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## FocusON Television

### Danny Villanueva: Gone but Not Forgotten

Former NFL kicker and Univision co-founder, Danny Villanueva, has passed away at age 77. Family members confirmed his death saying that he died Thursday, June 18th, at Ventura County Medical Center from complications following a stroke.

Villanueva's journey to becoming a pioneer for Spanish-language television began in the 1970's as a sports broadcaster on KNBC, Channel 4, in Los Angeles. He later became the president Spanish-language television station KMEX-TV, Channel 34.

Villanueva continued his pursuits in the television-networking field and eventually became part owner of the Spanish International Network (SIN), known as Univision since 1986. He was part-owner of Univision in 1988 when Hallmark Cards bought a majority stake in the network for more than \$260 million. Villanueva remained with Univision until 1990.

A New York-based company, Univision has become the leading Spanish-language television network today in the U.S., viewed by nearly 30 million people in over 56 markets.

"It just goes to show you how much the Hispanic market has grown," Villanueva told the Miami Herald in 2002. "It's one of the great American stories."

On the field, Villanueva, sometimes known as "El Kickador" from his time playing with the Los Angeles Rams, made his mark through a professional football career as one of the National Football League's first Latino kickers. Later joining the Dallas Cowboys, Villanueva played for his final time in the 1967 championship against the Green Bay Packers.

A football scholarship recipient and graduate of New Mexico State University, Villanueva was inducted into the NMSU Athletics Hall of Fame in 1970. The university President Garrey Carruthers describes Villanueva as a, "great football player and a generous philanthropist," who, "rose to become a very successful entrepreneur in both television and real estate."

Villanueva established the Danny Villanueva Scholarship Endowment in 1991 to recognize New Mexico State students who excel in leadership and community involvement, and through this foundation has funded over 40 scholarships for student recipients.

New Mexico State awarded Villanueva an honorary doctorate in 1999 in recognition of his accomplishments as an athlete, broadcaster, entrepreneur and



humanitarian. He was also inducted into the National Hispanic Hall of Fame and the Hispanic Sports Foundation for Education Inc.'s National Hispanic Hall Of Fame.

"Danny will live on forever in our hearts, and throughout our campus," says Cheryl Harrleson, president of the New Mexico State University Foundation. "We are a better university because of him, and that will never be forgotten."

In addition to Univision, Villanueva had a financial interest at various times in rival network Telemundo, the soccer teams L.A. Aztecs and L.A. Galaxy, and the well-endowed investment firms Bastion Capital and Rustic Canyon/Fontis Partners.

## HIGHLIGHTS

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Smart companies are learning how to leverage the influence of the Hispanic *mujer*.

# FOX DEPORTES DELIVERS A STELLAR MLS RETURN



SEASON OPENERS

TOTAL VIEWERS

**+233%**

VS 2011

P18-49

**+291%**

VS 2011



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



## Univision Cuts Ties With Donald Trump... And The Feud Escalates

Last week Univision Communications announced that it will cut all business ties with Donald Trump, and with it would no longer broadcast the Miss USA pageant on July 12 as originally planned.

And the feud was on. Trump said he intends to sue Univision. He banned all Univision employees from using the facilities at his Trump National Doral resort which sits adjacent to the media conglomerate's offices in Miami.

Univision's decision came in response to offensive comments the Republican presidential candidate, who is a part owner of the Miss Universe Organization, made about Mexican immigrants the June 16 speech announcing his bid for the White House.

Trump labeled Mexico as the cause of numerous problems the U.S. is currently facing.

"The U.S. has become a dumping ground for everybody else's problems," he states. "When Mexico sends its people, they're not sending their best. They're not sending you. They're sending people that have lots of problems, and they're bringing those problems with us. They're bringing drugs. They're bringing crime. They're rapists. And some, I assume, are good people."

Univision responded Thursday morning, stating that: "At Univision, we see first-hand the work ethic, love for family,

strong religious values and the important role Mexican immigrants and Mexican-Americans have had and will continue to have in building the future of our country. We will not be airing the Miss USA pageant on July 12th or working on any other projects tied to the Trump Organization."

With regards to the U.S. presidential race, Univision News and the local news division confirm that they will, "continue

to provide comprehensive coverage of all candidates, including Mr. Trump, to ensure our audience continues to have access to all points of view."

Univision was not the only one to sever ties with Trump. Miss USA cohosts, Roselyn Sánchez and Cristián de la Fuente said they wouldn't be part of the show.

"Since I heard Trump's speech, as a Latina I felt a lump in my



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stomach; 'It's got to be a joke, I thought,' Sánchez said. De la Fuente expressed her thoughts on the matter, too, stating that, "It's a shame that such an important institution as Miss USA is now in the hands of a clown."

Additionally, Colombian pop singer J Balvin also announced that he was canceling his planned performance at the pageant after learning of Trump's speech. Miss USA was going to be Balvin's, first performance on national television, but the singer justifies his cancellation by saying that, "This isn't about being punitive, but about showing leadership through social responsibility. His comments weren't just about Mexicans, but about all Latins in general."

A fuming Trump said he intends to sue Univision for refusing to carry the Miss USA pageant. "They have a signed contract," he said on Fox News. He added: "They'll have to pay me a lot of money."

Across his media appearances, Trump indicated he stands by his statement. And at one point stated his love for Mexican people - "I love Mexico, I love the Mexican people."

## Social media explodes

On Thursday, Alberto Ciurana, Univision's president for programming and content, posted a meme on Instagram showing a close-up of Trump side-by-side with a close-up of Dylann Roof, the man accused of killing nine churchgoers in Charleston, South Carolina. Their hair colors and styles in the photos appeared similar.

It said "No comments."

Amid the backlash, Ciurana took down his post and wrote: "I'm Mexican who was very upset by Mr. Trump's recent

comments about Mexican immigrants, but I should not have re-posted the photo."

Trump fired back on Twitter.

"The Mexican government and others are putting tremendous pressure on Univision to break their signed and fully effective contract with the Miss Universe Organization because Mr. Trump has been exposing to the public, and the world, the significant damage that is being done at the southern border, and the terrible and costly trade deals that the United States is incompetently making with Mexico."

He posted on Instagram a photo of a handwritten letter from Univision news anchor Jorge Ramos asking for an interview. The letter, sent to Trump on Thursday, included Ramos' cell phone number.

## Banned

As the battle intensified, Trump ordered that no Univision employees can set foot on his resort Trump National Doral. Univision executives had done the same, sending an internal memo telling staffers not to patronize any Trump hotel or property while conducting company business.

In a letter to Univision CEO Randy Falco, Trump restated his claim that Univision is somehow acting on behalf of the Mexican government.

"P.S.," Trump wrote. "Please congratulate your Mexican Government officials for having made such outstanding trade deals with the United States. However, inform them that should I become President, those days are over. We are bringing jobs back to the U.S. Also, a meaningful border will be immediately created, not the laughingstock that currently exists."

## FocusON Cuba

# Cuba Investments Are a High Risk for U.S. Companies, New Report Says

*A Miami Herald story by Nora Gámez Torres*



A firm that specializes in commercial real estate and investment management has issued a report stating that the time to invest in Cuba has not yet come.

The report by JLL (Jones Lang LaSalle) — among the nation's 500 highest-earning companies according to the latest edition of the annual Fortune magazine's list — cautions U.S. investors against diving into business opportunities in Cuba and concludes that the process of "integration with Cuba, even if the embargo is fully lifted, will take decades."

"What we have determined is that there is still a lot of risk involved, there is not a solid banking system, the physical infrastructure of the country is a challenge and with the current embargo, U.S. companies are not allowed to enter into a contract

with the government” as required in joint ventures, said Steve Medwin, managing director of the firm.

“There are a lot of impediments in the way. We do not mean that there won’t be opportunities in the future but right now there are so many hurdles that it is rather a wait and see where things shake out. It’s like a double-edged sword: There are opportunities but with a very high risk,” he added.

The easing of sanctions by the administration of President Barack Obama could have an impact on increased trade with the island, according to the report, but “development plans and economic expansion” should come first.

The ability to directly export to small private entrepreneurs in Cuba — as new regulations now permit— is evaluated as a “marginal opportunity” to increase the volume of trade with the island.

The authors point out the shortcomings of the Cuban infrastructure, low purchasing power and dealing with the Cuban government as additional elements that hinder the American presence on the island.

While Cuban officials have conveyed a welcome message to the U.S. investors, the Cuban government has not yet ruled on many aspects of the measures announced in January, such as direct exports to private businesses or the granting of permits for ferry services.

“They may be saying that, and there may be those opportunities, but when it comes to an individual or company risking their capital to make an investment, people want to have reasonable

assurance on getting a return. What we are saying to our constituency is that, what we see today is not a sound investment because of all impediments that are in the way, although there are opportunities,” Medwin said.

In this regard, the report identifies telecommunications and the sale of building materials, as avenues where investment opportunities may be more immediately possible, “but it is not an open country with which to do business,” he said.

The sector with the most potential for long-term development, according to JLL, is tourism and associated services, such as hotel services and transportation services specifically tied to the industry such as ferries. However, a substantial increase of U.S. tourism would require the complete removal of the embargo and a new legal framework in Cuba so that U.S. companies can legally invest in the creation of a “solid hotel infrastructure.”

JLL also assessed business opportunities for Florida, which could benefit from the possible expansion of the demands of offices for financial and legal services to address businesses in Cuba, to the extent that relations and trade between the two countries move forward.

Less clear are the opportunities in the agricultural sector, as the report notes, as a result of concerns from the Florida Farm Bureau Federation that competition could mean the arrival of Cuban agricultural products that are very similar to what is grown in Florida.

## Arriba/Abajo

**Lisette Hoyo** has been named senior vice president of client services for Hispanic market consulting and communications firm [Newlink America](#). She will provide clients senior strategy and counsel and will lead Newlink’s service team.

“Lisette’s arrival complements our stellar team of multidisciplinary professionals with her first-class integrated marketing experience,” says Eduardo del Rivero, managing partner at Newlink America.

Hoyo describes her new role at Newlink as an important step in her career.

“There’s a wealth of knowledge and expertise within Newlink America, and I’m excited to be a key part of this collaborative team,” she adds. “I welcome the opportunity to leverage my Hispanic market understanding and diverse experience in developing innovative strategies and programs for our clients.”

Most recently, Hoyo was executive vice president of client services at Miami-based Hispanic agency República.

Earlier in her career, she was president and managing partner at IPG-affiliated agency Accentmarketing where she led various Hispanic-focused campaigns. Hoyo joined the agency in 1999 and held several roles, including director of client services and the strategic communications group as well as the company’s new business efforts.

# Baila

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## FocusON Marketing

### The Opportunity with Latinas

#### *Five Considerations to Successfully Reach Them*

*A column by Luciana Gómez, marketing executive specialized in multicultural segments*

Finally the discussion is not around targeting Hispanics anymore. We know we cannot win without Hispanics because of size of population, size of prize, growth and influence on other segments. We all get this.

Now we can focus on the hottest segment within the hottest segment: Latinas. Just as you cannot win without Hispanics, you simply cannot win without Latinas, no matter the category, the brand, the product, the market.

Why go niche when everybody is going total market? Because to market to her, we need to truly understand her and in order to do this we need to know the role that culture plays in her life. A generic message just won't get to her. We need a deeper connection that speaks to the nuances of her biculturalism, gender roles, cultural influences, and family dynamics.

If we don't, we are missing on a huge opportunity.

According to Nielsen's 2013 Latina Power Shift study, Hispanic women are the key growth engine of the US total female population and are expected to become 30 percent of the total female population by 2060, while non-Hispanic white female population is

expected to drop by 43 percent.

The same study points out that Latina women are responsible for 86 percent of the purchase decisions in the household. That is 86 percent of \$1.5 trillion in annual Hispanic buying power, according to Nielsen's latest report last month.

Latinas are prominent contributors to the educational, economic and cultural wellbeing even beyond their ethnicity, as key influencers to mainstream habits. They are educated, multicultural, increasingly independent financially, and constantly connected. Latinas are shaping the future of our country and as such no brand can afford to not talk to them in a meaningful, relevant way,

Finally, this segment is raising the largest group of all kids born in the U.S. today and they are very influential to their decisions. This is a habit from previous generations that so-called "acculturation" has not been able to erase.

Think about missing 25 percent of your target, which is the percentage of Hispanic kids being born in America today according to the U.S. Census Bureau. That's one out of four births. With the increasing Hispanic population and the influence Latinas have on their children, if you don't target her you are simply missing a growing portion of the pie.

But don't take my word for it, listen to theirs:

According to Lyris Leos, director of multicultural marketing at JCPenney, "The Latina has our utmost respect and admiration, and that's why she continues to inspire our work everyday – in all areas of the

company, not just marketing. As she does in life, she continues to over deliver on every metric. She is the propulsion system that helps us get there faster, that is why we're flipping the question "What will it cost us if we do that Hispanic Market program?" to "What will it cost us if we don't?"

María Teresa Perea, director new consumer platforms at Hershey's recognizes the important role that Latinas have played in the success of their brand. "Many Hispanic cultural traditions and social gatherings are centered around the family, and the Hispanic mother is always there, looking for ways to make those moments highly enjoyable and memorable. As one example, our Hershey's Smore's campaign targeting Hispanic moms continues to be highly successful in bringing to life Smore's fun to the family moments around the grill, growing our business by double digits for two consecutive years".

For Stephanie Bazan, Hispanic marketing director at Avocados From Mexico, "the Nueva Latina is at the center of the Avocados from Mexico's strategy to reach our Hispanic consumer base. Latinas are leading the shift in many areas: they are driving the economy, they are over-indexing in technology vs. their non-Hispanic counterparts and they are the predominant decision maker in many categories including groceries.

They are also very different from previous generations given that they are bi-cultural and have the unique ability to leverage the best from either world and that is important when it comes to her eating habits as well as her children. We want to make sure that Avocados from Mexico remain at the center of all her



meal occasions as it provides a unique opportunity for her to use avocados as a way to retro-acculturate and connect with her heritage and her children.”

### Key considerations for targeting Latinas include:

1. **Messaging:** Relevant content that can get to her heart first. To do this well, you need to understand her well.
2. **Environment:** Her circle of influence is also critical: word of mouth, family and friends endorsements as well as like-minded celebrities are a good way to get her to consider a brand.
3. **Casting:** How we portray Latinas is important but remains a delicate issue. Stay away from stereotypes. There is clearly not one “Latina” look and the attempt to achieve this by casting a “typical” Latina look can misinterpreted as a shortcut that can turn her off.
4. **Approach:** Latinas are savvy and require a sophisticated approach to marketing. Talk to her in her language and by this I do not necessarily mean Spanish. She requires a forward-thinking, progressive, challenging and inviting message. Treat her as the influencer she is. This is a woman that is most likely working, raising a family in a modern form of a matriarchal organization that focuses most of the societal pressures on her. She is one step ahead, don’t push her back with a limited marketing message.
5. **Media:** She is everywhere, particularly online, and so needs to be your campaign. Otherwise, you’ll miss her. And with her, you’ll miss a significant portion of your revenue today and increasingly in the next decades.

### FocusON Digital

## Siempre Mujer Reveals Social Media’s Impact on Latina Consumers

Latinas consistently outspend their non-Hispanic counterparts across the beauty category and Millennials control the category, reveals the latest Siempre Mujer study of Latinas.

The magazine’s Siempre Beauty III: Latinas and Social Media study explores the relationship between social media and beauty product purchasing trends among Latinas, non-Hispanic women and Millennials.

Results from new study – which surveyed 800-plus women - revealed that while non-Latino retail purchases fell by 1.2 percent across the beauty category, cosmetic purchases among Hispanic women were up 7.4 percent. Latinas account for 13 percent in all cosmetic spending to date.

María Cristina Marrero, group content chief of Siempre Mujer’s parent company Meredith Hispanic Media, describes Latinas as “beauty junkies at heart.” She recognizes that they are “savvy consumers,” who, “incorporate more products into their daily beauty regimen,” and serve as a, “trendsetting demographic that is open to experimentation when it comes to new products and innovative brands.”

The third beauty study released by MHM as part of the “Siempre Beauty” research series, Siempre Beauty III: Latinas and Social Media considers what social media

platforms Latinas utilize most when searching for information on beauty products, brands, and trends.

The results reveal that, for Latinas, YouTube ranks as the No.1 choice to acquire new beauty product information and usage tips, reflecting the importance that video content plays in reaching this audience.

The 2015 study provides valuable consumer insights and identifies key differences between Latinas and non-Hispanic women as consumers. It also includes millennial market trends from both segments.

Statistics show that while over 70 percent of Hispanic women and non-Latinas receive most of their beauty information through social media, it ranks even higher among the younger demographics. Siempre Beauty III: Latinas and Social Media shows that 84 percent of Latina Millennials and 83 percent of their non-Hispanic counterparts consider social media their top choice when learning about the latest beauty trends.

Additionally, the study proves that over 70 percent of Hispanic women and Latina Millennials conduct online research before going in-store to buy, and 44 percent of Latinas share or recommend brands/products with friends in their social network.

Similarly, 70 percent of Latinas and Latina Millennials “like” sponsored beauty posts, compared to less than half in the non-Hispanic market, with only 27 percent of the women and Millennials “liking” the posts.

Veronica Viviana Wilson, Associate Publisher of MHM Group, says that, “Latina Millennials and the growing impact of social media represents a whole new driving force in today’s marketplace. At the forefront

of technology, most Latina consumers are digitally savvy shoppers who find beauty deals everywhere.”

The nationwide online survey was conducted by Hispanic Research Inc. and was commissioned by Siempre Mujer Magazine and Meredith Corporation. Fielded between January and February 2015, it included U.S. women between the ages of 18 and 49 - 419 Hispanic women and 410 non-Latinas.

## A New Spanish-Language Website for Big Lots

The discount retailer last week launched Latino. BigLots.com, a new website aimed at expanding its presence among Hispanic consumers.

The site offers culturally relevant information about home decor, beauty and health, food and recipes, and crafts.

Big Lots’ chief customer officer Andrew Stein recognizes how important it is to understand Latino consumers and to, “deliver information in ways that help her [the customer] make

more informed purchasing decisions.”

Headquartered in Columbus, Ohio, the company operates over 1,500 Big Lots stores across 48 states. In an effort to diversify its pool of consumers, Big Lots has started working with leading Latina bloggers including Kathy Cano-Murillo of Crafty Chica, Pattie Córdova of Living Mi Vida Loca, and Rocío Chavez of Your Sassy Self to help gain insights about and further include more members of Hispanics.

Additionally, Big Lots has recently expanded onto various social media platforms including Spanish-language pages on Facebook and Twitter. Stein states that Big Lots Latino is an attempt to, “be a part of the online conversations our customers are having about our brands.” The retailer is also active on Pinterest, YouTube, and Instagram

Ultimately, Big Lots Latino is another step towards fulfilling the company’s vision of being, “recognized for providing an outstanding shopping experience for our customers, valuing and developing our associates, and creating growth for our shareholders.”



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