

**FEDERAL COMMUNICATIONS COMMISSION
BROADCAST LOCALISM HEARING
MONTEREY, CALIFORNIA
JULY 21, 2004**

**DELIA SALDIVAR
KHDC STATION MANAGER**

When college-educated Delia Saldivar arrived in Salinas, California in the late 1980s from Mexico, she tried to get herself hired as a farmworker. Every day she would stand in line in front of the SafeWay store where she knew that day laborers got picked up. Only once was she hired by a rancher, who put her to work packing carrots for 18 hours straight and never paid her, giving her the excuse that she needed to prove herself. Little did he know that she had been proving herself all her life.

Born in a small Mexican village called El Cargadero near the town of Jerez in Zacatecas state, Delia's mother died when she was six years old and her father remarried shortly thereafter. Delia and her four sisters spent most of their young lives shuffled back and forth between relatives, sometimes ending up on the streets alone, because their stepmother wanted no part of her husband's previous marriage. At the age of six Delia was up feeding the animals before going to school. Then after school, she worked out in the fields with the men. While the men came home to rest after a long day's work, the girls had more chores at home. And contrary to the men, the women never got paid.

It was precisely her life as a child laborer that opened up a new window on life. While packing apples and peaches in her native village, Delia handled old newspapers used to package the fruit. Reading those newspapers and seeing things that she had never seen in her village surroundings, those newspapers allowed her to think and dream of a world beyond the domestic violence and physical abuse that she endured in her daily life.

Realizing that education was a way out of the daily grind, Delia faithfully attended school, even when relatives criticized her for doing so. The expectation in her family was that women became mothers and wives. Girls who went to school were too loose and must be headed for trouble. Plus, why would anyone go to school since even college graduates couldn't find good jobs? Again, despite the odds, Delia succeeded in completing a degree in Business Administration at the Universidad Autónoma de Zacatecas in ____, becoming the first in her family with a college degree.

Encouraged by stories of how easy it was to make money, *hacer dólares*, Delia followed her relatives to the United States. After all, she believed, certainly being the first on both her mother and her father's side to have a college degree, would pay off. When she got a job cleaning bathrooms at a theatre in Anaheim and later flipping hamburgers at McDonald's, she felt that she was progressing. It didn't matter that her relatives laughed at her because they knew that she had a college education and all she could get was a job cleaning bleachers and bathrooms at the Dodgers' Stadium.

Delia Saldivar became manager of the Radio Bilingüe owned station KHDC-FM in Salinas in 1992. No stranger to adversity, she has kept the small station going despite a limited budget. Her

bachelor's degree in Business Administration from Mexico has come in handy. The desire to learn English made her return to school where in December 2000, she completed a BA in Communications at California State University, Monterey Bay as one of only two Latinas.

Keenly aware of the need for youths to have role models and mentors, Delia created a training program for youths in 1995, which was later funded by the David and Lucile Packard Foundation. Among other things, those initial training efforts led to the creation of Rockin' da House, a program by and for youth, which was honored with a national Golden Reel Award for its call-in segment on teen sex issues. In 2001, a teen sex education feature that appeared on Rockin' da House, "Amor y Deseo" also received an Honorable Mention at NFCB.

Her role as station manager includes producing or supervising productions. She has more than ten years experience producing local programming on health issues and producing pro-social messages aimed at reinforcing life-enhancing behaviors and values. She supervised the production of more than 100 mini-dramas that aired on the parenting program, La Placita Bilingüe.

Her work has been recognized numerous times by community organizations. In 1987, Saldívar received the Latina of the Year Award presented by the Latino Network of the Central Coast of California. She is also the recipient of two Golden Reel Awards from the National Federation of Community Broadcasters (NFCB), the first in 1999 for a four-episode audio novella in Spanish directed at educating migrant farm workers on the perils of AIDS transmission and a second in 2000 for "Paso del Norte," a series of mini-dramas on migrant health, a project paid for by the California Endowment. She has also received two Honorable Mentions from NFCB, for a special on the ¡Viva el Mariachi! Festival and for "Amor y Deseo," a teen sex education feature.

When asked to talk about her greatest accomplishment, Delia states: "Training new people to have a social conscience, planting a seed with new communicators and seeing the impact of the messages that are produced. As I grow, the community grows too."

Education:

BA in Business Administration from Universidad Autónoma de Zacatecas – Date

BA in Human Communications from California State University, Monterey Bay – Dec 2000.

Awards:

1987 – Latina of the Year Award, presented by the Latino Network of the Central Coast of California

1987 – Honorable Mention for a special feature on Mariachi from the National Federation of Community Broadcasters (NFCB)

1989 – Golden Reel Award for a series on HIV/AIDS from the National Federation of Community Broadcasters (NFCB)

1999 – Community Award from the Board of Supervisors of the County of Monterey

2000 – Golden Reel Award for "Paso del Norte," a series of mini-dramas on migrant health, a project of California Endowment. Presented by the National Federation of Community Broadcasters (NFCB)

2001 – Honorable Mention for "Amor y Deseo," a teen sex education feature, a project of Population Services International. Presented by the National Federation of Community Broadcasters (NFCB)