

HISPANIC HERITAGE FOUNDATION AND FOX AUDIENCE STRATEGY HOST GROUNDBREAKING LATINOS ON FAST TRACK (LOFT) CODER SUMMIT AT UCLA OCTOBER 3RD

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Los Angeles, CA - The Hispanic Heritage Foundation (HHF) and FOX Audience Strategy (FAS) will host a groundbreaking LOFT (Latinos On Fast Track) Coder Summit (LCS) for Latino programmers – students, entrepreneurs and professionals – on October 3rd at UCLA, Haines Hall, Lecture Room A-39, 405 Hilgard Ave, Los Angeles, on Saturday from 8:30 a.m. – 5:00 p.m. (see below for full agenda). The LCS is a free, one-day program featuring back-to-back workshops, discussions, and opportunities to expand networks as well as explore career opportunities. For more details and to register, visit <http://goo.gl/Sqyddw>. The summit is in partnership with the Los Angeles Mayor Eric Garcetti's office and the UCLA Chicano/a Studies Department. Surveys of LCS participants said the top reason to attend was “to be around other Latino programmers.” The hash tag for the summit is #LatinoCoders.

“The thought that the tech industry can't find Latino programmers leads to the notion that there aren't any Latino programmers and the next thought will be that Latinos aren't capable, which is absolutely not true,” said Jose Antonio Tijerino, President and CEO of HHF. “Seeing a Latino programmer shouldn't be akin to seeing a brown unicorn ... We want to shatter stereotypes and redefine the landscape of the tech industry while building an eco-system of Latinos in tech to move forward with greater unity and purpose while celebrating Latino culture, innovation and vision.”

In addition to Fox Audience Strategy, sponsors of the LA LCS include Southwest Airlines, Entertainment Software Association (ESA), AT&T, and the UCLA Anderson School of Management.

Agenda:

8:30 AM-9:00 AM: Registration and Continental Breakfast

9:00 AM-9:15 AM: Opening and Welcome

9:15 AM-9:25 AM: Keynote – Hernani Lantin, Senior Manager of Technology, Mobile Devices Fox Networks Group

9:25 AM-10:50 AM: Workshop Session #1

- Mobile App Development; Presented by Fox Audience Strategy
- Launching Your Career as a Software Developer or Tech Co-Founder; Presented by AT&T
- Access to Capital; Presented by La Opinion
- Resume and Behavioral Interview; Presented by UCLA Anderson School of Management

10:50 AM-11:05 AM: Networking Break

11:05 AM-12:30 PM: Workshop Session #2

- Mobile App Development; Presented by Fox Audience Strategy
- Launching Your Career as a Software Developer or Tech Co-Founder; Presented by AT&T

- Access to Capital; Presented by La Opinion
- Resume and Behavioral Interview; Presented by UCLA Anderson School of Management

12:30 PM-1:35 PM: Lunch

1:35 PM-1:45 PM: Aldo Necco, Director, Post Production FSI Network Engineering and Operations (NE&O), FOX Networks Groups

1:45 PM-2:45 PM: Panel

2:45 PM-3:00 PM: Networking Break

3:00 PM-4:00 PM: Start-Ups Pitch

4:00 PM-5:00 PM: Closing Discussion and Networking

The Summit is part of HHF's LOFT Code as a Second Language (CSL) initiative, which also features HHF's mobilizing their developer network to introduce computer programming to students across the country. Grade, middle and high school students in more than 15 markets and 50 schools are being taught how to code this year through an eight-session course, which included certifications and engaged private sector volunteers. (Although there are over 2 million vacant jobs in the tech fields over the next five years, 90 percent of schools don't teach coding- CSL is designed to fill that gap). A CSL effort focused on introducing coding to immigrants at the Mexican consulates this past summer in San Jose through a partnership between HHF, The Mexican Consulate, and Saber es Ponder. "We want to equip the Latino community with a value proposition for America in the tech workforce because there is no other option for growth given the sheer numbers," added Tijerino. The overall CSL concept is that in order to thrive in America's workforce, Latinos need yet another language- code. To learn more about CSL, become a sponsor or to request CSL come to a school or community, visit www.loftcsl.org.

LOFT is a leadership and workforce development program is divided into 10 priorities or Tracks including Innovation & Technology, Engineering, Science, Healthcare, Finance, Entrepreneurship, Education, Public Service, Media & Entertainment, and Latinas. LOFT has been recognized by The White House, Congress, the government of Mexico, Fortune 500 companies, and other nonprofits.

About HHF

The Hispanic Heritage Foundation, which was originally established by the White House in 1988, inspires, prepares, positions and connects minority leaders in the classroom, community and workforce to meet America's priorities. HHF also promotes cultural pride, accomplishment, and the great promise of the community through public awareness campaigns seen by millions. HHF is headquartered in Washington, DC, and has offices in Los Angeles, Miami, New York and the LOFT Institute is housed at Michigan State University (Visit www.HispanicHeritage.org.)

About FOX Audience Strategy

Fox Audience Strategy works as a strategic business resource across the 21st Century Fox entertainment businesses (filmed entertainment, broadcast television, cable television, sports and digital media) to identify programming content and services that are compelling and relevant to increasingly broad and diverse audiences and to ensure that the Company's policies, content and operations reflect those global audiences.

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