



Hispanic Heritage Month



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Telemundo launched a strategic partnership with the Congressional Hispanic Caucus Institute (CHCI) to launch a month-long campaign celebrating Hispanic Heritage Month under the theme "Celebrating History, Heritage and the American Dream." The multiplatform campaign includes PSAs highlighting Hispanic history and culture and showcases successful Hispanics that serve as an example and inspiration for the American Dream, such as Roberto Clemente, Jaime Escalante, Rita Moreno, Selena, Antonia Novello, César Chávez and Dolores Huerta, Carlos Santana, Tito Puente and Ritchie Valens. Under CHCI's mission to develop the new generation of Latino leaders, the campaign will feature Hispanic top talent such as Wilmer Valderrama, Arturo Sandoval, Pee Wee, as well as Telemundo personalities such as José Díaz-Balart, María Celeste Arrarás, Carmen Dominicci, Vanessa Hauc, Jencarlos Canela and Jorge Luis Pila.



The network's month long celebration started with the commemoration of the Mexican Bicentennial of the Independence and the Centennial of the Mexican Revolution with "El Grito de Independencia" live on September 15 from the Zócalo in Mexico City, and "¡Viva México! El Bicentenario," a special that highlighted the best in Mexican music, hosted by Jenni Rivera and Omar Germanos that aired Sunday, September 19.

Nuestra Gente



Telemundo also offered viewers the best of American football in Spanish with the highly anticipated encounter between the New York Jets and the Miami Dolphins on “Sunday Night Football” on Sunday, September 26 on the Telemundo stations in New York, Miami, Los Angeles, Chicago and Dallas.

Telemundo’s educational platform El Poder de Saber joins forces with NBC News during Hispanic Heritage month in “Education Nation,” a landmark, multi-platform event to encourage a national dialogue over the future of education in the United States. Education Nation, from September 26 to October 2, will be celebrated in tandem with the National Education Conference, an interactive, two-day event that will take place at the Rockefeller Center in New York City.



On Sunday, September 26, Telemundo’s public affairs show “Enfoque” aired a special show focused on education and the network’s morning show “Levántate” included daily segments with experts and live reports from New York City. “Al Rojo Vivo Con María Celeste” offered special reports on the subject and had student reporters from around the nation filing stories on education with their unique student perspective. “Noticiero Telemundo” aired live from Rockefeller Center to offer viewers all information and details on this unprecedented initiative including the special series “El Poder de Saber” with Vanessa Hauc with important stories on education.

Telemundo's youth cable network mun2 joined the celebration. The show “The Shuffle” will feature stories related to education and its importance to Hispanics. In addition, on Friday, September 17 mun2 will air the film “Stand and Deliver,” based on the life of the famous Bolivian educator Jaime Escalante and how he defied the educational system to help a group of students from East Los Angeles achieve the highest academic levels.