

OCTOBER 2009 ISSUE

News ⊕ ⊕ ⊕

Marc Anthony Received 2009 CHCI Chair's Lifetime Achievement Award in Washington D.C. last night and announced the creation of The Marc Anthony Scholarship Fund



Marc Anthony was honored last night in Washington D.C. with The 2009 CHCI Chair's Lifetime Achievement Award by the Hispanic Caucus Institute. Hon. Nydia Velazquez CHCI Chair presented the award at their 32nd Annual Awards Gala last night. President Barack Obama and the First Lady Michelle Obama attended the ceremony and congratulated Marc on his birthday and his career milestone. The event was also attended by Judge Sonia Sotomayor, Speaker Nancy Pelosi, actor John Leguizamo, Senator Robert Menendez and Hon. Jose E. Serrano among other important figures of the Hispanic Community.

Marc was honored not only for his landmark achievements as an entertainer, but most importantly for bringing Latin music and culture into the mainstream and bringing honor and pride to the Hispanic American community. The Chair's Award is presented each year to an individual



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Cuchy Frito Man
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Chembo Corniel
Buena Gente
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Maña
Tranquilito
[Windows Media](#)
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Santiago Ceron
Besos de Hada
[Windows Media](#)
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Johnny Polanco y Su
Conjunto Amistad
El Gusto de Mi Salsa
[Windows Media](#)
[Quicktime](#)

Siempre Salsa All Stars
Salsa Para Siempre
[Windows Media](#)
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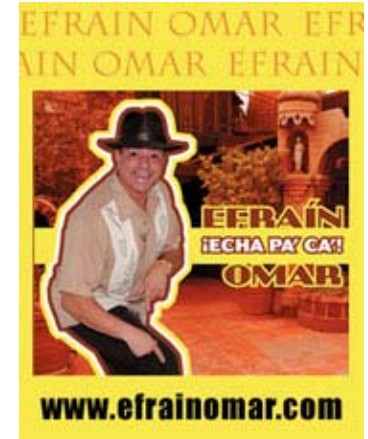
who has dedicated his or her public or private career to improving the lives of Hispanic Americans. The Chair's Award was first conferred in 2003. Yesterday the performer announced the creation of the "Marc Anthony Scholarship Fund". The Marc Anthony Scholarship Fund will provide financial support to Latino students that wish to pursue a collage education in the performing arts. The Scholarship will be administered by the Congressional Hispanic Caucus Institute. Marc's day in D.C. started with a White House Tour accompanied by his wife Jennifer Lopez and kids followed by a meeting with Speaker Nancy Pelosi to discuss education in the Latino community. –Blanca LaSalle (Photos by Kevin Mazur)

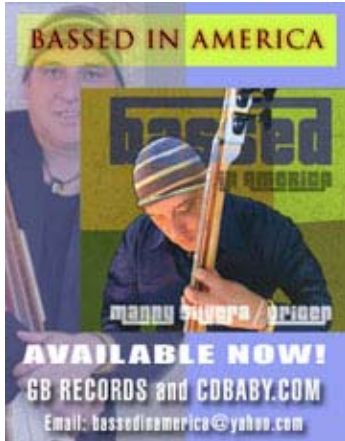


Telemundo 52 Reporter Martin Plascencia Celebrates Silver Anniversary As a Los Angeles Journalist



KVEA, Channel 52, the flagship station of Telemundo in Los Angeles, is proud to announce that their very own Orange County correspondent Martin Plascencia is celebrating 25 years of journalistic experience in Los Angeles. A native of Guadalajara, Mexico, Plascencia started his career in Los Angeles on September 18, 1984 as a newspaper Education Los Angeles City Hall reporter. During his 25 years as a journalist in Los Angeles, Plascencia has covered historic events such as presidential campaigns, visits by Pope John Pablo II, natural disasters and the civil war in El Salvador. Although his career has allowed him to report on these landmark events, most of his career has been covering the streets of Southern California. Prior to launching his career in Los Angeles, Plascencia served as a correspondent in Canada for "Diario de Guadalajara." "Telemundo 52 prides itself in its journalistic integrity and Martin Plascencia is a major contributor to our success. His 25 years of experience gives us the depth, understanding and sensitivity we need to cover Southern California, the most important Spanish-language market in the country," said Jose Valle, President and General Manager for Telemundo 52." Plascencia's television career started with Telemundo 52 in May 1989 as an Assignment Manager, where he served as correspondent covering the political campaign of Ernesto Rufo Appel, gubernatorial candidate of the Action National Party (known as PAN in Spanish) of the state of Mexico Northern Baja California. He worked in radio with KALI-AM as one of the founders of the live Spanish-language news shows dedicated to air on location news stories. He worked as an East Coast correspondent for "Enfoque" (Focus), a National Public Radio (NPR) program. Later he was contracted by Los Angeles-based, Spanish-language newspaper La Opinion, first as an editor for the Latin America section, later becoming Chief Reporter for the Metropolitan Area. In 2000, he returned to Telemundo 52 as a general assignment reporter, where eleven years prior he started his career in television. "It has been 25 years of personal and professional growth, as well as a great satisfaction for me to serve the





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Latino community of Southern California," said Plascencia. "It's a great honor for me to celebrate this milestone with Telemundo 52." Plascencia has won various journalistic awards, including a Golden Microphone and has been nominated for multiple Emmy Awards. Plascencia is an active member of the California Chicano News Media Association (CCNMA) as well as the National Association of Hispanic Journalists (NAHJ).

About Telemundo 52

Telemundo 52 is the Telemundo Network's flagship station in the Los Angeles market. Telemundo, a U.S. Spanish-language television network, is the essential entertainment, news and sports source for Hispanics. Broadcasting unique national and local programming for the fastest-growing segment of the U.S. population, Telemundo reaches 93% of U.S. Hispanic households in 142 markets through its 16 owned-and-operated stations, 36 broadcast affiliates and nearly 684 cable affiliates. Telemundo is wholly owned by NBC Universal, one of the world's leading media and entertainment companies. On September 15, 2007, KVEA became the second Spanish-language television station in the United States to offer its news broadcasts in HDTV.



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