

*Hora: ¡Ve y Vota!* (Now's the Time: Go and Vote).

*Ya Es Hora* is the most visible naturalization campaign created and implemented by non-governmental actors using Spanish-language and ethnic media as the main vehicles to reach out to Spanish-dominant Latino immigrants. It takes advantage of the vast Spanish-language network and solid structure of hundreds of community-based organizations with good track records as providers of citizenship services available in cities such as Los Angeles. However, in many cities and towns, Latino-led immigrant organizations did not have access to well-established Spanish-language media with solid track records as public service providers.

Among the cities studied in this project, for example, Las Vegas does not have many Spanish-language newspapers and radio stations and very few media outlets are Latino-owned. Established in 1980, *El Mundo* is the oldest Latino-owned newspaper, and it provides occasional community service announcements. During the 2007 presidential primaries, *El Mundo* and Spanish-language news radio station KRLV (1340 AM) offered their space to disseminate information about the caucus process. The radio program, "Miguel por la Mañana," conducted weekly interviews with the members of Hispanics in Politics (HIP), and *El Mundo* ran weekly advertisements aimed at attracting Latino immigrant voters. Univision and Telemundo were very active in the caucus process, providing valuable information to viewers. The second-largest Spanish-language newspaper in Las Vegas is *El Tiempo*, and in 2007 it collaborated with the local Univision affiliate to offer a joint discussion segment between the newspaper editor and the news anchor about relevant local news.<sup>2</sup> In August 2008, local Spanish-language media became quite visible during the presidential

campaign when the Nevada Democratic Party selected Emilia Pablo Montaña, a Oaxaca-born Univision news producer, as its press secretary. Providing coverage of local, national, and international events, ethnic language media offer Spanish-dominant Latino immigrants opportunities to become aware of the current issues and debates that are affecting them in places of origin and destination.

Charlotte is a new destination city for many Latin American immigrants. There are few Spanish-language newspapers with a long trajectory, but market share competition and an increasing demand for news in Spanish have resulted in more publications. The majority of Spanish-language newspapers are owned by Latino immigrants in Charlotte. The oldest is *El Progreso Hispano*, a biweekly newspaper established in 1993 by an Ecuadorian immigrant that keeps a permanent online section on the citizenship exam. Here, the readers find a complete question-and-answer guide for the naturalization exam in English and Spanish. *Mi Gente*, *Qué Pasa*, and *La Noticia* are among the newer publications and some also offer a commitment to contribute with immigrant integration. For example, *La Noticia* was established in 1997 and quickly became the largest Spanish-language paper anywhere between Washington, DC, and Atlanta, GA, with an estimated 90,000 readers per week. Its mission is to provide readers with news about their new home and serve as a "bridge of communication between them and the community at large."<sup>3</sup> It offers news in several formats: Internet, radio, print, and two magazines, including one on Latino parenting. The paper also has a charitable foundation offering small scholarships to low-income Latino students interested in going to college. *La Gente* is one of the newest media and it also has a community-service component. Established in 2002, this newspaper