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2016 NAHP/NNPA Legislative Summit March 9 thru 11, 2016

**“Publishing Industry – Equity, Sustainability & Service”**

**National Association of Hispanic Publications (NAHP)  
National Newspaper Publishers Association (NNPA)**

Legislative Summit  
March 9 thru 11, 2016  
Washington DC

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**WEDNESDAY, MARCH 9, 2016**

**6:30- 9 pm**

**Welcome Reception** sponsored by Univision  
101 Constitution Ave. NW, WDC

Remarks: Martha Montoya, President, NAHP,  
Publisher, El Mundo, Washington State  
Denise Rolark Barnes, Chairperson, NNPA,  
Publisher, Washington Informer  
Alberto Avendaño, Legislative Summit  
Chair, El Tiempo Latino/Washington Post  
Special Guest: Ronald Estrada, VP of Corporate Relations  
and Community Empowerment for Univision.

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**THURSDAY, MARCH 10, 2016**

All of the Thursday morning activities will be held in the Murrow/White/Lisagor rooms on the 13th floor of the National Press Club.

**8:30 - 9:15 am**

**Breakfast Presentation: "Are there Advertising dollars available within the GSA Schedule"**

**PARTICIPANTS:** Luis Vazquez Ajmac, Nationally Recognized Multicultural Branding Expert. A. John Shoraka SBA, Alexa Viets NPS, Estee Rivera, NPS

**9:15 - 10:45 am**

**Session 1 TOPIC:** (Editorial) Hector Sanchez, CEO of the **National Hispanic Leadership Agenda** will present the 2016 Hispanic Public Policy Agenda. Laura Maristany from **NALEO** will speak on developments with the US Census.

**10:45-11:30 am**

**Session 2 TOPIC:** “Advertising through community initiatives. How Comunicad Agency sheds light on Miller/Coors community initiatives through the Coors Lideres campaign.”  
“2016 advertising forecast. Tips and information from, adds to the community initiatives with other new, current revenue stream ideas and a snapshot of what is to come.  
**Sensis Agency : Case Study : Working with the Government for Ad Dollars**  
**PARTICIPANTS:** Tina Jo Rodriguez, Chief Strategy Officer, Comunicad, LLC.  
Danny Allen : SVP Sensis Agency  
Rich Schiekofer, Newspaper Association of America head of New Business Development

**11:30-12:15 pm**

**Session 3: TOPIC: Hispanic Print & Digital and the 2016 Political World**  
**PARTICIPANTS:** Scott Gonzalez, Re:Fuel Agency  
Larry Ward, Political Media Inc.  
**Moderator:** Anita Grace, AD Execs

**12:30 – 2:30 pm**

**NAHP Summit Luncheon sponsored by Charter**

MC: Hernan Guaracao  
Keynote Speaker: Sen. Tim Kaine  
Jessica Rich, Director, FTC's Bureau of Consumer Protection  
Tasha Boone & Kendall Johnson, US Census Bureau  
Announcement of new NAHP/EFE News Agency Wire Service

**3 - 5 pm**

**Visit with Attorney General Loretta Lynch**

Visit to the Justice Department for interview with Attorney General Lynch who will address topics such as Criminal Justice Reform & the pending FIFA prosecution

**5:30 - 7 pm**

**CHCI/NAHP/NNPA & El Tiempo Latino Seminar**

### **Language & Identity in Public Service and Media**

Editors/Publishers join interactive Workshop w/young journalists, students, CHCI interns & fellows.

Seminar Leader: Alberto Avendaño

Panelists: Emiliana Vegas, Inter-American Development Bank  
Alberto Avendaño, ETL/Washington Post  
Denise Rolark Barnes, NNPA Board Chair  
Francisco Moreno Fernandez, Cervantes Institute & Harvard University

Presentation of the “Spanish Journalism in the U.S.” study by the Cervantes Institute at Harvard University translated into English by Fusion.

**7:30 – 9:30 pm**

### **Reception: NNPA Torch Awards**

#### **Torch Awards Dinner W Hotel, Altitude Room**

Torch Award for African American History: Dr. Lonnie G. Bunch III, Executive Director, Smithsonian Museum of African American History and Culture

Torch Award for Business Thomas A. Moorehead, Chairman and CEO, BMW of Sterling and MINI of Sterling, and Founder of Joyce and Thomas Moorehead Foundation

Torch Award for Civic Participation: Melanie Campbell, President and CEO, National Coalition on Black Civic Participation

Torch Award for Engineering and Science: Maj. General Charles F. Bolden, Jr., NASA Administrator, Nominated by President Barak Obama Newsmaker of the Year Award Presentation

**FRIDAY, MARCH 11, 2016**

### **Legislative Meeting Day on Capitol Hill w/CHCI**

**8:30 - 11 am**

#### **Visit to Capitol Hill**

Legislative Meeting Day

Gather at Canon Building, Room 121

Interaction with Senate and Congressional offices

**12 - 2:30 pm**

### **NNPA Black Press Week Luncheon**

MC: Dr. Ben Chavis, NNPA CEO

Remarks: Denise Rolark Barnes, NNPA Chair

Martha Montoya, President NAHP

Keynote Speaker: Dr. J. Nadine Gracia, Deputy Assistant Secretary for Minority Health Director, Office of Minority Health, U.S. Department of Health and Human Services.

Music: Folklorico Afro-Cuba.