WEBINAR: How the Hispanic Media Will be Covering the National Elections

Terms:
- elections
- Hispanic media
- Latino media
- public policy
- Webinar

Subtitle:
Wednesday, June 20 at 1 PM ET

Date and Time:
6/20/12 1:00 pm - 2:00 pm EDT

Event URL:

Archive Link:
Archived Event URL

Speaker(s):
- Pilar Marrero - Senior Political Reporter/Columnist for La Opinión and Impre.com
- Ruben Navarrette - Syndicated Political Columnist for CNN, COM Contributor, Voxxi.com Contributor, USA Board of Contributors, NPR Commentator, Poder Magazine Columnist, etc.
- María Elena Salinas - Univision Network Anchor, co-anchor of “Noticiero Univisión” and the primetime news magazine “Aqui y Ahora” (Here and Now)

Moderators:
- Danny Selnick - Vice President, LatinoWire & Public Policy Services, Business Wire DC
- Pilar Portela-Webb - Media Relations Supervisor, Business Wire Miami

Will the Latino vote elect the next President? It’s estimated that nearly 10% of the voters this November will be US Hispanics (a 26% increase over 2008 figures) -- and many live in critical “swing” states. The presidential candidates and their campaigns recognize the importance of getting their message out to Hispanics. And no less interested are the mainstream and Hispanic media in covering the election. Time Magazine’s March 5 cover story “Yo Decido (I Decide): Why Latinos Will Pick the Next President” was a good example. This webinar will focus on how Hispanic media is covering and will continue to cover the national elections; and what the real issues of interest to Latinos are.

This event is FREE for all attendees.

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