

LÍNEA DIRECTA

REACHING LATINO FAMILIES THROUGH SPANISH-LANGUAGE TELEVISION

EVS Communications is a nonprofit organization dedicated to improving the quality of life for Latino families through public education. As part of our unique mission, EVS produces *Línea Directa*, the only Spanish-language television series broadcast throughout the Washington metropolitan area that provides Latino families with information on their rights, as well as on important health, education, legal, environmental, and social service issues. After more than 21 years of innovative outreach, the half-hour program has become a respected community institution, delivering crucial messages directly into thousands of Latino households.

In order to better serve the needs of the region's quickly growing Latino population, EVS is proposing the establishment of a public service partnership with the Metropolitan Washington Council of Governments (COG) that would include the production of four *Línea Directa* programs during the next six months, giving COG the ability to communicate directly with Latino residents about a wide variety of issues related to public safety, health and human services, transportation and housing.

Línea Directa -- EVS is extremely proud of the fact that, since 1990, *Línea Directa* has served as a crucial link between local residents and services available from government and community-based organizations. On commercial Spanish-language television, only *Línea Directa* provides solution-oriented discussions about issues of importance to Latino families living in the Washington region. For example, recent programs have focused on such topics as the Latino foreclosure crisis, the services offered by Mary's Center for Maternal and Child Health, the importance of parental involvement in education, the legal consequences of drinking and driving, and the growth of the Latino community as reported by the 2010 Census.

A collaborative partnership that is unique in the nation allows EVS to produce *Línea Directa* in the studios of NBC4 at a fraction of the cost normally charged for the use of similar facilities. The weekly program is then broadcast and cablecast to every television set in the region by the commercial Spanish-language television station Telemundo Washington during one of the channel's most coveted time slots -- Sunday mornings, at 11:00 a.m. This extraordinary alliance with NBC4 and Telemundo provides EVS with an unprecedented contribution of in-kind technical and broadcast services estimated at more than \$350,000 a year.

In recognition of our groundbreaking work in public education, EVS was named a winner of the Ford Foundation's prestigious 2002 Leadership for a Changing World Award. Nearly 1,500 organizations were originally nominated for the honor, and after a year-long competitive process, EVS was one of twenty leadership groups from across the country chosen for demonstrating outstanding creativity, effectiveness, and community impact in their work.

Establishing a Public Service Partnership -- According to figures from the 2010 Census, Latinos have accounted for more than half of the nation's population growth since the year 2000. The Washington region's two largest counties, for example, experienced dramatic increases in the size of their respective Latino communities -- 64.4 percent in Montgomery and 57.5 percent in Fairfax. In Prince George's, the Latino community doubled, from 57,000 to 129,000. In

Prince William, the increase in the number of Latino residents was strikingly similar, from 27,000 to more than 66,000. Not surprisingly, the Brookings Institution reported in 2009 that the Washington region has more than 500,000 persons with Limited English Proficiency, and nearly 100,000 households that can be classified as linguistically isolated. As one of the country's largest immigrant gateways, the Washington metropolitan area must contend with the reality that a sizable percentage of its population speaks a language other than English at home.

So, how does this growing Latino community learn about the outside world? A landmark study released by the Council of Latino Agencies in 2005 found that 76 percent of the District's Latino residents obtain information about health behaviors from Spanish-language television, compared to 34 percent from radio, 26 percent from newspapers, and 23 percent from family.

The information gathered by the Council serves to reaffirm our conviction that the best way to communicate with Latino residents is through commercial Spanish-language television. This powerful medium has been widely overlooked by educational institutions, but serves as the single most important source of news and information for the great majority of Latino families living throughout the Washington region.

For this reason, EVS would like to partner with the Metropolitan Washington Council of Governments to produce four *Línea Directa* programs focusing such critical issues for Latino families as pedestrian safety, childhood obesity, financial literacy, the importance of preventive medical care, and consumer fraud. In order to accurately reflect COG's needs and priorities, however, the final topics chosen for each program would be decided only after close consultation with representatives of the organization.

The shows produced in association with COG would feature a round-table discussion with *Línea Directa* Host Andrea Sarralde, and a panel of two Spanish-speaking topic experts, government officials, or members of the Latino community. By the end of the program, Latino families would have the opportunity to hear directly from the counselors, social workers, doctors, or government representatives responsible for delivering the featured service to the community. Spanish-language website information would be broadcast at the end of each show, along with the telephone numbers of the participating organizations.

Once completed, the *Línea Directa* programs would be broadcast at least three times during a period of one year on Telemundo Washington. After their initial airing, a master copy of each show would be made available to COG for unlimited use in any local government cable channel. The Metropolitan Washington Council of Governments would be recognized as the official sponsor of the programs during a voice-over segment at the beginning of every show.

Community Impact -- EVS and *Línea Directa* are not traditional direct service providers like a clinic or a housing counseling organization. We are a one-of-a-kind innovative public education project that provides the most direct service of all – valuable information broadcast into the homes of one of our most underserved and linguistically isolated communities. Our programs connect people to services, and help to build trust between government and Spanish-speaking residents.

Through the years, EVS has collaborated with nearly every single Latino social service agency located in the Washington metropolitan area. These include Identity, CASA of Maryland, the Latino Economic Development Corporation (LEDC), Mary's Center for Maternal and Child Health Care, Centro Nía, the Hispanic College Fund, the Latino Student Fund, the Montgomery College Hispanic Business Institute, the Spanish Catholic Center, the Latin American Youth Center, Clínica del Pueblo, CARECEN, the Nueva Vida Breast Cancer Support Group, the Hermanas Unidas Domestic Violence Support Group, Casa de Esperanza, the Greater Washington Hispanic Chamber of Commerce, Mexicanos Sin Fronteras, AYUDA Legal Services, the Hispanic Committee of Virginia, local chapters of the Service Employees International Union, and the Laborers International Union, Tenants and Workers United, and Housing Counseling Services.

We hope that you find our proposal of interest, and look forward to your response.

Línea Directa Production Budget for Four Programs

Items	Total
1. <i>Línea Directa</i> Producer / Editor	\$ 6,000
2. <i>Línea Directa</i> Host / Assoc. Producer	\$ 4,000
3. Director (NBC4 Studio)	\$ 2,000
4. Production Assistants	\$ 1,000
5. Equipment Rental / Maintenance Costs	\$ 4,000
6. Tape, HD Conversion and Supplies	\$ 1,000
7. Overhead / Office Expenses (10%)	\$ 2,000
<u>Total Amount Requested:</u>	<u>\$20,000</u>

In-Kind Services for Four *Línea Directa* Programs:

NBC4 Equipment and Personnel	\$52,000
Telemundo Washington Broadcast Fees	\$14,000
<u>TOTAL IN-KIND SERVICES</u>	<u>\$66,000</u>