

MANA

- **Goals:** MANA, A National Latina Organization, was founded in 1974 as the Mexican-American Women's National Association. MANA's original intent was to provide a voice for Mexican-American women at the national, state and local levels. Since then, the organization has expanded into a diverse group of Latinas in all areas of political, social and professional fields. MANA is unique as the single largest pan-Latina organization in the United States.
- **Best way to contact:** National Organization
 - **General questions, media contact:**
President and CEO, Alma Morales Riojas at (202) 833-0060 or manaceo@aol.com.
1725 K Street, NW Suite 501
Washington, DC 20006
Please send a copy of any emails to Catherine Easby-Smith, Executive Assistant to the President at manacatherine@aol.com.
- **Organization's culture:** MANA is a volunteer organization, and our members are active community leaders who also have professional careers. Our MANA members are passionate and dedicated to the organization and its mission and goals, and will greatly appreciate any collaboration with or support of local stations since it will increase the organization's effectiveness and outreach potential.
- **Resources available:** expertise, volunteers, publicity, outreach through network, knowledge of community, diverse perspectives
- **Collaboration with public broadcasting:** MANA Chapters successfully partnered with PBS for local projects relating to the American Family series. Chapters gathered to view the program, and our Hermanitas® Youth Mentoring Program participants created family albums to reflect on the series. Bay Area MANA is currently participating in the 4x4 program in San Francisco. MANA de Sonoma County partnered with their local station, PBS-KRCB, to promote literacy through an activity with MANA's youth program and a local school in February of 2003.
- **Engagement programs of interest:** health, teens, diversity