

111TH CONGRESS  
1ST SESSION

# S. RES. \_\_\_\_\_

Designating October 25 through October 31, 2009, as “National Hispanic Media Week” in honor of the Latino Media of America.

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IN THE SENATE OF THE UNITED STATES

Mr. REID submitted the following resolution; which was referred to the Committee on \_\_\_\_\_

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## RESOLUTION

Designating October 25 through October 31, 2009, as “National Hispanic Media Week” in honor of the Latino Media of America.

Whereas for almost 470 years the United States has benefited from the work of Hispanic writers and publishers;

Whereas there are over 800 Hispanic newspapers with a circulation of 17,800,000, and over 550 Hispanic magazines with a circulation of 31,600,000;

Whereas Hispanic television and radio programs respond to the bilingual needs of the United States Latino population;

Whereas market research estimates that the reach of Spanish language television is nearly universal;

Whereas 1 in 8 Americans is served by a Hispanic publication throughout the Nation;

Whereas the Latino print media generated \$1,400,000,000 in revenue last year, despite adverse economic conditions;

Whereas the Hispanic press informs many Americans about significant political, economic, and social issues of our day;

Whereas the Hispanic press in the United States focuses in particular on informing and promoting the well being of our country's Hispanic community; and

Whereas commemorating the achievements of the Hispanic press acknowledges the important role the Hispanic press has played in United States history: Now, therefore, be it

1       *Resolved*, That the Senate—

2               (1) designates October 25 through October 31,  
3       2009, as “National Hispanic Media Week” in honor  
4       of the Latino Media of America; and

5               (2) encourages the people of the United States  
6       to observe the week with appropriate programs and  
7       activities.