



## *Delivering a POWERFUL Message and Results to Hispanic Broadcasters*

Radio Ink Hispanic Radio Conference - Miami - May 19-20, 2008



Photo provided by: Radio Ink webcast



Pictured Speakers: Dr. Joachim de Posada(left), Puerto Rico, Dr. Mary Beth McCabe(center), San Diego, and Wayne Ens(right), Canada.

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Dr. Mary Beth McCabe delivered the opening message on “The POWERFUL of Radio” to Broadcasters this month at the Radio Ink Hispanic Radio Conference. The trillion dollar Hispanic market is an opportunity that is only just getting a foothold in America’s marketing community, says Dr. McCabe.

She told the broadcasters that the majority of messages are not being heard and that advertising needs to be selling, not just branding.

Dr. McCabe has been creating Hispanic Marketing opportunities in the US since 1979, when she worked for the Univision Television affiliate in Chicago. She has owned her Media and Marketing company, Sun Marketing, since 1993, based in Southern California, and has been involved with the San Diego Ad Club’s Hispanic Marketing Day for 15 years. She has been a professor at five universities and was involved with internet start up firms in the 1990’s as well. Her clients include the National Association of Broadcasters and Gerber Baby Foods.