



MULTICULTURAL PUBLIC RELATIONS PLANNING TOOLKIT

Reaching Diverse/Multicultural Audiences

MULTICULTURAL/DIVERSITY RESOURCES

AFRICAN-AMERICAN

Black Organization Listing

<http://www.littleafrica.com/resources/organizations.htm>
www.citycom.com/links/NBO1.html

African American Organization Directory

<http://www.blackrefer.com/organization3.html>
<http://www.aawc.com/aa.html>

100 Influential Black Organizations

http://www.send2press.com/PRnetwire/pr_04_0114-unity04.shtml

100 Black Men Of America

African American Environmentalist Association
Alpha Kappa Alpha Sorority
Black America's PAC
Black Caucus Of The American Library Association
Black Data Processing Associates
Black Radical Congress
Coalition of Black Investors
Congress of National Black Churches
Delta Sigma Theta Sorority
NAACP
Nation Of Islam
National Action Network
National Association Of Black Journalists
National Association Of Black Scuba Divers
National Bar Association
National Black Chamber Of Commerce
National Black Caucus Of State Legislators
National Black Law Students Association
National Black MBA Association
National Newspaper Publisher Associations
National Organization Of Black Law Enforcement Executives
National Society Of Black Engineers
National Urban League
Organization Of African Unity
Organization Of Black Screenwriters
Rainbow/PUSH Coalition

ARAB-AMERICAN

Middle East News & World Report

Founded on the 8th of March, 1998, Middle East News and World Report strives to be the world leading news and information bureau. To bridge the gap between East and West, and present to our viewers an original analysis that clarifies the misunderstanding, which clouds the mentality of both worlds.

Website: <http://www.middleeastnews.com/aaorganization.html>

American Arab Anti-Discrimination Committee

National Association of Arab Americans, The
American Arab Scientific Society
American Committee on Jerusalem
American Muslims for Jerusalem

Arab American Center for Dialogue

Association for Arab Health
Council on American-Islamic Relations (CAIR)
Lebanese American Women's Association
Lebanese American Professional Society Network
Muslim Public Affairs Council
Amnesty.org - International
Arab Center of Washington Charter
Arab Society of Princeton
Boston Committee on the Middle East
Middle East Librarians Association
Middle East Policy Council
Middle East Outreach Council
Middle East Studies Association
MIT Arab Students Organization
Muslim Students Association (State University of New York)
Muslim Students Association (Univ. of Texas at Austin)
Muslim Students Association (The California Institute of Technology)
National Arab American Medical Association
Regional Associations for Information Technologies

ASIAN-AMERICAN

Asians in America (AIA)

"Knowledge is Power, Knowledge is Pride." This statement is the founding principle behind Asians in America (AIA). Their sole purpose is to be a central source of information for all things of interest to people of Asian Pacific descent living in the United States. They provide previously published and original content useful for strategic communication planning.

Website link: <http://www.asiansinamerica.org/about.html>

http://www.awib.org/content_frames/directory/asian/

The National Association of Asian American Professionals (NAAAP)

NAAAP is a non-profit organization where Asian American professionals across the country, can work together to enhance Asian American leadership in our careers and the communities that we live and serve in. As a professional organization, we seek to educate our members through professional development. These may range from a series of panels, workshops and seminars. As a 501(c)(3) charitable organization we also seek to promote the active participation of Asian Americans in society through community service.

Website: <http://www.naaap.org/>

DC Chapter website: <http://www.naaapdc.org/Welcome.do>

Greater Washington, D.C. Area Resources

Asian American Government Executives Network (AAGEN)

P.O. Box 23772
Washington, DC 20026-3772
Email: aagen@earthlink.net
Website: www.aagen.org



MULTICULTURAL PUBLIC RELATIONS PLANNING TOOLKIT

Reaching Diverse/Multicultural Audiences

Asian Pacific American Institute for Congressional Studies

2445 M Street, NW

Suite 250

Washington DC 20037

Francey Lim Youngberg, Executive Director

Tel: 202/296-9200

Fax: 202/296-9236

Email: apaics@apaics.org

Website: www.apaics.org

The Institute is a non-partisan, nonprofit educational corporation with the goal of increasing the participation of Asian Pacific Americans in public policy on a national level. The Institute's primary objectives are: to collect statistics and other information on APA's; to provide a national forum for increased cooperation among the APA community; and to inform APA's about current legislative agenda.

Asian American Journalists Association - Washington, D.C.

Chapter

Tel: 301-952-2089

Cheryl Lu-Lien Tan, President

Email: national@aaja.org

Website: www.aaja.org/Chapters/Washington

AAJA aims to increase employment of Asian American Journalists and encourage sensitive and accurate news coverage of Asian American issues.

Asian Pacific American Labor Alliance

815 16th Street, NW

Washington DC 20006

Tel: 202/842-1263

Fax: 202/842-1462

Email: info@apalanet.org

Website: apalanet.org

The first and only national organization of Asian Pacific American Union members. It organizes and works with Asian Pacific American workers, many of them immigrants, to build the labor movement and address exploitative conditions in the garment, electronics, hotel and restaurant, food processing, and health care industries.

Conference on Asian Pacific American Leadership (CAPAL)

P.O. Box 65073

Washington, DC 20035-5073

Tel: (202) 628-1307

Email: capal@capal.org

Website: www.capal.org

CAPAL was founded in 1989 with a goal to increase APA participation and leadership in public policy and government. It is a nonpartisan network of professionals in the Washington, DC area that conducts education and outreach on a number of issues. CAPAL conducts monthly forums and workshops on issues of interest and concern to the APA community that are tailored for its members and open to the general public.

Federal Asian Pacific American Council (FAPAC)

P.O. Box 23184

Washington, DC 20226

Tel: (301) 614-5319

Email: fapac@fapac.org

Website: www.fapac.org

Japan-America Society of Washington, DC

1020 19th Street, N.W., Lower Lobby Suite 40

Washington, D.C. 20036

Tel: (202) 833-2210

Fax: (202) 833-2456

Email: jaswdc@us-japan.org

Website: www.us-japan.org/dc

Japanese American Citizens League

1001 Connecticut Avenue, NW #70

Washington, DC 20036

Tel: 202/223-1240

Fax: 202/296-8082

Website: www.janet.org/jacl/

Founded in 1929, JAACL is a membership-based Asian American advocacy organization. Its mission is to advocate for the civil and human rights of Japanese Americans and others, and to promote and preserve the cultural heritage and values of Japanese Americans.

Korean American Coalition - Washington DC Chapter (KAC-DC)

1140 Connecticut Avenue NW, Suite 1200

Washington, DC 20036

Tel: (202) 296-6401

Email: info@kacdc.org

Website: www.kacdc.org

National Asian Pacific American Bar Association

1341 G Street, N.W., 5th Floor

Washington, DC 20005

Tel: 202/626-7693

Fax: 202/628-6327

Email: info@napaba.org

Website: www.napaba.org

NAPABA is a national association of Asian Pacific American attorneys, judges, law professors, and law students that strives to be a national network for its members and affiliates. NAPABA advocates for the legal needs and interests of the APA community and monitors legislative developments and judicial appointments, promotes APA political leadership, advocates for equal opportunity, works to eliminate violence against Asian Pacific Americans, and builds coalitions within the legal profession and the community at large.

National Coalition for Asian Pacific American Community Development

1001 Connecticut Ave, NW Suite 730

Washington, D.C. 20036

Tel: (202) 223-2442

Fax: (202) 223-4144

Website: www.nationalcapacd.org

National Federation of Filipino American Associations

1444 N. Street, NW

Washington, DC 20005

Jon Melegrito

Tel: (202) 986-9330

Fax: (202) 986-9332

Email: info@naffaa.org

Website: www.naffaa.org

The organization is non-partisan and non-profit. It is a 501c3 civic educational institution whose mission is to promote the welfare and well being of all Filipino Americans.

Organization of Chinese Americans

1001 Connecticut Avenue, NW, Suite 601

Washington, DC 20036

Daphne Kwok, Executive Director

Tel: (202) 223-5500



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Fax: 202/ 296-0540

Email: oca@ocanatl.org

Website: www.ocanatl.org

OCA is a national civic organization whose goals are to promote the active participation of Chinese Americans in civic affairs at all levels; secure justice, equal treatment and equal opportunity for Chinese Americans; eliminate ignorance about and bigotry against Chinese Americans; promote the cultural heritage of Chinese Americans; and foster positive images of Chinese and Asian Americans.

Society for Indonesian-Americans (SIA)

2011 Park Road, NW

Washington DC 20010

Tel: (202) 234-6392

Fax: (202) 2347351

Email: georgetirajoh@yahoo.com

Website: www.SIAnews.org

US Pan Asian American Chamber Of Commerce

1329 18th Street NW,

Washington, DC20036

Tel: 202/ 296-5221

Fax: 202/296-5225

Email: administrator@uspaacc.com

Website: www.uspaacc.org

USPAACC is a national non-profit organization that is committed to fostering new trade ties between US business and Asia. It represents Asian and non-Asian American business and professionals in business sciences, the arts, sports, education, entertainment, community and public services.

Vietnamese Culture and Science Association - Washington DC

Chapter (VCSA-DC)

P.O. Box 65872

Washington, DC 20035-5872

Tel: (301) 604-7533

Email: vcsa_dc@yahoo.com

Website: vcsa-dc.org

Asian American Business Assistance Center

14214 Washington Hwy

Ashland, VA 23005

Tel: 804-798-3975

Fax: 804-798-1164

Email: aabac@comcast.net

Website: www.aabac.org

AABAC helps Virginia Asian American businesses to compete in the American and global marketplace with strategic research, guidance, and connections. AABAC is a continuous learning community of economic development professionals, business community, and academics passionate about increasing the quality of life of Virginians.

National Association of Korean Americans

3883 Plaza Drive

Fairfax, VA 22030

Tel: (703) 267-2388

Fax: (703) 267-2396

Email: nakausa@naka.org

Website: www.naka.org

Access for Disabled Americans (ADA)

ADA is a nonprofit corporation established for the sole purpose of helping people with disabilities live and function in an accessible environment. Research is a great concern and is needed to overcome many of the crippling diseases and injuries that occur today; however, with over 50 million people with disabilities in the United States alone, the need for a barrier-free environment is an immediate requirement.

Website: <http://www.accessfordisabled.com/home.html>

United States Access Board

<http://www.access-board.gov/links/disability.htm>

National Organization on Disability (N.O.D.)

NOD is to expand the participation and contribution of America's 54 million men, women and children with disabilities in all aspects of life. By raising disability awareness through programs and information, together we can work toward closing the participation gaps

Website: <http://www.nod.org/>

Adaptive Environments

Founded in 1978 to address the environmental issues that confront people with disabilities and elderly people, Adaptive Environments promotes accessibility as well as universal design through education programs, technical assistance, training, consulting, publications and design advocacy.

American Association of People with Disabilities

The American Association of People with Disabilities is the largest nonprofit, nonpartisan, cross-disability organization in the United States.

American Council of the Blind

ACB is a national organization advocating on behalf of persons who are blind or have low vision.; ACB also publishes "A Guide to Making Documents Accessible to People Who Are Blind or Visually Impaired."

American Foundation for the Blind

"The mission of the American Foundation for the Blind is to enable people who are blind or visually impaired to achieve equality of access and opportunity that will ensure freedom of choice in their lives.

DisabilityInfo.Gov

A one-stop interagency portal for information on Federal programs, services, and resources for people with disabilities, their families, employers, service providers, and other community members.

Disability Resources, Inc.

Disability Resources, Inc. is a national nonprofit organization that provides information about resources for independent living.

Disability Rights Education and Defense Fund (DREDF)

DREDF is a national law and policy center dedicated to protecting and advancing the civil rights of people with disabilities through legislation, litigation, advocacy, technical assistance, and education and training of attorneys, advocates, persons with disabilities, and parents of children with disabilities.

Disability Statistics Center

The Disability Statistics Center produces and disseminates

DISABLED-AMERICAN



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statistical information on disability and the status of people with disabilities in American society and establishes and monitors indicators of how conditions are changing over time to meet their health, housing, economic and social needs.

Disability Studies Quarterly

Disability Studies Quarterly (DSQ) is the journal of the Society for Disability Studies (SDS). It is a multidisciplinary and international journal of interest to social scientists, scholars in the humanities, disability rights advocates, creative writers, and others concerned with the issues of people with disabilities.

National Association of the Deaf

NAD is a national consumer organization representing people who are deaf and hard of hearing.

National Disability Rights Network

The National Disability Rights Network (NDRN) is a voluntary national membership association of protection and advocacy systems and client assistance programs. It assumes leadership in promoting and strengthening the role and performance of its members in providing quality legally based advocacy services.

National Federation of the Blind

NFB is a national organization advocating on behalf of persons who are blind or have low vision.

National Information Center for Children and Youth with Disabilities

The Center is a clearinghouse for information on disabilities and disability-related issues concerning children and youth (birth to age 22).

National Organization on Disability

The National Organization on Disability promotes the full and equal participation and contribution of America's 54 million men, women and children with disabilities in all aspects of life.

TASH

TASH (formerly the Association for the Severely Handicapped) is an international advocacy association of people with disabilities, their family members, other advocates, and people who work in the disability field.

World Institute on Disability

WID is an international public policy center dedicated to carrying out research on disability issues and overcoming obstacles to independent living.

GBLT

GLBT-Related Organizations

Gay & Lesbian Alliance Against Defamation (GLAAD)

<http://www.glaad.org/media/index.php>

Human Rights Campaign

Brad Luna
(202) 216-1514
brad.luna@hrc.org
www.hrc.org

National Gay and Lesbian Task Force

Roberta Sklar

(646) 358-1465
rsklar@thetaskforce.org
www.thetaskforce.org

Gay & Lesbian Victory Fund and Leadership Institute (GLBT candidates)

Dave DeCicco
(202) 842-7308
dave.decicco@victoryfund.org
www.victoryfund.org

Log Cabin Republicans

Patrick Sammon
(202) 347-5306
psammon@logcabin.org
www.logcabin.org

Stonewall Democrats

John Marble
(202) 625-1382
johnmarble@stonewalldemocrats.org
www.stonewalldemocrats.org

National Websites :

<http://multiculturalcenter.osu.edu/glbts/page.asp?ID=49#National%20Resources>

LGBT Organizations Online Database

Funders for Lesbian and Gay Issues

<http://www.lgbtfunders.org/lgbtfunders/database.htm>

Gay America

<http://www.gayamerica.com/organizations.htm>

Family Pride

<http://www.familypride.org/site/pp.asp?c=bhKPI7PFIImE&b=689435>

HISPANIC/LATINO

The National Society for Hispanic Professionals Inc. (NSHP)

NSHP is the leading Hispanic non profit 501(c)(6) professional networking association for Hispanic professionals in the United States and the Americas. It currently has over 10,000 members and growing. NSHP's networking and leadership opportunities have an enormous positive impact on empowering Hispanic professionals with information and connections.
Website: www.nshp.org

Guadalupe Cultural Arts Center (Houston)

<http://www.guadalupeculturalarts.org/>

Hispanic College Fund

<http://hispanicfund.org/>

Latina Miami

<http://www.latinamiami.com/default.php>

Smithsonian Center for Latino Initiatives

<http://latino.si.edu/>



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Accion Hispana

<http://www.accionhispana.org/>

Association of Hispanic Advertising Agencies

<http://www.ahaa.org/index.htm> ,

Association of Latino Professionals in Finance and Accounting

<http://www.alpfa.org>

DOWS

DOWS is a non-profit organization born out of the desire of Dominican professionals residing in the U.S. to act as a liaison between professionals and business in the Dominican Republic and their counterpart in the U.S. in business endeavors. In addition, they seek to shorten the distance between the two countries and broaden the minds and business scope of all concerned.

<http://www.dows.ws>

Hispanic Association of Colleges & Universities

<http://www.hacu.net/>

Hispanic Association on Corporate Responsibility

<http://www.hacr.org/>

Hispanic Heritage Awards Foundation

The Hispanic Heritage Awards Foundation (HHAF) celebrates the outstanding achievements of Hispanic American leaders and promotes the next generation of role models..

<http://www.hispanicheritageawards.org/about.php>

Interamerican Press Association

<http://www.sipiapa.org/>

Latino Community Foundation

Founded in 1989, LCF is a community foundation investing in the social and economic empowerment of U.S. Latinos by focusing on three critical areas: Early childhood reading; Math/science achievement among Latino youth, and Financial empowerment.

<http://www.latinocf.org>

League of United Latin American Citizens

<http://www.lulac.org/>

MEXPRO - Association of Mexican Professionals of Silicon Valley.

<http://www.mexpro.org/>

National Association of Hispanic Journalists

The National Association of Hispanic Journalists (NAHJ) is dedicated to the recognition and professional advancement of Hispanics in the news industry. <http://www.nahj.org/>

National Association of Hispanic Publications

<http://www.nahponline.org/>

National Association of Latino Elected and Appointed officials

<http://www.naleo.org/>

National Council of La Raza

NCLR is the largest national constituency-based Hispanic organization and the leading voice in Washington, DC for the Hispanic community.

<http://www.nclr.org/>

National Hispanic Business Association

<http://www.nhba.org/>

National Puerto Rican Coalition

<http://www.bateylink.org/resources.htm>

New America Alliance - American Latino Business Initiative

<http://naaonline.org/>

Official Society of Hispanic Professional Engineers (SHPE)

<http://www.shpe.org/>

The Latin Business Association Institute

a non-profit educational, research and economic development organization that provides technical assistance and enhanced business opportunities to the Latino business community..

<http://www.lbainstitute.com/>

U.S.-Mexico Chamber of Commerce

A group of distinguished Mexican and U.S. businessmen established the United States-Mexico Chamber of Commerce (USMCOC) in 1973 as a 501 (c) (6) non-profit business association chartered in Washington D.C. The coalition of businessmen created a bilateral organization to promote trade, investment and joint ventures on both sides of the border.

<http://www.usmccoc.org>

Native American

Native Village

<http://www.nativevillage.org/>

First Americans in the Arts

<http://firstamericans.org>

National Indian Justice Center

<http://nijc.indian.com/>

Native American Public Telecommunications

<http://www.nativetelecom.org>

"Nunivak" Cultural Programs

<http://www.nunivak.org>

Running Strong for American Indian Youth

<http://www.indian youth.org>

Smithsonian National Museum of the American Indian

<http://www.nmai.si.edu/>

American Indian Center, Chicago

<http://www.aic-chicago.org/>

National Congress of American Indians (NCAI)

<http://www.ncai.org/>

Monacan Indian Nation, Inc.

<http://www.monacannation.com/>



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ADDITIONAL RESOURCES

The Association of Diversity Councils

ADC is a member-based network of diversity councils. The Association of Diversity Councils is dedicated to increasing the impact, effectiveness and recognition of diversity councils as an essential partner in developing, implementing and maintaining a strategic diversity focus within the organization
Website link: <http://www.diversitycouncil.com/>

The National Multicultural Institute

Founded in 1983, the National MultiCultural Institute (NMCI) is proud to be one of the first organizations to have recognized the nation's need for new services, knowledge, and skills in the growing field of multiculturalism and diversity. NMCI's mission is to work with individuals, organizations, and communities in

creating a society that is strengthened and empowered by its diversity.

Website: <http://www.nmci.org/>

The International Interracial Association (IIA) was founded in June 1995 by Konrad Hernblad, with the support of three other individuals. They all met over the Internet from places as diverse as Taiwan, Australia, Hong Kong, and the United States to form an organization with the aim of promoting racial and cultural harmony worldwide. The association is open to all who have an interest in improving racial and cultural unity through supportive discussion of: interracial/cultural individuals, individuals who are involved in an interracial/cultural relationship, parents who have adopted interracially/culturally, those who simply have an interest in interracial/cultural issues

Website: <http://www.i3n.ne>

**MEDIA MARKETS INFORMATION –
Hispanic/Latino**



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TOP 25 HISPANIC MARKETS

By estimated 2006 population

Rank	Market Area	Population	% of total population
1	Los Angeles	8,421,500	46.7
2	New York	4,389,600	20.7
3	Miami-Ft. Lauderdale	2,141,800	48.6
4	Chicago	1,922,700	19.5
5	Houston	1,913,000	33.6
6	San Francisco 1,665,300	1,665,300	23.7
7	Dallas-Ft. Worth 1,588,000	1,588,000	24.5
8	Phoenix-Prescott, Ariz.	1,228,400	26.6
9	San Antonio	1,192,000	53.8
10	McAllen, Texas	1,115,400	94.0
11	San Diego	951,200	31.7
12	Fresno-Visalia, Calif.	930,600	50.3
13	El Paso, Texas-Las Cruces, N.M.	839,700	87.8
14	Sacramento-Stockton-Modesto	827,600	21.7
15	Albuquerque-Santa Fe, N.M.	756,500	40.8
16	Denver	735,100	19.6
17	Palm Springs, Calif.	704,600	36.2
18	Washington, D.C.-Hagerstown, Md.	639,900	10.6
19	Philadelphia	563,500	7.2
20	Atlanta	499,800	8.9
21	Las Vegas	460,100	26.1
22	Orlando-Daytona Beach-Melbourne	456,800	13.7
23	Tampa-St. Petersburg-Sarasota, Fla.	455,200	11.0
24	Boston-Manchester, N.H.	450,200	7.2
25	Austin, Texas	437,500	28.1

Data from Synovate's 2006 U.S. Diversity Markets Report. Figures are 2006 estimates.

HISPANIC MEDIA FACTS

Key Hispanic Media Facts

- There are 11 Associated Press-style wire services and news syndicates serving U.S. Hispanic media outlets, excluding free news distribution services like Hispanic PR Wire. (Source: Hispanic PR Wire, 2005)
- There are more than 250 Hispanic TV stations and shows in the United States and Puerto Rico. (Source: Hispanic PR Wire, 2005)
- There are 650 Hispanic radio stations and shows in the United States and Puerto Rico. (Arbitron: 2003).
- There are 762 Hispanic newspaper, magazine and newsletters in the United States and Puerto Rico. This figure only includes print media that publish editorial-related content. (Source: ConTexto Latino, 2005)



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- There are more than 340 Hispanic media Web sites, almost 100 of which are Internet only media outlets. Overall 75% or so of all U.S. Hispanic print media outlets post all, most or some of their print stories on their own Web sites. (Source: LatinClips, 2005)
- Univision Communications Inc. is the largest Spanish-language media company in the United States. Its operations include Univision Network, the most-watched Spanish-language broadcast television network in the U.S. reaching 98% of U.S. Hispanic Households; TeleFutura Network, a general-interest Spanish-language broadcast television network, which was launched in 2002 and now reaches 81% of U.S. Hispanic Households.

TOP 1700 MAJOR PRINT, BROADCAST AND ONLINE MEDIA OUTLETS:

http://www.usnewswire.com/services_hispanic.html

HISPANIC/LATINO AMERICAN ONLINE RESOURCES:

Pew Internet and American Life Project

<http://www.pewinternet.org/>

Thomas Rivera Policy Institute

<http://www.trpi.org/update/aboutus.html>

Hispanic Buying Power By State

In 2001, the immense buying power of 33.1 million Hispanic consumers will energize the U.S. consumer market as never before with disposable income of \$452.4 billion. See pages 8 & 14)..

<http://www.selig.uga.edu/forecast/GBEC/GBEC7800.PDF>

Hispanic Census Report II

Census 2000, brief overview on the Hispanic Population..

<http://www.census.gov/prod/2001pubs/c2kbr01-3.pdf>

Hispanic Population Growth Projections

<http://www.census.gov/population/projections/nation/summary/np-t5-c.pdf>

Hispanic Population in the US

<http://www.census.gov/population/www/socdemo/hispanic/ho00.html>

Hispanic Population Map

By the Social Science Data Analysis Network.

http://www.censusscope.org/us/map_hispanicpop.html



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MEDIA MARKETS INFORMATION – African American

TOP 25 AFRICAN AMERICAN MARKETS

Rank	Metro Market	African-American Population	Metro Population
1	New York, NY	3,576,800	18,965,846
2	Chicago, IL	1,722,700	9,569,566
3	Atlanta, GA	1,498,000	4,967,848
4	Washington, DC (Hagerstown, MD)	1,392,700	5,221,498
5	Philadelphia, PA	1,386,400	5,804,853
6	Los Angeles, CA	1,289,200	13,093,359
7	Detroit, MI	1,072,800	4,526,591
8	Houston, TX	903,600	5,308,642
9	Miami-Ft. Lauderdale, FL	887,000	5,551,681
10	Dallas-Ft. Worth, TX	845,100	5,941,121
11	Memphis, TN	739,800	1,268,063
12	Raleigh-Durham (Fayetteville), NC	731,600	1,433,367
13	Baltimore, MD	727,500	2,660,308
14	Norfolk-Portsmouth-Newport News, VA	608,800	1,651,370
15	New Orleans, LA	595,000	1,328,209
16	Cleveland-Akron (Canton), OH	544,900	2,150,862
17	St. Louis, MO	511,100	2,778,196
18	Charlotte, NC	501,700	1,514,344
19	San Francisco-Oakland-San Jose, CA	462,500	4,307,934
20	Birmingham (Anniston and Tuscaloosa), AL	458,100	1,095,479
21	Orlando-Dayton Beach-Melbourne, FL	431,200	1,923,293
22	Jackson, MS	426,300	521,537
23	Tampa-St. Petersburg-(Sarasota), FL	424,800	2,597,817
24	Richmond-Petersburg, VA	416,400	1,187,918
25	Columbia, SC	388,000	693,915

AFRICAN AMERICAN MEDIA FACTS

- Magazines: AA W35-59 are eager consumers of magazines. They are 58% more likely than the average adult to be heavy magazine readers. Thirty-one percent of women are heavy magazine consumers.
- Magazines: AA A25-29 and LA A25-29 are very enthusiastic consumers of magazines. AA A25-29 are seventy-four times than the average adult and LA A25-29 are three times more likely than the average adult to be heavy magazine readers. Approximately 35% and 21%, respectively, are heavy magazines consumers.
- Newspapers: About 29% of AA A25-29 are less than average newspaper readers while approximately 36% of LA A25-29 are rare newspaper readers.
- Television: Twenty-nine percent of AA W35-59 classifies themselves as heavy TV watchers. This audience is 47 times more likely than the average adult to be heavy television watchers.
- Television: Twenty-six percent of AA A25-29 classify themselves as heavy TV watchers and LA A25-29 are right in line with the average American as a TV watcher.



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- Radio: Twenty-eight percent of AA W35-59 classifies themselves as heavy radio listeners. This audience is 40 times more likely than the average adult to be heavy radio listeners.
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MAJOR PRINT, BROADCAST AND ONLINE MEDIA OUTLETS:

http://www.usnewswire.com/services_black.html

AFRICAN AMERICAN ONLINE RESOURCES:

AfricanAmericans.com

<http://www.africanamericans.com/Demographics.htm>

The African American Population in the US

<http://www.census.gov/prod/2003pubs/p20-541.pdf>

Media Buyer Planner – African Americans

http://www.mediabuyerplanner.com/topic/african_american/

Infoplease

<http://www.infoplease.com/ipa/A0884133.html>



MULTICULTURAL PUBLIC RELATIONS PLANNING TOOLKIT

Reaching Diverse/Multicultural Audiences

MEDIA MARKETS INFORMATION – Asian American

TOP 25 ASIAN AMERICAN MARKETS

Rank	Metro Market	Asian/Pacific Islander Population	Total Metro Population
1	Los Angeles, CA	1,967,100	13,093,359
2	New York, NY	1,654,900	18,965,846
3	San Francisco-Oakland-San Jose, CA	1,473,600	4,307,934
4	Honolulu, HI	648,400	908,008
5	Chicago, IL	473,800	9,569,566
6	Washington, DC (Hagerstown, MD)	421,000	5,221,498
7	Seattle-Tacoma, WA	366,600	3,251,452
8	Sacramento-Stockton-Modesto, CA	357,500	2,034,577
9	Philadelphia, PA	294,700	5,804,853
10	San Diego, CA	290,300	3,021,562
11	Boston (Manchester), MA-NH	290,000	4,489,852
12	Houston, TX	289,300	5,308,642
13	Dallas-Fort Worth, TX	260,100	5,941,121
14	Atlanta, GA	191,200	4,967,848
15	Detroit, MI	165,100	4,526,591
16	Minneapolis-St. Paul, MN	163,900	3,194,453
17	Portland, OR	129,200	2,147,220
18	Denver, CO	107,100	2,368,389
19	Fresno-Vasalia, CA	105,500	1,284,669
20	Phoenix, AZ	99,600	3,909,290
21	Las Vegas, NV	97,700	1,857,698
22	Baltimore, MD	87,500	2,660,308
23	Miami-Ft. Lauderdale, FL	80,200	5,551,681
24	Orlando-Daytona Beach-Melbourne, FL	80,100	1,923,293
25	Tampa-St. Petersburg (Sarasota), FL	76,500	2,597,817

ASIAN AMERICAN MEDIA FACTS

- Overall, 78% of Asian Americans consume both ethnic (in-language) and English media, with another 12% consuming solely ethnic media. Koreans have the largest group consuming exclusively ethnic specific media (in this case Korean) at 28%. Specifically, print has the highest ranked penetration across all ethnic segments, with the exception of Filipino (who consume television at a higher rate).
- Both Filipinos and Koreans have high consumption of TV relative to the other segments, while radio is popular among Vietnamese and Chinese. More than half of Asians also go to ethnic Internet portals/sites to find information.
- Asians read an average of 3 magazines a week and 4.2 newspapers a week
- They are online more frequently than most adults averaging 23.7 times in a typical month with 78.9% having access at home.
- They listen to approximately 13.0 hours of radio per week and watch 22.6 hours of TV a week

MAJOR PRINT, BROADCAST AND ONLINE MEDIA OUTLETS:



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http://www.ameredia.com/resources/media_roster.html

ASIAN AMERICAN ONLINE RESOURCES:

Chinese American Demographics

www.ameredia.com/demographics/chinese.html

Filipino American Demographics

<http://www.ameredia.com/demographics/filipino.html>

Indian American Demographics Asian-Indians

http://www.ameredia.com/demographics/asian_indian.html

Vietnamese American Demographics

<http://www.ameredia.com/demographics/vietnamese.html>

Korean American Demographics

<http://www.ameredia.com/demographics/korean.html>

Japanese American Demographics

<http://www.ameredia.com/demographics/japanese.html>



MULTICULTURAL PUBLIC RELATIONS PLANNING TOOLKIT

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MEDIA MARKETS INFORMATION – Arab American

TOP 10 ARAB AMERICAN MEDIA MARKETS

Rank	State	Concentrations	Population
1	California	Los Angeles, San Diego	715,000
2	Michigan	Detroit, Dearborn	490,000
3	New York	New York City metropolitan area, Syracuse, Buffalo	405,000
4	Florida	Miami-Dade and Broward, Palm Beach, Orlando, Tampa	255,000
5	New Jersey	Hudson, Bergen, and Passaic counties	240,000
6	Illinois	Chicago metropolitan area	220,000
7	Texas	Houston, Dallas, San Antonio, El Paso	210,000
8	Ohio	Metropolitan Cleveland, and Toledo, Columbus, Akron	185,000
9	Massachusetts	Statewide	175,000
10	Pennsylvania	Statewide	160,000

ARAB AMERICAN MEDIA FACTS

- Two thirds of Arab Americans speak fluent English, three quarters use Arabic language media to obtain vital information.
- Over 70 percent of Arab American say the best way to reach them is through broadcast outlets.

MAJOR PRINT, BROADCAST AND ONLINE MEDIA OUTLETS:

http://news.ncmonline.com/directory/sub_category.html?id=fcb289523b36e39ade570f519c6552c5

ARAB AMERICAN ONLINE RESOURCES:

Arab-Americans Well-Educated, Diverse, Affluent & Highly Entrepreneurial: Over 4 Million Americans Trace Ancestry to Arab Countries

www.allied-media.com/Arab-American/Arab%20american%20Demographics.htm

The Arab American Institute (AAI)

AAI represents the policy and community interests of Arab Americans throughout the United States and strives to promote Arab American participation in the U.S. electoral system. AAI focuses on two areas: campaigns and elections and policy formation and research. The Institute strives to serve as a central resource to government officials, the media, political leaders and community groups and a variety of public policy issues that concern Arab Americans and U.S. – Arab relations.

Website: <http://www.aaiusa.org/arab-americans/22/demographics>



MULTICULTURAL PUBLIC RELATIONS PLANNING TOOLKIT

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MEDIA MARKETS INFORMATION – Native Americans

TOP 25 NATIVE AMERICAN MARKETS

Rank	Metro	AI/AN Pop. (2000)	% of Total Pop. AI/AN Alone or in Combo
1	New York, NY	87,241	1.1
2	Los Angeles County, CA	53,092	1.4
3	Phoenix, AZ	35,093	2.7
4	Tulsa, OK	55,892	7.7
5	Oklahoma, OK	29,001	5.7
6	Anchorage, AK	26,995	10.4
7	Albuquerque, NM	22,047	4.9
8	Chicago, IL	20,898	0.7
9	San Diego, CA	16,178	1.3
10	Houston, TX	15,743	0.8
11	Tucson, AZ	15,358	3.2
12	San Antonio, TX	15,224	1.3

NATIVE AMERICAN MEDIA FACTS

- Nearly half of Native Americans access the Internet, but only 17 percent frequent ethnic Web sites.
- A quarter of all Native Americans are primary consumers of Native media, which are tribal or national in scope

MAJOR PRINT, BROADCAST AND ONLINE MEDIA OUTLETS:

http://news.ncmonline.com/directory/sub_category.html?id=72560d8c9d29fd52326db3d7b6ac7dee

NATIVE AMERICAN ONLINE RESOURCES:

Census Bureau Statistics on Native Americans

<http://www.census.gov/pubinfo/www/NEWnativehawML1.html>

Teacherz on Native Americans

http://www.teacheroz.com/Native_Americans.htm



MULTICULTURAL PUBLIC RELATIONS PLANNING TOOLKIT

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METRO DC FIRMS—Specialty Practitioners

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Fax: (703) 807-0500

Cordy & Company, Inc.

Sylvia Cordy, President
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Bethesda, MD 20817
Website: www.cordyandcompany.com
Tele: (301) 517-9332
Fax: (301) 564-9619

Equals Three Communications

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Kimberly Marr, Vice President of Public Relations
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Fax: (301) 839-6842

Isom Events

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Tele: (202) 388-4205

Maya Advertising and Communications

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Ofield Dukes & Associates

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The Public Affairs Group, Inc.

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SRB Productions Inc.

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Vanguard Communications, Inc.

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Ogilvy Public Relations Worldwide

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CALENDAR OF KEY EVENTS

Month	Heritage Celebrated
January	None to date
February	African American History Month
March	National Women's History Month
April	None to date
May	Asian Pacific American Heritage and Older Americans Month
June	Gay Lesbian Pride Month
July	None to date
August	None to date
September	National Hispanic-Latino Heritage Month (Sept. 15-Oct. 15)
October	National Disability Employment Awareness Month
November	National American Indian Heritage Month
December	None to date