



The **Opportunity** Agenda

# IMMIGRANTS IN AMERICA: A HOLLYWOOD PERSPECTIVE



A **CREATIVE CHANGE** EVENT

SPONSORED BY **UNBOUND PHILANTHROPY**



**May 3, 2010**  
The Paley Center for Media  
465 North Beverly Drive  
Beverly Hills, CA





The **Opportunity** Agenda

presents

# IMMIGRANTS IN AMERICA: A HOLLYWOOD PERSPECTIVE

A TIMELY CONVERSATION WITH ARTISTS AND ADVOCATES

## **Bruce Evans**

Senior Vice President of Drama Programming, NBC

## **Leon Ichasa**

Screenwriter and Director

## **Alan Jenkins**

The Opportunity Agenda

## **Tony Plana**

Actor, *Ugly Betty*

## **Angelica Salas**

Executive Director, Coalition of  
Humane Immigrant Rights of Los Angeles

## **Nick Schenk**

Screenwriter, *Gran Torino*

## **Ligiah Villalobos**

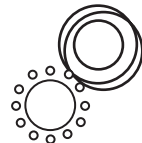
Screenwriter, *Under the Same Moon*



moderated by

## **Emanuel Levy**

Film & Media Critic



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## **BIOS**

### **Emanuel Levy, Moderator**

Professor Emanuel Levy is a renowned film critic and voting member of five groups: Hollywood Foreign Press, Los Angeles Film Critics, National Society of Film Critics, Broadcast Film Critics and the International Federation of Film Critics. A film professor and an author of nine film books, Levy has served on the juries of 46 international film festivals, including Cannes, Hawaii, San Francisco, Sundance and the Rome Film Festival.

### **Bruce Evans**

Evans joined NBC in 1996 and became Senior Vice President of Drama Programming in 2008. Since then he has been central to the network's efforts to increase diversity on all shows both in front of, and behind, the camera. Evans previously served as Vice President, Current Series, overseeing shows that include *Heroes*, *Law and Order*, *Medium*, *Crossing Jordan*, and *Days of Our Lives*.

### **Leon Ichaso**

Leon Ichaso is a Cuban-American director who first made his mark with the independently made Spanish-language feature, *El Super* (1979), based on an Off-Broadway play about an immigrant building superintendent trying to make his way in New York City. His cinematic works include *Crossover Dreams* (1985), *Sugar Hill* (1994), and *Azúcar amarga* (1995) and *Pinero* (2001). His latest films include *El Cantante* (2007), starring Jennifer López and Marc Anthony, and *Paraiso*, which opened during the 2009 Miami International Film Festival in March 2009.

### **Alan Jenkins**

Alan Jenkins is Executive Director of The Opportunity Agenda, a communications, research, and policy organization dedicated to building the national will to expand opportunity for all. Before joining The Opportunity Agenda, Alan was Director of Human Rights at the Ford Foundation, managing over \$50 million in grant-making annually, and served as Assistant to the Solicitor General at the U.S. Department of Justice, where he represented the United States government in constitutional and other litigation before the U.S. Supreme Court.

His other positions have included Associate Counsel to the NAACP Legal Defense and Educational Fund, Inc., where he defended the rights of low-income communities suffering from exploitation and discrimination, and Assistant Adjunct Professor of Law at Brooklyn Law School.

### **Tony Plana**

Tony Plana is an actor and director currently appearing in the award-winning sitcom *Ugly Betty*. Plana is also the co-founder and executive artistic director of the East L.A. Classic Theatre, a group comprised primarily of Hispanic American theatre professionals. He is the recipient of two Nosotros Golden Eagle awards for outstanding work in film and television, as well as five Los Angeles Dramalogue Awards for Theatre. In 2005 Plana was honored as Educator of the Year by Loyola Marymount University's Department of Education and in 2006 received the Humanitarian of the Year Award from the Millennium Momentum Foundation at the Music Center.

### **Angelica Salas**

Angelica Salas has been the Executive Director of the Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA) since 1999. Her accomplishments include winning in-state tuition for undocumented immigrant students and establishing day laborer job centers that have served as a model for the rest of the nation. She is a nationally-recognized spokesperson on federal immigration policy, and a leader in the fight for immigration reform. Ms. Salas is a recipient of the Tides Foundation's JBL Award, a 2008 Durfee Foundation Fellow, and a Member of the International Advisory Council for the Third Annual Global Forum on Migration and Development

### **Nick Schenk**

Screenwriter Nick Schenk wrote *Gran Torino* whilst working as a truck driver in his home-state of Minnesota. The story of an alienated Korean war veteran and his young Hmong neighbor, *Gran Torino* became a worldwide success earning Schenk a prestigious Best Screenplay award from the National Board of Review. The film has been recognized by the American Film Institute as one of the Ten Best Films of 2008 and was recently awarded Best Foreign Film 2010 at the Cesar Awards in France.

### **Ligiah Villalobos**

Screenwriter Ligiah Villalobos first feature film, *Under the Same Moon (La Misma Luna)* presents a vivid insight into the lives of undocumented workers who sacrifice everything to escape grinding poverty and improve the lives of their children. The film was an Official Selection at the 2007 Sundance Film Festival and became the highest sale for a Spanish-language film in the history of Sundance. Before becoming a writer/producer, Villalobos held several executive positions including Director, Programming for Buena Vista Productions, Director, Current Programming for the WB Network and VP, Creative Affairs at Esparza/Katz Productions.

## **PRESENTERS**

### **The Opportunity Agenda** *[www.opportunityagenda.org](http://www.opportunityagenda.org)*

The Opportunity Agenda was founded in 2004 with the mission of building the national will to expand opportunity in America. Focused on moving hearts, minds, and policy over time, the organization works closely with social justice organizations, leaders, and movements to advocate for solutions that expand opportunity for everyone. Through active partnerships, The Opportunity Agenda uses communications and media to understand and influence public opinion; synthesizes and translates research on barriers to opportunity and promising solutions; and identifies and advocates for policies that improve people's lives.

### **The Paley Center for Media** *[www.paleycenter.org](http://www.paleycenter.org)*

The Paley Center for Media, with locations in New York and Los Angeles, leads the discussion about the cultural, creative, and social significance of television, radio, and emerging platforms for the professional community and media-interested public. Drawing upon its curatorial expertise, an international collection, and close relationships with the leaders of the media community, the Paley Center examines the intersections between media and society. The general public can access the collection and participate in programs that explore and celebrate the creativity, the innovations, the personalities, and the leaders who are shaping media. Through the global programs of its Media Council and International Council, the Paley Center also serves as a neutral setting where media professionals can engage in discussion and debate about the evolving media landscape. Previously known as The Museum of Television & Radio, the Paley Center was founded in 1975 by William S. Paley, a pioneering innovator in the industry.

### **Unbound Philanthropy** *[www.unboundphilanthropy.org](http://www.unboundphilanthropy.org)*

Unbound Philanthropy is a family foundation that is dedicated to securing justice and opportunity for immigrants and refugees. Current grant making is focused on positively impacting public opinion and policy on immigration and refugee issues in the United States and the United Kingdom. There is a strong trans-Atlantic learning component to this work. Unbound is also dedicated to contributing to a better future for migrant children and youth in the developing world through increasing and improving educational possibilities for children living in conflict and post-conflict settings.

## **PARTNERS**

### **Air Traffic Control** [www.atctower.net](http://www.atctower.net)

Air Traffic Control (ATC) exists to help musicians play an effective, unique and vital role in the promotion of social justice. Musicians and managers established ATC five years ago to assemble an experienced and trusted team of leaders, resources and tools that would help them to create effective social change collaborations with each other and social justice organizations. As a result, ATC became an artists' air traffic control, developing capacity, efficiency, and coordination to produce stronger and more creative social change collaborations.

### **America's Voice** [www.americasvoiceonline.org](http://www.americasvoiceonline.org)

The mission of America's Voice is to realize the promise of workable and humane comprehensive immigration reform. Our goal is to build public support and create the political momentum for reforms that will transform a dysfunctional immigration system that does not work into a regulatory system that does. Our vision of reform includes elements, which implemented simultaneously, will lead to a 21st century immigration system that honors legal immigration, reduces illegal immigration, recognizes the contributions of hard-working immigrant families, preserves the importance of family reunification, respects the rights of all to fair proceedings and humane treatment, and levels the playing field for law-abiding employers and workers in the United States. To achieve this vision, America's Voice speaks directly to key audiences through the mainstream, new, and Spanish-language media, conducts cutting edge public opinion research, communications, and online campaigns, and supports courageous leaders from all walks of life who are standing up for workable comprehensive immigration reform now.

### **Applied Research Center** [www.arc.org](http://www.arc.org)

Founded in 1981, the Applied Research Center (ARC) is a public policy institute advancing racial justice through research, advocacy and journalism. Using policy analysis, media reporting and leadership training, ARC investigates the hidden racial consequences of public policy initiatives and aims to move people to action in support of racial equality. ARC was one of the first racial justice organizations to begin writing about and advocating for equity in the emerging green economy and is currently developing a Toolkit on Equity and the Green Economy that advocates can use to design fair programs and policies. The organization's annual Facing Race Conference has become the national convening of organizers, activists, and intellectuals on race and politics.

### **Aquifer Media** [www.aquifermedia.com](http://www.aquifermedia.com)

Aquifer Media designs social campaigns and digital storytelling that cultivate community and civic participation. Founder Will Coley is an advocate and organizer who has worked with immigrants and refugees in Charlotte, New York, New Jersey, Los Angeles, Zimbabwe and Great Britain. He is the recipient of the Reebok Human Rights Award.

### **Asian Pacific American Legal Center** [www.apalc.org](http://www.apalc.org)

The Asian Pacific American Legal Center of Southern California (APALC) is the nation's largest legal organization serving the Asian and Pacific Islander communities. Founded in 1983, APALC is a unique organization that combines traditional legal services with civil rights advocacy and leadership development. The organization's mission is to advocate for civil rights, provide legal services and education and build coalitions to positively influence and impact Asian Pacific Americans and to create a more equitable and harmonious society.

**Brave New Foundation** [www.bravenewfoundation.org](http://www.bravenewfoundation.org)

Brave New Foundation champions social justice issues by using a model of media, education, and grassroots volunteer involvement that inspires, empowers, motivates and teaches civic participation. The organization's vision is of an open democratic society that encourages rigorous debate, opportunity and justice for all.

**Center for American Progress** [www.americanprogress.org](http://www.americanprogress.org)

The Center for American Progress is a public policy think tank dedicated to improving the lives of Americans through progressive ideas and action on 21st century challenges such as energy, national security, economic growth and opportunity, immigration, education, and health care. The Center develops policy proposals, talking points, events, news and columns through dialogue with leaders, thinkers and citizens.

**Center for New Community** [www.newcomm.org](http://www.newcomm.org)

The Center for New Community is a national organization committed to building community, justice, and equality. The Center is grounded in many faith traditions, and builds community where the dignity and value of all humanity is manifest. Established in 1995, it has grown from a vision to an organization working nationwide to cultivate civic life and advance systemic change, in partnership with local leaders, organizations, congregations, and other institutions.

**Coalition for Humane Immigrant Rights of Los Angeles** [www.chirla.org](http://www.chirla.org)

For the past twenty-one years, the Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA) has been at the forefront of the fight for immigrant and refugee rights in Los Angeles, across the state and nationally. From its pioneering efforts to establish the first day laborer centers in the country to its training and mobilization of young activists and its participation in national, state, and local public policy initiatives, CHIRLA has adapted its strategies but never abandoned its core mission to represent and advocate for the interests of the immigrant community. What began in 1986 in Los Angeles is today a powerful and growing movement that continues to serve as the template for innovation and success in the immigrant rights movement for the 21st century.

**HOLA MEXICO Film Festival** [www.holamexicoff.com](http://www.holamexicoff.com)

The biggest Mexican Film Festival outside Mexico, the Hola Mexico Film Festival plays in six US cities, Australia and New Zealand every summer. Founded by Mexican-born Samuel Douek when he noticed a lack of Mexican influence in cinema, the festival exposes the world to the beauty of Mexican culture through film and showcases the talent of highly coveted directors, producers and actors working in Mexico.

**LATV** [www.latv.com](http://www.latv.com)

Headquartered in Los Angeles, LATV is a national television entertainment network distributed via digital multicast with major cable coverage in the top U.S. cities. Targeting U.S. Latinos 18-49, LATV launched nationally in April 2007. LATV's programming bouquet offers a range of content that includes movies, talk shows, sports, lifestyle and music. The network is ad-supported and offers an array of programming that is original and exclusive. Post-Newsweek Stations, Inc. is an investor in the national network and has a minority ownership interest in the Company as well as a seat on its Board of Directors. The company also owns LatiNation, LLC which nationally syndicates the programs American Latino TV and LatiNation.

**Latino Public Broadcasting** [www.lpbp.org](http://www.lpbp.org)

Latino Public Broadcasting (LPB)'s mission is to support the development, production, post-production, acquisition and distribution of non-commercial educational and cultural television that is representative of Latino people, or addresses issues of particular interest to Latino Americans. In disseminating these programs to public broadcasting stations and other public telecommunication entities, LPB provides a voice to the diverse Latino community throughout the United States.

**Liberty Hill Foundation** [www.libertyhill.org](http://www.libertyhill.org)

Liberty Hill Foundation advances movements for social change through a unique combination of grants, leadership training and alliance building. In the early '90s, Liberty Hill was the first to fund the living wage movement sparking new laws that raised wages for 25,000 poverty-wage workers, won millions in back wages for garment and restaurant workers and raised the minimum wage for California families. In the past decade, Liberty Hill has been first to fund LA's new environmental justice movement resulting in millions of dollars being invested in pollution reduction programs and new safeguards to protect the health of Californians most exposed to pollution's deadly consequences.

**Los Angeles Latino International Film Festival (LALIFF)** [www.latinofilm.org](http://www.latinofilm.org)

The richness and diversity of Latino culture is explored through film in the Los Angeles Latino International Film Festival. Dedicated to presenting the best Latino films made in the US, Spain, the Caribbean, and Latin America, the Festival was launched in 1997, and has since become an important platform for Latino Cinema in the US. It provides access to the entertainment industry, mentoring and educational programs and preservation programs. The festival creates an interaction between all members of the Los Angeles community and the world through film serving to enrich society as a whole.

**National Association of Latino Independent Producers** [www.nalip.org](http://www.nalip.org)

The National Association of Latino Independent Producers (NALIP) is a national membership organization addressing the professional needs of Latino/Latina independent producers. For nine years NALIP has promoted the advancement, development and funding of Latino/Latina film and media arts in all genres. NALIP is the only national organization committed to supporting both grassroots and community-based producers/media makers along with publicly funded and industry-based producers.

**National Alliance of Latin American and Caribbean Communities**

[www.nalacc.org](http://www.nalacc.org)

The National Alliance of Latin American and Caribbean Communities (NALACC) is a network of approximately 75 community-based organizations seeking to improve quality of life for Latinos and Latino immigrants in their communities both in the United States and in countries of origin. NALACC seeks to build transnational leadership capacity and increase immigrant civic participation so that immigrants can advocate effectively for public policies that address the root causes of migration, as well as addressing the challenges faced by immigrants in the United States.

**National Day Laborer Organizing Network** [www.ndlon.org](http://www.ndlon.org)

An alliance of 41 organizations dedicated to improving the lives of day laborers, the National Day Laborers Network (NDLON) works to unify and strengthen member organizations in their efforts to develop leadership, mobilize, and organize day laborers to protect and expand their civil, labor and human rights. NDLON fosters safer, more humane environments for day laborers, and advances the rights of both men and women to earn a living, contribute to society, and integrate into the community.

**National Hispanic Foundation for the Arts** [www.hispanicarts.org](http://www.hispanicarts.org)

Actors Jimmy Smits, Esai Morales and Sonia Braga, along with attorney Felix Sanchez, created the National Hispanic Foundation for the Arts in 1997 to advance the presence of Latinos in the media, telecommunications and entertainment industries. The Foundation has concentrated on increasing access for Hispanic artists and professionals while fostering the emergence of new Hispanic talent. The Foundation offers graduate scholarships to Hispanic students and works to expand career opportunities for existing talent in all aspects of entertainment and the performing arts. Since 1997, the Foundation has provided scholarships totaling more than \$1 million dollars to more than 350 Hispanic students pursuing graduate degrees in the arts.

**National Hispanic Media Coalition** [www.nhmc.org](http://www.nhmc.org)

The National Hispanic Media Coalition (NHMC) is a non-profit, civil rights media advocacy organization. NHMC's mission is to improve the image of American Latinos as portrayed by the Media; increase the number of American Latinos employed in all facets of the Media industry; and advocate for media and telecommunications policies that benefit the American Latino Community and other communities of color.

**National Immigration Forum** [www.immigrationforum.org](http://www.immigrationforum.org)

The National Immigration Forum is the leading immigrant advocacy organization in the country with a mission to advocate for the value of immigrants and immigration to the nation. Established in 1982, the Forum occupies a unique role knitting together alliances across diverse faith, labor, immigrant, non-immigrant and business constituencies in communities across the country. Using its communications, advocacy and policy expertise, the Forum develops, executes and evaluates legislative and administrative advocacy strategies that will lead to a better, more welcoming America.

**National Korean American Service & Education Consortium** [www.nakasec.org](http://www.nakasec.org)

The National Korean American Service & Education Consortium (NAKASEC) was founded in 1994 by a group of local grassroots community based organizations with the purpose of projecting a national progressive voice on major civil rights and immigrant rights issues and promoting the full participation of Korean Americans.

**New American Media** [www.newamericanmedia.org](http://www.newamericanmedia.org)

New America Media, founded in 1997 by the nonprofit Pacific News Service, is the first and largest network of ethnic news organizations in the United States. NAM operates as a multi-media content producer and aggregator, a media organizer and marketer, and an incubator of youth-led communications projects in underserved communities. In a highly fractured media landscape, we are developing new collaborative models linking ethnic media with each other, with mainstream news outlets and with "new" public service media projects to generate reporting none of these sectors could do on their own and to magnify public awareness of social justice issues.

**Sí TV** [www.sitv.com](http://www.sitv.com)

Launched in 2004, Sí TV was the first cable network to provide entertainment for bicultural Latinos in English. Sí TV took an active role in 2008's historic presidential election by partnering with Voto Latino and Rosario Dawson to produce the multi-platform campaign Crash the Parties. The Crash the Parties '08 user-generated contest site won the 2009 Cable Fax award for Best Corporate and Social Responsibility and was an official 2009 Webby nominee in the politics category.



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National Korean American Service & Education Consortium  
New American Media \* Sí TV

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