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FocusON Children

White House Cinco de Mayo Celebration Features Student Orchestra

Students from the Esperanza Azteca Youth Orchestras in Los Angeles and Puebla, Mexico performed at the White House's Cinco de Mayo celebration..

The invitation to perform came after the 2014 launch of the Los Angeles orchestra, the first Esperanza Azteca in the United States, and served as recognition of the program's positive influence in the lives of thousands of underprivileged youth. With students from both the United States and Mexico, the performance represents the special relationship between the countries, while also honoring those who fought bravely on May 5, 1862 in the Battle of Puebla.

Founded in Mexico in 2009 by Ricardo Salinas, chairman of Grupo Salinas and its Fundación Azteca, the Esperanza Azteca program has grown to include 80 orchestras and choirs throughout Mexico, El Salvador and – most recently – the United States. Through after school

programming, Esperanza Azteca provides more than 16,000 school children ages 5 to 18 the opportunity to learn to play a musical instrument in a positive environment where they develop creative skills, resiliency, strong work ethic and determination. The program plans to expand to New York City and other U.S. cities.

"It is thrilling to see these hardworking



student-musicians from Los Angeles and Puebla recognized by the White House, especially on Cinco de Mayo," said Ricardo Salinas, "President Obama and other audience members were blown away by

their performance. But more importantly, they were inspired by the hard work these young musicians have put in, all while learning valuable life lessons of teamwork, positive self-esteem and perseverance."

The Los Angeles Esperanza Azteca orchestra was launched in October 2014 as a public-private partnership between Grupo Salinas, the City of Los Angeles and other community partners. More than 200 Los Angeles school children are participating in the program's inaugural year, with plans to expand during the 2015-2016 school year. Five students from Los Angeles joined 15 students from Mexico for the White House performance; many of the American musicians are making their concert debut.

"The Esperanza Azteca program demonstrates the power of collaboration between government, business and nonprofit organizations in improving the lives and education of Los Angeles children and strengthening our community," said Los Angeles Mayor Eric Garcetti.

HIGHLIGHTS

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It may be an uphill battle for Clinton among Hispanic voters unless she can answer the immigration question.

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Brands embracing the social media and streaming spheres find larger, more engaged audiences among millennials.

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FocusON Business

Sprint Fends Off T-Mobile for No. 3 Spot; Eyes Hispanic Market Growth

Sprint ends the first quarter 57.14 million total subscribers to narrowly hang on to the No. 3 carrier title in the U.S.

By Larry Dignan for *Between the Lines*

Sprint added 1.2 million net connections on its core service in the first quarter and 211,000 postpaid subscribers to hang on to the No. 3 spot in the U.S. wireless carrier race.

When T-Mobile reported its first quarter results, it appeared to be the new No. 3 based on expectations for Sprint.

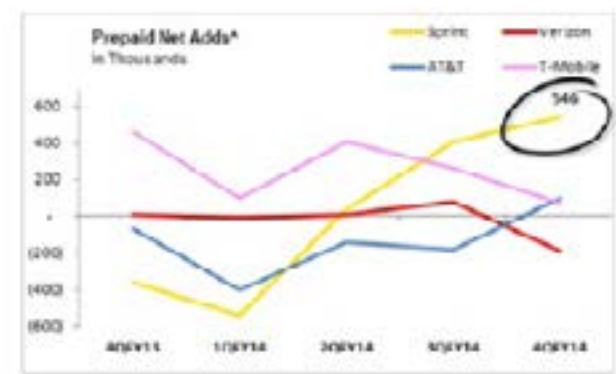
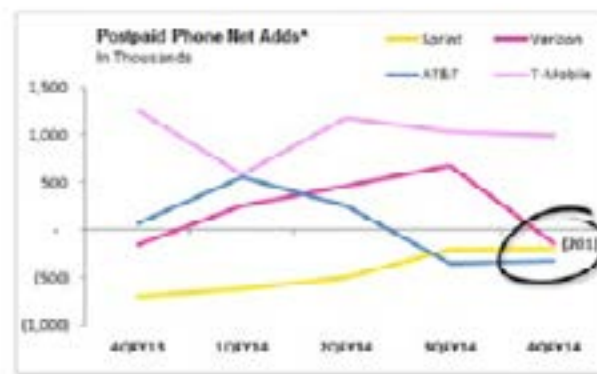
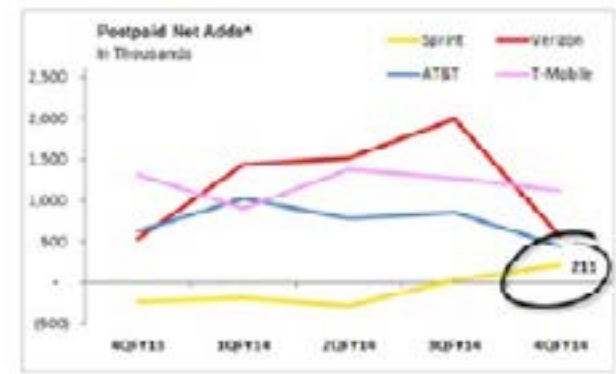
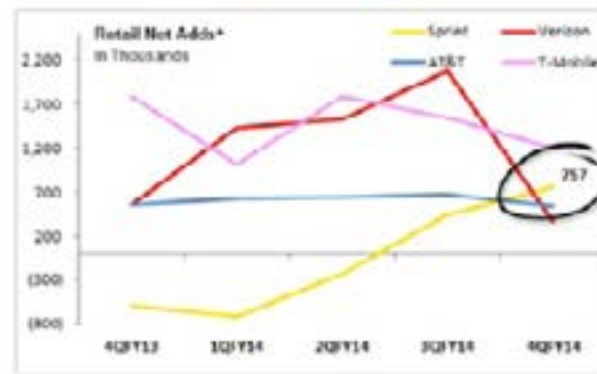
However, Sprint ended the first quarter with 57.14 million total wireless connections. Of that sum, 56.14 million were on the Sprint brand.

T-Mobile ended the first quarter with 56.84 million total customers. Also see: T-Mobile adds 1.8 million customers in Q1, becomes threat to wireless giants

Statistically speaking, you could call the T-Mobile and Sprint race a tie. That said you can see why there are off-and-on chatter about merging T-Mobile and Sprint. The combination of the two carriers would provide more firepower to take on AT&T and Sprint.

Based on Sprint's investor presentation the growth plan going forward is to target the Hispanic market in

Making Progress vs Competition



*Results for Sprint represent Sprint platform

the U.S.

As for the financials, Sprint reported operating income of \$318 million on revenue of \$8.3 billion, down 7 percent from a year ago. The net loss for Sprint in the

first quarter was \$224 million, or 6 cents a share.

Sprint said it has been working to improve customer service and its network. The company's postpaid churn was 1.84 percent.

FocusON La Política

Can Hillary Clinton Win Over Latino Voters?

Cesar Vargas, co-director of Dream Action Coalition, criticized President Obama for promising an immigration overhaul that hasn't happened. "If a timid President Obama won't do it, what would a bold Hillary Clinton do?" By Anne Gearan AP Service

Cesar Vargas has a message for Hillary Rodham Clinton as she blames Republicans for a broken immigration system and seeks Hispanic support: "We've heard it all before."

President Obama promised an immigration overhaul that hasn't come, said Vargas, co-director of Dream Action Coalition, an advocacy group for young Latinos. And while Obama has made some progress on slowing deportations and other issues, he said, Clinton will have to show how she will get farther.

"That type of rhetoric is already stale, especially to the Latino community," Vargas said. "It's like a piece of stale bread."

Clinton, who will traveled to Nevada recently for a campaign appearance aimed at Hispanics, faces politically tricky terrain on immigration and citizenship issues. She will be under pressure to declare much of the Obama immigration agenda a failure, and she also faces a Republican field with more potential appeal to Hispanic voters than in the past.

Clinton's early and frequent attention to immigration

issues in her four weeks as a 2016 candidate suggests that she has an eye on former Florida governor Jeb Bush in particular. Unlike some of his likely Republican primary opponents, Bush has also avoided taking positions that many Hispanics see as anti-immigration.

Vargas was among several activists and Hispanic leaders who spoke to Clinton political director Amanda Renteria ahead of Clinton's trip to Nevada. His organization was also included on a conference call that Clinton campaign chairman John Podesta held with Hispanic leaders shortly after she announced her campaign last month.

"We saw President Obama, who promised the world to us and had a record number of deportations — more than any other president in history," Vargas said. "If a timid President Obama won't do it, what would a bold Hillary Clinton do?"

Clinton has met with young immigrants who, like Vargas, are among the estimated 1.7 million undocumented immigrants eligible for conditional temporary or permanent residency under an Obama executive order.

The 2012 Deferred Action for Childhood Arrivals program, or DACA, brushed aside years of congressional stalemate to grant de facto residency to qualified immigrants who were brought to the country as children. It could be undone by a future president, however, so Hispanic leaders are urging both Democratic and Republican candidates to promise to extend the protection.

For Vargas, who came to the United States at age 5 from Mexico, DACA meant he could live and work openly in New York City without fear of deportation. But the law

school graduate may not be able to gain admission to the New York State Bar or serve in the military unless he gains full legal residency or citizenship.

Clinton has already indicated her support for DACA and has said comprehensive immigration reform is needed. But she has not articulated a full set of immigration proposals or said how she would get around staunch Republican opposition in Congress.

Comprehensive immigration reform could open a path to legal status or potential citizenship for the estimated 11 million undocumented people living in the United States, the majority of them Hispanic.

Clinton's session at a Las Vegas high school was meant to showcase Clinton's commitment to Latino young people, part of the unique demographic coalition that supported Obama over her in 2008.

"Clinton will focus on reforming the broken immigration system so we can keep families together," her campaign said in announcing the visit,

Like Iowa and New Hampshire, Nevada holds one of the first presidential selection contests. The Nevada primary in 2016 will pose the first test of Clinton's strength among Hispanic voters and her ability to re-create the winning Obama coalition of young people and minorities. About 1 in 4 Nevada residents is Hispanic.

Hispanics have voted largely Democratic for years, but concern that Clinton could be vulnerable to Bush among Hispanics may be part of the reason for Clinton's early focus on immigration and citizenship. She has talked about immigration in her public speeches to a

THE LATINO VOTE



OYE!

REPORT FOR 2016 PRESIDENTIAL RACE

degree unusual for previous Democratic candidates, including herself.

"If he's the nominee he will present the most compelling alternative to Hillary Clinton, and that could be a serious threat to her" among Hispanic voters, said Brent Wilkes, executive director of the League of United Latin American Citizens, or LULAC.

Two other GOP candidates, Sens. Ted Cruz (R-Tex.) and Marco Rubio (R-Fla.), are both of Cuban descent.

So far, Clinton's policy positions and remarks on immigration have mostly served to draw a sharp divide between her and the more conservative Republicans seeking to oppose her next year.

"There are those who offer themselves as leaders who would deport mothers working to give their children a better life, rather than risk the ire of talk radio," Clinton said at a women's policy conference last month.

Clinton has also shifted her position to support the granting of driving licenses to undocumented people — an issue that hurt her during the 2008 election after she seemed intentionally vague.

"Hillary supports state policies to provide driver's licenses to undocumented immigrants. This is consistent with her support for the president's executive action," the Clinton campaign said last month.

In Nevada, undocumented residents can get a "driver's authorization card" if they pass the regular driver's test, a measure designed to make the roads safer because drivers know the laws and get insurance. But many have been flunking the test, and an initiative funded by the conservative Koch brothers is offering free tutorials

along with conservative political evangelism.

The 2016 GOP field is split over immigration policy. Bush has suggested that he might support a path to citizenship for undocumented people, while Cruz has taken the firmest stance against easing any rules for those here illegally.

Two years ago, Rubio was at the forefront of efforts in the Senate to pass legislation that would have opened a path to citizenship. He has since disowned that proposal.

Spanish-Language Media Dub Jeb Bush 'Latino' 2016 Candidate

It's early in the process, but Spanish-language U.S. media is seeing former Florida Gov. Jeb Bush, a likely candidate for the Republican presidential nomination, as one of their own.

Bush is a fluent Spanish speaker and married to a Mexican, leading some Spanish-language media outlets to identify him as a "Latino" candidate, even though he's very much white.

In late April, Telemundo ran an Associated Press article translated to Spanish and said Bush can "express himself in English and Spanish in declarations that [highlight] his deep ties with the Hispanic culture."

Because Bush is an outspoken supporter of immigration reform — the kind that would grant some legal protection to illegal immigrants currently in the country — Noticias MundoFox in February said he's "one of the Republican candidates better positioned to attract the Latino vote..."

What the Presidential Candidates Can Learn About Hispanic Voters from Social Media

New research conducted by OYE! Business Intelligence finds Hispanic Americans are having more social media conversations about Presidential candidate Hillary Clinton than Marco Rubio and Ted Cruz. News of the Hillary Clinton announcement led the overall conversation volume (37 percent) followed by Ted Cruz (27 percent), Marco Rubio (18 percent), and Rand Paul (17 percent).

The research sought to evaluate social media conversations among Hispanics over a one week period during the Presidential election announcements to discover what Hispanic Americans were saying about the nominations.

"We've found that some of the most passionate conversations among Hispanic Americans emerge around the presidential candidates," said Natasha Pongonis, CEO and Founder of OYE! Business Intelligence. "As we draw closer to the 2016 election, we're seeing 2016 Presidential candidates incorporate social media at the forefront of their candidacy campaigns to engage with online audiences and win over voters."

News of Hillary Clinton's YouTube candidacy announcement and subsequent memes not only led conversation volume (37 percent), but over half (56 percent) of this feedback was positive—the largest



share of positive conversations.

In contrast, Ted Cruz collaborated with Hispanic organizations to drive content for Hispanic voters. But while Cruz's efforts were widely shared over 69 percent of conversations were neutral or negative.

Despite his late announcement, Marco Rubio has emerged as the most polarizing candidate for Hispanics. Almost all conversation occurred from Florida, his home state, but received the largest share of negative feedback (32 percent).

"Above all, social media has proved an effective means to understand key demographics. Being able to listen in on voters' conversations can be the key for these candidates to develop their ongoing strategy to win the highly sought Hispanic vote," said Jennifer Elena, Founder of the JElena Group, a partner agency of OYE! Intelligence. "OYE! has provided us with that capability."

Oye! Social Intelligence examined a week of Hispanic Twitter and Instagram conversation surrounding official nominees. To date, Hillary Clinton drives Hispanic social media conversation. Her YouTube candidacy announcement and subsequent memes not only led conversation volume (37 percent), but over half (56 percent) of this feedback was positive. Ted Cruz, in contrast, used Hispanic organizations to drive shares and content for Hispanic voters. While these efforts were widely shared and captured 27 percent of Hispanic conversations, over 40 percent was neutral.

FocusON Upfronts

Celebrating Azteca's Upfront Presentation with Frida Kahlo

By Guy Trebay, *NYTimes*

She was a genius before she was a refrigerator magnet, an ace manipulator of society and media nearly a century before social media came into existence. Born in 1907, dead at 47, Frida Kahlo achieved celebrity even in her brief lifetime that extended far beyond Mexico's borders, although nothing like the cult status that would eventually make her the mother of the selfie, her indelible image recognizable everywhere.

Yet, despite the many biographies, documentaries and biopics, there remains much to learn about this often misunderstood artist, a sexual pragmatist who conducted affairs with both men and women, a proto-feminist who invested her art with an autobiography filled with struggle and pain. She was also an ardent Communist who sometimes fudged her date of birth to align with the start of the Mexican Revolution, and an irresistibly magnetic seducer, especially whenever a camera was around.

In a welcome though unexpected convergence, an array of new books and exhibitions about Kahlo have suddenly appeared this spring, adding insight and depth to our understanding of a woman who would seem among the

most overexposed artistic figures of all time.

In "Mirror, Mirror," a portrait-survey that opens this month at Throckmorton Fine Art in Manhattan, Kahlo is revealed to have been an image wizard as canny as her spiritual descendant, Madonna.



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So extensive is Frida Kahlo's fame it's difficult now to credit the fact that, at an auction of Latin American art held by Sotheby's in May 1985, a painting depicting the artist as a hunted deer pierced by arrows, which was offered as the star lot, failed to sell. A decade later, another Kahlo painting was featured on a cover of a Sotheby's catalog.

In under two decades, aided by a well-regarded biography and a soapy biopic, Kahlo had undergone transformation from a compelling cult figure to a universally recognized symbol of artistic triumph and feminist struggle

"Fridamania shows no signs of relenting," said Graham W. J. Beal, the director of the Detroit Institute of Arts and curator of "Diego Rivera and Frida Kahlo in Detroit," which shrewdly examines Rivera and Kahlo's pivotal though largely forgotten sojourn in the Motor City, where Rivera had been commissioned to paint the labor mural "Detroit Industry." At the NSU Art Museum Fort Lauderdale in Florida, "Kahlo, Rivera and Mexican Modern Art" revisits the relationship between these protean artists, locating them equally and squarely at the center of Mexican modernism.

Complementing the revelations of the Freund book is "Frida Kahlo: Art, Garden, Life," opening May 16 at the New York Botanical Garden. For this surprising exhibition, the Tony Award-winning stage designer Scott Pask traveled to Mexico City to immerse himself in the world of Kahlo and Rivera, returning to recreate in the leafy Bronx the grounds of their home, La Casa Azul.

"Clearly, she has become this major icon," said Bonnie Clearwater, the director of the NSU Art Museum Fort

Lauderdale.

Unlike Che Guevara, who when he became a T-shirt and



Frida Kahlo in 1951 in the garden of her house, La Casa Azul, in Mexico City, from the book "Frida Kahlo: The Gisèle Freund Photographs." Credit Gisèle Freund /IMEC/Fonds MCC

a poster was scarcely identifiable as "the leader of the Cuban revolution," wrote Gérard de Cortanze, Kahlo's French biographer, in an email, "Frida Kahlo remains Frida Kahlo." If his gnomic remark is not supportable in any real biographical sense, there is little doubt Kahlo continues to

exist as a potent figure of myth.

"I'm constantly fascinated by the numbers of teenagers who buy my books about Frida," Mr. de Cortanze wrote, referring to "The Lovers of Coyoacán," a novel fictionalizing Kahlo's brief though torrid affair with Leon Trotsky. "It's not the creator of the Red Army that interests young readers. It's what Frida thinks and lives, how she drinks, makes love, cooks for friends, swears like a trooper."

For those readers, he said, Kahlo is "a sister, a friend, a woman ceaselessly in search of her autonomy."

"All Julian kept saying was he couldn't wait to see the Kahlo," Ms. Clearwater said. "Who in the world would have thought very macho Julian Schnabel had been influenced by her?"

Yet, as it happens, the Brooklyn-born Mr. Schnabel also spent part of his youth in Brownsville, Tex.; from there in the '60s he made a pilgrimage to Mexico City to visit the Museo Frida Kahlo, located inside her birthplace at La Casa Azul.

"He told me he was blown away by the emotional side" of Kahlo's work, by her ability to transmit emotion through her work, Ms. Clearwater said.

Like many of Kahlo's spiritual descendants — who record the minutiae of their lives on social media in existential gestures that are, as much as anything, about the fact of their own occurrence — the artist was intent on leaving marks that testified to her existence.

"This continues to hit a nerve with people," Ms. Clearwater explained. "The paintings are Kahlo's way of saying: 'This is how I thought. This is what I lived. Remember me.'"

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Univision Will Present the Way Forward for Marketers at 2015 Upfront

Univision Communications Inc. (UCI is hosting its annual Upfront presentation on May 12th to unveil its 2015-16 programming line-up. The presentation is taking place at the Lyric Theatre in New York City and will be hosted by UCI's President and Chief Executive Officer, Randy Falco; President of Advertising Sales and Marketing, Keith Turner; and EVP, Advertising Sales, Steve Mandala. There will also be special guest appearances throughout the event and a special performance by international music superstar Ricky Martin.

The presentation will underscore UCI's commitment to three growing, influential groups: Hispanics, millennials and bilinguals – or “billennials.”

1. Scale – UCI reaches 49 million unduplicated consumers monthly across its media platforms – 16 broadcast, cable, digital networks and strategic investments, including Univision Network, UniMas, UDN (Univision Deportes Network), Galavisión, El Rey Network and Fusion as well as its 128 local television and radio stations and digital assets.
2. Live Viewership – Univision Network and UniMás average 91 percent live viewing among Adults 18-49 in primetime this season to date vs. an average of 54 percent for the top four English-language broadcast networks.
3. Commercial Audience Retention – 96 percent

of Univision Network viewers don't fast-forward through commercials.

4. Unduplicated Audiences – 73 percent of Univision Network's weekly primetime audience doesn't watch any of the top-rated English-language networks.

Key highlights of UCI's presentation include:

- UCI Performance Index – Univision will make the case for the power of UCI properties to outperform English-language media in generating results among Hispanic consumers across the three R's – Reach, Resonance and Reaction.
- Digitally Enhanced Sports Programming –UDN has ramped up efforts to acquire rights to more teams and sports properties, and will air more live soccer for the 2015-16 season than any other sportscaster, regardless of language. Univision Deportes will now deliver more sports content across every platform, from TV and radio to mobile, including 24/7 live streaming on the Univision Deportes app. Univision Deportes will unveil a new website, which will feature new live game experiences, stats and social interactions including its new fantasy sports platform – “UD Fantasy” – a property allowing engagement with the 41 million players of Fantasy sports that will further drive engagement from fanatics.
- “Billennial”-Resonating Content –UniMás is adding more programming next season that hits on several themes that have proven to resonate with them: true- events based stories, strong female characters, and stories with elements of mystery or suspense.

FocusON Cuba

Cuba at Miami Beach Fundraiser

By *Nora Gámez Torres*

A newly formed New Cuba political action committee, which will raise money to promote travel and trade with the island, has found an unexpected spokesman: Alan Gross, the USAID subcontractor who was imprisoned for five years in Cuba and wants to return to play “a constructive role” as the two countries resume closer ties.

“Alan would like to return to Cuba to assist in the rebuilding of the relationship between our countries and to play a constructive role and I applaud him for that,” said his attorney Scott Gilbert.

“He has a great fondness for the people of Cuba. In fact, when I visited him in jail and talked about these issues, he told me clearly and consistently that he bears no ill will of any kind toward the people of Cuba and he supports more open relationships between our countries,” Gilbert said. “Like other great individuals in history, Alan has transcended his imprisonment, his particular situation, and he has tried to look forward and make the world a little better.”

Gross was released from prison along with a Cuban informant who worked for the United States and three Cuban intelligence agents jailed in the U.S. last Dec. 17, as a precursor to the most significant change in U.S. policy toward Cuba in five decades.

Gilbert hosted the inaugural event of the New Cuba

PAC on Monday night at his residence on Miami Beach. Gross did not make any public comments during his visit to South Florida.

"He's been through a lot in those five years and does not want it to mean nothing. He believes that the best way to grapple with the feeling of loss, and personal and psychological toll, is commit to building a better future for Cubans and advance U.S. policy," said James Williams, co-director of the PAC.

At a meeting last Tuesday with the Miami Herald and el Nuevo Herald, Williams further explained the goals of another newly formed organization called Engage Cuba, a bipartisan group who he also chairs and that will focus on lobbying Congress to remove trade and travel restrictions.

Williams, who until recently served as director of public policy for Trimpa Group, said there was "great enthusiasm" and "tremendous interest" among U.S. companies in exploring the Cuban market.

Cuba Engage advisor Luke Albee, former chief of staff for Democratic senators Patrick Leahy and Mark. R. Warner, added that the interest comes from the CEOs and board members of the companies and, "It's not just curiosity; There is a cultural, mystical, difficult to define" energy taking place within the hierarchy of American corporations.

Albee was cautious in explaining that Cuba Engage did not want to appear too optimistic and that the group would be dedicated to building support in Congress for current drafts of laws that propose softening trade and travel restrictions and gathering the 60 votes needed to overcome a legislative maneuver to obstruct the

passage of such bills.

"We will not force a vote that we cannot win," he said, adding that the Senate has the best chance of passing legislation lifting restrictions.

Albee declined to comment on the opposition by Cuban-American members of Congress to further loosen sanctions toward Cuba, stating that he would have to wait to see if "they really are against." He added that "sometimes the leaders [in Congress] do not count votes very well."

"The travel ban would go first but there are no guarantees," he said.

Luis Miranda, former communications director of the White House for Hispanic media, also participated in the creation of the group.



FocusON Millennials

Live Streaming, Millennials and the Future

By *Jesse Echeverría*

Whether Twitter's Periscope is a Meerkat killer is irrelevant now. Live-streaming mobile apps are making waves, and we are just moving into high tide. These apps allow you to watch and comment on live-broadcastings and have everyone from celebrities to politicians diving in.

Let's take a look at who may be using these apps and where marketers are seeing opportunities. Not long has passed since South by Southwest (when Meerkat was launched), but many see live streaming as a content experience too shiny to pass up on.

HBO and Red Bull are some of the first brands jumping in, as many of their younger followers are trend seekers, but publishers did not want to be left behind. Huffington Post and USA Today are a couple of the early birds. The main reason why big name brands may still be hesitant is the lack of ways to moderate comments and weed out spam. But pop stars like Katy Perry, the most-followed Twitter user, are not afraid and advise to "embrace the future or be left behind." Meerkat co-founders Ben Rubin and Itai Danino explain why these apps have become so popular so quickly in an essay for Medium: "Live video over social graphs generate new emotions and feelings that are different from those on existing social networks. Feelings like drama, anticipation, uncertainty, unpredictability, presence

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and empowerment to change are new.”

Fans, especially millennials and younger, are naturally social and big sharers. Picture them on concert day and you’ll see just how much they want their friends and families to be a part of their experiences by instantly sharing them via every social platform imaginable. Thankfully for KatyCats, some artists don’t mind that their big performances are being broadcasted to outsiders via Periscope and Meerkat. When asked by Mashable about the app usage, Perry replied, “I think that when you see a phone, that is like the new applause.” Now, fans are sharing their concert experience from their perspective, seeing viewer comments instantly and even saving footage. Perry used Periscope at a screening in Los Angeles, promoting a live stream on Twitter during the red carpet using the #Perryscope hashtag. Teen idol and Dallas native, Nick Jonas, and Hilton hotels teamed up to stream his intimate set for the brand’s Hilton@PLAY campaign from the Hilton Anatole here in Dallas using Periscope. Start getting used to seeing brands and artists promoting live-streamed performances for

mobile.

Don’t worry—retailers are also making the right moves. JCPenney recently used Periscope to host a Q&A with Eva Longoria during a new bedding collection launch.



#EvaHomeJCP was the hashtag used and fans tuned in live. This is all in an effort to reach the modern Latina who Penney’s has identified as a key target, especially for sales in the home department. Aside from product

launches and Q&As, many other retailers like Puma, Marc Jacobs and DKNY found that giving viewers a sneak peek of their closets could be a safe way to test the waters. “Doing anything ‘live’ always comes with its risks... but that also forces your brand to be a bit more scrappy – which I believe the customers appreciate – and makes for more authentic content,” shared Sean Ryan director of social and mobile marketing at JCPenney.

If cars are more your thing, did you see the four new cars unveiled on Meerkat and Periscope at New York’s auto show? Jaguar, Toyota, Mercedes and Nissan are all in the live-streaming race. For smart car USA, Meerkat made more sense since according to Eric Angeloro, smart’s brand management supervisor, “it was a disruptive pioneer for social live-streaming, just like we have been for smart cars.” Jaguar and Nissan sided with Twitter-owned Periscope, while Toyota toyed with both

apps.

Straight from Meerkat: “We are all about reinventing shared experiences – as honest and direct as it gets.” Are you ready to ride the new waves?

FOX DEPORTES DELIVERS A STELLAR MLS RETURN



SEASON OPENERS

TOTAL VIEWERS

+233%

VS 2011

P18-49

+291%

VS 2011



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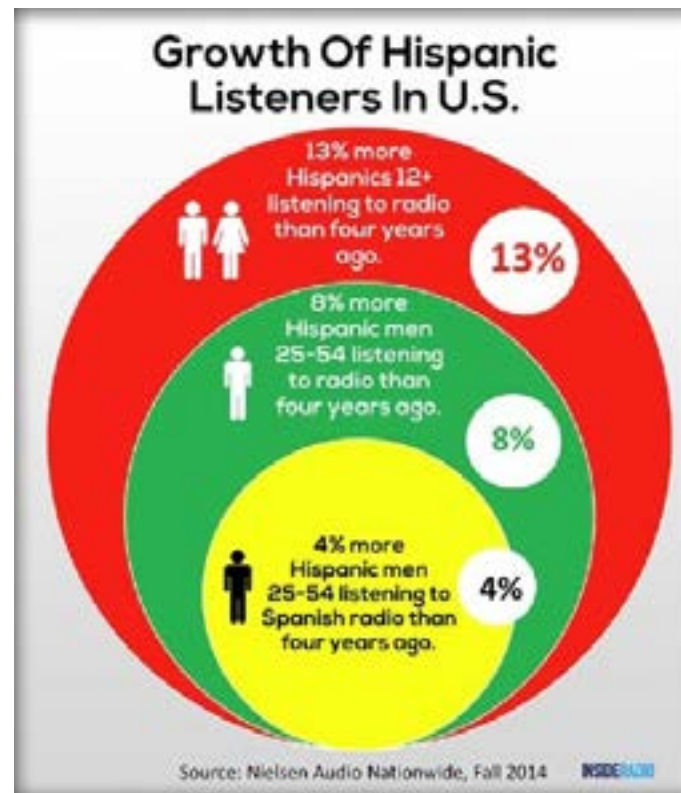
Source: NTI Live+Same Day Program averages for 2015 (3/8/15); NHH Live+Same Day Program averages for 2011 (3/15/11-11/6/11). Subject to qualifications

FocusON Radio

It's Multi-Platform for Bilingual Hispanics

Nearly 80% of Hispanics in the U.S. live in households where English and Spanish are both spoken with many going back and forth between the two languages. For ESPN, those bilingual Hispanics are highly valued because they consume more of the company's content on more platforms, including radio.

When it comes to video, 41% of ESPN's 20 million Hispanic users switch between ESPN and ESPN Deportes. Bilinguals, who enjoy both international and American sports, are ESPN's heaviest Hispanic users, representing 52% of usage. But there's less back and forth between the two languages within the company's audio platforms. "To listen to sports talk radio, you need to be really proficient in the language," ESPN associate director of Hispanic research Heather Coghill said during a press conference yesterday. "There isn't the added benefit of seeing pictures and video to help follow along." ESPN Radio and ESPN Deportes represent what she calls "different, unique, incremental audiences."



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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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