

ISSUES PROGRAMS

2nd QUARTER 2023

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Program: Cultura Shock

Subject: Cinco De Mayo

Date Aired: 5/9, 5/11

Time: 2:30 pm

Duration: 30 minutes

Cinco De Mayo: The holiday commemorates the Mexican victory over the French in the [Battle of Puebla](#) on May 5th, 1862. Now the day has of life of its own that balances as a celebration of culture and commercialism particularly in the United States. Is there a right way to celebrate the Cinco De Mayo?

Program: Cultura Shock

Subject: Business Support

Date Aired: 5/23, 5/25

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: 4/3, 4/5
Time: 2:30 pm
Duration: 30 minutes

To help clarifying 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: 4/19, 4/26
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: 4/25, 4/27
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: 6/5, 6/7
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: 6/10, 6/17
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: 6/24
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.