

From: MMRNews (Multicultural Marketing News) [mailto:mmrnews@multicultural.com]

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Subject: The Source Book of Multicultural Experts 2011/12 is Published by Multicultural Marketing Resources, Inc.

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14th Edition of Reference Guide Provides Resources for Marketing Executives and Diverse Sources for Journalists

New York City - September 27, 2011- Multicultural Marketing Resources, Inc. (MMR) announces the publication of the 14th Edition of The Source Book of Multicultural Experts (ISBN 978-0-9817923-3-0). Published in a convenient desktop handbook size, The Source Book of Multicultural Experts is an invaluable tool for both marketing executives and journalists. The Source Book of Multicultural Experts is also available online in a searchable directory at http://multicultural.com/sourcebook/source_book_multicultural_experts. Companies included in this year's Source Book are listed below.

Order your own copy (\$19.95 plus tax and shipping) at our website [here](#) or via amazon [here](#).

The cost of the book includes one free consultation with Lisa Skriloff, President, Multicultural Marketing Resources, Inc., regarding any related topic, ie choosing an ethnic marketing expert, selecting a multicultural conference/event to attend/support, suggestions on multicultural marketing books and studies, finding a multicultural marketing speaker to address your corporate marketing department/speak at your conference, etc.

What's inside: Cross-reference listings guide readers to find a company by business type (e.g. ad agencies, research firms, media, professional organizations), by industry area of expertise (e.g. financial services, entertainment, telecommunications, pharmaceutical) and by ethnic/niche markets including African American, Asian American, Hispanic, GLBT and other target consumer markets.

Marketing executives will find ad agencies, research companies and other experts in multicultural marketing to help them reach these growing populations--minority communities that will represent their majority customer not just in urban areas, but all over the nation. Human resource and purchasing executives will find contacts for vendors and suppliers that are minority- or women-owned businesses.

Journalists can browse listings, categorized by industry and market segment, to find a knowledgeable expert to provide background information or a quote for publication. These experts serve as credible sources for articles on ethnic communities, diversity or multicultural marketing and to add their voices to year-round coverage of a diverse America.

Statistical highlights from the expert-written Source Book articles include:

- 40 million African American consumers make up nearly 14% of the U.S. population.
- With a total population of 17.3 million recorded by Census 2010, Asian-Americans now represent 5.6% of the total U.S.
- Nearly half, 46% of Hispanics self identify as being trend-setters/influencers vs. 35% of non Hispanics.
- The LGBT market represents a significant opportunity with its \$743 billion in buying power.
- South Asians' median household is a staggering 76% higher than the national average.
- The Disability market comprises \$1 trillion in aggregate income, and \$200 billion in purchasing power.

New to this year's book, an additional chapter: **The South Asian Market.**

Ethnic market and special sections in The Source Book of Multicultural Experts, which include expert written articles, are as follows:

The African American Market: "On-Site, On-Air, On-Shelf, On-Point: African American Market Activation" by Lafayette Jones, SMSi-Urban Call Marketing, Inc. and Sandra Miller Jones, Segmented Marketing Services, Inc. View online at:
[http://multicultural.com/multicultural_markets/african-american.](http://multicultural.com/multicultural_markets/african-american)

The Asian American Market: "The Asian American Market: Looking Ahead from Census 2010" by Saul Gitlin, Kang & Lee Advertising. View online at:
[http://multicultural.com/multicultural_markets/asian-american.](http://multicultural.com/multicultural_markets/asian-american)

The Hispanic Market: "Gain Competitive Advantage: Note Distinctions between Hispanic and non-Hispanic Internet Users" by Liz Sarachek Blacker, Terra USA. View online at:
[http://multicultural.com/multicultural_markets/hispanic_market.](http://multicultural.com/multicultural_markets/hispanic_market)

The Multicultural Market: "Multiculturalism, at a Crossroads, Needs to Redefine Itself" by Yuri Radziewsky and Anna Radziewsky, GlobalWorks Group, LLC. View online at:
[http://multicultural.com/multicultural_markets/multicultural.](http://multicultural.com/multicultural_markets/multicultural)

The South Asian Market: "South Asians are the Most Affluent Consumer Group in the Country!" by Tom Marsillo, Zee TV. View online at:
[http://multicultural.com/multicultural_markets/South_Asian.](http://multicultural.com/multicultural_markets/South_Asian)

The Gay and Lesbian Consumer Market: "Does This Ad Make Me Look Gay?" by Andy Bagnall, Prime Access. View online at: http://multicultural.com/multicultural_markets/glb.

The Disability Market: "Disability-Inclusive Diversity... Putting the Puzzle Together" by Tari Hartman Squire, EIN SOF Communications, Inc. View online at:
[http://multicultural.com/multicultural_markets/disability.](http://multicultural.com/multicultural_markets/disability)

Digital Media and Multicultural Consumers: "Mastering Digital Media for Multicultural

Marketing" by Sophy Regelous, Prime Access. View online at: http://multicultural.com/resources/digital_media.

Direct Marketing: Multicultural Name Identification: "Intelligent Multicultural Data Guarantees Successful Campaigns" by Candace Kennedy, Ethnic Technologies, LLC. View online at: http://multicultural.com/resources/direct_marketing.

Multicultural Market Research: "Multicultural Marketing Research: We're Getting Closer, But We're Not There Yet" by Michael Halberstam, Interviewing Service of America. View online at: <http://multicultural.com/resources/research>.

Many companies listed in The Source Book have also been featured in Multicultural Marketing News (MMRNews), the digital newsletter published by Multicultural Marketing Resources, Inc. "We decided to publish the first Source Book of Multicultural Experts because of the volume of calls we were getting from reporters seeking diverse sources for stories and from marketing executives looking for experts to help them reach ethnic customers," said Lisa Skriloff, publisher, The Source Book of Multicultural Experts and president of Multicultural Marketing Resources, Inc. "The Source Book makes it easy for them to get in touch with these experts. Similarly, that is why MMR created an online version at http://multicultural.com/sourcebook/sourcebook_companies," she noted.

The book's cover, designed by Prime Access, shows a spectrum of colorful strands symbolizing various cultures interconnecting, crossing over and embracing each other to form a circle. The globe has been magnified beyond the dimensions of the cover, so that it visually "overtakes" the parameters of the space - which tells an interesting story about the growth of the multicultural market.

This year's cover also introduces the new MMR logo, designed by Kang & Lee Advertising - the leading Asian multicultural consulting and communications agency that, in recent years, has also begun offering clients brand identity development and design services. "Multicultural Marketing Resources, Inc. is a very well established brand in our industry and it is known as 'MMR,'" said Cynthia Park, president of Kang & Lee. "We therefore wanted to preserve the company's widely recognized acronym-based logo, while giving it a fresher, updated look and a touch of contrasting colors to reflect the dynamic character of the multicultural marketplace."

Multicultural Marketing Resources, Inc. is a NYC-based public relations and marketing firm representing the nation's leading experts in marketing to multicultural America, businesses owned by minorities and women as well as corporations with diversity and multicultural advertising news. Now in its fourteenth year, the 2011-2012 edition is an updated and expanded edition of The Source Book of Multicultural Experts, first published in July 1998. MMR also publishes Multicultural Marketing News (subscribe at http://multicultural.com/mail_list_sign_up), Multicultural Travel News and features a Multicultural Speakers Showcase at http://multicultural.com/Speaker_Showcase/speakers_all.

The Source Book of Multicultural Experts is available for sale and is provided free of charge to journalists seeking to expand their source list in general or for a particular article (Requests to

lisa@multicultural.com).

To order a copy, mail a check for \$19.95 + \$3.50 shipping (+ \$1.77 tax for NYS addresses only) payable to Multicultural Marketing Resources, Inc., to 150 28th St, Suite 1501, New York, NY 10001, Fed Tax ID: 13-3873925. Credit card payment is also accepted (use form below or order online [here](#)).

Or order online from www.amazon.com/2011-Source-Book-Multicultural-Experts/dp/0981792332/ref=sr_1_3?s=books&ie=UTF8&qid=1314734228&sr=1-3.

If you are interested in being included in the next edition of the Source Book of Multicultural Experts or in our online Experts Directory at http://multicultural.com/sourcebook/get_listed or you need more information, call Agata Porter at 212-242-3351 or email agata@multicultural.com.

See below for list of companies included in the Source Book of Multicultural Experts.

To purchase a copy of The Source Book of Multicultural Experts, 2011-12, please fill out the information below and email it to agata@multicultural.com. Or, fax to 212-691-5969.

Bill my credit card for \$19.95 + \$3.50 shipping (+ \$1.77 tax for NYS addresses only):

Credit Card: AMEX MC VISA

Card #:

3 Digit Security Code on back:

Expiration:

Signature:

Billing Address:

- Address:

- State:

- Zip:

Invoice me (Book will be sent upon receipt of payment.)

Ordered by:

Name:

Title:

Company:

Address:

City, State, Zip:

Phone:

Fax:

Email:

Web site: _____

Ship to (if different from above):

_____ Send me information on featuring my company in the next edition (2012/13)

Following is a list of companies featured in The Source Book of Multicultural Experts:

Acento Advertising
Advantage Communications, Inc.
Aguilar Productions
Alma Azua-Cassady Healthcare Marketing Management
Améredia, Inc.
Association of Hispanic Advertising Agencies
ASB Communications
Asian American Advertising Federation
Campbell-Communications, Inc.
Casanova Pendrill
ChinaGate.com (wenxuecity.com)
Comcast
Comunicad
Creative Consumer Research
DAE Advertising
Daniel Gonzalez & Associates
E. Morris Communications
EIN SOF Communications, Inc.
El Eco de Virginia-Weekly
Ethnic Technologies, LLC
Factory 360
Footsteps, LLC
Gfk Custom Research North America
GlobalWorks Group LLC
Grupo Gallegos
H & Y PLANNING
House of Marketing Research
Inquirer Interactive Marketing USA
Inspired Health Strategies
Interlex
Interviewing Service of America (ISA)
IW Group, Inc.
Kang & Lee Advertising
Kreizen
Latin2Latin Marketing + Communications LLC
LatinoEyes®, a division, C+R Research

Lopez Negrete Communications, Inc.
Marketing Werks
MHz Networks
Miami Market Research, Inc.
MRSI (Marketing Research Services, Inc.)
Multicultural Marketing Resources, Inc.
National Association of Black Journalists (NABJ)
NAMIC Inc., National Association for Multi-ethnicity in Communications
New American Dimensions
Object Design & Communications, Inc.
Open Doors Organization
Opinion Access Corp.
People En Español
Phoenix Multicultural
PM Publicidad
Prime Access
Qualitative Insights
RolaKimmerling Associates, Inc.
Russian-American Media, LLC
Saigon Tex News /Asian SW Media
SMSi-Urban Call Marketing, Inc.
Sulekha.com-Connecting Indians Worldwide
T.D. Wang Advertising Group, LLC
Terra Networks USA
Translations.CA
Valassis
VanguardComm
WING
Zee TV Networks

About This Newsletter

Multicultural Marketing News, is published by Multicultural Marketing Resources, Inc. (MMR). For a free subscription to Multicultural Marketing News, sign up for MMR E-News at www.multicultural.com.

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