Carlos Aviles named editor of Southern California News Group’s Spanish-language publications

SANTA ANA, CALIF. – Aug. 12, 2016 – Carlos Aviles has been named editor of Southern California News Group’s three Spanish-language weekly newspapers and associated digital media – La Prensa, Excélsior and ImpactoUSA. He begins his new role Aug. 15.

Aviles will oversee planning and development of content for Latino audiences in Los Angeles, Orange, Riverside and San Bernardino counties. He will also help guide the publications’ overall print and digital strategy, and facilitate the sharing of content between journalists within Southern California News Group.

“Carlos brings invaluable experience in producing multi-platform journalism that matters to Latinos living and working in Southern California,” said Frank Pine, executive editor at Southern California News Group. “We will lean on his leadership to enhance storytelling and deliver a richer digital experience for a local Latino population that’s growing in size and influence.”

"I am grateful and honored to have the opportunity to serve as editor of these three Spanish language publications,” Aviles said. "I will work hard to continue this company’s commitment to provide the best information to the Latino community of Southern California."

The Salvadoran-American Aviles has nearly 20 years of experience writing, editing and coordinating coverage for Spanish-language and bilingual newspapers and websites, particularly in Southern California. He brings extensive experience in local, investigative and computer-assisted reporting.

Aviles most recently served as local editor at La Opinión, where he supervised a team of print and digital journalists, and guided special projects and investigations.

Aviles also served as local editor at Patch Latino, a bilingual news site of America Online that focused on underserved communities in Southern California. He helped launch Patch Latino’s three bilingual online news platforms and digital presentation, which included the implementation of search engine optimization and social media strategies to drive audience growth.

Previously, Aviles was a staff writer at La Opinión and Hoy in Los Angeles, covering crime and courts, government, immigration, health and education. He also produced video, photography and breaking news for the newspapers’ websites. Aviles briefly worked as deputy editor for La Prensa.

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Prior to coming to the United States, Aviles began his career at La Prensa Grafica in El Salvador in 1997, where he served as digital editor, reporter and international correspondent.

ImpactoUSA, La Prensa and Excélsior have a combined print circulation of 400,000. ImpactoUSA is home-delivered, and La Prensa and Excélsior have a targeted distribution in news racks and retail locations that reach high-density Hispanic neighborhoods.

About the Southern California News Group

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