

DNC: Celebrates Hispanic Heritage Month

Posted on Thursday, Sep 15, 2022

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

The DNC is kicking off Hispanic Heritage Month by celebrating the invaluable contributions of the Hispanic community to our country. As part of the DNC's commemoration of Hispanic Heritage Month, it is announcing over half a million dollars in paid media investments that will run over its entirety, including ads on Spanish-language radio stations, Spanish-language print and community newspapers, as well as digital ads in both English and Spanish.

This cycle, the DNC has already invested more than seven figures through several rounds of paid media, in addition to this announcement today, on Spanish-language radio and print in over a dozen states, including Arizona, Florida, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, Texas, Wisconsin, and more.

"The Hispanic and Latino community is an important thread of the fabric of the American story and we have so much to celebrate this Hispanic Heritage Month," **said DNC Chair Jaime Harrison.** "Latino voters are a powerful force in our democracy and Democrats have an incredible story to tell about the results we've been able to deliver for the Latino community because of their support. Democrats will continue our intensive work to earn the votes of Latino and Hispanic communities this month and every month beyond."

"Latino and Hispanic leaders spur our nation's progress forward - from grassroots movements all the way up to President Biden's historic cabinet, each day America is made stronger by the contributions of the Latino community and Hispanic Heritage Month is a special opportunity to celebrate," **said Iris Martinez, DNC Hispanic Caucus Chair.** "The DNC is all in on ensuring that the Latino community hears directly from us on how their support for Democrats is delivering the results that boost our families and opportunities to succeed."

This announcement is in addition to the seven figures in midterm investments [that the DNC announced in spring](#) as part of the launch of its signature Latino community outreach program *Adelante*. The ads this month will highlight how the leadership of President Biden and the Democrats is delivering for Latino families and hold Republicans accountable for pursuing an extreme agenda.

Last week, DNC Chair Jaime Harrison joined the DNC's Hispanic Media Director Maca Casado and DNC Advisor Maria Cardona on a call with Latino reporters from across the country to highlight the DNC's historic investment in outreach to Latino voters through its signature program *Adelante* ahead of the midterm elections.

The DNC has also partnered with sister committees and state parties to invest in Latino coalition-building and organizing in targeted coordinated campaigns across several states including Arizona, Georgia, Florida, Michigan, Nevada, New Mexico, Pennsylvania, Texas, Wisconsin. As part of its efforts to hire staff that represents the community it serves, the DNC hosted a Campaign Readiness Project bootcamp focused around recruiting, training, and placing in battleground states, bilingual staff. This effort helped increase bilingual staff on the ground at all levels of experience and put particular focus on recruiting for bilingual communications, coalitions and organizing staff to help build the pipeline for both 2022 and 2024.