

## FocusON Politics

### Jeb Bush Addresses Immigration

Republican presidential candidate Jeb Bush's take on immigration could help him rally more support from Hispanics, the U.S.' fastest-growing ethnic group.

In a Spanish-language interview with Telemundo's network news anchor José Díaz-Balart, Bush, former Florida Governor, committed to making comprehensive immigration reform a reality if elected president.

"I do make that commitment, and I know we can do it," Bush said during the Florida-based interview.

His reform plan is one that involves creating a pathway to legal status for undocumented immigrants currently in the country. Bush explained that this plan would see 11 million people come out of the shadows, get a legal work permit, pay taxes and a fine, as well as learn English without getting federal benefits but while eventually obtaining permanent legal status.

According to Bush, a president is only going to be able to succeed if he or she is "committed to protecting the border" and to building people's trust. His position, however, opposes the opinions of some other Republican 2016 candidates who have verbalized that we



instead should put more focus on securing the U.S.-Mexico border.

Bush said he sought to, "offer a more optimistic version than Trump's negativeness," who has described Mexican immigrants that come across the border illegally "rapists" who were "bringing drugs [and] crime" to the United States. During his interview, Bush said he was, "hurt hearing somebody speaking in such a vulgar fashion," and that this kind of pessimism hinders progress and, "makes the solving of this problem much more difficult."

The 25-minute interview also included a discussion about his children and the discrimination they face growing up Hispanic.

Bush described how his son George had been teased when his Miami baseball team, comprised of mostly Hispanic players, was playing an away game. He made specific reference to his son's "brown skin," and how he had to explain to his son that not everyone was like him, especially outside of Miami.

"It was a good lesson to remember that we still don't have a country of complete justice," Bush noted.

Bush, whose wife Columba is Mexican, also spoke about his own family's Hispanic heritage.

"We eat Mexican food at home, our children are Hispanic, and yes, the Hispanic influence is important."

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# FOX DEPORTES DELIVERS A STELLAR MLS RETURN



SEASON OPENERS

TOTAL VIEWERS

**+233%**

VS 2011

P18-49

**+291%**

VS 2011



[FOXHISPANICMEDIA.COM](http://FOXHISPANICMEDIA.COM)

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

## FocusON Commentary

### Want To See The Future Of A Bicultural America? Look To the Border

*Lee Vann, CEO of Captura Group*

One of the hottest trends in Hispanic marketing industry is targeting “biculturals,” people who are equally comfortable navigating in two distinct cultures. The term is especially popular in describing second and third generation Latinos in the U.S.

This group - which tends to skew younger than the rest of the population - is just as comfortable enjoying the cultural traditions of the U.S. as they are partaking in the ones passed down to them by their immigrant parents and grandparents. They have no problem shopping at Trader Joe’s for tofu and frozen yogurt and then traveling to a Mexican market for carne asada and fresh tortillas.

#### Biculturalism is the norm at the U.S.-Mexico border

While marketers are just starting to embrace this notion, biculturalism has been a way of life along the U.S.-Mexico border for decades. And it’s especially true in places like the Tijuana/San Diego region, home to the busiest land border crossing in the world.

In order to survive and thrive, people on both sides have become well-versed in Mexican and U.S. cultures. This allows them to interact with friends, teachers, vendors, and customers in the method and language they prefer.

Combining Spanish and English has been common here for some time. One moment, you’re listening to a Spanish-language ballad on the radio, then an English-language ad for a restaurant comes on the air. You’re watching a baseball game in English and a Spanish-language ad for a truck is sandwiched between two others in English.

Billboards and business signs also reflect the bicultural nature of the border lifestyle, often featuring key words in both languages. This way, the consumer has no question about the products or services being offered.

Biculturalism is also seen online, with those on the border navigating seamlessly between English and Spanish. A good example is the digital strategy of Tijuana’s professional soccer team, Club Tijuana, better known as Xolos. Their website is available in both English and Spanish, because they know their target audience.

#### Marketers need to pay attention to biculturals

As the U.S. Hispanic population grows overall, Biculturalism is becoming more and more important. A recent study by Latinworks and Ethnifacts found:

- 44 percent of Latinos surveyed consider themselves “bicultural”
- 41 percent self-identified as “more Latino”
- 15 percent consider themselves “more American”

The group was then asked about their bicultural aspirations:

- 85 percent of Latinos who consider themselves “bicultural” want to stay the same
- 45 percent of those who self-identified as “more Latino” want to become more “bicultural”
- 71 percent of Latinos who called themselves “more American” aspire to become “bicultural”

As this group continues to grow at a rapid rate - fueled by births from second- and-third generation Latinos - it is inevitable that biculturalism will become more prominent in the mainstream. It’s just a matter of time.

It brings to mind an old phrase that expresses the sentiments of those who do not feel they belong in their new country or the country of their ancestors: “Ni de aquí, ni de allá,” meaning, “neither from here, nor from there.”

Increasingly, this feeling is being replaced with bicultural confidence: “Soy de aquí, y de allá”—I am from here, and from there.

Come on down to the border for a firsthand look. If you do, don’t forget to stop by our offices to say hello.



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## FocusON Television

### Univision Launches “Sesame Amigos”

Univision has partnered up with Sesame Workshop to launch “Sesame Amigos,” a Spanish-language version of Sesame Street.

The show, premiered during Univision’s Planeta U children’s block on Saturday, August 1 at 8:30AM, will be composed of 26 half hour segments that incorporate dance and play to teach children about being strong and developing morals, among other life lessons.

Sesame Amigos will feature familiar Sesame Street faces including Elmo, Cookie Monster, Bert and Ernie, as well as a number of new friends. In each episode, the characters will be joined by various Latino celebrities, including Diego Luna, Carlos Calderón, Tony Danza and Pablo Ramírez.

“Sesame Amigos is a new and innovative show designed specifically for Spanish-speaking families in the U.S.,” says Alberto Ciurana, president of Univision’s programming and content. “While versions of Sesame Street air in more than 150 countries, Sesame Amigos will provide Spanish-speaking preschoolers the tools they need to succeed in the U.S.”

Steve Youngwood, COO of Sesame Workshop points out that Sesame Amigos will further the company’s vision of boosting children’s educational skills.

“Since our founding, Sesame Street has revolutionized early learning by using media to make educational

opportunities accessible to all preschoolers,” says Youngwood. “Sesame Amigos will further our mission of helping kids grow smarter, stronger and kinder by reaching new Hispanic audiences with our funny, furry content and characters in ways that reflect their language and culture.”

### MundoFox Changes Name, Cancels National Newscast & Lays off Staff

*A [Media Moves](#) special report*

Just days shy of its 3rd year anniversary, MundoFox is no more. The network, now fully owned by Colombia’s RCN Televisión, has switched names to MundoMax.

The network also cancelled “Noticias MundoFox,” the national newscast that aired at 5:30 and 10:30 pm PT/ET, laying off its entire staff. About 35 news personnel lost their jobs, including the show’s reporters, producers, editors and news management.

According to inside sources, news staffers were told during a meeting that there would be no newscast as of today, and after notifying them en masse of the layoff, began doing exit interviews.

In mid-July Fox International Channels announced it had sold its stake in MundoFox to RCN Television Group. Sources say the partnership was a rocky one, riddled with disagreements over programming, ratings and distribution.

For the full story visit [Media Moves](#).

### “Tierra de Reyes” Ends On Top

The finale of Telemundo telenovela “Tierra de Reyes” became the No.1 Spanish-language primetime program of the night.



The drama series’ July 27 broadcast drew 2,389,000 total viewers and 1,256,000 adult viewers between the ages of 18 and 49, according to Nielsen ratings.

The show’s two-hour finale, which stars Aarón Díaz, Ana Lorena Sánchez, Gonzalo García-Vivanco, Kimberly Dos Ramos, Christian de la Campa, Scarlet Gruber, Fabián Ríos, and Sonya Smith, boosted the networks ratings high above Univision’s for a fourth time.

Telemundo, now rated as the No.1 Spanish-language network in primetime, averaged 928,000 viewers among adults 18-49.

The storyline follows the lives of three brothers seeking revenge on another family, whom they hold responsible for the tragic and mysterious death of their younger sister.

The three brothers, Arturo, Flavio, and Samuel Reyes

# Baila

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(played by Aarón Díaz, Gonzalo García Vivanco, and Christian de la Campa, respectively) search for the truth as they decide to win the hearts of Ignacio Del Junco's daughters in hopes of finding information on the wealthy hacienda owner (Del Junco) they suspect caused their sister's death. Ricardo Chavez plays Del Junco, and the three daughters, Sofía, Irina, and Andrea, are played by Ana Lorena Sánchez, Kimberly Dos Ramos, and Scarlet Gruber, respectively.



Digitally, "Tierra de Reyes" became Telemundo's best 9PM finale for both uniques and page views. The telenovela reached over 52,000 uniques on finale day across all social media platforms.

Similarly, Facebook posts during the series reached 10.6 million global Facebook users, and across Facebook and Twitter, there were a total 753,000 engagements, ranking the finale as the most engaged campaign for the network this year.

"Tierra de Reyes" not only ranked No.1 in its timeslot among Telemundo stations in Miami, Los Angeles, New York, Houston, Dallas, and Phoenix, but also ranked No.1 regardless of language, with adults 18-49 in New York, Miami, and Houston.

## Arriba/Abajo

### Digital Expert Joins d expósito

Rosa Alonso has joined **d expósito & Partners** as director of digital strategy and innovation, a newly-created position.

During a stellar career in the multicultural arena, Alonso was senior director of international multicultural segment marketing at AT&T Wireless. There she created and led teams responsible for all phases of strategic planning, product development and marketing (online and offline) and local market/retail initiatives for multicultural (Hispanic, African American and Asian American) and international (general market, B2B, multicultural) programs that have delivered revenue estimated to be in excess of \$3 Billion.

In 2006, Alonso joined Edelman Public Relations at the helm of Edelman Multicultural, a venture focused primarily on Hispanic and African-American marketing. Earlier in her career she was national new business development/marketing director at Univision Television, and earlier was director of sales at People en Español/AOL Time Warner.

Alonso also leads Rosa Alonso Media Consulting, serves as advisor to corporations, media companies and start-ups, often with a focus on mobile/digital technologies, multimedia content development and distribution as well as Hispanic, multicultural and international marketing initiatives.



## NBCUniversal Promotes Lleni Sandoval

NBC veteran Lleni Sandoval has been promoted to vice president, human resources Hispanic Enterprises and Content.

She will provide human resources support for NBC Universo, NBC Deportes, and local corporate functions. Based in Miami, Sandoval reports to Enrique Caballero, vice president, human resources Hispanic Enterprises and Content.

This new role requires Sandoval to act as an internal consultant for delivery of team building activities across the organization, in addition to overseeing employee onboarding, benefits communication, payroll transactions and other administrative developments.

"Lleni has been a crucial asset to our human resources team for a number of years, offering her expertise and all-encompassing knowledge of the company's functions, developments and branding," says Caballero. "We look



forward to the insight she will provide and the contributions she will make in this expanded role."

In coordination with the NBCUniversal Talent Development team, Sandoval will also aid in the development of the leadership pipeline, employee value propositions and branding, along with employee survey response strategies.

Sandoval first joined the company in 1996, where she oversaw the daily operations of Universal Studios Hollywood's Entertainment Center live shows, rides, and attractions.

Since then, Sandoval has held several HR positions within the company, including HR Manager, Universal Studios Hollywood, and HR Manager, Telemundo/NBC Universo. Sandoval holds a Bachelor of Science degree and a Human Resources Management Certificate from University of California, Los Angeles.



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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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