

LUIS MEDINA

Press Kit



PRODUCTION



LUIS MEDINA

Producer, Marketer & Promoter

Luis Medina has almost three decades of entertainment industry experience spanning radio, television, and film. He recognized early the need for marketing and promotional expertise within the U.S. Latin consumer market. Luis combined this market need with special events and multiple production opportunities specifically targeting this emerging new consumer demographic. His confluence of market factors, coupled with his unique insight into the Latin heart and soul, compelled him to form Uno Productions, Inc.

For more than two decades now, UNO Productions, has specialized in taking action on the development of promotion and marketing platforms for the music, movies, radio and television industries. This has allowed UNO Productions to be a well known name within these industries, having worked with companies like Twenty Century Fox, Disney, Columbia Pictures, Universal Music, Sony Music, Warner, Emi Music, and more. UNO has produced successful television specials for Telemundo, Almayision, Azteca America and PBS Television with such shows as "El Premio de la Gente," "Noche de Mariachis" and "Camino a Hollywood," among several, all under the aegis of UNO owner Luis Medina.



UNO FOUNDER

Luis Medina founded Uno Productions, Inc. in 1986. Uno is a long-time player in the entertainment industry with a proven marketing, promotions, and production savvy that many companies have counted on for their projects time and again with great success. Uno creates truly unique marketing campaigns, promotional programs, special live events, musical productions, radio programs and television shows to penetrate the ever expanding and lucrative U.S. Latin market place and has done so for 18 years

Under the leadership of Medina, Uno has become a highly respected and valuable partner for those seeking to understand and reach out to the exploding multi-billion dollar Latin consumer market. Uno's incredible track record in the U.S. Latin market and the international markets of Latin America, Europe and Asia covers a broad spectrum of the industry including music, film, television, radio, print and special events.

CAREER HIGHLIGHTS

- The youngest radio producer ever in Venezuela
- Established Top 40 radio format in Venezuela
- Created, produced and hosted first ever Latin music U.S. countdown
- Pioneered the launch of A&M Record's Latin division
- Co-Produced Latin equivalent of "We are the World", "Cantaré, Cantarás"
- Produced first UNICEF music special hosted by Ricardo Montalban
- Produced first ever U.S. telethon to support Mexican earthquake victims
- Managed stars such as Julio Iglesias, Willie Colon, Laureano Brizuela and others
- Created Latin market strategy for Paul Simon, Thalía, Enrique Iglesias and others
- Created Latin market strategy for Women on Top, Anastasia, Dance With Me and others
- Created and produced live music events, television shows and radio programs
- Creator and producer of El Premio de la Gente, Latin Music Fan Awards
- Executive producer of La Gota de la Vida y En Nuestras Manos



ALEKS SYNTEK - ANA ISABELLE - ARTHUR HANLON - CHRISTIAN DANIEL FELIPEZ - CRISTINA - DAVID BISBAL - DENISE GONZALEZ - DIEGO VERDAGUER - DULCE MARIA - DYLAN Y LENNY

Únete con la gota de la vida.

Join The Drop of Life.



**45 ARTISTAS
1 CANCION**

**POR UNA
CAUSA NOBLE**

JUNTOS PODEMOS!

Benefiting



SEP 2010

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DE LOS ANGELES - MARIO REYES - MICHELLE FARACHE - NATHAN PACHECO - NOEL SCHAJRIS - OSCAR D'LEON - PLACIDO DOMINGO - PLAYA LIMBO - REIK - RICARDO MONTANER - SIN ANIMO DE LUCRO - SOFIA VERGARA - TITO EL BAMBINO

EMMANUEL - ENDER THOMAS - ENRIQUE IGLESIAS - ESPINOZA PAZ - FANNY LU - FRANCO DE VITA - GERMAN MONTERO - GILBERTO SANTA ROSA - GLORIA ESTEFAN - JENNI RIVERA - JIMENA ANGEL - JOSELYN RIVERA - KELLY VALDIVIA DIAZ

MARIACHI REYNA - MARCOS WITT - MARCO ANTONIO SOLIS - LUZ RIOS - LUIS FONSI - LUIS ENRIQUE - TUCANES DE TIJUANA - RIELEROS DEL NORTE - LAS MARTI - KHOTAN FERNANDEZ

LA GOTA DE LA VIDA (2010)

A reunion of the top Latin artists who together performed a song "La Gota de La Vida" to help to call the attention from the world to generate donors of bone marrow to save life's.

The La Gota de la Vida music video was a blast to make, and the recording took place, in most cases, at the same time as the song was being recorded. It was shot in four cities, including Las Vegas, New York, Miami, and Los Angeles.

The video was directed by world famous director Simon Brand and produced by Mauricio Osorio from Aluna films.

The Premiere for the 'La Gota de La Vida' music video will take place September 7th, 2010 at the Club Nokia – LA Live, Downtown LA. After which it will rock the television screen and create the color of commercials for the campaign in short clips nationwide, spreading its message.

[Watch Video >](#)





**El futuro de México está
En Nuestras Manos**



EN NUESTRAS MANOS (2012)

For the first time Telenovela stars from TELEVISA & AZTECA MÉXICO came together for a unique project to record a song for a campaign that provides job training to millions of Mexican citizens helping them get dignified and regular work. The project also included the collaboration of some of the biggest stars in Latin music. The video was produced at the legendary Estudios Churubusco in Mexico City on July 10th, 2012. The song was composed and produced by the renowned producer Gustavo Farias, with executive producers Pedro Torres, president of the company El Mall and Luis Medina president of UNO Productions.

[Watch Video >](#)





WORK HISTORY

1986 to Present Uno Productions, Inc. – Founder & President

Medina started Uno Productions, Inc. to be the foremost authority in the Latin market and provided unparalleled services for major record labels, movie studios, television production companies, corporate clients, artists, and leading industry executives. The depth and scope of Uno's experience is unmatched in the industry. Some recent successes include:

- El Premio de la Gente, Latin Music Fan Awards – Created Latin music awards show that allows fans decide the winners. Broadcast annually nation-wide since 1999 and incorporated a 12-week voting and promotional campaign.
- Premios a Nuestra Musica Cristiana – Produced first ever Spanish-language Christian music awards show. Broadcast on AlmaVision television and Radio Nueva Vida.
- Uno has gained the confidence and praise of superstars such as Julio Iglesias, Thalía, Cristina Saralegui, Chayane, Enrique Iglesias, Penelope Cruz, Plácido Domingo, Alejandra Guzmán, Xuxa and El Tri.
- Fiesta Broadway – Produced for five years the largest Hispanic street fair in the nation with multiple music stages and hundreds of vendors attracting 500,000 people to downtown Los Angeles.
- Worked closely with the film industry for soundtrack projects and movie marketing involving Anastasia, the Hunchback of Notre Dame, Open Your Eyes, Dance With Me, and Woman On Top, among others.
- La Virgen Peregrina – Produced live event for 70,000 faithful at the LA Coliseum to honor La Virgen de Guadalupe.
- Uno's recent client list includes Sony, Arista, Universal, Disney, Virgin, Time Warner, Interscope, Fox, and BMG.
- La Historia de una Canción – Produced first ever radio dramatizations of hit Spanish-language songs often including the artists in lead roles.
- National Day Celebrations – Produced multiple special live events for Cinco de Mayo, El Grito, Mariachi Festivals, Mexican Fairs and others.
- LA AIDS – Produced first ever Latin music benefit concert to help AIDS victims.
- Telenovela National Tours – Developed and produced special promotional tours across the U.S. of high rated telenovela stars.
- Music from the Andes Tour – Created and produced live national music tour of music from the Andes.
- Nuestra Belleza – Produced beauty pageant for Univision at Disneyland.
- Hits Calientes – Created, produced and hosted the first ever Spanish-language music hits countdown on the Westwood One national radio network.



1985 Hermanos – Brothers and Sisters – Executive Director

Hermanos – Brothers and Sisters was a non-profit organization dedicated to securing hunger relief for children in Latin America and Africa. As Executive Director, Medina was in charge of all aspects of the organization. Some highlights include:

- Cantaré, Cantarás – Co-produced the Spanish-language equivalent of We Are the World with more than 50 Latin superstars. Produced with UNICEF.
- Cantaré, Cantarás Television Special – Co-produced television special to highlight the plight of hunger in Latin America and Africa. Produced in conjunction with UNICEF and hosted by Ricardo Montalban.

1983 to 1984 A&M Records – Director, Latin Division

Owned by Herb Albert, A&M Records was a record label powerhouse with an incredible roster of talent and a wide distribution network. Medina was hired to launch the Latin division, which was historic as A&M was the first major label to create such a division to reach out to this burgeoning consumer demographic. Highlights include:

- Started the Cross-Over Artist concept with talent such as Sergio Mendes, Sting, Herb Albert, Lani Hall others.
- Upgraded the quality of Latin music radio production and marketing .
- Launched the careers of Maria Conchita Alonso, Antonio de Jesus, Lara & Monarrez, Carmine and others.

1981 to 1982 ERLA – Entertainment Representative for Latin America – Founder / President

Medina started ERLA in 1981 to focus on marketing U.S. television shows and films in Latin America. Highlights include:

- Shows marketed include Wonder Woman, Bionic Woman, CHiPs & others.
- U.S. films were also marketed such as the Blue Lagoon.
- Produced behind-the-scenes television specials of the Oscars, Grammys, Emmys and other awards show for the Latin American market.



1978 to 1980 Radio America, Inc. – DJ / Producer

Radio America, Inc. was a Spanish language radio group that had several radio stations in California. Medina played a dual role of DJ and producer.

1977 KLVE Radio Amor – Producer

KLVE Radio Amor was the first FM radio station on the West Coast that broadcast in Spanish and was a pioneer in playing Latin music

1968 to 1976 Venezuelan Radio – Producer

Since the age of 14, Medina was well-known as a producer throughout Venezuela working for various radio stations and introducing new radio formats.

CONTACT

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