

Hispanic Heritage Month  
Sample Script

[WELCOME REMARKS FROM STATION BOARD MEMBER]

[BOARD MEMBER INTRODUCES STATION CEO]

[OPENING AND PROGRAMMING REMARKS BY CEO]

[PROGRAM CLIP SHOWN]

[CEO INTRODUCES BUSINESS SPONSOR]

[BUSINESS SPONSOR]

GOOD EVENING!

BEFORE WE HONOR THE LOCAL HEROES, I WOULD LIKE TO RECOGNIZE A  
FEW OF THE SENIOR EXECUTIVES WHO ARE THE BACKBONE OF THE

CORPORATE CULTURE WHICH PROMOTES ETHNIC DIVERSITY AT UNION BANK OF CALIFORNIA: (ACKNOWLEDGE SVPS IN ATTENDANCE). (NAMES T.B.D.). (LEAD APPLAUSE) THANK YOU FOR BEING HERE.

UNION BANK ACTUALLY BEGAN THE LOCAL HERO AWARDS PROGRAM IN SAN FRANCISCO 10 YEARS AGO TO HONOR THE HERITAGE AND CONTRIBUTIONS OF AFRICAN AMERICANS, HISPANICS AND ASIAN PACIFIC AMERICANS.

THIS EVENT DEMONSTRATES ONE OF OUR CORPORATE VALUES, ETHNIC DIVERSITY. IN FACT, UNION BANK HAS BEEN RECOGNIZED NATIONALLY BY *FORTUNE* MAGAZINE FOR SIX CONSECUTIVE YEARS, AS THE NUMBER ONE BANK IN THE COUNTRY FOR CAREER OPPORTUNITIES FOR WOMEN AND PEOPLE OF DIVERSE ETHNIC BACKGROUNDS.

ANOTHER ONE OF OUR VALUES IS INVESTING IN THE COMMUNITIES WE SERVE. IN 1996, WE PLEDGED TO INVEST 4.5% OF OUR ASSETS IN COMMUNITY DEVELOPMENT FOR THE NEXT 10 YEARS. AS WE BEGIN OUR SECOND 10-YEAR COMMITMENT, IN JUNE OF 2005 WE INCREASED OUR PLEDGE TO 6.5% OF ASSETS EACH YEAR. WITH THE BANK'S CURRENT

TOTAL ASSETS AT MORE THAN \$50 BILLION, THAT AMOUNT WILL BE A *MINIMUM* OF 3 BILLION DOLLARS DURING 2005 ALONE.

WE WILL CONTINUE TO SUPPORT OUR COMMUNITIES IN AN EFFORT TO NOURISH OUR UNDER-RESOURCED NEIGHBORHOODS, BUILD SAFER COMMUNITIES AND A HEALTHY FUTURE FOR ALL.

SIMILARLY, ALL OF TONIGHT'S HONOREES HAVE MADE A POSITIVE DIFFERENCE TO THE COMMUNITY. THEIR ACHIEVEMENTS HAVE BECOME AN EXAMPLE AND A BEACON FOR OTHERS TO FOLLOW. ON BEHALF OF UNION BANK, WE EXTEND OUR CONGRATULATIONS TO THIS YEAR'S LOCAL HEROES, AND WE THANK YOU FOR YOUR CONTRIBUTIONS.

**[BUSINESS SPONSOR]**

NOW IT IS MY GREAT PLEASURE TO INTRODUCE THIS EVENING'S HONOREES.

OUR FIRST HONOREE IN THE EDUCATION CATEGORY IS DR. SERGIO AGUILAR-GAXIOLA (GAX-EE-HOLA), PROFESSOR OF PSYCHOLOGY AT CALIFORNIA STATE UNIVERSITY, FRESNO.

DR. AGUILAR-GAXIOLA IS ACTIVELY INVOLVED IN SEVERAL KEY AREAS OF NATIONAL AND INTERNATIONAL MENTAL HEALTH. HIS EXTENSIVE RESEARCH INCLUDES CROSS-NATIONAL COMPARATIVE EPIDEMIOLOGIC RESEARCH ON PATTERNS AND CORRELATES OF MENTAL DISORDERS AND SUBSTANCE ABUSE IN GENERAL POPULATION SAMPLES AND THE DEVELOPMENT OF CULTURALLY SENSITIVE MENTAL DIAGNOSTIC TREATMENTS.

MOST RECENTLY, DR. AGUILAR-GAXIOLA HAS BEEN TRANSLATING MENTAL HEALTH AND SUBSTANCE ABUSE RESEARCH RESULTS INTO PRACTICAL INFORMATION VALUABLE TO PATIENTS AND THEIR FAMILIES. WHILE IT IS NOT KNOWN HOW MANY MENTAL HEALTH PROFESSIONALS SPEAK SPANISH, DR. AGUILAR-GAXIOLA'S WORK TRANSLATING THIS INFORMATION IS EXTREMELY IMPORTANT AS ONLY 1% OF LICENSED PSYCHOLOGISTS IDENTIFY THEMSELVES AS HISPANIC.

DR. AGUILAR-GAXIOLA RECEIVED HIS MEDICAL DEGREE FROM THE *UNIVERSIDAD AUTONOMA* DE MEXICO EN GUADALAJARA AND HIS PH.D. IN CLINICAL COMMUNITY PSYCHOLOGY AT VANDERBILT UNIVERSITY. HE COMPLETED POSTDOCTORAL STUDIES IN HEALTH SERVICES RESEARCH AT THE UNIVERSITY OF CALIFORNIA, SAN FRANCISCO. HE IS THE AUTHOR OF SEVERAL SCIENTIFIC PUBLICATIONS AND THE RECIPIENT OF NUMEROUS AWARDS INCLUDING THE MEDAL OF CONGRESS FROM CHILE FOR WORK RELATED TO MENTAL HEALTH RESEARCH.

LET'S WATCH DR. AGUILAR-GAXIOLA'S TV PROFILE.

**[VIEW SPOT]**

DR. AGUILAR-GAXIOLA, WOULD YOU PLEASE COME UP TO ACCEPT YOUR AWARD?

**[HONOREE REMARKS]**

**[BUSINESS SPONSOR]**

THANK YOU, DR. AGUILAR-GAXIOLA (GAX-EE-HOLA) FOR WORKING TO INCREASE AWARENESS ABOUT MENTAL HEALTH WHICH IS RARELY TALKED ABOUT IN OUR COMMUNITY.

THE HONOREE IN THE ARTS CATEGORY IS **MR. RICHARD ARENAS**, AN INDEPENDENT ARTIST WHO BELIEVES IN USING THE ARTS TO PRESERVE THE INDIGENOUS HISTORY AND CULTURE OF ALL PEOPLE.

MR. ARENAS' WORK VARIES VASTLY, DEVELOPING BRONZE FIGURES AND SCULPTURES WHICH HAVE SHAPED CALIFORNIA'S LANDSCAPE AND HISTORY.

MR. ARENAS WAS COMMISSIONED TO DESIGN AND CAST A BRONZE SCULPTURE OF THE FORMER SPEAKER OF THE ASSEMBLY AND NEWLY ELECTED MAYOR OF LOS ANGELES, ANTONIO VILLARAIGOSA (VEE-YAW-RAW-EE-GO-SAW) AND FORMER MAYOR OF SAN FRANCISCO WILLIE BROWN.

HE WAS ALSO COMMISSIONED TO DO OTHER SCULPTURES BY THE UNIVERSITY OF SOUTHERN CALIFORNIA , THE VISALIA TIMES DELTA AND THE VETERANS OF FOREIGN WARS IN FRESNO.

ONE OF MR. ARENAS' STEEL SCULPTURES WAS ACCEPTED IN A YEAR LONG TRAVELING EXHIBIT TOURING SEVERAL GALLERIES IN CALIFORNIA. HIS MODERN WORK HAS BEEN PUBLISHED IN THE BOOK "CONTEMPORARY CHICANA AND CHICANO ART" VOLUME 1.

LET'S TAKE A LOOK AT HIS TELEVISION PROFILE . . .

**[VIEW SPOT]**

**MR. ARENAS WILL YOU PLEASE JOIN ME HERE TO ACCEPT YOUR AWARD AND SAY A FEW WORDS?**

**[HONOREE REMARKS]**

**[BUSINESS SPONSOR]**

THANK YOU FOR BEING AN OUTSTANDING MENTOR AND FOR USING YOUR TALENT AS AN ARTIST.

TO GET US IN A FESTIVE MOOD, WE HAVE A SPECIAL PERFORMANCE BY DAVID DOMINGUEZ, A POET AND INSTRUCTOR AT REEDLEY COLLEGE. HIS WORK HAS BEEN PUBLISHED IN VARIOUS MAGAZINES AND JOURNALS INCLUDING THE CHICANO CHAPBOOK SERIES, *EL ANDAR* NEWSPAPER, CRAB ORCHARD REVIEW AND THE BLOOMSBURY REVIEW.

PLEASE HELP JOIN ME IN WELCOMING DAVID DOMINGUEZ. (LEAD APPLAUSE)

**[ARTIST PERFORMS FOR 5-7 MINS]**

**[BUSINESS SPONSOR]**

THANK YOU, DAVID FOR THAT WONDERFUL PERFORMANCE. LET'S GIVE HIM ANOTHER ROUND OF APPLAUSE. (LEAD APPLAUSE)

OUR HONOREE IN THE SOCIAL SERVICES CATEGORY IS MS. LISA CASAREZ, CEO AND ADMINISTRATOR OF ANGELS OF GRACE, A NON-PROFIT ORGANIZATION IN FRESNO THAT SERVES FOSTER CHILDREN.

MS. CASAREZ HAS WORKED IN THE FOSTER CARE ARENA FOR MORE THAN 16 YEARS. SHE IS A COMMUNITY SOCIAL WORKER WHO HAS BEEN ACTIVELY INVOLVED IN FRESNO COUNTY ISSUES FOR MANY YEARS.

SHE SERVED AS SENATOR AT LARGE #4 IN 1996 AT CAL. STATE UNIVERSITY IN FRESNO. SHE WAS APPOINTED TO ADDRESS WOMEN'S ISSUES ON CAMPUS, SUCH AS VIOLENCE AGAINST WOMEN AND CHILDCARE ISSUES. SHE HAS BEEN A VOLUNTEER FOR THE AMERICAN RED CROSS FOR 14 YEARS. SHE HAS SERVED ON THE SPEAKER'S BUREAU FOR THE COUNT TO TEN PROGRAM SINCE 1998. SHE WAS APPOINTED IN 2002 BY THE FRESNO COUNTY BOARD OF SUPERVISORS TO SERVE ON THE COMMISSION ON THE STATUS OF WOMEN.

MS. CASAREZ HAS RECEIVED RECOGNITION FROM THE FRESNO COUNCIL ON CHILD ABUSE PREVENTION, THE CALIFORNIA SENATE, ASSEMBLYWOMAN

SARAH REYES AND LIEUTENANT GOVERNOR CRUZ BUSTAMANTE FOR HER CONTRIBUTION TO CHILD ABUSE PREVENTION.

LET'S TAKE A LOOK AT HER PROFILE NOW....

**[VIEW SPOT]**

MS. CASAREZ, PLEASE JOIN ME AT THE STAGE TO ACCEPT YOUR AWARD.

**[HONOREE REMARKS]**

**[BUSINESS SPONSOR]**

THANK YOU, MS. CASAREZ FOR DEDICATING YOUR LIFE TO HELPING CHILDREN FIND PERMANENT AND LOVING HOMES.

IN THE BUSINESS CATEGORY, IT IS MY PLEASURE TO INTRODUCE **MR. DAN CHENEY**, OWNER OF CENTURY 21 DAN CHENEY & ASSOCIATES.

WITH MORE THAN 25 YEARS OF EXPERIENCE IN THE REAL ESTATE INDUSTRY, MR. CHENEY HAS SEEN THE BEST AND THE WORST OF THE INDUSTRY. HE STARTED HIS BUSINESS IN 1980 WITHOUT HAVING ANY BUSINESS, ACCOUNTING OR EXPERIENCE AS A SUPERVISOR AT A TIME WHEN THE REAL ESTATE INDUSTRY WAS IN A SLUMP.

HOWEVER, WITH HARD WORK AND DETERMINATION, MR. CHENEY SUCCEEDED IN AN INDUSTRY THAT'S AS UNPREDICTABLE AS THE WEATHER. IN THE LAST THREE YEARS, HIS BUSINESS HAS EXPERIENCED TREMENDOUS GROWTH. HE NOW EMPLOYS SIX FULL-TIME STAFF AND SIX HANDYMEN.

A SON OF FIELD WORKERS AND AN ARMY VIETNAM VETERAN, MR. CHENEY BELIEVES IN INVESTING IN THE COMMUNITY IN WHICH HE LIVES. HE IS ACTIVE WITH THE FARMERS MARKET, ASSISTS IN THE BLOSSOM TRAIL RUNS AND ASSISTS THE CHAMBER OF COMMERCE IN VARIOUS WAYS. HE ALSO SPONSORS THE TOM FLORES YOUTH FOUNDATION, A FOUNDATION ESTABLISHED BY THE OAKLAND RAIDERS' LEGEND, TOM FLORES. EVERY YEAR, THE FOUNDATION AIMS GIVES SCHOLARSHIPS TO STUDENTS WHO HAVE COMMITTED THEMSELVES TO EXCELLENCE.

LET'S WATCH HIS TV PROFILE NOW...

[VIEW SPOT]

MR. CHENEY, WOULD YOU PLEASE JOIN ME HERE TO ACCEPT YOUR  
AWARD?

[HONOREE REMARKS]

[BUSINESS SPONSOR]

THANK YOU, MR. CHENEY WE SALUTE YOU FOR HAVING THE VISION AND  
PERSEVERANCE TO SUCCEED IN ONE OF THE MOST COMPETITIVE  
INDUSTRIES AND FOR YOUR COMMITMENT TO THE COMMUNITY.

THOSE OF YOU WHO WERE HERE LAST YEAR, WILL RECALL OUR NEXT  
ARTISTS. **MUJERES VALIENTES**, A DUET OF SISTERS, DELIA AND DIANA,  
WHO HAVE MORE 25 YEARS OF MUSICAL EXPERIENCE. PLEASE WELCOME  
MUJERES VALIENTES. (LEAD APPLAUSE)

[DUET SINGS TWO SONGS]

[BUSINESS SPONSOR]

THANK YOU, MUJERES VALIENTES FOR THAT WONDERFUL PERFORMANCE.  
LET'S GIVE THEM ANOTHER ROUND OF APPLAUSE.

OUR LAST BUT CERTAINLY NOT LEAST HONOREE, IN THE COMMUNITY  
ACTIVISM CATEGORY, IS MR. VENANCIO GAONA.

MR. GAONA HAS SELFLESSLY DEDICATED DECADES TO THE COMMUNITY OF  
FRESNO AS AN EDUCATION AND COMMUNITY ACTIVIST. HE HAS GIVEN  
COUNTLESS HOURS TO IMPROVE EDUCATION ACCESS FOR STUDENTS,  
ADVOCATED FOR FARM WORKERS, THE DISADVANTAGED AND THE  
IMMIGRANT COMMUNITY.

MR. GAONA HAS 16 YEARS OF EXPERIENCE IN SUPERVISION AND MANAGEMENT AS FORMER DIRECTOR OF THE EXTENDED OPPORTUNITY PROGRAMS AND SERVICES DEPARTMENT AT FRESNO CITY COLLEGE. UNDER HIS LEADERSHIP THE PROGRAM GREW SERVING 1,278 STUDENTS. THE PROGRAM WAS RATED AS THE BEST OF 13 PROGRAMS IN THE STATE SHORTLY AFTER HE TOOK OVER THE POSITION IN THE LATE 70S.

MR. GAONA HAS BEEN INVOLVED IN NUMEROUS COMMUNITY ORGANIZATIONS INCLUDING THE ASSOCIATION OF MEXICAN-AMERICAN EDUCATORS, *CENTRO BELLAS ARTES*, CONCERNED CITIZENS FOR REPRESENTATIVE GOVERNMENT, EDUCATIONAL ISSUES ROUNDTABLE COMMITTEE AND EL CONCILIO DE FRESNO.

LET'S LOOK AT HIS TELEVISION PROFILE...

(VIDEO)

MR. GAONA WOULD YOU PLEASE JOIN US AT THE STAGE TO ACCEPT YOUR AWARD?

**[HONOREE REMARKS]**

THANK YOU, MR. GAONA FOR BEING A CHAMPION FOR COMMUNITY AND EDUCATIONAL JUSTICE.

**[BUSINESS SPONSOR]**

THIS CONCLUDES THE AWARD PRESENTATION PORTION OF OUR PROGRAM. ONCE AGAIN, CONGRATULATIONS TO EACH OF THE HONOREES. IT HAS BEEN OUR SINCERE PLEASURE TO SERVE AS YOUR HOSTS. THANK YOU AND NOW WE TURN OVER THE PODIUM TO CEO TO MAKE SOME FINAL REMARKS.

**[CLOSING REMARKS FROM CEO]**

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