



MERUELO MEDIA'S !TU VOZ, TU VOTO, TU VIDA![®]

A movement to create a more informed, engaged, and united community, where every voice is heard, and every vote is celebrated as a symbol of our collective strength.

LATINO VOTING FACTS

- An estimated 34.5 million Hispanic Americans are eligible to vote this year, making Latinos the fastest-growing racial and ethnic group in the U.S. electorate.
- The number of Hispanic eligible voters has increased by 4.7 million since 2018, representing 62% of the total growth in U.S. eligible voters.
- California is home to about a quarter of all Hispanic eligible voter during this time.
- 73% of Latinos in California are eligible to vote...more than any other state in the country.
- Hispanic eligible voters tend to be younger than eligible voters overall, and they differ from the broader electorate in other ways, too.
- Nearly one million Hispanics turn 18 each year and become eligible to vote.
- In the 2020 election, 53% of all Hispanic voters were under 44 years-old, compared with 40% of overall voters. This amounted to around 8.8 million votes cast by Hispanic voters under 44 years old.
- Young Latino voters will be vital to the outcome of the 2024 election- Latinos represent 62% of all new voters in the US.
- In 2022, Latinos had the highest ratio of first-time voters- 11% (between the ages of 18-29).
- Across all racial and ethnic groups, women vote at higher rates than men. This trend is consistent among Hispanic voters, where 63% of eligible Hispanic women registered to vote in 2020, compared with 59% of eligible Hispanic men. About 56% of eligible Hispanic women turned out in the 2020 election, compared with 51% of eligible Hispanic men.





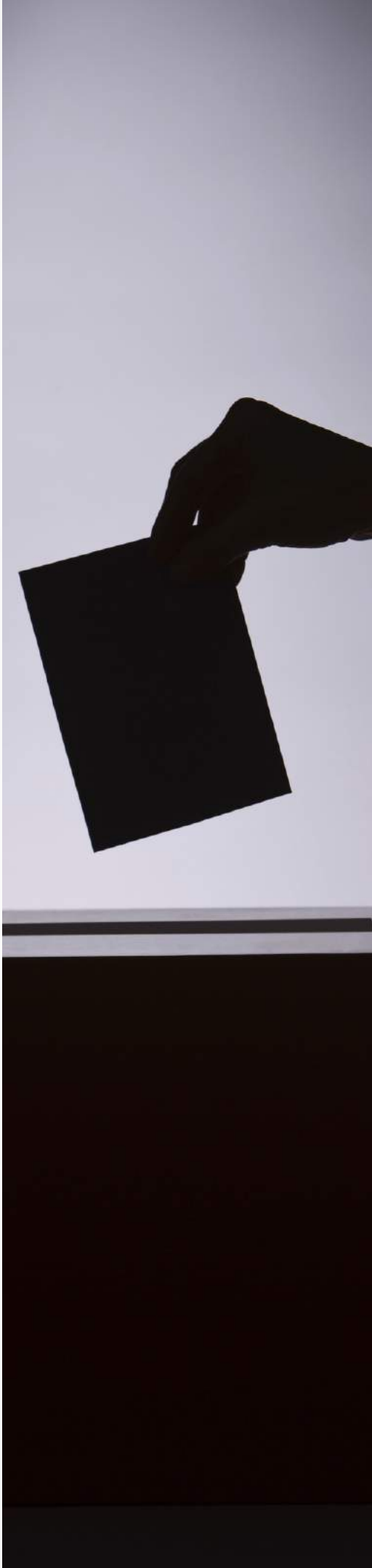
MISSION:

Our mission is to empower and elevate the Latino community's voice through the "¡Tu Voz, Tu Voto, Tu Vida!®" campaign. Our unwavering dedication is to double Latino voter turnout, dispel myths and misinformation that have plagued our communities, and inspire every individual to view voting as an inherent right and a cherished privilege, rather than an ordinary obligation.

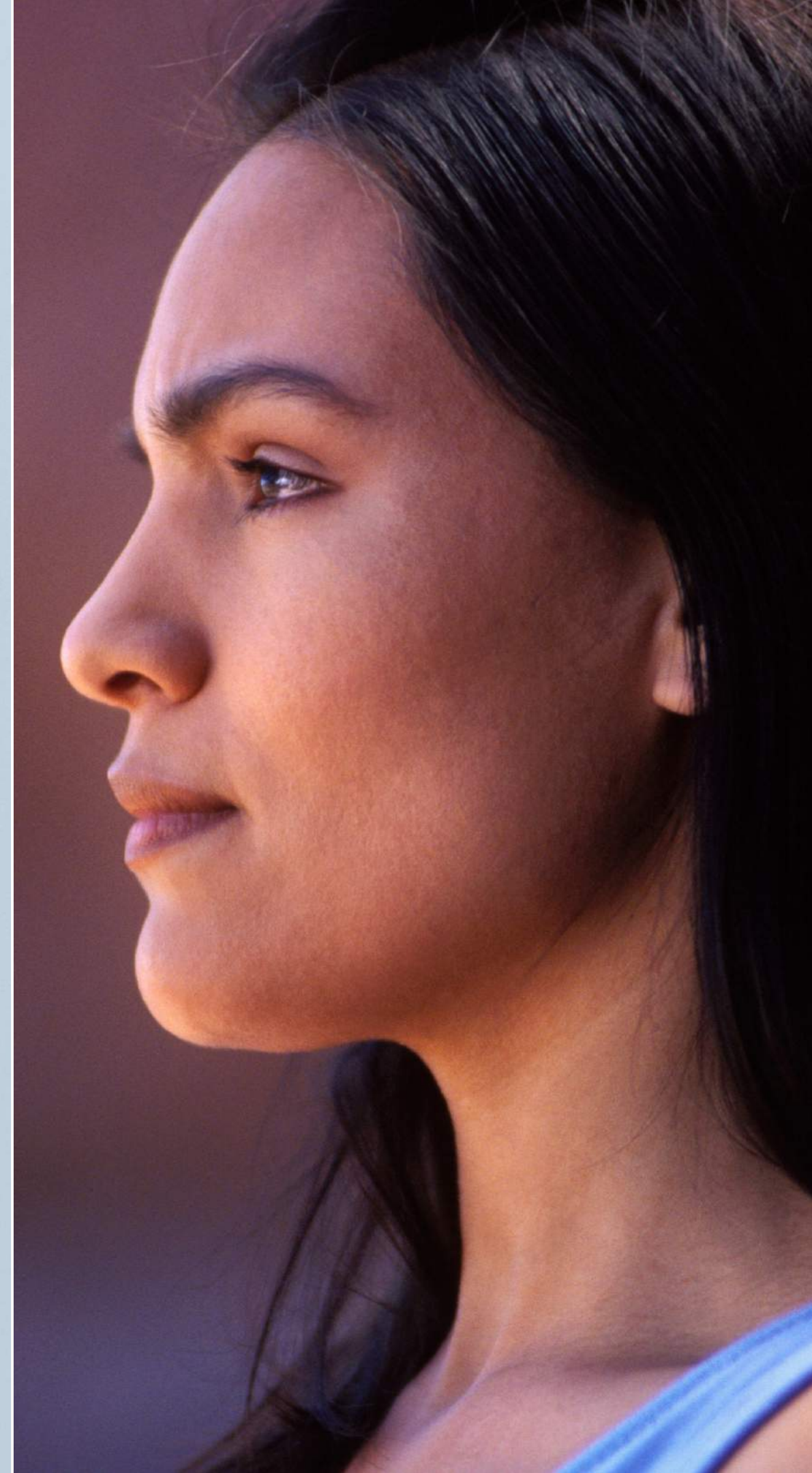
Through this transformative initiative, we aspire to not only increase voter participation but also foster a deep connection between our community and state and federal elected officials. We are committed to eradicating the barriers that have kept Latinos from fully engaging in the democratic process.

By amplifying the authentic stories, experiences, and concerns of our Latino communities, we aim to empower every family to participate actively in shaping their future. We believe that when one voice is heard at the ballot box, it reverberates across households, encouraging everyone to join in this vital civic duty.

Our campaign is more than just a call to vote; it's a movement that celebrates unity, dispels misconceptions, and embraces the power of informed citizenship. Together, we will build bridges, break down barriers, and ensure that every Latino knows their voice matters, and their vote is the key to a brighter future. Join us in embracing "¡Tu Voz, Tu Voto, Tu Vida!" – Your Voice, Your Vote, Your Life!



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VISION:

Our vision for the "¡Tu Voz, Tu Voto, Tu Vida!" campaign is deeply rooted in the values and passions that define both Meruelo Media and our founder, Alex Meruelo. As the son of Cuban immigrant parents, Alex's journey from humble beginnings to building a corporate empire serves as a testament to the boundless potential within every individual, regardless of their background. He understands the importance of social responsibility and is dedicated to setting the stage for all minorities to take action, find inspiration, and rise to make a difference, no matter the scale.

Alex Meruelo's passion for driving change and giving back to the community has shaped him into not only an accomplished entrepreneur and business leader but also a dedicated philanthropist. This campaign is a natural extension of his commitment to empowering voices and amplifying their impact.

At Meruelo Media, we proudly stand as the only certified minority-owned media group in Los Angeles. We see our role as more than just broadcasters; we are community builders.

Through Meruelo Media's powerful digital assets, we aim to reach a wide audience while continuing to entertain communities. Our approach seeks to engage individuals in essential conversations, humanizing elected leaders, and instilling a profound understanding of the significance of their voices. We envision a campaign that transcends traditional boundaries, igniting the passion of individuals from all walks of life and inspiring them to be active participants in shaping their future.



Principles

Dispel Myths
and
Misinformation
About Voting

Remain
Bipartisan In
Delivering
Information

Remain
Bipartisan In
Delivering
Information

Bring
Communities
Closer to
Elected and
Community
Leaders



LEADERSHIP



Luis Armona
Principal Owner
Meruelo Group



Otto Padron
President and CEO
Meruelo Media

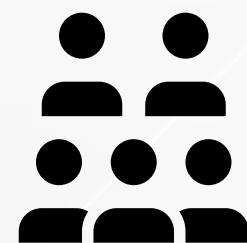


Jose Atilo Hernandez
President and Founder
Ideate California



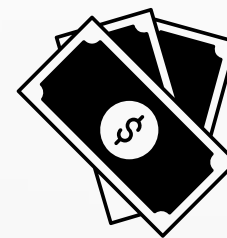
Elizabeth Martinez
VP of Business Development
Meruelo Enterprises

MEDIA PARTNERS



5M+

On-Air SoCal Reach



48B+

National Reach



48B+

Annual Retail Spending Power

LEADERSHIP COUNCIL



Fernando Guerra
Loyola Maramount



Lydia Camarillo
Southwest Voter Registration
Project



Juan Rosa
NALEO



Carlos Vaquerano
Clinica Monseñor Romero



Jocelyn Duarte
Salvadoran American Leadership
Fund



Lizette Escobedo
AltaMed



Dr. Ciriaco "Cid" Pinedo
MAOF

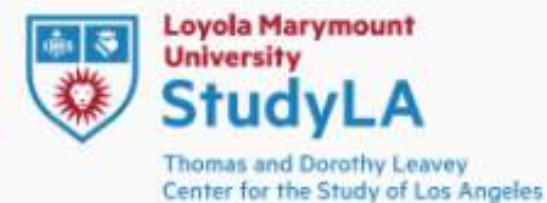


Ruben Garcia
Latino Film Institute



COMMUNITY PARTNERS

The ¡Tu Voz, Tu Voto, Tu Vida! Movement emerges as a beacon of empowerment and advocacy for underrepresented communities, with a particular emphasis on amplifying the voices of the Latino community. Despite their significant contributions and cultural influence, the Latino community often finds their concerns overshadowed in public discourse. By championing this campaign along with experienced community leaders, we aim to ignite a passionate call to action among Latino individuals, urging them to exercise their democratic rights for enhanced representation.



DE AZTLAN GROUP





ELECTED OFFICIALS

In collaboration with California Latino Leaders, our campaign utilizes an innovative cross-media and multi-language platform. This isn't just about politics – it's a call to action, echoing the importance of each vote and voice in our community. We're leveraging our expansive Southern California cluster of TV and Radio stations, top-tier Digital platforms, Studios, and influential Community Events. And, adding to our voice, a star-studded lineup of celebrities and on-air personalities, all united in this mission.

Since launching in Oct. 2023, Meruelo Media's family of radio stations held various ¡Tu Voz, Tu Voto, Tu Vida! segments with California elected officials as guests. These engaging segments across LA's top morning shows highlight importance of civic duty while humanizing elected officials in organic conversation.







COMMUNITY ENGAGEMENT

With the help of our Meruelo Media street team, the ¡Tu Voz, Tu Voto, Tu Vida! movement will reach a broader audience with amazing music and charismatic talent. Whether it be at elected official's community events, university campuses and other special events, the street team can attract more voter registration through engaging community engagement and market research.





2023 EVENTS

September

- 8th) VozVotoVida Launch with Senator Alex Padilla
- 9th) TequilaFest - Tony Cardenas
- 12th) El Grito - SomosLA Monica Rodriguez
- 18th) Guest: CA State Treasurer Fiona Ma

October

- 4th) Latino Caucus 50th Anniversary
- 6th) Guest Senator Durazo
- 10th) Guest Assm Mike Fong
- 20th) Guest Senator Menjivar
- 24th) Mayor Karen Bass
- 27th) Guests Rubio Sisters

November

- 21st) Guest: Blanca Pacheco

December

- 4th) Guest: Councilmember Imelda Padilla
- 15th) Guest: Congressman Tony Cardenas

WHAT'S NEXT



For 2024, and the second stage of the ¡Tu Voz, Tu Voto, Tu Vida! movement, Meruelo Media will take the streets to reach a larger audience and spread awareness of the importance of the Latino vote!

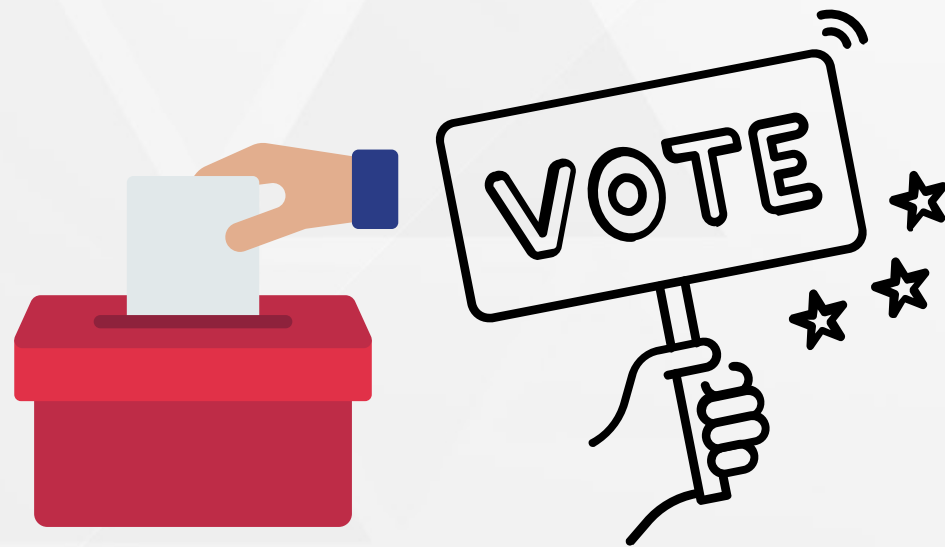
The campaign also plans to use internal resources to conduct our own market research on the root causes of Latino disinterest in voting. By developing engaging content and biweekly radio segments, we will ignite the vote and raise the turnout numbers for this monumental election year.

2024

STREET TEAM EVENTS

Meruelo Media's radio street team is working on coordinating community events to bring music and awareness on voting participation! Stay tuned for a community event coming to a community near you.

- **Community Colleges**
- **Voting Centers**
- **Latino Caucus Sacramento Pop-Up**
- **Cali Vote-a-Thon**



CONFIRMED GUESTS



Date	Guest
Monday, January 22	Mayor Celeste Rodriguez
Friday, January 26	Councilmember John Lee
Monday, January 29	Assemblymember Reggie Jones Sawyer
Friday, February 2	Assemblymember Juan Carrillo
Friday, February 9	Assemblymember Laura Friedman
Friday, February 23	Assemblymember Luz Rivas
Friday, March 1	Assemblymember Eloise Reyes
Friday, March 8	Senator Lena Gonzalez

FIND US ONLINE



<https://www.vozvotovida.com>



<https://www.instagram.com/vozvotovida/>



<https://www.youtube.com/@VOZVOTOVIDA>