

Resolution 10.15
In the 4th National Latino Congreso U. S. El Paso Texas,
January 31st, 2010

Title: Latino Inclusion in English Language Media

Organization: Una Voz Unida of Odessa

Co-sponsoring Organization: National LULAC

Whereas, English Language Radio media reaches more than 93% of English dominate language Hispanic Americans weekly (Arbitron 2009); and

Whereas, English Language Television reaches over 11 million English dominate language Hispanic American households daily (Neilson 2006); and

Whereas, English radio, television and print media outlets have failed to include adequate Latino related content relevant to their audiences; and

Whereas, efforts to organize Latinos and inform non-Latinos requires the inclusion of positive Latino programming on English Language Radio, Television and print;

1. ***Now, Therefore be it resolved,*** that the organizations assembled in the 2010 National Latino Congreso recognize and support the need for the inclusion of Latino content and talent in English language radio, television and print media; and
2. ***Be it further resolved,*** that the organizations and individuals assembled here advocate for the inclusion of Latino content and talent by dialoguing with media companies and supporting the growth of Latino owned and themed programs.

Attested by the Conveners:

Hispanic Federation (HF) hispanicfederation.org

League of United Latin American Citizens (LULAC) lulac.org

Mexican American Legal Defense and Educational Fund (MALDEF) maldef.org

Mexican American Political Association (MAPA) mapa-ca.org

National Alliance of Latin American and Caribbean Communities (NALACC) nalacc.org

National Day Laborer Organizing Network (NDLON) ndlcn.org

National Hispanic Environmental Council (NHEC) nheec.org

Southwest Voter Registration Education Project (SVREP) svrep.org

William C. Velasquez Institute (WCVI) wcvi.org