FOR IMMEDIATE RELEASE

Cloudcast Media Announces First Spanish-Language Podcast “Impacto” With Elsa Morales-Roth

NSPN and Mission Fed Credit Union collaborate

SAN DIEGO – January 31, 2026: Cloudcast Media, the national leader in local podcasting, with content available in more than 100 U.S. cities, today announced the launch of “Impacto,” its first Spanish-language podcast, hosted by San Diego community leader Elsa Morales-Roth. The show is presented in collaboration with the Navarrette Sonic Podcast Network (NSPN) and Mission Fed Credit Union.

“Impacto” features conversations with the impact makers, life changers, and everyday people of the Latino community across San Diego, Southern California, and the extended CaliBaja region, exploring culture, family, business, health, education, and the stories that shape the community.

Morales-Roth is the executive director of the Emilio Nares Foundation, which helps families navigate their child’s journey with cancer and other life-threatening illnesses, and chair of the International Community Foundation. A bilingual leader with more than 18 years of experience in communications, community engagement, and philanthropy in Mexico and the U.S., she brings deep binational roots to the microphone.

“This is the Latino century, and we are thrilled to amplify the stories, the storytellers, and the cultural impact of the Latino community,” said Charles Parisi, CEO of Cloudcast Media. “‘Impacto’ is a milestone for Cloudcast as our first Spanish-language podcast, and it reflects our commitment to serving every voice in the communities where we live.”

“I personally waited one year for Elsa, and the world is going to see why,” added Parisi. “I also want to thank Ruben Navarrette and NSPN, and our friends at Mission Fed Credit Union, for their collaboration in bringing ‘Impacto’ to life.”

“I’m looking forward to sitting down with impact makers, life changers, and the beautiful people of the Latino community in San Diego, Southern California, and the extended CaliBaja region,” said Elsa Morales-Roth, host of “Impacto.” “We have so many topics to explore.”

“Impacto” is available on all major podcast listening apps.

About NSPN

The Navarrette Sonic Podcast Network (NSPN) was founded by nationally syndicated columnist, author, and podcast host Ruben Navarrette in partnership with Cloudcast to produce podcasts, vodcasts, and other forms of audio and visual storytelling.

About Mission Fed Credit Union

Mission Fed Credit Union is a San Diego-based, member-owned financial institution dedicated to serving the San Diego community.

About Cloudcast Media

Cloudcast Media (cloudcastmedia.us) is the national leader in local podcasting, with content available in more than 100 U.S. cities. Built around the idea of “Listen Where You Live™,” Cloudcast amplifies local stories, local storytellers, and local brands, connecting listeners with the voices and communities around them.

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