



Latino Public Radio Consortium

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

BROWN PAPER



Latino
Public Radio Consortium

The vision: A public media system that includes Latino voices, services and perspectives at every level of programming, production, distribution, leadership and management, and that includes and supports a strong Latino controlled public media.

■ **2007 Latino Public Radio Consortium**



An electronic copy of this Brown Paper is available by emailing lpbc@comcast.net



LPRC is funded by a grant from the Corporation for Public Broadcasting

Broadcasting honored Mr. Morales with the Murrow Award, public radio's highest distinction. He was also awarded an honorary Doctor of Humane Letters degree from California State University Fresno. Considered a visionary in expanding public radio's reach to diverse audiences, he is committed to community service and has achieved much of his success by creating and nurturing strategic alliances within the local and national Latino and public broadcasting communities.



VICTOR MONTILLA is President of the Puerto Rico Public Broadcasting Corporation, heading two television stations and two radio stations since 2005. He immediately set important goals that became the center of his tenure: the pursuit of excellence and the export of Puerto Rican productions. Thanks to broadcasting licensing agreements reached with Televiscentro, for the first time in the history of TUTV, Channels 6 and 3, projects conceived by the Lucy Boscana Dramatic Program have reached audiences in different viewing segments, generating additional income for TUTV.

The audience levels of Allegro 91.3FM and 940AM - the Corporation's radio stations - increased by 300% thanks to a restructuring of facilities and programming. As part of his goal to expand the reach of Puerto Rican programming, Montilla negotiated an unprecedented agreement with Televiscentro-WAPAmerica to broadcast TUTV's shows in key Hispanic markets throughout the United States. In December 2006 Montilla became the first Puerto Rican to receive the Governor's Award, the highest honor bestowed by the National Academy of Television Arts and Sciences, for his tireless efforts and work on behalf of the Puerto Rican television industry.



GINNY Z. BERSON is Vice President and Director of Federation Services for the National Federation of Community Broadcasters (NFCB), a position she has held since 1998. Prior to joining NFCB, Berson was Senior Producer of Live National Programs for Pacifica Radio and Program Director and Director of Women's Programming at KPFA.

Berson produces the annual NFCB Community Radio Conference; provides consulting services to member stations on FCC regulations, best practices, and other issues; and invents and directs numerous projects. She was instrumental in creating and running the National Youth in Radio Training Project and the Rural Programming Initiative among others. Her current projects include Youth Radio Journalism and the First Amendment, New Technology/New Music, Measuring Noncommercial Radio's Impact in Rural Communities, the 33rd Annual Community Radio Conference, a Disaster Readiness project (in conjunction with NPR) for all public radio stations and the Latino Public Radio Consortium.

In the wake of concerns about underrepresentation of Latinos in public radio's audiences, a small, diverse group of Latino public broadcasters assembled in Boulder in 2007 to consider strategies to significantly increase Latino use of public media. Those at the meeting convened by the National Federation of Community Broadcasters and supported by the Corporation for Public Broadcasting, sought ways to build from today's public broadcasting record of limited initiatives directly relevant to potential Latino audiences.

The Latino Public Radio Consortium recognizes a number of realities:

- The underemployment of Latinos in the nation's public broadcasting institutions;
- The absence of Latino voices where decisions are made about the present and future of public broadcasting;
- The dearth of programming in English or in Spanish produced by Latinos or with a Latino focus in many of the nation's major markets, including some with high concentrations of Latino residents;
- And the resulting absence of Latinos among public radio's news and public affairs audiences.

Five precepts crucial to the vision

1. Public Radio Must Accurately Target Latino Audiences

Latinos are a highly diverse population in the United States. Interest in cultural and informational programming among Latinos differs depending on primary language, country of birth, level of education, household income, and other factors.

Each of these segments must be served with distinct cultural and informational programming that is authentic – drawn from the reality of each of these communities, preferably by producers from within these very communities. Local, regional and national programming that serves such communities would be a crucial contribution to the strength of public radio. Such a diverse population necessitates the development and expansion of target-audience services in Spanish and in English.

To succeed, the public radio of the future must resemble a mosaic that reflects the diverse cultures and traditions that enrich this country and make it a model for all to emulate. The blueprints for creating a public radio system that integrates cultural diversity exist. Recognizing that about a third of the Latino population was under 18, some Latino public broadcasters have provided exceptional service to Latino youth audiences, recruiting and training producers and managers. The trained youth have been given access to studios as a platform to celebrate their culture and traditions while discussing issues and seeking solutions. These stations, led by Radio Arte in Chicago and including the indispensable models created by Puerto Rican public radio, are important resources for the public media system. National news and information services, led by Satellite Radio Bilingüe, today cater to the needs of a diverse Spanish-speaking Latino community.

2. Spanish and English Programming Diversity is Necessary

Latinos in the United States cannot be universally served by any single format or in any single language. Their countries of origin exceed two dozen. Some have lived in the United States for decades and others are recent immigrants. English is the only language spoken by some Latinos. Others are bilingual, and others use Spanish as their sole method of communication. Latinos must be served by public radio programming in Spanish and in English.

Every week, well over one million Latinos are served by public radio. Some listen to National Public Radio's English-language news and information programs, including Morning Edition and All Things Considered. Some actively tune into Spanish-language news and information programs like Noticiero Latino and Satélite Bilingüe,

with the 2008 Studs Terkel Community Media Award by the Community Media Workshop.

Rivera frequently offers perspectives to a variety of public radio & TV news programs to discuss issues ranging from media consolidation to race relations & civic engagement. Most recently, she was a panelist at the Federal Communication Commission's (FCC) Media Ownership hearing in Chicago and testified on the effects of media consolidation on Spanish-language media & disenfranchised communities.

Silvia Rivera received the Founder's Award in 2007 by the Chicago Foundation for Women, recognizing her as an emerging leader & advocate for young women working in the media. Rivera is an honors graduate of Columbia College in Chicago, and holds a B.A in Media Management. She serves on the Board of Directors of both the National Federation of Community Broadcasters and the Community Renewal Society and is a member of the Latina Leadership Council (CFW).



RAÚL RAMÍREZ is Executive Director for News and Public Affairs for KQED Public Radio, where he has led local news and public affairs activities since 1991. He has worked for The Miami Herald, The Washington Post, Oakland Tribune and the San Francisco Examiner. Ramírez is former President of the Board of the Center for Investigative Reporting and has won numerous awards for local, national and international reporting.

In 1993, he helped create local civic journalism partnership experiments in five U.S. regions. The resulting Bay Area Voice of the Voter partnership, including KQED-FM, the San Francisco Chronicle and KRON-TV, was one of the most successful public-commercial civic journalism projects in the country. Ramírez is a former Fellow in Asian Studies at the University of Hawaii's Center for Asian and Pacific Studies and a 1994 Fellow at Harvard University's Shorenstein Barone Center on the Press, Politics and Public Policy. He has reported throughout the United States and in China, Japan, Southeast Asia and Central America. He is a member of the Board of Directors of the Institute for Regional Media and Information, a non-profit organization created by Ukrainian and Western European journalists to aid and promote the development of independent media in Ukraine.



HUGO MORALES is Founder and Executive Director of Radio Bilingüe, the Latino public radio network. The network provides a national satellite service in English, Spanish, Mixteco and Hmong. It serves over half a million listeners with its pioneering daily Spanish-language national talk show, Línea Abierta, its independently produced news service, Noticiero Latino, and its rainbow of Spanish-language folk music for its national Latino audiences. In 1994, Mr. Morales received a MacArthur Foundation Fellowship, and in 1999 the Corporation for Public

High level of leadership

Project Director of LPRC



FLORENCE (FLO) HERNÁNDEZ-RAMOS has been selected to lead the work of a newly-formed consortium that will advocate for the inclusion of Latinos and Latino programming throughout the nation's public radio system.

The selection of Hernández-Ramos, who was a founding member of the Latino Public Radio Consortium (LPRC), brings to the helm of the nascent organization a veteran public broadcaster with broad management experience and a solid track record in

promoting programming diversity.

"Flo Hernández-Ramos has deep knowledge of our public broadcasting system, and shares our passion for seeing public radio fulfill its original mission of serving communities often left out of the public discourse," said Hugo Morales, also a founding member of the LPRC and Executive Director of Radio Bilingue, the Latino public radio network.

In 1983, Hernández-Ramos helped found and for more than 23 years she was President and CEO of KUVO, nationally recognized as the Major Market Jazz Station of 2005 and 2006. Last year, she left KUVO and founded Sol Project Management whose primary work is to strengthen non-profit organizations.

In her capacity as Project Director, Hernández-Ramos will lead efforts to encourage National Public Radio, regional public radio organizations and individual stations in large and small markets to acknowledge in their hiring, training, promotion and programming the extraordinary growth of the nation's Latino population.

The Board of Directors of LPRC

The organization's founding members include a cross section of public radio veterans as well as emerging leaders, who now constitute the LPRC Board.



SILVIA RIVERA is General Manager of 90.5 WRTE-FM/Radio Arte, the official radio station of the National Museum of Mexican Art (NMMA) in Chicago. Since 1997, Radio Arte has had the distinction of being a Latino-owned, bilingual, youth-driven public radio station that trains youth and adults in media production. As a graduate of Radio Arte's first media training program, offered to youth between 15-21, Rivera has been a key player in Radio Arte's successful trajectory. As a youth, Rivera produced several news, public affairs, and music programs, including: Newsbeat, Youth Metro, & Uprooting: A Look at

Housing in Chicago. Under her recent leadership, Radio Arte has been recognized

produced by Latino-controlled stations. Some are attracted to English-language audio magazines such as Latino USA, Spanish-language music presented by English-speaking DJs. But most Latinos do not have access to public media in their community that directly addresses their needs and interests.

Many tools exist that can be part of a sophisticated strategy for increasing the numbers of Latino audiences in any given format.

- 1) Latino-controlled stations serving both Spanish-speaking and English-dominant Latinos have years of experience and wisdom to share.
- 2) Latino public radio professionals and producers are willing to share their expertise and programs.
- 3) Collaborations between general audience stations and Latino community organizations offer potential for fertile outreach.
- 4) Latino professionals have accumulated knowledge and experience in marketing to Latino consumers.
- 5) New technologies such as HD radio, pod casting and streaming offer portals in the quest for Latino audiences, which research has shown often are quick early adopters of new media.

The opportunities are as varied and diverse as are Latinos, so long as the doors to public radio are wide open to an environment that is inclusive and inviting.

3. Distribution is Key to Expanding Services for Latinos

The public radio system should support efforts to expand the reach of public radio by buttressing new meaningful streams targeting Latinos, using the same criteria -- free satellite distribution across our country -- that it supports with **Satélite Radio Bilingue** and **Native Voice 1**.

Support is needed for several streams of national and regional Latino programming. **Satélite Radio Bilingüe** has served as a model for providing national Latino programming, but just as for other demographic audience groups, additional alternatives for production and sustainability need to be explored in order to address the multiple tastes and needs of this diverse national audience.

4. Increasing and Developing Capacity is Crucial

The public broadcasting system must afford the Latino community, starting with Latino controlled radio stations, the resources to enhance their capacity to serve their communities. It needs to value these institutions as

valuable resources and accept them as partners in efforts to introduce Latinos to all of public broadcasting's roles.

The Carnegie Commission Report asserted that public broadcasting is responsible for "providing a voice for groups that may otherwise be unheard and help us see America whole in all its diversity."

The public radio stations that currently target Latino listeners generally do not fit the "mainstream" model in several important ways. Many serve primarily low-income communities and their financial support comes less from membership, major donors and underwriting and more from grants and events. Help is needed to develop funding models and methods that provide financial stability so that these stations can plan for and achieve growth. Support is needed to further develop the production and administrative capacity of these public radio stations.

A new generation of Latino producers must be trained. Research is needed to identify critical mass clusters within the Latino audience, such as Mexican or Mexican-American, Puerto Rican, Central American, Cuban American and Latino youth, and to identify their unique preferences and concerns. Production centers at Latino controlled radio stations must also be organized and managed to be financially sustainable.

5. Community Engagement Gives Relevance to Public Radio

Public broadcasting should be a good listener in reaching out to the Latino communities if it's to serve them meaningfully.

Latinos feel underserved and misrepresented by public media. The current public radio system needs to recognize this with humility. In order to rejuvenate itself, it must energetically beseech diverse audiences to engage, not as listeners, but as participants who create programming that is reflective of them. Demonstrating a sincere desire to serve these communities will create acceptance among Latinos and engender among them a desire to support public radio.

Consistent with our public media mission, Public Radio should strive to be a significant institution in the communities we serve, relevant to the major population sectors. In these largely underserved communities, public radio's brand of substantive cultural, news and information services has the potential for huge meaningful impact. A crucial first step towards making our institutions and our services significant to the Latino community is the ability to identify issues relevant to these communities. This requires an internal assessment of how public radio stations throughout the country can identify such issues, and external outreach activities focused on creating community engagement and participation.

Steps to a new reality

Institutions such as the Corporation for Public Broadcasting, private foundations, corporations, along with individual philanthropists must make strategic investments that enable the public broadcasting system to respond meaningfully to these realities. Steps are needed to fund a public radio system that encourages diversity and that reaches beyond the audiences that have traditionally sustained public broadcasting. The public radio system needs to be bold in creating initiatives that establish opportunities for Latino managers, producers and youth. This investment will cultivate support by Latino participants and the larger Latino community.

The LPRC has secured a \$150,000 grant from the Corporation for Public Broadcasting to support its outreach and information efforts.

In the next stage of its work, the LPRC will meet with leading organizations and individuals in and out of the public radio system, to coordinate its mission with the work of others seeking to improve services to communities of color and to augment the diversity of the nation's public broadcasting services.

