



## \*\*\* Media Advisory \*\*\*

April 25, 2016

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### **HITN-TV: Latino Vote Will Influence 2016 Election!**

*New HITN-TV programming designed to educate Hispanics on the electoral process*

(Brooklyn – 04/25/16) In a year where a record breaking 27.3 Million Hispanics will be able to vote, *The Hispanic Information and Telecommunications Network* (HITN) announced today the launch of ***Tu Momento 2016***

(Your Moment 2016), an education and information initiative designed to help the Hispanic community understand how the complex United States electoral system works and to keep the Hispanic community informed.

***Tu Momento 2016*** will include an extensive campaign to encourage Hispanics to vote as they under-index in participation. It is estimated that less than 50% of eligible Hispanics will actually vote in 2016. HITN is making the program and its short-versions available to educational institutions and organizations that can benefit from its use in the United States. Each of the capsules are available to be viewed today at this dedicated website: [www.tumomento2016.org](http://www.tumomento2016.org).

“The 2016 election is going to be an opportunity for Hispanics to demonstrate its strength as a community by influencing the outcome of the 2016 presidential contest,” said Mike Nieves, President and CEO, HITN. “Spanish-language media has a responsibility to deliver content to its audience so more Hispanics can participate in this important election. HITN understands this responsibility and is committed to helping Hispanics better understand on how the electoral process works.”

***Tu Momento 2016*** will be hosted by acclaimed political commentator Gerson Borrero and will include a number of short and long form content that will commence in April all the way through Election Day in November. As part of this initiative, HITN will produce a one-hour special which focuses in providing detailed, yet simple to understand, explanations of how the complete electoral process works in the United States. Covering every step of the way from the moment every contender announces their intention to run for President to inauguration day.

The program will not mention any of the current candidates as it strives to become an evergreen piece that can be used as a reference for many years to come. This is the first program of its kind ever produced in Spanish-language. It has been shot in Ultra High Definition 4K technology and includes a sophisticated use of graphic elements that will make it very attractive and easy to understand.

In addition to the educational content, HITN will provide information and analysis coverage from the Primaries and will continue to do so for the Parties Conventions, the Debates, the General Election campaign and Election Day. Additional shows will cover the Republican Convention, Democrat Convention, Presidential Debates, and live Election Day coverage.

- WHAT:** HITN Presents **Your Moment 2016, new programming designed to educate Hispanics on the electoral process**
- WHEN:** **April 25<sup>th</sup>: will cover the primaries and caucuses**  
**April 30<sup>th</sup>: will cover the electoral process, delegates and super delegates**  
**May 15<sup>th</sup>: will cover the registration process and the Election Day process**
- WHERE:** HITN-TV( [www.hitn.org/donde-ver-hitn](http://www.hitn.org/donde-ver-hitn) )

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*Educa y Entretiene*