



Educa y Entretiene

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HITN Promotes a Podcast Aimed at Latinos Towards the Elections

*The new project from the Spanish media company starts with
an interview with Congressman José Serrano*

As a contribution aimed at educating Hispanic voters towards the 2020 general elections to be held in just a few weeks, HITN recently launched a new podcast aimed at keeping them informed about key aspects of the process and the current, most relevant moments, like the response to COVID-19.

HITN produces a Sunday morning television show called “Estudio DC,” and now the project is to transform each episode of the program into a compressed 35-minute podcast.

“We started the podcast with José Serrano, the iconic congressman from The Bronx, who was approached by HITN through Gerson Borrero, in the only interview that he granted after announcing his retirement from the political arena, after four decades in Washington,” said HITN President and CEO Michael D. Nieves.

Nieves added that, Congressman Serrano talks in the interview with no filters about the disease that made him leave Congress, and his achievements.

“We are trying to offer our audience, the Latino audience, something specific for them, mostly in Spanish. We think that there are enough people throughout the country that would be interested in listening to what our most experienced members of Congress have to say, and the podcast would be a way to do it,” added Nieves.

Nieves explained later that HITN has other episodes about other elected public officials that have been interviewed in the “Estudio DC” program. He cited, for example, Congresswoman Nydia Velázquez and Congressmen Xavier Becerra, Luis Gutiérrez, and “Chuy” García from Chicago.

Meanwhile, Gerson Borrero emphasized the historical value of Congressman Serrano as a representative of The Bronx. “In the interview, you will listen to a man who speaks openly about his political life. You will also discover a new aspect of Gerson Borrero, a curious person that unravels what people want to know. In this experience Serrano offers, with no limits, all of the possible answers,” expressed the controversial interviewer.



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HITN hopes that the format contributes to attracting and involving younger listeners and others not subscribed to HITN. For politicians from New York and other places where Spanish is not spoken, the podcast will also be translated into English.

HITN-TV is a leading Spanish-language media company that offers educational and cultural programming for the whole family. It reaches more than 44 million viewers in the US and Puerto Rico via DIRECTV, DIRECTV NOW, DISH Network, AT&T U-verse TV, Verizon FiOS TV, Comcast, Charter Spectrum, Mediacom, CenturyLink Prism and Altice. For more information, please visit www.hitn.org.

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