

Entravision Rolls-Out New PSAs to Inform & Empower Latino Voters on California's Nov 4th Special Election

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Staying at the forefront of Latino voter engagement, Entravision's campaign across California is aimed at increasing voter turnout.

LOS ANGELES--(BUSINESS WIRE)-- In its mission to be visibly impactful in driving Latino voter participation, Entravision has launched a new PSA broadcast campaign to drive awareness of California's November 4th Special Election on the redistricting ballot initiative.

Launched this week, Entravision's "Votando Unidos, Estamos Unidos" is part of a broader PSA campaign initiative aimed at driving a strong call to action to mobilize the influential Latino power. The goal is to raise awareness, deepen civic understanding, and increase Latino voter engagement with the ultimate goal of uniting Latinos to actively shape the state's future through their votes.

Hispanics make up nearly a third (30%) of registered voters in California - over 6.5 million strong. In the 2024 election, Hispanics accounted for nearly 1 out of 4 votes cast in California.

Driving home the urgency and importance of this initiative, Michael Christenson, CEO at Entravision, stated, "Our mission is clear: to make sure every Latino voice is heard loud and clear at the ballot box this November. With Votando Unidos, Estamos Unidos, we are ringing the bell that it's time. We want every Latino to recognize the incredible power of their vote and the profound impact they can have on their community, their state and the future of our nation."

TV :30 second and :15 second spots, along with Radio :30 spots, will air across all of Entravision's broadcast

properties in 10+ markets, including San Diego, Los Angeles, and Sacramento. Spots will also air in Entravision's locally produced TV newscasts. TV or Streaming News is the #1 most trusted medium among California Hispanics. In addition, Radio delivers mass reach among the California voting age Hispanic population. Over 80% of voting age Hispanics in Entravision's key CA radio markets (LA, the Inland Empire, Sacramento, Palm Springs, and Monterey-Salinas-Santa Cruz) listen to radio every week.

Entravision is unwavering in its commitment to continue driving civic engagement among Latinos. Through the PSA series, Entravision aims to unite the Latino community in a powerful, collective effort that will echo in their community and the state.

For more details, please visit entravision.com/political.

Links to Spots:

TV: **Voter PSA CA Redistricting TV :15**

TV **Voter PSA CA Redistricting TV :30**

Radio **Voter PSA CA Special Election Radio 30**

Radio **Voter PSA CA Special Election Radio 30 - Ways to Vote**

About Entravision Communications Corporation

Entravision (NYSE: EVC) is a media and marketing company with over 2 decades of cultural expertise. Our broadcast properties include the largest television affiliate group of the Univision and UniMás television networks and one of the largest groups of primarily Spanish-language radio stations in the United States, providing our customers with substantial access and engagement opportunities in the top U.S. Hispanic markets. Learn more about our offerings at entravision.com.

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