



MARKETING

## Join us for Breakfast with South Florida's Burgeoning Hispanic Media

Meet Key Up and Coming Publishers and Producers While Learning 'How' to Target Their Media Effectively

--(HISPANIC PR WIRE)--

ADVISORY for Wednesday, August 25th, 2004

### WHAT:

Burgeoning Hispanic Media: Who and How to Pitch your Messages for Maximum Reach Among this Vital Audience

### WHO:

Laura Dergal – MUN2 Television

Alberto Sardiñas – Co-host/Producer of Romance 106.7FM's "Viva la Tarde, Viva el Romance"

Marco Laureti – President/Publisher, El Popular magazine

Ileana de Dios Muñiz – President/Publisher, FAMA magazine

Michael Malone – Media & Marketing Specialist, EFE News Service

Additional speakers invited.

### WHEN:

Wednesday, August 25, 2004

Registration & Breakfast: 7:45 a.m. – 8:30 a.m.

Program: 8:30 a.m. – 10:00 a.m.

### WHERE:

Dave & Buster's – 3000 Oakwood Blvd. (In the Oakwood Plaza)  
Hollywood, FL

### COST:

HMCA & HPRW members:

\$10 Guests: \$15

Fee is payable at the event by cash or check only.

### RSVP:



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Presented in association with the Hispanic Marketing & Communication Association. HMCA is a volunteer driven professional association dedicated to Hispanic marketing excellence.

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