

# SACRAMENTO: MORE THAN 250 NEWS PROFESSIONALS ATTEND ETHNIC MEDIA AWARDS AND CONFERENCE

Posted on September 11, 2024 by OAKLAND POST



More than 250 news professionals representing nearly 150 media outlets attended the annual Ethnic Media Conference, Expo, and Awards held at the Sheraton Grand Hotel in Sacramento on Aug. 27 and 28. Hosted by Ethnic Media Services (EMS) and California Black Media (CBM), the awards ceremony recognized journalists for their outstanding reporting in different topic areas, including health, politics and culture. The post Sacramento: More Than 250 News Professionals Attend Ethnic Media Awards and Conference first appeared on Post News Group.

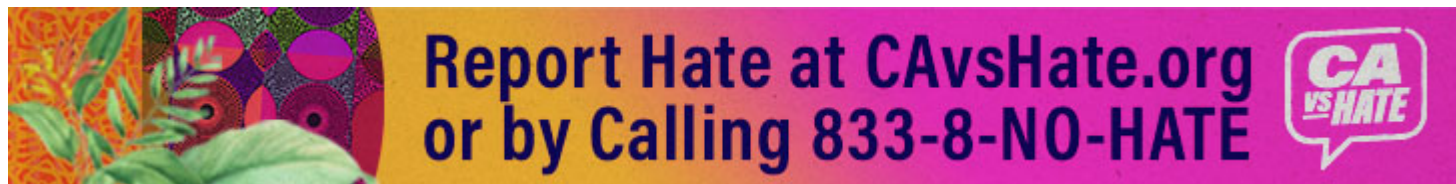
**Categories:** [#NNPA BlackPress](#), [Black News](#), [Community](#), [Featured](#), [Featured](#), [National](#), [NNPA](#), [NNPA Newswire](#)

**Tags:** [Advocacy organizations](#), [Antonio Ray Harvey](#), [Assemlbmember Buffy Wicks \(D-Oakland\)](#), [Attorney General Rob Bonta](#), [Black Native American Latino Asian Pacific Islander Eastern European North African Caribbean and LGBTQ press](#), [California](#), [California Black Media](#), [Californians](#), [Communications Champion Awards](#), [Community](#), [culture](#), [Dr. John Warren](#), [Ethnic Media Conference Expo](#), [featured](#), [Google](#), [government agencies](#), [Health](#), [high tech companies](#), [Joaquin Pons Sr.](#), [journalists](#), [lobbying firms](#), [local journalism](#), [Media](#), [Oakland Post](#), [Politics](#), [Post News Group](#), [Regina Wilson](#), [Sacramento](#), [Sandy close](#), [Sheraton Grand Hotel](#), [State Government](#), [State Officials](#), [State Treasurer Fiona Ma](#), [Swing Strategies](#), [The San Diego Voice and Viewpoint](#), [Tino Rossi](#), [Tony Thurmond](#), [vote](#)



Antonio Ray Harvey, California Black Media

More than 250 news professionals representing nearly 150 media outlets attended the annual Ethnic Media Conference, Expo, and Awards held at the Sheraton Grand Hotel in Sacramento on Aug. 27 and 28.



Hosted by Ethnic Media Services (EMS) and California Black Media (CBM), the awards ceremony recognized journalists for their outstanding reporting in different topic areas, including health, politics and culture.

The conference sessions leading up to that event included panel discussions featuring state officials, government agencies, lobbying firms, advocacy organizations and more. It also provided networking opportunities for news media owners and professionals from the Black, Native American, Latino, Asian, Pacific Islander, Eastern European, North African, Caribbean and LGBTQ press.

"Last year, the inaugural convening in the state capital focused on 'meeting the decision-makers,'" said Regina Wilson, Executive Director of CBM. "This year, the emphasis is on strengthening those connections. Key decision-makers have expressed their appreciation for our return, recognizing that at a time of deep budget cuts, our community ties and communication skills are more essential than ever for building new, more equitable messaging," Wilson added.

State leaders who attended the event included Attorney General Rob Bonta, State Treasurer Fiona Ma, and Tony Thurmond, State Superintendent of Public Instruction.



Trending

[Best Detailed Walkaround 2022 GMC Sierra 2500 4WD Crew Cab AT4 HD | POV Test Drive](#)

In addition to state government officials, business leaders, communications firms, nonprofits, and philanthropic organizations also participated in the conference organized to highlight the crucial role ethnic media play in California's diverse communities.

"California is home to the largest concentration of multilingual news outlets serving immigrant and ethnic communities in the U.S.," said Sandy Close, Director of EMS. "This breakthrough public-private partnership to support local journalism brings welcome recognition of the ethnic media sector's indispensable role in connecting these diverse communities to each other and to the wider public realm."

Thurmond discussed the ethnic media's role in reporting on education in the state and why articles from ethnic media outlets have an advantage in reaching targeted audiences in underserved communities.

Thurmond, who is running for the governor of California in 2026, spoke at the opening luncheon where CBM and EMS presented Communications Champion Awards to key stakeholders representing organizations across the state's communications infrastructure.

"We can't get the right information out about education without the ethnic media in our state," Thurmond said. "We need to get people to understand that if a student is not reading at a third-grade level in the third grade we will lose them, and they could end up in the prison pipeline."

This year's conference coincided with the announcement of the historic \$172 million public-private partnership in California aimed at supporting journalism. That agreement brings together state government and high-tech companies led by Google to support local newsrooms.

The deal, supporters say, serves as a national model for strengthening the traditional role of journalism in providing checks and balances in government and business affairs. At a reception held the first day of the conference, CBM and EMS honored Assemblymember Buffy Wicks (D-Oakland) with the "Legislator of the Year" award. The organizations also thanked Wicks for brokering the deal with Google and for her ongoing support for news media.

"We've worked long and hard to gain this recognition as a multilingual, multiracial, multimedia sector," said Wilson. "We extend our deepest thanks to our sponsors, speakers, media partners, and all our attendees for supporting this collective effort."



## Oakland Post

**There are no comments yet.**