

**Bold Truths.
Real Growth.
Global Reach.**

**TELEVISION HOST
MODERATOR
PUBLISHED AUTHOR
CONVERSATION ARCHITECT**

Raquel Herring

Partnership Deck

FEATURED ON **BET HER** • AFROTV • ENVISION RADIO
RAQUELHERRING.COM • PLANETROQPODCAST.COM

"WHERE THE MIC ISN'T JUST A TOOL—IT'S A MIRROR."

RAQUEL



Raquel Roque Herring is a television host, moderator, and media personality known for her signature blend of clarity, charisma, and cultural intelligence. Her work has been featured on BET Her through her role on Point of View (POV), where she leads bold, culture-shaping conversations for a national audience.

As the on-air moderator of POV on AfroTV, Raquel brings structure, insight, and emotional intelligence to every discussion—guiding conversations that resonate beyond the screen.

She is also the creator and executive producer of the PlanetRoq Podcast, a fast-growing digital platform centered on storytelling, personal development, and real world transparency, with distribution across YouTube, Spotify, and iHeartRadio.

A published author of *Falling Up: The Unstoppable Journey of a Teer*, Raquel's voice extends beyond media bridging faith, resilience, and personal transformation into content that deeply connects with her audience.

Raquel is a rare hybrid of on-air talent and executive producer, making her a strategic partner for brands seeking authentic visibility.

Her presence is polished, her delivery is magnetic, and her audience responds with trust and engagement.

PLANETROQ PODCAST & RADIO



PlanetRoq is Raquel Herring's independent media platform a growing content ecosystem where culture, faith, personal growth, and real world conversations intersect. Built for depth and connection, PlanetRoq delivers long form storytelling across audio and video, creating space for conversations that audiences don't just watch but engage with and share.

DEDICATED LISTENERSHIP + GLOBAL REACH

- **10,000+ Monthly Listeners**
(2,500 weekly average)
- **Global Audience** Across **33+ Countries**
- **Multi-Platform Distribution:**
YouTube, Spotify, iHeartRadio, Envision Radio

With distribution across YouTube, Spotify, iHeartRadio, and Envision Radio, PlanetRoq extends beyond a podcast it's a multi-platform experience designed for recurring visibility and meaningful audience connection.

Part of a broader media presence that includes television exposure through AfroTV

Your brand doesn't appear once it recurs across multiple content touchpoints, building recognition, trust, and long-term visibility.

HOW BRANDS INTEGRATE INTO PLANETROQ

- **Podcast + Video Integration**
Organic brand mentions within full-length episodes (Spotify, iHeartRadio, YouTube)
- **Lifestyle + Conversation Placement**
Products introduced naturally within real discussions and storytelling moments
- **Recurring Content Visibility**
Brand presence across episodes, clips, and social extensions
- **Set + Visual Integration Opportunities**
Seamless placement within content environments and branded visuals



Listeners describe the show as "smart," "soul-hitting," "refreshingly honest," and "the podcast that finally feels grown."



Raquel Herring appears daily as the on-air moderator and host of **Point of View (POV)** on AfroTV a nationally distributed talk show that was also featured on BET Her.



Airing across broadcast platforms including Comcast Xfinity, POV brings together culture, conversation, and commentary in a fast-paced, live television format.

As the moderator, Raquel serves as the “center of gravity” on set guiding discussions, elevating dialogue, and ensuring every conversation lands with clarity and impact.

Raquel’s strength lies in her ability to navigate real-time conversation with authority, emotional intelligence, and control balancing strong personalities while keeping discussions engaging, structured, and audience-focused.

Her presence brings both polish and relatability, allowing viewers to feel both seen and challenged within the same conversation.

This unique moderation style builds trust with the audience making her not just a host, but a voice viewers return to.

WHY THIS MATTERS FOR BRANDS

- Television Visibility Without Forced Advertising - Brands align with a trusted on-air presence rather than interrupting the experience.
- Cultural Relevance in Real Time - Products and partnerships exist within conversations audiences are already invested in.
- Extended Visibility Beyond Broadcast - POV moments are repurposed into clips, reels, and digital content expanding reach across platforms.

A voice that brings clarity to culture, control to conversation, and connection to every audience it reaches.

AUDIENCE + BUYING POWER

An engaged, style-aware audience that trusts, buys, and shares.

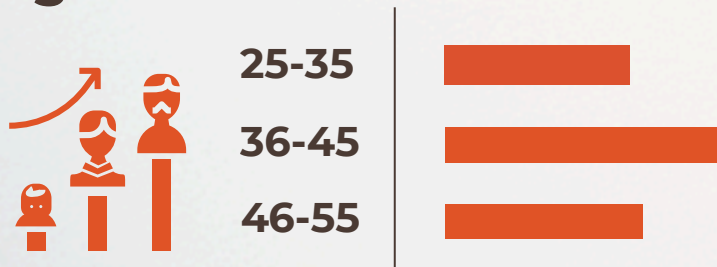



CORE DEMOGRAPHICS

Gender



Age



 **U.S. + Caribbean + Africa**
(Culturally connected audience)

Professionals, entrepreneurs, and growth-driven individuals investing in their next level

PURCHASING MINDSET

Invests in **quality over trends**

Values **confidence, self-improvement, and presentation**

Aligns with brands that feel **authentic, elevated, and purpose-driven**

AUDIENCE BEHAVIORS

- ✓ Trusts Raquel's recommendations and personal endorsements
- ✓ Engages with long-form content (podcasts, conversations, storytelling)
- ✓ Actively shares clips, reels, and discussion-based content
- ✓ Responds strongly to lifestyle, beauty, fashion, and personal growth messaging

PSYCHOGRAPHICS

Style-aware
Purpose-driven
Media-savvy
Growth-oriented
Values authenticity and transformation

**This audience doesn't just watch.
They act.
They trust, engage, and convert.**

PARTNERSHIP OPPORTUNITIES

Strategic brand integration across podcast, digital, and audience-driven content ecosystems

PLANETROQ PODCAST INTEGRATION

- Sponsored segments (audio + video)
- Natural product mentions within conversation
- YouTube + streaming visibility (Spotify, iHeartRadio)
- Best for: storytelling + trust-based marketing

AMPLIFIED VISIBILITY CAMPAIGNS

- YouTube Ads + Google Ads campaigns
- Targeted audience reach beyond organic followers
- Increased views, engagement, and brand exposure
- Best for: guaranteed visibility

SOCIAL + CONTENT CAMPAIGNS

- Reels, clips, and short-form storytelling
- GRWM, BTS, and lifestyle integrations
- Multi-post campaign rollouts

SPEAKING + LIVE APPEARANCES

- Moderation, panels, and brand activations
- Thought leadership positioning

POV EXTENDED VISIBILITY (OFF-AIR)

- Pre-show, post-show, and behind-the-scenes content
- POV-related clips repurposed for social media
- Brand alignment within Raquel's on-camera presence
- Integrations occur via Raquel's owned platforms

INTEGRATED CAMPAIGN PACKAGES

- Podcast + social + ad amplification
- Optional magazine/editorial placement

Your brand isn't just placed it's positioned, amplified, and seen repeatedly across multiple platforms.

INVESTMENT & PARTNERSHIP OPTIONS

Strategic visibility, storytelling, and audience influence packaged for impact.

DIGITAL FEATURE PACKAGE

\$1,500 – \$2,500

1 Podcast mention

1 Social post

Organic integration

BRAND INTEGRATION PACKAGE

\$3,500 – \$6,000

Sponsored podcast segment

2–3 social activations

YouTube visibility



AMPLIFIED VISIBILITY PACKAGE ★

\$7,500 – \$15,000+

AMPLIFIED VISIBILITY PACKAGE ★

\$7,500 – \$15,000+

Full podcast integration

Multi-post campaign

YouTube + Google Ad

FULL ECOSYSTEM CAMPAIGN

\$15,000 – \$30,000+

Podcast + social + ads

Strategic rollout

Optional magazine

This isn't just promotion—it's strategic visibility designed to position your brand where it matters most.

MEDIA EXPERIENCE

20+ Years of Experience in On-Air Media and Production.

- Host & Moderator, POV on BET
- Creator & Executive Producer, PlanetRoq Podcast
- Author, The Unstoppable Journey of a Tear
- Disney Legacy (Former Mouseketeer)
- Red Carpet Host & On-Air Contributor
- Sisaundra Show (musical guest)
- Entertainment and broadcast media credits across multiple platforms





LET'S BUILD SOMETHING POWERFUL

For brand partnerships, media opportunities, and strategic collaborations

CONTACT + REPRESENTATION

Rebekah Behar

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DIGITAL REACH:

40K+ social audience

300K+ YouTube views

10K+ monthly listeners

Global reach (33+ countries)



MEDIA ASSETS HUB (click to view).

- Speaking Sizzle Reel
- POV Appearance Sizzle Reel
- Acting Reel
- PlanetRoq Podcast

HIGH-IMPACT CALLS TO ACTION

- Speaking Engagements (Keynotes & Moderation)
- Brand Partnerships (Wardrobe & Sponsored Campaigns)
- Media Appearances (Red Carpets & Interviews)
- Book Features (The Unstoppable Journey of a Tear)
- Lifestyle Collaborations

Visibility is everywhere. Influence is intentional. Let's build both.

