

# Strategies to Target Ethnic Markets: Hispanic, African-American and Asian-American

September 19, 20 & 21, 1994  
Hotel Inter•Continental Chicago  
Chicago, Illinois

**Hispanic Market**  
September 19, 1994

**7:30**  
**Registration & Continental Breakfast**

**8:15**  
**Chairman's Welcoming Remarks**

Jesse F. Wilson  
*Executive Vice President*  
SAN JOSE & ASSOCIATES, INC.

**10:15**  
**Mid-Morning Refreshments**

**10:35**  
**Delivering Successful Spanish-Language Public  
Relations Programs**

- Developing bilingual press releases and publicity materials
- Public relations case study presentations: American Cancer Society and two Chicago radio broadcasters

Natalia Kutynsky  
*Director of Communications*  
SAN JOSE & ASSOCIATES, INC.

Jennifer L. Phillips  
*Director of Account Management*  
SAN JOSE & ASSOCIATES, INC.

**4:45**  
**Globalization of Spanish Language Communications**

- Television networks
- Cable systems in place
- Print vehicles, including magazine/newspapers
- Direct response developments

Jesse F. Wilson  
*Executive Vice President*  
SAN JOSE & ASSOCIATES, INC.

George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency