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National Hispanic
Media Coalition

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PHOTOS: Online Web Series, UCLA Professor, and Local Journalists Honored at National Hispanic Media Coalition Annual Luncheon

16th Annual Los Angeles Impact Awards Luncheon Celebrates Local Latino Media Leaders For Their Achievements

LOS ANGELES – Just ahead of Hispanic Heritage Month, the National Hispanic Media Coalition (NHMC) honored local media professionals at its 16th annual Los Angeles Impact Awards Luncheon at the Sheraton Universal Hotel in Universal City, CA. Honorees included online web-series [Sin Vergüenza](#) (*Without Shame*); Univision 34 News Anchor and Reporter [Claudia Botero](#); CBS 2 KCAL 9 News Anchor and Reporter [Juan Fernandez](#); KTLA Meteorologist [Vera Jimenez](#); and UCLA Department of Film, Television, and Digital Media Professor, and UCLA Chicano Studies Research Center Director [Chon A. Noriega](#).

View photos from the event here: <https://flic.kr/s/aHsmpPCVky>

All honorees were selected for their outstanding achievements and contributions to the region's Latino community. For the first time ever, NHMC presented an award for Outstanding Online Series to AltaMed's English and Spanish telenovela web-series *Sin Vergüenza* (*Without Shame*). The [Los Angeles Impact Awards Luncheon](#), convened by NHMC, included hundreds of news and entertainment media executives in attendance, to celebrate the influence of Latinos in the entertainment capital of the world. Past award recipients include: Laura Diaz, Big Boy, Fernando Valenzuela, Lynette Romero, Michelle Valles, Elizabeth Espinoza, Art Laboe, Ruben Luengas, Jaime Jarrín, Elsa Ramon, Sam Rubin, Ana Garcia, and Vikki Vargas.

"We are proud to introduce and honor those media professionals who day after day give us the news and reports that impact the Southern California home of millions of people," said [Alex Nogales](#), President and CEO of the National Hispanic Media Coalition in welcoming the honorees. "Through their work we are all informed, entertained, and connected to our common problems, joys, and struggles. We thank them all for their hard work, commendable professionalism, and inspiring stories."

Zoila Escobar, Senior Vice President & Chief Administrative Officer, and President of the AltaMed Foundation, accepted the Impact Award on behalf of [AltaMed's Sin Vergüenza](#) (*Without Shame*), the first recipient of the Outstanding Online Series Award:

"For nearly 30 years, AltaMed has been one of the largest HIV/AIDS care providers in Los Angeles and Orange Counties, serving Latino, multi-ethnic populations and those communities that have traditionally been overlooked by larger health care systems. While viewers may be drawn into the drama of *Sin Vergüenza*, our ultimate goal is to show the journey persons living with HIV commonly experience. The series is not just a tactic for reducing HIV transmission but a truly innovative approach to changing the broadening

social conversation around HIV, health and personal values.”

[Claudia Botero](#), Univision 34 News Anchor and Reporter:

“It’s an honor to be recognized by such an amazing organization that has helped so many Latino journalists achieve their dream. During my 20 years in this industry I have always felt privileged to be able to work for Univision and for the Hispanic community of this country. Knowing that my work, my reports or my special investigations can empower, inform and even change someone’s life, is an honor that I have always cherished. I feel blessed and eternally grateful for this incredible honor.”

[Juan Fernandez](#), CBS 2 KCAL 9 News Anchor and Reporter:

“Service to the Latino community has a lot to do with being visible. Being a face and professional the community can trust. I feel this trust was built with every story, every newscast I’ve been a part of. Nothing satisfies me more than hearing from a SoCal family who remembers me from my early days on TV in Los Angeles.”

[Vera Jimenez](#), KTLA Meteorologist:

“I hope to serve as an example to other Hispanics of what can be accomplished through perseverance, determination and a supportive family. I take nothing for granted and will continue my commitment to be of service to others, as this is the best way I have found to express my gratitude.”

[Chon A. Noriega](#), UCLA Department of Film, Television, and Digital Media Professor, and UCLA Chicano Studies Research Center Director:

“I am fortunate to have had mentors involved in the Chicano Movement who inspired me to pursue research that makes a difference. Today, anything I do at the university must have an outcome that impacts the community. But it must work both ways. I see the community as an equal partner, one that brings its own insights and achievements that can advance higher education. I’m honored and deeply moved to be recognized by the National Hispanic Media Coalition, since they’ve always been my role model for how a small group of people can effectively push for needed change.”

2017 Los Angeles NHMC Impact Award Luncheon recipient, [Michelle Valles](#) (NBC4 Los Angeles Co-Anchor and General Assignment Reporter), and [Yarel Ramos](#) (Univision 34 Edición Digital California Anchor) emceed the luncheon and awards presentation.

NHMC’s title luncheon sponsor is Univision Communications, Inc.

For interviews or more information, please contact Clarissa Corona at 213-718-0732 or communications@nhmc.org.

About NHMC

[The National Hispanic Media Coalition \(NHMC\)](#) is the media watchdog for the Latino community, ensuring that we are fairly and consistently represented in news and entertainment and that our voices are heard over the airwaves and on the internet.

We exist to challenge executives and influencers throughout the entertainment and news industry to eliminate barriers for Latinos to express themselves and be heard through every type of medium. NHMC works to bring decision-makers to the table to open new opportunities for Latinos to create, contribute and consume programming that is inclusive, free from bias and hate rhetoric, affordable and culturally relevant.

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