaking invitation, a better-paying outlet. One writer serendipitously met her literary agent through the Latina Media Co community. Another's piece was reposted on Juan Gabriel's official Instagram.

What Writers Want More Of

- **Networking** and referral support, including help connecting writers to each other, other outlets, and opportunities, including meetups or writer workshops (n=4).
- More **feedback** during the editing process or clearer signals about editorial priorities (n=3).
- **Compensation** – more for the writers *and* Latina Media Co (n=2).
- Recurring **column formats** or ongoing series rather than one-off pitches (n=2).
- **More covered mediums** such as music or video games (n=2).
- **Spanish**-language publishing (n=1, noting the current English-only format is itself a kind of hierarchy).
- An active **X presence** despite the platform's problems (n=1).

Suggested Focus Areas Moving Forward



1

Writer Pipeline: A structured pathway to formalize what Latina Media Co is already doing organically – connecting contributors to press credentials, festival access, fellowships, and national outlets. This program would make Latina Media Co's role as a launching pad explicit and replicable, with dedicated staff time to identify opportunities, make referrals, and track where writers land.



2

Community Hub: Workshops, peer meetups, and cross-outlet networking events that deepen the belonging writers already feel and extend it into tangible professional relationships. Writers named connection to each other and to the broader field as their top, unmet need. A Latina Media Co hub would directly answer that ask while building a visible, active community around the publication.



3

Editorial Expansion Fund: Support for growing the publication's editorial capacity – more writers paid more. Writers asked for this directly. Expanded editorial depth would strengthen Latina Media Co's reputation as the definitive home for Latina cultural criticism, attracting both more writers and wider readership.

Thank You

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