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Power Media Group, Inc. Invited to Multicultural Communication Workshop for OC Spanish Journalism

NewsireToday - /newswire/ - Santa Clarita, CA, United States, 11/16/2008 - On Oct. 3 The second Annual Orange County Spanish Journalism Conference, hosted by Cal State Fullerton, invited PMG to conduct and bring all their expertise about actual Hispanic market, strategies and real facts of the growing power.

It brings together Spanish-speaking journalism and broadcasting professionals from Orange and Los Angeles counties for a series of workshops focusing on the language of Spanish multicultural journalism.

This event is hosted by Cal State Fullerton and the CSUF chapter of the Society of Professional Journalists, Student Organizations Accessing Resources - Communications Interclub Council, Casa Guanajuato and Fundacin Yanga-Veracruz USA.

"We are once again flattered that we were invited by Janet Hernandez and sponsors to participate in this great event, as we are proud to report that Hispanics are the largest minority in the United States," said Patricia Gracia, formerly of Lima, Peru. "Not only because of our purchasing power, is that we are proud of our culture and our language, Spanish."

This event will be from 9:30 a.m. to 5:30 p.m. on Friday, Oct. 3, in the Portola Pavilion of Cal State Fullertons Titan Student Union. Registration begins at 8:30 a.m. The conference is free and open to students, faculty, staff and the public.

The conference will explore multicultural communication within Spanish media and the challenges of addressing Spanish speakers from different countries of origin. Other topics will include new reporting techniques and technologies, citizen reporting and content creation, blogging and immigration, among other topics in the news.

The participation of Power Media Group and CEO Tony Gracia from Puerto Rico is accompanied by reporters and professionals from local Univision, Telemundo and Azteca America TV stations, as well as La Opinion, Excelsior, Miniondas and Farandula USA newspapers, plus other local media outlets, as scheduled presenters. Conference sessions will be conducted primarily in Spanish, giving students interested in a career in the growing field.

About Power Media Group Inc. (PMG)

According to the Daily News, seven years ago Patricia Gracia launched an advertising agency in her San Fernando Valley apartment with nothing more than a computer, a fax and a telephone. Today, Gracia's Power Media Group (powermediagroup.com) is a multimillion-dollar enterprise that specializes in creating Spanish language campaigns for high-profile clients seeking to reach the booming Hispanic market.

In July, 2008, President Patricia Gracia and CEO Tony Gracia were honored as the winner of the Latin Business Association Sol Awards 2008 in recognition of and appreciation for exemplary commitment to the Latino business community through PMG's leadership and service. Los Angeles County Board of Supervisors Mike Antonovich and U.S. Congressman Buck McKeon commended Power Media Group for its work.

PMG qualified earlier in 2008 under very strict SBA guidelines for a Small Business Administration (SBA) real estate loan, and the company purchased its 11,000 square-foot commercial building as a new home for clients in the City of Santa Clarita. Clients which have retained PMG include among others Universal Music Latin, Vivendi Visual Entertainment, NYX Cosmetics, Xenon Pictures, Creativa Interiors-Primo, The Perfume Club, AB Underwear, Costamar Travel Intl., New Concepts, Success Masters by Design, and Laboratorios Mallo.

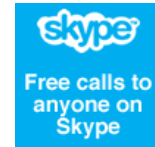
PMG demonstrates unconditional love for the children in poverty and in need by actively supporting non-profit organization PAP- Peruvians in Foundation.

Keywords: Entrepreneurs, Latino Market, Hispanic Market, Latino business, Hispanic Business, growth of Hispanic business, growing Hispanic business, growing Latino business, Latina, Ad Agency, Latino Ad Agency, Hispanic Ad Agency, Hispanic consumer, Hispanic consumer buying, Latino consumer, US Hispanic, U.S. Hispanic, US Latino, U.S. Latino.

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