

## Latina Voices

### SMART TALK



**MINERVA PÉREZ** is the show creator and executive producer of LATINA VOICES: SMART TALK. She is an Emmy nominated broadcast journalist and former News Anchor in Houston, Los Angeles, Phoenix, Dallas and San Antonio. She is a community leader who's been recognized through the years with countless journalism, service and community awards. She created LATINA VOICES: SMART TALK to advocate for all members of our society regardless of

national or ethnic origin and to address Latino professionals' needs and interests in conjunction with that of our mainstream audience.



**SOFIA ADROGUÉ** is a Member (Partner) of the Firm of Looper, Reed & McGraw. A "Texas Super Lawyer," she has been recognized as a Texas Executive Women "Woman on the Move," one of Houston's 50 Most Influential Women by Houston Women Magazine, a Houston Chronicle/Channel 11 "Texas Legend," an ABC 13 "Woman of Distinction," and a Hispanic Business Magazine "Elite Woman." Included in Who's Who in American Law and Who's Who of American Women, Sofia is an Alumna of Harvard Business School.



**PATRICIA GRAS** is a seasoned Emmy Award winning broadcast journalist and artist. Her creativity and hard work have earned her more than 150 international and local television awards. She is a journalist with 20 years of professional experience as a host, producer and reporter covering local and international stories. She has received rave reviews for her interviews with world and national leaders including Presidents, politicians, noted authors and celebrities. Patricia has been inducted into Who's Who of American Women and

Who's Who in the Media. She has a Masters in Journalism from Columbia University in New York City.

### LATINA VOICES: SMART TALK

1300 Post Oak Blvd., Suite 2000  
Houston, Texas 77056  
Tel: (281) 773-7002  
[www.latinavoices.com](http://www.latinavoices.com)

# *Latina* *Voices* SMART TALK

**LATINA VOICES: SMART TALK** is an innovative, English language, half-hour television and internet streamed talk show with a Latina perspective but addressing universal topics such as politics, business, pop culture, health trends, entertainment, women's issues and newsworthy other topics of value to professional Latinos and the mainstream audience.

LATINA VOICES: SMART TALK will be hosted by show creator and Executive Producer MINERVA PÉREZ, an award-winning Broadcast Journalist and Community Leader; SOFIA ADROGUÉ, a Rice University and Harvard Business School Alumna and a "Texas Super Lawyer"; and PATRICIA GRAS, an Emmy-award winning Houston PBS Senior Host/Producer.

Media research holds that middle-class professional and educated Latinos who live in the United States are dismissed by mainstream Media. Yet, they hold the power of the purse worth 700 billion dollars. Countless national advocacy groups contend there needs to be more broadcast programming with the Hispanic American perspective. LATINA VOICES: SMART TALK will fill that void.

The 44 million Hispanics who live in the U.S. are a multi-lingual, multi-cultural segment of the population and growing. Projections show that the Latino population will grow to nearly 67 million by 2050, overtaking other minority groups as a majority. The National Hispanic Media Coalition based in Los Angeles, CA promotes Latino inclusion in television, radio, film and all other media making it perfect timing for this kind of programming.

LATINA VOICES: SMART TALK designed to empower Latinos in general will also appeal to a mainstream audience. Its target audience is the general market audience between the ages of 30 and 65, a group with the biggest buying power, interest and maturity to enjoy this type of programming.

## **PROGRAM DESCRIPTION**

**LATINA VOICES: SMART TALK** will air monthly on HTV, Comcast Cable 16 in Houston, and will be streamed on the internet on [www.htvhouston.net](http://www.htvhouston.net) and [www.latinavoices.com](http://www.latinavoices.com). The program is in negotiation with Houston PBS for the possibility of distribution nationally.

LATINA VOICES: SMART TALK will begin with a discussion by the Co-Hostesses in a segment called "Let's Talk" covering politics, business, news, (local, national and international) health and lifestyle issues and current affairs.

A major feature of LATINA VOICES: SMART TALK is a NEWSMAKER segment that will feature a prominent guest or personality. Our first show featured Houston born Olympic Medalist Raj Bhavsar and his Olympic coach Kevin Mazeika.