



National Hispanic Media Coalition

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FACSIMILE TRANSMISSION

To: Dr. George Gerbner

Phone Number: _____

Fax Number: (215) 387-1560

Subject:

Bio. for Alex Nogales to follow. If I can
be of any further assistance, please don't
hesitate to call.

Sincerely,
Anna Ramirez

From: Alex Nogales

At: National Hispanic Media Coalition

Fax Number: (213) 384-1505

Pages sent (including cover): 3

Alex Nogales
National Chair
National Hispanic Media Coalition

Alex Nogales, the current National Chair of the *National Hispanic Media Coalition*, was raised in the border town of Calexico, California, in a family of migrant farm workers. He spent the majority of his youth traveling the length of California, picking whatever crop was in season.

Believing that education was the key to a better life, he decided to obtain a degree in Film and Television from UCLA. He graduated magna cum laude, and moved on to work as a writer for KNBC-TV and Bicultural Children's Television, writing such shows as "Treasures of Mexico" and "Villa Alegre". He added production skills to his credits by producing two short educational films for the Federal Department of Transportation.

Nogales became a full-time producer at KCBS Television in 1978. During his thirteen year tenure there, he was heavily involved with public affairs programming, children's shows and entertainment specials. His strengths in writing, production and management earned him three Emmy Awards for such shows as "Kid Quiz", "At Issue" and "Troubleshooter". He has also received a host of other awards, including four Silver Angels, a Golden Halo, and at least twenty other commendations for excellence in television production. In 1988 he became a senior producer, overseeing the work of the other non-news producers at the station.

Over the years, Nogales became keenly aware that Latinos were systematically excluded from meaningful opportunities, and that their "careers" were nothing more than

long term positions. He also realized that media contributed mightily to the negative stereotyping of Latinos by consistently portraying them as one-dimensional characters.

Nogales left television in 1989 and has become a successful businessman, engaged in a variety of business ventures which involve marketing, advertising, and public relations. At the same time, he serves as Chief Executive Officer for Nogales Psychological Counseling, a firm he built up from a five person office into a mental health facility that is thirty-five people strong. His success has given him the time and resources to devote to the fight against the exclusion of Hispanic Americans from television, radio and film. He fights the continued negative stereotyping of Latinos in these media.

Nogales spends a great deal of his time working with various organizations that promote Hispanic American talent in the media, both in front and in back of camera. He previously served as President for three years for the Hispanic Academy of Media Arts & Sciences (HAMAS), and is the current President of the Hispanic Film Project.

Nogales considers his current post as National Chair of the National Hispanic Media Coalition to be the most important of his life, and he is dedicated to achieving its goals. His efforts are geared towards improving the levels of employment of Latinos in media, as well as eradicating the negative stereotyping of Hispanics in film, television and radio. To that end, he travels across the country meeting and negotiating with community leaders, media executives, and national and local legislature.

Nogales is married to Dr. Ana Nogales, a noted psychologist, who hosts her own television and radio programs. He has five daughters.