

ISSUES PROGRAMS

4th QUARTER 2023

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Program: News

Subject: Equal Pay Day

Date: 10/3

Time: 3:00 pm

Duration: 3 minutes

In 2020, The U.N. established **September 18th as International Equal Pay Day**. It was designated as a date to point out the difference in wages associated to gender, but it can be extended to race, ethnicity, disability, sexual orientation, or any minority. To understand this, in 2020 in the U.S., [women](#) earned \$0.83 for every dollar a man was paid. And the gap widens when you add ethnicity to the equation: Latinas are paid \$0.49 for every dollar a white man makes.

Program: Money Moves

Subject: Financial Advise

Date: 10/8, 10/10

Time: 2:00 pm

Duration: 30 minutes

As part of the Latino Alternative Business Forum Special, host Carolina

Trejos is joined by a decorated panel of Latina entrepreneurs to share how Latina viewers can start making money moves for themselves! Our expert guests include:

Vanessa Santos – Co-CEO We All Grow Latina

Natalie Torres-Haddad – “The Financially Savvy Latina.” Mental health & Financial Literacy Advocate.

Andrea Casanova – Speaker, Coach, and Viral Marketer.

Program: Cultura Shock

Subject: Business Support

Date Aired: 11/23, 11/25

Time: 2:30 pm

Duration: 30 minutes

Post-pandemic the need to support local restaurants is more important than ever before. These restaurants not only serve some of the best cuisine that come to characterize our cities, but they also serve as indelible cultural pillars in their respective communities.

Program: Cultura Shock

Subject: Spanish Language

Date Aired: 11/3, 11/5

Time: 2:30 pm

Duration: 30 minutes

To help clarify some nagging misunderstandings, LATV's *Cultura Shock* interviewed **Rebeca Acevedo – Professor of Spanish Linguistics** at Loyola Marymount University. *La profesora* spoke on the origins of the Spanish language and how it relates to Latino identity as part of [Hispanic Heritage Month](#).

Program: Get It Girl
Subject: Mental Health
Date Aired: 11/19, 11/26
Time: 4:00 pm
Duration: 30 minutes

If there is anything all of us can relate to is mental health. Ally Petitti is speaking on her own experiences and raising awareness to help destigmatize mental health in her podcast "Trying to Figure it Out." We welcome Ally to the couch to talk about her role in helping others navigate the messy parts of life from toxic friendships to toxic relationships, mental health, and more.

Program: Get It Girl
Subject: Burnout
Date Aired: 11/25, 11/27
Time: 4:00 pm
Duration: 30 minutes

Therapist [Delsy Sandoval](#) recently hosted a [Pinterest Live session](#) for our LATV family to discuss burnout prevalent in the Latino community.

In the Latino community, playing multiple roles within a family *es muy común* while maintaining a household and job. Delsy explained that the struggle to fulfill familial expectations and sacrificing one's personal goals for others' wishes contribute to burnout.

Program: Get It Girl
Subject: Impact of Exercise on Mental Health
Date Aired: 12/5, 12/7
Time: 4:00 pm
Duration: 30 minutes

Exercise helps us to achieve physical goals and improve our general health (Summer vamos por ti!), but do you know the impact that it has on our [mental health](#)? Exercise has been scientifically proven to impact mental health significantly. Regular physical activity releases endorphins, which are natural mood enhancers that

promote a sense of happiness and well-being. Awesome right?

Program: American Latino

Subject: Gen Z

Date Aired: 12/10, 12/17

Time: 3:00 pm

Duration: 30 minutes

A weekly show celebrating our culture through interviews with Latin celebrities, musicians & everyday American Latinos doing extraordinary things. Hosted by Carolina Trejos from our state of the art studios. Be inspired & learn what it takes to succeed & make our community proud.

Program: American Latino

Subject: Social Media Influencer

Date Aired: 12/24

Time: 3:00 pm

Duration: 30 minutes

The one thing that every successful social media influencer has in common is that they're great at telling their own story. For businesses, brands, and other clients, the need for master storytellers who are able to connect with target audiences in the digital space is at an all-time high.

This is the story of one of those master storytellers, [Andrea Casanova](#). Born in Venezuela, Andrea migrated to the U.S. as a teenager, landing jobs in the viral marketing realm after offering her services for free. After proving herself time after time from one client to the next, Andrea has grown her business to reach the top names in tech and media.