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LEAD Media Introduction

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LEAD Original Programming

"LEAD Media Introduction" (2021)

START – 00:00:00

[Music]

>> Hello, I'm Dr. Enrique Murillo. I'm a professor here at California State University, San Bernardino. And --

>> I'm Rob Garcia from the Information Technology Services Division.

>> We are here in Studio 54 from the campus of California State University, San Bernardino. We wanted to give our viewers and listeners a little bit of the kind of behind-the-scenes, and who better than Rob Garcia. Rob Garcia is the OG. He's been with LEAD from the beginning when we started. I began here as a professor in 1999. And over the years, slowly, but surely all the different projects came about and kind of unfolded. Eventually, we call those projects LEAD. LEAD was kind of the umbrella. But if you notice, it just didn't happen automatically. We needed a technical consultant and Rob has been our technical consultant from the beginning. We call him our tech guru. And so I wanted to ask Rob a little, some questions just to give you a sense of what it looks like behind the scenes. Now, here we are, you can see the lights. Right? You can see the, you probably can't see the cameras, but there's cameras here. Right? You can see all these, the set that, actually Rob designed the set. So maybe you can tell us a little bit about the set.

>> Sure.

>> Yeah.

>> Well, Enrique, what we have here is our LEAD backdrop, our stage presence that we like to call it. And it was really born out of the idea that LEAD had an important message and it needed to be delivered in a message, in a manner that was professional but also was appealing. Because the important, the content was so important. As you know, we had that struggle of how do we get the word out? How do we have these important discussions?

>> That's always been our struggle.

>> It's always been the struggle and we knew that we could do it better. We had looked at other mediums. We've looked at other conferences. We've gone to conferences, and we knew we could do a better job. And with the support of the resources here at Cal State San Bernardino, we were able to design a professional studio 10 years ago, and now here we are.

>> That's the whole point. It just didn't happen. So for example, believe it or not, there was a time when these things didn't exist on our campus. I believe we were the first ones to create this thing. What's it called, the backdrop?

>> The backdrop.

>> Yeah.

>> We were the first ones on campus. We were also the first to use the pop-up banners. And of course, we're going to be the first to have our own virtual TV media production company here.

>> Yeah.

>> We were the first to webcast. We went on webcasting.

>> First to webcast. We were the first to do live Zoom sessions.

>> That's right.

>> If you recall, we had the Secretary of Education, Arne Duncan.

>> That's right.

>> Al Gore sent a greeting video. And even last year, at our last summit we had Alex Padilla.

>> That's right.

>> Who, as you know, has become the United States Senator.

>> Now he's representing us.

>> From California.

>> Yeah, from California. So our frustration and maybe Rob can explain this, is we're here in a part of Southern California, which is called the Inland Empire, or the Inland area. It's San Bernardino County and Riverside County as a region. We are the largest region of the United States. San Bernardino is the largest county within the United States. We're bigger than like nine or 11 states in the nation. And so we're in a place where we're in hours drive from Los Angeles. So it's kind of hard to get the media folks to pay attention to us.

>> Right?

>> Right?

>> Right?

>> And anyways, sometimes the media come out here, but it's when somebody gets shot or --

>> Right.

>> Yeah.

>> We always seem to get attention when it's negative.

>> Yeah.

>> And I think that was part of our frustration is because we felt like we had an important message that needed to be covered by the media. We did everything to get their attention. We invited them to campus. We did press releases. And they still wouldn't listen to our message. And frankly, we got fed up with that and so this idea was born out of the fact that we needed to have courageous conversations, talk about the tough issues, bring out the activists, the educators, and the leaders in our community to have really good discussions. And frankly, we don't need the media anymore. We're going to do it ourselves. We know that we can do it, and we can do it better. And I believe that that's what, that's what this enterprise will be.

>> We're going to, we have to go deep and dive deep into this. So it can't just be soundbites, it can't just be headlines. Right? So that's what we mean. That's what the [inaudible] I think Rob means when he says we don't need the media. Because it's only, it only touches the surface, but we want to go deep. So we expect in years to come, you're going to get from this channel, you're going to get some good stuff.

>> Right. It's going to be real. It's going to be our representation of our people. We are in the Inland Empire, which is the largest congregation of Latino cultures on the face of the planet, except for in Mexico and Latin America. And we can get media coverage that accurately portrays our people, our culture, and our issues.

>> Yeah.

>> And that's what LEAD courageous conversations is all about. And I think [inaudible] that as we look back over the 10 years of LEAD, all of those issues that we've talked about back then are still relevant, immigration, certainly, about community policing, all of those programs are just as relevant today. And I think, again, frankly, we're just fed up with not being able to get the word out and so we're changing our tactics.

>> Yeah. It is.

>> We're going to adapt. We're going to even be willing to use media guerrilla warfare to get the word out.

>> Yes.

>> So the message is going to go straight to the people, to the [inaudible]. So expect something in years to come. But we're already launching, we got our first 15 episodes ready.

>> We're going to have some good guests. We're going to bring back some of those people who came to share their message.

>> Where are they now?

>> Where are they now?

[Multiple Speakers]

>> What's going on now.

>> Right?

>> Yeah.

>> And I think that's going to be very exciting. But I also think, Enrique that here at Cal State San Bernardino, we want to be a voice in the issues that are important to our community. And frankly, we've got the people. We've got the resources, and there's no reason now because we no longer have the boundaries that TV and television and radio presented for us. We can take our message directly to the people. And frankly, I think we've shown that we can do a good job with that.

^M00:07:29

>> So expect from us in the future. We're going to start a series of a-behind-the-scenes. So well, you will all see at the LEAD summit. Right? We have everybody, the audience's there. We have a beautiful stage. But it takes us a whole year to plan for the next year. And Rob and I, we're like tied at the hip. And so for months leading up to the LEAD summit, there's so many things that we can share with you, kind of behind-the-scenes stories, little anecdotes, little tidbits, little things here and there. So expect for Rob to host a kind of behind-the-scenes view. And maybe we'll invite some of the planners from years past, and we'll interview them, tell us a story or something funny that happened.

>> Exactly. And Enrique, if you recall too that to put on the LEAD summit takes a community. It took over 100 volunteers, people serving who are activists in their communities to come on out to Cal State San Bernardino, and share what they're doing in their communities that works, that makes a difference, that the world doesn't know about. And again, we want to frame how our culture and how our people are being

viewed, and how our issues are being discussed. We can't wait anymore for the media or the popular media --

>> Yeah.

>> -- to decide what's important.

>> Yeah.

>> And I think the LEAD channel is a mechanism for doing that.

>> Yeah.

>> But more importantly, Cal State San Bernardino is the place where it's going to happen.

>> And we define the future.

>> We define the future.

>> Thank you, all of us.

>> All right my brother.

END – 00:10:10