

Luis Cruz

Community and Public Relations Director

The San Diego Union-Tribune

Luis Cruz has been serving as the community and public relations director at The San Diego Union-Tribune since August 2019. He is also the executive producer and co-host of [Nuestra Voz Today](#) (Our Voice Today), an award-winning television show which showcases the Latino coverage of The San Diego Union-Tribune and Los Angeles Times. Nuestra Voz Today can be seen on Spectrum News 1 SoCal and online at www.sandiegouniontribune.com/NuestraVozToday.

In addition, Cruz is the host and producer of [San Diego News Fix: The Backstory](#), an award-winning weekly podcast that tackles important questions about journalism ethics. He is also the creator and co-host of the Union-Tribune's [Together San Diego Livestream](#) which spotlights the people and organizations working to make our community a better place.

Cruz first joined the Union-Tribune in 2013 where he served as director of news and programming. In 2018, he became the executive director of news and programming at the Los Angeles Times and the managing editor of the Emmy award-winning program, "L.A. Times Today," which airs on Spectrum News 1 in the Los Angeles television market.

Cruz is an Emmy award-winning journalist with 30 years of television broadcasting and digital video experience. In June 2022, he was honored with the Board of Governors Award from the National Academy of Television Arts and Sciences Pacific Southwest Chapter. He is the first Latino to receive the award from the chapter, which recognizes a person for truly outstanding and unique accomplishments or for achievements of some duration and durability to the media industry.

Cruz has served as a news director, anchor and reporter at various stations in Arizona, California and Nevada. He earned his bachelor's degree in political science from UC Berkeley.