# The Snowstorm: A New Media Beacon for LGBTQ+ Advocacy



In the lead-up to the pivotal U.S. Presidential Election in November 2024, a fresh voice emerges in the broadcast landscape aimed at the LGBTQ+ community. Nicholas Snow, an established advocate and activist, has launched a new show titled *The Snowstorm*. Co-hosted by Joy Silver, a political stalwart, the programme is available on Sundays at 9 AM PDT on the PromoHomo.TV Network's YouTube channel.

Nicholas Snow, the man behind PromoHomo.TV, has a rich history as an LGBTQ+ and HIV/AIDS activist. This new venture, he hopes, will be a touchstone for the community, particularly as the United States grapples with challenging political terrain. “This is not a movie. This is real life,” Snow explains. “Democracy is being marched toward the gallows, and the great American experiment may be lost forever. Republicans, Democrats, and Independents are uniting against Trump. We must."

Much like other Sunday political talk shows that dissect the week's top stories, *The Snowstorm* goes a step further by sharing pointed perspectives. “We are unapologetically advocating to defeat Trump, prevent authoritarian rule, and save democracy,” declared Snow. This hard-hitting approach aims to mobilise viewers and ignite activism within the community.

Co-host Joy Silver, no stranger to political engagement, enhances the programme with her considerable acumen. Silver, now the Riverside County Democratic Party Chair, shares Snow’s vision. “The Snowstorm takes us through tough times by keeping us educated and informed. Nicholas takes the risks, and we reap the rewards of his creativity. He keeps us all inspired,” she says, adding layers of depth and urgency to the show’s discussions.

Silver has a commendable pedigree of public service and activism. She is a founder of Courageous Resistance-Indivisible of the Desert and has served in multiple leadership roles within the Democratic Party. Even her professional life aligns with her activist heart; as Chief Strategy Officer and Regional Director for Community Housing Opportunities Corporation (CHOC), she has been instrumental in providing affordable housing solutions.