

Programs Celebrate Hispanic Heritage Month

(NAPSA)—A 2012 Horowitz Associates study reveals that only 37 percent of Hispanic TV viewers surveyed say mainstream media does a good job of accurately representing ethnic and racial groups, but there's encouraging news about diversity in television programs and films this Hispanic Heritage Month.

The nation's top cable companies, in partnership with the League of United Latin American Citizens (LULAC), are presenting programs and movies that feature compelling Hispanic figures and events on cable's On Demand service. The Hispanic-themed programming represents a broad industry effort to provide digital cable customers convenient access to relevant, factual and entertaining Hispanic and Latino television shows and movies—On Demand all month long.

"Hispanic Heritage Month is significant because it calls upon the Hispanic community to share our culture and rich traditions with the entire country. We're proud of our long-standing partnership with the cable industry because it provides an opportunity to share positive images of Latinos and allow viewers to watch compelling stories that tell the history and celebrate the many contributions Latinos have made," said LULAC National President Margaret Moran.

With a couple clicks of the remote control, culture-hungry viewers can instantly choose from a diverse line-up of Hispanic programming. In turn, they can "like" www.facebook.com/diversityon demand and connect to details about their cable provider's programming and engage in discussions with others.

Hispanic Heritage Month On Demand program highlights include:

A Storied Past—Gain a new understanding of historical events



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through real-life stories. The dramatic account of Ernesto "Che" Guevara's inspiring and thrilling youthful motorcycle trek across Latin America traces the origins of his revolutionary spirit.

Dramatic Interpretations—See award-winning novels brought to life on film to interpret history and culture. While characters such as Cesar and Nestor Castillo—brothers and aspiring musicians who flee from Cuba to America in the hopes of reviving their failed musical careers—may be fictional, their stories are reflective of today's challenges.

Live and Laugh—Kings of Latin comedy George Lopez, Cheech Marin, Joey Medina, Alex Reyundo and Paul Rodriguez joke about unique cultural oddities, while Carlos Mencia helps break down barriers by addressing ethnic stereotypes, racism and the inability to laugh at oneself.

Hispanic Hearth and Home—Complete the cultural immersion with a close look at food. Simmer awhile with chef Aaron Sanchez, owner of New York's Centrico restaurant and Tacombi, who preps dishes with people he admires and takes viewers on visits to iconic spots in the Big Apple.