

# THE TEA

## ON LATINX CIVIC ENGAGEMENT

2022 EDITION

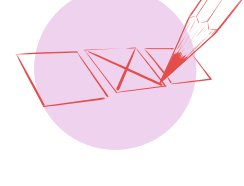
**¡EL MUNDO NECESITA CAMBIOS,  
NO SÓLO PROPÓSITOS!**

Moira Studio is a full-service Latinx creative agency and like any Latinx, we have hopes and dreams.

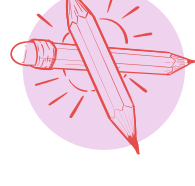
**We're proud of who we are, what we do,  
and the path that has led us here.**

### HERE'S WHAT WE CONCLUDED

We proved that **we are a force** politicians need and that **we can help shape our future**



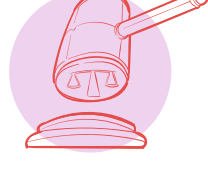
We need to **educate, educate, educate**



We need to be civically engaged, and it's our job to **inspire more Latinx to run for public office**



**Reproductive rights are human rights** and we must keep fighting for these



## NOW, LET'S TAKE A LOOK AT THE LATINX MAP OF 2022 POLITICS



The House will now be **11% LATINX**

### LATINAS made history!

First Latina Officials elected in Colorado, Oregon & Illinois, along with many others



### LATINX HELPED elect the first Latino to represent California in the senate: Alex Padilla



At least **12 LATINX** led the way in the midterm elections



### INFLATION REDUCTION BILL

One of the most consequential pieces of economic policy in recent U.S. history

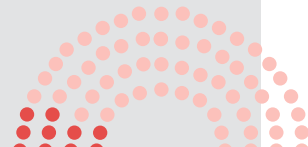


### REELECTION of Catherine Cortez Masto

First and only Latina U.S. Senator, handed Democrats control of the Senate



**14** new Latinx members in the House



Today, **39%** of the country's Hispanic state legislators are female



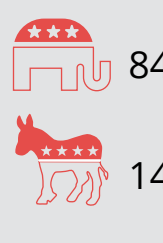
166



259

**Fighting for the Latinx community at all levels** and including the last midterm elections on November 8<sup>th</sup>, there are now more women serving in Congress than ever before

**98% WOMEN ELECTED to the House**



84

14

## WHERE DOES MOIRA FIT IN THIS PICTURE?

## FOLLOWING OUR MANTRA "EDUCATE, EDUCATE, EDUCATE"

### We created:

**329 ADS**

advocate for Latinx values and their Democrat champions.

**21 PODCAST**

with topics about sociocultural issues and politics, including 13 guest interviews.

### Our top episodes were:

What the current political discourse is doing to Latinx's mental health



Latina Power! and how to cultivate it



Why Latinx Democrats need to vote in these midterms



### We published:

**14 BLOGS**

on topics the Latinx community cares about.

Take a look at our best-performing blogs (in case you missed them 😊)

[The power to make change happen: Looking forward to the rise of Latinx voice... and action!](#)

[The Latinx Vote in 2022 Midterm Elections](#)

[Taking more seats where decisions are being made](#)

**80%** of the candidate campaigns we worked with WON!

## OUR FAVORITE CAMPAIGNS

### WAY TO WIN Action Fund

Latinx voters were instrumental during these midterm elections, especially the younger generations and women. With *Way to Win*, we crafted a nationwide digital campaign featuring culturally authentic voices talking about issues that mattered to them the most—from the economy to women's rights, in sharp contrast to the tone-deaf opposition.

📺 "FAITH"

📺 "FE"

📺 "FREEDOM"

📺 "PEOPLE MOVE"

📺 "DELIVERED" EN

📺 "DELIVERED" ES

### Delia Ramirez for Congress

In partnership with media consultant *Three Point Media*, we created a historical campaign for **Delia Ramirez**, the daughter of Guatemalan immigrants, that echoed the diversity and energy of the district she was running to represent. **Defeating her opponent by 42 points**, Ramirez became the first Latina Congresswoman in the Midwest.

📺 "BANNED"



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