



Public Radio Consortium

P.O. Box 8862 • Denver, CO 80201-8862
303-877-4251 • lprc@comcast.net

¡Saludos!

Welcome to the first newsletter of the Latino Public Radio Consortium. After all these years of providing excellent and devoted services for different segments of the Latino community as individual stations, networks or producers, LPRC will provide an organized voice on the national level and advocate for the inclusion of Latinos in all aspects of public media. LPRC will work hard to share information and build bridges between Latino-controlled stations and mainstream stations to enhance the service provided to Latino communities by public radio and other public media platforms.

In order to strengthen and build the operational capacity of those serving Latinos with public radio, we will share information on opportunities that exist for Latinos in public media.

We'll soon have a website that will be a resource for you and give you more in-depth information on events we mention in the newsletter. Meanwhile, this newsletter is our primary method of communicating with you. Soon we'll be able to cross-reference articles from this letter to features on the website.



In Collaboration With Latino Public Radio Consortium

They say listening is an act of love.

Well, believe it or not, after all these years, someone is finally going to listen to us - to hear our stories. The Historias project of StoryCorps gives us the opportunity to present the life experiences, struggles and joys of Latinos in America.

WHO

StoryCorps is a national oral history project that honors and celebrates everyday people through interviews in sound in which participants choose what they want to talk about with people they care about. Every

Friday, StoryCorps broadcasts an edited interview on NPR's Morning Edition.

StoryCorps interviews are conversations between two people who know each other and choose what they want to talk about. Beginning September 2009, StoryCorps Historia will gather and record 900 individual interviews with Latinos around the country.

StoryCorps will partner with the Latino Public Radio Consortium, Latino-controlled stations, and Latino institutions and community organizations. WDNA (Miami), WRTE (Chicago), Radio Bilingüe Network (California) and WIPR (Puerto Rico)

INTERNATIONAL CENTER FOR JOURNALISTS

Training for Latino Journalists



Keep your eyes open because we are in discussion with the International Center for Journalists to develop their exciting new program - training for journalists from Latino public radio. The challenges of designing the program - differences in language, station capacity, technology, production values and resources - present unique opportunities that will make this training the first of its kind. Funded by the McCormick Foundation, this project will be in place in the spring of 2009. As more information becomes available, we'll share it with you.

have expressed an interest in being involved in the project.

There are two ways for Latino Stations to partner with StoryCorps: A Door-to-Door visit or a Mobile Booth visit.

WISH TO PARTICIPATE/ QUESTIONS?

Please contact:

Florence Hernández-Ramos
Latino Public Radio Consortium
303-877-4251
lprc@comcast.net

Enhancing Services to Underserved Audiences

New Nation Media Group

In October 2008 a historic gathering in Denver, Colorado, yielded the New Nation Media Group. The New Nation Media Group



is a collaboration of the African American Public Radio Consortium, Native Public Media, Koahnic Broadcasting and the Latino Public Radio Consortium. The meeting was facilitated by the Corporation for Public Broadcasting.

The meeting was an attempt to define common concerns and proposed solutions of the broadcast outlets controlled by people of color in order to enhance public media services to audiences underserved by public radio. Jacquie Gales Webb of the Corporation for Public Broadcasting, Loretta Rucker of the African American Public Radio Consortium, Loris Taylor of Native Public Media, Jacque Sallee of Koahnic Broadcasting and Florence Hernández-Ramos of the Latino Public Radio Consortium met for a full day. Broad principles were agreed upon, such as no longer seeing ourselves as “minorities” since together we constitute the majority of the country, lending it color, texture and the depth that makes it vibrant.

A joint statement with the people of color consortia working in public television will soon be published.

Photo left to right: Jacque Sallee, Koahnic Broadcasting; Loretta Rucker, African American Public Radio Consortium; Loris Taylor, Native Public Media; Florence Hernández-Ramos, Latino Public Radio Consortium; and Jacquie Gales Webb, Corporation for Public Broadcasting

Texas State University Hosts Conference

State of Spanish Language and Latino-Oriented Media

February 19-21, 2009

Hundreds of scholars, broadcasters and those interested in the media will gather in San Marcos, Texas to report

on the State of Spanish Language and Latino Oriented Media. Sponsored by the Center for Latino Media and Markets at Texas State University, the conference will allow LPRC to present the case of public radio.

If you are interested in attending the conference contact:

Federico Subervi, Ph.D., Professor & Director
Center for the Study of Latino Media & Markets
School of Journalism & Mass Communication
Texas State University
601 University Drive
San Marcos, TX 78666-4616

Grow the Audience

Essay

As part of its Grow The Audience project, the Station Resource Group (SRG) recently issued a Research Paper on the use of public radio by college-educated African Americans and Latinos. Visit their website at www.srg.org to read or download a copy.

The SRG also introduced a new feature on the GTA web site: Thinking Audience, a series of “thought starter” essays. A piece by Flo Hernández-Ramos of the Latino Public Radio Consortium was the first up.

The Revolution May Not Be Televised, But It Will Be On The Radio.

(excerpt)

The cultures and foods of the United States are hamburgers with green chile; tacos accompanied by Starbucks; coveted New Mexico piñón sold in baggies at the flea market have become pine nuts in gourmet kitchens; the burritos of migrant workers are wraps in the lunch of Wall Street stockbrokers. Dulce de leche rules the thirty-one flavors of ice cream and Jose is the preferred baby name in California. Halloween and Día de los Muertos, Christmas and Los Tres Reyes, Mother’s Day on the third Sunday of May or Día de las Madres on May 10. Salsa on Dancing with the Stars and beating out ketchup as the top selling condiment of the United States. Yards of colorful fabric in folclórico skirts conceal tight capris and stiletto heels. The norteño cowboy hat and boots of Chihuahua set aside in favor of baseball caps and tennis shoes.

STATION RESOURCE GROUP ONLINE

(read more at www.srg.org/GTA/GTAThinking.html)

The signature statement from the Latino Public Radio Consortium is contained in its **Brown Paper**. Send a request for a copy in English or Spanish to lprc@comcast.net