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What's working– and what isn't– for the young Latino TV audience?

MON OCT 14, 2013

Host:

- [Kim Masters](#)

Produced by:

- [Darby Maloney](#)

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Main Topic

Latino Bilingual TV (2:30PM)

Journalist **Carolina Miranda** brings us this story. In the coming months two new cable channels aimed at the young bilingual Latino audience will launch. Fusion is a collaboration between ABC and Univision; and El Rey is in part the brainchild of filmmaker Robert Rodriguez. They join the growing channels trying to reach this hard to find audience.

Guests:

- [Carolina Miranda](#): independent cultural journalist, [@cmonstah](#)

Links:

- [Carolina A. Miranda](#)
- [Fusion](#)
- [Fusion Announces Premiere Date and Prime-Time Schedule](#)

- [El Rey](#)
- [FactoryMade builds up cast of Hollywood players for El Rey Network](#)
- [Los Heroes Del Norte](#)
- [East Los High](#)
- [FX's The Bridge](#)
- [Devious Maids](#)
- [Mun2](#)
- [Tr3a](#)

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Crystal · [2 days ago](#)

I listened to this podcast today. I found the part by Carolina Miranda and Latino Bilingual TV really interesting. I am Mexican American living in Los Angeles and I am also first generation American so I felt like this was talking about me.

I think its interesting and positive that Universal and other major content providers are making channels with programming specifically aimed at Latinos. I have one major problem with it. Its a completely different channel.

I might be a different kind of Latino viewer, but I watch my entertainment content just like everyone else on the major networks and big cable channels and subscription channels like HBO. I'm sorry to say but I don't really watch anything in Spanish and until today had never heard of channels like Mundos and the others. I didn't even know about the Hulu show "East Los High."

I don't understand why it has to be on a separate completely different channel that not everyone has heard of. I think if they want to court Latinos, air a show about Latinos on NBC, CBS, ABC, or a major cable channel like AMC.

Like I said, I might be a different kind of Latina/Latino viewer. I think of myself as just a viewer. I like watching everything like Carolina Mlranda said but I would also like to see more Latino people on TV. Maybe a show like Scandal where the main lead is a strong Latina character. Just suggestions.

I like good stories about interesting people but maybe to me people from all cultures and all backgrounds are just as interesting!