

Tuesday, March 10, 2015

Dear Ms. Perez-Verdia,

Thank you for your thoughtful letter emphasizing the need for greater Spanish-language communication from both political parties. Florida's Hispanic community makes crucial contributions to our state's economy and vibrant culture. I agree with you that expanded Hispanic outreach by both major political parties will raise the level of Florida's politics.

I am committed, as I have been since my election as Chairwoman, to expanding the Florida Democratic Party's outreach to Hispanic communities throughout our state. Reaching Hispanics of all heritages is a top priority for Democrats. We have been proud to stand up for DREAMERS, common-sense immigration reform, and President Obama's recent executive action on immigration. We have stood strong against Republican attempts to deny DREAMERS drivers licenses and policies like "self deportation." We believe in expanding opportunity and fighting for every Floridians' right to work hard, get a world-class education, and reach the middle class.

We know that having the right values is not enough; we must also communicate in a culturally aware way to Hispanic voters. That is why, over the past two years, Democrats have added bilingual Hispanic outreach staff in South Florida and in Central Florida to engage community leaders and the grassroots. Last year, as in previous elections, our statewide campaign hired Spanish-fluent communications staff to work with television, print, and radio journalists. Last year, Democrats invested over \$3 million in Spanish-language advertising on television and radio.

We still have more work to do. We aim to earn the vote of every Hispanic Floridian, just as we aim to earn the vote of every single Floridian. This effort will involve increased Spanish-language outreach, from our website and social media to television advertising and public relations. Through a combination of Party and campaign efforts, we aim to have Spanish-fluent staff working in communities across Florida and with journalists for the 2016 election. I agree with you wholeheartedly that Florida's future depends on the future of our Hispanic community, and reaching those voters is one of my top priorities.

Sincerely,



Allison Tant

Chair, Florida Democratic Party