



## **AZTECA AMERICA**

### **THE HISPANIC VOTE FEATURED ON AZTECA AMERICA'S 'ISSUES: CARAS Y VOCES'**

#### **FOR IMMEDIATE RELEASE**

**Los Angeles, Jan. 22, 2008** – Azteca America, the fastest-growing Hispanic television network in the United States, shed light on the importance of the Hispanic vote for the year's presidential elections during this week's broadcast of "Issues: Caras y Voces" (Issues: Faces and Voices), hosted by veteran Latino journalist Armando Guzmán.

The influence the Hispanic population has on the United States' economy, border security and foreign policy is undeniable. As the fastest growing minority, Latinos present a threat to some and hope to others. However, during the 2004 elections less than half of the 10 million registered Latino voters filled out their voting ballots.

Arturo Vargas, Executive Director for NALEO (National Association of Latino Elected Officials) explains the greatest challenge to overcome is actually motivating people to register and vote. However, the 2008 presidential elections will be unlike any other as the current anti-immigrant climate is both polarizing and motivating Hispanic voters.

"Issues: Caras y Voces" features top leaders that impact the Hispanic community through one-on-one interviews conducted by Armando Guzmán. Covering the White House and the Capitol for almost two decades, Mr. Guzmán is one of the most respected correspondents in Washington. The interview forum airs every Monday evening during Noticiero Azteca America, the network news broadcast of Azteca America.

Past guests of "Issues: Caras y Voces" include: New Mexico Governor Bill Richardson, California Governor Arnold Schwarzenegger, Senator Mel Martinez (R-FL), Congressman Xavier Becerra (D-CA), Senator Harry Reid (D-NV), former Massachusetts Governor Mitt Romney, Arizona Governor Janet Napolitano, Congressman José E. Serrano (D-NY), Senator Bob Menendez (D-NJ), NIDA Director Nora Volkow, ACS President Elmer Huerta and Mexican Consul Enrique Escorza.

**Don't Miss "Issues: Caras y Voces" Mondays during the evening and nightly transmissions of Noticiero Azteca America at 5:30 pm EST and PST / 4:30 pm CST; and 11:00 pm EST and PST / 10:00 pm CST.**

**Webcast repetitions are available at [www.aztecaamerica.com/corporate](http://www.aztecaamerica.com/corporate) and [www.fundacionaztecaamerica.org](http://www.fundacionaztecaamerica.org).**

**The forum is also broadcast in Mexico on Proyecto 40.**

#### **About Azteca America**

Azteca America is the fastest-growing Hispanic network in the United States. The network is a wholly owned subsidiary of TV Azteca S.A. de C.V., one of the two largest producers of Spanish-language television content in the world. Azteca America currently has presence in 61 Hispanic markets, including: Los Angeles, New York, Miami, Houston, Chicago, Dallas, San Antonio, San Francisco, Phoenix, Brownsville-McAllen, Sacramento, Albuquerque, Fresno, San Diego, Denver, El Paso, Orlando, Philadelphia, Tampa, Washington, DC, Atlanta, Austin, Las Vegas, Boston, Tucson, Corpus Christi, West Palm Beach-Ft. Pierce, Seattle, Bakersfield, Hartford-New Haven, Portland, Salt Lake City, Monterey-Salinas, Laredo, Yuma, Ft. Myers-Naples, Palm Springs, Raleigh-Durham, Odessa, Colorado Springs, Milwaukee, Santa Barbara, Lubbock, Amarillo, Oklahoma City, Wichita, Reno, Greenville-Spartanburg, New Orleans, Omaha, Tulsa, Boise, Abilene, Chico, Toledo, Columbus, Chattanooga, Victoria, Twin Falls, Charleston and Sherman.

[www.aztecaamerica.com/corporate](http://www.aztecaamerica.com/corporate)

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