

Municipal Utility District

Language Access Compliance Initiative Resources



OVERVIEW:

The United States is a diverse land with a government selected by the votes of its citizens. Federal law recognizes that many Americans rely heavily on languages other than English, and that they require information in minority languages in order to be informed voters and participate effectively in our representative democracy.

Many provisions of federal law protect the voting rights of minority language Americans. Section 203 of the Voting Rights Act is the keystone. Congress has mandated minority language ballots in some jurisdictions since 1975, with the most recent changes in the method of determining which jurisdictions must provide minority language materials and information becoming law in 1992.

Section 203 of the Voting Rights Act

When Congress amended the Voting Rights Act in 1975 by adding Section 203, it found that "through the use of various practices and procedures, citizens of language minorities have been effectively excluded from participation in the electoral process....The Congress declares that, in order to enforce the guarantees of the fourteenth and fifteenth amendments to the United States Constitution, it is necessary to eliminate such discrimination by prohibiting these practices." ..."Whenever any State or political subdivision [covered by the section] provides registration or voting notices, forms, instructions, assistance, or other materials or information relating to the electoral process, including ballots, it shall provide them in the language of the applicable minority group as well as in the English language." ballots, it shall provide them in the language of the applicable minority group as well as in the English language."

What languages are covered under Section 203?

Section 203 targets those language minorities that have suffered a history of exclusion from the political process: Spanish, Asian, Native American, and Alaskan Native.... All information that is provided in English also must be provided in the minority language as well. This covers not only the ballot, but all election information - voter registration, candidate qualifying, polling place notices, sample ballots, instructional forms, voter information pamphlets, and absentee and regular ballots - from details about voter registration through the actual casting of the ballot, and the questions that regularly come up in the polling place.

Source: <https://www.justice.gov/crt/minority-language-citizens>

Need more information? Click below for Digital Resources:

Department of Justice: <https://www.justice.gov/crt/minority-language-citizens> or <https://search.justice.gov/search?query=section+203&op=Search&affiliate=justice>

US Census Bureau: 2016 Determinations for Section 203 of the Voting Rights Act
<https://www.census.gov/newsroom/press-releases/2016/cb16-205.html>

Harris County Language Assistance Program:

http://www.harriscountytexas.gov/CmpDocuments/103/PDF/Limited_English_Proficiency_Plan_for_Harris_County_Community_Services_Department_revised_090914.pdf

City of Houston's iSpeak Language Access Plan for Spanish, Vietnamese, Chinese, Arabic & Urdu:

<http://www.houstontx.gov/ispeakhouston/dlap/Planning.pdf>

Harris County Adds Chinese Language To Voting Materials:

<https://www.houstonpublicmedia.org/articles/news/2011/10/13/30496/harris-county-adds-chinese-language-to-voting-materials/>



美南報業電視傳媒集團

Southern News Group



International Television



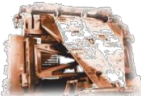
美南新聞
Southern Chinese
Daily News



休士頓黃頁
Houston Chinese
Yellow Pages



美南新聞電子報
<http://www.scdaily.com>



美南印刷廠
U.S.A. Printing



美南新年團遊會
Festivals & Events



國際貿易中心
International Trade Center

For Immediate Release

Harris County must add Chinese language to ballots.

With the growing Asian population in the Greater Houston area, the federal Voting Rights Act now requires that Harris County political subdivisions to provide Chinese-language ballots and voting material, starting in November 2012.

The Greater Houston area has a significant Asian population especially people speaking Vietnamese and Chinese. Under the 2000 Census, approximately 33,000 people identifying themselves as Chinese lived in Harris County, with 10,000 of them of voting age but not proficient in English. Between 2000 and 2010, Harris County's overall Asian population increased by 43 percent, and most of that growth was in the Chinese community. According to the 2010 Census, 1.7% is Vietnamese, 1.3% is Chinese of Houston's population. Nowadays, in Sugar Land of Fort Bend County has the highest concentration of Asians in Texas. Altogether, 35.3% of the city's population is Asian; over 11.5% is Chinese.

That rise in population over recent decades has triggered the requirement under the federal Voting Rights Act. The Department of Justice ordered Vietnamese language ballots and voting materials as of the November 2002 election and now the same must be done with regard to Chinese. Chinese community leaders in the Greater Houston area stand ready to encourage the community's political involvement.

It will allow people that are a lot more comfortable in the Chinese language to now see information in their native language. And hopefully, it's going to help them do a better job in terms of voting and participating in the political process." Said Rogene Gee Calvert, the director of the Texas Asian-American Redistricting Initiative. Notably speak a Chinese dialect because of historical or social-political factors.

Harris County had planned to add Chinese language to voting materials in 2010; however it was not possible for Harris County Clerk's office to complete all of the ballot-related documents before Election Day. For the 2012 and 2014 elections, the voting schedule and other voting materials are printed in English, Spanish, Vietnamese and Chinese.

Therefore, given these changes in the ballot and the changes in the community, the candidates should also use these four languages to published political opinions and promote themselves.

THE FOLLOWING RATE INFORMATION

is provided to help your organization access **CHINESE** Newspaper and Television audiences in the Houston / Galveston / Missouri City Metroplex...

**Southern Chinese Daily****News****B/W Advertisement Rate Sheet (Short term)_20170530**

37 years history Chinese daily newspaper with content of local community news, international news, U.S. news, Texas news, China news, Taiwan news, Hong Kong news, entertainment, business, stock market, science, technology, culture, real estate, sports, medicine, arts, lifestyle, classified ads, etc.

We are the largest Chinese media group in the US, very popular and reputable among Chinese Community in Great Houston Area.

40 Unit	¼ page	\$600	10"X5.7"
80 Unit	½ page	\$1200	10"X11.5"
160 Unit	Full page	\$2400	20"X11.5"

- Great penetration rate in Houston Asian market
- Competitive advertising rate
- Positive Expectations
- Targeted Audience
- Reputation Building



美南國際衛視

STV HOUSTON LLC.

11122 Bellaire Blvd. Houston, TX 77072

Tel : 281-498-4310 Fax : 281-498-2728 Email : ad@scdaily.com

休士頓 15.3 優惠套餐

Special TV package

\$ 800/Month

播出頻道 Channel.	廣告次數 Spots	
無線頻道 (15.3)	30sec./spots	1 spots/prime time & 5 bonus spot (6 spots/per day)

\$1500/Month

播出頻道 CH.	廣告次數 Spots	
無線頻道 (15.3)	30 sec./spot	2 Spots/prime time & 8 bonus spot (10 spot /per day)

\$ 2200/Month

播出頻道 CH.	廣告次數 Spots	
無線頻道 (15.3)	30 sec. /spots	3 Spots/day & 12 bonus spot (15 spots/per day)

NOTE:

Terms for insertion of :30 second commercials on STV KVVV-15.3

Individual "Run-of-Station" (ROS) commercials: \$96/ea + applicable production fees.

"Target-Audience-Plans" (TAP) w/ specific date & time insertions:

\$100/ea + applicable production fees.

PRODUCTION FEES: \$300 per month...or free with a qualifying 3 month contract.

2. **Sales Packages listed here require signed commitment** of a minimum one-month contract-- with a six month maximum allowed per agreement. Once finalized, the contract may not be terminated by the client. Otherwise, the television station has a right to bill the customer for the balance of all monies owed.

3. **Pre-Payments: Funds for the first month of the advertising contract** must be submitted at the same time as the signed contract. All subsequent month's advertising must be paid in advance.

4. **This discounted service agreement is binding on all parties** and may not be combined with any other offer or concession. The television station reserves the right to refuse service, modify or terminate this package at any time. The individual signing the contact or purchase order warrants that (s)he signs as a duly authorized representative of the Client. This independent service contract is governed by the laws of Harris County Texas, USA and shall have venue there. Contract can only be changed in writing, signed by both parties.

REQUEST FOR MEDIA PROPOSAL

For accessing Chinese language audiences

NAME: _____ CONTACT PERSON: _____

BUSINESS NAME: _____ Title: _____

ADDRESS _____

CELL: _____ EMAIL: _____

PROJECTED ANNUAL BUDGET FOR CHINESE MEDIA:

SOUTHERN CHINESE DAILY NEWSPAPERS...

___ \$100,000	___ \$50,000
___ \$25,000	___ \$10,000
___ \$7,000	___ \$5,000
___ \$3,000	___ \$2,000

SOUTHERN CHINESE TELEVISION / STV CHANNEL 15.3...

___ \$100,000	___ \$50,000
___ \$25,000	___ \$10,000
___ \$7,000	___ \$5,000
___ \$3,000	___ \$2,000

PAYMENT INFORMATION:

- ___ Please contact us regarding detail scheduling/completion of the above proposal.
- ___ Please send media schedule recommendations and bill us.
- ___ Enclosed is our check.
- ___ Bill our Credit Card: ___ Visa ___ MC ___ AMEX ___ DISC

Name on card: _____

Billing Address, City, St, Zip: _____

Card # _____ Exp. Date: ___ / ___

CVV Security Code (3 digits on the back of the card): _____

I have read and fully understand all rules, terms and conditions regarding the purchase of advertising space in one or more of the media outlets listed here. If I have submitted credit card information above in the "Payment" Information section, I authorize you to charge this credit card for the sole purpose of placing advertising at my request. I understand that all sales are considered final only after they are ordered and paid for.

Signature: _____ / / _____

To discuss your needs and plan details of your proposed media schedule, please feel free to contact...

WINNIE YU

281-498-4310 | Fax: 713-776-3370

SOUTHERN CHINESE DAILY NEWS / STV, 11122 Bellaire Blvd, Houston TX 77072