



Latino Programming on CAN TV

CAN TV serves a wide diversity of groups in Chicago. Here are excerpts from some of the letters received by Latino organizations that use CAN TV.



CAN TV editing class

CAN TV is a pivotal partner in providing opportunities for Latinos and others to share creative expression and issues. As many of our educational institutions face budget cuts that threaten programs, your organization has become a beacon of information for all.

Refugio Gonzales
Chicago Commission on Human Relations
Advisory Council on Latino Affairs



Puerto Rican Parade on CAN TV

On behalf of the students and staff, thank you for airing a program featuring San Miguel Schools Chicago on your station. Your support is helping build awareness about our schools, thus providing educational opportunities for students in two of Chicago's most underserved neighborhoods.

Sara Giloth
San Miguel Schools



Immigration rally coverage

On behalf of the students and staff of Project Success and Proyecto Pa'Lante at Northeastern Illinois University, we are delighted for the opportunity to inform CAN TV27 viewers about these programs at Northeastern Illinois University. The viewing and word of mouth was wide spread to prospective students, their parents and other educational stakeholders. It was an excellent resource for everyone.

Teresita Diaz
Project Success and Proyecto Pa'Lante
Northeastern Illinois University

Recently, La Casa Norte was featured on CAN TV's *Perspectivas Latinas*, to discuss the services we are providing to Latino youth and families in Chicago. The show episode was a great opportunity for La Casa Norte to conduct outreach and to continue to share our mission and goals with the public.

Sol Flores
La Casa Norte



***Perspectivas Latinas* host, Carina**

In the Latino community, more accessible television shows, such as *Perspectivas Latinas* are needed to educate families. We were able to use this to inform people about home buying, predatory lending, and affordable housing opportunities. We appreciate the service provided by CAN TV--it holds great value for the Chicago community.

Kristen Komara
The Resurrection Project

I was delighted to appear on the recent taping of *Perspectivas Latinas* via CAN TV. Your medium and its accessibility to entities such as ours strengthen community networks and foster the free exchange of information.

Noe Torres
Latino Social Workers Organization

Thank you for the opportunity you provided Association House to articulate its message about programs and impact, in both English and Spanish, on *Perspectivas Latinas*. It's not common to have so much time in the media, enough time to be able to reasonably explain what the issues are and how we can respond to them.

Miguel Palacio
Association House of Chicago

It is very important for us to promote our mission in the community and we are very happy that CAN TV gave us that opportunity. Thank you very much for your support to our loan program for small business owners in the Chicagoland Area.

Maria Fernanda Almeida
Accion Chicago

As a non for profit with little to no budget for marketing and communications, you provided us with the ability to truly "Reach more People. Change more lives." Domestic violence is often a silent crime. Victims are embarrassed or ashamed to reach out for help and access information and services. Immigrant victims are also often scared to reach out to authorities for fear of deportation or they may not know that services are offered in their native language. By appearing on your television program, we were able to reach people in the privacy of their own homes and educate them on their rights and what services are available to them. *Perspectivas Latinas* allowed us to do this in the victims' own language even furthering the message.

Amy C. Fox
Life Span



The Old Town School of Folk Music & The People's Music School along with other arts groups appear on CAN TV's *Perspectivas Latinas* program. Programs are cablecast in Spanish and English.

I wanted to thank you for the wonderful opportunity to have Old Town School of Folk Music on CAN TV to help promote our La Peña Latin Music Series. Our presence on your program has already yielded some positive results for us here at Old Town School.

Nick Macri
Old Town School of Folk Music

I want to thank you on behalf of the staff as well as the students for coming in and taping "Livin in the Hood" our play about life in Pilsen. The fact that you were able to adjust to our unique needs was something that I think only you could've done and was crucial to the success of the final product.

Leo Ruiz
National Museum of Mexican Art

This year, The International Latino Cultural Center of Chicago (ILCC) will celebrate the 24th Chicago Latino Film Festival April 4-16, 2008. We are grateful that, as in the past, CAN TV keeps playing a role in helping us share the news and getting people excited about the Festival.

Pepe Vargas
International Latino Cultural Center of Chicago

I wanted to share some good news. Last night one of our programs, 'El Camino a la Secundaria' that we ran on CAN TV was nominated for the upcoming 2008 Emmy awards.

Note: Hector Perez recently won a 2008 Emmy Award for Outstanding Achievement for Informational Programs for "El Camino a la Secundaria".

Hector Perez
Rocket Productions, Inc.



Chicago City Clerk, Miguel Del Valle appears on *City Club of Chicago Presents: Inside Chicago*

I would like to take this opportunity to share with you some of the ways that your organization has furthered our mission to promote personal and collective self-development within the immigrant Hispanic community. Our collaboration with CAN TV has given us access to a valuable media tool that enables us to exponentially multiply our outreach efforts to the Hispanic community in Chicago. The majority of Centro San Bonifacio's advertising is by word of mouth. CAN TV compliments our one-on-one recruitment efforts by providing us with an avenue to reach thousands of people at once.

In addition to CAN TV's contributions to our mission for collective empowerment, our Staff and Volunteer Health Promoters have benefited on a personal level. Often shy and reserved, hesitant to talk to a group of people, CAN TV's training and live shows have given these individuals an arena to gain confidence in themselves, in what they know, and in what they can give to their community. This, in turn, allows them to be more effective and confident teachers, public speakers, and advocates.

Irma Pacheco
Centro San Bonifacio

I would like to thank you for giving the Latino Consortium the opportunity to be interviewed on CAN TV *Perspectivas Latinas*. Being able to discuss the stigma about foster care and educate your viewers about the need for foster parents is vital for the child welfare system. It is through these foster parents that we are able to provide safe homes for child victims of abuse and neglect.

Elizabeth Arroyo
Latino Consortium

Thank you for allowing us to be on CAN TV regarding our *Luchando Contra el Cancer* event. Your efforts will ensure that the event will raise awareness in the Latino community about the importance of early cancer detection, cancer screening, the importance of eating healthy and being physically active.

Giselle Vasquez
American Cancer Society

On behalf of Hispanocare we would like to thank you for the opportunity to share our programs on health prevention...The results in the past year and half have been wonderful. Individuals who have watched the show have called in for more information, have registered for free classes, have attended free Community Health Fairs and educational programs, and have taken advantage of free screenings.

Lucy Robles-Aquino
Hispanocare, Inc.

Centro Romero welcomes another opportunity to appear and collaborate with CAN TV to reach out to a broader audience about the services we provide and the needs of our organization.

Abel Nuñez
Centro Romero