




Irene Gomez-Bethke Papers.

Copyright Notice:

This material may be protected by copyright law (U.S. Code, Title 17). Researchers are liable for any infringement. For more information, visit www.mnhs.org/copyright.

MEMORANDUM

TO: Directors/Staff Hispanic Organizations
FROM: Donn J. Vargas 
RE: Hispanic Media Consortium

The next planning meeting for the proposed Hispanic Media Consortium will be held July 8, 1982 from 10:00 - 12:00 noon at Centro Cultural Chicano, 1800 Olson Memorial Hwy. All interested individuals are encouraged to attend. Please be prepared to address agenda items.

Hispanic
Media Consortium
7-8-82

AGENDA

- I. Election of interim officers
 - A. Chair
 - B. Vice-Chair
- II. Purpose of Consortium
"Mission Statement"
- III. Review recommendations of Media Seminar
Goals - Objectives
- IV. Calender of future meetings
- V. Old business
- VI. New business
- VII. Adjournment

EMPLOYMENT

- * Career exposure and education activities

- A. Technical training operations
- B. Internship opportunities
- C. Station tours
- D. Youth expo's

- * Scholarships at U.of M. School of Journalism

- * Internships at W.C.C.O. Ch. 4 , W.T.C.N. Ch. 11

- * Summer internships at K.S.T.P. Ch. 5

PROGRAM DEVELOPMENT

- * Creation of a Hispanic Media Task Force to work with Channel 4 (WCCO-TV) to produce a ½ hour special.
- * Graciela Lauro will chair task force and set up the first meeting.

Note: Hispanic Media Task Force
Meeting - June 9th
Place - WCCO-TV LaSalle Ave.
Time - 11:30 am
WCCO Rep. - Ken Reeves
Centro Rep. - Graciela Lauro
Willie Dominguez ?

NEWS COVERAGE

- * Bias coverage -vs- Balanced coverage
 - * Collaborative efforts between media and community
 - * Media needs tips-contacts in community
 - * Community needs to learn:
 - A. Who to contact when
 - B. Assignment desk editors
 - C. Press release
 - D. Media access
 - E. How to get point of view accross
 - F. How to use the media effectively
 - * Establish a community advisory board
-
- ** Future projects:
 - A. Planning-implementation seminar
 - B. Broadcasters-Media reps. planning meetings
 - C. Hispanic community orientation and training seminars
 - D. Seminar on "How to target coverage"