



Myrna Sonora
Regional Vice President – South Florida

Award winning television journalist, Myrna Sonora considers she did not achieve her maximum success until she was able to shape the business of Arizona's major Hispanic television stations. Professionally trained as a journalist, Ms. Sonora began her career as a reporter for WLTV Univision 23 in Miami, where she rose through the ranks to become Central American Bureau Chief and Senior Correspondent for the Univision Network. After traveling extensively reporting on current events through Central and South America, her home city of Miami beckoned, and she accepted the position of Hispanic Affairs Director for Fox Affiliate WSVN 7, producing a weekly Hispanic affairs program with veteran CNN anchor Rick Sanchez.

Spanish television, however, was Ms. Sonora's first love, and she returned to Spanish TV first as News Director for WSCV Telemundo 51, and eventually Vice-President for News and Public Affairs of her first station, WLTV Univision 23. Under her tutelage, Noticias 23, Univision 23's 6:00 and 11:00 PM newscast became the number one-rated news program in the market, in English or Spanish language. This significant achievement, a first for the veteran television network, got her noticed and promoted. Ms. Sonora became the first General Manager of an Univision television station to have come from the field of professional journalism.

As Vice-president and General Manager of the Univision and Telefutera television properties in Arizona, Ms. Sonora was tasked with building a state-of-the-art broadcast facility in Phoenix, Arizona, from where she managed the Univision television stations in Tucson, Flagstaff and Douglas, AZ. with a staff of over 100 employees. During her tenure, Univision 33 grew to become one of the top ten properties of the Univision Television Group, billing over \$22 million, and won multiple awards, including the Best Newscast recognition from the National Academy of Television Arts and Sciences.

Running the business of television stations became Ms. Sonora's true passion. She has continued to flourish in Miami's business community where she returned in 2005 to start her own media consulting firm, Media Strategies, a multi-service broadcast consulting firm.

In 2011, Myrna became the first Regional Vice President of Prospera (then called Hispanic Business Initiative Fund of Florida) for the South Florida region. As such, she has been responsible for overseeing the day-to-day operations and growth of the organization's regional office, promoting the Prospera brand, raising local support for the mission, and building and developing a strong business consulting team for all services within the region. With Myrna's leadership, Prospera has provided individual business consulting to over 2,300 clients in South Florida, creating nearly 1,000 new businesses, and creating or retaining over 3,200 jobs in the region. The organization has marketed loans totaling \$2.5 million.

She is the proud mother of sixteen-year-old Julian, an Honor Roll recipient and front man for his soccer team.