

FROM THE FRONT PAGE

# Ethnic media reaches...

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and their relevance for communication with new America. The survey, conducted by Bendixen & Associates in eight languages including Tagalog, contacted 1,329 African-American (400), Hispanic (400) and Asian-American (529) adults. It has a 2.7 percent margin of error.

"The ethnic media is growing, and it is growing at a very impressive rate," Bendixen noted, "A lot of outlets in the ethnic media have posted substantial growth despite great competition and despite the fact that mainstream media have been losing their readers during the past couple of years."

NAM, an organization that collaborates with more than 2,500 ethnic media outlets, across the US, wanted to find out where the 69 million Hispanics and African and Asian Americans in the United States get their information.

The poll found that Asian Americans reported that they turn to ethnic media for news coverage of their home countries. For instance, new ethnic television stations, such as KCNS-TV (Chinese) in San Francisco and VATV (Vietnamese) in the Washington DC metro area, are popular because of their home country coverage.

Newspapers like *Sing Tao*, *the World Journal*, *Korea Daily* and *Korea Times* have substantially increased their circulation during the last four years. The reach of weekly and monthly publications that cater to the interests of the Filipino and Asian Indian populations has also expanded.

The poll also found that the penetration of Spanish-language television—led by network giants Univision and Telemundo—increased during the last four years and is now almost universal, covering 86 percent of the country's Hispanics. New Spanish language television stations are broadcasting in Raleigh, NC and Seattle.

The availability of African American-oriented channels is still limited, but a majority of black adults report watching Black Entertainment Television (BET) and similar channels on a regular basis. Meanwhile, the penetration of African American-oriented radio stations has increased. They now reach two-thirds of black adults.

Many new Spanish-language newspapers have begun publishing in the last four years and now reach more than one-third of Hispanic adults. New publications include *Padres & Hijos* in Atlanta and *La Voz de San Diego*.

Bendixen, president of Bendixen & Associates, said the polling also showed that a substantial percentage of African American, Hispanic and Asian American households have cable or satellite service.

"What's clear is that even as the country suffers through a recession, ethnic communities are staying tuned into ethnic media," Bendixen said, noting that an increase in penetration for African-American publications was sparked, in part, by interest in Barack Obama's candidacy and presidency.

Ms. Close said the increases in penetration come as the ethnic media are transforming themselves and preparing to play broader roles in their communities.

### Emergency

On Thursday, June 4, Ms. Close unveiled an emergency network system that will send urgent health and disaster alerts to 3,000 ethnic media outlets, which will then transmit those messages to ethnic communities.

"This state-of-the-art system will open the doors to ethnic communities that are not reached by mainstream media," she said. "The poll results reinforce the importance of using the ethnic media to communicate with populations—many don't speak English—which have often been ignored."

It's clear, Ms Close said, that "ethnic media can be counted as an important segment of the New Media, and will continue growing in audience and influence in the future."

NAM is negotiating with government agencies, as well as non-profits, such as the American Red Cross to utilize the network. While emergency messaging is the immediate priority, the system may in the future be activated for public policy or private sector marketing that would create new revenue sources for ethnic media outlets.

"The system will leverage the ethnic media to open new doors to communities that the mainstream media often fails to reach, better connecting them to critical health and emergency information that can improve their quality of life," the NAM statement said. (*Momara G. Visaya / AJPress*)

# Filipino conductor returns...

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debut in 1974 and has since performed internationally.

A Philosophy graduate from the University of the Philippines, Dadap pursued music studies at Mannes College of Music and The Juilliard School.

In collaboration with the Children's Orchestra Society faculty and staff, Dadap initiated and developed teaching and orchestral training programs, including ear-training for the young, chamber music for all levels, and an emphasis on reading music, which all have become permanent signatures of the orchestra.

The husband and wife tandem of Dadap and Ma has been the moving force behind the success of the children's orchestra, and this was clearly and properly acknowledged by the evening's surprise guest.

"Ladies and gentlemen, my name is Yo-Yo Ma," the man on stage announced as the second act was supposed to start. The audience clapped enthusiastically to acknowledge his presence.

The accomplished cellist darted onstage holding a guitarist's foot rest, as Dadap, who entered the stage with his wife, wondered where his podium went. It turns out that the three mentors prepared something extra special

for the audience that evening. As a family (Dadap's wife Yeou-Cheng is Yo-Yo Ma's sister), they performed a Filipino kundiman, with Dadap's guitar, Yo-Yo's cello and Yeou-Cheng's violin blending perfectly. This surprise number became one of the most well applauded numbers in the program.

The orchestra performed the overture to Rossini's *Barber of Seville* and Tchaikovsky's *Symphony No. 4* and they were awarded with wild applause and ovation from the audience. The evening's "2009 Discovery Artist," Sheena Tsai took center stage as the soloist for *Saint-Saëns's Violin Concerto No. 3*.

Guest musicians—the violinist Soovin Kim, the cellist Eric Jacobsen and the pianist Ori Shiham—collaborated with the orchestra for Beethoven's Concerto with such aplomb that led the audience to a standing ovation.

"I'd never have thought 40 years ago that the Children's Orchestra Society would be performing here at the Carnegie Hall," remarked Yo-Yo Ma as he thanked his sister and brother-in-law for a job well done. "Thank you for making this extraordinary evening possible. I was very moved," he said. ■

# Pinoys in NY celebrate...

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Around noon, the parade featuring contingents from different groups from the Tri-state area and other parts of the United States started rolling along Madison Avenue, after a ceremonial ribbon-cutting. The parade started at 40th and Madison and finished at 26th and Madison. A VIP section was located at 28th and Madison where government officials and special guests were able to view the marchers and floats as they passed by.

There were about 100 contingents that participated in the parade representing religious, nonprofit, political, regional, school alumni, professional associations and companies doing business with the Fil-Am community, aside from a few marching bands. Cheers of "Mabuhay!" and "Happy Independence Day!" could be heard from parade watchers, some of whom waved small Philippine flags. Most contingents were also greeted with warm applause from spectators. The

Among the contingents who joined the parade included the NYPD Asian Jade Society, the Philippine Consulate General of New York, the Philippine Department of Tourism, Filipino Pastoral Ministry, various chapters of the Philippine Nurses Association, International Network of Filipinos Overseas, PWU Alumni Association of Tri-State Area, the Philippine New York Junior Chamber (Jaycees), Tanglaw Filipino Society of Suffolk County, Bayanihan Club Union New Jersey, National Federation of Filipino American Associations Region 1, Philippine Day Organizing Council (Passaic, NJ), Philippine

American Association of The Bronx Inc., Cagayan de Oro-Misamis Oriental Association of New York Inc., Pilipino Americans in the Construction Industry, Filforce, Bayan USA, Couples for Christ (New York & New Jersey), the Filipino American Human Services Inc., Gawad Kalinga, State Farm and Western Union.

Star power was not missing in the parade as Aljur Abrenica and Mylene Dizon rode in one of the floats, while the GMA Pinoy TV float featured Dingdong Dantes and singer Jay-R.

For the Fil-Ams watching the parade, this has become tradition with them... an event that makes them proud to be Filipino Americans and an event that they mark on their calendars every year.

"Being a part of the celebration makes us proud of being Filipinos," said Grace & Del who lined the parade route with their kids. "We watch the parade and then we go to the street fair where we buy food and Filipino products... it's just so much fun and we stay until the end of the fair and the program. We look forward to this event... we plan for this. Actually, we have a birthday party to attend to later, but I guess we will be late."

For Gene & Feliz Ilagan, the event gave them a chance to meet the Vice President, who stopped by to greet them and their baby, David. "Although the parade two to three years ago had more floats, *ngayon maganda rin siya kasi dumating si* Vice President *kasi makikita mo 'yung support ng Pilipino kahit nasa ibang bansa*," Feliz said, adding that

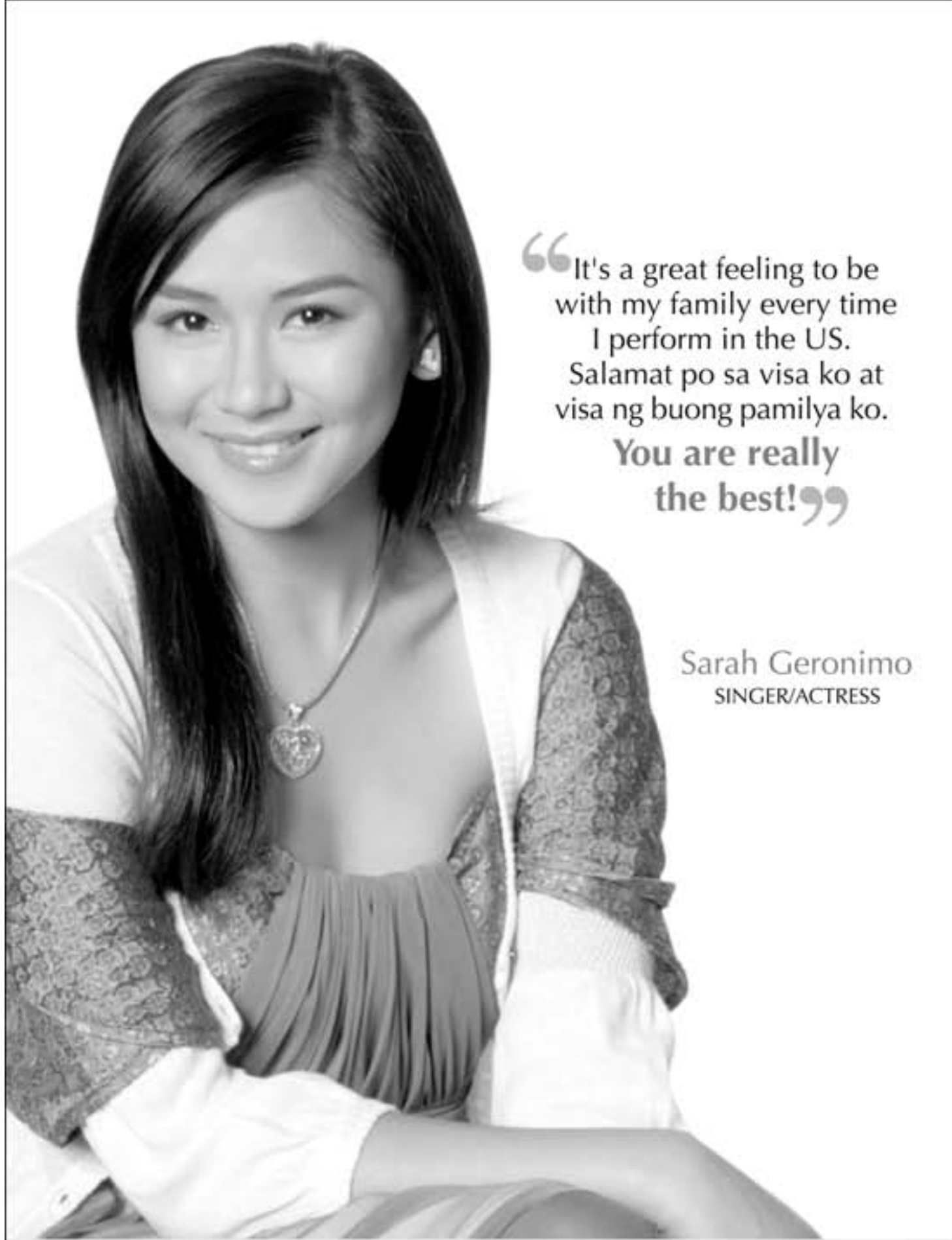
they were planning to visit the booths at the parade's end.

"I think this is the best one," said Christian, who has attended the parade for the last three years. He added that they will be visiting the booths, talking to people and hopefully make new friends and meet girls as the afternoon progresses.

Atoy Villa, meanwhile, was amazed at the number of people who attended the event. He said there were definitely more people in the parade route this year than last year's. He added that the parade and festival were great as it gives Fil-Ams a chance to reconnect with townmates, friends or relatives. Asked what he felt about the event, "Very proud, kasi mga Pilipino *tayo 'di ba?*"

MerciCo, who has gone to the independence day festivities the last four years, said the festivities gives her great joy. "*Masayang-masaya* (Very happy!)" she exclaimed. "*Kasi nami-miss nating ang mga tao sa Pilipinas, nakikita mo 'yung mga kababayan mo... maligaya... parang kaming may totoong pamilya kami rito sa Amerika* (Because we miss our fellow Filipinos in the Philippines and you get to see them here... it's as if we have our own family here in America!)"

Nenita Lingad, formerly of Bataan, Philippines, said she and her family and friends all look forward to the Philippine Independence Day festivities every year. "Every year *pinupuntahan talaga naming ito... every year inaantay namin ito* (We go here every year. We look forward to this event every year)." ■



“It's a great feeling to be with my family every time I perform in the US. Salamat po sa visa ko at visa ng buong pamilya ko. You are really the best!”

Sarah Geronimo  
SINGER/ACTRESS

# The Nacionalista Party...

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Palma, Leon Ma Guerrero and others formed the Nacionalista Party in 1907 as they gathered together to face insurmountable odds to unite the country to freedom from the clutches of its colonizers. The venerable Claro M. Recto provided the clear vision of what a nation should be at a time when certain sectors were agitating for being simply a federal state.

The Nacionalista Party is an organization brought to life with a vision of promoting love of country among Filipinos. The motto "*Ang Bayan Higit sa Lahat*" (*The Nation Above All Else*) has always been the fundamental and basic guiding principle of the party in its programs, advocacies and undertakings.

is made more historic by its past Party Presidents—Sergio Osmeña, Manuel L. Quezon, Jose Yulo, Eulogio 'Amang' Rodriguez, Sr., Gil J. Puyat, Jose B. Laurel, Jr., Salvador 'Doy' Laurel, who navigated through the colonial, neo-colonial, and independent stages of the country producing, in the process, six Philippine Presidents and a stellar cast of senators and congressmen.

Sen. Manny Villar, the party's current president, continues with the party's mission to unify Filipinos, now still against the oppressive clutches of poverty and inequality. For the past five years, Sen. Villar has been at the helm of NP, infusing new blood to the party, strengthening the involvement of the youth and encouraging party-mates to a more pro-active role. ■

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