

CIVIL RIGHTS

~~On the way to the California LULAC State Convention~~

California LULAC State Convention  
Resolution  
May 19, 2007

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OK

TOPIC: Support for Latinos in the News Media

Whereas, Latino comprise the largest ethnic segment of the US Population at over 44 Million and California is home to the most Latinos than any other state in the country; and

Whereas, the annual purchasing power of Latinos is over \$860 Billion and growing annually at 8.2% which signifies a 450% growth between 1990 and 2011; and

Whereas it is important that the news media that is transmitted through the public airwaves, accurately and adequately represent the Latino community; and

Whereas, News stations need reporters and news caster who understand Latinos; their hopes, dreams and challenges; and

Whereas, the large Latino audience needs to see and interact with Latino news professionals who serve as positive role models for our youth; and

Whereas, LULAC's mission is to advance the economic condition, educational attainment, political influence, health and civil rights of our Latino population of the United States; and

Whereas, the transformation of neighborhoods and national events to the living rooms and minds of American occurs with the coverage and reporting by the news media; and

Whereas, the need for accurate and positive coverage becomes the most important element in the dissemination of news stories to mainstream America and particularly to our own communities; and

Whereas, it is important that all facets of the news assignments, news reporting emphasize the diversity of our nation including a strong stable presence on and off screen and the airwaves; and

Whereas, our community has seen a recent regression of on-camera news anchors and reporters who represent our Latino community;

Whereas there is an immediate need to address the issue whole-heartedly today, before a total loss of experienced and fair representation in the positions of reporting events and providing editorial commentary;

Therefore let it be resolved that the California State LULAC pledges to hold television owners and it's executive management accountable for hiring, retaining and promoting news anchors, reporters, news directors, producers and photojournalist who represent the Latino community; and

Therefore let it be resolved the California State LULAC State Director with the approval of the Board of Directors establish and appoint a News Media Advocate to investigate and recommend immediate action to provide remedies for those who have been impacted in their employment; and

*[Handwritten signatures and initials]*