



# EL PASO COUNTY STATE OF TEXAS

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## RESOLUTION



**WHEREAS**, Canal 44/XHIJ-TV, a television station serving the communities of El Paso, Juarez, and Las Cruces, has been a cornerstone of local media for over four decades, offering a wide array of services that foster community connection and provide valuable entertainment, information, and support; and,

**WHEREAS**, Canal 44 was founded in 1980 by the late Don Arnoldo Cabada de la O, whose vision and dedication transformed the station into an influential media outlet that would become an essential voice in the region, touching the lives of countless viewers through both its programming and commitment to public service; and,

**WHEREAS**, the mission and vision of Canal 44 reflect its enduring purpose: "To be leaders in the production and transmission of regional television for entertainment, information, and social assistance through excellence in service; recognizing, training, and developing values in our people." This commitment to both community and business success has positioned Canal 44 as a leader in its field and a reliable source of service to the region; and,

**WHEREAS**, through its Community Service Department and flagship program, "Entrevistas con el Público," Canal 44 has helped thousands of individuals in need, offering support in times of crisis and providing a platform for those seeking assistance. The program continues to stand as a testament to its founder's commitment to bettering the lives of those it serves and remains a vital part of its identity and mission; and,

**WHEREAS**, Canal 44 continuously raises the bar in terms of quality and service, striving for excellence by incorporating the latest technological advancements and ensuring its programming remains relevant, informative, and engaging for its audience. The station's unwavering commitment to continuous improvement exemplifies its dedication to providing superior service to the region.

**NOW, THEREFORE, BE IT RESOLVED**, that we extend our heartfelt congratulations to Canal 44 and the Cabada Alvidrez family for their extraordinary 44 years of service, guided by the vision and leadership of Don Arnoldo Cabada de la O. As the station continues its legacy under the leadership of his wife Doña Martha Alvidrez de Cabada and his five sons, Luis Arnoldo, Sergio Alberto, Jesus Antonio, Hector Armando, and Manuel Alejandro, we recognize and honor their contributions to the community, their commitment to social and economic development, and their unwavering dedication to public service. We are confident that Canal 44 will continue to serve as a symbol of excellence and a beacon of hope and support for all in our region.

**SIGNED**, this 27<sup>th</sup> day of January 2025

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Commissioner Jackie Butler, Pct. 1

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Commissioner David C. Stout, Pct. 2

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Commissioner Iliana Holguin, Pct. 3

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Commissioner Sergio Coronado, Pct. 4

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County Judge Ricardo A. Samaniego