mission mediarts

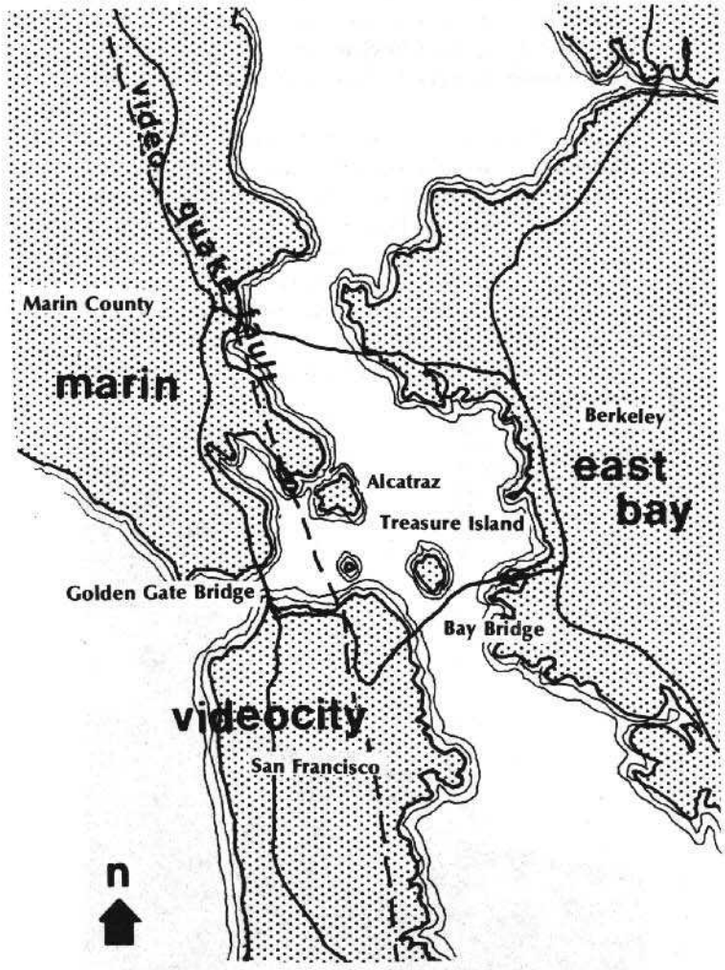
Chicano Power via media — or the struggle between the vested interests and the people's needs. The Mission is the sunny Chicano neighborhood from Eleventh to Army up Mission Street where the Spanish speaking population of San Francisco finds its center. In that neighborhood a sense of identity is growing growing with the work of Rita Amelia, Jarmon Balberan, Ray Rivera, Bob Huestis, Tony Miranda and a group of young Mission dwellers whose lives have been shaped by a television devoid of Spanish influence and interest. Jarmon Balberan has been quoted as saying, "The Mission community has no communications device to measure and evaluate its own despair, growth, or health. Many of the people still see themselves in the stereotyped image the media and society has given them and they need to be reawakened to their cultural heritage."

Initially sponsored by funds from the PBS affiliate, KQED, the Mission Mediarts group produced and aired segments of the PBS network program *San Francisco Mix*. Their program, *Mission and 24th Street*, won them recognition as the first such group to open access into public broadcast television for minority non-stereotyped groups doing programs about their cultural heritage.

Rivera, who began the movement as a community worker from RAP has said, "The essential reason for concentrating in those areas (television and films) is that although many of our young people are alienated from society as a whole, they are nevertheless oriented and directly involved as a consumer audience."

Mission Mediarts has Sony AV series equipment which they use to tape in the Mission. They occasionally turn the cameras on their sponsors in an attempt to show the KQED staff and board what it looks like from the Chicano point of view to deal with the vested interests of a large broadcasting organization. A disagreement developed about funds for programming which brought the portapack Chicanos to a fancy downtown restaurant during a board meeting which was actually a bored meeting. The portapacks brought everyone to life. The Board, of course, is composed of successful San Francisco businessmen and women who meet at lunch to discuss the future and fate of KQED. At first the group of diners insisted that the meeting was private but Rivera spoke up to remind the diners, seated at the white clothed tables drinking and eating the lush luncheon laid out before them that it is their responsibility as the Directors of a community television station to take into consideration not only their own vested interests but also the interest of the community.

In a communique by the Mission Mediarts they have made the following points about their relationship with the PBS affiliate:

-Lois Stoppple '72

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