



The National Coalition of Hispanic Health and Human Services Organizations

1030 15th Street, NW, Suite 1053 • Washington, DC 20005 • (202) 371-2100

March 5, 1990

Dr. Hector P. Garcia
Founder
American G.I. Forum
1315 Bright St.
Corpus Christi, TX 78405

Dear Dr. Garcia:

Beginning in early April, Univision and public television stations will begin airing a half-hour documentary, "Sexuality, Families, and Values." The program was produced in Spanish, and an English-language version was dubbed. A short description of the show is attached. The documentary is part of the series that began with "SIDA Is AIDS" in 1988.

COSSMHO is working with the producing station, KCET-TV, to conduct awareness and outreach prior to the broadcast. In 1988, we worked with over 22 community-based agencies for similar purposes.

I am writing now to ask you to be a part of the 1990 outreach campaign. We realize that the time constraint is significant; we were just notified of the first broadcast dates this week. We do have one advantage this year: the programs are completed and tapes are now available, unlike last year when they were not available until the week of the telecast. Despite the relatively short notice, we hope to identify in each of ten major Hispanic communities a local Hispanic agency which will perform these tasks:

- o host a preview of the documentary in collaboration with a Univision or PBS station. The preview should target Hispanic media, health and human services providers, and others concerned about AIDS. Last year, many of the previews drew 25 to 50 persons, and some cities were especially strong in terms of advance press coverage.
- o work with COSSMHO to identify a local Spanish-language radio station which will devote a talk show to discussion of communications about sexuality within families. We will help identify experts (if needed) and work with the local agency to obtain a commitment of airtime - probably on a regularly-scheduled show; and

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- o provide a brief written report of activities.

For your expenses related to these activities, COSSMHO will provide a payment of \$500 - for postage, printing of fliers, refreshments, and other out-of-pocket expenses. COSSMHO will also provide VHS tapes of the documentary, one in Spanish and the other dubbed in English.

Ligia Serrano will be serving as coordinator for this project, and she will call shortly to discuss the possibility of your involvement.

I appreciate your continued support for COSSMHO programs and hope that we can work with you on this one as well.

Sincerely,

A handwritten signature in cursive script, appearing to read "Bill Bogan".

William A. Bogan
Executive Vice President

Encl.