



Martha Tijerina

Martha Tijerina began her impressive television broadcasting career (1970-1989) on KWEX-TV, San Antonio, TX, the first station of SIN (Spanish International Network), which later became Univision.

Known as “San Antonio’s First Lady of Spanish Television”, Martha was selected to receive the 2008 MANA Las Primera Award for Communications for her contribution to the television broadcasting industry, serving as the first Latina Director of Public Affairs to host a Spanish language talk show covering Latino issues in the United States. The national award honors successful Latinas who have accomplished “firsts” in their chosen careers.

She has been a member of the Alamo Chapter of the National Association of Hispanic Federal Executives, MANA, a National Latina Organization and the Hispanic Women’s Network of Texas/San Antonio Chapter and is a charter member of the Mexican American Business and Professional Women’s Club of San Antonio.

For over three decades in Spanish language broadcasting, Martha has been the recipient of numerous awards that include the Association for Women in Communications’ Headliner Award, 2007 Media Award/Outstanding Women in Action from La Prensa Foundation, Inc., 2007 Estrella de Tejas Award from the San Antonio Chapter of the Hispanic Women’s Network of Texas, Outstanding Hispanic Role Model Award from the organization Image de San Antonio, The Governor’s Yellow Rose of Texas Award, Outstanding Alumni Award from Our Lady of the Lake University, The Ford Hispanic Salute/Education Award, and is a founding member and inductee in the San Antonio Women’s Hall of Fame in the field of Communications. Martha has also been honored for her humanitarian work receiving awards such as the 2007 Benitia Humanitarian Award from the (MCDPs) Missionaries Catechists of Divine Providence, and the Centro Cultural Aztlan’s Humanitarian Award.

A leader in the community, she has served in a leadership capacity for boards and advisory community organizations and is a well-known and very successful fundraiser and event organizer.

She received her Bachelor of Arts degree in Public Administration from Our Lady of the Lake University, San Antonio, TX and her Master of Arts degree in Spanish with a concentration in Hispanic Culture from the University of Texas at San Antonio.