

20 YEARS AFTER THE PULITZER  
**LATINOS IN THE MEDIA**  
PROMOTING DIVERSITY & CHANGE



**SYMPOSIUM SCHEDULE**

**OCTOBER 8, 2004**

UNIVERSITY OF ARIZONA

# SCHEDULE OF EVENTS

All events are free.

## OCT. 7 - NOV. 12

### Latinos in the Media Exhibit

Special Collections, Main Library, University of Arizona

The exhibit features 21 photographs, a replica of the Pulitzer Prize, and other items to document the event. These events are underwritten by the Arizona Daily Star, Tucson Citizen, Los Angeles Times, Concerned Media Professionals and Univision.

## OCT. 6 • 1:30 - 3PM

Arizona Daily Star Community Room, 4850 S. Park Ave.

Reservation Required: Contact Rutha Brundige, 573-4200

### Reflections on the 1984 Pulitzer Series: Challenges in Telling the Latino Story



Moderator: Frank Sotomayor  
Nancy Rivera Brooks  
Jose Galvez  
Julio Moran  
Louis Sahagun  
George Ramos  
Victor Valle

## OCT. 8

University of Arizona Student Union, Kiva Room

## 8:30 - 9:50AM

### From Newsprint to Books: Latino History & Culture

Moderator: Prof. Celestino Fernandez, sociology

Robert Montemayor  
Victor Valle  
Monica Almeida  
Jose Galvez  
Frank Sotomayor



## SYMPOSIUM OVERVIEW

In 1983, the number of Latinos in southern California had grown to represent a sizeable percentage of the population and according to the 1980 U.S. Census, two million or nearly one-third of the Los Angeles County. In general, much of the media coverage about Latinos was limited to negative stories that focused on problems within the community painting an incomplete story. There were few, if any, stories that focused on the successes of the community. At the same time, there were few Latino journalists employed by the media, especially at the nation's largest newspapers. Editors said their staff lacked minority representation, not because they were not sympathetic to Latino issues, but because there were "no qualified minorities" to hire. There was also the issue of language. A 16-member team of Latino writers, editors and photographers formed and from hundreds of interviews came stories that would "assess the status of Latinos in education, politics, and other fields to take readers to the hearts and minds of the community." A series of stories emerged that described the clash of culture and language, the pursuit for education, jobs and for political and artistic representation. These stories told about the heroes and role models of a generation and a cultural connection to religion. Three members of the Pulitzer team are University of Arizona graduates.

"Latinos in the Media: 20 Years After the Pulitzer, Promoting Diversity & Change" is the first event for the Media, Democracy & Policy Initiative. The symposium draws upon each aspect of the initiative to provide a comprehensive look at the media's role. Here academics, professional journalists, authors and community leaders will take a historical look at the impact of Latinos in the media and their impact on today's culture. The initiative, established in February of 2004, was developed by Olga Briseño under the direction of Humanities College Dean Chuck Tatum to address and provide comprehensive awareness and critical review of social justice, media diversity, and public policy issues of importance to the Latino community on state and national levels.

## 10 - 10:50 AM

### Frank del Olmo: Commentaries on His Times

Members of the Pulitzer team and friends will be reading previously published columns from the new book as a tribute to one of the leaders of the movement to improve diversity in the newsroom. Del Olmo, who was a columnist and associate editor of the *Los Angeles Times*, died on February 19, 2004.



## SYMPOSIUM PARTICIPANTS: MODERATORS AND SPEAKERS

**John S. Carroll** was named editor of the Los Angeles Times in April 2000. Previously he edited the Baltimore Sun (1991-2000) and the Lexington Herald-Leader (1979-1991) and was metropolitan editor of the Philadelphia Inquirer (1973-79). As a reporter for the Baltimore Sun (1966-72), he covered Vietnam, the Middle East and the White House. He began his newspaper career in 1963 as a state staff reporter for the Providence (R.I.) Journal-Bulletin. He is a graduate of Haverford College and served two years in the U.S. Army. He was a Nieman Fellow at Harvard University and a Visiting Journalist Fellow at Queen Elizabeth House – Oxford University. He was elected an American Academy of Arts and Sciences Fellow in 2003 and received the American Society of Newspaper Editors Leadership Award in 2004. He served on the Pulitzer Prize board from 1994 to 2003 and was chairman in 2002.

**Frank Cruz** is vice chair for the Corporation for Public Broadcasting and a board member of the UA Media, Democracy & Policy Initiative. Cruz, a Los Angeles business leader and veteran broadcaster, was first appointed to the CPB by President Clinton in 1994 and served as CPB chair for 1999 to 2001. He is president of Cruz & Associates, a financial consulting firm, and former chairman and founder of Gulf Atlantic Life Insurance, the nation's first Hispanic-owned life insurance company. Cruz is a founder of Telemundo Spanish-language network and of KVEA-TV in Los Angeles, where he was vice president and later general manager. Cruz, a Tucson native, is a former reporter for KABC-TV and KNBC-TV in Los Angeles and currently serves on the board of trustees of USC. A frequent lecturer and public speaker, he has written several books on U.S. and Latin American history. He holds a B.A. and an M.A. from USC.

**Felix F. Gutierrez**, professor of journalism at the Annenberg School for Communication at USC, is author or co-author of more than 50 articles or book chapters and five books on diversity and the media. His co-authored book, "Racism, Sexism, and the Media: The Rise of Class Communication in Multicultural America," was awarded the 2003 Sigma Delta Chi Medallion for Excellence in Research About Journalism by the Society of Professional Journalists. The first executive director of the California Chicano News Media Association, he was also senior vice president of The Freedom Forum and Newseum. A native of East Los Angeles, his education includes a bachelor's from California

State University, Los Angeles, a masters from Northwestern's Medill School of Journalism, and a masters and doctorate from Stanford.

**Federico Subervi** is a media consultant, researcher and director of the Latinos and Media Project, a web-based source for information about Latinos and the media ([www.latinosandmedia.org](http://www.latinosandmedia.org)). As a consultant for the National Association of Hispanic Journalists, he headed a survey of journalists and managers who work for Spanish-language media and is leading a study on how the major TV network news programs cover Latinos. He is chairman of the Board of Directors of Latinitas, Inc., a web-based magazine and organization dedicated to empowerment of Latina youth via media and technology. He has been a professor and chair at the Department of Communication Studies at Pace University; associate professor and graduate advisor at the Department of Radio-TV-Film of the University of Texas at Austin; and international visiting professor in Chile, Brazil and The Netherlands. He holds a B.A. and an M.A. from the University of Puerto Rico and a Ph.D., Mass Communication from the University of Wisconsin-Madison.

**Dori J. Maynard** is the President of the Robert C. Maynard Institute for Journalism Education. Prior to being named president in January 2001, she directed the History project which leads the way in preserving and protecting the contributions of those courageous journalists of color who broke into the mainstream media against the backdrop of the turbulent 1960s and 1970s. Dori also heads the Fault Lines project, a framework that helps journalists more accurately cover their communities. She is the co-author of "Letters to My Children," which is a compilation of nationally syndicated columns by her late father Bob Maynard, with introductory essays by Dori. As a reporter, she was at The Bakersfield Californian, and The Patriot Ledger, in Quincy, Massachusetts, the Detroit Free Press. In 1993 she and her father became the first father-daughter duo ever to be appointed Nieman scholars at Harvard University. While at Harvard, Dori specialized in research on public policy and poverty. She worked regularly with her father in researching and preparing for his appearances on "This Week With David Brinkley" and the "MacNeil Lehrer Report." Maynard graduated from Middlebury College, Vermont, with a BA in American History.



Symposium presented by the University of Arizona College of Humanities' Media, Democracy & Policy Institute, Olga Briseño, Director.

### 11 AM - 12:30 PM

#### The Latino Pulitzer & The Impact on Journalism & Society

**Dr. Felix Gutierrez**, USC professor and co-author of the book "Racism, Sexism, and the Media."

**John Carroll**, Editor of the Los Angeles Times

**George Ramos**, co-editor of the Times series and chair of the Cal Poly, San Obispo, Journalism Dept.

**Julio Moran**, executive director, California Chicano News Media Association

**Ernie Sotomayor**, president of Unity Conference, editor at Newsday, Long Island



### 12:45 - 2:20 PM

#### Media, Democracy & Politics: The Latino Experience

**Moderator: Federico Subervi**,  
Communication Professor

**Robert Montemayor**, Consultant & Author

**Nancy Rivera Brooks**, Asst. Business Editor, Los Angeles Times

**Ramon J Pineda**, VP/General Manager, Univision Arizona

**Lorraine Lee**, Director, Chicanos Por La Causa

**Virginia Escalante**, Assoc. Professor, San Diego Mesa College

## MEMBERS OF LOS ANGELES TIMES' TEAM THAT WON 1984 PULITZER PRIZE FOR MERITORIOUS PUBLIC SERVICE FOR LATINO SERIES

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**Monica Almeida** is a photojournalist who has covered major news and feature stories throughout the U.S. and photographed the daily life of people and places around the world. She is currently a national photographer for the New York Times, based in Los Angeles. She began her career at the Los Angeles Times as a photo intern where she was invited to work with the team of journalists that produced the Latino series. She moved to New York City in 1986 to work as a staff photographer for the New York Daily News and joined the staff of the New York Times in 1992. Born in Los Angeles, she attended California State University, Long Beach and Otis Art Institute.

**Nancy Rivera Brooks** has been an assistant editor in the Business section of the Los Angeles Times since January, after nearly 22 years as a Business reporter. Before that, she spent three years as a Business reporter for the El Paso Times. She contributed to the Times' Latino series, writing about Latinos on the job and running their own businesses, and about the double burden of racism and sexism faced by Latinas. She was born in Los Angeles and, in 1979, received a journalism degree from California State University, Northridge.

**Virginia Escalante** is an associate professor at San Diego Mesa College where she teaches journalism, English and Chicano Studies. She is adviser to the campus paper, which has won 19 awards in the last five years. She is also working on her doctorate in communication at the University of California San Diego, where she received her M.A. in communication. Previously, she was assistant professor in the Journalism Department at her alma mater, the University of Arizona, where she served as adviser to the El Independiente newspaper produced by students. A native of Eloy, Ariz., she was a reporter for the Los Angeles Times' Latino series.

**José Galvez** is internationally known for his documentary photography in newspapers and books. A native of Tucson and graduate of the UA Journalism Department, Galvez was the lead photographer for the Los Angeles Times' Latinos series. A photojournalist for the Times from 1980 to 1992, he also worked as a staff photographer for the Arizona Daily Star from 1966 to 1980 and since 1992 has been in Tucson as owner of José Galvez Photography. He has exhibited his work in galleries and museums nationally and abroad. VATOS, Galvez's first book, is a striking combination of José's photos and the poetry of Luis Alberto Urrea. His latest book, "Beloved Land," with famed oral historian Patricia Preciado Martin, has just been published by the University of Arizona Press.

**Robert Montemayor** is a consultant on media-related operations and projects through his firm, Montemayor Consulting. He was the primary author of the new book, "Right Before Our Eyes: Latinos Past, Present & Future." He worked at the Los Angeles Times for five years and wrote three stories for the Pulitzer Prize-winning Latino series. He was also a member of three other reporting teams that were nominated for a Pulitzer. Montemayor has an MBA in marketing from UCLA and a B.A. degree with a major in journalism from Texas Tech University. He held a number of managerial posts, including director of circulation, at The Wall Street Journal (1986-1994); senior vice president for consumer marketing and database operations at both Business Week (1994-1999) and later at VNU Business Media (2000-2001).

**Julio Moran** is executive director of the California Chicano News Media Association and an adjunct professor at the USC Annenberg School of Journalism. He was a reporter for the Los Angeles Times for nearly 14 years. In addition to being a member of the Latino series, he was a reporter on the Metro staff that won the Pulitzer Prize for its coverage

of the 1992 Los Angeles riots and the 1994 Northridge earthquake. A Los Angeles native, he graduated from Pepperdine University with degrees in history and journalism and completed the Management Training Center program at Northwestern University in 1996.

**George Ramos** is chair of the Journalism Department at Cal Poly University in San Luis Obispo, Calif. He assumed the position in September, 2003, after 25 years at the Los Angeles Times, where he was a reporter, editor, columnist and bureau chief. Ramos was co-editor of The Times' series. He was also part of two Times teams that won spot news Pulitzers—in 1992 for the civil unrest in Los Angeles following the Rodney King verdicts in Simi Valley, Calif., and in 1994 for the coverage of the Northridge earthquake. A native of East Los Angeles, Ramos graduated with a bachelor's degree in journalism from Cal Poly in 1969. Ramos took a year's leave of absence from The Times in 1998 to teach in the UA Journalism Department.

**Louis Sahagun** is a reporter for the State Desk at the Los Angeles Times. In recent years, he has worked as a reporter covering the Ports of Los Angeles and Long Beach, education and gangs. He also has worked as chief of the Times' bureaus in Denver, Los Angeles City Hall and the Inland Empire. He shared a 2004 Pulitzer Prize for coverage of Southern California's devastating wild fires of 2003. He was a reporter on the Times Latinos series. He is a graduate of California State University, Los Angeles, and later worked at the Tucson Citizen. A native of Los Angeles, he recently completed a non-fiction book titled, "Occult Los Angeles: The Life and Times Manly Palmer Hall."

**Frank O. Sotomayor** is a hiring editor and assistant director of the Minority Editorial Training Program (METPRO) at the Los Angeles Times. He was an assistant Metro editor for 18 years and, before that, a Foreign Desk editor for nearly 12 years. He was co-editor of the Times series on Latinos. A native of Tucson, he graduated from the University of Arizona in 1966 with a B.A. in journalism and was editor of the Arizona Daily Wildcat. He received an M.A. from Stanford in 1967 and was a Nieman Fellow at Harvard in 1985-86. He was one of 100 recipients of the University of Arizona's Centennial Award in 1998. A co-founder of the Maynard Institute for Journalism Education, he also co-edited a new book, "Frank del Olmo: Commentaries on His Times."

**Victor Valle** was appointed last spring to the directorship of the American Communities Program at Cal State University, Los Angeles, where he also teaches. As a general assignment reporter for the Los Angeles Times from 1981 to 1989, Valle was a participant in the 1984 Pulitzer Prize-winning team. During his 8-year stay at the Times, Valle won two Certificates of Excellence in investigative journalism from the Greater Los Angeles Press Club for stories published in 1983 and 1986. His journalistic achievements spanning 11 years earned him an induction into Northwestern University's Medill School of Journalism Hall of Fame in 1999. Valle is the author of [Recipe of Memory: Five Generations of Mexican Cuisine in Los Angeles](#); co-author of [Latino Metropolis](#); and completing his latest work, [City of Industry: A Genealogy of Power](#). A theater troupe called Culture Clash has even incorporated his poem "Cuervos" into its new play, [Chavez Ravine](#). He currently directs the American Communities Program at CSULA, which is a humanities endowment that funds faculty research exploring how recent immigrants construct American cultural identities and change American culture in the process of adapting to it.