



2020 Media Kit

Voto Latino is a pioneering civic media organization that seeks to transform America by recognizing Latinos' innate leadership. Through innovative digital campaigns, pop culture, and grassroots voices, we provide culturally relevant programs that engage, educate and empower Latinos to be agents of change. Together, we aim to build a stronger and more inclusive democracy.

Messaging:

There are currently 32 million eligible Latinx voters in the United States, 15 million of whom are unregistered. In 2020, for the first time ever, Latinx voters will comprise the second-largest voting bloc within the American electorate. Voto Latino's mission goes beyond registering people to vote. We are working every day to educate and empower the Latinx community to not only register to vote, but to show up and participate in every election. Voto Latino registered 202,399 new voters in 2018 alone and was responsible for registering 15 percent of all new voters in Texas. Our goal heading into the 2020 election is to register one million voters by election day 2020.

When our community makes its voice heard, the political establishment must finally take us seriously. Too often, Latinx people are considered a monolith, concerned only with immigration. Politicians pay attention to our votes when they need it and ignore us as they govern -- until they need us for reelection.

As the Latinx voting population continues to grow, this pattern of lip service without action will become untenable for both parties. They'll need to develop actual policies that address the issues affecting our community and demonstrate why Latinx voters should support them. Until then, neither party should feel like Latinxs are securely in their base. 32 percent of Latinx voters say there is no difference between the parties and neither pays attention to issues important to them.

Spokespeople:

María Teresa Kumar, Voto Latino's President and CEO, is an activist, social entrepreneur, and Emmy-nominated MSNBC contributor seeking to shake up the political process. *Fast Company* named Kumar among the 100 Creative Minds. *Elle* named her among the 10 most influential women in DC and *Hispanic Executive* named her among the 10 most influential Latinos. HBO's *Celebrity Habla* profiled her work and Austin College awarded her the Posey Leadership Award. Kumar serves on the boards of EMILY's List as Vice Chair, World Economic Forum's Global Shapers, and the Latino Leaders Network. She

is a WEF YGL and a Council on Foreign Relations Life Member. Kumar is a graduate of Harvard's Kennedy School and UC Davis.

Brianna Carmen is the Director of Organizing and Partnerships for Voto Latino. She was born and raised in El Paso, Texas, where she first became acquainted with community issues and their connection to voter apathy. This interest led her to become one of the youngest Hispanic women in the nation to manage a U.S. Congressional race in her home district, at the age of 21. Carmen later worked on Beto O'Rourke's historic Senate race in Texas, engaging tens of thousands of Texans. She has maintained her passion for connecting voters with opportunities to exercise their voice at Voto Latino. Her current work at VL focuses on building up the organization's volunteer network, encouraging individuals to advocate for their communities at the local, state, and national level. She also builds partnerships and coalitions with civic groups and businesses who are ready to engage and mobilize Latinx voters.

Danny Turkel, Voto Latino's Communications Manager, has consulted on congressional campaigns, lobbied state governments, and worked on the ground in underserved communities in the United States and abroad. Turkel holds a Bachelor of Arts in Political Science from Florida International University. He has previously worked with the American Civil Liberties Union of Florida, Unidos US, the Council on Foundations, West End Strategy Team and was a co-founder of NOW Strategies.

Relevant Data:

- [The Role of the Latino Vote in the 2016 Elections](#)
- [Historic highs in 2018 voter turnout extended across racial and ethnic groups](#)
- [An early look at the 2020 electorate](#)