



NEWS RELEASE

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Contact: NALEO Media, media@naleo.org

NALEO Educational Fund to Host Latino Voter Forums in Los Angeles This Month

Alongside media partners Telemundo 52 and NBC4, the organization will aim to increase electoral participation and elevate the voices of the more than 1.8 million Latinos who reside in the City of Los Angeles

First forum will take place today at the Wilmington Senior Center in Wilmington, CA

Los Angeles, CA – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund today announced that it will host a series of Latino voter forums in the City of Los Angeles this month. Taking place in advance of the general elections in diverse geographic regions across the city, the forums will be held on September 13 (Tuesday), September 24 (Saturday), and September 28 (Wednesday). These events are the second component of a new comprehensive project to better understand Latino voters in the city, which was launched in May following the results of an in-depth [poll](#) and focus groups.

“With Latinos accounting for more than one of every three Los Angeles City registered voters (35 percent), our community is undoubtedly poised to play a major role in the outcome of local, state, and national elections this November,” **said NALEO Educational Fund CEO Arturo Vargas.** “Latinos care deeply about the people who represent them, and it is paramount that campaigns and candidates engage with Latino voters to understand and address their needs, concerns, and priorities in order to establish sustained Latino engagement for this year’s election and those in the future.”

The Los Angeles *iVe y Vota!* Latino Voter Forum Series is modeled after the organization’s groundbreaking *Voces del Pueblo* voter mobilization program from the early 2000s, which featured a series of in-person voter forums in cities across the country — events that provided community members with an opportunity to express their concerns with stakeholders, including elected and appointed officials.

This year’s events are part of a multifaceted project launched in the spring to better understand outreach efforts to the Latino community and the issues that are top of mind for Latino voters in the city in advance of both the primary and general elections. The forums follow the results of focus groups and a [Los Angeles Voter Snapshot Poll](#) released in May that offered a comprehensive look at Latino voter candidate preferences in key races and critical issues for this key segment of the city’s electorate. The findings of this research influenced the formation of these voter forums and were shared with the four leading candidates for mayor of the City of Los Angeles via a [letter](#) in June.

As a trusted voice and source of information for communities in the Los Angeles area, NALEO Educational Fund will host this year's series in partnership with Telemundo 52 / KVEA and NBC4 / KNBC. [Carmen Márquez](#), News Anchor and Reporter for "Noticiero Telemundo 52," will report from the forums, which will be held in Spanish with interpretation services available for English-dominant speakers.

"We are proud to partner with NALEO Educational Fund and leverage our stations' platforms to inform our communities, amplify their voices and provide our audiences with the resources they will need to participate civically in the November mid-term election," said Todd Mokhtari, President and General Manager, Telemundo 52 and NBC4.

The forums will take place in-person at publicly-accessible venues throughout the City of Los Angeles on September 13 (Wilmington), September 24 (Pacoima), and September 28 (Downtown). To promote robust participation, NALEO Educational Fund will engage in a targeted outreach program to ensure that the forums are attended by low-propensity voters who are most likely to be left out of the political process.

According to [projections](#) from NALEO Educational Fund, more than 1.2 million Latinos in Los Angeles County are expected to cast ballots this November. In this same area, the number of Latino voters has grown dramatically — with this year's expected turnout to be nearly 90 percent higher than in 2014. In addition, more than 40 percent of all voters in the election will be Latino — a clear indication of the Latino community's potential impact in shaping the county's future through robust participation in the electoral process.

The Los Angeles *iVe y Vota!* Latino Voter Forum Series is open to members of the media. To register, please contact media@naleo.org.

Dates, Times, and Locations:

Tuesday, September 13, 2022

6:00 p.m. – 8:00 p.m.

Wilmington Senior Center

1371 Eubank Avenue, Wilmington, CA 90744

Target Neighborhoods: Wilmington, San Pedro, Harbor City

Saturday, September 24, 2022

10:00 a.m. – 12:00 p.m.

Vaughn Next Century Learning Center (G3 Performing Arts Theatre)

11200 Herrick Avenue, Pacoima, CA 91331

Target Neighborhoods: San Fernando Valley, Pacoima, Panorama City, Sylmar

Wednesday, September 28, 2022

6:00 p.m. – 8:00 p.m.

LA Plaza de Cultura y Artes

501 N Main Street, Los Angeles, CA 90012

Target Neighborhoods: South Central Los Angeles, Boyle Heights, Pico-Union, Lincoln Heights, Highland Park

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About NALEO Educational Fund

NALEO Educational Fund is the nation's leading non-partisan, non-profit organization that facilitates the full participation of Latinos in the American political process, from citizenship to public service.

About Telemundo 52 Los Angeles

Telemundo 52 / KVEA is Telemundo's west coast flagship local television station serving Spanish-speaking viewers in the Los Angeles market. Owned by NBCUniversal Owned Television Stations (a division of NBCUniversal), Telemundo 52 has been delivering news, information and entertainment to viewers throughout Southern California for more than 30 years. Consumers turn to Telemundo 52 for breaking news, weather and sports headlines across a variety of platforms, including online at Telemundo52.com and via mobile and social media channels. Today, Telemundo 52 produces and broadcasts nearly 30 hours of award-winning local news and entertainment programming each week and partners with local organizations committed to serving the diverse Hispanic community across Southern California. The station also produces the popular lifestyle show "Acceso Total" that delivers entertainment news and lifestyle trends to Spanish-speaking audiences in Southern California and more than 35 U.S. Hispanic markets. In addition, Telemundo Station Group operates TeleXitos (www.Telexitos.com) a national multicast network that offers viewers popular action and adventure television series and feature films in Spanish.

About NBC4

NBC4 is the West Coast flagship station of the NBC Owned Television Stations, serving the vast region since 1949. NBC4 produces more than 43 hours each week of local news and weather, and the station features the largest award-winning investigative unit in Southern California. The station also produces "California Live," a live weekday 30-minute lifestyle show featuring the latest in entertainment, travel and lifestyle trends across the Golden State. NBC4's news operation has received nearly every industry award bestowed on local news, including numerous Los Angeles Emmy and Golden Mike Awards, two national and two regional Edward R. Murrow Awards, and a Peabody Award. NBC4 news is delivered across the main broadcast on channel 4, at www.nbcla.com, and through multiple interactive social media platforms 24/7. The NBC Owned Television Stations, part of NBCUniversal Local, also operates COZI TV (www.cozitiv.com), a national network that brings viewers some of America's most beloved and iconic television shows and movies.