



Spanish-language and ethnic media initiatives at UC

In a state with a population as swiftly changing and as culturally, linguistically, economically and geographically diverse as California's, the ability to communicate effectively with communities everywhere is more important than ever. This is especially true for the University of California, given our diverse student population that includes more low-income students than any other top public or private institution in the country. The information below provides an overview of UC's many initiatives aimed at informing and strengthening relationships with California's Spanish-speaking and other ethnic communities.

PUBLICATIONS AND COMMUNICATIONS

► ***Great Futures Start Here – Un futuro brillante comienza aquí***

In October 2004, the University of California published the second edition of this 36-page bilingual booklet, which outlines UC's admission requirements, financial aid and student housing options. So far, UC has distributed more than 100,000 copies of this publication and its predecessor "Tomando las riendas de su futuro."

► ***UC's Financing Guide – Guía financiera de la Universidad de California para padres y alumnus***

This booklet provides parents and students with in-depth information about the different tools and strategies available to finance a UC education. Each year, nearly twenty thousand copies are distributed through UC's outreach programs and directly to parents at community events.

► ***Spanish-speaking and Latino Issues Experts Directory***

To facilitate the work of journalists in Spanish-language media, the University has compiled a directory containing the names of more than 200 professors systemwide who speak Spanish or specialize in Latino-related issues. In addition to the printed version, a searchable, online version of the directory can be found at:

<http://www.universityofcalifornia.edu/news/spanishexperts/>

► ***Public Service Announcements***

UCOP also reaches Spanish-speaking parents through Public Service Announcements (PSAs) that are broadcast throughout California on Spanish-language networks such as Univision, Telefuturo and Telemundo. The spots are generally tied to deadlines such as admissions and financial aid; however, they are also used to promote publications such as UC's bilingual admissions guide and its financing guide.

PARTNERSHIPS

► ***New California Media (NCM)***

To better reach Spanish-language and other ethnic media throughout the state, the University of California Office of the President (UCOP) has embarked on a new partnership with New California Media, a nationwide association of over 700 ethnic media outlets. Recently, UC was a community sponsor of NCM's media fair and professional development

seminars in Fresno, California. More information about NCM is available at http://news.ncmonline.com/news/view_custom.html?custom_page_id=41

► ***La Opinión***

In partnership with La Opinión, the Spanish-language newspaper with the largest circulation in the country, UCOP has been publishing for almost two years “Camino a la Universidad” or “On the path to college,” a bi-monthly column covering important topics such as the deadlines for sending in the applications for admission and financial aid. The column also features profiles of successful UC students and faculty.

► ***Telemundo/NBC***

In partnership with KSTS, the Telemundo affiliate in the Bay Area, UCOP produces a weekly television segment titled “Preparándose para la Universidad,” or “Getting Ready for College.” The segment, which airs during the 6:00 p.m. newscast, generates numerous calls to UCOP’s Spanish-language hotline from parents interested in getting UC publications or more information on admission and financial aid policies.

COMMUNITY EVENTS

► ***NCM EXPO 2004***

UC recently sponsored New California Media’s EXPO 2004 in Fresno, a one-day conference with over 50 ethnic media outlets serving the Central Valleys and Inland Empire. In addition to moderating seminars, UC representatives from The Office of the President, the UC Center, Fresno and UC Merced staffed a booth to distribute a variety of materials about the University and its newest campus, UC Merced.

► ***National Association of Hispanic Journalists (NAHJ)***

For the past four years, UCOP has closely collaborated with the NAHJ to strengthen the university’s ties to and relationships with Hispanic media. In partnership with the journalists’ organization, UCOP has organized five professional development workshops in Fresno, UC Davis, UCLA and UC Berkeley respectively. The last two seminars have been held at the UC Berkeley Graduate School of Journalism working closely with its professors and administrators. These events have been well attended and have received excellent evaluations from participants.

► ***Los Angeles Latino Book and Family Festival***

For three years, the University of California has been a participant in the Los Angeles Latino Book and family Festival. Sponsored by UCOP, student volunteers from UCLA and staff from UC Santa Barbara also participate by helping to distribute admission guides, financial aid booklets and by sharing with parents and students their experiences at UC.

ONLINE RESOURCES

► ***News Releases, stories and resources***

In order to keep UC’s Spanish-speaking web users abreast of the University’s policies, UCOP’s Spanish-language media coordinator translates and posts important news releases. UCOP also works closely with the Spanish Broadcast and Media Services unit of the Division of Agriculture and Natural Resources to bring readers articles whose topics run the gamut from tax advice and food safety to health and science. UCOP also cooperates with the campuses to translate and post stories that might be of interest to Latinos. All major UC Spanish-language publications are featured on the website which will soon be redesigned to make it more user-friendly. More at <http://www.ucnewswire.org/spanish.html>

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