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## FocusON Retailing

### Outdoor Industry & the Hispanic Market: A Match Made In Heaven

By *Becky Arriaga, Mambo Mercury President*

There's a great opportunity for millennial & Hispanic markets in the outdoor industry as we saw at the Outdoor Retailer Winter Market in Salt Lake City.

There are few industries that have not fully embraced the business case to invest in the Hispanic Consumer Market. With a median age of 28 and a buying power that's on the rise, there is no denying the commerce and consumption opportunities this market represents. The Outdoor Industry — which includes a wide range of outdoor experiences such as camping, cycling, trail running, kayaking, hiking, — has begun to realize the importance this segment will play not only in regards to industry growth, but to its overall sustainability. Earlier this month, business partner Liz and I, had the great fortune of attending the Outdoor Retailer Winter Market in Salt Lake City, Utah

at the invitation of the Outdoor Industry Association, the largest trade organization of outdoor industry professionals.

We were invited to experience the event in preparation for a speaking engagement at the upcoming Outdoor Retailer Summer Market, August 5-8. Some of our favorite exhibits included Adidas Outdoor, North Face, Keen Footware, Ahnu, and Patagonia. And we met many incredible startups, retailers and even climbing superstar Kevin Jorgeson! However,



what we didn't see, were many other people of color.

The current lack of ethnic diversity within the industry is probably no big surprise. Multicultural populations historically have been rooted in the urban centers across the country and most do not have familial or cultural

outdoor traditions. Our family "camping" trips typically meant piling into the family station wagon and heading to the coast to enjoy a few days of baloney sandwiches in our motel complete with kitchenette.

The good news for the industry is that there is an entire generation of Latino Millennials thirsty for new experiences and to create new family traditions. And this isn't just any generation. This generation represents 21% of the entire Millennial population and 25% to 50% in

markets such as Los Angeles, Miami, Houston, New York and Chicago. They are also growing in traditional "outdoor" markets such as Atlanta, Indianapolis and Charlotte. I have no doubt that once Latino millennials "discover" the

beauty, wonder, health and entertainment benefits of an outdoor lifestyle, they will quickly embrace it as their own.

The question is...what brands are willing to be their outdoor ambassadors and invite Latinos to join in the fun? I have my own ideas. Would love to hear what you think!

## HIGHLIGHTS

### 2 XLAlliance Appointed as HSN's Multicultural Agency of Record

HSN has chosen the award winning agency to expand its multicultural reach.

### 4 Comcast-Estrella TV Dispute Shows How TWC Merger Could Hurt Hispanic Communities, Congressman Says

Can the new merger mean less choice for Hispanic TV?

### 10 Climate Is Big Issue for Hispanics, and Personal

More and more Latinos support environmental legislation as the impact of climate damage hits home.

## XL Alliance Appointed as HSN's Multicultural Agency of Record

HSN is looking to expand its presence in multicultural homes in America with cross-cultural marketing firm XL Alliance

Award-winning independent multicultural marketing agency, XL Alliance, will help the leading interactive entertainment and lifestyle retailer, HSN, to expand its reach among America's fastest growing consumer segment, the multicultural market.

"We are honored by the opportunity to partner with HSN to unlock the power of the Hispanic market and redefine the shopping experience through content, community and commerce," said Enrique Arbelaez, co-founder and chief innovation officer, XL Alliance.



Enrique Arbelaez, Co-founder and Chief Innovation Officer, XL Alliance.

The partnership aims to accelerate one of HSN's strategic objectives, which is to increase the brand's relevancy by serving the needs of multicultural consumers, primarily Latinas and their families with great products and lifestyle content at a great value. With a management team of 100% former clients and more than 35 years of cross-cultural marketing, retail and advertising experience, XL Alliance brings cultural intelligence™ methodologies, tools and cultural insights that will help accelerate HSN's multicultural vision.

As of 2013, \$3.1 trillion in buying power came from multicultural consumers, according to the Selig Center for Economic Growth, which creates huge opportunities for the multi-channel retailer. In addition, per the Nielsen Latina 2013 Report, Latinas are the growth engine of the U.S. female population and are expected to represent 30 percent of the total female population by 2060.

"XL's in-depth expertise in retail and digital marketing will serve HSN's priorities to curate product collections, develop personalized experiences, distribute relevant content and reach more shoppers in culture, in context and in language," said Liliana Gil Valletta, co-founder and president, XL Alliance.

In its new role, XL Alliance will execute a first-time integration of multicultural holidays and celebrations, into HSN's mainstream programming, merchandising and digital properties. The agency will also develop cross-cultural vendor programs, facilitate total market talent partnerships, and support the curating of merchandising.

"HSN is always searching for ways to better serve customers from all cultures, ethnicities, and walks of life," said Sean Bunner, Vice President of New Business Development,



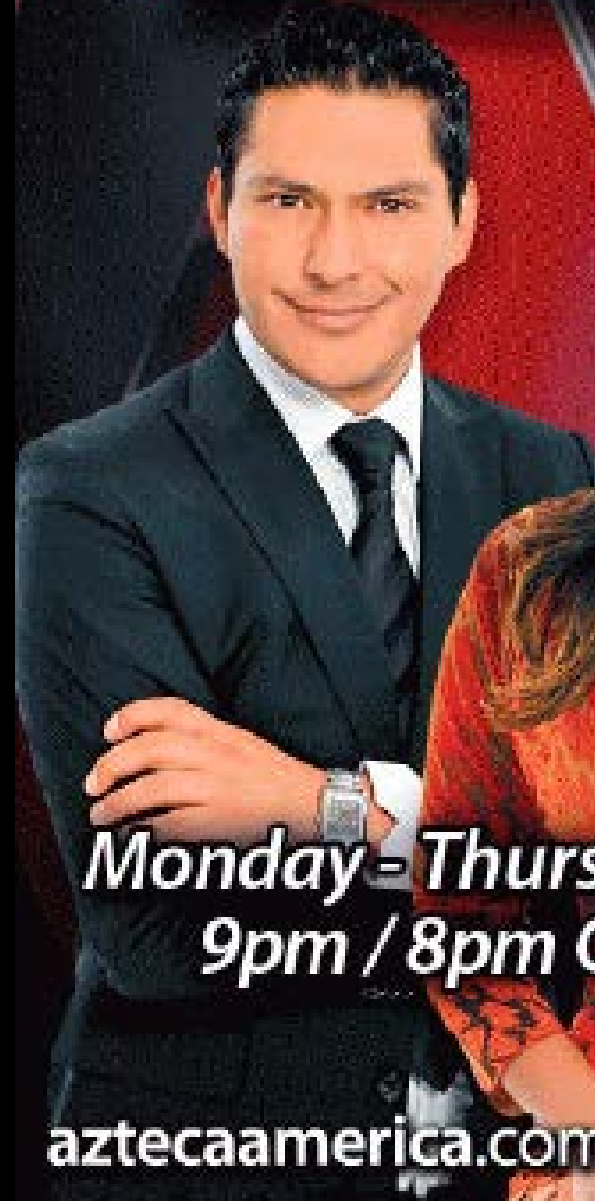
Liliana Gil Valletta, Co-founder and President, XL Alliance.

HSN, LLC. "We're excited about the partnership with XL to continue customizing our shopping experience, specifically one tailored to reach the influential Hispanic consumer so vital to our company."

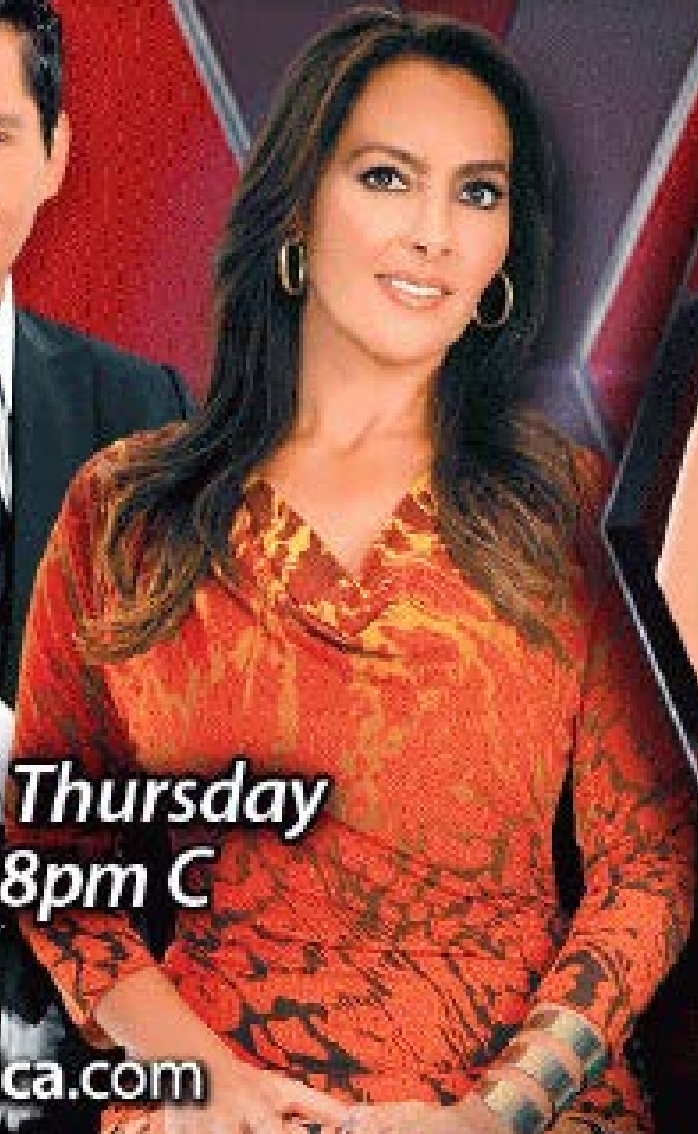
To further personalize offerings that meet the lifestyle needs of diverse audiences, XL Alliance will implement targeted shopper and CRM strategies with a top-down championing of cultural competency and integration across all functional groups. The new efforts will continue to amplify and maximize HSN's established partnership with Univision to have "through-the-line" awareness and engagement of the Hispanic audience.

XL's appointment is part of a long-term multicultural strategy for HSN that kicked-off in 2013 with the announcement of its exclusive partnership with Univision Communications Inc. to create Boutique Univision, a shopping portal featuring a variety of products specifically targeted at Hispanics.

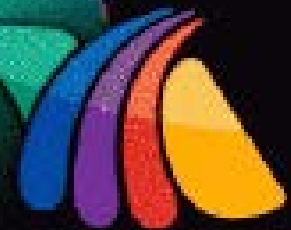
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## FocusON Entertainment

### Azteca America Ranked #2 Spanish-Language Network among Men 21-34 in Primetime on Friday, February 6

*Strong Ratings for "Viernes Futbolero" Propel Network's Primetime Performance*

Los Angeles, February 10, 2015 – Azteca America was the #2 Spanish-language network in primetime on Friday, February 6 among men 21-34, averaging 104,555 viewers in the demographic, according to Nielsen. The network also was the #3 Spanish-language network in primetime among adults 18-49 on Friday, February 6, averaging 326,062 viewers. The network's "Viernes Futbolero" (Friday Night Fútbol) continues to deliver impressive ratings, contributing to the network's strong primetime performance. "Viernes Futbolero" is delivering double-digit year-to-year growth season-to-date, up +34% among adults 18-49 and +44% among men 18-49.

Nationally, the first game, Monarcas vs. America, delivered 377,000 adults 18-49 and 604,000 total viewers (persons 2+), while the second game, Santos vs. Chivas, delivered 451,000 adults 18-49 and 741,000 total viewers. In primetime, both games outperformed Telemundo's programming ("Caso Cerrado," "Tierra de Reyes" and "Miserables") among men 18-49, while Santos vs. Chivas also outperformed Univision's programming ("La Gata") in the demographic. "Viernes Futbolero" also outperformed Telemundo's February 7 "Futbol Estelar" broadcast, which averaged 285,000 adults

18-49 for the Pachuca vs. Toluca match.

On a local level, Monarcas vs. America was #1 regardless of language in Los Angeles among adults 18-49, adults 18-34, adults 25-54, men 18-49, men 18-34 and men 25-54. The match also was #1 in the market regardless of language in San Francisco among adults 18-34, men 18-49, men 18-34 and men 25-54. Among Spanish-language networks, the match was #1 in Chicago among men 18-49 and men 18-34, #1 in San Francisco among adults 18-49 and adults 25-54 and #1 in Phoenix among men 18-49, men 18-34 and men 25-54.

Santos vs. Chivas delivered strong local ratings, as well. Regardless of language, the match ranked #1 in Los Angeles among men 18-49, men 18-34 and men 25-54, #1 in Chicago among men 18-34 and #1 in San Francisco among adults 18-34 and men 18-49. The match also ranked #1 among Spanish-language networks in Chicago among adults 18-49, men 18-49 and men 25-54, as well as in San Francisco among adults 18-49, adults 25-54, men 18-34 and men 25-54 and in Phoenix among men 18-49, men 18-34 and men 25-54.



### Comcast-Estrella TV Dispute Shows How TWC Merger Could Hurt Hispanic Communities, Congressman Says

*In the wake of a carriage dispute between Comcast and Estrella TV, a U.S. congressman is asking regulators to look at how Comcast's merger with Time Warner Cable could affect Hispanic communities.*

*By Christopher Zara International Business Times*

Is Comcast using its muscle to force a competitor off the air? In the wake of an ongoing contract dispute between Comcast Corporation and the Spanish-language network Estrella TV, a U.S. congressman is asking federal regulators to take a closer look at Comcast's proposed merger with Time Warner Cable Inc. and its potential impact on Hispanic communities.

Rep. Tony Cárdenas, D-Calif., wrote to Attorney General Eric Holder and Federal Communications Commission Chairman Tom Wheeler citing the dispute as an example of how Comcast can use its leverage to discriminate against channels that compete with its own content. Estrella TV is a competitor of Telemundo, a subsidiary of Comcast's NBCUniversal.

In his letter, which is circulating for cosigners on Capitol Hill, Cárdenas said the contract battle "clearly demonstrates the difficulties independent program providers face when negotiating with Comcast and other heavily vertically integrated companies."

Comcast and Estrella TV have been locked in a carriage dispute in three markets: Houston, Denver and Salt Lake City. Last week, Estrella issued a press release accusing Comcast of trying to push it off the air. The network claims Telemundo has been losing viewers to Estrella in the markets in question. The current contract expires Feb. 19, at which time Estrella says it will go dark in the affected cities.

Jose Liberman, founder and chairman of Estrella, said in a statement, "This has been a real-life David versus Goliath battle, with our minority-owned company fighting one of the largest companies in America, and armed with a simple message: Let the people watch what they want to watch."

Comcast said that's exactly what it has been doing. In a counterstatement, the company said it is Estrella TV's largest distributor and has been "negotiating in good faith for months" with the network's parent company, Liberman Broadcasting. More crucially, Comcast said it is Estrella that has decided to yank its signal.

On its face, this is standard carriage-dispute territory: A television network and a pay-TV provider battling it out over programming fees, with each blaming the other in the event of a blackout. Last month, we heard a similar script from Dish Network Corp. and Fox News. But while the Comcast-Estrella battle may be a small-time fight in comparison, the stakes are potentially much higher. As Comcast seeks regulatory approval of its \$45 billion merger with TWC, opponents of that deal -- and there are many -- will seize upon whatever ammunition they can to convince regulators that merging the country's two largest cable companies is a bad idea for competition and consumers. Whether Estrella's claims

are true or not, they likely will be used as another "I told you so" moment by anti-merger lobbyists.

As a broadcast network, Estrella TV is considered a "must carry" channel, meaning providers are required by law to carry it. But some broadcasters -- typically more popular ones -- often pursue what's known as "retransmission consent" fees from cable providers. The question then becomes whether the provider thinks the station in question is worth the cost.

In Estrella TV's case, Comcast says it is not. "We do not believe Comcast's customers should have to pay millions of dollars for Estrella's broadcast programming that has very limited appeal," the company said in a statement. "Contrary to Estrella's assertions, these stations are not widely viewed among Latino audiences."

So either Comcast is trying to push out a viable competitor in key markets, or Estrella TV is seeking fees it isn't worth at a time when Comcast needs to be on its best behavior.

Cárdenas said his letter to the FCC and the Department of Justice shouldn't be seen as taking sides in this one contact dispute, but he said protecting business and consumers against anticompetitive overreach is "historically the purview of Congress." He said a combined Comcast-TWC would be an information gatekeeper in markets with 90 percent of Hispanic pay-TV subscribers, and regulators should "closely examine whether safeguards could even exist to protect unaffiliated programming from being discriminated against on the basis of self-interest."

Cárdenas is seeking cosigners on the letter until Thursday night.

## Flama Now on The Scene

Conde Nast Entertainment added Univision bicultural video network Flama to its digital platform The Scene. The deal brings more than 100 original Flama episodes to The Scene's roster, with plans for co-developed projects in the future.

Flama originally launched on YouTube in 2013 and became its own destination in April 2014; it has since produced more than 20 original series such as Drop the Mic with Becky G, Left Unattended with D-story and Super Accurate Soccer History

## Growth for MiTu

MiTu Networks added an additional \$5 million to the \$10 million in financing it closed last year. The company has brought on Martha E. Flores as Chief Editorial Officer and Greg Griffin as Head of Product Development.



# MARCH GLADNESS

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Calle Ocho, The Miami Open and Wynwood Art Walk... these are just a few of the amazing events taking place in Miami this March. And of course, you can't miss up the New Mainstream Business Summit. The New Mainstream is multicultural and digital and inhabited by Millennials who are the drivers of the Total Market. These are the main themes of our conference this year – replete with top-notch speakers, hard hitting case studies and valuable workshops and panels. Arrive the weekend of March 14th and take advantage of everything else the vibrant city of Miami has to offer.

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- Gain insight and knowledge as you discuss strategies and tactics with these successful and experienced authors, executives and thought-leaders.
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- Discover the secrets of successful multicultural marketing strategies and avoid costly mistakes.
- Indulge in the chic ambiance of The Mandarin Oriental Hotel – one of Miami's hottest venues – at an unbeatable price! Your registration includes all meals and entertainment. Fine dining and spectacular views of Miami.

March 17-19, 2015

MORE INFORMATION

## FocusON Marketing

### Jägermeister Launches Its “Sin Igual” Hispanic Campaign Celebrating the Unique Culture and Roots of Latinos

*“Sin Igual,” a campaign “Like No Other,” celebrates the unparalleled sense of pride and devotion that both Jägermeister and Latinos share for their roots and heritage*

Jägermeister, 7th largest premium spirit brand in the world that is deeply rooted in history and heritage, announces the launch of the brand's first campaign ever developed to reach America's fastest growing population, Hispanics. “Sin Igual,” which translates to “Like No Other,” is a unique campaign that parallels the shared passion, uniqueness and cultural roots that both the liquor and Latinos proudly share.

Recognizing the shifting demographics in America, Jägermeister is embracing the importance of celebrating the cultural diversity of our consumers. “The launch of Sin Igual marks the beginning of a pivotal journey that we seek to expand upon,” says Amanda Blanco, Vice President of Marketing for Jägermeister at Sidney Frank Importing Company, Inc. “We are excited to bring to life a unique campaign platform that celebrates the strong heritage and social essence that both Jägermeister and Hispanics share.

We are thrilled to be offering the U.S. Hispanic market the opportunity to be recognized authentically while also becoming part of their celebrations among family and friends.”

Staying true to the brand's daring authentic and iconic spirit, the “Sin Igual” campaign was developed by following a non-traditional approach of randomly selecting every day Latinos while out with friends. Without any styling, makeup, model casting or the formal setup of a studio, the campaign now features the faces of Juan Salas Jr., Aaron Alexander Correa, and Andres Leyva, who embody the cultural diversity, essence and untold stories that Jägermeister proudly celebrates. These images were captured by award-winning Mexican-American photographer, Stefan Ruiz.

“I have always had an interest in the contrast of the world, how different people live in different ways, and Jägermeister's Sin Igual is a project where I was able to capture the faces of real people and where each portrait speaks for itself,” said Ruiz, whose work has been exhibited in the New York Times Magazine, Rolling Stone, Details, L'Uomo and Vogue.

With a keen focus on Houston, where 44 percent of the population is Hispanic according to the U.S. Census, Jägermeister's Sin Igual campaign features out-of-home billboards in high visibility intersections, social sharing of #SINIGUAL, and an experiential showcase from February through March, inviting consumers to participate in real-time photo shoots to be featured on [www.jagersinigual.com](http://www.jagersinigual.com). Join the social conversation using #SINIGUAL or at [www.jagersinigual.com](http://www.jagersinigual.com).

## FocusON Sports

### World Cup Score for Univision: \$174 million

Germany's win at the 2014 FIFA World Cup may be fading from sports fans memories, but at Univision Communications the final score is finally in hand. The company says it booked \$174.2 million in incremental advertising sales during 2014 related to the Brazil games. It wasn't just a win on the revenue column either.

The World Cup likely helped grow the company's reach beyond just the month-long competition. “In 2014, we estimate, based on external and internal sources, that we expanded our reach across all platforms on average to 45 million consumers monthly, not including our estimated World Cup reach, representing a 10.1% increase from 2013,” CEO Randy Falco says in a statement. Univision also credits the launch of new networks and products. The result is total net revenue increased 10.8% to \$2.9 billion in 2014.

The revenue scoreboard wasn't quite as good at the company's radio division where the World Cup actually was a net negative. Univision Radio estimates it lost about \$7.5 million of revenue as advertisers shifted their spending to support World Cup efforts on other media. But the numbers suggest the overall softness in the market only made matters worse. For the fourth quarter the radio unit's revenue decreased 1.3% to \$80.5 million. For the year, total Univision Radio revenue declined 8.4% to \$302 million.

## FIFA Surprisingly Awards '26 World Cup Rights To Fox, Telemundo Without Bidding Process

Published February 13, 2015

*Fox had previously agreed to pay about \$400M for the next World Cup*

Fox and Telemundo on Thursday added the '26 FIFA World Cup to their U.S. rights to broadcast the '18 and '22 editions of the tournament, as the nets extended their deals without any "bidding with competing networks," according to Richard Sandomir of the N.Y. TIMES. Fox and NBCU-owned Telemundo had previously "agreed to pay" about \$400M and \$600M, respectively, for the next two tourneys. An ESPN exec said that the company, which had bid on the '18 and '22 rights, "had received no advance warning" that the '26 rights were being sold. Sandomir notes by agreeing to add the '26 rights, it "is possible that the two networks received a financial break by agreeing to a potential move of the 2022 World Cup from the extreme heat of the Qatari summer to the winter." FIFA also "extended its deal" to '26 in Canada with CTV and TSN. FIFA TV Dir Niclas Ericson "did not address what, if any, financial adjustments were made to please the networks" (N.Y. TIMES, 2/13). The WALL STREET JOURNAL's Matthew Futterman cites sources as saying that FIFA "is expected to move ahead as soon as next month with a process that will switch the 2022 World Cup from June-July to November-December of that year." That schedule "puts the tournament in the middle of the NFL season, as well as during the first months of the fall television season."

While the media contract with FIFA "didn't obligate the organization to holding the World Cup in June-July, media partners were said to be unhappy with the prospect of the switch" (WALL STREET JOURNAL, 2/13).



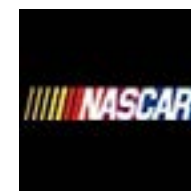
Getty Images

**ULTERIOR MOTIVES?** YAHOO SPORTS' Leander Schaerlaeckens wrote nobody "saw this coming," as there "had been no talk about the TV rights to the next round of World Cups ... being available for bidding." The previous rights agreement came after "much buzz and speculation as ESPN (then the incumbent rights holder), NBC and FOX battled it out for soccer's foremost television property" (SPORTS.YAHOO.com, 2/12). BUSINESS INSIDER's Tony Manfred wrote it is "not a surprise that Fox will broadcast the tournament," but

it is a "shock that FIFA awarded them the rights 11 years in advance without a bidding war with ESPN and NBC" (BUSINESSINSIDER.com, 2/12).

**PICK '26:** SI.com's Richard Deitsch wrote this "is a huge development given speculation" that the U.S. is "a possible candidate" to host the '26 World Cup (SI.com, 2/12). The AP's Rachel Cohen noted the location of the '26 World Cup "has yet to be decided," but the tournament "would be particularly attractive to the U.S. and Canadian broadcasters if it were held in the Americas because of the favorable time zones." The "dream scenario for those networks" is a World Cup in the U.S. For now, "though, FIFA hasn't even announced when it will pick the host country" (AP, 2/12).

**STATEMENT:** NBCUniversal's Hispanic Enterprises and Content FIFA's Media Rights Agreements Extension "We're very pleased that FIFA allowed us to extend our deal as the exclusive U.S. Spanish-language broadcaster of FIFA World Cup™ tournaments through 2026," said Joe Uva, Chairman of Hispanic Enterprises and Content, NBCUniversal. "This unprecedented agreement gives our Telemundo and NBC Universo viewers and digital consumers more of the world's best soccer for the next twelve years."



## Nascar Goes with Florida Firm

NASCAR has assigned its Hispanic marketing and advertising needs to Florida-based firm, Marca.



15th Annual Horowitz Cultural Insights Forum

# IDENTITY MATTERS

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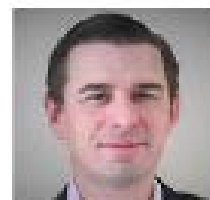
## HISPANIC, MULTICULTURAL & MULTIPLATFORM RESEARCH



### Identity Matters

Ethnographic and survey data on the media habits of Hispanic & multicultural audiences

Adriana Waterston, SVP, Insights & Strategy, Horowitz Research



### Ad Effectiveness in an Increasingly Multi-Platform World: The Latest Data from ESPN Ad Analytics

Chris Barton, Assoc. Dir., Advertiser Analytics, ESPN

## FocusON Environment

### Climate Is Big Issue for Hispanics, and Personal

By Coral Davenport, *New York Times*

WASHINGTON - Alfredo Padilla grew up in Texas as a migrant farmworker who followed the harvest with his parents to pick sugar beets in Minnesota each summer. He has not forgotten the aches of labor or how much the weather - too little rain, or too much - affected the family livelihood.

Now an insurance lawyer in Carrizo Springs, Tex., he said he was concerned about global warming.

"It's obviously happening, the flooding, the record droughts," said Mr. Padilla, who agrees with the science that human activities are the leading cause of climate change. "And all this affects poor people harder. The jobs are more based on weather. And when there are hurricanes, when there is flooding, who gets hit the worst? The people on the poor side of town."

Mr. Padilla's concern is echoed by other Hispanics across the country, according to a poll conducted last month by The New York Times, Stanford University and the nonpartisan environmental research group Resources for the Future. The survey, in which Mr. Padilla was a respondent, found that Hispanics are more likely than non-Hispanic whites to view global warming as a

problem that affects them personally. It also found that they are more likely to support policies, such as taxes and regulations on greenhouse gas pollution, aimed at curbing it.

The findings in the poll could have significant implications for the 2016 presidential campaign as both parties seek to win votes from Hispanics, particularly in states like Florida and Colorado that will be influential in determining the outcome of the election. The poll also shows the challenge for the potential Republican presidential candidates - including two Hispanics - many of whom question or deny the scientific basis for the finding that humans caused global warming.

Among Hispanic respondents to the poll, 54 percent rated global warming as extremely or very important to them personally, compared with 37 percent of whites. Sixty-seven percent of Hispanics said they would be hurt personally to a significant degree if nothing was done to reduce global warming, compared with half of whites.

And 63 percent of Hispanics said the federal government should act broadly to address global warming, compared with 49 percent of whites.

A greater percentage of Hispanics than whites identify as Democrats, and Democrats are more likely than Republicans and independents to say that the government should fight climate change. In the poll, 48 percent of Hispanics identified as Democrats, 31 percent as independents and 15 percent as Republicans. Among

whites, 23 percent identified as Democrats, 41 percent as independents and 27 percent as Republicans.

Over all, the findings of the poll run contrary to a longstanding view in politics that the environment is largely a concern of affluent, white liberals.

"There's a stereotype that Latinos are not aware of or concerned about these issues," said Gabriel Sanchez, an associate professor of political science at the University of New Mexico and director of research at Latino Decisions, a survey firm focused on the Hispanic population. "But Latinos are actually among the most concerned about the environment, particularly global warming."

One reason, Mr. Sanchez and others said, is that Hispanics often live in areas where they are directly exposed to pollution, such as neighborhoods near highways and power plants.

Hispanics typically rate immigration, education and employment in the top tier of the policy issues on which they vote, but the poll is the latest in a growing body of data showing that Hispanics also care intensely about environmental issues.

A 2013 poll by the Pew Research Center found that 76 percent of Hispanics agreed that the earth had been warming, and 59 percent attributed that warming to human activity. By comparison, 62 percent of whites agreed that the earth had been warming, and 41 percent attributed that to human activity.

A 2014 study in the scientific journal PLOS One found that



nationally, minorities were exposed to concentrations of the toxic pollutant nitrogen dioxide that were 38 percent higher than what whites faced. Nitrogen dioxide is linked to respiratory illness and, like planet-warming carbon dioxide, is spewed from vehicle tailpipes and power plant smokestacks. While it is not directly linked to global warming, populations that experience high levels of exposure to it are likely to be more supportive of pollution regulation, Mr. Sanchez said.

The nationwide poll was conducted Jan. 7 to 22 using cellphones and landlines by The Times, Stanford and Resources for the Future. Interviews were in English or Spanish with 1,006 adults, including 738 non-Hispanic white adults and 103 Hispanic adults. The margin of sampling error is plus or minus four percentage points for non-Hispanic white adults and 12 percentage points for Hispanic adults.

The combined results have been weighted to adjust for variation in the sample relating to geographic region, sex, race, Hispanic origin, marital status, age, education and, for landline households, the number of adults and number of phone lines. In comparing subgroups, The Times reports only poll results that are statistically significant.

Tony Vazquez of San Jose, Calif., a poll respondent and a former truck driver who now makes nickel plates for car parts, said in a follow-up interview that he would support policies such as national taxes on greenhouse gas pollution.

"Where I live, you don't know what you're breathing - smog and pollution from refineries, ships, diesel trucks," Mr. Vazquez said. "You're breathing it all."

Hispanics are also more likely to be concerned about the impact of global warming outside the United States, Latino researchers say, particularly in Latin America, Mexico and the Caribbean. Stronger droughts and storms there can lead to flooding or shortages of food and water, but people and governments may not be equipped to handle that.

President Obama has proposed spending \$3 billion on a global Green Climate Fund intended to help poor countries adapt to the effects of climate change, but Republicans in Congress have been sharply critical of that plan. In contrast, two-thirds of Hispanics in the poll said the United States government should give money to poor countries to help them reduce the damage caused by global warming. Two-thirds of whites said the United States should not provide the money.

The result, Mr. Sanchez and other researchers said, is that politicians should be wary of dismissing the issue of climate change. "The most important thing is that candidates have to think about the Latino population as complex," Mr. Sanchez said. "To ignore the environment is to ignore something that a large section of the Latino population sees as important."

Republican political strategists were skeptical.

"The real issue here is whether a dollar spent fighting climate change is better than a dollar spent improving schools, health care or national security," said Whit Ayres, a Republican pollster. "Most Republicans are going to find greater political advantage in promoting credible plans to strengthen the economy, improve education and make progress on a host of other issues, including immigration, rather than climate change."

In Florida, a state that will be crucial to presidential candidates, Nicole Hernandez Hammer, a sea-level rise researcher of Cuban-Guatemalan descent, is working to raise awareness of climate change among Hispanic voters. Last month, she was invited to sit in the first lady's box during Mr. Obama's State of the Union address.

Of Hispanics' growing interest in climate change issues, Ms. Hammer said: "We're not at rallies. Latinos in immigrant communities are more concerned about putting food on the table."

But, she said, "We know that our communities are disproportionately more vulnerable to the impacts of climate change, so when it comes time to vote, we make our voices heard on the issue."

*Megan Thee-Brenan contributed reporting from New York.*



## FocusON Audio

### Who Controls Local Digital? Traditional Media

One-third of the \$104 billion spent on local advertising last year was sold by online companies. That's according to Borrell Associates data which shows that when the web advertising sold by radio and other local media is factored-in, digital's share is far greater.

"Traditional media controls half of all digital advertising," firm president Gordon Borrell says. "So it still controls about three-quarters of all local advertising because they're selling quite a bit of digital in the marketplace."

The digital evolution means some ad formats have cooled while others have become must-buys. Spending on targeted banner ads has doubled, for instance. "If you're running run-of-site banners, people don't care anymore, they want them targeted," Borrell says. His firm projects digital video spending will jump 50% this year. "As we switch to more of an interactive television screen as opposed to just words and pictures on a website, it's becoming much more video-centric and video is what every advertiser wants," Borrell says.

At the same time paid search is fading with marketers forecast to cut spending 5.7% on the format this year. Email marketing is also said to be cooling while digital audio remains a tough sell. "In all the surveys of small and medium size businesses we've done, we haven't seen anybody asking for streaming audio advertising – it's just not big to them," Borrell says.

Overall, Borrell projects local advertising spending will increase 5.8% to \$110 billion in 2015. "There is a slight rise, but it's not

bouncing back to where it should be," he says, pointing out that's still below 2005 levels. "Classic advertising [growth] has flattened," Borrell says. "Advertisers are spending a lot more on promotions, which is marketing, but it's not classic advertising." Spending data shows local promotional budgets overtook local ad budgets in 2007, following a similar milestone in national advertising recorded two years before that.

### Ford Used Radio, Not TV, For Super Bowl

Ford Motor Company steered clear of the high-stakes Super Bowl television broadcast this year, choosing instead to advertise during the radio broadcast of the big game. The automaker ran several spots during Westwood One's national radio broadcast of the game.

Last year Ford aired back-to-back TV commercials during the Super Bowl pregame show. Rather than buy an expensive branding campaign on NBC during this year's game, Ford instead promoted The Works, a maintenance package available at its 3,200 franchise dealerships. The big game coincided with the Annual Winter Ford Service Sales Event and the message, which promoted a \$10 mail-in rebate offer for the service, was well suited for radio. It fit with the campaign's radio and cable TV focus, Ford spokeswoman Angie Kozleski told Automotive News. The Super Bowl "is part of a larger strategy," she said.

According to Media Monitors data, Ford Lincoln Mercury was the biggest-volume automotive advertiser on radio last year, and the Ford Dealer Association was the second-largest regional dealer group.

Read more [here](#).

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