**Hispanic Media Plan**

The Hispanic Constituency media plan aims to be a proactive, strategic plan that targets both English and Spanish media outlets. While we recognize that the DNC’s media department will have a reactive and rapid-response element, the Hispanic Constituency team goal is to help establish a “positive” spin in the media that will concentrate around the highlights of President Obama’s accomplishments *and* his vision for the Hispanic community.

**Actions:**

* Positive focus
  + Accomplishments
  + Vision
* Reactive focus
  + Rapid response
  + WH rollouts
  + Contrast
  + GOP fact-checking
* Regular booking
  + Radio (bilingual)
  + TV (bilingual)
* Weekly columns, letters to the editor, op-eds and other print media & Digital media campaign by DNC and surrogates
  + Blogs
  + Social networks
  + Video blogs

**January 2012**

**“Latinos making a difference”**

Profile past accomplishments specific to the Latino community by:

* Booking surrogates in both Spanish and English media outlets
* Pushing print press with LTEs, op-eds and articles
* Profile a Latino secretary/appointee on the Democrats.org landing page and other blogs

Lily Ledbetter Anniversary (1/29)

* Book female surrogates on Spanish and English media outlets , specifically a Latina, who can speak of the impact since passing Lily Ledbetter

*Roe v. Wade* anniversary

* Highlight an organization/woman/male who has taken grand steps in protecting the rights of Latina women (e.g. National Latina Institute for Reproductive Health)

**February 2012**

**“Latinos & education”**

2nd Anniversary of CHIP Reauthorization Act (2/4)

* Highlight expanded healthcare coverage for children and pregnant women

Recovery Act Anniversary (2/17)

* Highlight how various aspects of the Act have positively touched the Hispanic community by booking “real people” on regional radio and television
* Tax cuts for 95% of working families
* Kept 1.9 million Hispanic families out poverty

Push education accomplishments, especially how they benefit Latino youth by:

* Conducting Twitter town hall with Latism and a celebrity surrogate
* $2.1 billion in Headstart funding, where over 30% of its students are Hispanic
* Greater funding for early-education

Highlight an education success story/week

* On radio/TV/print
* Put the profile up on the dem.org landing page

**March 2012**

**“Latinos & healthcare”**

March 23: 3rd Anniversary of ACA

Highlight women healthcare workers and the positive impact of ACA

* i.e. have Dr. Rios (Hispanic Medical Association) & Dr. Ina K. Bendis (Veteran affairs/clinical doctor) do Hispanic families impact of ACA and Veterans impact of ACA
* Book a national and regional surrogates to speak on how ACA has been one of the greatest accomplishments of the administration
* Hispanics are 3x more likely than whites to be insured
* ACA will provide coverage to 9 million Hispanics by 2014

Highlight a health success story/week

* On radio/TV/print
* Put the profile up on the dem.org landing page

**April 2012**

**“Latinos & business”**

National Financial Literacy Month

Great opportunity here to:

* Push Letters to the editor on
* Credit Card Reform Act highlighting how the administration’s push of consumer protection benefits the Hispanic community
* Small business tele-town hall to be preceded and followed by op-eds & regional radio books on the President’s accomplishments and how’s they’ve benefited Latino small businesses

**May 2012**

**“Latinos & giving”**

* Highlight community service in the Latino community through social media outlets
* Profile an organization/entrepreneur/philanthropist once a week
* Tie to Futuro fund

**June 2012**

LGBT Month

* Emphasize LGBT accomplishments
* Surrogate presence around HIV/AIDS awareness
  + Latinos have the second-highest HIV infection rate in the country
  + Emphasize how POTUS has expressed constant concern and support for HIV awareness

**July 2012-August 2012**

* Continue surrogate activities
* Begin scale-up of presence in radio, TV and print press
* GOTV-centric messaging with daily/weekly press hits in regional and local press outlets either with an interview, LTE or op-ed

**September to October 2012**

Hispanic Heritage Month

* September 15-October 15: Hispanic Heritage Month
  + Amplify Hispanic Women accomplishments in during Hispanic Heritage month
    - Book a profile piece of women & men in major magazines – i.e. CEOs or “Political Rising Stars,” community activists, etc.

**November 2012**

* **GOTV/ACCOMPLISHMENTS**