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## The Creation, Development, and Operation of a Spanish-Language News Division

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## Reflective Essay

### **In Brief: A Look at the Broadcast Journalism Field and the Hispanic Media**

#### **Market**

On May 10, 1928, in the small WGY (WGRB) studio in Schenectady, New York, Kolin Hager read news and weather reports in front of a single microphone and camera. Hager's news update was the first regularly-scheduled television news broadcast in the United States (WGRB History). He broadcasted farm and weather reports three times weekly on W2XB. Just less than 20 years later, in 1946, the first major newscasts began when WNBC and WCBS began covering local news in New York. It was the beginning of an era and a new frontier for journalism. The mission was the same for print journalism and radio reporting in that these newscasts sought to disseminate information that people could use. Students at Syracuse University were at the forefront of the college television station frontier when "Synapse" (now "CitrusTV") became the first student-run television station in the United States.

During the past 60 years, television news has developed into a distinct form of journalism. The rapid-fire immediacy of news reports, movie-star looks and fame of on-air talent, and bright-colored "breaking news" graphics are all a far cry from the broadcast from the small WGY television studio in Schenectady. The development of the 24-hour news networks dominated by entertainment-style talk shows and the rise of conglomerate media management are two of the troubling trends the industry has undergone in the last several decades. But, the

heart of broadcast journalism and journalism in general remains the same: to provide the public with information which will allow them to be free and self-governing (Kovach and Rosenstiel).

As the population has evolved and diversified culturally in this country, Spanish-language news broadcasting has become a force in the American media market. The rise of the Spanish-language media presence in the United States has occurred rapidly during the past three decades. Spanish-language news broadcasting in the United States began in 1955 when Raúl Cortez launched KCOR-TV in San Antonio, Texas (SIN Timeline). In 1962, the Spanish International Network (SIN), the first national Spanish-language television system in the United States, also began in San Antonio at KWEX-TV (formerly KCOR-TV). René Anselmo, a broadcasting entrepreneur involved in Mexican television helped set up SIN and is considered to be the “father” of Spanish-language television in the United States. In the late 1980’s, SIN became Univision after a change in ownership. Univision is now the largest Spanish-language media conglomerate in the United States. Its closest competitor is Telemundo, which began in 1987.

There are about 47 million Hispanics in the U.S. or about 15 percent of the population. Census experts estimate that by 2050 the number will rise to 133 million Hispanics in the country, or about 30 percent of the U.S. population (Census Bureau). In some markets across the nation, the Spanish television news broadcast has actually outpaced the ratings of the English news counterparts. For example, in May 2005 in New York City, WXTV Univision 41 beat the CBS

affiliate, WCBS-TV Ch. 2, in terms of viewer share for the 6 p.m. news slot (Nielsen). As another example, last year, KMEX in Los Angeles had the highest average viewership based on the February ratings of any news broadcast in the market (Nielsen).

In Syracuse, New York, Latinos make up about six percent of the population or about 9000 people. As of the 2006 census bureau estimate numbers, there are more than 26,000 Latinos in Central New York (Census Bureau). There is currently no Spanish-language television news show broadcast from Central New York. Local Latinos had to sign a petition to Time Warner in 1999 to force the inclusion of the New York City Univision affiliate into Time Warner programming (Gonzalez). Time Warner now offers a maximum of 13 Spanish-language television channels to its Central New York customers. The *CNY Latino* monthly newspaper is the only other Spanish media outlet in Central New York. *CNY Latino* has now been up and running for almost five years and is based in Syracuse.

### **Envisioning an idea**

As the sun began to rise on a cold day in October, I strolled across campus from my room in Sadler Hall to the CitrusTV office and studio. There I was met by the smile of my co-anchor and co-producer Lisa Thalhamer. Lisa and I both share a love for television and Spanish language. I thought she would be the perfect person with whom to share my idea with for the first time.



“What if we had a Spanish-language news broadcast here at Syracuse University? Wouldn’t that be incredible?” I asked rather casually.

Some of the writers and producers in the newsroom chuckled and shrugged off the idea as they went about their work. But Lisa seemed to understand just how serious I was about having a Spanish-language news division at CitrusTV. Calmly, she looked at me and said, “I think that’s a great idea, Jason. You should do it.”

That’s all she needed to say. Lisa became my first supporter. For the next several months, in between busy weeks of school and extracurricular activities, I mulled over the idea in my head. I dreamed about it at night. I day-dreamed how the anchors would look and how the show would be structured. I could hear the sounds of the language rolling off the tongues of brightly dressed on-air talent. And as I tossed the idea around to more and more people, it started to catch some interest. Knowing my persistence and drive to create new opportunities, my colleagues began to start believing this was not just a far-fetched idea, but something that could actually come to fruition.

The development of my dream of starting a Spanish-language newscast in Syracuse, New York was twofold. First, during my freshman year on campus, I asked students, professors and community members what void needed to be filled. Many of them expressed a need for a Spanish-language newscast in which issues pertaining to the Latino community would be reflected truthfully by a cast predominantly of Latinos. Many students also expressed a desire to be able to earn practical television experience that they could present to potential employers

such as Univision and Telemundo. Second, my background as a bilingual student from Los Angeles County, California has given me an appreciation for the importance of the Spanish language in the United States. When I came to Syracuse, I was surprised flipping the channels that there was no Spanish-language television news outlet in Central New York.

It wasn't until I took a risk at the end of the Fall 2007 semester that people really took the aspirations of having a Spanish television news broadcast seriously. For the final "news show" of the semester at CitrusTV, Lisa and I decided to have a little fun and make it a wonderful final experience for the cast members who had worked so hard. We let people do some stories that were a bit lighter and we changed up the format of the show.

That's when I went to one of our writers with a proposition. Maria Cartaya was a model staff member who was diligent and hard-working. As a native Spanish speaker and fellow International Relations major, Maria discussed with me the possibility of having a Spanish-language news program after I told her about my idea. I asked Maria to work with me to write a story *en español* which we would slip into the show. We wrote a political news story. As the show began and the time came closer for me to read the story, my hands began to tingle. Then it was time. "Cue Jason to camera one!" and I opened my mouth and I began speaking in Spanish. The entire crew in the studio stood silent and completely surprised. It was the first time in the station's history a news story was read in Spanish and just as I had hoped, it got peoples' attention.

### **The formal proposal process**

During that following winter break, I went home to California and I researched. I watched the local Univision newscast in Los Angeles, I read stories online about the broadcast industry, and I read about the Hispanic media market. I started talking with other Syracuse University students too to see just how many people would be interested in joining the broadcast. With my research in tow, I spent the next three months on campus speaking with then CitrusTV General Manager, Fabian Westerwelle, and the Executive Staff of CitrusTV. I chose CitrusTV as the facility I wanted to use because of my extensive experience there and my knowledge of the equipment. I began as a graphics and teleprompter operator, before moving into a role as a reporter. I also had a year of anchoring under my belt, and had anchored with Lisa Thalhamer the first live news broadcast at the station in years. I had looked into other facilities such as the Newhouse Studio and OTN (The Orange Television Network on campus), but decided that due to costs and other mitigating factors, I would be best off working with CitrusTV. The large amount of money that would be involved to use studio time at the Newhouse facility, and the lack of a full studio at OTN, were two of the factors.

I began searching out and making a list of allies and supporters. And most importantly, I penned my first formal proposal. I included a section about the demographics in Syracuse, about the steps I had already taken in terms of research, and my goals for the future. I included a second page that detailed what would be needed in terms of studio time, resources, personnel, and logistics. I

submitted this proposal in March 2007. I asked week after week to be placed on the Executive Staff's agenda for its meetings but by the end April, it had never made it on the agenda. The Executive Staff told me I had "not provided them with enough time before the end of the semester to review my materials" and they told me I "would have to wait until the fall."

It was a disheartening result of so many months of researching, planning and work. But the rejection only served to make my will stronger to break through whatever obstacles seemed to be getting in the way of having my proposal come up for review. I resolved to learn everything I could at an internship with NBC News in New York City that summer so I could be more knowledgeable about my field. And I resolved to develop a contingency of supporters and a business plan so solid that no one could turn me down.

Just one week after the spring 2007 semester ended I was off to New York City for my internship at NBC News. For 14 weeks, I worked 8-10 hours a day, five days a week in the New York/Northeast News Bureau. I gave every assignment and every task everything I had. Within two weeks, the Bureau Chief, Roxanne Garcia, told me I had earned the respect of the network level correspondents and producers in the office. From that point on, I was being asked on an almost daily basis to assist the correspondents and producers on shoots in the field. I field produced interviews, MOS (man-on-the-street) interviews and live shots for MSNBC. The content I worked on appeared on the *Nightly News with Brian Williams*, the *Today* show, and MSNBC. I worked closely with the correspondents to learn about writing, producing, editing, and pitching stories. I

became closer and closer with my supervisor, Bureau Chief Roxanne Garcia, as I learned more about her work history. I entered a profile writing contest as part of my internship program and I decided to profile Ms. Garcia. During my interview with her, I discovered she had developed a Telemundo newsroom in Miami from the ground up. She recalled walking in to her assigned newsroom and finding some tables, chairs, and computers, and that was all she had to work with. When she started, she had one of the last place news organizations in the market, but soon she had her newsroom up and running and beating other reporters, English news reporters, to the scene of breaking news. Her story motivated me and made me realize I could accomplish my dream of having a Spanish-language news broadcast in Syracuse, New York. If she could create a Spanish-language newsroom from practically nothing, I certainly could do the same with even more resources at my disposal as a Newhouse student at Syracuse University. Also while I was in New York, my close friend and fellow Syracuse University student, Paloma Veloz, was interning with NBC. Paloma and I first met during our freshman year and stayed close throughout the first two years of college. As a Dominican woman, Paloma expressed interest in being on the ground floor of this project. I had been bouncing ideas off Paloma as early as the spring before our internship but we really began working together during that summer. Over cold cuts and coffee in the NBC Commissary, Paloma and I sketched out notes and ideas on lined paper. Surrounded by talented network professionals and bolstered by our new experiences, Paloma and I began to edit the original proposal I had drafted, to develop a substantive plan for the future development of the broadcast.

### **Putting the plan into action and developing support**

When I returned to campus in the fall, I was ready to hit the ground running. My internship with NBC news had given me a wealth of knowledge and experience and had also given me the confidence I needed to be successful with the proposal. But I still had a major obstacle: many people at Syracuse University didn't see the need for a Spanish-language news broadcast. In order to convince them otherwise, I began to develop a network of supporters. I started making calls to the different multicultural organizations on campus and in the community. Within several weeks, I had organized meetings with the Syracuse University Office of Multicultural Affairs (OMA), the executive staff of the Syracuse University Chapter of the National Association of Hispanic Journalists, the executive staff of La L.U.C.H.A at Syracuse University, the editor of CNY Latino newspaper, Hugo Acosta, and with various professors within the Spanish Department at Syracuse University. Along with developing support from the individual organizations, I also began gathering names and email addresses from students who would be interested in any part of the broadcast. I was surprised by how long the list became and by how many students were interested in being an integral part of the show.

By October, I had re-written my proposal and had spent the first seven weeks of the semester persistently emailing the general manager and news director so that my proposal would make Executive Staff agenda. The revised proposal was submitted on October 24, 2007 to Programming Director, Christa

Calcari, who forwarded it on to the Executive Staff. The new proposal included the endorsement of all of the organizations above, in addition to a listing of my new skills and experience from NBC, and the organized plan I had developed with Paloma. I knew I would still have a fight ahead of me to get my idea accepted by the Executive Staff, but this time I had research, supporters, and experience to back me up. Now more than ever, I knew it would be hard for the station to turn me down.

### **Working towards a pilot program**

After submitting my proposal, the *Daily Orange* ran a story about the broadcast I was trying to create. It was the first of many media stories written about this project. Yet, the online comments on the *Daily Orange* website that were posted after the story ran deeply concerned me. Two people wrote and asked, in a rather terse manner, why we needed “to waste” resources on Spanish television news broadcast and why not also have a Chinese language broadcast, or a German language broadcast. Both ideas were sentiments that I knew I could be facing with the Executive Staff and other members of the campus community. The ignorance of these anonymous internet users reminded me why it was so important to create this broadcast and to break down the cultural barriers that clearly still existed.

And, that’s just what I told the CitrusTV Executive Staff when I met with them on October 31, 2007. At around 10 p.m. on that Wednesday night, I walked into a packed-room in the Schine Student Center. Sitting at the table were the

approximately 12 members of the Executive Staff and two faculty/staff members. What ensued was an intense 30-minute long question and answer session. I had to be on my toes as I was asked questions about my capabilities, my time management, the demographics of the Syracuse area, my motives for starting the broadcast, what type of support I had, how everything would be organized, etc. I was not nervous about the meeting or the questions. I felt my work and preparation during the previous two years made me confident and forceful. Still, several members of the Executive Staff did not seem convinced. They questioned why we should have a Spanish language broadcast and some of them expressed that I would be “taking away” studio time from other shows and programs if my show was to be approved. The CitrusTV Executive Staff also said it was very concerned about approving the proposal because they had no idea how they would be able to monitor what we were saying. But I confidently answered their concerns by citing our large Latino population in the city and on campus, and I told them that the Spanish show was also an opportunity for them. I felt strongly that a Spanish-language news broadcast would make our programming more complete and that it would make us more relevant as a news organization. About an hour after I left, I received a call from the programming director. CitrusTV had agreed and was ready to sign on. It was the first of many major milestones in the development of a Spanish-language news broadcast at Syracuse University’s CitrusTV.



### **Steering the pilot program**

The Executive Staff gave me four weeks to complete the Pilot-to-Show process. In those four weeks I was expected to have a general interest meeting, train all the students for the Pilot Program, tape the pilot program and write an English translation word-for-word of the show. It was a daunting task that many of my own colleagues doubted we would be able to accomplish. So, rushing against time, I went to work the next morning and began making flyers, scheduling a time and date, reserving a room, calling all of my contacts, and sending out notes to the listservs. I had the Office of Multicultural Affairs send my announcement out to all the multicultural students, I had the International Relations director send it out to the International Relations/Maxwell School students, and I asked all the professors in the Spanish department to mention it to their students. I placed a note about the general interest meeting in SU News and also asked the Latino organizations on campus to spread the word. I was running at a feverish pace but within one week, I was in front of an audience on November 15, 2007 at the Hall of Languages. When I looked out on the crowd, I couldn't believe my eyes. More than 60 students, five professors, and five community members had attended the meeting to learn more about the project or to show their support. It was a moment of victory for me. I felt vindicated and affirmed in what I was doing and for the first time, I felt like the CitrusTV Executive Staff had a tangible example of the importance this show would have to the community.

As the meeting came to a close, NAHJ member Celina Tousignant stood up and asked everyone to give me a round of applause. She said I had afforded everyone this opportunity and she thanked me very graciously. After the meeting, one student after another visited with me, thanking me for starting this project. They told me how much it meant to them to see a Latino organization on campus attracting this much attention and they told me how excited they were. That evening when I got home, I cried. Seeing my vision begin to materialize and seeing how much it meant to people reminded me of why I started the program and why I knew I had to fight with everything I had to see it through.

### **Taping the pilot program**

There was little time to celebrate this evening of victory. The next day, November 16, 2007, I held my first training session for the students who had signed up at the general interest meeting. Most of the students had no prior journalism or television experience. Within the next two weeks I held six training sessions: two writing, two control room, and two on-air sessions. I spoke with my broadcast journalism professors about the most important tips I could give my students and I drafted up tip sheets for each of the training sessions. I utilized these training sessions as pseudo-auditions. I observed the students at the training sessions to see who was paying attention, who was “getting it” the fastest, and who simply had the passion to be successful.

Following the training sessions, putting the pilot show together was a pure exercise in creativity. I started with a blank Microsoft excel spreadsheet. The

first decision I needed to make was who would work which position and which positions I would have. I needed at least five people in the control room and at least five in the studio but I also brought on a translator, a timer, a writing advisor, a speech advisor, and additional producers. Once I decided on the positions, I decided who would fill those positions. I spent an entire evening plugging people into different spots, envisioning who would perform best at which function. It was one of my first experiences in learning how best to utilize peoples' strengths and weaknesses in a team effort.

So, then it was on to the pilot show itself. The 10-minute pilot show was taped on Sunday, December 2, 2007. I made the decision to do very little pre-production, I wanted to walk in on Sunday and have it be like a regular news day. I did create a video-news open for the show, I created graphics in Spanish, I picked out the music I wanted to use, and I also decided I wanted two general news blocks, an entertainment block, and a sports block. I thought that would be an appropriate and wide swath of news which could demonstrate to the Executive Staff our dynamism.

But, almost everything was done on Sunday. We walked in and I put my producers and writers to work. Also, I invited Jose Miguel Hernandez, a Latino community leader, a former radio host in Cuba, and the Director of a youth theater organization in Syracuse, to come help us with story writing. We looked at the news that day and created a news rundown based on what we felt was the most important news of the day to our Latino audience. It just so happened, we had a breaking news story about the Hugo Chavez referendum in Venezuela. We

captured video live from the CNN Newsfeed (which the television station subscribes to) and made that our top story. From there, I edited the stories as they came in and worked to arrange them in an order that made sense and had a general flow to it. For example, I placed the entertainment part of the show directly after an education story which involved kids making art presentations. The entertainment aspect of children making presentations provided a wonderful and smooth transition into the entertainment portion of the show.

We ended up taping the show three times. Making the decision to “re-rack” or redo parts of the show multiple times was actually a tough one to make. Members of the CitrusTV Executive Staff who had come down to see my cast working in action warned that it might make my case the Executive Staff less compelling if I had to have more than one take. But, I still hold firm to the decision I made. I wanted to make sure that what we put forward was the absolute best my cast could put together. I told everyone working on the show that no one was leaving until we had it right. And the most magical thing happened after I said that: no one left. I knew the pilot program would get replayed over and over in a number of different venues and so it had to be as near perfect as possible. In the end, I edited the best blocks of each of the three takes together and we had the final product. The final show represented the rich diversity within the Latino students who were part of the broadcast. The students who worked on the show came from five different S.U. colleges, more than 20 different majors, three departments at CitrusTV, and were either from, or could trace ancestry back to, more than 10 different Latin American nations. The final

step for the Executive Staff was a word-for-word English translation. I sat with Mariel Rosario, a fellow student and colleague, and translated each story into English. I also drafted a final proposal to the Executive Staff, detailing the strengths of what we had already developed and the different decisions I had made in creating the pilot. A DVD of the pilot program along with the seven-page English translation and final proposal were submitted to the Executive Staff on December 5, 2007.

### **The Final Step towards becoming part of regular programming**

After the show was submitted during the first week of December, the waiting began. The Executive Staff decided it wouldn't review our pilot program until at least the second week of January (which later became the third week of January). I was called in for a final presentation in front of the Executive Staff on January 23, 2008. I decided to wear a suit, as I had done before, to be able to best represent my cast and the professionalism of the show. I had ten minutes to make my final pitch. I reiterated the importance of this broadcast to the community, its uniqueness as one of the few student-run Spanish television news broadcasts in the country, and I spoke about the overwhelming support from the campus and the community. Then it was the Executive Staff's turn. I went through another grueling 45-minute interview session. The Executive Staff asked questions about each decision I had made with the pilot and raised similar concerns to those from the first meeting. I answered each question with poise and confidence. I felt like I had been preparing for that moment each night in my dreams for the last two

years. I walked out feeling as though I had put my best foot forward and I could only hope for the best. Within an hour after I got home, my dream had become a reality.

*CitrusTV Noticias en Español* became the first Spanish-language program and one of the first new shows in years to be added to CitrusTV programming.

### **Branding the show and laying the groundwork**

With the most difficult part of the process behind me, it was time to start branding the show and establishing it as a bona fide news organization. I started by incorporating the CitrusTV logo into our programming and re-designing the graphics we used during the show. I also created stingers, colorful animated graphics with music that signal a new theme in the show. I designed my own business cards and began passing them out to whoever would listen to me. We developed a slogan, “Su gente, sus noticias,” which in English means “Your people, your news.” I particularly liked using “su” (translated as “your”) as the first word because the letters “S-U” also stand for Syracuse University.

Along with branding the show came laying the groundwork. For four weeks, I held training sessions. If there was anything at the station I didn’t know how to use, I either taught myself or sought out help to be better prepared to serve my staff. Based on my experiences at NBC and my class work at the Newhouse School, I developed tip sheets for each training session. The training sessions were well-attended. I had about 20 students at each one, and many students came

to multiple training sessions showing me a curiosity and passion that was very encouraging.

My goal for the first semester with “Noticias” was to lay the ground work. I knew that taping days would probably be a little rough and that the content of the show would not necessarily be the quality I would hope for down the line. We were given very limited studio time: Sundays between 8 a.m. and 3 p.m. The only stipulation from the Executive Staff was that I complete three, full-length (30 minute) news broadcasts. That was the minimum requirement I needed to fulfill in order to be eligible for another season of shows. On March 2, 2008 we held our first set of auditions. I created an application for on-air and off-air positions and taped all of the on-air auditions for further review. We had 36 people try out for the show and each person was given a 15-minute interview slot. I asked those students auditioning for on-air talent to read two stories off the teleprompter and to write one story they would turn in to me. Through the teleprompter reading and written story I was able to assess both on-air ability and writing proficiency. For all candidates for all positions, I also decided to have a five-minute interview. I asked each person why he or she wanted to be a part of the show and what each felt he or she could contribute to this young initiative. After taking two days to cast the shows, I made the announcement of the cast list via email on March 4, 2008.

I had also begun work on developing a website for the broadcast that would feature our multimedia components and our news blog. I created the website during the winter break before the spring 2008 semester and uploaded our

pilot show and a message to the community. I picked out the colors for the website which went along with the branding I had done. I launched the website (<http://ctvenespanol.blogspot.com>) officially on February 1, 2008. During the early part of the semester I also worked with the CitrusTV Public Relations team to draft a press release which we distributed to all of the local media. I helped to write the release in both Spanish and English. It was our first real introduction to the Syracuse community. WSYR expressed interest in doing a story on the broadcast and the *Daily Orange* also sent a reporter to cover our first show.

Following Spring Break, we taped our first show on March 30, 2008. The show was 15 minutes long and included two video packages and stories from each of my four reporters in addition to anchor readers. We taped our three full-length shows in April and May of 2008. One of the biggest challenges I encountered was that being one of the few people who knew how to use the equipment, I found myself stretched too thin. I tried to resolve all the problems and technical issues in a swift manner. But, often, things just stood still while people waited for me to address an issue. The other major problem was that the majority of my staff (probably about 80 percent of the students) had never been in a television station before. They had never written a broadcast story. And most of them had never touched the equipment they would be using in the pressure-environment of the show taping. It was also hard to keep students motivated to stay with the show when they knew there was a likelihood the show wouldn't tape on time. Being a new show and having so many people with so little prior experience, it often took longer to put everything together. But, the positive was that I saw



tremendous improvement throughout the semester. The first-ever cast of students began to settle in by the second show and I began to develop a group of powerhouse students who were quick learners and who expressed an interest in becoming integral parts of the show. This is the message I conveyed to the CitrusTV Executive Staff during my first-ever experience with the “show renewal” process. For me personally, the eagerness to learn and the passion for Spanish broadcasting that I saw in my staff of students had allayed any fear I had of whether or not I could continue the show. Show renewals are a time to convince the station to keep broadcasting the show. In the show renewal process, each executive producer of each show at CitrusTV must make a pitch to the Executive Staff explaining why his or her show should stay on the air. Being the newest executive producer, I had a new show in a foreign language that had yet to establish itself as regular programming. The Executive Staff still had many concerns and some of its members still questioned the need for the broadcast. However, the station voted to allow me to continue and members of the Executive Staff later told me the show had introduced a new energy into the station and they were interested to see where it would go from there.

### **The first-full season**

By the end of the spring 2008 semester, I had revised my timeline and my goals. I wanted fall 2008 to be our first full-season of shows; I aspired to have our second full-season of shows air on OTN or a local channel; and I hoped to have a solid group of students by spring 2009 returning with strong skill sets.

Some of those goals were met rather quickly and others presented challenges that I never anticipated.

During the summer of 2008, I interned at KABC-TV in Los Angeles. There I worked in the newsroom and went on shoots with reporters and producers. Perhaps the most important experiences I had were when I sat with a writer named Ally Muñoz and an assignment editor named Susanna Quintero-Chamberlin. Ali and Susanna had both worked at Univision affiliates- Ally as a reporter and Susanna as a producer. After I learned from them about writing and producing, I slipped in a comment such as, “Did I tell you I started a Spanish-language newscast at Syracuse University?” Both of the women then offered to watch some of my shows and give me comments. Ali was very impressed and said her suggestion would be to shorten the stories and tighten up the technical aspects. Susanna also gave me suggestions to help the appearance of my on-air talent. Susanna read over our website word-for-word and edited the entire text. She taught me all kinds of grammar and stylistic essences of the Spanish language. I shared all of these suggestions with my cast when I returned to campus.

But, I didn’t get back to campus right away. In August, I went to Denver to work with NBC News at the Democratic National Convention. I missed the first week of school and had to jump back into the swing of things. With a couple of the other departments already taking up the first weekends with their auditions, I had to wait several weeks to hold our auditions. During the fall 2008 semester, I didn’t have to hold another general interest meeting because I was given time to

speak at the CitrusTV General Interest Meeting. Two weeks later, I held my second set of auditions. I had my biggest turnout: more than 40 students auditioned. I introduced a number of new aspects during the fall 2008 semester to try to remedy some of the issues we faced before. Sundays had been chaotic during our first semester and many students complained that a lack of organization was causing us to tape late. So, I rigidly structured our Sundays. I gave deadlines to the reporters and producers to keep them on track; I gave them a check list of what needed to be accomplished for each show; and I set strict times at which people needed to report to the station for their respective jobs. I also introduced an Assignment Editor position to the cast list. I chose three assignment editors, whose job was to develop story ideas for the show and for our reporters. In addition to creating the new positions, I decided to hold a weekly editorial meeting in Watson Theater to discuss with the producers, reporters, anchors and assignment editors, which stories we should feature each week.

As I introduced new programs, we also faced new challenges. We began taping our shows in late October, giving us just six weeks to complete the five-show requirement set forth by the CitrusTV Executive Staff. The other challenge was that with the record attendance at auditions came a whole new crop of people who had zero television experience. We did training but didn't have nearly the same amount of time as we had during the previous semester. As a result, I had to throw many of my staff members right into the shows and help them to learn by doing. This on-the-job training made for a couple of rough points as we began

taping our shows. But as our season progressed, everyone seemed to settle in rather quickly.

In the end, we met our five-show requirement. Our two final shows of that semester were especially impressive to me. Those shows appeared on our website/blog, as well as, Syracuse.com (uploaded into the “Your Videos” section), and the CitrusTV website, and also aired on OTN (during CitrusTV’s weekly “The Block”). The *Post-Standard* even mentioned our shows in an advertisement for their “Daily Finder” section. With this new level of exposure, I went through the show renewal process for the second time. The Executive Staff called me in during the last two weeks of the semester and I had to make my pitch again to stay on the air. I was asked many questions again, but we had met our stipulations and the Executive Staff said it had noted our progress. Their bottom line to me was: *CitrusTV Noticias* had a lot of accomplishments during its first semester as part of CitrusTV programming which, as an aggregate, further established the broadcast as a new, legitimate division of the station.

### **The Second Season**

As the first season of shows drew to a close, I decided to create a survey on SurveyMonkey.com, that everyone on the show would take. The survey asked students a series of multiple choice and short answer questions about their experiences at *CitrusTV Noticias en Español*. I felt like it was an important stage in the show’s development to get some feedback on how everything was going and how I was perceived as an executive producer. The feedback, overall, was

extremely positive. Nearly all students checked the box “strongly agree” next to the comment “I enjoyed my experience with the show.” The constructive criticism, though, was that the show still needed better organization and that some of the assistant producers were a bit abrasive in how they spoke to their fellow cast members.

I immediately addressed the latter with my assistant producers and reiterated the importance of being diplomatic in their discussions with fellow cast members. I also continued to work on the organizational aspects of the show. I felt the organization would be assisted by us getting a fast start during the semester. As a result, I held auditions during the first weekend of the spring 2009 semester. We had another 35 students apply to be in the show. I lost several students from the previous semester because they had decided to study abroad. We then had our normal four weeks of training, which I structured more by delegating training sessions out to my assistant producers. The training sessions were created to be individualized and done in smaller groups so that people could receive more one-on-one training. In addition, when I developed the cast list, I set up two anchor teams. I also assigned a producer to each specific block of the show. I assigned writers to each of those producers. And, I made fellow student Michelle San Miguel my assistant producer and liaison between myself and the staff. All of these little changes have proven to be extremely successful this semester in improving the organization of the show and in making Sunday taping days much more relaxed.

During this spring 2009 semester, we have already had our five full-length shows. The shows have been much more technically sound and we have had more video packages from the reporters than ever before. My goal of having a cast of students who have been a part of the show for three semesters and who have developed specific skills sets has been realized. Many of the students were able to hit the ground running this semester because of their prior experience, something I haven't had the luxury of before. I also have never been more proud of a cast or have had a cast of people who are so eager to learn and improve, striving for excellence in the finish product.

### **Looking towards the future**

During the past several months of the spring 2009 semester, I have worked diligently to put a transition team into place. I developed an application for the executive producer position and received three applications back. After carefully reviewing the applications, I chose current third-year student Michelle San Miguel to be the next Executive Producer of *CitrusTV Noticias en Español*. Michelle is a Latina with a Cuban background and she has Spanish proficiency. She is a broadcast journalism major who has worked at CitrusTV for several years in many different capacities and who has also been a tremendous contributor to CONNECT, the Newhouse School's public affairs program. Michelle is an extraordinarily talented young woman, who is driven and resourceful. More than anyone, Michelle understands why it is important to the Latino community to have this broadcast and why it is so vital that it continue. I have worked during

the past several months to give Michelle more and more responsibility. She has produced and directed the last three shows nearly on her own while I attended to other aspects of the show. I am confident in Michelle's abilities and I know she will make a wonderful executive producer.

I am honored to have been allowed the opportunity to work on the Spanish language news broadcast for my Honors Capstone Project. I am thrilled by the amount of campus and community support I have received and I have been blown away by the hard work of the student volunteers involved in this process. I am most excited that I am a part of a new frontier in news broadcasting. With the Hispanic media market share growing rapidly, I realized that the colleges and universities across the country are lagging behind. But now Syracuse University is one of the few schools in the country that are at forefront of this new frontier just as it was four decades ago when CitrusTV (then Synapse) became the first student-run television station in the United States.

As with any new organization, we still need to work hard to establish ourselves as a news source to be respected in the community. I know Michelle will continue what we have already started in having the reporters do stories in the community rather than just on campus. In essence, I look forward to seeing the show increase its local news content and develop its own foothold in Syracuse. Most likely, the biggest challenge we still face is to find a television outlet where our show can be broadcast to more than just the Syracuse University campus. I will be working with Michelle throughout the summer to speak with local television executives and community leaders to see what available options we

have. I am confident that with the community connections we have already established, the hard work of the student volunteers, and the tremendous support of the campus and the community, we will be able to continue and expand the legacy of *CitrusTV Noticias en Español* for many years to come. I am proud to say we now have a Spanish television news broadcast in Central New York.



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## **APPENDICES**

**APPENDIX A**  
**Proposal Submitted to**  
**CitrusTV on October 24, 2007**

Jason Tarr  
405 University Place  
Syracuse, NY 13210  
[jwtarr@syr.edu](mailto:jwtarr@syr.edu)  
(818) 224-0519

To the Executive Staff:

For two years now I have had the goal of beginning a Spanish language news broadcast in the News Department of CitrusTV. I am a Broadcast Journalism, International Relations and Spanish Language major from Calabasas, California. Living just north of Los Angeles has taught me about the importance of the Spanish Language and its role in the ever-changing field of journalism. Spanish language newscasts have already begun to surpass their English counterparts in terms of viewership in markets across the country. For example, as early as 1999, Telemundo had overtaken UPN in the New York City market. In addition, by 2050, the Latino American population is expected to make up more than 25% of the population of the United States. This will be the largest non-English speaking group in the U.S. With Syracuse being such a leader in the Broadcast Journalism field, I believe our station should also be at the forefront. From personal research, I believe we would be one of the only student-run Spanish News Broadcasts in the country.

Throughout much of the year I have spoken with students on campus both in Newhouse and other colleges who find the idea well formulated and extremely exciting. The National Association of Hispanic Journalists (NAHJ) and La LUCHA have both pledged their full support for the broadcast. As a result, it is not so much about a personal goal of mine as it is about what this broadcast might represent to the Syracuse University students and the campus community. There are many students on campus whose dream is to work at stations like Telemundo or Univision, broadcasting in Spanish. These students have told me how they have yearned for an outlet for their expression of their culture and a way to progress towards their dreams of a job in the Spanish broadcasting field and see this broadcast as their opportunity. Even more so, this is a chance for the Latino community to see itself reflected in the media. The show would focus on presenting news from the Latino community at Syracuse University, the Latino community in the Syracuse metro area, and then the Latino Diaspora (meaning anywhere else in the world where Latinos are making news).

In addition, I have met students who would be interested in working on an international style newscast. These students are Spanish majors, International Relations majors, and Political Science majors to name a few. Their goal is to improve their Spanish while gaining a better appreciation for the production of the news.

Thus, I believe this newscast would bring a different and enlightening perspective on the news and journalism to our station. I also believe it would allow us to form a closer relationship with our diverse campus community. My goal is that this would be a separate show in the news department with its own cast and crew. The initial goal would be to have a 7-10 minute Spanish update one time a week. The ultimate goal: to have full-length Spanish news broadcasts that appeared on OTN and also appeared on a local public access channel.

I know this newscast would add yet one more dimension to the impressive content that this station already produces. I hope that you will share my enthusiasm in this project. Thank you in advance for your consideration and review of this proposal.

Sincerely,

Jason Tarr

### **Personnel**

To run and staff the newscast would require 20-25 staff members. There are several members of the News Department who I know would be interested. I also know at least 20 students in Newhouse who would be willing to work on the cast and an additional 30 from other schools and concentrations. My listserve is growing on a daily basis.

I would serve as the director and executive producer of the cast to begin. My close friend, Paloma Veloz (Junior, Broadcast Journalism/International Relations) would also have a major role in the production of the broadcast. I have already spoken with representatives at NBC's Telemundo in New York and I am working towards finding a faculty advisor who could review content.

In addition, as the broadcast is in another language, it might be difficult for members of the Executive Staff and the Committee of Cultural Competence to regulate the content of the show. I will work to find a liaison between the Executive Staff and the show to remedy this. That person will be a Spanish speaker that can make a weekly report as to the show's content.

### **Studio Times/Time Frame**

From looking at the studio time schedule and speaking with members of the other departments, the best time to produce and tape the newscast would be either Saturday or Sunday morning. Obviously the permanent time will be a joint decision by all three departments, but this is a preliminary time.

As stated previously, this broadcast would occur one time a week. Similar to how Tessa Mentus and Jaime Sasso prepared the News Department for this semester's shows, there would first be training. This would consist of two weeks of training to learn equipment and jobs, followed by two weeks (or more depending on progress) of practice shows. This trial period would be followed by auditions. The short term goal would be to eventually have strong shows that would be encoded and placed on the website.

I estimate the necessary time to produce and tape the broadcast to be between 3-5 hours. Hopefully the amount of time necessary will diminish as students become more comfortable with their positions and the equipment.

#### **Equipment/Technical Aspects**

We would use the CitrusTV studio and set that the News Department uses for its broadcasts. Editing would be done on Sunday morning which would limit the risk of running into station times of other shows. I understand Syracuse Live may also need the station at that time every so often, but we can work together to figure any conflicts out. I will work with members of the cast to fix graphics for the pilot show over Thanksgiving Break so that we have graphics in Spanish. In terms of video, the Newsfeed that comes through at 9 a.m. and 2 p.m. includes a portion on Latin America with packages in Spanish. Other video can be shot by our reporters in and around campus.

Current members of the News Department who wish to assist with the Spanish Broadcast and I would train new members to use equipment. I have worked with the cameras before and have a pretty strong hold on most of the off-camera positions. I believe my knowledge combined with that of others would be sufficient to prepare new members for the cast.

Also I will work closely with Gordon to ensure that all equipment is handled with the utmost respect and adherence to Citrus guidelines.

#### **Advertising/Publicity**

There are several ideas on how to advertise and generate interest in the Spanish News Broadcast. I have already been working with the Executive Boards of both La LUCHA and the National Association of Hispanic Journalists (NAHJ) and they have expressed their interest in helping to distribute information and work in close conjunction with me. Also, we would speak with the Chair of the Spanish Department and professors in the Spanish Department and request that they pass along information to their students. We could also work with the Promotions Department to create flyers to be posted around campus and a press release.

**APPENDIX B**  
**Proposal Accompanying Pilot Program**  
**Submitted on December 5, 2007**

Jason Tarr  
405 University Place  
Syracuse, NY 13210  
[jwtarr@syr.edu](mailto:jwtarr@syr.edu)  
(818) 224-0519

To the CitrusTV Executive Staff:

It is with much honor that I present to you the pilot program representing CitrusTV's, and Syracuse University's, first-ever Spanish television news broadcast. As you have read in my previous proposal, this has been the dream of hundreds of students and community members for more than two-years and we are very proud to present to you the materialization of these ideas.

After we received your approval to begin the Pilot-to-Show process, we held our general interest meeting. More than 50 students and five staff/community members attended our meeting (with an additional 15 students sending e-mails expressing interest in assisting with production). After the meeting I was contacted by several community organizations, including *CNY Latino* newspaper, which hope to see this project continue and want to collaborate with us in both journalistic and community initiatives.

We held five training sessions in the subsequent weeks which were attended by an average of 20 students. The pilot show you will see is a result of the tremendous efforts of all of these students, staff, and community members. Our on-air talent is a microcosm and a representation of the diversity this production has brought to CitrusTV. Anchors Paloma Veloz (Dominican Republic) and Michelle San Miguel (Cuba), Sports Anchor Sean Silva (Brazil), Weatherwoman Celina Tousignant (Uruguay), and Entertainment Reporter Nassdja Valentin (Puerto Rico) lead the show with poise and each bring an individual character to the broadcast. The people who worked on the show come from five different SU colleges, more than 20 different majors, three departments at CitrusTV, and were either born or can trace ancestry back to more than 10 different Latin American nations.

Please find the tape with our pilot program (approximately 10 minutes), and a transcript of the English translation of every word of our show (seven pages), in the manila envelope with this letter. Thank you for your revision of these materials. We will be happy to provide any other information you may need in your review of the pilot.

I know I speak for everyone who worked on this show in saying we are honored to have been given the opportunity to develop, produce, tape, and now present this pilot program to the Executive Staff. On behalf of the more than 65 students, five professors, and 10 members of the community who took part in this production, I thank you all for taking a chance on this project and for supporting me and my



fellow cast members. We hope you will give us the opportunity to continue and expand *CitrusTV en Español* in the future.

Sincerely,

Jason Tarr

**APPENDIX C**  
**News Rundown for Pilot Show**



**APPENDIX D**  
**Press Release Announcing**  
**CitrusTV Executive Staff Approval (in**  
**English)**



**FOR IMMEDIATE RELEASE:**  
February 12, 2008

**CONTACT:**  
Jenni Blady  
Director of Promotions CitrusTV  
Phone contact: 973-220-3783  
JrBlady@syr.edu  
[www.citrustv.net](http://www.citrustv.net)

**CITRUSTV MAKES BOLD MOVE BY APPROVING CITRUSTV  
NOTICIAS EN ESPAÑOL**

*Amidst an overwhelming amount of interest and effort from many students, CitrusTV announces its approval of Syracuse University's first-ever Spanish television news broadcast.*

Syracuse, NY –In a major step toward expanding its reach to a growing Latino audience, the student-run television station of Syracuse University has approved the addition of the Spanish news program, *CitrusTV Noticias en español*, to its network. The approval makes Syracuse University one of the few universities in the country with a student-run Spanish news broadcast.

Despite the increasing Latino population across the nation, student-run Spanish news broadcasts are extremely rare in the United States. For example, Texas, a state with a sizeable Hispanic population, only has one newscast of the kind. Jason Tarr, executive producer of *CitrusTV Noticias en español*, feels that being among the leaders of this new genre makes the project particularly significant, as well as exciting. “At one of the top broadcast journalism schools in the country and at the oldest student-run television station in the country, it’s really important that we are on the cutting edge of this and we’re keeping with the trends that we’re seeing nationally,” Tarr explains.

The idea also quickly received a pledge of full support from the Syracuse University Chapter of The National Association of Hispanic Journalists (NAHJ), La LUCHA, and several community organizations and publications. Students who aspire to work in the business of Spanish television see *CitrusTV Noticias en español* as a tremendous opportunity.

The Latino community as a whole looks forward to seeing its issues reflected in the media, and students studying fields such as Spanish, International Relations, and Political Science see great potential to learn and improve their knowledge and skills in multiple areas. The focus of the news program is the Latino community at Syracuse University and in the Syracuse area, and also includes the international Latino community.

Tarr believes that the show will bring a new perspective and further embracement of diversity on campus. In describing the diversity of the cast alone, Tarr explains, “Anchors Paloma Veloz (Dominican Republic) and Michelle San Miguel (Cuba), Sports Anchor Sean Silva (Brazil), Weatherwoman Celina Tousignant (Uruguay), and Entertainment Reporter Nassdja Valentin (Puerto Rico) lead the show with poise and each bring an individual character to the broadcast. The people who worked [on the pilot] come from five different SU colleges, more than 20 different majors, three departments at CitrusTV, and were either born or can trace ancestry back to more than 10 different Latin American nations.”

*CitrusTV Noticias en español* will air every two weeks. Rebecca Wyant, CitrusTV General Manager, says, “We hope to see *CitrusTV Noticias en español* thrive and inspire the many aspiring Hispanic journalists that are educated at Syracuse University.”

CitrusTV is the student-run television network of Syracuse University. Currently, it is home to three major departments: News, Sports, and Entertainment. To watch

*CitrusTV Noticias en español* as well as other CitrusTV programming, log onto [www.citrustv.net](http://www.citrustv.net), the station's official website.

**-END-**

**APPENDIX E**  
**Press Release Announcing**  
**CitrusTV Executive Staff Approval (in**  
**Spanish)**





**PARA LIBERACIÓN INMEDIATA:**  
21 de febrero de 2008

**CONTACTO:**  
Jenni Blady  
Director de Promociones CitrusTV  
T: 973-220-3783  
JrBlady@syr.edu  
[www.citrustv.net](http://www.citrustv.net)

**CITRUSTV HACE UNA MOVIDA AUDAZ AL APROBAR CITRUSTV EN ESPAÑOL**

*Entre el tremendo interés y gran esfuerzo de muchos estudiantes, CitrusTV anuncia la aprobación del primer noticiero televisado en español de Syracuse University.*

Syracuse, NY – En un gran paso para expandir su alcance a la audiencia latina en crecimiento, la estación televisiva manejada por los estudiantes de Syracuse University ha aprobado la adición de un programa televisivo de noticias en español, *CitrusTV en español*. Esta aprobación hace a Syracuse University una de las pocas universidades en la nación con un programa de noticias en español manejado por estudiantes.

A pesar del aumento de la población Latina a través de la nación, los programas de noticias televisados en español manejados por estudiantes son extremadamente raros en los Estados Unidos. Por ejemplo, Texas un estado con una población hispana considerable en tamaño, solo tiene un programa de noticias de esta naturaleza. Jason Tarr, Productor Ejecutivo de CitrusTV Noticias en español, siente que el haber sido uno de los líderes de este nuevo género hace este proyecto particularmente significativo, y a su vez, emocionante. “Como una de las mejoras escuelas de periodismo televisado y en la más antigua estación televisiva manejada por estudiantes en la nación, es realmente importante que estemos a la

vanguardia y observando las tendencias de lo que se está viendo nacionalmente,” explica Tarr.

La idea recibió de inmediato el apoyo total del capítulo de la universidad de Syracuse de la Asociación Nacional de Periodistas Hispanos (NAHJ), LA LUCHA, y otras muchas organizaciones comunitarias y publicaciones. Los estudiantes que aspiran a trabajar en el negocio de la televisión en español ven *CitrusTV Noticias en español* como una tremenda oportunidad.

La comunidad Latina aspira a ver sus problemas reflejados en el medio, y los estudiantes en los campos de español, relaciones internacionales, y ciencias políticas ven un gran potencial de aprender y mejorar sus destrezas en múltiples áreas. El enfoque del programa noticioso es la comunidad Latina en Syracuse University (y áreas cercanas) y también incluye la comunidad Latina internacional.

Tarr cree que el programa traerá una nueva perspectiva y una mayor apertura a la diversidad en la universitaria. Solamente al describir la diversidad de las personas del show piloto, Tarr explica que “Las conductoras Paloma Veloz (República Dominicana) y Michelle San Miguel (Cuba), el reportero de deportes Sean Silva (Brasil), la mujer del tiempo Celina Tousignant (Uruguay) y la reportera de entretenimiento Nassdja Valentín (Puerto Rico) lideran el programa con confianza y cada uno brinda su carácter individual a la tele producción. La gente que trabajó en el piloto viene de cinco diferentes colegios de Syracuse University, más de veinte distintas concentraciones, tres departamentos en CitrusTV, y nacieron o pueden vincular su ancestro a más de diez distintas naciones latinoamericanas.”

CitrusTV Noticias en español, saldrá al aire cada dos semanas. Rebecca Wyant, gerente general de CitrusTV dice, “Esperamos ver a CitrusTV Noticias en español

prosperar e inspirar a los muchos Hispanos aspirantes a periodista educados en Syracuse University.

CitrusTV es la estación televisiva manejada por los estudiantes de Syracuse University. Actualmente es el hogar de tres departamentos: Noticias, Deportes y Entretenimiento. Para ver CitrusTV Noticias en español así como otra programación de CitrusTV, conéctate a [www.citrustv.net](http://www.citrustv.net), la red oficial de estación.

*Traducción por Nassdja Valentín.*

**-FINAL-**

**APPENDIX F**  
**Show Renewal Proposal**  
**Submitted Spring of 2008**

Show Renewals  
Spring 2008  
CitrusTV Noticias en español  
By Jason Tarr (Executive Producer)

Show Renewal Request for *CitrusTV Noticias*

*CitrusTV Noticias en Español* is a news broadcast, completely done in the Spanish language. The broadcast aims to fill a void in the Syracuse Community as a news source that brings news to Latinos from Latino broadcasters.

Broadcasts focus on campus, community, national and international news. In addition, the show includes news relating to the Latino Diaspora, meaning anywhere in the world where Latinos are making news or are being affected by news. The show is community centered and we are working to establish ourselves as a trustworthy news outlet for a community of first- and second-language Spanish speakers in Syracuse and Central New York. We begin working on Sunday mornings at 8 a.m. and have the show completed and ready to be taped by 2:30 p.m. Students also work during the week to complete news packages and tape video for the broadcast.

During the Spring 2008 semester, we launched our first season of shows. We held four weeks of training and had our first set of auditions. We had 33 people tryout for the broadcast. I choose a cast, with two separate anchor teams, and established teams of people to work on producing, writing, and editing video for the show. So far this semester we have taped two shows, both approximately 20 minutes in length. Both shows feature news from the campus, community, the

United States and Latin America. We will be taping another show before the end of the semester.

In addition, we have had at least one news package on each show. We now have graphics, stingers, PSA's and a news open in Spanish as well. We have established contacts with the major Latino organizations in Syracuse including CNY Latino, ANCLA, La Liga, Nosotros, Salud, and the West Side Learning Center. We were invited to the Second Annual Latino Town Hall meeting. Our community reporter covered the event for the show's first-ever news package and we had a chance to network with local Latino organizations and Latinos in Syracuse. In addition, this semester we have received continued support from the Syracuse chapter of the National Association of Hispanic Journalists, La LUCHA, and the Syracuse University Office of Multicultural Affairs. We have begun the multimedia portion of our broadcast by posting stories, pictures, news about the show, and videos to our news blog (<http://ctvenespanol.blogspot.com>).

With any new show or organization there will be bumps along the road, and we have faced several during the course of the semester. There are several things that I can improve upon as the Executive Producer and Director of the show, as there are aspects everyone else can improve upon for their respective positions. However, this is our first-ever semester on campus and these types of growing pains are to be expected. But, I am proud to say the cast has overcome many obstacles and is improving by 100% each week. Many of these students are working on a newscast for the first time and yet we have already had a successful show that we are all proud of.

In the future, we would like to have our show reach a full-length of 30 minutes and we would like to have more news and original video that focuses on the community. In addition, we aim to make the show easily accessible to the Syracuse community both online and on a public access channel. We would also like to have more training sessions for the people on the show so that we are improving at a more rapid rate.

The enthusiasm and effort of the students who work on the show has been tremendous throughout the semester. Their dedication has helped *CitrusTV Noticias en Español* to become a reality and they are all working hard to see that the show continues. The community is also excited about our show and has pledged its full support. On behalf of the *CitrusTV Noticias en Español* cast, I hope CitrusTV will allow our show to continue so that we may grow and flourish and continue to be one of the only student-run Spanish broadcasts in the nation.

Thank you,

Jason Tarr and the Cast of *CitrusTV en Español*

**APPENDIX G**  
**Show Renewal Proposal**  
**Submitted Fall of 2008**



Show Renewals  
Fall 2008  
CitrusTV Noticias en Español  
Jason Tarr (Founder/Executive Producer)

Show Renewal Request for *CitrusTV Noticias*

*CitrusTV Noticias en Español* is a news broadcast, completely done in the Spanish language. The broadcast aims to fill a void in the Syracuse Community as a news source that brings news to Latinos from Latino broadcasters. Broadcasts focus on campus, community, national and international news. In addition, the show includes news relating to the Latino Diaspora, meaning anywhere in the world where Latinos are making news or are being affected by news. The show is community centered and we are working to establish ourselves as a trustworthy news outlet for a community of first- and second-language Spanish speakers in Syracuse and Central New York. We begin working on Sunday mornings at 8 a.m. and have the show completed and ready to be taped by 2:30 p.m. Students also work during the week to complete news packages and tape video for the broadcast.

We are now in the course of our first full season of shows. We have already completed three shows (all very close to 30 minutes in length) and we are on schedule to complete the five shows stipulated by the CitrusTV Executive Staff during the last show renewal. We held auditions in October and had 34 people tryout for the broadcast. I choose a cast, with two separate anchor teams, and established teams of people to work on producing, writing, and editing video for the show. Two of the concerns voiced by the Executive Staff (during the last

show renewal process) were more organization and more delegation. I worked hard to add in more organization this semester. When I selected positions for the show, I named a producer for each block of the show. Three people with producing experience have been assigned: Nectarie Sanchez works on the A-Block, Camille Somoza works on the B-Block, and Jesse Uruchima works on the C-Block. We also selected three writers and assigned each writer to a block of the show. I also worked to delegate the show responsibilities. This semester, rather than hold training sessions en masse, we held individualized training sessions. I delegated these sessions to the four anchors who held training sessions for the two weeks leading up to our first show.

In addition, this semester I also introduced a weekly editorial meeting. Every Tuesday night, the producers, writers, anchors, assignment editors, and reporters meet with me to discuss story ideas for the week. Everyone is expected to bring an idea and the cast has completed these meetings with flying colors. Finally, we created three committees this semester: Community Involvement, Public Relations, and Web Development. Each committee has members from the show and we named a committee chair for each committee when we cast the show.

With this being our first full season, we are continuing to learn what we can improve upon. One of the challenges we faced is that we introduced three new reporters this semester. It has been a challenge to train them and we have had several issues with tapes not working after their shoots. We are working hard to send them out with experienced photogs. Getting video for VO has also been a

challenge. Many of the stories we do are stories that recap news that has happened during the week but that is still on-going. We are continuing to brainstorm about how to get video for these stories. A possible solution would be to collaborate with the English news shows to find out what video is being captured and used during the week.

In the future, we would like to continue our work with the community. The community involvement committee has come up with several innovative ideas. They are going to be continuing to work with our contacts to get some plans put in place for next semester. We are working on having a day of service in which all members of the show will go out into the community to help local Latino organizations. In terms of show content, I want the show to be reporter-based. In order to do that, we will have to train our reporters and I am hoping that with a semester of experience under their belts they will be better prepared for next semester.

We have yet another dedicated cast full of native Spanish speakers and students who are eager to learn about broadcasting. Their ideas and their enthusiasm have been contagious. I have seen a tremendous improvement during the past four weeks. I have increasingly given them more responsibility and they have continually stepped up to the challenge. Allowing them this increased responsibility has not always been easy and there have been errors made. But when problems arise, they have not been discouraged. Our improvements and our plans for the future have reinforced my optimistic outlook for the future of our broadcast. On behalf of the *CitrusTV Noticias en Español* cast, I hope CitrusTV

will allow our show to continue so that we may grow and flourish and continue to be one of the only student-run Spanish broadcasts in the nation.

Thank you,

Jason Tarr and the cast of *CitrusTV Noticias en Español*

**APPENDIX H**  
*Daily Orange* Editorial  
**Written by Celina Tousignant**

# SU in need of a Spanish broadcast program

**By: Celina R. Tousignant**

**Posted: 10/22/07**

As a freshman, I had an inkling desire to become a broadcast journalist. Not just any run-of-the-mill anchor, though. I wanted to do great things on Spanish-language stations like Telemundo or Univision, and possibly move to a large international market.

Although I changed my mind and became a magazine student, there are still many students who share my old dreams. However, Syracuse University lacks a program that would give students an opportunity to produce a Spanish-language newscast and develop experience in the Latino market. S.I. Newhouse School of Public Communications is one of the top communication schools in the country and needs to give students experiences that reflect the present trends in American news.

The Latino market continues to grow and flourish across the country from Los Angeles to New York. By the year 2050, the U.S. Census Bureau expects the Latino population to double, becoming one quarter of the total United States population. Ignoring the inevitable shift in media focus and failing to offer real-life practice in college prevents our talented students interested in becoming Spanish-language journalists from entering Latino markets with experience.

Currently, a student-led initiative is in the process of creating a Spanish broadcast show before the end of the semester. Jason Tarr, a junior broadcast journalism student from Los Angeles (and a staff writer for The Daily Orange), started the push for the initiative. He, like some other broadcast students, is interested in working in the Latino news market and wishes there were opportunities on campus to practice Spanish news.

"We don't have an outlet for this," Tarr said.

Since his freshman year, Tarr's observations of interested students and a lack of Spanish news programs have motivated him to create a newscast on campus.

The proposed Spanish-language broadcast would provide opportunities for students on campus while providing a product for the community that covers Latino news from SU, the Syracuse area and worldwide.

A challenge facing the Spanish-language broadcast's creation is a need for faculty support, said Sarina Morales, a senior broadcast journalism major and president of the SU chapter of the National Association of Hispanic Journalists.

"It's difficult because we don't have a professor's support to edit our work," she said.

There is one Spanish journalism course offered on campus, SPA 400 Journalist Practices, but this class is not affiliated with Newhouse. Morales hopes the Spanish-language broadcast show can serve as a bridge between the two.

It is time that SU prepares interested students for the booming Latino media with programs that accurately reflect the population's market. While I may be biased toward the development of a Spanish-language newscast, I hope that this inspires all students of color to create programs that represent their communities and cultures.

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**APPENDIX I**  
***Daily Orange Story on***  
***CitrusTV Noticias Awaiting Approval***



# Spanish-language news program awaits vote

**By: Mallory Passuite**

**Posted: 1/23/08**

Syracuse's newest television show may be Spanish-language news.

With the start of a new semester, Syracuse University's CitrusTV staff will vote on whether "Las Noticias en Español" should become a regular part of campus programming. The producers of the Spanish-language news show turned in a pilot show in the final weeks of the fall 2007 semester.

Jaime Sasso, the station's news director, is a member of the executive staff and will take part in the vote.

"I think that if there is an interest for it in Syracuse and more specifically on our campus, then we should do what we can to get this show on the air," the sophomore television, radio and film major said.

The 10-minute, entirely-in-Spanish show was taped and submitted by its noon deadline on Dec. 5, along with a seven-page transcript translated into English, said founder and executive producer, Jason Tarr.

Student-run CitrusTV releases its content directly online to SU students and the broader community. If the show is approved, it will be the first Spanish-language program for the Syracuse community.

The CitrusTV executive staff will vote on the show within the first few weeks of the current spring semester, Sasso said. The show's pilot deadline was originally scheduled for the end of the university's fall semester, which left no time for a review and the show's status pending.

"Basically, everything is on hold," Sasso said.

The break is a change for Tarr, a junior broadcast journalism, Spanish language, literature and culture and international relations major at SU.

Two years of working on the project has been compacted into the 10-minute pilot, Tarr said.

Much of those two years were spent not promoting his idea, but finding it. He went to the community to find out what Syracuse needed, and he decided it was a

Spanish-language broadcast news show, he said.

"It seems unfortunate to me that at one of the best broadcast journalism schools in the country, there is no Spanish journalism program when Spanish television is clearly one of the fastest growing markets in the U.S.," Tarr said.

Increased immigration and language diversity and the resulting Spanish-language media rise are trends Tarr has experienced first-hand. At his California high school, Tarr spoke Spanish with the Hispanic students. He would watch both the English news and "La Univision," a Spanish-language news show.

For his own Spanish-language show, the pilot anchors are fluent in Spanish and come from

"all over the place," Tarr said.

Hispanic groups on campus are also in support of "Las Noticias en Espanol." SU organization La L.U.C.H.A., Latino Undergraduates Creating History in America, has helped promote the show, along with the Syracuse chapter of the National Association of Hispanic Journalists, Tarr said.

Members in the broader Syracuse area are also encouraging Tarr's mission. The first general interest meeting had a larger-than-expected turnout of not only students and faculty, but also of members from the community, Tarr said.

The number of Spanish-language papers has tripled within the last 30 years, said Johanna Keller, professor of newspaper and communications in S.I. Newhouse School of Public Communications.

"The trends are clear," she said.

Sophomore Michelle San Miguel is proud to be Cuban, but the fact that she speaks Spanish often confuses people because her fair complexion is not typical of Hispanics, she said. San Miguel was co-anchor for the final pilot.

If the show is picked up, it will give San Miguel, a broadcast journalism and international relations major, a chance to share the diversity within the Spanish-speaking community.

"It's important for me to know that there's no uniform look for Hispanics," San Miguel said.

Sasso has also noticed the support behind Tarr's proposed show.

"There are definitely people who are working hard and doing their best for the show," she said.

**APPENDIX J**  
***Daily Orange Story on CitrusTV Noticias***  
**Receiving CitrusTV Executive Staff Approval**

# Citrus TV to produce first Spanish show

**By: Aleksey Shats**

**Posted: 2/25/08**

For the first time, CitrusTV will be broadcast en espanol.

CitrusTV, the student-run television station of Syracuse University, announced the addition of the Spanish news program, "CitrusTV Noticias en Espanol," to its network. The show will reach out to Spanish-speaking members on the SU campus and in the community and will broadcast as early as the first weekend after spring break.

"The show's goal is to focus on the news affecting the Latino community on the Syracuse campus and in the Syracuse community," said Jason Tarr, the founder and the executive producer of the show.

"We're going to be reporting as well on things that are going on in the Latino Diaspora, so anything or anywhere where the Latinos are making news," said Tarr, who is also a staff writer for The Daily Orange.

Diaspora is a term referring to people existing outside of their homeland, or familiar culture.

Tarr, a junior broadcast journalism, international relations and Spanish major, describes the idea for the show as a two-part process that began about two years ago when he arrived in Syracuse.

"I was asking students, my friends, what they thought they wanted, what they felt there was a need for," he said. "A lot of students said that there is really no Spanish television program here. They felt like it was something that Syracuse needed, especially since it is one of the top broadcast journalism schools in the country."

Personal interest also played a part in developing the idea for a Spanish news program, Tarr said.

"Coming from Los Angeles, I grew up seeing the importance of the Spanish language and how it is growingly important," he said. "There is a need for programs that connect with Spanish speakers where they cannot only get their Spanish domestically, but also internationally about the countries that they emigrated from."

Tarr followed through on his idea, and in May of last year, he submitted his proposal to the executive staff of CitrusTV. Because the proposal was submitted at the end of the semester, CitrusTV did not have much time to review it, he said. Tarr spent the summer consulting with people about the program and resubmitted an updated proposal to the executive staff in the fall semester.

"I met with executive staffs of two campus organizations, National Association of Hispanic Journalists (NAHJ) and La LUCHA, and got their support for the program," he said. "A lot of the people at those two organizations have been really key in helping get this show off the ground."

Once CitrusTV approved Tarr's proposal, the pilot show was taped on Dec. 2, 2007. The pilot show ran entirely in Spanish and featured news, sports, entertainment and weather segments. The pilot show was made available for viewers on YouTube, Tarr said.

The pilot episode was anchored by members of the NAHJ and other Spanish-speaking students, said Michelle San Miguel, who anchored the news segment of the show. A sophomore broadcast journalism and international relations major, San Miguel said she had to go on Spanish network Web sites to find information for the stories featured in the broadcast.

"One of the things we're striving to do with this newscast is to educate people about important issues that are taking place in Latin American countries," she said. "This newscast will help students who have little knowledge or want to learn more about these countries."

"CitrusTV Noticias en Espanol" officially became part of CitrusTV programming on Jan. 23, Tarr said. The show will first appear on CitrusTV Web site every two weeks on Sundays. The program is currently looking for students to fill on-air and off-air positions.

"At first it will be available online," Tarr said. "CitrusTV is putting together a new Web site, and we know we're going to be on that Web site and that's kind of where we will be for now. We do have a blog, and that blog is kind of the center for our show that informs people of any news and updates with the show.

"The hope is to eventually have it on RTN or another channel, so that people in the community and at Syracuse University can see it," he said.

Information about "CitrusTV Noticias en Espanol" can be found at [ctvenespanol.blogspot.com](http://ctvenespanol.blogspot.com), he said. On-air auditions will be held on Sunday, from 9 a.m. to 4 p.m. A sign-up sheet will be posted outside the television station beginning Wednesday for students to choose an audition time.

**APPENDIX K**  
*Daily Orange* Story on  
**Our Show as a National Trend**

# New media trends turn to Spanish language

## *Citrus TV's program follows national pattern*

**By: Andrea Alemañy**

**Posted: 4/4/08**

With the new Spanish-language newscast on Citrus TV, students like Nectarie Sánchez have a chance to not only use their language skills but to be on the forefront of media progression.

"I feel very proud that Syracuse is one of the first schools that is doing something aimed at the Hispanic market," said Sánchez, a sophomore French and music industry major.

"I am even more proud to be a part of it," she said. She is a co-anchor on Citrus TV's new program, "Las Noticias en Español."

With the new addition to its lineup, Citrus TV mirrors the national trend of schools nationwide looking to the future and creating Spanish-language media programs.

"Las Noticias en Español" is one of the few student-run programs in the country that teaches students about work in the Hispanic market. More and more, universities are paying attention to the Hispanic populations by creating media programs in Spanish.

Jason Tarr, a junior broadcast journalism, Spanish language, literature and culture and international relations major at SU, started "Las Noticias en Español" after realizing a voice was missing on campus.

In a similar program to SU's, a group of students at the University of Oklahoma started broadcasting its news in Spanish, launched this year after Spring Break.

Twice a week, Telemundo-Oklahoma, a Spanish television network, aired minute-long news briefs made by students in its night news program, said Bianca Lopez, a junior broadcast journalism and film studies major from University of Oklahoma, in an e-mail.

The Spanish newscast aims to give the Hispanic community in Oklahoma a voice. The state population is 6.9 percent of Latino or Hispanic origin, according to a 2006 report by the U.S. Census Bureau.

Texas State University announced in February the opening of a new academic research center in the School of Journalism and Mass Communication targeted toward Hispanic students, according to The University Star, its university newspaper.

The Center for the Study of Latino Media and Markets will prepare students to work in the U.S. Hispanic market, said Federico Subervi, a professor and director of the new center.

He, along with Sindy Chapa, an assistant professor from the school, will develop programs for the center, which will offer full courses in Spanish.

Subervi hopes it will be ready by next fall.

He said at least in Texas, Hispanic media jobs are usually taken by reporters from Latin America, who already know the language. Subervi wants to change this with the new program, and eventually develop a consortium of Latino and Media Markets with other universities.

"I want (the universities) to share their most talented students," Subervi said. "That way we should develop among all of us the students who will be professionals in the field."

"La Nueva Onda De Texas State" began as a monthly show. It will soon be airing weekly in KTSW 89.9, Texas State's official radio station.

Ashley Flores, a producer of La Nueva Onda, wrote in an e-mail that even though there are so many Hispanics in Texas, she said, still, few radio shows represent them.

"The show is a voice for us," said Flores, a junior mass communication major.

"The number of Hispanics in the university is changing," she said. "It's important that my university changes with time, too."

Subervi said many universities in the area "have a great capital for a Spanish language media center."

"The most important thing that is lacking is the professors," said Subervi, a native of Puerto Rico. "There are few that know the field."

Universities in states with high Hispanic or Latino populations, such as Florida International University in Miami, already have programs for students who want to study Spanish-language journalism.



The program, created in 1994, is designed for students who want to work at the professional level in the Spanish-language media in the United States, Latin America or Europe, according to its Web site.

Rebecca Wyant, general manager of Citrus TV, said "Las Noticias" could be helpful in attracting prospective students who are thinking about attending SU.

"I'm excited to see what having a Spanish news show will open up for us," said Wyant, a television, radio and film and biology major.

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**APPENDIX L**  
***CNY Latino* Expresses its Gratitude**



**APPENDIX M**  
**Photographs of the Production of *CitrusTV***  
*Noticias*











