

# SUMMIT & SURVEY of LATINO PUBLIC RADIO Schedule

## TUESDAY, JUNE 8, 2010

**6:00 pm** Windows on the River – 22nd Floor

**Reception for African-American, Native American and Latino Stations**  
*Sponsored by Corporation for Public Broadcasting*

## WEDNESDAY, JUNE 9, 2010

**9:00 am – 10:30 am** Governor 4

**Welcoming Ceremony**

**Opening Prayer:** Lillian Rice (Pottawatomí/Ojibwe Elder)

**Welcome:** Janis Ewart, General Manager, KFAL Host Station; Loris Taylor Executive Director, Native Public Media; Silvia Rivera, Chair Board of Directors & Florence Hernandez-Ramos, Project Director, Latino Public Radio Consortium; Deb Benedict, Chair of Board of Directors, NFCB

**Keynote Address:** Maxie Jackson, President & CEO, National Federation of Community Broadcasters

**10:30am – 11:00am Beverage Break** Governor 3

*Sponsored by Mercedes Inc, Native American Public Telecommunications & Luna Marketing & Development*

**11:00 am – 12:30 pm** Governor 1

### **How Do We Do It: Funding Models of Latino Public Radio**

Dolores Garay has talked with each of the Latino stations to find out how they raise the funds necessary to operate these community assets. Some rely primarily on philanthropic programs; others depend upon their listener-members. Dolores will report on her findings and identify funding models that are used and may be duplicated or enhanced within the Latino stations.

**12:30 pm – 2:00 pm** Governor 3

### **Lunch with the Corporation for Public Broadcasting**

Bruce Theriault, VP Radio; Joseph Tovares, VP Innovation & Diversity; Jacquie Gales Webb, Radio Project Manager

**2:00 pm – 3:30 pm** Governor 1

### **Stories In the History of the US**

Adam Wilson, StoryCorps Historias; Maggie Pelleya, WDNA, Miami, FL; Ileana Rivera Santa, TV Turabo, San Juan, PR

StoryCorps Historias is a special project that will collect thousands of recorded stories from Latinos across the United States and Puerto Rico in 2010. Many of the Latino stations are partners in this project and some have already collected historias. Interesting lessons and best practices have emerged when community radio works with a project whose partners are usually NPR stations.

**3:30 pm – 4:00 pm Beverage Break** Governor 3

*Sponsored by First Nations Composer Initiative, Sol Project Management & Brakeley Briscoe*

**4:00 pm – 5:30 pm** Governor 1

### **LA Public Media: What Will It Do for the Latino Stations?**

Nicole Childers, LA Public Media-Radio Bilingüe; Samuel Orozco, Radio Bilingüe

Radio Bilingüe is developing programming for English-speaking Latinos in LA. It's an exciting project that can change the way public radio content is created and delivered to a younger Latino demographic. Learn how LA Public Media can work for your station and how you can participate in this exciting project.

**5:45 pm – 7:00 pm** Windows on the River – 22nd Floor

### **Opening Reception**

**Music:** Mariachi Flor y Canto, Oshkii Giizhik Singers

**Remarks:** Florence Hernández-Ramos, Project Director, Latino Public Radio Consortium; Loris Taylor, Executive Director, Native Public Media

**7:15 pm**

### **Dinner Conversations: Size Really Doesn't Matter**

Connie Coca, KOCA, Laramie, WY; Josué Cruz Morales, Radio Vieques, Vieques, PR

Low-power stations have an incredible impact on their communities. Working hand in hand with social service agencies, the stations are often part of a holistic approach to meeting the needs of their listeners.

1<sup>st</sup> Annual  
**SUMMIT  
&  
SURVEY**  
of Latino Public Radio