

Dear CCNMA Supporter:

It is with mixed emotions that I note that CCNMA: Latino Journalists of California celebrates its 40th anniversary next year.

It is great that we have survived to reach that milestone, the oldest organization of journalists of color in the country, but it is unfortunate that after 40 years an organization such as CCNMA is still needed.

Many of the gains we have made in the past 40 years to diversify our nation's newsrooms in staffing and content, particularly the last 20 years, have been lost because of the poor economy and general apathy about diversity by media managers.

But the changing demographics in this country cannot be ignored. Latinos now number more than 50 million, or 16% of the nation's population, according to the 2010 Census.

That makes the work of CCNMA even more vital. CCNMA remains committed to promoting diversity in our nation's newsrooms and providing valuable opportunities to professional journalists and journalism students through scholarships and our annual Journalism Opportunities Conference. We will continue to encourage and recognize outstanding stories that contribute to a better understating of Latinos through our annual Ruben Salazar Journalism Awards.

But we need your help for CCNMA to continue its important work.

A donation of any amount will be appreciated greatly. You also may make your contribution over time. If your company has a matching gift program, be sure to send any required forms with your donation so that your donation goes further.

If your membership has lapsed, renewing your membership also will help considerably. If you have never been a member, please consider joining. If you are a current member, consider a lifetime membership. Annual membership dues are only \$50 or \$90 for two years. A lifetime membership is \$1,000, and may be paid over time if you would like.

CCNMA is a tax-exempt 501(c)(3) educational nonprofit organization. As such, your contribution to CCNMA is tax deductible.

Kindly send a check payable to CCNMA to 727 W. 27th Street, Room 201, Los Angeles, CA 90007-3212. If you prefer to use a credit card, contact the CCNMA office at (213) 821-0075 and speak with Sylvia Wells.

Please call me if you have any questions at (213) 821-0075 or send me an e-mail at juliomoran@ccnma.org

I appreciate your consideration.



Julio Moran
Executive Director