

Media

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Policies

Media Ownership

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ASPIRA supports efforts to increase the participation in ownership of Latinos in the media, including the print, television and radio.

Recognizing that many “Hispanic” media outlets (TV, radio and print) are not “Latino owned, ASPIRA supports efforts to advocate to ensure that these outlets adequately serve the needs of the Latino community and are responsive to the community

Depiction of Latinos

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ASPIRA recognizes that the portrayal of Latinos and Latinas in the mainstream media has tended to stereotype Latinos and/or present them in a less than favorable light, even denigrating Latinos.

ASPIRA supports advocacy efforts to ensure that Latinos are depicted properly, without bias.

Participation in the Media Industry / Education in Arts and Media

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ASPIRA supports efforts and programs to increase the representation of Latinos as artists, news anchors, and other “in-front-of-the-camera/microphone” jobs, including advocacy with media to hire more Latino artists, radio announcers/commentators, and programs to prepare young Latinos for these positions.

ASPIRA also supports programs to increase the representation of Latinos “behind-the-cameras/microphones” in positions such as producers, directors, writers, camera-people, and technicians, and programs to prepare young Latinos for these types of jobs.

ASPIRA supports collaborative efforts and programs with others.

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Links:

- [1] <http://www.aspira.org/en/user/login?destination=comment/reply/193%23comment-form>
- [2] <http://www.aspira.org/en/user/login?destination=comment/reply/196%23comment-form>
- [3] <http://www.aspira.org/en/user/login?destination=comment/reply/195%23comment-form>
- [4] <http://www.aspira.org/en/user/login?destination=comment/reply/194%23comment-form>