

By: Campos

H.R. No. 1438

R E S O L U T I O N

1 WHEREAS, San Antonio-based newspaper *La Prensa Texas* has
2 served the Hispanic community for more than a century; and

3 WHEREAS, Established in 1913, the publication is considered
4 the oldest bilingual newspaper in the Lone Star State; it was ranked
5 as the most widely circulated Spanish-language newspaper in the
6 country for many years and had an international readership; today,
7 it enjoys wide circulation throughout South Texas, and during such
8 recent challenges as the COVID-19 pandemic and the February 2021
9 winter storm and blackout, the dedicated staff worked tirelessly to
10 maintain operations without interruption in order to provide timely
11 updates for its audience; and

12 WHEREAS, *La Prensa Texas* became a nonprofit corporation in
13 August 2020 under the leadership of Leonard Rodriguez and Yvette
14 Tello; the organization has focused on bridging the digital divide
15 that hampers opportunity for Hispanics in the Alamo City, and it
16 reaches residents via radio, television, and digital platforms, as
17 well as a weekly printed edition; it maintains partnerships with TV
18 network Telemundo and radio station KROV-FM to promulgate Hispanic
19 viewpoints in the general media market; and

20 WHEREAS, A venerable source of news and information, *La*
21 *Prensa Texas* has kept pace with the rapid changes in media
22 technology while continuing to serve as an important voice for its
23 community; now, therefore, be it

24 RESOLVED, That the House of Representatives of the 87th Texas

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1 Legislature hereby honor La Prensa Texas for its contributions and
2 extend to all those associated with the organization sincere best
3 wishes for continued success; and, be it further

4 RESOLVED, That an official copy of this resolution be
5 prepared for La Prensa Texas as an expression of high regard by the
6 Texas House of Representatives.