Educa y Entretiene

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HITN WINS AWARD
SOCIAL GOOD LEADER OF THE YEAR

Cynopsis Media awards HITN for its Tu Momento 2016 campaign.

Brooklyn, NY – **HITN**, a non-profit organization with a Spanish-language media network that provides educational and entertainment programming to more than 44 million households around the United States, was awarded Cynopsis Media's Social Good Leader award for its innovative *Tu Momento 2016* campaign.

Tu Momento 2016 (Your Moment 2016) was an educational and informational campaign designed and produced by **HITN** to help Hispanics across the country better understand the U.S. presidential election process. The campaign, launched April 2016, released a new educational video every few months that coincided with the ongoing events of the presidential election that took place last year. *Tu Momento* addressed questions like: What is a political convention? Who are super delegates? How does the Electoral College work? By using a combination of short vignettes designed with info-graphics, along with carefully crafted explanations, **HITN** took complicated subject matter and successfully communicated to its viewers the importance of better understanding the details of the presidential electoral process.

"What an honor to win this award and to be named the Social Good Leader of the year," says Guillermo Sierra, Head of Television at **HITN.** "Everyday, we continue to strive to do good work at **HITN** and it is our responsibility to deliver content to its audience so more Hispanics and Latinos understand that, as Americans, we too should have a voice."

The *Tu Momento 2016* campaign took a life of its own when as an added incentive to ensure that **HITN** Hispanic viewers did the research that *Tu Momento 2016* encouraged, **HITN** created the *Vive Tu Momento Contest* (Live Your Moment). This contest was not a game of luck, but rather a test of knowledge. Participants were challenged to utilize their grasp of the presidential election and their understanding of the Electoral College to present an analysis of how each state would vote on election night. The winner of this contest would win a historic three-day, all-inclusive trip to experience the 2017 Presidential Inauguration.

HITN's winner, who actually voted for the first time this year, proved to be even more politically astute than most experienced political consultants. She correctly predicted how 46 states would vote; and attributed her success to the *Tu Momento* campaign. It was her commitment to a thorough search and a sound analysis that had earned this intelligent and diligent Latina a trip to Washington, D.C. for the 2017 Presidential Inauguration.

"HITN is more than pleased, we are overwhelmed to be recognized for our groundbreaking series on educating Hispanics about the election process," says Gerson Borrero, host of **HITN's** *Tu Momento 2016*. "*Tu Momento 2016* was our first production toward offering this kind of programming, and HITN will continue to create content that serves the interest of our audience."

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HITN is the leading Spanish-language network focused on educational and cultural programing for the whole family. It reaches over 44 million homes across the United States and Puerto Rico through DIRECTV, DISH Network, AT&T U-verse TV, Verizon FiOS TV, Comcast, Charter Spectrum, Frontier Mediacom, CenturyLink Prism, and Cablevision. For more information, log in to www.hitn.org.