

NHMC LOCAL IMPACT AWARDS TO HONOR LOCAL MEDIA GREATS

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Los Angeles, CA --- The National Hispanic Media Coalition (NHMC) will once again honor outstanding Los Angeles media luminaries at its 5th Annual Local Impact Awards Luncheon on September 13th at noon at the Regent Beverly Wilshire Hotel in Beverly Hills. Returning Masters of Ceremonies, Laura Diaz, CBS 2 veteran news anchor and popular radio DJ, Big Boy, from powerhouse KPWR FM, will preside over the awards ceremony that showcases outstanding talent and contributions to the Los Angeles Latino community.

Excellence in Radio, Television and Print Journalism will be recognized and this year's list of honorees are among the best in their respective fields. Joey Medina, star of the *Morning Invasion* on Latino Radio 96.3, will receive the Local Impact Award for Excellence in Radio Broadcast, for a comedy career that spans over 20 years including Medina's work in "The Original Latin Kings of Comedy" with Cheech Marin, Paul Rodriguez and George Lopez.

Veteran television journalists Tony Valdez (KTTV Fox 11, News at 10pm), Sylvia Lopez (KCAL 9 News at 9pm), and Mario Solis (NBC4 TV Sportscaster) will also be on hand to receive their Impact Awards for Excellence in Television Journalism. And newcomer, *Tu Ciudad* magazine, will be honored for its unique ability to celebrate the Los Angeles Latino experience after just two short years in the publishing world. "We have seen the positive of what media can do in bringing the community together and it's our honor to recognize these individuals for their hard work and commitment to the Latino community," said NHMC President & CEO Alex Nogales.

"*Piolin por la Mañana*" star, Eddie "Piolin" Sotelo (101.9FM Radio La Nueva), will also be on hand to present the Local Impact Award for Excellence in Print Journalism to award-winning columnist Gustavo Arellano, a staff writer for *OC Weekly*. Sotelo was selected to present the award to Mr. Arellano because of his radio show's ability to entertain, educate and uplift the Latino community. And like, "*Piolin por la Mañana*," Gustavo Arellano's award-winning, nationally syndicated column, "*Ask a Mexican*," also entertains and educates its audience by answering any and all questions about America's spiciest and largest minority group.

"Our work in the media never stops, especially during these times when hate radio is prevalent and Latino immigrants are being blamed for all of society's ills. However, this is also a time of celebration, as we applaud our best and those that have the courage to utilize the power of the media to unite rather than divide," concluded Nogales.

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