

SPRING 2025

www.azlatinomedia.org

ALMA

NEWSLETTER



A Message from ALMA's Board President:

ALMA is working hard to enhance communications with our members.

We will be producing a quarterly newsletter where we will share some of the exciting events and projects the Arizona Latino Media Association is involved in.

We are currently working on updating ALMA's website to ensure our members have timely information about networking opportunities and upcoming events.

ALMA is also celebrating our 28th anniversary this year. Our organization has provided support for many college students and young professionals over the years. We have been successful because of the support of our community. We look forward to continue building on that legacy. You can help us by supporting the Arizona Latino Media Association through your attendance at ALMA events and paid memberships.

Al Macias, ALMA Board President

ALMA High School Workshop

On March 7, ALMA hosted its 27th annual Journalism High School workshop. Sixty high school students from across the Valley and Tucson attended the daylong workshop at the Cronkite School of Journalism at ASU. Students had the opportunity to attend presentations by the Rafi Law Group marketing team, as well as a mock news conference hosted by Liliana Soto, press secretary for Arizona Governor Katie Hobbs.

The winners of the writing competition (see below) were awarded cash prizes and the winning schools received cameras for their program. Thank you to everyone who made this event possible!

Winners of the 2025 High School Journalism writing competition.

English writing: 1st Place: Samantha O.; 2nd Place: Minh N.; 3rd Place: Tobe C.

Spanish writing: 1st Place: Sergio G.; 2nd Place: Xime B.; 3rd Place: Natalie T.

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- Spread the word about the ALMA Fall Scholarship. The deadline is Aug. 31. Visit azlatinomedia.org for more info.
- We'd like to welcome our newest board member Martha Maurer. Martha is the program director at KTAR News.
- We said farewell to longtime board member Juan Villa. Juan, we thank you for your incredible service, time and dedication to ALMA. We are grateful.



ALMA & CHASE Bank Event

On March 21, ALMA hosted a networking event for local journalists. The event provided an opportunity for journalists and media professionals to gather without the pressure of deadlines or headlines.

The event was held on the rooftop of the Chase Bank offices on East Camelback Road. Besides enjoying food and drinks, attendees also had the opportunity to obtain free headshots. This was the first of what will hopefully be more networking and training opportunities in the coming months.

Special thanks to our JPMorgan hosts Maura Cordova, Vivian Padilla and their Chase Team for a wonderful evening.

And congratulations and gratitude to Maura on her retirement and longtime support of ALMA!



ALMA Board Retreat

In February, members of ALMA's board convened at Helios Education Campus where we worked on setting future goals, discussed upcoming events, as well as ways we can continue to forge partnerships and strengthen our organization.



Truth Across Borders with Journalists Jorge Ramos and Martin Baron

On April 14, the Arizona Latino Media Association co-sponsored the "Truth Across the Borders" event with the ASU Office of Inclusive Excellence. The event featured long time Univision anchor Jorge Ramos and Pulitzer Prize winning editor Marty Baron. The two legendary journalists discussed journalism and their careers. Close to 400 people attended the 90 minute program at the Evelyn Smith Theater on the Tempe campus.

Prior to the discussion, a VIP reception was held where ALMA members and other invited guests had the opportunity to meet Ramos and Baron.

ALMA ALUM SHOUT OUT!

Former ALMA and ASU alum, Maria Berrelleza, was one of the first reporters to get the reaction of the brother of newly elected Pope Leo XIV. She got the exclusive for Univision in Chicago!

