

CUBANEAR: A Hispanic Market Works Special Feature

I witnessed the American flag go up over Cuba. This is what it means to young Cuban-Americans like me

By Gabriela García-Ugalde

Cuba. I don't think I've ever gone a day in my life without hearing or thinking about it. My homeland. The country that my grandparents, aunts, uncles, and cousins always talk about with sad eyes but happy memories.

Their conversations with me about the island usually start out something like, "Bueno, Gabriela, en Cuba. . ." and then they go on to recant a long distant memory they have of their home country. Their memories suggest an entire lifetime on the island, even though they left when they were just my age in the early 1960s. Things are always remembered as having been better there—the water clearer, the air sweeter, the mangoes tastier. "Todo el mundo lo sabe." The whole world knows this.

Well, I, along with the whole world, watched as the American flag was raised for the first time in 55 years in



Pablo Martinez Monsivais/AP

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[hispanic] market works

Havana. But unlike most of the world, I watched it from inside Cuba, having accompanied my father as he joined the small delegation of supporters with Secretary of State John Kerry.

I am 17 years old as I make this trip across a mere 90 miles of the Atlantic Ocean. My grandparents were the same age when they made the same trip in the opposite direction, having said good-bye to parents they thought they would never see again.

When my grandparents speak of the United States, the conversation is infused with gratitude, and even admiration. But when the conversation turns to Cuba, the emotions seem rawer, more conflicted. There is love, longing, and a fierce pride.

The legacy of the Cuban Revolution, like all tragic stories, is complicated. So are my feelings about accompanying my father on this historic trip. My grandparents are cautious, wary even—but supportive. And that's no small thing. I cannot imagine what my grandfather must be feeling; he was one of the last men captured on a doomed fight on the beaches of the Bay of Pigs, and one of the last ones freed several years later.

The separation of the United States and

Cuba in 1959 as the Revolution turned communist was like a violent, terrible divorce, and the surviving children of both places have been indelibly marked by the experience. There are hundreds of thousands of stories of terrible sadness on this side of the ocean.

Having dedicated most of his life in public service to the issue of Cuba, my father has become convinced that opening up relations and trade is the most compelling hope we have for the ushering in of a more democratic future of Cuba and its people.

My father and I notice a genuine pride among the Cubans we come across. It is not a nationalism, so much as a dignity about who they are as a people. You can hear the pride in their voices as they describe the beauty of the countryside, the beaches, the music. There is a lot of smiling in Cuba, despite the heat, despite the scarcity, despite the lack of freedoms, despite the dulled backdrop of ruined buildings.

My father and I felt very welcomed everywhere we went. We went for a walk near our hotel around La Habana Vieja with Mario, the son of a friend of my father's back in Miami. In Miami, I hear that the city is a lot like Havana. In Havana, I feel that the city is a lot like Miami. Physically, I know they couldn't

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be more dissimilar. The 1950s American Chevys and Buicks drive by the grey dilapidated once-grand buildings like astonishing dots of hope. The bright colors and the sheer improbability of these cars in this setting make me smile. And that's when it hits me. It's the people—the playfulness of the Cubans—that feels so similar to the exuberance of Cubans back home in Miami.

More than anything else, I was encouraged by the kindness with which we were met everywhere we went. On Thursday afternoon, our cab driver took us to Pepe's, a little out-of-the-way restaurant (aren't those always the best kind?). The owners, Jose "Pepe" and Dolores, sat down and joined us for our meal. I was thinking how right at home I felt. Most of the family ate dinner with us.

Their son, Alvaro, who was there with his girlfriend Nati, was only five years older than me. He had recently graduated from college, having spent his first two years at Boston University and then transferring to American University to complete his degree. We chatted about the merits of taking the SAT over the ACT, and the drudgery of the application process. I was having the kind of conversation I would expect to have back home, but never in Cuba.

Gabriela Garcia-Ugalde, 17, is a rising senior at New World School of the Arts High School in Miami. She is the daughter of former U.S. Congressman Joe Garcia and the granddaughter of Cuban exiles who fled the island in the 1960s.

Cuba in the News:

- **Weekend In Havana** - The Obama administration is working to establish a regular airline service between the U.S. and Cuba as early as December and exploring further steps to loosen travel restrictions for Americans. The move underscores the White House's intent to solidify one of President Barack Obama's major foreign policy shifts by making the opening to Cuba nearly impossible for a future president to reverse. His objectives, however, have been criticized by Republican candidates running to replace him. This week, American Airlines plans to announce a charter from Los Angeles to Havana, its first Cuba service from the West Coast.
- **Cuban-American Poet Speaks Havana** - Richard Blanco recited one of his poems, "*Cosas del Mar*", during the flag-raising ceremony at the newly reopened U.S. Embassy August 14 in Havana, Cuba. Secretary of State John Kerry visited the reopened embassy, the first time an American secretary of state has visited Cuba since 1945, a symbolic act after the two former Cold War enemies reestablished diplomatic relations in July. Raised in Miami and a Florida International University engineering and Master of Fine Arts grad, Blanco says he had always known of Cuba — or thought he did — from the stories, letters and telegrams of relatives, "Cuba was the real imagined place."

- **The Elephant In The Room** - A nearly \$7 billion pile of unresolved U.S. property claims is where things get tricky. The Cuban government's expropriation of U.S. properties in the 1960s was the original *raison d'être* for the embargo, whose function was later expanded to include loftier considerations for democracy and human rights. Some of those stipulations, laid out vengefully in the 1996 Helms-Burton Act, probably won't happen anytime in the coming hours — especially the U.S.' insistence that both Castro brothers step aside to allow an imagined electoral democracy to flourish on the island... a [report](#) by Tim Rodgers, Fusion's senior editor for Latin America.



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

FocusON Music

Enrique Iglesias' Makes YouTube History

Enrique Iglesias' 2014 hit "Bailando" has reached a milestone almost two years since its release date, becoming the first Spanish-language music video in YouTube history to reach one billion views.

The song, which has been described as a "flamenco party anthem," features Descemer Bueno and Gente de Zona, two other famous Latino musicians.

"Thank you guys so much for getting Bailando Spanish version to 1 BILLION views. Incredible!!!" said Iglesias via an Instagram post. "Muchísimas gracias por lograr que Bailando versión en Español llegara a 1 billon de visitas!"

Iglesias, who is currently on his Sex & Love tour, can now add this record-breaking hit to the list of accomplishments he has experienced in the past year. In addition to launching the aforementioned tour which has sold over a million tickets, Nicky Jam's hit song "El Perdón," which Iglesias features in, is number one on Billboard's Hot Latin Songs, Latin Airplay, Latin Digital Songs, Latin Streaming Songs, and Latin Pop Songs.

Iglesias' longtime manager Fernando Giaccardi, recently said of his client, "With Enrique, it's never enough. It's like, 'Great, we did this. Now what?'"

Video: Papa John's Shares What It Takes to Win with Hispanics

By Peter Filiaci



"...The first thing we had to do was get the FAC, the franchisees from the Midwest, to realize, yeah this is probably going to help Texas, Florida, California, but this demographic is on a roll...."

Baila

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FocusON Media

El Rey Aims To Increase Latino Presence in Media

Renowned filmmaker and producer Robert Rodríguez has decided to use his power in the media to address a question he has faced countless times in his cinema career: Why aren't there more Latinos in Hollywood?

The creative genius behind movies such as *El Mariachi*, *Spy Kids*, and *Sin City*, Rodríguez claims that the problem lies in an identity crisis among U.S. Latinos who don't see themselves represented in movies, TV shows, and online videos too often.

"They don't have a real identity, because they don't see it reflected anywhere," says Rodríguez. "It's a huge problem that's going to grow if media doesn't change."

Through his El Rey cable network, Rodríguez is putting more Latinos behind the scenes and in front of the camera in an effort to give a voice to one of the country's fastest growing minority groups.

"I have five kids and they don't see themselves represented in media," says Rodríguez, who is of Mexican descent. "I knew this is a way I could create new voices, new people, more Robert Rodríguezes, more people who could go tell these stories that need to be told."

For his latest project, Rodríguez has teamed up with Spanish-language TV network Univision Communications, receiving a \$130 million cash infusion that allowed him to spend \$3.5 million per episode on his originally scripted program, *From Dusk Till Dawn: The*

Series. Today, El Rey reaches 40 million homes through carriers such as DirecTV, Time Warner Cable, and DISH Network, allowing Rodríguez to make strides when it comes to delivering original English-language TV programming to the 55 million Hispanics living in the U.S.

"When you create a show and have your own distribution system where you can go right into people's homes, that's a (complete) media company," notes Rodríguez.

While the network faces tough competition between



other networks with more viewers, El Rey succeeds by delivering something unrivaled in the TV world, and that is original English-language programming aimed at U.S. Hispanic Millennials. For years, TV networks have underrepresented and mostly ignored the rapidly growing English-speaking Latino community, a fact that experts say will affect ratings in the future.

Even though Latinos make up nearly 18 percent of the population, they account for less than 6 percent of talent in front of the camera on entertainment-based

TV shows, and appear even less on news broadcasts, claims Alex Nogales, Chief Executive of the National Hispanic Media Coalition, a California-based group that monitors Latino representation and depiction in film and TV.

"What Robert's attempting to do is really different than what has gone before him," says Nogales. "He needs to make a success out of it — not just for himself, but for the Latino community as a whole."

Rodríguez wants people to recognize, however, that El Rey is more than a "Latino network," as it offers a wide array of programming that can appeal to many audiences. Despite this, the undeniable truth is that U.S. Hispanics, particularly U.S. Hispanic millennials between the ages of 18 and 34, are becoming the audience to look out for. This age group has been labeled the "new mainstream," as they are becoming a fast-growing community of educated, English-speaking, technologically savvy citizens who need to be catered to.

"There's often the discussion within the Latino community that we're not getting enough opportunities to be in front of the camera, behind the camera, behind the scenes," says Jesse García who plays Texas Ranger Freddie González in *From Dusk Till Dawn*. "Robert's actually providing the solution. He's making stuff happen."

El Rey network is more than just a cable network, it is a pioneer in the world of incorporating more minorities into mainstream media. "Before, they didn't have a place to go," Rodríguez expresses. "That's a place they can go now. That could change the whole thing."

Un Golazo for Azteca

Azteca America delivered the highest-rated Liga MX telecast among key demographics including adults 18-49 on August 14 when Santos Laguna faced-off against America. According to data from Nielsen, the soccer match averaged 592,000 total viewers and 386,000 adults 18-49.

It was Azteca's best season-to-date ratings for a soccer match. The network outperformed games on Univision, UniMás, Telemundo, and Univision Deportes as well as all programming on UniMás, Estrella TV and MundoMax among adults 18-49.

The game was one of the top five programs to air on Spanish-language television on August 14, outperforming Univision's "Lo Imperdonable" and "Yo No Creo en Los Hombres," Telemundo's "Caso Cerrado" and "Avenida Brasil," and all programming on UniMás, Estrella TV and MundoMax among men 18-34.

Locally, the game ranked No.1 among Spanish-language networks in key markets and demographics. The game was No.1 in Chicago and San Francisco among adults 18-49, adults 18-34, adults 25-54, men 18-49, men 18-34 and men 25-54. In New York, the game ranked No.1 among men 18-34 and in Dallas, the game was No.1 among men 25-54.

Azteca is the exclusive broadcast network of two weekly primetime matches every week of the season, "Viernes Futbolero" and "Sábado Fútbol Estelar." Azteca features all home games for Santos Laguna and Xolos de Tijuana in primetime on Fridays, while Monarcas Morelia and Club Atlas home matches air on Saturdays.

NASCAR Partners With Eugenio Derbez

NASCAR has teamed up with Mexican movie star Eugenio Derbez to offer Latinos, racecar enthusiasts, and movie-watchers around the world exciting new content by collaborating on an original, full-length comedy film.

The exact plot of the movie is yet to be determined, but Derbez, known as one of Mexico's most famous actors, is excited to be working with NASCAR. "They have built an amazing organization with an undeniable fan base," he says. "I'm humbled that they want to work with me and think we can do something very special together."

Derbez's production company, 3Pas Studios, and Pantelion Films, will have the right of first refusal for the movie, while NASCAR's Los Angeles-based entertainment marketing division and Charlotte-based NASCAR Productions will collaborate on the film. Benjamin Odell, a partner at 3Pas Studios, will serve as the film's producer, while Zane Stoddard, NASCAR's vice president of entertainment marketing and content development, will work as executive producer.

The production is set to be finished in 2016 and officially released in early 2017.

"We're particularly excited about this project because it's the heart of what we set out to do with our new content strategy: Do some things that we think are unexpected — if not disruptive — by partnering NASCAR with one of the biggest Hispanic entertainers in the world," says Stoddard.

In addition to his success on the big screen, Derbez was

named No. 1 on Variety's Power of Latinos List in 2014. As someone who has a deep passion for the sport of racecar driving, Derbez also raced competitively in Mexico.

"Eugenio is one of the biggest Hispanic stars in the world and we are extremely excited to partner with him on this project," says Stoddard. "NASCAR's Hispanic fan base has grown tremendously in recent years and we believe this project is a fantastic opportunity to further engage this audience with a great story inside our sport."

Aric Almirola and Daniel Suárez, two Hispanic NASCAR drivers, will also be involved in the creation of the film. NASCAR is also working on other Hispanic-related content initiatives including a "docuseries" with Mexican star William Levy. Additionally, it has been rumored that NASCAR also has a deal in place for another film with Lionsgate, but no details have been disclosed.

"We felt that for us, the energy we spend in developing content is better spent aimed at younger, more diverse audiences," expressed Stoddard. "In order to do that, we needed to continue to develop content with our broadcasters for the core fan, but the new piece of it was that we would be particularly aggressive in developing what we call 'off-channel content.'"

Regardless of the reason that entices someone into watching the movie, whether it be their admiration for Derbez's work or a passion for the raceway track, Stoddard believes that each audience member will enjoy the movie just the same. "Partnering with Eugenio is going to automatically bring in a segment of the Hispanic audience that may not currently be NASCAR fans but will come watch because it's Eugenio," he states. "I think it has the ability to be very influential."

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“Boxeo Telemundo” Ranked No. 1

“Boxeo Telemundo Ford” has been classified as the most watched boxing program on Spanish-language television with an average of 455,000 total viewers, according to Nielsen. The show holds a sizable lead over UniMás’ “Solo Boxeo” and TV Azteca’s “Boxeo Azteca,” beating them by +51 percent (455,000 vs. 302,000) and +292 percent (455,000 vs. 116,000) in total viewers year to date, respectively.

Mexico’s Aarón “Timmy” García and Puerto Rico’s Daniel Rosario Cruz’s fight for the WBO Latin Super Welterweight title on July 17 is the highest rated fight of 2015 - reaching an audience of 603,000 total viewers.

Launched in 1989, “Boxeo Telemundo Ford” has become the longest-running boxing program on U.S. Spanish-language television. Since its startup it has showcased 55 world champions, including Saúl “Canelo” Alvarez, Wilfredo Vázquez, Jr., José “Carita” López, Oscar “Chololo” Larios, Ulises “Archie” Solís and Carlos Maussa, earning a reputation as the show “where champions are born.”



FocusON Sports

Soccer and Hispanics: Not Always the Perfect Match

By Edwin Rodriguez, Planning Department Dieste

Hey there brands, not all Hispanics are into soccer. Yes it’s true that there are a lot of Hispanics who love soccer and have a deep passion for it, but there are other ways to form a connection with us. I may be the odd one out since I’d much rather watch an (American) football game or a basketball game, or maybe even a baseball game, than watch a soccer game.

Professional football ranks higher than any other major sport amongst U.S. Hispanics. According to this article on Multicultural Retail 360:

- Over 65% of Hispanics watch football
- 29% of them identify as “avid” fans
- Spanish-dominant Hispanic viewers increased by more than 15% in the past year
- Last year’s Super Bowl was the highest rated program ever among this segment

Historically, NFL culture has had very few Hispanic players, so Hispanic culture has not been well represented. The NFL is working very hard to change that with Hispanic youth programs and Spanish-language advertising. Because the NFL has a much shorter season than the other major sports, spanning only 16 weeks, it can afford to broadcast all the



games in Spanish.

Of the 32 different franchises in the NFL, the Dallas Cowboys consistently have the most Hispanic fans. Part of the reason that they have such a huge Hispanic following is that they have Hispanic Heritage Initiatives that help build a stronger connection with Hispanics. And it doesn’t hurt that Texas shares a border with Mexico. One of the brands that has capitalized on Hispanics’ affinity for the Cowboys is Miller Lite. It’s the official Beer of the Dallas Cowboys, and they target Hispanics extensively in their advertising.

There are millions of Hispanics in the U.S. that didn’t grow up with a soccer ball next to their bed. Incorporating soccer in every ad campaign that targets Hispanics just to try to establish a connection and pretend that the brand understands Hispanic culture is the new “Piñata.”

FocusON Commentary

I Told Those Ad Age Small Agency Conference Execs To...

By *Alberto Padron, CEO at Stinghouse*

...bring their talents to South Beach. Ad Age's Small Agency Conference 2016 in Miami has an attractive ring to it, right? Here's what else I shared with them:

Dear Allison and Ken and the rest of the cool folks of Ad Age,

I've been to over 10 conferences in the last 15 years. Your Small Business Conference was the best ever.

Why? Because it mattered most. In the past, I've attended conferences on a larger agency's dime. If we're all honest, as long as the host city provided cool opportunities to socialize, the content, structure and overall efficacy of the conference itself mattered a little less. If any of those past conferences happened to be well organized and well programmed, then that was a bonus. But this Small Agency Conference 2015 in Boston had to live up to higher standards, as the stakes for us at Stinghouse were much more intimate, more personal, more real to our actual bottom line.

Stinghouse is our beautiful little 30-month old baby agency. Yeah, Boston is cool and the weather rocked, but if we didn't come back to Miami smarter advertisers, then this would've been a total fail. So with the pressure on, your conference delivered. Thanks.

Here's our unsolicited top three reasons it rocked and two constructive, and hopefully well-received, areas-of-

improvement:

The Conference Rocked Cuz:

1. Minute-to-Minute Value: In this well-organized conference, every aspect of the program yielded new information and/or networking opportunity. Too many conferences have a few duds in their programming. Those dud sessions really become informal bathroom breaks and e-mail check time. The Ad Age Small Agency Conference made us hold it in till the official bathroom break time because we didn't want to miss a thing.
2. Strong Keynote: Linda Kaplan, despite running a ginormous advertising empire, felt like one of us "small-agency-and-proud" types. She was not just affable, knowledgeable and relatable; her Grit-to-Great message struck many of the chords we embrace at Stinghouse. As a champion of challenger brands, without grit, we would never be able to start our own agency, let alone help our clients challenge the champions of their respective categories. Bravo Linda!
3. Balance in Programming: Some of the stuff in the program were obvious points-of-interest for us: Anatomy of a Killer Campaign, Growth and Culture, and Tips for Winning Business Now come to mind. But the chats on mergers & acquisitions and the legal implications of social media were huge value-adds that provoked us to think even more holistically about running and growing Stinghouse.

Conference Areas-of-Improvement:

1. More Small-to-Large Brand Success Stories: Converse and Big Lots are big brands, cool brands, well-funded and recognized brands. The showcases of Converse

and Big Lots were cool and valuable, but as a small agency, we are often working with small-to-mid tier brands. Showcasing examples of agencies and their clients going from nowhere-to-somewhere great, and from unknown-to-highly-recognized would be of major value to many small agencies. This is not an ask to replace the Converse and Big Lots of the world, just add some smaller brands doing killer work, after all, Small Agency Conference, right?

2. More Multicultural: So no, Stinghouse is not an outright multicultural ad shop, but Miami is a multicultural city and so is an ever-growing part of the United States. Having worked on Ford, Unilever, Chase, SC Johnson, American Airlines and others for nearly a decade prior to Stinghouse (related to multicultural marketing), I continue to monitor the trends and conversation surrounding the multicultural dynamic brands face in attempting to successfully connect with a diversifying customer base. Multicultural has become less and less the concern of specialty ad shops but rather a daily concern for all brands competing for customers today and forever more. There was an implicit sprinkling of multicultural chatter in the program but we think that a more explicit effort can yield even greater value for future attendees of this pretty awesome conference.

So there ya have it. We're marketers, so sure we can write more for we always have more to say, or at least I do. But we'll stop here. We hope you found some value, insight and/or a chuckle in reading this review of this pretty cool platform y'all created that allows us gritty little agencies to feel really huge.

Feel free to share this wide and deep, or as we say on social [#stingdeep](#).

Arriba/Abajo

Former MundoFox Employee Joins Havas Formula

Hispanic market veteran [Andy Checo](#) has joined public relations firm [Havas Formula](#) as director of Havas' HavasFormulatin Hispanic division. Until recently, Checo was marketing director at MundoFox network (now MundoMax).

Checo, who reports to Havas Formulatin vice president María Amor, is responsible for supporting clients, helping to manage the New York team, and planning and implementing programs. He will also work closely with Havas Formula president Michael Olguin on new business.

Checo joined the firm two weeks ago as an "obvious choice" when Olguin and Amor were looking for someone to help lead the New York practice. "There are probably fewer than half a dozen people in the Hispanic PR community that are more esteemed than [Checo] is, so we feel that he's a huge addition to our organization," he added.

In addition to knowing the Havas Formulatin team's "ins" and "outs," Checo was drawn to the firm because of its diverse roster of clients, including Zoosk, which he describes as one of the only online dating sites marketing to Hispanics. "As a well-established leading agency in the market, I look forward to the opportunity HavasFORMULATIN brings to my professional career," says Checo.

One of Havas Formulatin's main priorities going forward is to "introduce brands who have strongly considered it," said



Olguin. He added that, as a Mexican American, he thinks many PR agencies are ignoring the growing Hispanic market or thinking they can communicate to Hispanic consumers using traditional communications strategies.

"We're big believers that you to have an understanding of the nuances of the community, which we really do," said Olguin.

Before his time working at MundoFox, Checo, who currently serves as president of the Hispanic Public Relations Association's National Board of Directors, worked at RL Public Relations. He has also held positions at Edelman, The Vidal Partnership, and Arcos Communications.

HispanicMarketWorks.Org
2120W. Flagler St. Suite 301, Miami, FL 33135
Tel: 305.785.2784 - Fax: 305.728.7001
www.hispanicmarketworks.org

Publisher: Arturo Villar
avillar@hispanicmarketworks.org

Social Media Director: Betty Fuentes
bfuentes@hispanicmarketworks.org

Web Master: Pete Pekofsky
ppekovsky@hispanicmarketworks.org

PDF Creator: Liz Vidal
lvidal@hispanicmarketworks.org

Office Manager: Beatriz Cruz
bcruz@hispanicmarketworks.org

Staff Writer: Nicole Arguelles

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