



*NHMC President Receives Civil Rights and Media Advocacy Award
Alex Nogales Is Honored with the Everett C. Parker Award*

PASADENA—(NHMC – Sep 28, 2011)—Today the President and CEO of the National Hispanic Media Coalition, [NHMC](#), received the Everett C. Parker Award in recognition for his work on public interest media and telecommunications advocacy during a ceremony held in Washington, DC.

"UCC OC Inc. is delighted to honor Alex Nogales with the Everett C. Parker Award. Named after our founder, it honors the highest achievement in public interest media and telecommunications advocacy. Alex and the entire staff at NHMC are at the forefront of current efforts to hold media companies accountable to the communities they serve and hew to the goals of finding the intersection between civil rights and media reform," comments Cheryl A. Leanza, Policy Advisor, United Church of Christ, OC Inc.

In 1959, Rev. Martin Luther King Jr. prompted Rev. Dr. Everett C. Parker to reform television stations in the South, which were doing a poor job on covering the Civil Rights Movement. The Everett C. Parker Ethics in Telecommunications Award was created in 1983 to honor individuals who exemplify Dr. Parker's pioneering work as an advocate for civil rights.

Alex Nogales, President and CEO of the [National Hispanic Media Coalition](#), collects over thirty commendations for excellence in television production and three Emmy Awards earned during his thirteen-year tenure at KCBS TV. Elected NHMC's President in the late nineties, Alex has led high-profile demonstrations against major media corporations for their exclusion of American Latinos. Likewise, Alex has been instrumental in the signing of agreements with the major television networks to guarantee their commitment to diversity. When Latinos were undercounted by the A.C. Nielsen Research Company, Alex led efforts to force Nielsen to address this shortfall, so Latinos would be taken into consideration. Under Alex's leadership NHMC has increasingly engaged in media and telecommunications policies that impact Latinos, and has filed over fifty petitions to deny broadcast licenses with the FCC. He recently was one of the seven Latino leaders who negotiated a MOU with Comcast diversity to include the American Latino community.

Nogales joins a list of renowned past recipients, among them, Henry Geller, former FCC General Counsel; Andrew Schwartzman, Media Access Project; Judith Moyers, PBS Producer; Pamela Illott, CBS Religious Producer; Neil Hickey, TV Guide Editor; Wade Henderson, Leadership Conference on Civil Rights; Peggy Charren, Action for Children's Television; David Honig, Minority Media and Telecommunications Council; Katherine Grincewich, U.S. Conference of Catholic Bishops; and Carol Pierson, President and CEO, retired, National Federation of Community Broadcasters.

Also recognized today was Joseph W. Waz Jr., former senior vice president of external affairs and public policy counsel of Comcast, who received a Donald M. McGannon Award for his work to promote opportunities in the cable industry for young women and persons of color. Additionally, retiring FCC Commissioner Michael Copps received a Newton Minow Award for 10 years of exemplary work at the commission in support of the public interest and the goal of preserving diverse media voices in the United States. This year's Lecturer was Steven Waldman, Special Advisor to the Chairman of the Federal Communications Commission and principal author of the FCC's Future of the Media Report.

About NHMC

The [National Hispanic Media Coalition](#) is a non-partisan, non-profit, media advocacy and civil rights organization established in 1986 in Los Angeles, California. Its mission is to improve the image of American Latinos as portrayed by the media, increase the number of American Latinos employed in all facets of the media



and telecommunications industries, and advocate for media and telecommunications policies that benefit Latinos and other people of color. Learn more at www.nhmc.org.

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Tags: National Hispanic Media Coalition, NHMC, Latino, Media, Everett C. Parker Award, Alex Nogales, United Church of Christ, UCC, OC Inc, Media Reform, Civil Rights