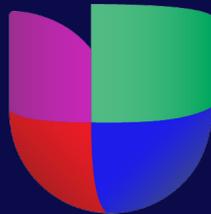


2020 CSR REPORT



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COMMUNICATIONS INC

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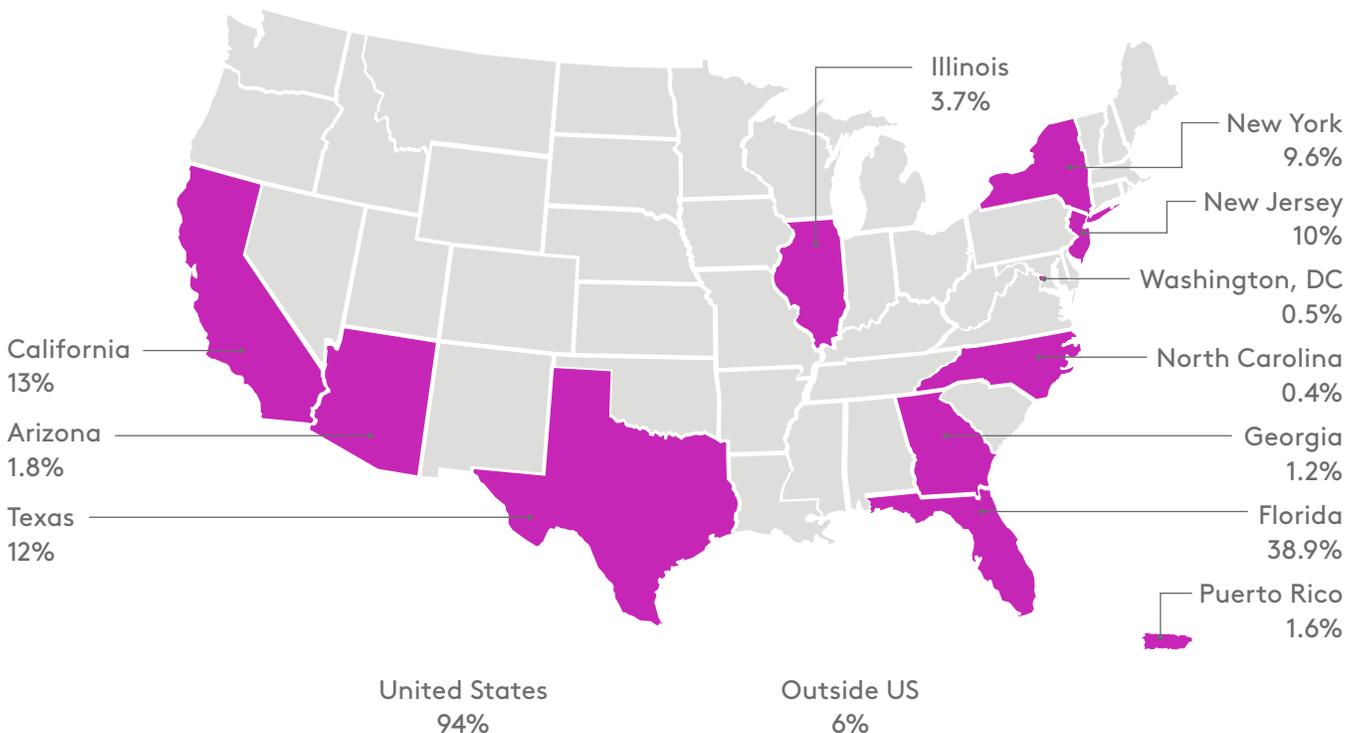
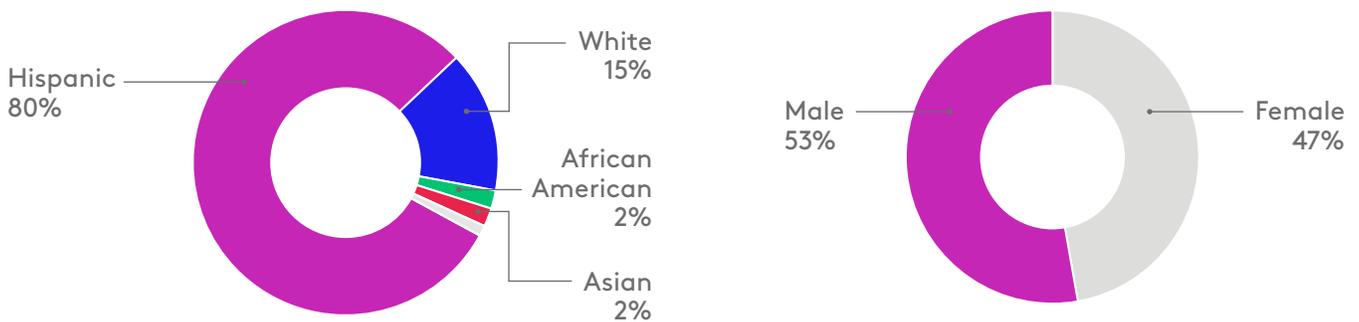
Contigo

UNIVISION AT A GLANCE

As the largest Spanish-language content and media company in the U.S., Univision Communications Inc. entertains, informs and empowers U.S. Hispanics with news, sports and entertainment content across broadcast and cable television, audio and digital platforms.

The company's top-rated media portfolio includes the Univision and UniMás broadcast networks, as well as 10 cable networks including Galavisión and TUDN, the No. 1 Spanish-language sports network in the country. Locally, Univision owns or operates 61 television stations in major Hispanic markets across the United States.

Additionally, Uforia, the Home of Latin Music, encompasses 58 owned or operated radio stations, a live event series and a robust digital audio footprint. The company's prominent digital assets include Univision.com, Univision Now, the largest Hispanic influencer network and several top-rated apps. For more information, visit corporate.univision.com.





EMPOWERING OUR EMPLOYEES

As a company where nearly 80% of our employees are Hispanic and 40% are in women leadership roles at or above the Vice President level, we pride ourselves on our Company's example of diverse leadership.

Every day, our employees work to ensure that Univision is a better company tomorrow than it was yesterday. Our value is our community and our employees strive to make Univision the number one destination for U.S. Hispanic audiences. Our leadership team fosters a mission-driven environment which enables our people to continue to serve Hispanics across the political, cultural, racial, and ethnic mosaic.

For three years in a row, we've been named a Human Rights Campaign Best Places to Work for LGBTQ Equality and we've also been named NAMIC's Top Company for People of Color, among other recognitions. We're committed to helping ensure our employees not only thrive in their current roles but grow so they can take on new challenges within the company and keep developing.

80%

of our workforce is hispanic and reflects the diversity of our customers

40%

of our leaders are women, helping us advance gender equality and female empowerment

**Best Place to Work
for LGBTQ Equality**



**Top Company
for People of Color**



The company also provides equitable spousal and partner benefits including transgender inclusive benefits.

TALENT RECRUITMENT

Univision has been at the forefront of workplace diversity and inclusion for over 60 years. With career opportunities in every media market nationwide, from production to procurement, content to contracts, and talent to technology, Univision has built a strong workplace culture based on the shared values of purpose, innovation, and growth.

To engage with potential employees, Univision leverages community relationships, professional associations, university partnerships and social media to attract new talent. Company leadership and employees also participate in job fairs in various markets. Univision's internship program is key to developing an early career pipeline of talent. The paid internship program is designed to increase students' knowledge of the media industry and expand their professional network within the company. Interns work cross-functionally to participate in professional training throughout their time at Univision.

PROFESSIONAL DEVELOPMENT

Univision conducts an annual performance review with the opportunity of a mid-year assessment. Creating dialogue between managers and employees helps provide necessary feedback and addresses areas of growth. Creating goals during these performance reviews are essential to employees' professional development. Univision is committed to supporting employees in their current roles while also empowering them to develop new skills, take on new opportunities and rise within the company. Through job-training and development programs, at all career levels, Univision provides a variety of ongoing educational programs, online or in person, through university partnerships and professional organizations.

EMPLOYEE VALUE PROPOSITION

Univision believes that a happy, well-balanced employee is what makes the work environment thrive. The company offers a wide selection of perks and benefits to help keep workers healthy and motivated.

Univision provides medical, dental and vision coverage through a robust benefits marketplace giving employees control of their benefits decisions through optimal plan choices and affordability. The company also provides equitable spousal and partner benefits including transgender inclusive benefits.

Univision's Health and Wellness program, carried out in partnership with Virgin Pulse, helps employees build healthy habits, achieve wellness goals, and improve their overall wellbeing. The program provides employees several ways to build points and obtain a wellness credit for the upcoming benefit year.

Other benefits include: paid short-term and long-term disability, free confidential counseling through the National Employee Assistance Program (EAP), as well as auto, home, critical illness and pet insurance coverage, and discounts through a network of providers.

Univision offers a 401(k) plan where employees can contribute 1-60% of their pay including pre-tax, after tax and Roth contributions, subject to applicable IRS regulations. Univision employees are also eligible to receive tuition reimbursement up to \$5,250 per calendar year for undergraduate and graduate job-related courses. Reimbursement is granted with prior course approval and attainment of satisfactory grades.

EMPLOYEE VOLUNTEERING

The community-focused employee volunteer program, “Unidos por los Nuestr@s” (United for Each Other), has partnered with 37 organizations in 20 markets to provide support for thousands of families, students and entrepreneurs. Univision provides full-time and part-time employees time off to volunteer and give back to their communities. More than 3,300 employee volunteer hours are donated to social good causes during our annual day of service.

EMPLOYEE RESOURCE GROUPS (ERGS)

Univision’s ERGs help foster an environment where learning is encouraged, and employees are empowered to get involved with their communities and with each other. Employees are introduced to the company’s ERGs during the onboarding process.



eMERGE is a group dedicated to empowering and engaging young professionals across Univision.



Heroes provides employees a forum to learn more about and show appreciation for military veterans and families in the communities we serve. The group offers military veterans at Univision, their families and civilians internal and external networking opportunities and assists with the recruitment and reintegration for the veteran-to-civilian community.



Kulture is Univision’s newest ERG celebrating Black, Indigenous and People of Color (BIPOC). Kulture is a space where all Univision employees can come together to discuss and create awareness around the challenges facing communities of color, celebrate the multitude of backgrounds and cultures represented at Univision, educate employees who don’t identify as BIPOC but wish to be supportive allies, and serve as a source of knowledge for colleagues and the communities we serve.



Orgullo | Pride aims to empower LGBTQ+ employees and allies across the company and serve as a voice for the gay community in Hispanic America.



Women’s Leadership Council: One of the company’s longest-standing ERGs, the Women’s Leadership Council (WLC) drives growth and innovation at Univision through the recruitment, development and retention of diverse and competitive female leaders.

DIVERSITY EFFORTS IMPLEMENTED BY THE COMPANY FOR EMPLOYEES

Univision has formalized several initiatives to enhance its DEI efforts throughout the company, including the launch of a DEI Taskforce. This group, led by senior executives, ensures Univision promotes diverse, equitable and inclusive practices both internally and externally. Some of the internal efforts include:

Addressing Unconscious Bias

Senior leaders across the Company have engaged in thoughtful and meaningful dialogue and discussion focused on unconscious bias and its impact on building trust, effective communication, and inclusion in the workplace. The sessions introduced concepts and tools necessary to drive awareness and understanding and bring about positive change. These initial sessions are informing future sessions for broader teams to participate in across the enterprise.

Cafecito Speaker Series

Cafecito is a digital speaker series, developed by Univision's Ad Sales division in partnership with the Company's young professionals ERG, eMERGE, to help employees and clients engage in dialogue and explore various topics related to diversity, equity and inclusion. Four sessions were hosted in 2020 on the topics of embracing identity and combatting racism, cultural touchstones, intersectionality, and restoring civility and featured Univision talent and well-known activists and authors.





ADAPTING TO A GLOBAL PANDEMIC

Univision took several early steps to keep employees healthy and safe while also ensuring it continued to deliver on its mission to inform, entertain and empower U.S. Hispanic audiences. Essential employees ensured the continuous broadcast of television and radio content – vital touchstones for Hispanic communities in need of critical information and news, and a source of much-needed entertainment. The local markets collaborated and worked across cities, culminating in what eventually resulted in a COVID-19 Action Plan, prepared by Univision’s production, engineering and operations teams, which paired stations together to ensure that each had redundancy in their operations should they need it.

The Company activated the Univision Crisis Response Team (CRT), comprised of cross-functional company leaders, to keep employees informed and prepared. The CRT acted swiftly and quickly, establishing protocols and procedures in response to the rapidly evolving pandemic and provided leadership to the Company’s nearly 3,500 employees. Some of those procedures included guidelines around non-essential business travel, in-person group meetings and continuous office cleanings.

Univision shifted most of its U.S. workforce to a remote work scenario and activated tools to enhance connectivity and collaboration, including launching the newly developed COVID-19 Work from Home (WFH) policy, which provides guidance on how employees can remain productive and efficient while offering details on work schedules and standards, technology and equipment, and data security.

Univision also established a Coronavirus Resource Page on its intranet, which serves as a central portal for the latest policies, procedures and guidelines developed by the CRT. The page also features videos with Univision’s Chief Medical Correspondent, Dr. Juan Rivera, who gives recommendations and practical tips to help prevent the spread of the coronavirus. Univision launched a digital health screening tool in partnership with Appian, which allowed essential personnel to be cleared for worksite access. Through Appian, employees respond to questions and enter necessary information which determines if they may enter Univision’s workspaces, advises managers, and then delivers a personalized QR code access pass.

Univision made its Disaster Relief Fund available to employees who were adversely impacted by the pandemic. Those suffering hardships and in need of financial support are eligible for one-time grants to help ease their burdens. Univision also continued to support various employee resources including the free and anonymous National Employee Assistance Program (EAP) which offers year-round online and live phone support for employees and their families.



NOTICIAS UNIVISION

DELIVERING INFORMATIVE & PURPOSE-DRIVEN CONTENT

Univision News has been the leading voice for Hispanic America for nearly 60 years by providing informative, hard-hitting reporting which reflects our communities. Our global, national and local journalists have earned the trust of our communities and the world by working to ensure the stories we tell are compelling, accurate, engaging, and are understood in today's social, political, and cultural context. Our news team brings our audience the stories they need to know and care about in a rapidly evolving media landscape where unlimited information is available 24/7. From our nightly local and network newscasts to our Facebook Watch and Instagram TV programs, Univision News informs and empowers our community on the platforms and devices that they prefer to use.

EMPOWERING HISPANICS WITH NEWS AND INFORMATION

Univision News is the primary source of news and information for U.S. Hispanics. Eighty-nine percent of viewers are exclusive to Univision and not reached by English-language news. In times of crisis, when the community needs trustworthy and accurate information in their language, Univision becomes a community lifeline.

The coronavirus pandemic is a clear example of how Univision fulfills its commitment of providing information during a time of need. The company expanded coverage throughout the day and on every platform, producing special programs and launching new partnerships to reach more hard-hit communities.



In 2020, Univision News joined FactCHAT, the first coalition of U.S. fact checkers organized by the International Fact-checking Network (IFCN) at Poynter, to be part of and debunk misinformation during the 2020 electoral campaign. The 10 IFCN certified fact-checking platforms in the U.S. created a database that allowed their work to be translated into Spanish and published by the networks that served the Hispanic community. The bilingual alliance gave 32 million Hispanic voters in the United States access to accurate election-related information and helped fight misinformation during the 2020 presidential campaign.

The FactCHAT project also led to the creation of a WhatsApp chatbot and to the relaunch of 'elDetector', the first Spanish-language fact-checking platform in the US, which was launched by Univision News in 2016.



Univision News also launched 'Lupita and her magnifying glass', a character who helped our audience identify misinformation on social media and gave them simple tips and tools they could use to verify the content they consumed. Lupita explained how misinformation is created, how to recognize fake news sites, how photos and videos could be manipulated or taken out of context, and most importantly, how to identify them.



REPRESENTATION MATTERS

Our vision is to offer diversified content that entertains, informs and empowers the communities we serve. We look to give a platform to storylines that are inclusive and reflective of the wider spectrum of the Hispanic experience in the U.S. today. We're especially proud that our brand and programming has the power to spark conversations in homes across the nation about important social and cultural issues that define our times. Whether it be informing our audiences through news and programming on the latest political, economic, and culturally relevant issues or celebrating the Spanish language and a mosaic of rich culture, sports and music, Univision delivers every day.

Univision understands the significant role that content has in creating and perpetuating negative cultural stereotypes. The company is committed to using its platforms to portray groups, communities, and social issues properly and celebrate our differences.



Univision aired the first Spanish-language U.S. broadcast television series, “El Corazon Nunca se Equivoca”, featuring a same-sex couple as the leading characters during primetime. This series was awarded four 2020 GLAAD Media Awards in the Spanish-language categories for “TV Fan Favorite,” “Outstanding Scripted Television Series,” “Outstanding TV Journalism- Newsmagazine” and “Outstanding TV Journalism Segment.”



The U.S. premiere of “Vencer el Miedo” featured an important story of a multi-generational family of women striving to overcome their fears and challenging stereotypes. The development of this drama is a co-production between Televisa and Population Media Center (PMC) a non-profit organization that creates content to empower women and girls, improve reproductive health, and protect the environment. The storylines spotlight contemporary issues like teen pregnancy, lack of education, broader reproductive healthcare, as well as gender-based violence. To help amplify the message, Univision, in collaboration with the non-profits The National Domestic Violence Hotline and National Alliance for Hispanic Health, integrated a call to action in the central message of each episode as well as through digital and social content aimed to inform and empower U.S. Hispanic families and young adults. In November 2020 the second novela in this anthology, Vencer el Desamor premiered. While this was not in partnership with PMC, the storyline still reflected everyday issues women face – bullying, sexism in the workplace, domestic violence, among others – helping raise awareness and showcasing how best to deal with those issues.

Dulce Ambición

The U.S. premiere of “Dulce Ambición” provided enriching content and an empowering storyline for the Univision audience. The protagonist is a successful, kind, empowered woman who launches her own business and navigates the obstacles of becoming wealthy. This novela played an important role advancing diversity and inclusion, the cast was representative of multicultural and multiracial ethnicities, and underscore storylines on LGBTQ representation.

Univision also utilizes its live award shows and competitions to make an impact.

Univision’s annual awards show “Premios Juventud” (Youth Awards) recognizes individuals using their star power for a good cause and their commitment to the community. In 2020, “Premios Juventud” recognized global music superstar Ricky Martin with the “Agent of Change” award for his activism and renowned efforts through the Ricky Martin Foundation, before and during the pandemic, to keep the Hispanic community informed. Additionally, Latin star Becky G was honored with the prestigious award for her active role leading social change.



During “Mira Quién Baila All Stars” (Look Who’s Dancing), celebrities competed for their favorite charities, which included: The Make-A-Wish Foundation, United We Dream, Homeboy Industries, Fundacion Teleton USA, St. Jude Children’s Hospital, El Trotamundos, National Breast Cancer Foundation and the National Multiple Sclerosis Society.



Celebrities competed for their favorite charities in Univision’s “Tu Cara Me Suena” (Your Face Sounds Familiar). The following charities benefited from the live performances: Alianza Nacional para la Salud Hispana, Amigos for Kids, Coalition for Humane Immigrant Rights (CHIRLA), Joe DiMaggio Children’s Hospital, Afro-Hispanic Association for Policy & Advocacy, Esclerosis Multiple de Puerto Rico, No More & Carlos Rosario International Public Charter School.



A 17-hour live broadcast of “TeletónUSA” on Univision raised more than **\$6 million** and **enrolled 1,297 “padrinos”** (godfathers) for the Children’s Rehabilitation Institute (CRIT), which serves children with neurological, muscular and skeletal disabilities.

St. Jude Children’s Research Hospital reached its fundraising goal during its annual St. Jude Promesa y Esperanza (Promise and Hope) event. The live broadcast on Univision’s Uforia raised **over \$4.1 million** for St. Jude to support patients and their families.

Raised over
\$6 MILLION
for Children’s Rehabilitation
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Raised over
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Research Hospital



ENGAGING OUR COMMUNITIES

Univision is committed to increasing efforts centered on philanthropy and social impact. As Hispanics continue to change the face of America and contribute to its growth, the Company strives to empower the communities it serves through numerous campaigns. Univision provides compelling information and resources through journalism, digital content, integrations, PSA's, infographics, gaming experiences, and events.

To further support the Company's mission, the CSR team is aligning and committing to supporting the United Nations Sustainable Development Goals (SDG), by focusing on five of the seventeen global priorities: good health and well-being, quality education, gender equality, reduced inequalities, and strategic partnerships. The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals, which are an urgent call.

To execute this commitment, Univision is working to align efforts within these priorities:

- **Covid-19 Pandemic:** Provide information regarding the Covid-19 vaccine, resources for mental health during the pandemic and expert advice to maintain financial stability during the crisis.
- **Civic Engagement:** Guide our audience through the naturalization process and access to fee waivers.
- **Education:** Highlight the importance of early childhood education, continue to navigate parents through the struggles of distance learning and prepare students for college.
- **Diversity, Equity & Inclusion:** Strive to create an inclusive culture while speaking up about social justice and equality.

SUSTAINABLE DEVELOPMENT GOALS



#VOTACONMIGO (#VOTEWITHME) VOTING CAMPAIGN

Recognizing the significance of the 2020 presidential election and the critical participation of the Hispanic community as the largest ethnic minority in the electorate with 32 million eligible voters, Univision launched its non-partisan #VotaConmigo (#VoteWithMe) Campaign to increase voter turnout.

At the core of the campaign were its key partnerships with Voto Latino, Mi Familiar Vota, Poder LatinX, Hispanic Federation, Voter National Registration Day, Early Voting Day Coalition and others. Campaign efforts targeted the multiple facets of the voting process including voter registration, education about the voting process and encouraging voter participation. A record number of Hispanics went to the polls to cast their vote during the 2020 election season.

The #VotaConmigo campaign indicated tremendous versatility and innovation in its efforts via animated video explainers, virtual town halls, informational GIFs and stickers, QR codes and much more. The campaign also leveraged Univision's own talent while simultaneously activating celebrities, social media influencers, local community leaders and government officials to educate, motivate and encourage voter participation.



1.3M+
Hispanics
registered
to vote

#VotaConmigo reached and engaged Hispanics:

- **53 million viewers** via television segments aired on national shows
- Always-on approach across all Univision networks with promo and secondary event units generating **over 700 million impressions** and reaching approximately **10 million Hispanic homes**
- **35 million listeners** reached via national radio show interviews
- More than **20,000 calls answered** by the Univision and Mi Familia Vota voting helpline
- More than **6,000 posts** on Univision's local and national social media platforms – averaging 54 posts per day – generated more than **43 million impressions**.
- Facebook Lives showcasing national and local partners informed more than **19 million viewers**.
- In partnership with the Univision Creator Network and in collaboration with a group of influencers, close to **one million young voters** were reached.



#CUENTACONMIGO (#COUNTWITHME) CENSUS CAMPAIGN

Univision prioritized the Census count within the Hispanic community via the multi-year, companywide Cuenta Conmigo (Count With Me) campaign, and by supporting policy efforts that started almost two years prior, including joining a dozen companies in an Amicus Brief filed in New York to strike the question regarding citizenship from the 2020 Census.

The Cuenta Conmigo campaign informed viewers on the importance of participating in the 2020 Census.

The campaign focused on using digital as the lynchpin to the activation efforts across linear television and radio platforms, which also included the bilingual use of Facebook, Instagram, TikTok and Twitter, nationally recognized Hispanic influencers, as well as elected officials.

1.4M

Hispanics mobilized to complete and mail their respective Census forms



A large focus was placed on Semana del Censo (Census Week) conducted from July 6 through July 10, mobilizing an impressive **1.4 million Hispanics to complete and mail their respective Census forms**. These efforts included:

- 43 integrations on national shows reaching over **22 million viewers**.
- Activation of 100 social media posts per day across all Univision’s social media accounts and platforms, with videos generating 680,000 views, reaching **more than 12 million viewers**.
- Viral digital content created in partnership with the Univision Creator Network and social media influencers, generated **one million impressions**.
- The activation of five Census Academies (which included Facebook Lives with Univision talent), reached **over 236,000 viewers**.
- Incentivizing Census participation through targeted sweepstakes prizes for selected selfies by hosts from Univision’s major mediums.
- Various PSAs were produced for each platform (television, digital and radio), leveraging Univision talent as well as celebrities, such as Ricky Martin and Regional Mexican band, Los Intocables and a Spanish-language partnership with Sesame Street. Social media posts by public officials such as Senator Bob Menendez, Representatives Alexandria Ocasio-Cortez and others to encourage participation.

#CuentaConmigo Song

With a deep understanding of how music can be a catalyst for bringing our community together, Univision partnered with various artists for the 2020 Census Anthem “Cuenta Conmigo”. The song was created to motivate and inspire Hispanics to participate in the 2020 U.S. Census. Through the power of music, Univision brought to life its commitment to inform, empower and entertain Hispanics in America and ensure a fair and accurate count.

UNIDOS POR LOS NUESTROS (UNITED FOR EACH OTHER) COVID-19 CAMPAIGN

Univision unveiled the Unidos Por Los Nuestros (United for Each Other) COVID-19 Campaign to help Hispanics navigate the pandemic with the consultation of community partners. The primary focus was on home and family, health and wellness, and financial stability. The initiative provided resources to close the information gap and help Hispanics navigate new hurdles in their daily lives caused by the pandemic.

Through a coordinated deployment of PSAs, virtual town halls, Facebook Lives, and text message campaigns, the company donated thousands of hours in airtime and millions of dollars in air and digital inventory to ensure the community was informed and empowered.

100K+

Aired over 100,000 PSAs totaling 1,000+ hours informing our audience about the pandemic and resources available.

1M+

Sent over one million text messages to our audience with tips for parents and latest information on COVID-19 per state.

4M+

Hosted 200+ virtual townhalls on financial stability, home and family challenges and wellness reaching more than 4 million families.

- “COVID-19 Vaccines: Myths and Facts”: Town Hall with Dr. Anthony Fauci, Director of the National Institute of Allergy and Infectious Diseases
- “Scars of the Pandemic”: digital special that exposed the impact of COVID-19 in the Hispanic community
- “#MiHistoriaCOVID”: digital documentary series shined the light on Hispanic front-line workers during the COVID-19 pandemic
- “Se Agradece” (In Gratitude): Two-hour broadcast, in partnership with Televisa, paid tribute to the everyday heroes leading the fight against the pandemic via musical performances, special messages from celebrities and stories from essential workers on the frontline.
- Virtual town hall, in collaboration with The League of United Latin American Citizens (LULAC) with U.S. Senators; Robert Menendez (D-NJ), (then senator, current VP) Kamala Harris (D-CA), Cory Booker (D-NJ) and Bernie Sanders (I-VT) discussing the impact of COVID-19 across states with significant Hispanic and minority communities.
- Uforia Hangout Sessions: weekly digital livestream series of unfiltered and intimate at-home experiences with Latin music’s biggest stars. The Uforia Hangout Sessions support Verizon’s Pay It Forward Live, the weekly streaming entertainment series in support of small businesses affected by COVID-19.
- A Town hall designed to answer children’s questions, talk with their parents, and address issues ranging from home-schooling and calming children’s fears.
- “Juntos en Casa” (Together at Home): online educational awareness and prevention program focused on explaining and discussing the importance of staying home to stop the spread of COVID-19, and the impact and challenges it presents to society.

UNIDOS SOMOS UNO (TOGETHER WE ARE ONE)

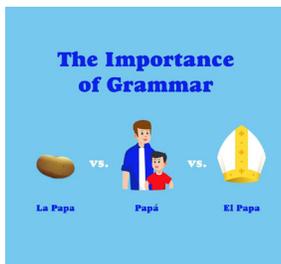
Univision expanded its corporate social responsibility pillars to more explicitly address how inequalities permeate all aspects of our society from health and education to our voting and election process. As part of these efforts, the Company launched Unidos Somos Uno (Together We Are One) to promote dialogue and raise awareness nationwide around issues of social equality. Nationwide DEI initiatives executed under the Unidos Somos Uno banner include:

- Univision’s stations in New York, Miami, Chicago, Los Angeles, Houston and Dallas partnered with local organizations to address social justice issues and advance DEI initiatives within their respective communities. These programs provide civic leadership, education, socio-emotional and racial justice trainings, address the toll the pandemic has had in communities of colors, allow minority-owned small businesses to be part of local incubators and accelerator programs, among others.
- “The Time is Now: Understanding and Confronting Racial Injustice,” a digital townhall series on racial justice and police reform.
- A new partnership with Literacy Partners to help amplify their new online series of special events focused on racial and social justice, including a virtual fireside chat with Univision’s Iliá Calderón and Neyda Martínez, Co-Director of Impact Entrepreneur Initiative from The New School, to discuss Iliá’s book, “My Time to Speak: Reclaiming Ancestry and Confronting Racism” and the launch of “Comienza en Casa” (It Starts at Home), a digital campaign created by Univision New York to start thoughtful and respectful conversations about discrimination and stereotypes in the Latinx community.
- Hosted by the Univision Creator Network and moderated by Yarel Ramos, anchor of Edición Digital California, “Real Talk” provides young Latinos with an opportunity to expand the dialogue and understanding around important topics such as racism, colorism, social injustice and the role of allies within the Black Lives Matter movement.



SE HABLA USA

Univision launched Se Habla USA in 2018, a cross-platform, purpose-driven campaign to promote Latino culture and Spanish pride in the U.S. Since then, the brand has evolved into a bilingual platform for and by young Latinos who identify as 100% American and 100% Latino. In 2020, Se Habla USA’s cheeky yet poignant content facilitated taboo conversations on-air and online, encouraging audiences to do the same with loved ones, offline. Part of the content mix included educating SHUSA followers on Black and Afro-Latino history and advocating for diversity and inclusion in media, while highlighting traditionally underrepresented voices.



Some of the social-first initiatives included a comprehensive resource guide providing tools on how to support Black and Afro-Latino lives as well as a social series that highlighted Black and Afro-Latino creators and business owners. On Instagram, SHUSA sparked raw conversations in with the “Never Again Say...” content series that drove followers to pledge in the comments to stop using common but problematic dichos (sayings) that are rooted in anti-Black rhetoric, but continue to be used broadly colloquially. Se Habla USA was also active during Pride and Immigrant Heritage Month (both in June), celebrating more of the layered and intersecting diversity that exists within the Latino community.

The strong growth and engagement results for SHUSA in the last year indicate a strategic and successful avenue in which to reach bilingual and bicultural Latinos who have an affinity for the Univision mother brand, but have historically engaged with it less than previous generations. Through SHUSA, Univision was able to address traditionally taboo topics in innovative ways that helped develop a solid understanding of the psyche behind the company’s future core audience and its desire for widespread change and inclusivity.

“Se Habla USA Celebrando Juntos” (Se Habla USA Celebrates Together)

During Hispanic Heritage Month, Se Habla USA presented the two-part TV special titled, “Se Habla USA: Celebrando Juntos”. The one-hour episodes were both hosted by Despierta America’s Francisca and Edición Digital California’s Yarel Ramos, featuring Latino adults of all ages and backgrounds who are building incredible legacies across different industries. Participants discussed the evolution of Latino families in media, raising biracial families, supporting the LGBTQ+ community, mental health, bridging generational perspectives, and more.



Our local stations work every day to empower Hispanic America. We understand that serving our communities goes beyond programming, it requires us to serve our audience in ways that help them improve their lives. That's why this past year, Univision's Local Media group relaunched Contigo (With You), a community brand to provide vital resources and information addressing the everyday needs of our audience. Contigo is an example of our dedication to go beyond informing and educating our community, we support our audience in their time of need.

Throughout the year, the brand was slowly rolled out market-by-market:

- In Los Angeles, Contigo debuted during a PSA campaign focused on some of the most pressing issues affecting communities of color, including proper mask wearing and the effects of the pandemic.
- In New York, Contigo held a Regreso a Clases (Back to School) campaign to help navigate our audience through distance learning and a challenging start to a new school year. During the Christmas season, Contigo distributed toys to hundreds of underserved families to provide a sense of normalcy to the community.
- In Miami, our station partnered with local organizations to address food insecurity and distribute food to South Florida families. Later in the year, the station also supported local toy drives benefitting children living in communities of color.
- In Dallas, Contigo gathered community organizations and supermarkets to host a food drive benefitting underserved communities. The food drive provided over 11,000 meals to families in need.
- In Chicago, Contigo is a digital and in person source of content that offers solutions and vital information that helps our audience navigate difficult times as well as improve the lives and that of our families for the next generation. Most recently Contigo presented Education Week. Our daily town halls addressed and provided resources for preparing children academically for college and how to finance a post-secondary education.
- In Phoenix, Contigo partnered with local organizations to mobilize Hispanic families and bring attention to the protection and conservation of our environment.
- In Houston, Contigo was dedicated to informing the community during the COVID-19 pandemic. To ensure the Hispanic community was connected to local resources, a multiplatform campaign was developed including PSAs, virtual townhalls and a digital resource list for the community and small businesses.
- In Raleigh, Philadelphia and Atlanta, Contigo was introduced as a digital Town hall event focused on President Biden's immigration plan. Univision collaborated with immigration attorneys across the regions. The town hall was live streamed, and the audience was encouraged to ask questions for the participating panelists. The town hall was later post-produced as a Television Special Show during the weekend
- In Austin, as part of Contigo we created weekly townhalls to help the Spanish speaking community with all help needed during Covid19.

- In Sacramento, Contigo has partnered with local organizations to conduct virtual townhalls to provide support and vital resources to individuals and small businesses since the beginning of the COVID-19 pandemic.
- In Fresno, Contigo is part of the local team's mission to empower the community with resources such as rent assistance, food distribution, back to school information, resources for farm workers, and COVID-19 testing and vaccines availability.
- In Las Vegas, Contigo partnered with local organizations to help provide and distribute learning tools and materials such as laptops and internet access for underprivileged students taking part in a virtual classroom.
- In Bakersfield, Contigo hosted a campaign to educate and train minority parents on digital tools available to help their children with online learning.



PARTNERSHIPS

Univision works in tandem with countless organizations to help ensure that Hispanic America gets the support it needs when in the areas of civic engagement, health, education, immigration and naturalization assistance, access to technology and a bevy of other issues which impact our communities, both locally and nationally. Our local partnerships are particularly important as they allow us to best amplify our efforts and the good work of those who dedicate their professional efforts to crucial fields of service. With hundreds of partners nationally and locally, we're working to build a better future for every member of Hispanic American. Alianza Youth

Allianza

Mi Familia Vota

Cal State Fullerton

Miami Dade College

Congressional Hispanic
Caucus Institute (CHCI)

Multicultural Media, Telecom and
Internet Council (MMTC)

Congressional Hispanic
Leadership Institute (CHLI)

NAB Leadership Foundation

Florida International University

National Hispanic Foundation
for the Arts (NHFA)

Hispanic Federation

National Hispanic
Media Coalition (NHMC)

Hispanic Heritage Foundation

The Paley Center for Media

Hispanic Scholarship Fund (HSF)

Poder Latinx

Hispanics in Philanthropy (HIP)

Shop Latino Business

Latino Coalition

UnidosUS

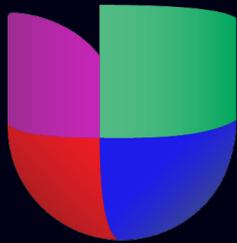
League of United Latin American
Citizens (LULAC)

US Hispanic Chamber
of Commerce

LISTA |Tech Latino

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LULAC National Education
Service Centers (LNESEC)



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