



# ELECTIONS 2013

Executive Board Nominees

## 2013-2014 WAHMA Executive Board Nominees

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**Board Chair:**

Mario Zavaleta, *Latino Northwest Communications*

**Vice-Board Chair:**

Maru Mora Villalpando, *Latino Advocacy*

**Secretary:**

Martha Sánchez, *Latino Northwest Communications*

**Treasure:**

Guadalupe de la Mora, *Community to Community Radio*

**Committee Chair:**

Rey Serna, *RSS Films*

**Membership Chair:**

Lupita Zamora, *Conexión Contigo*

**Advisory Chair 1:**

Eddie Quintero, *Independent Writer*

**Advisory Chair 2:**

Teresa Jones, *KUNS Univision Seattle*

**Advisory Chair 3:**

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**Board Member Western WA:**

Raul Zandoval, *La Super Deportiva*

**Board Member Eastern WA:**

Francisco Ríos, *Radio KDNA Cadena*



## Mario Zavaleta

Director, Producer & Photojournalist  
mzavaleta@latinonorthwest.com  
www.latinonorthwest.com

Mario Zavaleta is a TV producer, documentary director and photojournalist with almost 30 years of experience in Mexico and the United States.

As a news producer and photojournalist, Mario has researched and coordinated many news and feature stories affecting Latinos throughout Washington, Oregon and Alaska for UNIVISION Network, for which he has collaborated since 1992. In 2008, Mario started producing regional content for V-me TV and KCTS Channel 9. In addition, Mario has produced for other TV and Radio networks such as CNN Network and Radio Red Network in Mexico City; as well as for local stations such as KCTS Channel 9 and Fisher Communications.

In 1997, in response to the need of the rapidly growing Spanish speaking population in our region, Mario Zavaleta co-founded Latino Northwest Communications, a video production company specialized in the Latino community of the Pacific Northwest. With his company, Mario has produced and directed documentaries, special programs, educational and corporate videos for governmental and nonprofit agencies, and major corporations such as Seattle Children's Hospital.

Mario founded and directed *Latino Northwest Magazine*, the first full color bilingual publication reflecting the life and culture of Latinos in Washington, Oregon and Alaska, published from 1998 to 2003.

In 2012, Mario and his wife Martha Sánchez, received the *Latino Heritage Award* presented by the Mayor of Seattle, Mike McGinn, and the Seattle City Employees, "For their contributions to the Seattle Latino Community by displaying leadership, innovation, creativity and dedication".

Mario Zavaleta's principles are to utilize his communications skills with his greatest passion, dedication and professionalism to inform and empower our community. He wants to keep contributing with his almost 30 years of experience working in the media with the highest standards of quality, to make WAHMA a solid, honest and commendable organization representing the Latino media in our state.



## **Maru Mora Villalpando**

Activist, Writer and Media Consultant  
maru@latinoadvocacy.org  
www.latinoadvocacy.org

Ms. Villalpando is a Latina immigrant organizer and consultant for media and for non-profits working for racial justice.

Ms. Villalpando is a trainer, political analyst, speaker, and panelist on immigrant rights. She attended two Universities in Mexico and studied Computer Programming and Systems, Journalism, and Business Administration.

Ms. Villalpando is an expert on non-profit organizations and has conducted numerous bilingual and monolingual trainings throughout the State, ranging from basic community organizing 101, legal rights for undocumented workers, how the legislative process works, using local and national media outlets for community organizing, developing long-term organizing strategies for social change, and immigration policy.

Some of Ms. Villalpando's greatest accomplishments are: leading the 10th annual march for immigrant rights in Seattle, helping to defeat anti-immigrant bills in the 2011 state legislative session, providing aid to national health care reform, and convening and coordinating a statewide coalition with diverse groups and individuals to fight for immigrants rights.

Ms. Villalpando's successes are based in large part on her understanding of the important role the Latino media plays in our state. Ms. Villalpando is a regular guest in Radio Bilingüe national broadcast, KBOO Oregon, and the following radio stations and internet programming across the state:

- Commission on Hispanic Affairs "Conoce tu Gobierno" aired in Seattle, Yakima and Wenatchee
- Ecos de la Comunidad, KSVR Mt. Vernon
- Newscast Radio KDNA Yakima
- En confianza, KXPA Seattle
- Radio Variedades, KXPA Seattle
- Conexión contigo, ESPN Seattle
- Aquí nos encontramos, mtvseattle.com

Ms. Villalpando has also been interviewed by national and international media outlets. She also often writes for Latino publications across the state, such as: El Periódico Bellingham, El Mundo statewide, and El Sol de Yakima, Yakima.

Most of her publications also appear on her blog and are distributed to other websites related to Mexican politics



## **Martha Sánchez**

Director, Producer & Reporter  
marthasanchez@latinonorthwest.com  
www.latinonorthwest.com

Since 1981, Martha Sánchez has worked in TV news industry in her native Mexico City and in the United States, where she immigrated to in 1986. Martha has produced, researched and written stories for television, radio, print and advertising. Martha also has directed several documentaries, corporate and educational videos.

Since 1992 Martha has reported news and produced feature stories affecting Latinos throughout the region for Univision Network, reporting and producing for shows such as Primer Impacto, Noticiero Univision and Aqui y Ahora, among others. Since February of 2008, Martha is also producing short programming for V-Me TV in Seattle. This experience has helped her acquire a strong understanding of the complicated issues affecting Latinos in the Northwest region, where she is often called upon as a media consultant to non-Spanish speaking news agencies.

Martha was the co-founder and editor in chief of *Latino Northwest Magazine*, the first bilingual full color publication exploring the life and culture of the Latino Community in Washington, Oregon and Alaska (published from 1998 to 2003).

In 1997 Martha co-founded *Latino Northwest Communications*, the most experienced bilingual company in the Pacific Northwest specialized in the Latino community of the region providing video production services in Spanish and English.

In 2012, Martha and her husband Mario Zavaleta, received the *Latino Heritage Award* presented by the Mayor of Seattle Mike McGinn, and the Seattle City Employees, “*For their contributions to the Seattle Latino Community by displaying leadership, innovation, creativity and dedication*”.

Martha firmly believes that the Hispanic media plays a fundamental roll for the best development of the Latino community in our state. Her goal is that through WAHMA the Hispanic media not only unifies but also achieves the utmost levels of quality and professionalism.



## **Guadalupe de la Mora**

Contadora Pública y  
Co-presentadora de Radio  
[gdelamora@farmersagent.com](mailto:gdelamora@farmersagent.com)

Guadalupe de la Mora es una Contadora Pública que se tituló en el 2001 de la Universidad de Colima México. Llevando una carrera exitosa, después de 8 años en el 2008 emigra a su ciudad de origen Los Ángeles California, donde se convierte en Preparadora de Impuestos. Ahí estudia en el colegio Contabilidad Computarizada donde logra terminar sus estudios con *Excelencia Académica* mientras trabajaba como Broker en Seguros.

Finalmente emigra a Bellingham WA en el 2011, donde se convierte en Agente de Seguros independiente de Farmers Insurance Group. En la actualidad cuenta con un negocio donde ofrece servicios de Contabilidad, Impuestos y Seguros; conjuntamente se convierte en miembro activa de la organización Comunidad a Comunidad, donde su principal actividad es participar en el programa de radio “De Domingo a Domingo” con reportajes, entrevistas y comentarios siendo la parte femenina del programa dominical.



## **Rey Serna**

Director and Producer  
rey@rssfilms.com  
www.rssfilms.com

Rey Serna is a director and producer with over 20 years of experience.

Rey immigrated with his family to Florida from Colombia at the age of 10. In 1990 during a summer vacation to Washington he decided to relocate and make Seattle his new home.

His love for photography lead to the start of his video career at WPBT Channel 2 in Miami. He has worked on many aspects of video production from producer, director of photography, and director. His work has ranged from making corporate videos, documentaries, and television commercials. He has worked for MTV, ABC, ESPN, and Microsoft. Rey enjoys the creative opportunities that every project brings.

Today Rey is the owner of RSS Films, a local bilingual production company. Rey is also the owner of Absolute Digital Broadcast Rentals, a video equipment rental company catering to the film and video industry.

Rey became a member of WAHMA last year in order to get involved, contribute and strengthen our community.



**Ma. Guadalupe  
Zamora Alatorre**

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*Deseo apoyar a WAHMA, que pertenezco desde su inicio. Es importante contribuir para seguir fortaleciéndonos unidos.*

Directora General de Conexión Contigo by Lupita Zamora.

**Conexión Contigo by Lupita Zamora** - es una empresa dedicada al desarrollo de la comunidad de Latinoamérica, contamos con: Un programa de radio propio, semanal en español Conexión Contigo -escuchado en 4 estaciones y por internet con oyentes alrededor del mundo, con temas de Educación, Salud, Liderazgo, Economía, Justicia Social y Cultura. Organiza y facilita talleres y conferencias para la comunidad migrante y une esfuerzos de cooperación con otras organizaciones- publica artículo en el Progreso y próximamente en medios digitales. Lupita Zamora es Co-presentadora de Actitud Latina, de TV en Azteca América en Seattle y Yakima.

**Experiencia-** Con más de 15 años de experiencia atendiendo la comunidad migrante en los Estados Unidos. **Gobierno de Hidalgo-** Vinculo en EUA y Directora de Atención a Guanajuatenses en el Extranjero. /Gobierno de Guanajuato - Coordinación y formación de Casas Guanajuato- en EUA, con vinculación de apoyo al desarrollo de los migrantes de Guanajuato haciendo una estrecha colaboración con Consulados, Medios de comunicación, Escuelas, Organizaciones no lucrativas y Autoridades. Sub-coordinadora Nacional de (CONOFAM) Coordinación de Oficinas Estatales de Atención al Migrante.

**Descripción de educación continua.-** Actualmente- Estudia Licenciatura de Desarrollo Comunitario a distancia- SEP Diplomados y Cursos en el Colegio de León y Universidad Iberoamericana Leon Guanajuato EUA- Entrenamientos y certificaciones en MALDEF, Washington Cash, Foster School of Business, Washington State University, DAWN,DDD, Child Care Resources, IPJC entre otros.

**Integrante de Mesas Directivas, colaboradora y miembro IPJC-** Centro Intercomunitario de Paz y Justicia- Miembro Ejecutivo de "Circulo de Mujeres"  
Coalición de Justicia Criminal en Austin TX- miembro voluntario-conexión programas acción.  
Miembro de WAHMA- Washigton Hispanic Media Asociation.





## **Eddie Quintero**

Musician, Performer  
and Independent Writer  
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Eddie was born in Caracas, Venezuela, moved to Seattle in 1981. He writes a weekly sports column in El Mundo called "El Mundo del Béisbol." Also, he is a baseball commentator at La Voz Deportiva. He writes his own blog at [Zona de Béisbol.blogspot.com](http://Zona de Béisbol.blogspot.com).

Eddie is a musician, performer, emcee, sports broadcaster and actor. As a musician, he has recorded 4 albums distributed both nationally and internationally and has performed over 3,000 live shows.

Eddie performed for 10 years in many venues throughout the USA including public schools where he helped develop a nationally recognized and awarded show called "Tour of the Americas." This show through music taught children the variety of cultures and music found throughout the Latin America. His band, Bochinche was the first Salsa Music band in the Pacific Northwest in 1981. They won five Northwest Area Music Awards (NAMA) with Eddie as lead vocals. He continues singing with the Steve Guasch Orchestra, their last album "Siguiendo La Tradicion" was nominated for the Latin Grammy 2005.

He is also a Real Estate Broker and a certified Real Estate Instructor in Washington State; Eddie has been practicing real estate since 1991. Voted In the December 2005 issue of Seattle Magazine Best in Client Satisfaction ranked in the top 7% of all the Seattle area agents.

Currently he is a Real Estate Managing Broker for Keller Williams NWRE. Eddie is also the President of a non-profit organization called Crear Poder focusing on increasing the economic growth in Hispanic Business in Washington State.



## **Teresa Jones**

Producer, Talent, Writer and Editor  
tjones@kunstv.com

Teresa Jones has over 30 years of experience working in television. She started as a trainee at KUAT-TV, the PBS affiliate in Tucson, AZ. She worked her way up the ladder to Writer/Reporter and eventually became the Producer/ Host of her own bilingual newsmagazine show titled "Reflexiones". Teresa moved to Los Angeles in 1996 and accepted a job at KCBS-TV as an Editor and Supervisor of Editors.

In 2004, Teresa decided to move to Seattle where she took a Sales position at Radio Sol, Seattle's first 24/7 Spanish language radio station. She quickly became the Top Sales person for the station. In December 2006, Teresa accepted a position at KUNS-TV, the Univision affiliate in Seattle, WA. She is now a Senior Account Executive, but sees herself as a Relationship Builder and Hispanic Market Consultant.

Teresa has also worked on several radio programs over the course of her Broadcast Journalist career, including "Entre Nosotras Latinas", "Latino America al Día" and "Viva la Mujer". These shows all had common themes, and covered a wide range of issues that impact the community, including Health, Education and Politics, among other topics.

Teresa is also very involved in the community and currently sits on the Board of Directors of two Non-Profit Organizations, Crear Poder and CASA Latina.



## **Raul Sandoval**

Radio Host and Producer  
rulasfutbol@gmail.com

Raul Sandoval is the host and producer of La Super Deportiva, the first and for long time, the only Spanish sports radio talk show on the air in Seattle and the Puget Sound area since 1997.

Raul has done live coverage of local professional sports, Seattle Mariners, Seattle Sounders and he has been the only Spanish media member with access to the Seattle Seahawks.

For over a decade Raul also has been covering professional sports in the USA doing live interviews with soccer players of various teams at Mexico National Team friendly games, Concacaf Champions League, Gold Cup, European clubs USA Tours, National Teams USA tours and MLS, working alongside with Mexican international network TV Azteca and the local Azteca America Seattle.

For the last few years Raul has worked in collaboration with ESPN Deportes Seattle, which currently airs his very popular talk show La Super Deportiva.

Originally from Guadalajara, Mexico, Raul has called Seattle home for over 23 years.



## Francisco Ríos

Reportero, Editor  
y Director de Noticias Radiales  
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Francisco Ríos realiza Periodismo Comunitario.

Nacido en Tijuana, México, Francisco llegó a “La Voz del Campesino”, Radio KDNA (Cadena) en el Valle de Yakima en 2004. Cadena 91.9 FM, es la primera estación de Radio Pública Educativa en la nación que salió al aire con programación completamente en español, que transmite en el centro del estado de Washington.

En 2005 Francisco fue nombrado Director de Noticias de Radio KDNA, donde desde entonces trabaja para traer información a la comunidad Latina del Valle de Yakima en temas fundamentales como inmigración, salud, vivienda, educación y legislativos, entre otros.

Ríos ha colaborado con el periódico “El Sol de Yakima” con artículos para su edición semanal. A través de su arduo trabajo, ha sido promotor para la creación de puentes entre las políticas sociales del Gobierno del Estado y la comunidad Latina, principalmente los campesinos del Valle de Yakima. En el 2006 Ríos promovió las relaciones entre la Comisión de Asuntos Hispánicos y Radio Cadena; lo que propició la creación de un programa radial que la Comisión actualmente transmite a través de La Voz del Campesino.

En su papel como Director de Noticias de Radio Cadena ha participado y apoyado a la comunidad y los comités que buscan una reforma migratoria justa. En 2008 entrevistó a los candidatos a la presidencia de la nación en la Convención Nacional del Consejo Nacional de la Raza en San Diego, California.

En 2009 recibió una invitación para participar en la Conferencia Internacional de periodismo Comunitario en América Latina que se llevó a cabo en Washington D.C. y que es auspiciada por el Centro Internacional de Periodismo. En esa convención participaron periodistas de medios comunitarios de países como Colombia, Venezuela y Ecuador entre otros.

Francisco Ríos siempre ha creído que la mejor historia o reportaje emana de la comunidad.

