

The NAPTE Conference in Miami last week was a revelation. I heard a myriad of comments on our new content and structure. Most encouraging, some nostalgic, but all honest and forthright. Exactly what I needed.

I do have a major complaint, and I'll phrase it as a question: Why hadn't I received most of these comments by email? A conference happens only once in a while. But I need to hear from our members constantly.

What we are doing at HispanicMarketWorks.Org is experimental. We know where we are going, but we are learning how best to get there.

Also, one of the reasons we have launched a membership organization is that we want you to be part of the conversation. We need to use your expertise and experience to identify the topics that must be addressed and discussed.

And we are giving you the opportunity to participate in the discussion.

This is not only for the joy of looking far, far ahead with optimism and hope, but also for the practical application of our collected knowledge:

- 4,000-plus minds with keen interest in our market
- Four thousand-plus practitioners in the Art of Reaching Hispanics.

To make it all work we need your active participation.

When last week I was asked why Hispanic Market Works? My response was: Because it Does.

The two most frequently asked questions at NAPTE addressed the publication of the two stories under FocusON Stereotypes

And here is my explanation:

Both stories were based on new research that gave our members a new perspective on subjects that have been muddled with basic stereotypes.

We now know that Hispanics are more concerned with their financial future and security than the rest of our citizens. We hope this revelation will give our members the true picture of how Latinos care for their families and also open up new avenues of interest and business opportunities for the entrepreneurs among us.

The majority support of the move towards reconciliation between the Cuban and U.S. governments opens up many opportunities for the participation of our members in the exchange of ideas, services and commerce that will immediately follow the true return of relations between the two countries.

This is vanguard movement at its best. And you, HMWorks member, should be leading the charge.

Share your thoughts. Send us your comments.



from *Arturo*

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The *elefante* in the room that no one is talking about.

## FocusON Education

### Telemundo Going Big on Education

They call it a pro-social campaign, and it's really a move to accelerate Latino success in higher education.

The network's biggest push yet to help improve higher education took nine turns last week:

1. A partnership with Excelencia in Education, America's premier organization focused on accelerating Latino success in higher education, together with Comcast NBCUniversal, to expand the organization's commitment to the Hispanic community
2. Another partnership with the Smithsonian Latino Center for a national outreach effort to promote STEAM education for Latino youth.
3. The launch of the digital platform for the Aprender es Triunfar (Learning is Succeeding) campaign, available in Spanish (<http://AprenderesTriunfar.com>) and English (<http://LearningisSucceeding.com>).
4. The launch of several co-branded white papers, including "Latinas in STEAM" tied to Women's History Month in March 2015, and a major fact book co-branded with Aprender es Triunfar/Learning is Succeeding, which includes research and statistics on the current state of Latinos in education.
5. An outreach to encourage institutions

that offer degrees in STEAM education to nominate their top programs for "Examples of Excelencia."

6. Additional partnerships with the League of United Latin American Citizens (LULAC), ¡Adelante! U.S. Education Leadership Fund and the Society of Hispanic Professional Engineers (SHPE),
7. The release of the documentary film, Underwater Dreams in Los Angeles and New York.
8. The airing of monthly news segments on "Noticiero Telemundo" that profile prominent Hispanics who have succeeded in a STEAM field
9. Public service announcements featuring "Noticiero Telemundo" anchor Jose Diaz-Balart inviting Hispanics to take advantage of the available resources for young Latinos to improve their education

### *Points of Discussion*

Is it too much for one network?

How many of these pro-educational efforts have you seen launched and disappear?

Would you like to see some metrics on results of his effort??

Do you have any questions for the Telemundo organizers and their partners? (We have their names and contact information).

**Give us your point of view.**

## FocusON Audio

### Big Readjustment at Univision America Radio

Univision America de Costa a Costa the AM radio national morning drive show has been canceled. It had launched 11 months ago.

Jose Valle, Univision Radio president, says he wants his shows to be profit-oriented while giving his listeners what they want.

Valle wants more local content in his stations and will encourage the local general managers to address issues in their respective markets and to monetize opportunities locally.

Most America programs have disappeared, but Fernando Espuelas, Maria Marin and Doctora Isabel will continue to be national. Valle calls them "core personalities."

And Espuelas will continue with his English-language "Newsmaker Sunday" hour.

### *Points of Discussion*

Will these changes affect you as a listener? Or as an advertiser?

Would you have kept any of the Univision America programs that will be cancelled?

Is local audio better than national?

Do you want to hear directly from Valle on these issues and actions that so strongly affect you community?

**Give us your point of view.**



## FocusON Research

### Houston Market Snapshot

The Houston, Texas DMA incorporates 20 counties in Texas and ranks 7th in the U.S. with a total population reaching nearly 6.8 million in 2014. Houston is the third largest Hispanic DMA in the United States after Los Angeles and New York with a total Hispanic population of 2.5 million

Seventy Eight percent of the Hispanic population within the DMA is of Mexican ancestry. The second largest Hispanic group is of Salvadoran origin and represents 9% of the Hispanic population.

Houston is a diverse city with a large and growing international community. The metropolitan area is home to an estimated 1.1 million residents who were born outside of the United States, with nearly two-thirds of the area's foreign-born population from south of the United States-Mexico border.

Many annual events celebrate the diverse cultures of

Houston. The largest and longest running in the annual Houston Livestock Show and Rodeo, held over 20 days from early to late March, is the largest annual livestock show and rodeo in the world.

Here are some additional facts about Houston:

- Houston boasts more than 40 colleges, universities and other learning institutions
- Houston's economy has a broad industrial base in the energy, aeronautics, and technology industries: only New York City is home to more Fortune 500 headquarters.
- Home to more than 5,000 energy related firms, Houston is considered by many as the Energy Capital of the world.

Houston is the fourth most populous city in the United States. It is a multicultural city, in part because of its many academic institutions and strong industries as well as being a major port city. Over 90 languages are spoken in the city, although Spanish is clearly second. The city has

among the youngest populations in the nation due to the influx of immigrants into the area.

Houston's population for 2014 exceeded 6.7 million of which 38 percent are of Hispanic origin. The Hispanic origin population will be greater than the non-Hispanic White population -- whose population is stable in the area -- in 2015. Houston experienced hyper-growth of both Hispanics and Asians from 1990 to 2014 -- with a 210 percent and 266 percent increase respectively. Houston is the third largest Hispanic DMA after Los Angeles and New York.

Over 70 percent of the population of Houston is bicultural (HA2-4) and nearly 80 percent of Houston Hispanics are of Mexican origin.

Houston neighborhoods show a variation in terms of cultural group, with many mixed neighborhoods, but also areas that are predominantly black, white and Hispanic.

Among Hispanic countries of origin, Salvadorans have reached a significant number and proportion with 9 percent of the Hispanic population, spread throughout.

If you are currently investing in the emerging Hispanic markets;

It's Time to add one more to your buy:

# SOUTHWEST FLORIDA

Dollar per Dollar we will efficiently deliver over 200,000 HISPANICS residing in SARASOTA, BRADENTON, POLK COUNTY, PUNTA GORDA, PORT CHARLOTTE, SEBRING, ARCADIA, AVON PARK, WAUCHULA and VENICE BEACH.

An incredible ROI



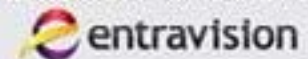
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## FocusON Talent

### You Are Invited to the Table

It's an Argentinean BBQ in the US.

Pablo Buffagni believes work and food go hand in hand. So he created an agency in Miami with an open invitation to his table. The Torrance-based agency

will invite the right experts to his projects. Just like welcoming them to his "table."

Pablo left Grupo Gallegos to be the chief BBQ chef, but his clients will have access to the best cooks he can find.

In Argentina, each cook has a different way to barbecue the meat, and he wants to bring these talents to his kitchen.



It is challenging, Pablo admits, but not impossible. "We'll have all kinds of freelancers from all over the world working globally."

And, because BBQ is not a formal company, the experts can come with their own companies to the kitchen and to the work. .

"One thing we will not be is parochial," Buffagni boasts.

### *Points of Discussion*

Do you want to know more about Buffagni's experiment?

Would you join Pablo at his virtual kitchen? No need to ask you about an invitation to his table

It may not be a wave, but is there a future in this kind of stew?

**Give us your point of view.**

## FocusON Ad Agencies

### Disney: The Ultimate Multicultural Story

By Francisco Cárdenas, Director of Digital Strategy, Dieste

Being exposed to the work we do at Dieste, Inc., one of the top multicultural advertising agencies in the U.S., I could not help noticing, while on a recent Disney vacation, how their stories are written and told. They go beyond geographical borders, ethnicity, age and educational backgrounds – heck, if aliens were to stop by, they would surely be captivated by the magic of a Disney story. They are the true storytellers of a world where everything connects and makes sense through magic.

Their stories are simple and insightful, told in a million different ways with a multi-device approach hinting that their philosophy is: if it helps to tell the story, we'll use it. For instance, 20 years ago, the most annoying aspect about going to Disney were the tremendous long lines visitors had to endure to experience any given ride. Today, the story (experience) begins even as you wait in line. As mobile device usage keeps growing, Disney moved fast as an early adopter and enhanced the experience altogether; for example, the My Disney Experience mobile app. From films, owned channels (media), mobile apps, books, merchandise of all kinds, theatre, music and more, Disney has very well-written simple stories told in a million different ways that make you want to hear and experience

them over and over again. To all you marketers out there, this might sound quite appealing.

Regardless of how deep you have analyzed the Disney brand and its fairly recent acquisition strategy, unquestionably we all have our #disneyside – and as marketers, multicultural or not, have a good example to learn from.

## FocusON Sports

### Oscar De La Hoya Is A Television Producer Also

De la Hoya announced the launch of “De la Hoya TV” at NATPE in Miami last week.

“Beyond Boxing” will feature combat sports and lifestyle.

He will launch the Miami-based network in the spring. First in Spanish and then in English also.

The Golden Boy has important partners: Boxing promoter Pepe Gomez and Fashion TV executive Victor Hugo Montero.

### Points of Discussion

Is it a good idea to mix sports and life style TV content?  
Could it lead to confuse la magnesia with la gymnasia?  
Would you like to see the Golden Boy host any of his shows?

**Give us your point of view.**

## FocusON Canada

### Is There a Hispanic Community in Canada?

Hemisphere Media Group thinks so. The WAPA group has partnered with TNL Teletatino Network to deliver three additional all-Spanish language TV channels to the country's 1.6 million strong and growing Hispanic community. Hemisphere, already distributing Cinelatino north of the other border, will now offer Centroamerica TV, WAPA America, and Television Dominicana.



### Points of Discussion

Will Hispanic advertising agencies cross the border northward?  
Or will Canadian agencies incorporate U.S. Latino expertise?  
How about a Canadian Total Market? Would it be trilingual?

**Give us your point of view.**

# FOX DEPORTES ENDS YEAR ON A RECORD-BREAKING NOTE

Most watched FIFA Club World Cup in Spanish-Language television history



FIFA CLUB WORLD CUP  
MOROCCO 2014



MUNDIAL  
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# THE LEADING LATINO SPORTS NETWORK



**FOX** Hispanic  
Media  
CONEXIONES

CLICK FOR MORE INFORMATION [FOXHISPANICMEDIA.COM](http://FOXHISPANICMEDIA.COM)

Source: Nielsen M4 Live - Q4 PGM AVG of first run FIFA Club Champ from PFDL to FINAL (12/1/14-12/25/14), and 2009 for the same matches (8 total) (12/1/09-12/22/09). Ranker: Indy Total M4 Live +33 Dec '12-Dec '14, M4H Dec '07-Dec '11, M4H Dec '05-Dec '08. Subject to qualification upon request.

## FocusON Television

### Meruelo Goes Irish

The Los Angeles-based multifaceted group tapped Sean O'Neill to create more revenue through integration and new business for KDAY 93.5 radio Los Angeles, MundoFox 22 TV- Los Angeles, MundoFox 34 TV-Houston, and Super 22 TV- Los Angeles. Big Pie.

Sean will report to Otto Padrón who expects him to "take the group to a whole new level."

O'Neill's experience includes managing both English and Spanish language television and radio stations around the country. Most recently, O'Neill oversaw sales, programming and all other aspects of operations as Vice President, General Manager of Radio Centro 93.9 in Los Angeles. O'Neill also served as Sales Manager for Estrella TV Channel 62 with LBI Media.

#### *Points of Discussion*

Which area should O'Neill focus on first? Radio or TV? Los Angeles or Houston?

Have radio and TV duopolies worked well in the past? Are there any examples for or against these duopolies?

Is Univision a good example? What about Entravision?

**Give us your point of view.**

### Teutonic Duo for Children

Alterna TV will distribute the animated German comic duo, Fix&Foxi, in the U.S. and Latin America. Produced by Your Family Entertainment AG, the programming feeds, available through the Alterna'TV satellite platform, will offer both English and Spanish-language programs beginning early this year.

Paul Robinson, an executive with a proven track record of success in children's television, will aid Alterna'TV in the creation and rollout of the Fix&Foxi channel. Robinson was formerly SVP and MD of Walt Disney Television and founder and CEO of KidsCo, the international children's channel and on demand service he built into a successful network in 98 countries before it was majority sold to NBC Universal in 2011.

Animated series, including Altair in Starland, RiC the Raven, Mission Odyssey (Misión Odisea), Urmel, Bobs Beach and Shadow of the Elves, will also be programmed on the Fix&Foxi channel.

#### *Points of Discussion*

Would Latino children enjoy German humor?

Are there other European kids programs available in the U.S. Hispanic market?

Does ad placement work for kids?

**Give us your point of view.**

### Cisneros Media is Taking Over Turner Latin America's Glitz

Turner and Cisneros reached a deal that calls for Cisneros Media to oversee the operations of Pay TV Channel's Glitz in the U.S. Hispanic market and Latin America.

Glitz will complement Cisneros' content and Pay TV networks global brands like TNT, CNN and Cartoon Network.



So, simultaneously, Cisneros will manage the distribution of Glitz's Spanish-language feeds and include its own catalogue of women-oriented programs and select products from third-party providers catered to the Hispanic female demographic.

#### *Points of Discussion*

How well can Cisneros burn the candle from both ends?

Will Cisneros' Latin American expertise serve it well in the U.S. Hispanic market?

What are the pitfalls?

**Give us your point of view.**





15th Annual Horowitz Cultural Insights Forum

# IDENTITY MATTERS

BE RELEVANT IN A MULTIPLATFORM WORLD



March 25, 2015  
Edison Ballroom, NYC

## FocusON Upfronts

### 2015 Upfronts Update

For Telemundo and NBC Universo: *Tuesday May 12 at 6pm*

Jazz at Lincoln Center's Frederick P. Rose Hall, Time Warner Center.

Theme: *All Together. Latino*

In its announcement Telemundo promises to "partner with clients and agencies to realize the marketing potential of people who have ascended from a demographic segment to a cultural force transforming America powered by the unprecedented scale of the NBCUniversal portfolio."

So it's Hispanics, Culture and Telemundo. All in one afternoon with drinks and pasa palos afterwards. Get ready to applaud.



# TELEMUNDO

## FocusON Advertising

### The Dirty Little Secrets in the Hispanic Advertising World

By *Tony Stanol, President of Global Recruiters of Calabasas*

Having worked in General Market and Hispanic advertising agencies, and now placing top talent in both for the past several years, my experience has taught me a lot of secrets about the Hispanic advertising world. Let me share three of them.

**It's twice as hard to be a Hispanic advertising professional as it is to be a General Market agency person.** First of all, you've got to have the same advertising knowledge in both Hispanic and General Market of strategy, project management, creative development, production, research, media, target marketing, and a few others. You need the same client skills and financial savvy.

In addition to that, you also need to pile on an expert level understanding of your Latino market. Marketers look to your guidance for the right and wrong ways to market to Hispanics. What are the best practices, the pitfalls, the numbers and metrics to support your opinion?

You've got to defend your market every single day. When I ran accounts for General Market, I didn't have to defend why we need to create an Oreo

commercial. But in the Hispanic market you're constantly being challenged.

There are several forces sniping at you from many angles. Won't we reach most Hispanics in English anyway? Why do we need a separate Spanish language version? Why don't we just translate the English copy and dub it over or do a "shadow shoot?" If two thirds of Hispanics are Mexican, can't we just cast all Mexicans? Can't we just use "Spanglish?" What do you mean there are different words in Spanish for the exact same thing?

There's also a fair amount of money grab from sister agencies in the General Market. After all, the budget comes in one pot – more for me means less for you.

Plus, the budgets you're defending tend to be significantly smaller. The production budgets of Hispanic creative are nowhere near what we spend in General Market.

And here's the kicker. The great irony of the job being twice as hard is this:

**Hispanic advertising people actually get paid less than the equivalent title in the General Market!** I saw this both when I worked for a Hispanic agency having come from General Market. When I was hired, they told me with a straight face that "a little Hispanic agency" couldn't afford the salaries of the big boys in New York!

This bears out in the recruiting I do as well. No wonder most of the Hispanic professionals I talk

to are interested in breaking into the General Market side or becoming a Client.

**Hope is on the horizon in the vision of Total Market.** I don't mean to come across as all gloom and doom. There are some awesome Hispanic advertising professionals I've worked with and others whom I've placed. I see many of them being snatched up as resident experts on Hispanic marketing in General Market agencies.

There are also outstanding agencies. Some enlightened agencies, both Multicultural and General are trying to market to the new American demographics of a Total Market.

This more nuanced approach makes sense because the "us and them" strategy needs revision in the same way a one size fits all approach doesn't always work.

There will be a demand for those professionals who can truly understand the entire equation, evolving away from today's artificial ghettoization of the Hispanic market. Then maybe salaries will catch up to reward the unique skills required to market in the future.

*Global Recruiters of Calabasas is a boutique executive recruiting firm placing professionals in both Multicultural and General Market ad agencies coast to coast, [tstanol@grncalabasas.com](mailto:tstanol@grncalabasas.com) or find [GRN Calabasas](#) on LinkedIn.*

## Points of Discussion

Tony Stanol is truly interested in your response, opinions and suggestions. Let's start this conversation with:

Salary inequality vs. special skills...

Opportunities in the Total Market.

Experiences of those already involved in this new approach.

Asked about the name of his company, Tony responded: *I belong to a network of some 180 offices in the US and some international locations. We all recruit in various fields, not just advertising which is my focus. We receive training in the art and science of recruiting, something that was extremely valuable to me coming from account management in the agency world. Calabasas, in California, was my original location. We still have offices in the LA market with people reporting to me but I moved to Sarasota Florida, last year to build an office there as well, Calabasas in LA is the home of the Kardashians...*

**Give us your point of view.**

**Finally...**  
Do you like our new format?  
*Less Noise. Just Louder.*  
**Give us your point of view.**

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Hispanic Market Works is published every Monday by Solmark Media Group, Inc. HMW has no connection to any other existing newsletter, media group, agency, advertiser, researcher or network. The editors are solely responsible to their readers and to themselves.

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Launched March 24, 1997, HMW has been chronicling breaking news in the Hispanic marketing and media industries every week. For our editorial pledge please visit [www.hispanicmarketworks.org](http://www.hispanicmarketworks.org)

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