

Video Links

McCormick Foundation

McCormick Ethnic Media Conference: Strategies for Growing the Sector

June 20-21, 2008



The recent “McCormick Ethnic Media Conference: Strategies for Growing the Sector” brought some 30 leaders from across the nation to Chicago to discuss strategies, obstacles, lessons learned and impact of the work they do. The conference featured a public panel Friday, June 20 on “The State of Ethnic Media: Boom or Bust?” This public discussion was moderated by [Community Media Workshop](#)’s Thom Clark and featured Sandy Close of [New America Media](#), Cristina Azocar of the [Center for Integration and Improvement of Journalism](#) at San Francisco State University and Juana Ponce de Leon of [New York Community Media Alliance](#). Here are video excerpts from that lively exchange:

- Thom Clark of CMW introduces the panel and discusses the results of his organization’s research into Chicago’s 200 ethnic news outlets (click [here](#))
- Panelists discuss challenges facing ethnic media (click [here](#))
- Juana Ponce de Leon discusses the vibrancy of the ethnic media in a city where 40% of residents are foreign-born (click [here](#))
- Cristina Azocar discusses the research conducted by SFSU on opportunities and threats to EM nationally (click [here](#))
- Sandy Close on the role and strengths of EM (click [here](#))
- Sandy Close on EM and advertising potential (click [here](#))
- Closing comments on MSM v EM v the death of journalism (click [here](#))

A highlight of this event was a spoken word performance by Esther Ikoro and Adam Gottlieb of Young Chicago Authors (click [here](#))