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## FocusON Events

### NAHJ Secures 400 Free, All Accesses Passes for Journalists to Attend Hispanicize 2015

The National Association of Hispanic Journalists (NAHJ) has partnered with Hispanicize 2015 to secure 400 free, all access passes for working journalists who wish to attend Hispanicize 2015, March 16-20.

“This is all about empowering more Latinos to lead the way in content creation as our community leads the

way in content consumption,” said Mekahlo Medina, NAHJ president. “Partnering with Hispanicize means together we are providing more development and training for Latinos so they can create their own destiny in the media landscape. It’s important that Hispanic organizations work together to accomplish similar goals and lay the groundwork for a new America.”

This year the NAHJ is collaborating with Hispanicize for the event’s Hispanic Journalists Showcase track that features more than 15 sessions. The event’s Hispanic Journalists Showcase consists of a multi-faceted, multi-day platform that includes in-depth social media training for

reporters, a day devoted to exploring issues that impact Latinos in media and the second annual Media Entrepreneurship Boot Camp for Hispanic Journalists.

*To view the Hispanic Journalist Showcase Highlights and Sessions schedule, download the Hispanicize 2015 event app on iTunes, Android, BlackBerry.*

#### About Hispanicize 2015

Now in its sixth year, Hispanicize 2015 Week ([www.HispanicizeEvent.com](http://www.HispanicizeEvent.com)) (#Hispz15) is expected to gather more than 2,100 of the nation’s Latino professionals from the industries of blogging, journalism, music, marketing, film and business over five days. The event will take place in downtown Miami March 16-20, 2015.

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If the Comcast-Time Warner Cable merger doesn’t get past the FCC, what happens next?

## FocusON Television

### Mendiola Discusses Rebranding of mun2 to NBCUniverso

As recently reported in a article by Veronica Villafane of [Media Moves](#)

There are big changes coming to the landscape of television with the loss of mun2 and the launch of NBCUniverso in its place. This well timed rollout, just hours before its airing of the Super Bowl on February 1st, meant a new logo, reworked programming grid and, of course, the presence of the NBC peacock trademark.

In addition to the branding changes, the new network is shifting its focus to target the 18-34 demographic through sports and entertainment programming.

The network president who has overseen all of these changes, including moving the network offices back to Miami for its proximity to Telemundo, is Rubén Mendiola who joined mun2 as network head back in May 2014.

He recently sat down with [Media Moves](#) to talk about what he feels will be an “innovative” and “edgier” new network with the relaunch.



Rubén Mendiola, NBCUniverso President

**Why are you rebranding mun2? Is the Hispanic millennial no longer the audience to go after?**

We love Hispanic millennials. They're very important to us and it's very important for us to preserve the DNA of the channel. I think there was always this supposition that for Hispanic U.S. you only give them millennial, third generation product, or there's nothing else. The reality is that our society is a vibrant society that encompasses everyone. So we're not abandoning the millennials. We're just evolving with the millennials into where they go in their life.

**Why call the new channel NBCUniverso?**

The concept of mun2 was that people were living in two different worlds. That you could live in the American and the Spanish world – mun2. I don't believe that's today's reality for Latinos. There's a tremendous amount of fusion – it's your universe. That's the concept of NBCUniverso. That's why it makes sense to change the name of the channel into this bigger universe. That it's exciting and where you can find programming like you would watch in English, but that you can watch here with a cultural sensibility.

**What's your vision for NBC Universo?**

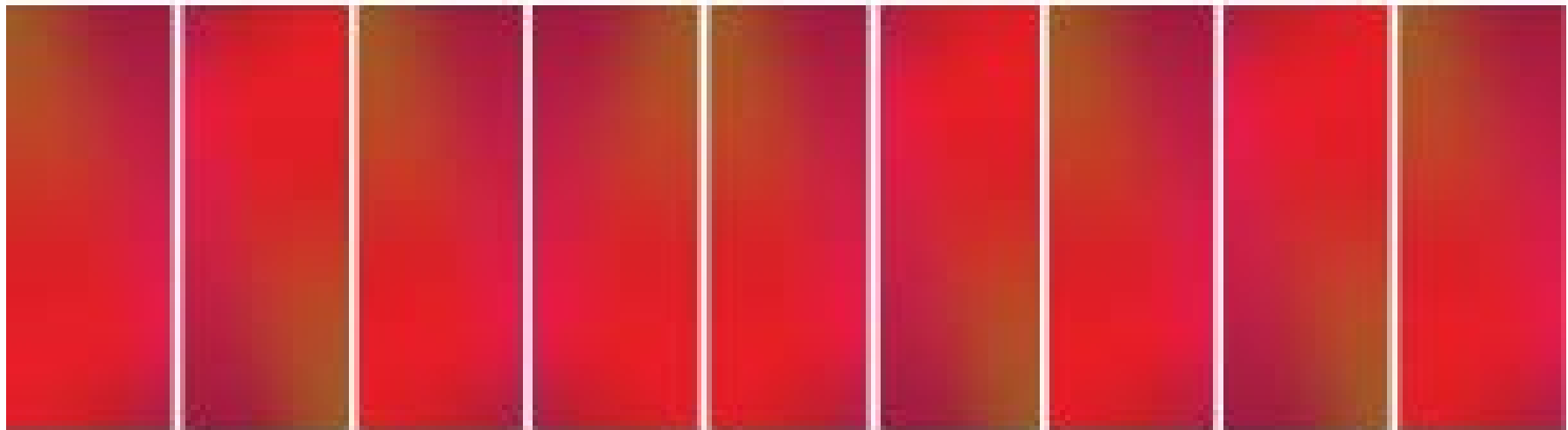
To be a great modern cable channel. mun2 has done very well until now. It has a size and awareness and it's a channel that has been a

good channel for many years. But the potential be a strong force and voice for Latinos in the United States is there. We're looking to show more daring programming that can come from Latin America or created in the U.S. I do think we can push the envelope a little. In cable you can, and we're planning to. We'll see where it leads us.

**How would you define your new programming strategy?**

We are more like an old school superstation that has the opportunity to have sports moments. We'll have series, movies, music events and reality shows that have been a landmark for us. Weekends will be more sports heavy. It's important to preserve the things that everybody loved about mun2. We love music. We were about music and music personalities. We're going to continue having that. Our biggest shows have been connected to music or music personalities: Jenni Rivera, Larry Hernandez, Gloria Trevi. We will continue having our music blocks in the morning that are very popular during the week. The edgy, irreverant part, the important part of the essence of mun2, we're gong to continue having it. But at the same time, we have the opportunity to mark that we're ready to play and to go bigger and bolder. If you don't change the way you do things, you can't expect different results.

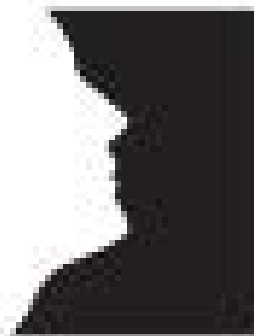
To see the rest of the interview [click here](#).



15th Annual Horowitz Cultural Insights Forum

# IDENTITY MATTERS

BE RELEVANT IN A MULTIPLATFORM WORLD



March 25, 2015  
Edison Ballroom, NYC

## Luis Silberwasser Announces Seminal Changes at Telemundo

I want to share with you some important management and structural changes at the Telemundo Network, all of which are effective today.



Over the last five months, since my arrival at Telemundo, I have spent a great deal of time working with the team, analyzing the strengths and opportunities we face as we look to take Telemundo to new heights. We are implementing the following changes:

1. Alina Falcon is being named Executive Vice President — Network Sports, Research and Integration for Telemundo Network, continuing to report directly to me.
- In this new role, Alina will be the executive in charge at the network for Sports programming. She will lead the network's creative, editorial, and scheduling strategies for our sports properties, and will work closely with Eli Velazquez to ensure that the network reflects the quality standards that NBC Sports and Deportes Telemundo are known for.

Additionally, Alina will be responsible for leveraging the FIFA World Cup properties across the entire Telemundo Network to maximize their promotion power for the rest of our schedule. Alina brings to this new role a wealth of expertise and knowledge in sports broadcasting, having had oversight for Sports programming, including the FIFA World Cup tournaments, during her tenure at Univision.

- Effective today, Alina will also assume oversight of the Research department. She will work with NBCU's research teams to develop and implement best practices, processes, and structures that will strengthen the Network's capabilities in audience research and insights. Importantly, Alina will work closely with NBC Universo and our digital platforms to jointly determine what research resources should be dedicated to each of the businesses. As a result of this change, Millie Carrasquillo will leave the company to pursue other interests. .
- Alina will be the point person to execute network-wide initiatives across all departments, including Symphony and other initiatives that involve coordinating Telemundo Network with other NBCUniversal and Comcast properties and local stations. She will support Jackie Hernandez and Alfredo Richard at Hispanic Enterprises and Content, as well as Manuel Martinez at the Station Group to execute these kinds of broader initiatives across the network.

2. I am also very pleased to name Luis Carlos Velez as Executive Vice President — Telemundo News, reporting directly to me. Luis Carlos will oversee all our network news operations and be responsible for editorial direction, programming, and production of our news properties including all our newscasts, "Al Rojo Vivo" and "Un Nuevo Dia."
3. I am consolidating our separate on-air and off-air creative departments into a single Marketing and Creative group reporting to Aileen Angulo. My goal with this change is to have a unified creative and marketing vision for the network, innovate our go-to-market strategies, and run a more efficient group to serve all network departments. Separately, Susan Solano-Vila will be responsible for creating and executing the 2015/16 Upfront presentation in NYC, as well as overseeing and completing the next evolution of Telemundo's Brand strategy and look, which is currently under way.
4. Lastly, Claudia Foghini will now join the Network management team, reporting to me as Senior Vice President of Production Strategy, Management and Services. She will continue her current duties at Telemundo Studios, but will now oversee production management of third party productions for the network. The objective with this change is to strengthen the network's capabilities in the production management area, improving our execution and cost control skills.

If you are currently investing in the emerging Hispanic markets;

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

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## FocusON Education

### Competitive Analysis Identifies Brands Growth for Hispanic Audience

*Read on for Part 1, covering competitive analysis.*

*By Captura Group*

More and more, brands are realizing that the U.S. Hispanic audience is large, growing, tech savvy, and particularly receptive to online marketing. This presents a huge opportunity for many brands to drive growth. One question we hear often from brands ready to venture into the Hispanic digital market: Where do we start?

We recommend starting where good strategy should begin – with data. Analytics data can be used to uncover opportunities for reaching and engaging with U.S. Hispanics online through digital marketing investments. One of the important areas to analyze is your competitors. Through competitive analysis, a brand can consider how its competitors are investing in Hispanic digital marketing and become better informed on the best tactics to successfully reach and engage with the Hispanic online market.

#### Competitive Analysis Key Questions: Website

There are some baseline questions to ask when

performing a competitive digital analysis, to frame the context for your brand's comparison and gain perspective on your industry's exposure to the Hispanic online market.

- Hispanics are thirsty for online content. Does your competitor have a Spanish content website? If so, is the content unique or is it a direct translation of the content on the English website?
- Mobile is huge with Hispanics. How does a competitor's website address mobile? Is the website a responsive site? Is the website mobile optimized?
- What is traffic volume like for the Spanish versions of competitor websites vs. their English sites?
- Where are competitors investing money to attract Hispanic visitors? Does it look as if they are investing in social campaigns, email campaigns, paid search, or SEO?

#### Competitive Analysis Key Questions: Social Presence

As we've said before, social media marketing truly flourishes with Hispanics. Brands should evaluate a competitor's social presence to again gain perspective on which social platforms are being utilized and what types of content are being promoted to the Hispanic audience. What social channels are competitors using to reach Hispanics effectively?

What is typical engagement like, and what usually

provides the highest engagement for the brand?

- Are social posts written in English, Spanish, or Spanglish? Within Facebook is the Spanish content language gated?
- Spanish language posts are one thing, but promoting culture is where brands can really connect with Hispanics. How is Hispanic cultural relevance included in your competitor's social posts, if at all?
- Do they use Hispanic influencers to promote social engagement? Are Hispanic influencers involved in Twitter parties or Facebook chats?
- Online video is having a major moment in the Hispanic space right now. Does your competitor have a YouTube presence? What type of video content is available, and in what language?

#### Who Does it Well? Recognizing Success

Part of the work in doing a competitive analysis is recognizing when a competitor is winning with Hispanics. Below are two examples of successful tactics in reaching and cultivating the U.S. Hispanic digital audience.

When targeting online Hispanics, mobile is a great place to start. Hispanics over-index on mobile consumption, so if analytics data for your website demonstrates a strong Hispanic audience and high mobile usage, then mobile is definitely something to consider. A great example of using mobile effectively is Knorr'sabor.com, Knorr's mobile optimized Spanish website. The Knorr

Sabor mobile site creates a clear, streamlined user experience for the mobile visitor, making it a more attractive destination for mobile-loving Hispanics than a non-responsive, outdated mobile site.

A great example of social presence done well is CoverGirl, who modified their spokesperson messaging and delivery between general market and Hispanic market using language gating. Language gating posts can be very effective in engaging the Hispanic audience with more culturally relevant posts and other unique content. In the example below,



CoverGirl taps the Hispanic actress Sofia Vergara for a Spanish language targeted Facebook post, while singer Katy Perry is used for a general market Facebook update. Taking a look at what competitors are doing to reach the coveted U.S. Hispanic audience is just one step toward developing a Hispanic strategy designed for success. Next, we'll explore two more critical actions you can take by looking at your own brand.

*Stay tuned for Part 2: Website Audit & Social Channel Evaluation.*

## Pasa La Prueba in Las Vegas

*By Chris Roman, MundoFox Las Vegas CEO*

Delighted to share with you the Pasa La Prueba (Pass the Test) proof of performance promo spot we start airing today thru Friday. Pasa La Prueba is another in a series of MundoFOX Las Vegas community initiatives. A year ago, the Nevada Legislature approved driver authorization cards, as you may know. Thousands of people have been unable to pass the Nevada DMV test, so our news folks decided to help: we organized a 4-hour seminar to teach people the rules of the road and driver safety. It was a free event. Participants received a coursebook. We figured we could handle 300 folks, but nearly 500 showed up! This event was held on Sunday at the Eastern Indoor Swap Meet. It was a 4-hour seminar, and tens of people stayed afterward to thank our news folks and our sponsors - The Libre Initiative, Attorney Glen Lerner, and Leaders Tax Services - for this community service. Had it not been for our sponsors, we could not have made this possible, as there were significant hard costs.

## A Statement From Joaquin Mollá

*Co-founder and Chief Creative Officer of LaComunidad on its renaming to The Community.*

"Translating our name to 'the community' reinforces our emphasis on culture and not just language or ethnicity," said Mollá, "The community is a more accurate reflection of the world we live in, where cultural distinctions are much less rigid and identity is more fluid than ever."

## FocusON Food

### Is there Crossover in the Latino Food Industry?

By *Bill Colón, Reporter for Abasto*

The first time I came to live in the United States was when I was still a child in the late fifties.

I remember how hard it was to get green or ripe bananas, or avocados, when the great Latin American immigration had not yet begun and there were only a few families, all Puerto Ricans, in downtown Jersey City. My father used to make a special trip by train every two weeks to visit shops in Upper Manhattan and the Bronx, and came loaded with food that could well contain the desired green plantain to make 'tostones', or the cassava we could not find where we lived. My mother managed to prepare tasty meals and dinner to our liking. It was a tremendous ordeal to get the ingredients to make delicious boricua cakes.

At that time the "Hispanic" term did not exist, and Anglos called us "Spanish" or the pejorative "Spic" when they wanted to insult us.

"Spanish" Shop owners had not yet been moved across the Hudson River and we lived isolated in Jersey. The supermarkets and grocery stores offered little or no choice of what we liked. By obligation, we learned to eat pizza, hot dogs and burgers we did not know in our

country of origin. At school, no rice or beans, and a lot of "meat & potatoes".

To not starve, we had to make a forced 'crossover'. But things have changed a lot.

In recent decades the 'crossover' is backwards. Perhaps pressured by the continued growth of the Latino market and globalization, Anglos have learned to enjoy and consume much of our own, starting with tacos and

"crossover" seriously, and today much of their sales are achieved on the Anlgo market.

But there is another "crossover". One we might call the Latino "crossover".

Thirty or twenty years ago, I confess, I did not know what a "pupusa" was. I learned to eat them when my son met a girl from El Salvador and we realized the excellence of this Central American cuisine.



And what about the "paisa" or "causa"? And the ingredients needed to prepare these dishes? We live in a Latino market that integrates constantly. For me, visiting a restaurant with Spanish or Cuban food (and the entire Caribbean cuisine) is the same as savoring a paisa or enjoy a well-made causa. We have also learned to eat at home. And I'm no exception. I am, possibly, the rule.

This observation can serve as a lesson to food providers and offer their products in the Latino market in the United States. Here there is not only the market called "nostalgic" -regarding the natives of each specific country- whom now are immigrants here. There is also the Latino "crossover" market. Perhaps difficult to quantify empirically, but there is.

tortillas and ending with the recognition the excellent Peruvian cuisine.

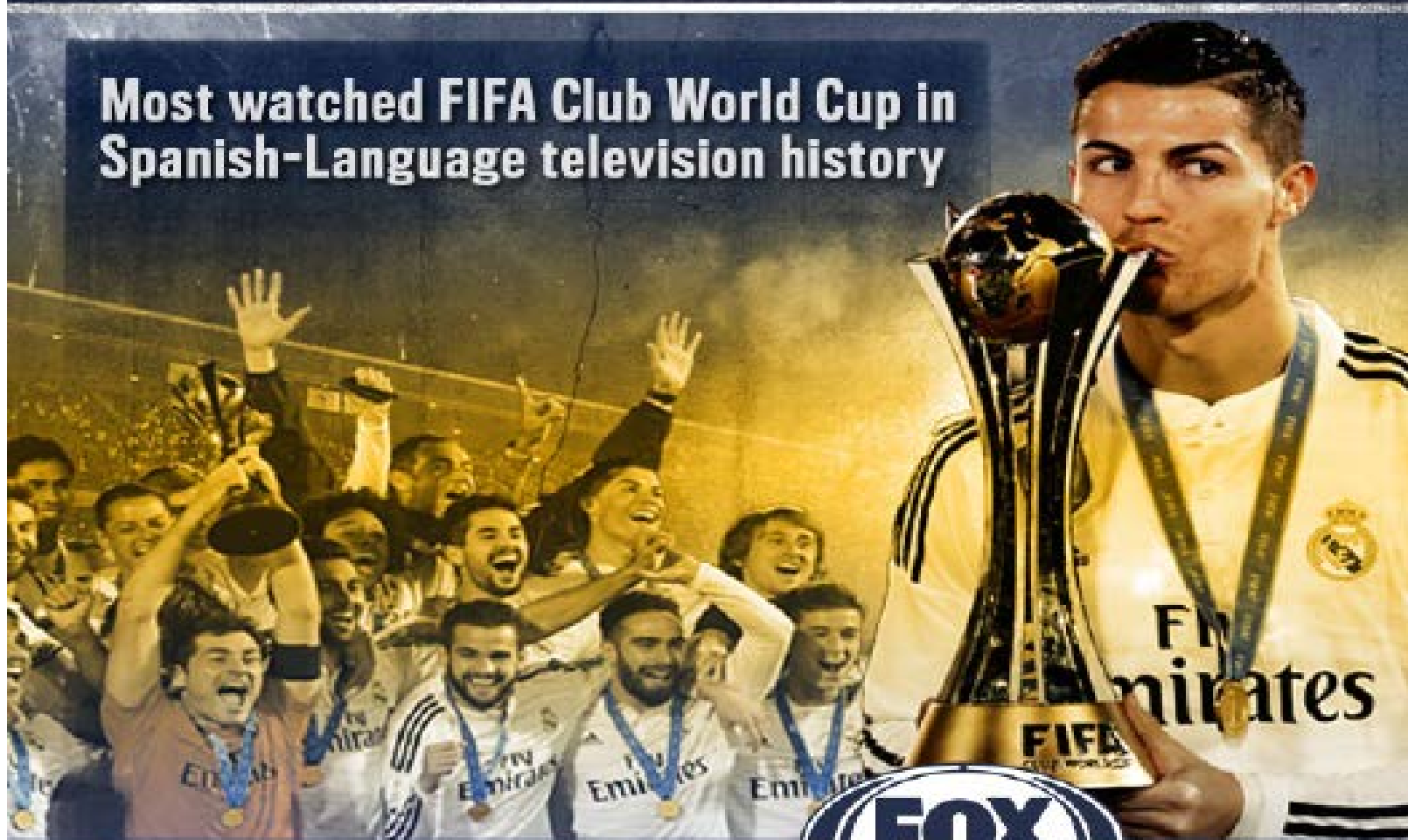
Goya, the first company to recognize and venture into food distribution exclusively serving the Latino market (starting with Puerto Ricans in the thirties), took the

To exporters we can advise: If your product comes from Mexico or Peru, or wherever it comes from, don't direct your sales strategy only to the natural "nostalgia" market; Also plan how you can reach those of us who are included in the "crossover".



# 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



**FOX** Hispanic  
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CONEXIONES

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

Source: Nielsen NPD Live+34 PPM AVE at Hispanic FIFA Club World Cup FEB. 12-14, 2014 (2013-2014), and 2014 for the week ending March 02, 2014-02/28/14. Based on live+34 live+35 live+36 live+37 live+38 live+39 live+40 live+41 live+42 live+43 live+44 live+45 live+46 live+47 live+48 live+49 live+50 live+51 live+52 live+53 live+54 live+55 live+56 live+57 live+58 live+59 live+60 live+61 live+62 live+63 live+64 live+65 live+66 live+67 live+68 live+69 live+70 live+71 live+72 live+73 live+74 live+75 live+76 live+77 live+78 live+79 live+80 live+81 live+82 live+83 live+84 live+85 live+86 live+87 live+88 live+89 live+90 live+91 live+92 live+93 live+94 live+95 live+96 live+97 live+98 live+99 live+100 live+101 live+102 live+103 live+104 live+105 live+106 live+107 live+108 live+109 live+110 live+111 live+112 live+113 live+114 live+115 live+116 live+117 live+118 live+119 live+120 live+121 live+122 live+123 live+124 live+125 live+126 live+127 live+128 live+129 live+130 live+131 live+132 live+133 live+134 live+135 live+136 live+137 live+138 live+139 live+140 live+141 live+142 live+143 live+144 live+145 live+146 live+147 live+148 live+149 live+150 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## FocusON Entertainment

### What If the FCC Decides the Big Merger Is Not In Consumers' Best Interest

This week brought some good news for internet lovers nationwide. Remember how that Comcast-Time Warner Cable merger seemed inevitable a year ago? Suddenly, it's not so inevitable, as leaders are apparently realizing that giving one giant conglomerate so much power might not be a good idea.

Almost a year after it was first proposed, the Federal Communications Commission and Department of Justice are in the final stages of a set of reviews that will decide the fate of the Comcast-TWC merger—a decision expected in just under two months from now. The power to approve the deal rests in the hands of these two government agencies.

The FCC's job is to determine if the merger is in the consumers' best interest, and the DOJ is tasked with determining if the deal breaks any laws.

In order to understand how the FCC would stop the merger, you first have to understand how the FCC deals with mergers.

Comcast and TWC don't ask the FCC's permission to merge. They have applied for the agency's permission to transfer TWC's licenses and authorizations over to Comcast. After a 180-day-long review period, the FCC will either approve the merger or decide

to hold a hearing about it.

Holding a hearing would likely kill the deal, but if Comcast and TWC stuck around, the hearing would pit the two corporations against the army of detractors who filed official petitions against the merger during the review period.

It's hard to tell what the FCC is thinking, since there's no set rubric for how it decides whether or not a merger is in the public's best interest. But if Comcast and TWC want to merge, they're going to transfer those licenses.

Meanwhile, the DOJ is looking to see whether the merger would violate antitrust laws. Deciding whether or not a Mega-Comcast would be anti-competitive takes a lot of factors into consideration, though the DOJ's process is confidential. And things aren't looking good for Comcast on this front.

Just look at the numbers. At the time it announced the merger plans, Comcast had about 22 million cable and broadband subscribers, while TWC had about 12 million. A post-merger Comcast-TWC would account for a whopping two-thirds of all



broadband subscribers in the United States, giving the resultant Mega-Comcast an obscene amount of leverage in any negotiation and the American people even less of a choice in picking their ISP. This doesn't necessarily give Mega-Comcast a monopoly in the cable and broadband businesses, but pretty it's damn close.

"Comcast will have significant market power," John Bergmayer of Public Knowledge said last year. "I think that because the combined company would have control over more than 30 million households, they would be in a position to dictate terms and people would really have no choice than to do business with them."

This situation gets very tricky when you start to look at the future of the internet and cable television, a future that's dominated by streaming video. If it controls the boxes in six out of 10 American homes, Comcast will become the grand gatekeeper of that content, able to make deals that smaller ISPs simply cannot.

So how does the DOJ ultimately decide? It's a bit of a mystery, since all of the proceedings are confidential.

Anyways, the DOJ does not fool around, and it might be better positioned for stopping the mega-merger than the FCC.

It's possible that the DOJ could give Comcast a set of conditions that would make the merger acceptable, as they did with the company's NBCUniversal acquisition, but the fact that conditions haven't been floated yet this late in the game doesn't bode well for that contingency.

In the meantime, there's still time to public comment against the merger over on the FCC's website.

## FocusON Reader Response

### Dirty Little Secrets Conversation

By *Randy Stockdale*

Tony Stanol's [article](#) is right on the money. His observations are very real and, unfortunately, true even to this day. An area of great importance and achievement that most (good one's) Hispanic advertising agencies have reached through their hard/smart work is to be able to be at the same table with the general market agencies when brand strategy and campaign development conversations are being held. In many cases, it's the Hispanic strategy that can lead a particular campaign. Regarding comparable salary. I too agree that, in general, Hispanic agencies underpay their same levels as in general market. But, I think this is changing, particularly in the larger Hispanic shops where the larger revenues are being garnered. But still room to go. Gracias Tony for bringing these fact to light. Saludos, Randy Stockdale (20 year veteran in this same cause).

*My background is in Latam & US Hispanic advertising & marketing; with over 20 years. Born & raised in Mexico. Currently, I am managing my marketing consultancy (Solex Marketing) in the Houston area.*

*Mil gracias Arturo. Un abrazo, Randy Stockdale  
713-822-8260*

## FocusON Audio

### Why Won't the FCC Fix the AM Dial?

By *Tomas Martinez*

The AM radio band now should stand for American Minority. And, believe it or not, fixing or finding a technical or legislative solution to finally improve the reach and sound on the AM dial is one of the most important issues that the FCC can achieve to positively affect the lives of minority AM station owners in 2015 and beyond.

Historically, the AM band has been the starting point for minority ownership in the US broadcast business. If you look back at the roots of today's many Hispanic radio groups, you will find that their first acquisition was an AM radio signal.

Unfortunately, more than two years after FCC commissioner Ajit Pai first proposed that the agency take steps to revitalize AM radio, the issues are still under study. As far as I'm concerned, the concept of study here is an euphemism for bureaucracy and keeping the status quo.

Pai said recently that his recommendations were based on three issues; eliminating nighttime skywave protection for clear channel AM signals; allowing the use of synchronous transmission systems on the AM dial; and allowing stations to go all-digital on a voluntary basis.

But Pai has also said that he hopes once the FCC adopts AM revitalization, that it would: 1) move forward with an FM translator window designed for AM broadcasters and, 2) ask the public to comment on a new batch of specific proposals for improving our AM radio rules

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because “the proposals we have made, while they will help AM broadcasters, aren’t going to be a panacea.”

In 2014, The Federal Communications Commission said the number of FM translators and boosters increased 3%. A total of 6,249 were licensed by the end of the December. For me, three percent is not even a drop in the bucket. A decade ago there were just 3,890 translators licensed.

The FCC says the number of full-power FMs grew at a more subdued 1% with noncommercial stations growing at a slightly faster rate than commercial band stations; but that compared to a decade ago, the commercial FM count has climbed 7%. The FCC also reports that the number of AM stations slid a half percent with 4,705 now licensed — a decline of 1.5% compared to 2004.

This decrease in AM signals further shows the number of stations that have gone dark principally because of market conditions. This is not only a detriment to the operators and their businesses, but to the communities they cover which are usually small, underserved and cater mainly to a minority base group.

According to Commissioner Mignon Clyburn, it’s important the fixes that see the light of day are “strong, comprehensive and forward-looking.”

It was during Clyburn’s brief tenure as acting chair that the FCC moved Pai’s proposal to a formal rulemaking in late 2013. However, the mere thought of calling AM and FM stations cousins, instead of equals is already part of the problem.

More than technology, the AM dial represents diversity to MMTC. While Pai acknowledges that minority broadcasters make up a disproportionate number of AM owners, “historically AM has been a gateway for minority ownership in the broadcast business;”

The reality is that these owners will remain marginalized in an isolating AM ghetto if not given the opportunity to perform on a more leveled playing field.

One thing is for sure, the longer it takes for the FCC to move on these important AM initiatives, the longer minority owners will continue to be considered the bastard cousins of the radio industry. And until the commissioners act, I think this debate is just full of hot air.

*About the Author; Tomas Martinez owns Solmart Media LLC, with FM radio and digital properties based in the West Coast of Florida. He can be reached at [martinez@solmartmedia.com](mailto:martinez@solmartmedia.com).*

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