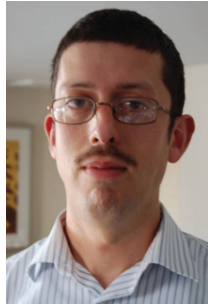


## Public Radio Consortium

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### JOAQUÍN ALVARADO NAMED

(Washington D.C.) - The Corporation for Public Broadcasting (CPB) is pleased to announce the appointment of **Joaquín Alvarado as senior vice president for Diversity and Innovation** effective June 30, 2009. As senior vice president for Diversity and Innovation, Alvarado will provide strategic guidance and leadership for strengthening the Corporation's capacity to serve as a catalyst for innovation and inclusion within public media as well as for broadening the reach and diversity of public media's audience.



and innovation and the development and sustenance of a talented, diverse workforce."

In 2004, Joaquín Alvarado began architecting the National Public Lightpath as a framework for public media, education and

community leadership in the future of the Internet. In 2008, Alvarado launched CoCo Studios to develop media collaboration and information platforms for fiber networks. Alvarado is also an award winning writer, producer and director. He is the author of "Contemporary Chicana and Chicano Art: Artists, Works, Culture, and Education" (Bilingual Press) and a contributing author in "Teaching Ethnic Diversity with Film: Essays and Resources for Educators in History, Social Studies, Literature and Film Studies" (McFarland & Company). His films, including "The Silent Cross," have been featured in numerous film festivals, including the AFI Los Angeles International Film Festival and the San Francisco Independent Film Festival.

Joaquín Alvarado has served as director of the San Francisco State University's Institute for Next Generation Internet (INGI) since its founding in 2005. Under his direction, INGI formed San Francisco's Digital Media Advisory Council and Digital Sister Cities initiative to connect communities around the world in efforts to stimulate economic development, innovation and diversity.

"In a world of shifting demographics and fast-paced technological change, the concepts of inclusion and innovation are business imperatives for public service media," said Patricia Harrison, president and CEO of CPB. "Joaquín is a talented executive who understands the link between leadership and innovation,

Mr. Alvarado holds a B.A. in Chicano Studies from U.C. Berkeley and an M.F.A. from the UCLA School of Film, Television, and Digital Media. He has served on the board of directors for the Bay Area Video Coalition, the California Council for the Humanities, CineGrid, TechSoup Global, and Latino Public Broadcasting.

### WEBSITE: Latino Public Radio Consortium

#### Help Us Populate It

It's official. We've launched the website for the Latino Public Radio Consortium at [www.latinopublicradioconsortium.org](http://www.latinopublicradioconsortium.org)

While we're proud of the work done by our design team (The Fuel Team, Luna Marketing & Development, and Mercedes Inc.) the website is definitely a work in progress. Like any major city, it will always be under construction.

And this is where you come in. Know of more Latino stations? Let us know so we can add them. Are you an independent Latino radio producer? Tell us how to reach you so we can list you. Many stations seek radio programs about Latinos - got one that you can share with the world? Are you a Latino that's comfortable sharing your expertise, knowledge or research on any topic? Contact us and let us list you on our resources page.

In other words, WE'D LOVE TO HEAR FROM YOU! Visit [www.latinopublicradioconsortium.org](http://www.latinopublicradioconsortium.org) and submit your information via the Contact Us page, send an e-mail to [lprc@comcast.net](mailto:lprc@comcast.net) or call Flo at 303-877-4251.

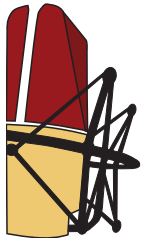
## LATINO MEETING

As part of its annual community radio conference, NFCB traditionally organizes a meeting of Latinos attending the gathering. The Latino meeting is an opportunity to check in with each other, hear about new initiatives or accomplishments at our shop and oftentimes meet other Latinos working in public radio. This year the conference is in Portland, Oregon April 1-4, 2009 and the Latino Meeting is Wednesday, April 1 at 2:30 pm until 5:00 pm.

The 2009 Latino Meeting is co-hosted by NFCB and by the Latino Public Radio Consortium. The agenda includes a presentation by the Corporation for Public Broadcasting and the Latino Public Radio Consortium. The agenda also includes reports from each attendee about the major news from their station, production house, or community.



## LPRC BOARD OF DIRECTORS MEETING



Preceding the Latino Meeting at the NFCB Community Radio Conference the LPRC Board of Directors will gather in Portland for a meeting on April 1 from 10:30 am to 1:30 pm. Currently on the Board are Silvia Rivera (WRTE/Chicago), Ileana Rivera (CPRDP/Puerto Rico), Raúl Ramírez (KQED/San Francisco), Hugo Morales (Radio Bilingüe/Fresno) and Ginny Berson (NFCB/Oakland).

All meetings of the LPRC Board of Directors are open to the public. On the agenda are expanding the Board, developing action and work steps based on the organization's Five-Year Strategic and Business Plans, and evaluation of the Project Director.

## BEST PRACTICES SURVEY

### Latino Stations

We told you which stations are in the Latino-controlled universe. Now with intelligence and accuracy we want to give you an overview of their programming, their services, their funding and more.

The stations run the gamut from English to Spanish broadcasting, from jazz formats to interactive talk/news, from being stand-alone independent stations to NPR affiliates.

The stations will be surveyed by Sandina Robbins and Associates. Sandina brings three decades of experience in community and public radio as an on-air host, news and public affairs reporter, board-operator trainer, on-air fundraiser, manager, foreign correspondent, and passionate listener. She has extensive professional experience carrying out public relations campaigns for a variety of non-profit, media and educational organizations.



A long-time advocate for the greater participation of Latinos in public broadcasting, Sandina participated in the research team that prepared the 2002 Latino Radio Station Survey for the National Federation of Community Broadcasters and CPB.

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 [lpbc@comcast.net](mailto:lpbc@comcast.net)

## LATINO STATION DIRECTORY - OUTDATED IN A GOOD WAY!



Did you know there are 28 Latino-controlled public radio stations? That was the case, according to the February 2009 edition of our Latino Station Directory, which listed full-power and low-power stations.

However, we just received word from Prometheus Radio that there exist more Latino low-power stations that should be included in the Directory. As soon as we receive the list, we'll update the listing on our website and in the downloadable printout.

## STORYCORPS HISTORIAS

### Gathering Historias: Full Speed Ahead

Beginning September 2009, the StoryCorps production team will begin collecting the stories of the Latino community, both inside the mainland and in Puerto Rico. There is still time for Latino stations to involve their listeners or community members in this important project that presents Latino stories as the history of this country.

To date Radio Bilingüe (Fresno and Los Angeles, CA), WIPR (San Juan, PR), WRTE (Chicago, IL), WDNA (Miami, FL), KDNA (Granger, WA), KANW (Albuquerque, NM), KRZA (Alamosa, CO) and Radio Comunitario (Vieques, PR) will be inviting their listeners to record their stories in a 40-minute interview between two people who share a bond.

Approximately 8 of the 40-minute interviews recorded for StoryCorps Historias will be edited as stories of approximately 3-minutes in length for broadcast on Morning Edition. Radio stations that partner with StoryCorps



Historias can utilize the unedited or edited interviews for their own production of stories or presentation of the interviews.

The original interviews will be archived at the U.S. Latino/a WWII Oral History Project (Austin, TX), El Museo del Barrio (New York, NY), Caribbean Cultural Center (New York, NY), Association of Hispanic Arts (New York, NY), the National Hispanic Cultural Center (Albuquerque, NM).

#### WISH TO PARTICIPATE/QUESTIONS?

Please contact:

Florence Hernández-Ramos  
 Latino Public Radio Consortium  
 303-877-4251  
[lprc@comcast.net](mailto:lprc@comcast.net)

**StoryCorps** Historias  
 Cuenta tu historia