

"Yo Si Puedo"



A New Weekly Half-Hour Television Show About Education

Hosted by One of the Nation's Leading Hispanic Educators

Eduardo Padrón

and

One of the Nation's Leading Hispanic Personalities

Charles P. García

**Great for Parents, Teachers, Students, the Hispanic Community
and Any Spanish-Language Television Network or Affiliate**

Created and written by Jeff Mustard

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Table of Contents

Page 1	- "Yo Si Puedo" <ul style="list-style-type: none">- The Show Open- The Perfect Venue, The Perfect Time- Not just Smart, but Different
Page 2	-The Hosts: <ul style="list-style-type: none">- Eduardo Padrón
Page 3	The Hosts: <ul style="list-style-type: none">- Charles García
Page 4	- A Winning Combination <ul style="list-style-type: none">- A Better Education, a Better life- The Difference
Page 5	- Show Bible <ul style="list-style-type: none">- Production Notes- Guests/Topics- Show Concepts/Outlines

"Yo Si Puedo"

Page 1

"Yo Si Puedo"—The Show Open

We open on Miami's skyline, a montage of brilliant blue sky, glittering green water and a sparkling shoreline. The cuts continue to upbeat music, but now there are images of Miami's streetscape and city life. Men, women, teenagers, people of all ages--black, white, Latino, they all carry books, backpacks, briefcases, some are dressed in suits, others in shorts and flip-flops.



The above could be the opening to a sassy new sitcom or a movie set in sunny South Florida, but it's not. It's the opening to "*Yo Si Puedo*" a new weekly half-hour Spanish-language television show shot on location at Miami Dade Community College, an education institution recognized nationally as the largest and one of the best community colleges in the country and home each year to more than 120,000 students seeking a better life through higher education.

The Perfect Venue, The Perfect Time

It's no secret that the Hispanic community is the fastest growing segment of the U.S. population. What is a secret however are the sad and staggering statistics that Latinos fall way behind in almost all aspects of the education system. Who's at fault? Everyone. "*Yo Si Puedo*" will pull back the curtain on these problems, not only pointing fingers but most importantly offering solutions so that viewers leave each and every show with hope, inspiration and specific ways in which their lives and the lives of children can be improved through an enhanced educational experience. Unlike any other TV show, the big payoff here for the producers and the TV audience are the valuable "educational kits" that will be promoted as part of each show and mailed upon request for free to viewers directly by the United States Department of Education Publications office who is working with the TV show to construct and mail bi-lingual materials to the public.



Not just Smart, but different

Combine the hit Hispanic-television show *Cristina* with the hard-hitting, spirited American shows *Cross-Fire* and CNN's *Talk Back Live* and you'll have—" *Yo Si Puedo*" a hybrid-style Spanish-language talk show shot live-to-tape in front of a studio audience in Miami Dade Community College's television-friendly and virtually camera-ready 225-seat auditorium, where other national television shows such as an ABC *Town Hall* TV show with Peter Jennings and *Week in Washington* have been shot.

Co-Hosted by two national personalities who will lead expert guests and a studio audience packed with students, educators, administrators and education experts, "*Yo Si Puedo*" will not be just another talking-head chatter-box show, but a show with exciting production elements, timely topics, invigorated debate and masterful hosting, all combining to deliver powerful programming that will not only educate viewers, but entertain, engage and enhance the educational experience for the entire Hispanic community.

The Hosts

Eduardo Padrón



Who better to serve as a co-host of the show than a media savvy educator whose career at the helm of Miami Dade Community College has earned him and the institution praise and recognition from many of this nation's leaders as well as this country's largest corporations. As President of Miami Dade Community College (M-DCC), Dr. Eduardo Padrón is respected nationally for his innovative efforts on behalf of underserved and under-prepared students and has developed M-DCC into an institution of higher learning that graduates more Hispanic and minority students than any other college in the United States. Many of Dr. Padrón's students have gone on to high profile and successful careers across many fields, including business, media, sports and government. Moreover, students from M-DCC who matriculate to 4-year schools have demonstrated that their scholastic performance excels at all levels infusing these students with self-esteem and empowering them with knowledge that is essential in helping students to build successful lives and build rewarding careers.

Dr. Padrón has been recognized by many of America's foremost leaders, including appointments to posts of national prominence by Presidents Bill Clinton, George Bush and Jimmy Carter, and through his service in an advisory capacity to former Secretaries of State Edmund Muskie and Cyrus Vance, and former U.S. Secretary of Education Shirley Hufstедler. Dr. Padron's vast wealth of knowledge along with the support and resources of his academic institution ensures that each show will address timely topics of significance that will contribute greatly to students and families interested in pursuing their education.

For his exemplary work in education and a dedicated professional to students, the business community and the Hispanic community at large, Dr. Padrón has received the highest orders of distinction from the governments of Spain, France, Mexico and Argentina for his outstanding leadership and record of commitment in the area of educational opportunity and cultural enrichment. Dr. Padrón continues to serve on numerous local, state and national organizations in the service and enhancement of educational opportunities for all students. Most recently, in May 2002, Dr. Padron received the prestigious Southern Region Chief Executive Officer Award, selected from competitive educators from seven states, presented by the Board of Directors of the Association of Community College Trustees, earning Dr. Padron the distinction as the only college administrator chosen twice for this award.



The Hosts

Charles García

Co-hosting the show will be Charles Garcia, a rapidly rising personality in the U.S. Hispanic and international markets in business, politics and education with extensive television and news media experience. In addition to being a national policy maker on educational issues, Garcia has achieved national recognition as an entrepreneur. In July 2002 Garcia's investment banking firm was named by *Hispanic Business Magazine* as the fastest growing Hispanic company in the United States and during 2000 and 2001, Sterling Financial was named the number one fastest growing private company in Florida. In recognition of his rising influence as a leader in the Hispanic community, Garcia was named by *Hispanic Business* magazine in 2001 as one of the "top 100 most influential Hispanics" in the U.S.

Garcia has emerged not only as a vocal voice on the national scene in business, but in politics and government on educational issues as an influential policy-maker. His business achievements combined with his passion for education were sought by Florida Governor Jeb Bush who appointed him to a four-year term as the only Hispanic to the seven-member Florida Board of Education, a newly formed entity and the first of its kind in the nation charged with the responsibility of executing revolutionary changes to Florida's K-20 educational system that oversees a \$16 billion annual budget. President George Bush recently appointed Garcia to the White House Initiative on Educational Excellence for Hispanic Americans, the single most important government committee in the country that will affect Hispanic Americans, designed to reduce the Hispanic education gap.



For his contributions to the Hispanic community, *Hispanic Today* magazine profiled Garcia in a cover-story "Committing to Hispanic America." Univision television selected Garcia for their series "Orgullo Hispano" (Hispanic Pride), which spotlights Hispanics who have made "an exceptional impact on the culture and life of American society. As a former assistant and protégé to ex-Secretary of Education William J. Bennett, renowned author and political provocateur, Garcia has learned first hand the secrets of success in mass media communications. Garcia's provocative commentary are sought by the print and broadcast media that includes appearances as a lead guest on CNN's Crossfire, FOX News, CBS, CNN, Telemundo, Univision, CNN en Español,, Univision's award-winning news magazine show, "Aqui y Ahora" as well as having appeared as a lead guest on the "Cristina Show" at the time the world's most watched Spanish-language talk show.



A Winning Combination

Together, Padrón and García have the smarts, the savvy, the education expertise and the television experience to keep the guests engaged, the audience involved and the pace moving all while asking the right questions, offering the right answers, and keeping viewers tuned to the TV to get the information they need to improve their lives and those of their children all while making a significant contribution to Hispanics across country.

A Better Education, a Better Life

"Yo Si Puedo" is a show dedicated to improving the education experience for Hispanics throughout classrooms in schools and for parents and children in homes across the country.

What better place to originate a show than in the school that graduates more Hispanics (and African Americans) than any other college in the United States? And what better place to produce a show, than from a sexy city that has captured the world's attention for so many reasons? Now, "Yo Si Puedo" is a television show that speaks to Hispanics in their own language while giving a voice to important issues facing the Hispanic community.

The Difference

Integrating various production elements, *Yo Si Puedo* will have the look and feel, the style and pace of today's more energetic and vibrant "talk shows." Shot on Miami Dade Community College's Campus provides an exceptional pool from which to draw an interestingly composed studio audience. The campus' location in downtown Miami also offers the producers the ability to "take a camera to the street" for excellent cut-away opportunities to get "man in the street" opinions, commentary and feedback on the show topic. Combine this with a live studio audience packed with participants and professionals aching to get into the conversation, offering their opinions on the subject at hand, combined with telephone call-in questions and internet participation, there will be enough cut-aways, visual activity and intelligent debate to satisfy the most demanding and finicky viewers.



Sure to be one new grade "A" television show.

"Yo Si Puedo"



Show Bible

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Guests / Topics / Show Content

Given the tremendous depth of knowledge and depth of contacts as one of the most highly regarded educators in the nation, Eduardo Padrón will be able to draw upon a wide variety of high profile personalities from across the country whose passions are also education. Mr. García's political and governmental affiliations in Florida as well as his prominence as Presidential appointee to the White House Initiative on Educational Excellence for Hispanic Americans affords the show unparalleled access to education experts and guests from around the country.

[this is merely a sample, we need 13 shows and potential guests for those shows]

Show Bible

Topic: Teacher Shortage—Are Hispanic Students being Cheated out of a Proper Education?

A shortage of anything is never good. It means needs and desires are not being met. And it's no different with schools and teachers. Amazingly only 7% of teachers in Florida, and 4% nationally, speak Spanish that serve a Hispanic student population comprising nearly 20% of the public school system. Are Spanish students being cheated out of a proper education? Charles García, member of Florida's Board of Education and a recent appointee by President Bush to the White House Initiative on Educational Excellence for Hispanic Americans discusses this timely and sensitive subject. Eduardo Padron discusses the importance of the teaching profession and the need for Hispanic to enter the profession. Discusses the teacher shortage crisis in Florida and nationally, and how Miami Dade Community College is responding with a new four year degree program. A 1-800 number will be given out and the audience will be directed to a website to get information on how to become a teacher in their own community.

Potential Guests:

John Secada: Jon, a former music teacher at Miami Dade Community College, has earned two Grammy Awards (for Best Latin Pop Album and Best Latin Pop Performance) and career album sales of more than 20 million units worldwide. He has not only topped both the Pop and Latin charts with his own recordings, but has written and/or produced landmark songs for such rising stars as Ricky Martin ("She's All I Ever Had") and Jennifer Lopez ("Baila"). Jon also serves on the President's Commission on Educational Excellence for Hispanic Americans. He will discuss why he entered the teaching profession and the importance teaching played in his own life experiences.

