



LATINO INITIATIVE MEDIA ADVISORY GROUP

(as of November 5, 2009)

CHAIR:

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VP, Programming and Production
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Alfredo Richard

SVP, Communications and Talent Development
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ABOUT THE LATINO INITIATIVE MEDIA ADVISORY GROUP

The Latino Initiative Media Advisory Group is a newly formed group of influential media executives who are committed to supporting the National Campaign's mission by reaching out to Hispanic youth and parents on this important issue. We are grateful for their guidance, encouragement and willingness to take action for us. Their leadership and knowledge about the media industry will help our Campaign connect with this important audience. Their work will be integrated into the work of the Campaign's Latino Initiative, and its work overall.