



Vota Conmigo Campaign Returns to Univision

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U.S. Hispanic media company Univision is reigniting its Vota Conmigo (Vote With Me) campaign ahead of the 2020 U.S. Presidential Election. Due to the COVID-19 pandemic, the campaign will focus on digital voter registration tools and regional vote-by-mail options via a series of PSAs, virtual phone banks, town halls and a series of special programming on Univision's networks, local television and radio stations, and digital properties.

Every two weeks until Election Day on Tuesday, Nov. 3, 2020, Univision will construct a multiplatform roadblock that will run on all of its platforms in the same format. External partners, including Mi Familia Vota, Voto Latino, Poder LatinX, Hispanic Federation, Vote Early Day, National Voter Registration Day, National Hispanic Media Coalition and others will also support the effort.

Latino voters also can visit Vota Conmigo for localized landing pages for every state that include regional toolkits with voter information as well as how to register to vote and where and how to vote.

"With an estimated 32 million eligible Latino voters ready to cast their ballots in November, we are proud to relaunch our Vota Conmigo campaign to inspire our community and reinforce the importance of voting to make lasting change in our country," said Ron Estrada, senior vice president, head of government relations

and corporate social responsibility, in a statement.

"As cities and states across the country continue to follow social distancing guidelines due to the COVID-19 pandemic, Vota Conmigo will emphasize the availability of digital voter registration tools and vote-by-mail options, ensuring that all eligible Latino voters can exercise their right to make their voices heard from the White House to the halls of local governments nationwide."

Univision's national campaign will air across the Univision networks with special features, including:

- Univision on-air personalities casting a ballot in the U.S. for the first time this year will take viewers on their journey as part of the "My First Time Voting" series on *Despierta América*;

- Dedicated get-out-the-vote segments across Univision's network programs will highlight voter registration tools, vote-by-mail processes throughout election season;

- PSAs starring Univision's network personalities Carlos Calderon, Tony Dandrades, Lindsay Casinelli and Arantxa Lozaiga; and

- Virtual phone banks with experts from across the country answering viewer questions about voter registration, vote-by-mail and early voting.

In local communities, Univision's local affiliates will offer:

- Virtual phone banks on voter registration in partnership with Hispanic Federation from 8am - 8pm on Tuesday, July 14 in all of Univision's local markets nationwide;

- Virtual town halls with local experts on voter registration and issues unique to each market:

- Univision Fresno will host a virtual town hall with local city council members on *Despierta Valle Fresno* on Tuesday, July 14, followed by an exclusive interview with the Services, Immigrant Rights & Education Network (SIREN) on Wednesday, July 15;

- Univision New York will host a digital town hall with the Hispanic Federation and Latino Justice on Tuesday, July 14 at 3 p.m. ET;

- Univision Arizona will host a voter registration Facebook Live on Tuesday, July 14;

- Univision Miami will host a virtual voter registration town hall on Tuesday, July 14 from 3 p.m. - 4 p.m. ET, hosted by anchor Alina Mayo Azze. The town hall will feature interviews with representatives from UnidosUS and the Miami Dade

Elections Department;

-Univision Los Angeles will host a virtual town hall on July 14 in partnership with CHIRLA and TODEC on the importance of voting;

-Univision Sacramento will host a virtual voter registration town hall on July 14 at 7 p.m. PT in partnership with Mi Familia Vota; and

-Local PSAs with local on-air talent on voter registration and the importance of making Latino voices count.

In addition, Univision's Uforia, the home of Latin Music, will support Vota Conmigo through the following on-air initiatives:

-Weekly radio interviews on register-to-vote tools, vote-by-mail process, and get out the vote in alignment with the campaign's timeline prioritizing roadblock dates;

-Fifteen (:15) and thirty (:30) PSAs with national and local radio talents informing the audience about the importance of making their voices count during the Presidential election while emphasizing vote-by-mail and early voting process;

-National radio personalities, including Javier Romero and El Bueno, La Mala y El Feo, will announce important dates and remind the audience to register to vote online and request their vote-by-mail ballot at the #VotaConmigo landing page; and

-Audio of the voting segments will be repurposed into a podcast for our audience to learn about the impact of the pandemic on the election process.