

Third College Communications Program to sponsor two lectures on use of mass media by minorities, "Communications and Society"

April 6, 1973

The use of mass media by minorities will be the subject of two evening lectures to be presented in Balboa Park Tuesday and Wednesday, April 17 and 18, sponsored by the Third College Communications Program at the University of California, San Diego.

The talks are part of a continuing "Communications and Society" lecture series which is being presented during the 1972-73 academic year by the Communications Program at UCSD.

Gabriel Ricardo Tejada-Flores, a filmmaker and teacher, and Claudio Frennel-Lopez, a producer/director for the Franciscan Communications Center, will speak at 8:00 p.m. Tuesday in the Centro Cultural de la Raza, 2004 Park Boulevard, in Balboa Park. Tejada-Flores, a graduate of the San Francisco Art Institute and former lecturer at UCSD, will talk on the making of "Si Se Puede," a film depicting the farmworker's struggle. Frennel-Lopez, will speak on "The New Challenge in Media: Minorities as Communicators."

Daniel Gomez, of Dave Bell Associates, Inc., Hollywood, and Frank Cruz, a newsman for KABC-TV, Los Angeles, will talk on "Chicanos and the Mass Media" at 8:00 p.m. Wednesday in the Centro Cultural de la Raza.

Gomez graduated from Loyola University with a B. A. in communication arts. He is currently the producer of "On Campus," a weekly public-affairs show for the independent colleges of Southern California. He has produced a children's television series titled "Serendipity" and another series titled "Chicano" for Los Angeles area television.

Cruz served as chairman of the Chicano Studies Department at California State College, Long Beach for two years before joining the newscasting staff at KABC. He is the author of several books, including a high school text titled "Latin Americans, Past and Present."

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