



Educa y Entretiene

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HITN TV BRINGS LAURA MASNATTA ON BOARD AS EXECUTIVE PRODUCER

Brooklyn, NY – HITN, the leading Spanish-language network that offers educational and entertaining programming to more than 44 million households across the United States, announced the hiring of Laura Masnatta as Executive Producer. Masnatta, who will be based in Miami, will lead various production projects for HITN and report to Guillermo Sierra, who leads the Television and Digital Services team at HITN.

“Incorporating well-known and experienced professionals such as Laura is key to HITN’s success,” Sierra remarked. “Her addition to our team is in line with network strategy and will contribute to our efforts to expand our offering of high-quality educational and entertainment content, to the benefit of US Hispanic audiences.”

In her new position, Masnatta will be responsible for driving production of original promotional capsules for HITN’s different programming blocs, such as Nature, Lifestyle and Health, and a new documentary series the network plans to add. She will also lead production of a new interview show hosted by political commentator Gerson Borrero featuring exclusive conversations with well-known US political figures in Washington, D.C.

“Laura has collaborated with HITN before with exceptional results. A case in point is ‘Vive tu Momento,’ the campaign we aired last year to inform Hispanic audiences about important issues in the electoral process,” said Mike Nieves, President and CEO, HITN. “Laura has also produced capsules for our Lifestyle and Health section, so we are familiar with her style, her understanding of the Hispanic market and the high standards she expects, all of which have helped build her reputation in the television production industry.”

Masnatta has extensive experience as an independent producer. Before joining HITN, she led her own production house, People Project Film, collaborating with leading industry players such as Univision and Freemantle Media. Her background also includes collaborative projects with Discovery Channel, Telemundo, Vme, Mega TV and Fox International Channels Italy.

HITN was recently named “Social Good Leader of the Year” by Cynopsis magazine for Laura’s work on “Tu Momento 2016,” an educational campaign about the US presidential elections. In 2006, she was nominated for an Emmy for “22 Minutos” Everglades, which aired on Mega TV.

Masnatta holds a BA in Film Directing from the National Institute of Cinematography (CERC) in Buenos Aires, Argentina and has completed television production seminars at Channel +Plus, France.

About HITN



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HITN-TV is a leading Spanish-language media company that offers educational and cultural programming for the whole family. It reaches more than 44 million viewers in the US and Puerto Rico via DIRECTV, DISH Network, AT&T U-verse TV, Verizon FiOS TV, Comcast, Charter Spectrum, Frontier Mediacom, CenturyLink Prism and Cablevision. For more information, please visit www.hitn.org.

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