



Press Release  
September 2, 2010

For Immediate Release  
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## **NHMC to Present 8th Annual Local Impact Awards**

### *Local community magnates to be honored at luncheon*

**Pasadena, CA.** - The National Hispanic Media Coalition (NHMC) will present its 8th Annual Local Impact Awards at its luncheon on Thursday, September 9th at the Westin Hotel in Pasadena, California. The annual celebration honors those individuals or entities whose achievements, generosity of spirit, or courage-under-fire have greatly benefited Latinos in the Southern California community. This year's honorees will receive Impact Awards for *Lifetime Achievement in Television Broadcasting*, *Outstanding Theater Company* and *Outstanding Service to the Latino Community*. "Over the past year Latinos have faced increasing hate in the media and on the streets. In these trying times it is important that we celebrate individuals that are using the power of the media and arts to unite, rather than divide," said Alex Nogales, NHMC President and CEO.

This year's Luncheon Sponsors are Google and Univision. CBS 2 news anchor, Laura Diaz, and radio personality, "Big Boy," from KPWR-FM radio will co-host the luncheon.

Vikki Vargas will receive the *Lifetime Achievement in Television Broadcasting* Impact Award. Vikki is one of the longest-serving and most successful reporters in Southern California. She joined NBC 4 in July 1982 as a general assignment reporter, and has been stationed in Orange County since 1984 covering the major news stories in the area. Vikki has received numerous prestigious awards to include a Golden Mike, an Avance Award and has been honored by countless organizations including the Orange County Press Club for Best News Reporting and by the State Bar Association for Outstanding Reporting.

José A. Ronstadt, well known in the Latino community not only for his achievements in television but also for his life-long activism on Hispanic causes, will also receive a *Lifetime Achievement in Television Broadcasting* Impact Award. He has worked as a reporter and anchor for KVEA TV 52 Telemundo and for KWHY TV Telemundo and has been awarded several Golden Mikes that underline his journalistic versatility.

The Latino Theater Company will be honored as an *Outstanding Theater Company* as they celebrate twenty-five years of creating some of the most exciting, thought-provoking theater in Los Angeles. After over twenty years of exploring the U.S. Latino experience in bold and contemporary terms, the Latino Theater Company became the new operators of the Los Angeles Theater Center (LATC) and embarked on a new vision. In January 2006, the Latino Theater Company was awarded a twenty year lease for the LATC from the City of Los Angeles and in this historic setting continues to showcase theater that provokes and entertains all segments of our community.

Bel Hernandez will receive the *Outstanding Service to the Latino Community* Impact Award. For years Bel has tirelessly publicized, promoted and advocated for Latinos both in front and back of camera. In 1992 she co-founded and published *Latin Heat*, the only English-language entertainment trade publication focused on Latino Hollywood; Bel serves as publisher of the print version and the internet magazine, [www.latinheat.com](http://www.latinheat.com). Bel travels across the country speaking about Latinos in the entertainment industry and co-created *Let's Talk!*, a Latina point-of-view talk show available on [www.latinheat.com](http://www.latinheat.com).

**For sponsorship and ticket information, please contact Tatiana Arizaga at (626) 792-6462.**

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The National Hispanic Media Coalition is a non-profit, media advocacy organization established in 1986 in Los Angeles, California. Our 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 industry, and advocate for media and telecommunications policies that benefit the Latino community.