

## 2017-J4047

Senate Resolution No. 4047

BY: Senator ALCANTARA

COMMENDING WXTV Univision 41 upon the occasion of celebrating its 50th Anniversary

WHEREAS, It is the sense of this Legislative Body, in keeping with its time-honored traditions, to recognize and pay tribute to those organizations which foster ethnic pride and enhance the profile of cultural diversity which strengthens the fabric of the communities of New York State; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to commend WXTV Univision 41 upon the occasion of celebrating its 50th Anniversary; and

WHEREAS, For 50 years, WXTV Univision 41 has strived to inform, educate and empower its community by delivering relevant news to millions of Latinos who live in New York; its early evening news is watched by more people than any other New York station regardless of language, averaging 68,000 viewers; and

WHEREAS, WXTV Univision 41 is considered the Hispanic heartbeat of New York City; its dedicated teams not only cover the news, but also help elevate the conversation about the needs of its community regarding healthcare, immigration and education through special fairs, phone

banks, and events throughout the year; and

WHEREAS, Through local television, radio and digital properties, WXTV Univision 41 has the capability to reach 73% of Latinos in the New York Designated Market Area; and

WHEREAS, WXTV Univision 41 diligently works to create connections with non-profit and government agencies by providing tools which empower the community; these partnerships have resulted in programs like Contigo ("With You") and Unidad41 which focus on assisting Hispanics in areas such as immigration, health, and education; and

WHEREAS, Contigo focuses on youth, culture and identity by focusing on three main objectives: Be Smart (Education), Be Healthy (Health) and Be Proud (Diversity); and

WHEREAS, As part of its Education programs, WXTV Univision 41 supports college fairs and develops awareness campaigns focused in college readiness, Financial Aid application process (FAFSA) as well as back to school town hall meetings; and

WHEREAS, The Health initiative targets main Hispanic health issues like obesity and diabetes, as well as breast and prostate cancer; WXTV Univision 41 partners with the American Cancer Society and various health providers to provide free screenings, and health fairs to people with no access to healthcare and information; and

WHEREAS, In addition to Contigo, the dedicated employees of WXTV Univision 41 have created and managed several other programs to increase

and embrace diversity within the community including Orgullo, eMERGE, Heroes and the Women's Leadership Council; and

WHEREAS, WXTV Univision 41 expands these efforts to its audience by celebrating its heritage, participating in local LGBTQ initiatives, and creating seminars and workshops which empower women; and

WHEREAS, In addition, WXTV Univision 41, along with the New York Immigration Coalition, Hispanic Federation and other organizations, provide immigration support by coordinating phone banks and town hall meetings where experts are available to help explain the immigration system, and pair individuals with organizations which can help them with their specific situations; and

WHEREAS, The success of WXTV Univision 41 is in direct correlation to the efforts of its staff, whose involvement is, and always has been, characterized by an impressive commitment, an unbridled enthusiasm, and an uncompromising standard of excellence in all endeavors on behalf of the institution and the community it serves; and

WHEREAS, The State of New York takes great pride in acknowledging exceptional organizations which distinguish themselves by serving the community and its constituents, and which deserve unique recognition; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to commend WXTV Univision 41 upon the occasion of celebrating its 50th Anniversary; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to WXTV Univision 41.