

NHMC ANNOUNCES NEW PARTNERSHIP WITH MICKEY IBARRA & ASSOCIATES

2006-01-13

Today the National Hispanic Media Coalition (NHMC) announced its partnership with Mickey Ibarra & Associates, a leading Washington, DC-based government and public affairs firm specializing in issue advocacy and Hispanic outreach. Mickey Ibarra & Associates will provide the NHMC government relations counsel and strategic support on media issues of key importance to the Latino community such as cable a la carte and spectrum allocation.

“It is essential that NHMC’s views be articulated and explained to our legislators and policy makers in our nation’s capital,” said Alex Nogales, President & CEO of the NHMC. “Mickey Ibarra & Associates are the perfect messengers because of the high regard in which they are held, because of their integrity and effectiveness in communicating complex issues in a simple and clear fashion.”

“Mickey Ibarra & Associates is delighted to represent the NHMC and assist in the effort to increase Hispanic employment, programming and procurement in the entertainment industry,” said Mickey Ibarra, President of Mickey Ibarra & Associates.

The NHMC and Mickey Ibarra & Associates will work together to ensure a voice for the Latino community in the policies and laws that affect the rapidly evolving entertainment and media industry. With so many issues currently being debated on Capitol Hill that impact the minority community, the partnership will seek to ensure equitable access and representation for a broad range of Hispanic entertainment and media interests.

The non-profit National Hispanic Media Coalition (www.nhmc.org) is a coalition of Hispanic-American organizations that have joined together to address a variety of media related issues that affect the Hispanic-American community across the nation. Its mission is to do away with negative stereotypes and open the doors of opportunity to Latinos in all media.

Mickey Ibarra & Associates (www.IbarraAssociates.com) is a leading, one stop government and public affairs firm specializing in Hispanic advocacy. Its clients include Fortune 200 companies, prestigious national non-profit organizations and municipal governments. The firm’s President and founder, Mickey Ibarra, served as Assistant to the President and Director of Intergovernmental Affairs at the White House from 1997-2001.

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