



The
**AWARDS
AGENDA**

CALIFORNIA

**ETHNIC MEDIA
CONFERENCE • EXPO • AWARDS**



**AUGUST 27-28, 2024
SHERATON GRAND SACRAMENTO HOTEL**

PRESENTED BY

CALIFORNIA BLACK MEDIA

ETHNIC MEDIA SERVICES

HONORING *excellence*
IN JOURNALISM
AMONG THE STATE'S
ethnic media JOURNALISTS
& NEWS ORGANIZATIONS



CALIFORNIA

ETHNIC MEDIA CONFERENCE • EXPO • AWARDS



HELLO AND WELCOME, ATTENDEES.

Thank you so much for joining us at the 2024 celebration of California ethnic media.

Ethnic media have come to Sacramento from across the state to send a collective message to our friends in state government, the business sector, communications firms, nonprofits, philanthropy – We're key building blocks for delivering inclusive communications to all Californians, whatever the language, ethnicity or location. We're both trusted messengers and story tellers and we're convenors of communities. Where some people see media deserts, we see opportunities to bring people together to inform and engage communities.

And here's the most important point. More and more, we're working together, not in silos. You'll see this in our sessions and workshops over the next two days, to take on pressing issues like the census, the pandemic, the rise in hate crimes, health care disparities, climate change, fake news, we collaborate with each other and with community organizations and public agencies – whatever it takes to reach historically underserved audiences. Our unique strength is that we're embedded in the audiences we serve. We're high touch as well as high tech media.

Last year, at our first-of-a-kind convening in the state capital, our call to action was "meet the decision makers." This year, key decision makers told us, "We're so glad you're back to strengthen the connections between us. You've mastered the art of doing more with less. At a time of deep budget cuts, we need your community ties and your communications skills to build new, more equitable messaging."

We're here to learn, to educate, to share ideas, to forge relationships and to show off the best of our journalism. Our goal is to build a communications infrastructure that bridges the information gaps between the public realm and our communities and between each other.

Our event comes at a breakthrough moment for the news industry. Last week's historic public private deal with high tech to support local news rooms was reached in a state with the biggest concentration of ethnic media in the nation. It brought welcome recognition to the sector's indispensable role and serves as a national model.

We've worked long and hard to gain this recognition as a multi-lingual, multiracial. Multimedia sector. We thank our sponsors, speakers, media partners, and all our attendees for supporting this collective effort.

Sincerely,



Sandy Close,
Executive Director
Ethnic Media Services



Regina Brown Wilson,
Executive Director
California Black Media

CALIFORNIA

ETHNIC MEDIA CONFERENCE • EXPO • AWARDS



MEET OUR CO-EMCEES



DARLA GIVENS

Meteorologist, CBS13

Close to twenty years ago, Darla migrated from the Philippines to California and began her journey as a broadcast journalist. She quickly became an integral part of the core team that established ABS–CBN International – the Filipino Channel’s North America bureau in the aftermath of 9/11, launching its flagship newscast.

Darla then transitioned as NAM’s national media network director, privileged to be working alongside a national pan-ethnic consortium of diverse media organizations.

Eleven years after getting a Bachelor of Arts in Journalism from California State University, Dominguez Hills, she decided to study meteorology, where she has been forecasting weather, spreading her warmth and cultivating community relationships in the Central Valley for more than two decades.

CALIFORNIA

ETHNIC MEDIA CONFERENCE • EXPO • AWARDS



MEET OUR CO-EMCEES



PAMELA ASOBO-ANCHANG

*Founder + Managing Editor,
The Immigrant Magazine,
TV/Radio Host*

Pamela Asobo Anchang, Founder and Managing Editor of *The Immigrant Magazine*, is a leading advocate for immigrant rights. Since 2003, her award-winning work has focused on amplifying immigrant voices and challenging stereotypes. Her magazine, featured in top media outlets like The Los Angeles Times, NPR and VOA, is renowned for its comprehensive coverage of immigrant issues.

Pamela hosts several shows, including TIM TV Specials and Africa Speaks, on YouTube and previously led IMPact With Pamela Anchang on KPFK Pacifica Radio. Her interviews cover a broad spectrum of topics, from culture and social change to success stories of immigrant achievements, featuring celebrities and community advocates.

Beyond her media work, Pamela is actively involved in grassroots advocacy. She has collaborated with major organizations such as Fox Studios and Disney to promote authentic immigrant narratives. She also leads the "Stop The Hate in Black Immigrant Communities" campaign and ensures *The Immigrant Magazine* offers diverse media services that connect brands with multicultural audiences.

CALIFORNIA

ETHNIC MEDIA CONFERENCE • EXPO • AWARDS



MEET OUR CO-EMCEES



EMIL AMOK GUILLERMO

Print + Broadcast Journalist, Commentator, Humorist

Emil Amok Guillermo is an award-winning independent journalist, writer, podcaster, and comic monologist. For more than 30 years, Emil continues to write what is believed to be the longest running column on the news, race, media and culture from an Asian American perspective.

His “Emil Amok” column first appeared monthly in Filipino American publications in 1991, then weekly in San Francisco’s *Asian Week* in 1995. Currently, the column is home based on the website of the Asian American Legal Defense and Education Fund (aaldef.org/blog), and seen in the *Oakland Post*, *Inquirer.net*, the *Hawaiian Filipino Chronicle*, and *Diverse: Issues in Higher Education*.

A collection of his work, “Amok: Essays from an Asian American Perspective,” won an American Book Award in 2000. As a broadcaster, he was the first Filipino American to host a national news show when he was with NPR’s “All Things Considered.”

He has won multiple journalism awards from SPJ, RTNDA, AAJA, Calif. Newspaper Publishers Association, for his work in all media. His production company currently produces podcasts (the PETA PODCAST, and his secret podcast Emil Amok’s Takeout on YouTube). His voice over work includes investigations for PETA that have been downloaded by millions.

Emil was the host and producer of “New California Media,” the first ethnic news roundtable seen in Sacramento, San Francisco, and Los Angeles in the late ‘90s to 2004. He moderated several key local and regional political debates, including the first ethnic media gubernatorial debate seen statewide. He was also the host of the first ethnic media expo and awards shows held in Los Angeles and San Francisco.

The AGENDA

DAY 1 / TUESDAY AUGUST 27

8:00 AM

**Doors Open for Registration » Grand Nave Foyer
& Expo Set-up » Camellia Ballroom**

9:30 AM

Ethnic Media Partner Expo Open » Camellia Ballroom

11:30-12:45 PM

Opening Lunch: Bridging Divides — Connecting Communities

Welcome by Regina Brown Wilson, Executive Director, California Black Media

Keynote: 2024 Elections - Ethnic Media's role in covering issues at stake
State Superintendent of Public Instruction, Tony Thurmond

Presenting: Communications Champions Awards: recognizing key figures
in communications who have invested in ethnic media » **Magnolia Ballroom**

1:15 - 2:15 PM

PLENARY 1: Stop the Hate Panel » Gardenia Ballroom

Three founders of Stop the Hate Initiative talk about value of ethnic media
collaboration with CBOs and strategies for sustaining the initiative

2:30 - 3:30 PM

PLENARY 2: Ethnic Media Panel » Gardenia Ballroom

Reporters spotlight stories that give voice and visibility to targets of hate
and document emerging rapid response networks

3:30 - 3:45 PM

Afternoon Break » Grand Nave Foyer

3:45 - 4:30 PM

PLENARY 3: Fireside Chat with Attorney General Rob Bonta

Presented By Stop the Hate Spread the Love » Gardenia Ballroom

An intimate conversation about the impact of the Stop the Hate initiatives

4:45 - 5:45 PM

BREAKOUT SESSIONS

The Growing Threat of Racialized Disinformation » Bataglieri

How to spot deep fakes and combat disinformation targeting
ethnic audiences *Sponsored by Common Cause*

ProJourn » Falor

A pro bono program of the Reporters Committee for Freedom of the Press:
steering clear of lawsuits and accessing public records

5:30 - 7:00 PM

Legislative Reception & Expo » Magnolia & Camellia Ballrooms

Networking reception honoring legislative leaders for outstanding
contributions to journalism and the community

The AGENDA

DAY 2 / WEDNESDAY AUGUST 28

7:30 - 9:00 AM

Breakfast Roundtable » Magnolia Ballroom

Accessing Philanthropic and Media Enrichment Resources:

Hear from and network with representatives of foundations and media enrichment programs about programs supporting ethnic media reporters.

9:00 - 9:45 AM

PLENARY 4 » Magnolia Ballroom

How Ethnic Media Can Help Agencies Meet AB 2019 Small Business Goals

A networking opportunity with communications specialists of state agencies who want to expand their diversity reach

9:45 AM

Ethnic Media Partner Expo » Camellia Ballroom

9:45 - 10:00 AM

Morning Break on Second Floor

10:00 - 11:45 AM

BREAKOUT SESSIONS

EdVoice » Bataglieri

A Policy Advocacy Nonprofit on Public Education

From Classroom to Capitol: Harnessing the Power of the Media to Influence Education Policy for Black and Latino Students

Breaking Cultural Taboos » Tofanelli

Reporters share stories and challenges of covering taboos in their communities

Sponsored by Blue Shield of California Foundation & USC Center for Health Journalism

Google News Initiative Tools for Reporting » Compagno

Leveraging Google Search, Trends and Pinpoint to help with reporting, audience understanding, and analyzing large document sets. **10:45AM - 11:45AM (Repeat)**

Department of General Services » Falor

The California Department of General Services will provide a brief overview on "Doing Business with the State" and provide 1-on-1 assistance with the small business registration and certification process.

12:00 - 1:00 PM

PLENARY 5 » Magnolia Ballroom

Fireside Chat with California State Treasurer Fiona Ma and Lisa Collins,

Founder and Publisher of *L.A. Focus*

A conversation on fiscal policies, state initiatives, and leadership and programs of the state treasurer's office. *Box lunch served.*

1:15 - 2:45 PM

BREAKOUT SESSIONS**Department of General Services » Falor**

The California Department of General Services will provide a brief overview on "Doing Business with the State" and provide 1-on-1 assistance with the small business registration and certification process.

Using Google's News Consumer Insights » Compagno

Learn about Google's News Consumer Insights tool and how it can help you connect to your site and audience goals. **(Repeats 2:00 PM - 2:45PM)**

Climate Change » Tofanelli

Experts talk about why ethnic media are urgently needed to prepare people for climate adaptation and resilience.

Sponsored by UCLA Lens, Bezos Earth Fund 1:15PM - 2:30PM

Going Beyond the Impression and Getting Results » Bataglieri

In depth session on measuring and achieving impactful engagement with Ron Turner of Radio KJLH **1:15-2:00PM (Part 1) and 2:05-2:45PM (Part 2)**

2:45 - 3:00 PM

Afternoon Break on Second Floor

3:00 - 4:00 PM

PLENARY 6 » Magnolia Ballrooms**What Ethnic Media Voters Need to Know about Propositions**

Detailed analysis and panel discussion on current propositions and their implications.

4:15 - 5:15 PM

BREAKOUT SESSIONS**How Can AI Help? » Tofanelli**

Practitioners in the field explain practical ways to use AI with limited resources

Stories Nonprofit Organizations Need Ethnic Media to Tell » Bataglieri

Non profit leaders - all recipients of the James Irvine Foundation's 2024 leadership awards - share stories and issues they want to promote to ethnic media audiences and ethnic media reporters share advice on how nonprofits can work more effectively with the sector.

5:00 - 6:00 PM

Ethnic Media Partner Expo and Pre-Awards Reception Saluting our Non-Profit Partners » Magnolia & Camellia Ballrooms

6:00 - 7:30 PM

Ethnic Media Awards » Magnolia Ballroom

Masters of Ceremony: Pamela Anchang & Emil Guillermo

COMMUNICATIONS *champion* AWARDS

Tracy Arnold

Assistant Director,
California Department of Health Care Services

Anita Castille

Vice President, Human Resources
AIDS Health Foundation

Fiona Chan

Principal of Marketing and Communications,
Pacific Gas and Electric Company (PG&E)

Jon Christensen

Adjunct Assistant Professor,
Institute of the Environment & Sustainability, UCLA

David Littlefield

Public Affairs Manager,
The California Wellness Foundation

Debra Nakatomi

President & CEO,
Nakatomi Associates LLC

Maricela Rodriguez

Senior Advisor,
Civic Engagement and Strategic Partnerships
Office of California Governor Gavin Newsom

CALIFORNIA

ETHNIC MEDIA
CONFERENCE • EXPO • AWARDS



ALL ENTRANTS + NOMINEES

Al Enteshar Newspaper
Alianza Metropolitan News
Asam News
Asian Journal
Black Catholic Messenger
Black Voice News
Boyle Heights Beat
California Black Media
CALÓ News
ChicoSol News
Community Alliance
Contra Costa Pulse
El Informador Del Valle
El Popular
El Tecolote
Epoch Times
EST Media
Filipino American Post
Filipino Press
FNX Television
Hmong Daily News
HTTV - China TV Media Group
Hyundai News USA
Impulso Newspaper
India Currents Foundation
Indian Voices
Informacion es Poder Radio Program
Inland Valley News
Jannelle So Productions
Kiosko News
Korea Daily LA
Korea Daily SF
Korea Times
KTSF 26
L.A. Focus Newspaper
La Opinion
Little Saigon TV
Los Angeles Blade
Los Angeles Standard Newspaper
Myanmar Gazette
News From Native California
Nguoi Viet Daily News
Nichi Bei News
Pakistan Times USA
Palabra.
Pasifikabydesign
Península 360 Press
Positively Filipino
Radio B'alam
Radio Korea
Radio TNT
Alianza Contra el Racismo
Rodriguez Media Productions KZSF 1370 AM
Russian California
Sacramento Observer Newspapers
Saigonho News
San Bernardino American News
San Diego Voice & Viewpoint Newspaper
San Fernando Valley Sun/ El Sol
San Francisco Public Press
SBS International
ShowBiz India TV
Siliconeer
Sing Tao Chinese Radio
Sing Tao Daily
Sing Tao TV
Slavic Sacramento
South Bay Black Journal
Susan YX Li Multimedia Inc.
Vida en el Valle
Vietnamese American Artists &
Media Association (VAAMA)
World Journal Los Angeles
World Journal San Francisco

CALIFORNIA

ETHNIC MEDIA CONFERENCE • EXPO • AWARDS



JUDGES ROSTER

Twenty-four distinguished writers, journalists, communication specialists and academics from across California serve as our judges in this year's 2024 California Ethnic Media Awards. Winners will be announced at the conclusion of our two-day event schedule on Wednesday, August 28.

Allison Engel

Author, Playwright, Journalist

Anh Do

Community Engagement Editor,
Los Angeles Times, veteran reporter
for Nguoi Viet

Christa Scharfenberg

Director, California Local News
Fellowship at UC Berkeley

Debra Nakatomi

Founder & President,
Nakatomi PR

Diana Ding

Founder & CEO,
Ding Ding TV

George Koo

Business Advisor, Cross-Cultural
Communicator, Writer for Asian Week

Jaya Padmanabhan

Veteran Journalist, Fiction Writer,
Contributing Editor for Ethnic
Media Services

Joe W. Bowers, Jr.

Contributing Editor,
California Black Media

Jon Christensen

Assistant Adjunct Professor at
UCLA Institute of Environment
and Sustainability, and Founder
of Laboratory for Environmental
Narrative Strategies (LENS)

Jongwon Lee

Veteran Journalist and Editor with
Korean News Media, member
of the State Bar of Georgia, and
Contributing Editor of Ethnic
Media Services

Jose Luis Benavides

Professor at the Department of
Journalism, Cal State Northridge

Julian Do

Co-Director, Ethnic Media Services

Maeve Elise Brown

Executive Director and Founder,
Housing and Economic Rights
Advocates

Mary Jo McConahay

Veteran Journalist for National
Catholic Reporter, and Author
most recently of Playing God:
American Catholic Bishops and
the Far Right

CALIFORNIA

ETHNIC MEDIA
CONFERENCE • EXPO • AWARDS



JUDGES ROSTER

Nina Li

Stanford Center for Asian Research and Education (CARE), Stanford University School of Medicine

Ekene Okobi

Co-hort Manager, California Local News Fellowship at UC Berkeley

Peter Schurmann

Journalist and former Communications Consultant for Earth Innovation, Web Editor for Ethnic Media Services

Pilar Marrero

Journalist and author with long experience covering social and political issues in the Latino community in the United States.

Richard Rodriguez

Author and Essayist

Ruben Martinez

Journalist, author and musician, Professor of English, and Fletcher Jones Chair in Literature & Writing at Loyola Marymount University

Sandy Close

Executive Director, Ethnic Media Services

Selen Ozturk

Research Director, Special Assignment Reporter, Ethnic Media Services

Sunita Sohrabji

Veteran reporter, most recently covering the Indian American community for India-West newspaper. She has received 15 local and national awards for excellence in journalism.

Tanu Henry

Managing Editor of California Black Media, and veteran Communications Specialist

This year's
EXHIBITORS

Alenteshar Newspaper

Myanmar Gazette

Alianza Metropolitan News

News For Chinese

Beyond Borders

Nichi Bei Weekly

Book Space

Observer Group Newspapers
of Southern California, Inc.

CA Local News Fellowship

Philippine News

Carib Press

Radio Tonga

City Pride

Sac Cultural Hub

Community Alliance
Newspaper

Sac Observer

Fanoos TV

SF Bay View

Filipino Press

Showbiz India

Hyundae News

Siliconeer

Impulso Newspaper

Sing Tao Daily

Kiosko Magazine

Skylink TV

KTSF Channel 26

Suite Life SoCal

La Opinion

UK News

Thank you
SPONSORS

Arthur & Toni Rembe Rock

Blue Shield of California Foundation

CA vs. Hate

CAVEC

California Black Media

California Health Care Foundation

California Local News Fellowship (Berkeley)

Carson Miller

Common Cause

EdVoice Institute

Ethnic Media Services

Google

PG&E

Sierra Health Foundation

Stop the Hate

The California Wellness Foundation

Thank you
SPONSORS

STOP THE
HATE. 
SPREAD THE
LOVE.

CAVEC CHINESE
AMERICAN
VOTERS
EDUCATION
COMMITTEE
華裔選民教育委員會

**ARTHUR & TONI
REMBE ROCK**

Google



 **EdVoice**
INSTITUTE

**Carson
Miller**

 **California
Health Care
Foundation**

blue  of california
foundation


THE CALIFORNIA
Wellness
FOUNDATION

 CALIFORNIA
LOCAL NEWS
FELLOWSHIP


SIERRA HEALTH
FOUNDATION


**Common
Cause**


**CA
vs HATE**

CBM
CALIFORNIA BLACK MEDIA

**ETHNIC
MEDIA
SERVICES**



**HATE HURTS
LOVE HEALS
UNITY INSPIRES
COMMUNITY**

STOP THE ~~HATE.~~ ❤️
SPREAD THE **LOVE.**

www.cablackmedia.org



CAVEC
would like to congratulate
all the participants of the
2024 California Ethnic Media
Awards. Thank you for
including your voices in the
discourse of our diverse state
during this auspicious Year of
the Dragon.

**Register to Vote
and Vote!**



The Google News Initiative works side-by-side with publishers and journalists to build a more sustainable, diverse and innovative news ecosystem.

Visit newsinitiative.withgoogle.com to find out more about GNI resources, programs, tools and more.

Google News Initiative



We are proud to partner with California Black Media & Ethnic Media Services in their quest to connect, collaborate, and communicate with California's diverse communities.



www.edvoiceinstitute.org

Together, we are making a difference

PG&E applauds California Black Media and Ethnic Media Services for their dedication to serving our diverse communities. We commend all those who are dedicated to helping others.



*PG&E™ refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation.
© 2024 Pacific Gas and Electric Company. All rights reserved.

Proud supporters of journalism that serves
California's diverse communities.

Blue Shield of California Foundation supports
lasting and equitable solutions to make California
the healthiest state and end domestic violence.

Learn more at blueshieldcafoundation.org

NEW REPORT

**LOCAL VOICES
ON LOCAL NEWS**



California Common
Cause is proud to
partner with Ethnic
Media Services in the
fight against
disinformation that
targets our
communities.

California
Common Cause

The California Health Care Foundation
is proud to support the California
Ethnic Media Conference



www.chcf.org



ADVANCING
HEALTH EQUITY
FOR ALL
CALIFORNIANS

We forge new paths to promote health, racial equity and
racial justice in partnership with communities,
organizations and leaders. We are committed to reducing
health disparities through convening, educating and
strategic grantmaking. Learn more at sierrahhealth.org.



SIERRA HEALTH
FOUNDATION



CALIFORNIA
LOCAL NEWS
FELLOWSHIP

The California Local News Fellowship
is proud to partner with ethnic media outlets
across the state.

Host a fellow in your newsroom!
Applications open in November.

Learn More Here



THE CALIFORNIA
Wellness
FOUNDATION

Cal Wellness
salutes EMS
and CBM for
their work to
promote
health equity.



see you
NEXT YEAR!