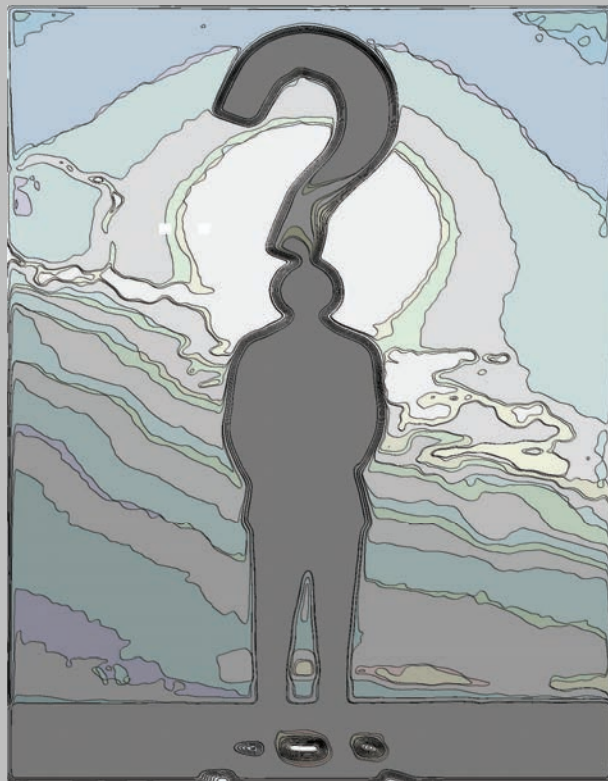


# 2012 New York City Latino Experts Media Guide



June 2012



# Introduction

**W**

hile the Latino population's growth and growing role in America society are widely noted in the media and in the popular consciousness, the virtual Latino absence from the media pundantry that interprets our reality and helps to define critical issues in general that face this society is an issue of much concern within the Latino community. For example, [one recent analysis](#) found that in one week they sampled that only 3.2 percent of guests on the major Sunday news and public affairs television shows were Latino.

The Latino population of New York City in 2010 was 2,336,076, or 28.6 percent of the total population. This represents a 31.0 percent increase since 1990, when the Latino numbered 1,783,511, or 24.4 percent of the city's total population. New York City's Latino population is one of the most diverse in the United States based on national origin, with no one subgroup making up a majority. According to the 2010 Census, Puerto Ricans were the largest Latino group, making up 31.0 percent of the total, closely followed by Dominicans (24.7 percent of the total), The Latino national-origin groups making up the next largest share of total Latinos in the city are: Mexicans (13.7 percent), Ecuadorans (7.2 percent) and Colombians (4.1 percent). Geographically.

Covering this large and diverse population, representing nearly one in every three New Yorkers, is a major challenge for the news media. The need to draw on resources from this community becomes a critical aspect of understanding its internal dynamics as well as its impact on the broader city's politics and policy discussions.

The National Institute for Latino Policy (NiLP), in collaboration with the New York Chapter of the National Hispanic Media Coalition (NHMC), worked with local cable station NY1 News to hold a meeting on October 26, 2011 with the station's executives and reporters with Latino community leaders to discuss this and related issues. One of the outcomes of this meeting was the identification of the need for a listing of Latino experts that could serve as a resource for the station. The result was this publication, *2012 New York City Latino Experts Media Resource Guide*.

Based on a survey of Latino opinion leaders who are members of The NiLP Network on Latino Issues, a survey was conducted that resulted in this listing of over 100 individuals with expertise on different aspects of the Latino experience in New York and the United States in general. This is not a definitive list, but we hope it can serve as a starting point for the city's media in developing their own listing of Latino experts that can help increase the Latino presence before their camera, microphones and on their printed and online pages. Special thanks to Marta Garcia, Co-Chair and Founder of the New York Chapter of the NHMC for her long-term media advocacy and ongoing support. The production of this report benefitted greatly from the volunteer efforts of Nicholas Arture.

While initially the result of our meeting with NY1 News, we are distributing this Guide to the media in general and to the Latin community. Besides its use as a resource for the media, it can also serve as a resource for the Latino community in terms of speakers, consultants and other needs requiring experts. We also hope it can serve as a model for other major Latino media markets.

As part of our collaboration with the National Hispanic Media Coalition, NiLP is also working to develop the NHMC Latino Experts Project funded by the Kellogg Foundation. The purpose of this project is to identify local policy experts on different topics in various target markets. The project will be visiting the top 12 television markets and identify experts in each in education, health, immigration, public safety, the economy/business, civil rights and media. If needed, media training will be provided. The local markets include: 1) New York; 2) Los Angeles; 3) Chicago; 4) Philadelphia; 5) Dallas-Fort Worth; 6) Houston; 7) San Francisco-Oakland-San Jose; 8) Boston; 9) Atlanta; 10) Washington, D.C.; 11) Detroit; 12) Phoenix. For further information on this project, contact the NHMC Latino Experts Project Coordinator Mabel Aragon at [mabel.aragon1@gmail.com](mailto:mabel.aragon1@gmail.com) or 626-792-6462.

The National Institute for Latino Policy also provides a unique and free information service on Latino issues that could serve as a useful resource for editors and reporters. The NiLP Network on Latino Issues aggregates national and international news on Latino policy and politics, provides guest commentaries by Latino opinion leaders, and is a major clearinghouse of issues related to the US Census as they affect the Latino community. To join, simply go to <http://conta.cc/wi9gLq>, write to [editor@latinopolicy.org](mailto:editor@latinopolicy.org) or text "NILPNETWORK" on your cell phone to 22828.

Finally, we would like to hear from you on the usefulness of this Guide. You can provide feedback to Angelo Falcón at [afalcon@latinopolicy.org](mailto:afalcon@latinopolicy.org).

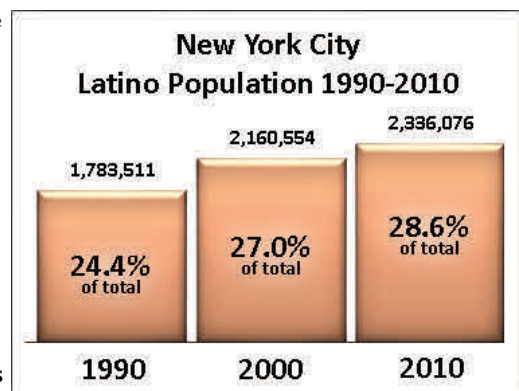


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## List of Latino Experts

### Gregory Acevedo

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**Language Preference:** English

**Expertise:** Greg Acevedo, Ph.D. is an Associate Professor at the Fordham University Graduate School of Social Service. Much of Dr. Acevedo's work has focused on the political, economic, and socio-cultural circumstances of Puerto Ricans and other Latino groups in the United States. Dr. Acevedo holds a Bachelor of Arts in Psychology and a Master of Science in Education from the University of Pennsylvania and received a Ph.D. in Social Work from Bryn Mawr College Graduate School of Social Work and Research.

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**Expertise:** Investment management, labor relations, organized labor, government and politics and community organization.

### Rosa Agosto

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**Preferred Contact Method:** Email and/or telephone

**Language Preference:** Fully bilingual

**Expertise:** Bilingual education, workforce development, children and family services, youth development health

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Department of Puerto Rican & Latino Studies  
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**Preferred Contact Method:** Telephone

**Language Preference:** English

**Expertise:** African American-Latino relations, ethnic en-

clave/economies and labor market experiences, race, class and gender in Latino community, urban policy & planning, gentrification, immigration, immigrant incorporation, unionization and sustainable development

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**Language Preference:** English

**Expertise:** Voter engagement. Election administration and voter protection. Philanthropy

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**Preferred Contact Method:** Email and/or telephone

**Language Preference:** Spanish

**Expertise:** Immigration, Hispanic Media, day laborers, community outreach, local politics

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**Language Preference:** English

**Expertise:** Arts Advocacy, Nonprofit Management, Grant Writing and Development/Fundraising, Community and Economic Development, Labor

**Expertise:** Education - Urban High Schools, School Creation - District Public Schools and Public Charter Schools; School Leadership Development; Teacher Development; Secondary Level Curriculum Development.

### Hildalyn Colon

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**Preferred Contact Method:** Email and/or telephone

**Language Preference:** Fully bilingual

**Expertise:** I am the Press Officer of the Manhattan DA's Office for Immigrant Media. Specialty in immigrant media such as Hispanic, African

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**Expertise:** I have worked in the Field of Urban Planning for over 25 years as a tenant organizer, developer, non profit executive director, NYC property manager, NYS housing consultant, Community Builder Fellow and recently as a Federal Senior Management Analyst for the United States Department of Housing and Urban Development. I am an Emergency Response Official representing the US-HUD on the Federal Executive Board, an active volunteer in the community presently; a board member on the Upper Manhattan Empowerment Zone, executive board member for Acacia Networks a Community Development Corporation and a member of Manhattan Planning Community Board #11 from 1989 to 1999

### Roy Cosme

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**Expertise:** Public Relations Latino Marketing and Communications Health Care Communications Latino Health Disparities HIV/AIDS LGBT issues/Latino LGBT issues Local and National Government and Policy Issues Arts & Entertainment

### Arlene Davila

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**Expertise:** Latino politics, and culture, Puerto Rico, race, media, Latin American immigration

### Edgar De Leon

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### David Diaz

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**Expertise:** Mass media, media and politics, journalism, NYC politics

### Jose Encarnacion

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**Language Preference:** Fully bilingual

**Expertise:** Production Director at El Puente Newspaper. Expertise in design, arts and communications. Latinos in the Midwest.

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**Preferred Contact Method:** Email**Language Preference:** Fully bilingual**Expertise:** Representations of Latina/os in mainstream and Latina/o oriented media and audience reception, media literacy, gender, and globalization. I especially focus on advertising, film, television, and news.**Marucci Beard**

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Demos

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**Expertise:** Media relations and policy issues at local and national level; Media diversity issues; Puerto Rican politics in New York City and Puerto Rico; Latino theater in New York.

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**Expertise:** Political and Historical Anthropology of Puerto Rico and Puerto Ricans in the US. Puerto Rican farmworkers. Oral history.



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**Expertise:** Health care health care for the underserved

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**Language Preference:** Fully bilingual

**Expertise:** Demographics, the Latino vote, economics, Latino youth, immigration

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**Preferred Contact Method:** Email

**Language Preference:** Fully bilingual

**Expertise:** Community development, city planning, urban design, both in Latin America and Latino communities in the US

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**Preferred Contact Method:** Email

**Language Preference:** Fully bilingual

**Expertise:** Labor Movement / Worker Rights

**Miriam Jimenez-Roman**

Afro Latino Forum

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**Preferred Contact Method:** Email

**Language Preference:** English

**Expertise:** African diasporic communities in the Americas; race, ethnicity and gender studies; African American and Latin@ studies

**Howard Jordan**

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**Language Preference:** English

**Expertise:** Electoral politics, criminal justice, immigra-

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### **Nelson Landrieu**

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**Language Preference:** Spanish

**Expertise:** Theater, acting, cultural activism,

### **Susana Leval**

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**Preferred Contact Method:** Email and/or telephone

**Language Preference:** Fully bilingual

**Expertise:** Curator, art historian, lecturer and art writer of Latino, Puerto Rican, and Latin American art.

### **Miguel Macias**

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### **Nicole Marwell**

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**Language Preference:** Fully bilingual

**Expertise:** New York Latino communities; nonprofit and community-based organizations; immigration; politics.

### **Felix Matos Rodriguez**

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**Language Preference:** Fully bilingual

**Expertise:** Latinos and Education; Latinos and Higher Education; Latino History; Caribbean History; Puerto Rican history and politics;

### **Edwin Meléndez**

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**Language Preference:** Fully bilingual

**Expertise:** Puerto Rican and Latino studies, US and Puerto Rico economy, economic, urban and workforce development

### **Miguel Meléndez**

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**Language Preference:** English

**Expertise:** Cuban Revolution, Cuban Five, Health, Education, Puerto Rican Civil Rights Movement, Media

### **Zenaida Méndez**

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**Language Preference:** Fully bilingual

**Expertise:** Electoral Politics, Women's Rights, Gender Bias, Immigration, AfroLatino's issues, Alternative media, Impact of US policies in Latin America, racial and environmental justice, parenting and immigration.

### **Ronald Méndez-Clark**

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**Preferred Contact Method:** Email

**Language Preference:** Fully bilingual

**Expertise:** Latin American/Caribbean Literature/Studies International Education Study Abroad

### **Alejandro Molina**

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**Preferred Contact Method:** Telephone and/or email

**Language Preference:** Fully bilingual

**Expertise:** Puerto Rican political prisoners, human rights in the PR diaspora, digital divide re: Latinos, technology

### Lorraine Montenegro

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**Preferred Contact Method:** Telephone and/or email

**Language Preference:** Fully bilingual

**Expertise:** Community struggles (experience not expertise)

### Ed Morales

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**Preferred Contact Method:** Telephone and/or email

**Language Preference:** Fully bilingual

**Expertise:** Latino politics and culture. Race and ethnicity. Puerto Rican politics Spanglish Urban Latinos.

### Frances Negron-Muntaner

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**Language Preference:** Fully bilingual

**Expertise:** US, US Latino and Caribbean history, culture, politics; mass media

### Marina Ortiz

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**Preferred Contact Method:** Email

**Language Preference:** English

**Expertise:** Independent/alternative/progressive Puerto Rican/Nuyorican politics, history, culture

### Patricia Pedraza

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**Preferred Contact Method:** Email

**Language Preference:** Fully bilingual

**Expertise:** television news production—general topics—wide range

### Joseph Pereira

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**Preferred Contact Method:** Email

**Language Preference:** English

**Expertise:** Sociologist by Training, analysis of Census data with a focus on urban issues including race/ethnicity.

### Estela Perez

*Ahora News*

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**Language Preference:** Spanish

**Expertise:** Immigration Issues

### José Perez

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**Preferred Contact Method:** Email and/or telephone

**Language Preference:** Fully bilingual

**Expertise:** Political Strategist, State and municipal government, Economic and Community Development policy and issues civic engagement and community advocacy

### Lisandro Perez

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**Preferred Contact Method:** Email and/or telephone

**Language Preference:** Fully bilingual

**Expertise:** Cuban migration to the U.S. Cuban American politics U.S. Cuba policy Social change in Cuba History of Latinos in New York

### Myrna Perez

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**Preferred Contact Method:** Email and/or telephone

**Language Preference:** English (has done taped interviews and written pieces in Spanish)

**Expertise:** Area of expertise includes election administra-

tion, voting rights, political participation, redistricting, access to the ballot box, voter suppression, among others.

### Rei Perez

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**Preferred Contact Method:** Email and/or telephone

**Language Preference:** Fully bilingual

**Expertise:** Community Development and Relations, Grant - making, Philanthropy, Writing, Poverty-related issues. Latino social and political economic issues.

### Roberto Perez

The Perez Notes/ *El Diario La Prensa*  
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**Preferred Contact Method:** Email and/or telephone

**Language Preference:** English

**Expertise:** Latino and citywide politics. Host a political radio blog called THE PEREZ NOTES, and I write a weekly political column or El Diario La Prensa, that focuses on Latino politics.

### Victor Pond

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**Preferred Contact Method:** Email

**Language Preference:** Fully bilingual

**Expertise:** Organizational Development, Cultural Competency, Curriculum Development, Substance Abuse/Mental Health

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**Preferred Contact Method:** Email

**Language Preference:** Fully bilingual

**Expertise:** Editor of El Puente Newspaper. The First Hispanic Newspaper in Indiana, publishing now for 20 years. Latinos in the Midwest.

### Oswaldo Principe

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**Preferred Contact Method:** Email

**Language Preference:** English

**Expertise:** Functional experience includes Process Design and Improvement, Project and Program Management, Portfolio Management, Service Design. Industry experience includes Health Care and Financial Services.

### Deborah Quinones

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**Preferred Contact Method:** Email and/or telephone

**Language Preference:** English

**Expertise:** El Barrio Cultural Issues, Developer of Coquito Masters, El Barrio Community Board, El Barrio community Development Latina leadership

### Michael Racioppo

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**Preferred Contact Method:** Email and/or telephone

**Language Preference:** English

**Expertise:** Filmmaker / scriptwriter (docs, narratives, short films, spot ads, PSA); Time Warner Cable (Cable TV spot ads). Public Information Officer. Disaster Preparedness Consultant (Local Law 26 / Local Law 5)

### Claudio Remeseira

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**Language Preference:** Fully bilingual

**Expertise:** Latino, Latin American, and Iberian culture, politics, and society

### Jenny Rivera

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**Preferred Contact Method:** Email

**Language Preference:** English

**Expertise:** Civil Rights, Women's/Latinas' Rights, Administrative Law, Antidiscrimination Law, and Diversity in the Legal Profession. I am a law professor and was a former lawyer for the Legal Aid Society and the Puerto Rican Legal Defense and Education Fund (now Latino Justice/PRLDEF). I am also the Director of the Law School's Center on Latino and Latina Rights and Equality."

**Peter Rivera**

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**Language Preference:** Fully bilingual  
**Expertise:** New York State politics

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**Preferred Contact Method:** Email  
**Language Preference:** Fully bilingual  
**Expertise:** Latino popular music, Latino popular culture, Caribbean Latino folk music, race and ethnicity, African American and Latino relations.

**Monica Rivera-Mindt**

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**Preferred Contact Method:** Email  
**Language Preference:** English  
**Expertise:** Neuropsychology/neuroscience; the effects of HIV on the brain; health disparities; health disparities in the Latina/o population

**Rafael Rivera-Viruet**

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**Preferred Contact Method:** Email  
**Language Preference:** English  
**Expertise:** Published author: Latinos in Hollywood films and a documentary filmmaker on Hispanic/Latino issues on politics, music and social media for more than 30 years.

**Guillermo Rocha**

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**Language Preference:** Fully bilingual

**Expertise:** Geology, Geochemistry, Environmental Sciences, Science Education.

**Clara Rodriguez**

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**Preferred Contact Method:** Email and/or telephone  
**Language Preference:** English  
**Expertise:** Latinos and Latinas in the US, the census, media representation, policy, migration, and education.

**Dan Rodriguez**

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**Language Preference:** Fully bilingual  
**Expertise:** Economics, local, state and national politics, television, communications and marketing

**Robert J. Rodriguez**

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**Language Preference:** English  
**Expertise:** Legislation, Policy Making, Finance, Management, Economic Development, and Advocacy.

**Victor M. Rodriguez**

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**Preferred Contact Method:** Email  
**Language Preference:** Fully bilingual  
**Expertise:** Latino Identity Racialization of Latinos in the educational system. Latino Politics Puerto Rican Social Movements Wealth and Poverty in Latino Communities Political Economy of Puerto Rico

**Adriene Rosell**

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**Language Preference:** Fully bilingual

**Expertise:** Health Care, Senior Housing, Nursing Homes Article 28s, Article 31s, Adult Days, Psychosocial Clubs, Pros Program, HIV/AIDS short and long term care, Assisted Living, Enriched Housing, Independent Senior Housing, Primary Care, and Hospice Care. I am a licensed Nursing Home Administrator. In Health Care for more than 25 years.

### Virginia Sanchez-Korrol

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**Preferred Contact Method:** Email

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**Expertise:** Historian/ novelist - New York Latino History Women's history - published author - Huffington Post New York page writer

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**Expertise:** Education / Teaching

### Teresa A. Santiago

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**Language Preference:** Fully bilingual

**Expertise:** Puerto Rican culture, history, issues

### Marytza Sanz

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**Preferred Contact Method:** Email and/or telephone

**Language Preference:** Fully bilingual

**Expertise:** Grassroots and community leadership, politics, health, education and women issues.

### Saskia Sassen

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**Preferred Contact Method:** Email

**Language Preference:** Fully bilingual

**Expertise:** Urban, inequality, work, global, immigration, social media, immigration policy

here also my website: [www.saskiasassen.com](http://www.saskiasassen.com)

Selected as one of 100 Top Global Thinkers by Foreign Policy magazine:

[http://www.foreignpolicy.com/articles/2011/11/28/the\\_fp\\_top\\_100\\_global\\_thinkers?page=0,33](http://www.foreignpolicy.com/articles/2011/11/28/the_fp_top_100_global_thinkers?page=0,33)

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**Preferred Contact Method:** Email

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**Expertise:** NYC Department of education, Lower East Side culture & history, city politics, operations in city hall, healthcare, governance of not for profits, Latino politics. Former NYC Deputy Mayor; last President of the NYC Board of Education.

### Federico Subervi

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**Language Preference:** Fully bilingual

**Expertise:** Latinos and media issues, particularly Latino political communication.

### Jan Susler

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**Language Preference:** Fully bilingual

**Expertise:** Puerto Rican Political Prisoners. Police misconduct/civil rights.

### Mario Tapia

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**Language Preference:** Fully bilingual

**Expertise:** Issues related to Latino elderly.

### **Maria Tapia-Belsito**

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**Preferred Contact Method:** Email and/or telephone

**Language Preference:** Fully bilingual

**Expertise:** Fundraising and marketing for The Futuro Media Group's innovative projects including Latino USA on NPR and America I am on PBS.

### **Jose Tejada**

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**Expertise:** Not for Profit, Information Technology

### **Luisita Torregrosa**

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**Language Preference:** English

**Expertise:** Mainstream media (newspapers, magazines, TV), pop culture, Hispanic and Latin American politics and literature, Caribbean (Cuba and Puerto Rico), South America (Brazil)

### **Andrés Torres**

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**Language Preference:** English

**Expertise:** Puerto Rican community: economy/politics Latino/a demographics Immigration issues Latino public policy

### **Arlene Torres**

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**Preferred Contact Method:** Email and/or telephone

**Language Preference:** Fully bilingual

**Expertise:** Consultant/Researcher/Professional Advocate to improve the Quality of Higher Education and its Outcomes; Latina/o Faculty and Administrative Development; Consultant on Museum Exhibit Development & Qualitative Evaluation; Community Programming and Dialogues on Race and Ethnicity; Specialties Diversity; Mentoring Initiatives; Higher Education and Public Program Development; Cultural Anthropology; Qualitative Methods; Bilingual/Bicultural"

### **Janette Torres**

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**Preferred Contact Method:** Telephone

**Language Preference:** Fully bilingual

**Expertise:** Education, Teaching Chinese, Polish, Korean. Work on education and media on the topics of domestic violence, immigration fraud, sex crimes, elder abuse, and cybercrime for those communities.

### **Mario A. Torres**

National Hispanic Business Group  
and various non- profits  
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**Preferred Contact Method:** Telephone

**Language Preference:** Fully bilingual

**Expertise:** Successful career in the areas of economic development; government, community and corporate relations; and entrepreneurial training and advocacy in both the public and private sectors. Throughout his career, Torres has served on the governing Boards of various not-for-profit organizations for whom he has led successful fundraising campaigns. For his commitment to the arts, culture and Latino advancement he has been the recipient of numerous awards and honors.

### **Valeria Treves**

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**Preferred Contact Method:** Email and/or telephone

**Language Preference:** Fully bilingual

**Expertise:** Immigrant Workers Rights. Undocumented Immigrants. Immigrant's Rights and Access. Queens County based Immigrant issues

**Estela Vazquez**

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**Language Preference:** Fully bilingual

**Expertise:** Labor issues

**Cynthia Vich**

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**Preferred Contact Method:** Email

**Language Preference:** Fully bilingual

**Expertise:** Latin American literature and culture, Spanish Language

**Ana Celia Zentella**

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**Preferred Contact Method:** Email and/or telephone

**Language Preference:** Fully bilingual

**Expertise:** Spanish in the USA and NYC , bilingualism, language policy, Spanglish, Census Bureau language questions and classifications, US-Mexico border youth, raising a bilingual child.



## Subject Index of Latino Experts

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Angelo Falcón; Lucía Gómez-Jiménez;  
Mark Hugo Lopez; Howard Jordan;  
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