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## FocusON La Política

### Sen. John McCain Defends Immigration Reform Bill

By Michael Oleaga. *Latin Post*

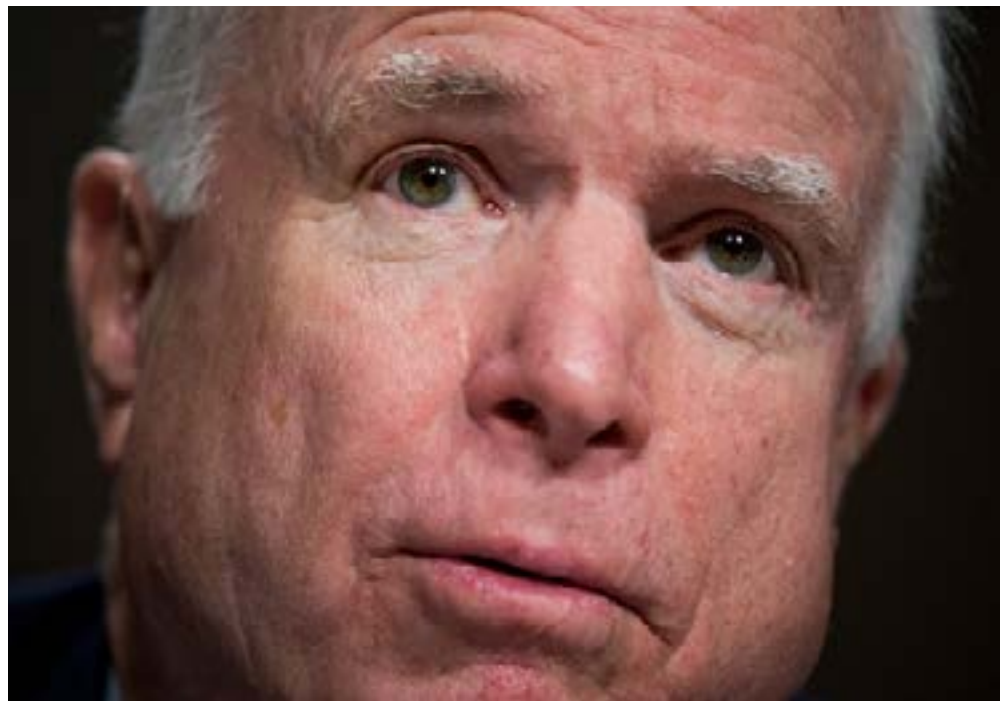
Sen. John McCain, R-Ariz., defended his bipartisan comprehensive immigration reform bill, which passed the Senate in 2013.

"I'm proud of the legislation that I worked across the aisle to address the issue," McCain said at his central Phoenix campaign headquarters, via AZCentral. "The disappointment, obviously, is with the House of Representatives for not acting."

The Senate bill, S.744 "Border Security, Economic Opportunity, and Immigration Modernization Act," received bipartisan support during the 113th Congress, including support from two current Republican presidential candidates. Sen. Marco Rubio, R-Fla., and Sen. Lindsey Graham, R-S.C., were co-sponsors of the bill and voted in favor on June 27, 2013.

Despite receiving a majority of votes, 68-32, the next legislative chamber -- the House of Representatives -- never picked up S. 744 for debate.

"I know that many on the right were not persuaded because they didn't act in the House of Representatives," McCain said. "And my



question to them is -- and I think it's legitimate, and they've never responded -- give me your solution to the problem."

The Senate bill called for several hundred miles of fencing on the southern U.S. border, in addition to an employment verification system for all employed, potentially-undocumented immigrants. The bill also included training for nearly 38,405 full-time active duty U.S. Border Patrol agents, and it would have allowed the U.S. Attorney General to increase the number

of immigration court judges and reform the visa process.

"I said we needed to build a fence, and I was one of those who shaped legislation that passed the United States Senate that calls for 20,000 additional Border Patrol [agents]," continued McCain. "Six-and-a-half billion dollars to build the fence, and I'm proud of that."

Despite being a co-sponsor, Rubio has strayed away from S. 744. Earlier this year, before

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Hispanics are once again under fire as the Republican frontrunners put the focus on birthright citizenship.

# [hispanic] market works

announcing his presidential bid, Rubio said a discussion on immigration could not take place unless it is proven the issue can be controlled. Rubio said the current legal immigration system is “too generous” and there is no mechanism to enforce current laws.

In May, Rubio said he still believes in comprehensive immigration reform, but “the problem is the votes aren’t there in the House.”

“If we want to move forward on immigration reform, the first thing we are going to have to do is prove to the American people that future illegal immigration is under control,” said Rubio.

Graham maintained his support for the bill, and said opposition would further divide the Republican Party and Latinos. He said in June, “If we become the party of self deportation, if that again is our position in 2016, we’re going to drive a deeper wedge between us and Hispanics.”

“A pathway to citizenship, after you secure the border, control who gets a job, more legal immigration where they have to pass a criminal background check, learn the English language, wait 10 years before you can apply for a green card,” said Graham, later adding, “If you solve the immigration problem in a good, American, responsible way, our party’s back in the game and we can dominate the 21st century.”

## FocusON Media

### Geller named EVP Network Sales and Digital at Azteca America

Azteca America announced the appointment of Craig A. Geller to Executive Vice President, Network Sales and Digital, effective immediately. Geller now reports to Manuel Abud, President and CEO, Azteca America, and is based in New York. He succeeds Court Stroud.

“Craig brings a stellar track record of success and relationships in network advertising and digital sales,” said Abud. “His expansive marketplace expertise and knowledge combined with his strong connections to the key decision makers on the client and agency side will be instrumental in leading our sales teams to drive sustained growth and new business opportunities for Azteca America.”

In this role, Geller is responsible for overseeing advertising sales across Azteca America’s national network, as well as digital partnerships between the network and its advertisers and clients. With an ever-changing marketplace and the need to connect with Azteca’s highly coveted viewers, Geller brings a fresh approach

Thompson.  
Saatchi.  
Greenberg.  
Deutsch.  
Ogilvy.  
Mather.  
McCann.  
Burnett.  
Young.  
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*Honored to be the only last name with an accent on this list.*

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to the network's go-to market strategy by leveraging original Azteca content and the Liga MX franchise to create tailored multi-platform engagements for brand partners.

From 2011-2014, Geller was at NUVOTv, where he was Senior Vice President, Advertising Sales and Integrated Marketing. Prior to NUVOTv, Geller served as Senior Vice President, Network and Digital Sales at NBCU Telemundo..

## Netflix Continues Expansion on Latino Programming

Earlier this year, Netflix announced the launch of one of its first Spanish-language political dramas, *Ingobernable* (HMW Archives 7/26/15). Since then, Netflix has continued its marketing towards the Hispanic community and continued its expansion in the world of Latino programming.

This past summer, two of the most-audible signs of Netflix's Latin American push were revealed when Netflix launched the dramedy *Club de Cuervos*, a series about what goes on behind the scenes at a struggling Mexican soccer team, and *Narcos* a part-Spanish, part-English series about the rise of Colombian drug kingpin Pablo Escobar.

Following the two premieres, over two-dozen new Spanish-language shows have debuted on Netflix in just past few months.

Netflix is just one of the hundreds of companies recognizing the increasing purchasing power that Latino consumers have and expanding their marketing efforts to meet this demographics' needs. Many of the series feature international cast members, including various actors from Brazil, Argentina, Chile, Mexico, Spain, and Colombia, among others.

"It's great for Netflix to expand their offerings into Spanish-language programming," said Jeff Sica, president of Sica Wealth Management. "It simply adds another dimension to an already robust catalog of entertainment."

## Rubén Albarrán (Café Tacvba's Frontman) Launches Mixto Musicworks!

Rubén Albarran (Café Tacvba's frontman) is partnering with industry veteran J. Carlos Maya (Mixto Music) and entrepreneur Miguel Ascencio to launch Mixto Musicworks!, a music and content production company specializing in the film, TV, internet and videogames industries.

"We Latinos come from very diverse and multicultural backgrounds so the world has become our neighborhood. We are highly influential at all levels of society so our goal at Mixto Musicworks! is to create music that is relevant and portrays exactly what we are and what we like, and not just the stereotypes. It is very

refreshing to see the music production process from different perspectives" said Rubén Albarrán.

Mixto Musicworks! main areas of focus will be film and TV scoring as well as creation of music-related original content. It will operate both in México and the U.S. and it's talent roster includes a very diverse group of award-winning composers and producers from several Latin-American countries and the U.S., who have extensive experience creating a wide array of styles from orchestral arrangements to electronic and Latin-American rhythms.

Mixto Musicworks! first project will be the creation of a music and travel show hosted by Rubén Albarrán, which will take place in multiple cities throughout the U.S. and Latin-America.

J. Carlos will oversee all the production aspects of the company while Rubén will serve as Mixto Musicworks' Chief Composer and Content Curator. Miguel will act as Director of Business Development and will supervise all operations in México.

## Media General and Meredith Unite In Billion-Dollar Deal

American media conglomerate Meredith Corporation has sold itself to competitor Media General for \$2.4 billion.

The new company: [Meredith Media General](#).

Based in Des Moines, Iowa, Meredith runs Meredith Hispanic Media, whose lineup of Latino-focused titles includes Siempre Mujer, Ser Padres, Ser Padres Espera, Ser Padres Bebé and Parents Latina and as well as custom publishing, content licensing, research, digital marketing, database marketing, events, grassroots marketing, and video.

Media General's buyout will result in a total of 88 television stations in 54 markets that will be able to reach 30 percent of U.S. households (34 million viewers), making it one of the largest owners of major network affiliates. Also in the mix are magazines including Better Homes and Gardens, Parents and Shape, as well as Allrecipe.com.

"We are excited about the opportunity to create a powerful new multiplatform and diversified media company with significant operations on the local and national levels," Meredith's chief executive Stephen Lacy said in a statement.

Under the terms of the deal, Meredith investors will receive cash and stock valued at \$51.53 a share - representing a 12 percent premium compared to Meredith's closing stock price on September 12 of \$49.54. These provisions provide that Media General stockholders own about 65 percent of the combined company, while Meredith shareholders own the remaining 35 percent.

The combined company will maintain corporate and executive offices in Des Moines and Richmond, Virginia. Executive expect to earn more than \$80 million in total savings within the first two years after the transaction closes.

## FocusON Philanthropy

### Azteca America Partners with Children's Miracle Network Hospitals Fundraising Campaign

Azteca America has signed on as the media partner for the Children's Miracle Network Hospitals® "Salvé Un Angelito...¡Te Toca!" (I saved an angel, now it's your turn.) The Spanish-language television fundraising event is set to air on Sat., Nov. 14, 2015 from 5 p.m. – 11 p.m. EST. [Milagrosazteca.org](http://Milagrosazteca.org) will be the online home of the campaign.

A highlight of the campaign will be 60 individual stories of Children's Miracle Network Hospitals' patients told through 5 to 7-minute segments, which will air nightly during Azteca's national newscast.

"We are very proud to serve as the media partner for the Children's Miracle Network Hospitals campaign and live event," said Manuel Abud, president and CEO, Azteca America. "This company-wide partnership enables us to share with our viewers the inspiring and incredible stories of the children and their families, as well as underscore the amazing work the member hospitals are doing on a daily basis. Children's Miracle Network Hospitals and Azteca America share a common commitment to serving our communities locally and nationally, while also providing an opportunity to share that legacy of service with our engaged audiences."

Following the 12 weeks of on-air profiles, Azteca America and Children's Miracle Network Hospitals will



join together on Nov. 14 to present a six-hour "Salvé Un Angelito...¡Te Toca!" live television event. The real-time telecast will feature interviews with patients, families and doctors from the Children's Miracle Network Hospitals across North America. Celebrities also will share their own experiences and show support for the importance of donating to children's hospitals. Event presenters will include Azteca America's top on-air personalities.

A "Call to Action" campaign will be in place to raise funds prior to the live televised event. Viewers can visit [milagrosazteca.org](http://milagrosazteca.org) to learn more about the Children's Miracle Network Hospitals and donate \$1 to get a "Salvé Un Angelito...¡Te Toca!" bracelet to show their support for their local Children's Miracle Network Hospital.

During the broadcast, the on-air appeal will ask viewers to join Azteca America in helping to support the "miracles that occur each day at our local hospitals" by making a one-time donation or by committing to donate \$20 per month to support the Children's Miracle Network Hospitals and the children they serve.

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## FocusON Entrepreneurs

### A Venezuelan in Silicon Valley Finds a Niche in Finance

By Vinod Sreeharshsept

Jonathan Gheller went from selling tequeños, a Venezuelan fried, cheese-filled appetizer, in Caracas to building a company that he sold to Facebook. Now, working at its placid Menlo Park, Calif., headquarters, he credits mostly one person for his change in fortune.

Likewise, Kenneth Lin struggled in the early days of Credit Karma, the online personal finance company he founded in 2007 in San Francisco. The field called fintech, financial technology, is now hotly pursued by investors. But through 2012, he raised only \$2.5 million. The company's outlook changed in 2013 after he found a kindred spirit.

Both feel indebted to Meyer Malka, 41, a Venezuelan known as Micky. In 2012 he formed the venture capital firm Ribbit Capital here. Since then, he has become a rising force in Silicon Valley and one of the few Latin Americans to crack its upper echelon.

In March, Mr. Malka said, Ribbit raised its third fund, totaling \$226 million, nearly twice the size of its second fund, which closed just one year earlier. In just over three years, Ribbit has secured \$446 million, the fourth-largest amount raised among all United States-based venture capital firms started since 2012, according to the research firm Preqin.

Among Ribbit's investors are marquee Silicon Valley



Meyer Malka, the Venezuelan founder of Ribbit Capital, is one of the few Latin Americans to crack Silicon Valley's top echelon. Jim Wilson/The New York Times

names: SVB Capital, Silicon Valley Bank's fund of funds group; Sequoia Heritage; and Iconiq Capital, the secretive personal wealth management group whose clients include Mark Zuckerberg of Facebook and Reid Hoffman, a LinkedIn founder. Ribbit's funds also count individual backers, including David Lawee

of Google Capital and Sheryl Sandberg, Facebook's chief operating officer.

Mr. Malka's rise has benefited many Latin American entrepreneurs who have long struggled to gain a foothold here. The explanation for his own ascent is that the fintech sector is now in vogue. Mr. Malka bet

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on the field when few others did, and in an uncommon way, by dedicating an entire venture capital firm to it. That won him respect from start-up founders, no matter their nationality.

"He's the first person I call when I need feedback," said Mr. Lin of Credit Karma.

In the two years since receiving Ribbit's backing, Credit Karma has grown significantly and drawn several new investors, including Google Capital and Tiger Global Management, both introduced by Mr. Malka. In June the company attained a \$3.5 billion valuation in a new financing round.

Growing up in Venezuela, Mr. Malka knew few people he could phone for advice. The country's economy and society, rich and poor, depend heavily on petrodollars. Yet he started thinking about finance and entrepreneurship as a boy, buying shares of Warren E. Buffett's Berkshire Hathaway with his bar mitzvah money.

At 18, he began attending Berkshire's annual shareholders meeting in Omaha. Around then, he founded Heptagon Grupo Financiero, a financial brokerage firm. Heptagon was acquired in 1999 by the Argentine start-up Patagon, founded by Wences Casares, who took Mr. Malka on board.

In 2000, just before the dot-com crash, Banco Santander acquired Patagon for \$750 million and the two men then started other companies together. But Mr. Malka had not yet succeeded in Silicon Valley, so he moved there in 2007 to build another company with Mr. Casares: Bling Nation, a mobile payments company.

That would be a devastating time in his life. The day he obtained his visa from the United States Embassy in Caracas, his father was found to have brain cancer. His wife was pregnant at that time, and the couple wanted to leave Venezuela, concerned about the management of the country by Hugo Chávez, then the president.

After moving, Mr. Malka flew back to Caracas every other week until his father died in 2008. Meanwhile, in Palo Alto, Bling Nation struggled, and in 2011 the partners called it quits. "It was the first time I had failed," Mr. Malka recounted. He was emotionally spent.

He took a full year to decide what to do next, but becoming a full-time investor made sense. He had already invested in numerous companies over the years.

For example, Mr. Gheller started an Internet company, FashMatch, but it almost went bankrupt. That was until he sought advice from Mr. Malka at a Caracas cafe in 2007 and received a check on the spot. One condition was that Mr. Gheller move to Silicon Valley. FashMatch survived; in 2009 it was sold to Like.com, a company based in San Mateo, Calif., and Mr. Malka made money. Google acquired Like.com the following year.

When Mr. Gheller founded his next company, Storylane, the one Facebook would acquire in 2013, he had a much easier time, raising a seed round in four days. By then he lived in the Bay Area.

Silicon Valley often claims to be a meritocracy drawing the world's finest, and there is some truth

to that. Immigrants from India and China have a rich five-decade-plus history there, having staffed Fairchild Semiconductor and Hewlett-Packard.

Latin America, however, has not had such a presence. Among the top 20 United States-based venture capital firms, based on total funds raised in the last 10 years, according to Preqin, not one has a founding partner from the region.

Some important people from Latin America have emerged over the decades in technology. One was Alejandro Zaffaroni, an Uruguayan who moved to the United States in the 1940s. In 1968, he founded Alza Corporation, a pioneering biotechnology company that Johnson & Johnson acquired in 2001 for about \$12 billion. He also started several other influential Bay Area companies before his death last year.

Jean Paul Jacob, a Brazilian engineer and respected futurist, joined IBM's Research Laboratory in San Jose in 1962. More recently, Ariel Poler, born in Venezuela, has been an influential angel investor in San Francisco and was an early backer of Odeo, out of which grew Twitter.

They remain exceptions for several reasons, including Silicon Valley's own lack of interest in the region until 2011. "For a long time, Wences and Micky were really the only people in Silicon Valley that entrepreneurs from Latin America could get meetings with," said Allen Taylor, a vice president at Endeavor, a New York-based nonprofit that promotes entrepreneurship in developing countries.

That started to change a few years ago, he said. Still, even today, Latin American professionals have not

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immigrated here in large numbers.

Mr. Malka certainly had reasons to pack his bags after Bling Nation failed. "He became very anxious whether he was doing the right thing," said Mr. Casares, who remains close to him. Forming a sector-specific fund was risky — they remain rare in Silicon Valley. But one in fintech made sense to him.

Today, his instinct seems to be paying off. Ribbit's first fund, based on current valuations, would return six and a half times multiples on cash, according to a person with direct knowledge of the firm.

The firm has now backed 27 companies, largely in the United States, including Coinbase and LendingHome. But it continues to be bullish on large emerging markets including Brazil, where last month it backed a São Paulo-based start-up, GuiaBolso.

Still, it may still be premature to evaluate Ribbit. None of its companies have had exits. The firm is young. It has missed deals, such as one on TransferWise, based in London, which aims to provide a cheaper alternative to transfer money

overseas.

That was embarrassing, Mr. Malka admitted. He had cited the company as an example of the kind of



Jim Wilson/The New York Times

investments Ribbit would make when he pitched its first fund to investors. But when the financing round happened, "I was too much of a rookie," he said.

Uncertainty also remains about Bitcoin, the virtual currency on which Ribbit has made several bets. Still, even during the peak Bitcoin hype, Mr. Malka showed restraint, which won respect from his backers.

"If he was not disciplined," said Greg Waldorf, former chief executive of eHarmony and an individual investor in all three Ribbit funds, the first Ribbit fund "would have become solely the Bitcoin fund, which it was not."

Just four of the 12 companies from that fund are Bitcoin companies. Ribbit has not backed a new Bitcoin company in about 12 months, yet Mr. Malka remains optimistic, citing Bitcoin's evolution outside the United States, which he believes is more crucial.

"From a business perspective, I am more encouraged by what has happened over the last 12 months," he said.

Ribbit's investors over all seem pleased with Mr. Malka. Irwin Gross, chief operating officer of Sequoia Heritage, said that while "it is still early, he has done exactly or pretty close to what he said he would do."



## FocusON Commentary

### That's Not How You Pronounce My Name

*Hugo Balta, Senior Director, Multicultural Content at ESPN*

Last week I saw a very uncomfortable Vanessa Ruíz, a television news anchor from Phoenix, Arizona defend why she pronounces Spanish words correctly. She responded to the spiteful social media reaction during a broadcast.

At first I couldn't understand why she was explaining herself. But as I continued to listen and learn more about the criticism surrounding her, it became apparent. This was yet another instance of fear of change resulting in shameful ignorance by people who love to say, "This is America, speak English".

It reminded me of a certain Republican presidential hopeful who can't stop tripping over himself or the woman at the fast food restaurant caught on tape a few weeks ago ridiculously comparing speaking Spanish in the U.S. to Nazism.

Absurd.

I'm sure many of you can relate to getting dirty looks from people, maybe in the workplace, for speaking Spanish. Why do they think we're talking about them? I want to say to them, "Stop being paranoid, you're not that interesting".

Vanessa's public address got me thinking about all of these related situations...rolling r's, pronunciations and

my name.

My parents named me Hugo after mi Papá. Here I am when I was called Huguito. I'm still, Huguito and always will be to my parents.



them. "My name isn't HYOO-go", I said. "It's OO-go". "No", they said, "in English it's HYOO-go".

So, I conformed or as conservatives and the like often say - I assimilated.

My name was OO-go at home and HYOO-go as soon as I stepped outside.

That went on from grade school to high school to my university years and into adulthood. Latinos

Soon after this picture was taken I started grade school where teachers pronounced my name HYOO-go.

Kids don't often question authority figures like teachers, but this future journalist did and I corrected

often pronounced my name correctly, everyone else butchered it.

I've been called Hugh, Hu, Huey and Yugo.

This is Yugo...



This is Hugo...



One big difference between us is you'll get more miles from Hugo.

Throughout the years I've brushed off the

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mispronunciation of my name, joking that as long as my name was spelled correctly on my paycheck you could pronounce it any way you like.

Thinking of pronunciations reminded me of a friend I made in South Florida when I worked at NBC 6. Her name is Patricia (pronounced puh-TREE-see-ahh). The first time I met her I pronounced it puh-TRIH-shuh. She made sure I didn't make that mistake again.

A few weeks ago I learned that my nephew Juan Andrés asked his parents to change his name to John Andrew. He was being bullied at school.

Our names matter. They assist in defining ourselves. Beginning with our parents and the tone they use when saying it - our name can be music to our ears or dread.

I wrote a blog: Welcome To The United States, Aquí Se Habla Español about the necessity to speak Spanish in this country based on study after study on the U.S. Hispanic population growth. I was attacked by some for actually stating the obvious - this country is bilingual.

Which brings us to the GOP front runner for the party's presidential bid.

Donald Trump criticized fellow GOPer Jeb Bush for speaking Spanish recently, saying "when in the U.S. speak English".



I'm not supporting Bush. He stepped on it with his anchor babies comment during a recent interview.

Generalizing Mexicans as criminals.

Dehumanizing a group of people as illegals.

How to pronounce words.

Enough.

This is all about control. Who gets a seat at the table of power. The decision makers asserting themselves.

"Assimilate". "Assimilate like every immigrant community before yours". Assimilate sounds a lot like the Borg from Star Trek: The Next Generation.

For you non geeks...The Borg are a cybernetic race of clones that use a process called "assimilation" to force other species into their collective.

Assimilate. The establishment wants us to conform. Look like them. Speak like them. Think like them.

Many company diversity and inclusion initiatives are nothing more than smoke and mirrors. They hire for a candidate's diversity, but reward them for their conformity.

What's the point of hiring someone for their diverse background and experience (and I'm not just talking about race) if once they get their foot in the door they are forced to follow the existing corporate culture... which is not reflective and inclusive of them.

An on-air journalist shared with me recently that during her annual review she was criticized for having a Spanish accent.

What?

First of all many people mistake a southwestern accent as a Spanish accent.

They should really get out more.

Second, Spanish is the second most spoken language in the U.S.

Chances are likely you're going to come across a Spanish accent more frequently than say a British accent, but no one bats an eye when a person with a British accent presents the news.

Assimilate? Well we are not assimilating... we are acculturating. Latinos are adapting some traits from American culture and fusing their own creating something new.

That's why a few years ago salsa replaced ketchup as the favorite condiment in the U.S.

That's why this hot dog...



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Now looks like this delicious monstrosity...



Acculturation in music, sports, business and politics. There are more than 25 million U.S. Hispanic eligible voters, 11 percent of the voting population... many live in two battleground states: Nevada and Colorado. The best weapon we have against prejudice and hate is our vote.

Sometimes I feel like I'm in the Matrix (yes, continuing to reinforce my geekiness). We've been conditioned to accept things as they are, live in these little boxes.

"Don't rock the boat".

"Don't make waves and you'll do just fine".

And then someone like Vanessa comes along and reminds us that it's not just fine.

Our choice. The blue or red pill.

"You take the blue pill, the story ends. You wake up in your bed and believe whatever you want to believe. You take the red pill, you stay in wonderland, and I show you how deep the rabbit hole goes."



Plugged or unplugged? You have to decide.

Project Enye's movement to get Twitter to allow the use of ñ on handles.

The National Hispanic Media Coalition, National Association of Hispanic Journalists and other organization's plight to get all media to use undocumented instead of the defamatory term illegal in describing a group of people.

The demand for interpreters for Spanish speaking players in Major League Baseball.

It all matters.

And this of course applies to all communities. Be it ethnic, race, religious, sexual orientation and the like.

It's not about politically correctness going amuck. It's about being right or wrong. It's about being fair

and accurate.

It's small. Perhaps for many people it will be insignificant. The faithful will cheer, the haters will roll their eyes... call me a pain in the ass.

You know the world could use a few more pains in the asses. In fact it is the American way right? If not for a few pains in the posterior about "no taxation without representation", we would still be her Majesty's colonies.

As a gesture of solidarity with Vanessa, borrowing a page from Prince who was formerly known as...

Allow me to reintroduce myself.

My name is Hugo pronounced OO-go.

I'm the person formerly known as HYOO-go, Hugh, Hu, Huey and once Yugo.

Thank you Vanessa Ruíz.

It can get lonely being the only one in the room. But that's changing. Whether people like it or not you're one of 54 million and growing.

Some have accents, some roll their r's, some pronounce Spanish words as they were intended and all of us love salsa.

We've got the numbers and time is on our side.



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

## FocusON Religion

### Built By Immigrants, U.S. Catholic Churches Bolstered By Them Once Again

Nearly a century ago, immigrants from Germany and Ireland founded St. Helena Church in a working-class neighborhood in north Philadelphia.

Immigrants, and their children, still fill the pews at St. Helena's — but the vast majority of them are now from Vietnam, Latin America, the Philippines and Africa. Weekly masses are conducted in Spanish and Vietnamese as well as English. The senior priest, the Rev. Joseph Trinh, is himself a Vietnamese refugee. One of his associate priests is from Haiti, and another is from Ecuador.

"I tell people here that we didn't have the opportunity to build this beautiful church, but now it is our turn to upkeep it and pass it on to the next generation," Trinh says. "We were welcomed here, and now we have to welcome other groups that come in."

Immigrants may be unpopular in some corners of American society, but not with the U.S. Catholic Church, which depends on immigrant members to replenish its ranks. More than a quarter of today's U.S. Catholics were born outside the country, and another 15 percent are the children of immigrants. Hispanics account for the largest proportion of the immigrant influx, but Asians are moving up fast.

Not surprisingly, immigrants will get a lot of attention from Pope Francis on his upcoming U.S. visit. In New York,



Rocio Cruz (facing camera), 7, sits with her father, Jose Carlos Cruz, during a Spanish Mass at Good Shepherd Catholic Church last month in Alexandria, Va. Hispanics account for 34 percent of American Catholics. Matt McClain/The Washington Post via Getty Images hide caption

he'll go to a school that serves immigrant students, and he's expected to follow that with a personal meeting with immigrant families. He will meet again with foreign-born Catholics in Philadelphia, and he is likely to speak out on immigration issues in his address to the World Meeting of Families.

"We're in the twilight of the white ethnic European Catholic Church," says William D'Antonio, a sociologist who has been studying U.S. Catholics for nearly 60 years. "We are in a new era. Within 40 years, this will be a colorful church."

The shift is already evident in many urban parishes. Across

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the northeast United States, for instance, many of the Catholic parishes established decades ago by European immigrants have closed due to declining membership. For a while, it appeared St. Helena might join them.

"I remember sitting in church one day and feeling the void," says 66-year-old Mary Black, a St. Helena member for more than 40 years. "People were moving out, and it was that scary feeling of transition, of 'What's going to happen?' But then they came. I really think this church would be shuttered if it wasn't for the Vietnamese community and other immigrants."

Membership in the U.S. Catholic Church as a whole is dropping, according to the Pew Research Center, but the trend would be far sharper if not for the foreign-born.

"Immigrants are a large and important part of the church in the United States," says Greg Smith, Pew's associate research director, "and their importance to the Catholic faithful will only grow, because they're much younger than the Catholic population as a whole."

With the church depending so heavily on immigrant members, Catholic leaders are outspoken supporters of immigration reform. Cardinal Timothy Dolan, the archbishop of New York, and Philadelphia Archbishop Charles Chaput have both criticized Republican presidential candidate Donald Trump for his anti-immigrant rhetoric. In remarks delivered at a recent immigration panel discussion, Chaput also singled out the Obama administration over its deportation policy, which he said was "brutally" affecting immigrant families.

Hispanic immigrants have borne the greatest burden of those policies. About four out of five foreign-born Catholics come from countries in the Western Hemisphere,

according to Pew data. Many immigrants from Mexico have settled in the southern and western parts of the United States, and the share of U.S. Catholics living in that region is growing.

At St. Patrick's Catholic Church in Oakland, Calif., Spanish-language Masses are far more popular than English-language Masses.



In this photo from April 3, Good Friday, a Vietnamese-American woman at St. Helena Church in Philadelphia sings while holding a program printed in Vietnamese. Matt Rourke/AP hide caption itoggle caption Matt Rourke/AP

"[When] I say English Mass on Saturday nights, [the pews] are practically empty," says Monsignor Antonio Valdivia. "Then I say a Spanish Mass, be it Saturday night or Sunday morning, and they're filled to bursting, and you see complete families."

The shift in the geographic center of Catholicism from the Northeast and Midwest to the South and West is presenting a challenge to the church, says Smith of the Pew Research Center.

"This has real repercussions, in terms of trying to find a match between where the resources are, where the parishes are, where the priests are, where the schools are, and where the people are," he says.

If that problem can be solved, however, immigrants can revitalize Catholic congregations. St. Helena in Philadelphia, for instance, counts about 200 Vietnamese families among its congregation. Longtime parishioners there say that as they get to know the immigrant newcomers, they appreciate what they bring to the community.

"The warmth of the Spanish people to me is so heartfelt," says Mary Black, the longtime parishioner. "The devoutness of the Vietnamese always inspires me. The folks that come from Africa with their dress, Indians who come in saris — it's an amazing experience."

Her friend Anita Repsch, a St. Helena member for 58 years, says she often attends Mass with her immigrant friends.

"We go to Mass that's Spanish or Vietnamese, and because our Mass is so structured, we can follow it and know what's happening. It doesn't have to be in our language," 71-year-old Repsch says. "Basically we can pray together, no matter what language we use."

As the first prelate from Latin America, Pope Francis is promoting such cross-cultural tolerance, and 84-year-old sociologist William D'Antonio, himself a practicing Catholic, says he's encouraged by the changes in his church.

"We could be a model for the world of how Catholics from all over know how to live together," he says.

## FocusON Cubanear

### A New-style Cuban Cooperative Hopes Road to Success Is Paved with Spices

By Mimi Whitefield, Miami Herald

When Carlos Fernández-Aballí and his fellow Cuban entrepreneurs were hatching a business plan, they knew they wanted their product to be sustainable, technology-driven and a substitute for something the island currently imports.

To the group behind Sazón Purita, the road to riches seemed to be paved with garlic — specifically garlic grown in Cuba and then dehydrated and sold in small packets. Garlic finds its way into most Cuban dishes, and the spice is so coveted that some garlic farmers have become millionaires.

“Garlic is a big business in Cuba. It is like white gold,” said Fernández-Aballí, who got a degree in engineering design from the University of Bristol in the United Kingdom and then, after returning to Cuba in 2006, earned a Ph.D. A head of garlic that costs 20 to 30 cents at harvest can rise to 10 pesos by the end of the year, he said, so dehydration made sense.

The young entrepreneurs designed the dehydrating equipment themselves, and in 2013, Sazón Purita became Cooperativa Industrias Purita. The enterprise is now run by 14 cooperative members.

In Cuba, there have been agricultural cooperatives for decades. Although their numbers have been falling,

there are still more than 6,000. More recently, the government has been turning over beauty salons, barber shops, restaurants and other service businesses to workers to run privately as cooperatives because they’re considered a drag on the government’s limited resources.

Most non-agriculture co-ops are conversions of former state enterprises, said Ted Henken, a Baruch College sociology professor who studies Cuban entrepreneurship. The number of cooperatives is still tiny: Only about 500 have been approved, and at mid-year, 347 were in operation.

500 estimated cooperatives that have been approved

About 23 percent of cooperatives are start-ups like Purita, Henken said. Fifty-nine percent of non-agricultural cooperatives fall into the commerce and food, technical and personal services categories, and about 10 percent, including Purita, are categorized as light industries, he said.

It turns out the Purita entrepreneurs were on the right track with dehydrated spices, but they couldn’t get enough garlic at certain times of the year to make the business feasible. “Everyone wants to keep garlic in storage” until later in the year and speculate, said Fernández-Aballí.

Sourcing its produce from organic farms and small urban agriculture producers, the co-op branched out last year to 14 products — including dehydrated parsley, chives, coriander, tarragon, basil, rosemary and oregano, and even dehydrated peanuts, bread crumbs and fruit. They also process garlic when they can get it.

Currently, the cooperative is producing 18 tons of dried peanuts and 1.4 tons of dehydrated spices, but it has the capacity to become far larger and produce up to 100 tons of dried garlic annually. It’s in the process of ramping up to produce 20 tons of dried fruit and spices.

The cooperative received a business loan from a Cuban bank for 985,000 Cuban pesos, the equivalent of about \$41,042, and it has a small organic farm that produces some of its spices.

Purita has been selling its spices in small cafes and cafeterias around Havana, but in late July, it made a breakthrough: The government agreed to stock Sazón Purita-brand products in five Mercado Ideales, peso retail stores in Havana.

But the cooperative has even bigger plans. Eventually, it would like to sell its 100 percent natural dehydrated products in the United States. “We believe it’s possible,” said Fernández-Aballí.

Under the commercial opening to Cuba outlined by the Obama administration, independent Cuban entrepreneurs are allowed to sell some products in the United States, but at the moment, the list of permitted products doesn’t include prepared foods.

Fernández-Aballí said the Cuban government is preparing a packet of laws that will help private enterprise, including making it easier for cooperatives to link to companies abroad. “The goal is not to put the brakes on the process,” he said.

Organizing the co-op and working through the many obstacles a private entrepreneur faces in Cuba hasn’t been easy, acknowledged Fernández-Aballí. “We just

put our heads down and smiled," he said, "but now we have friends assisting us with the process."

"He's a highly educated guy," said Henken. "He's also well connected and perhaps well protected."

Among the problems the cooperative members have had to work through are overestimating their capacity, which necessitated a renegotiation of their loan. Cuba's unwieldy dual currency system where 24 Cuban pesos equal one Cuban convertible peso has been difficult, as has finding professional packaging for the spices. Packaging spices can be tricky, said Fernández-Aballí. If not done properly, the spices can rehydrate.

"All this slowed us to a point where we have a cash deficit problem," said Fernández-Aballí. But the cooperative is slowly digging out. Next year, he said, Purita products will be professionally packaged.

Fernández-Aballí presented the Purita case study during an Association for the Study of the Cuban Economy meeting in Miami on July 30. Afterward, Arch Ritter, a Carleton University economist and co-author with Henken of the book *Entrepreneurial Cuba: The Changing Policy Landscape*, said, "I'm worried about your cash deficit." But at the same time he praised the Purita group as "confirmed entrepreneurs."

Talent and entrepreneurship are abundant in Cuba, Ritter said. There are currently about 500,000 privately employed Cubans.

The current wave of entrepreneurship, Ritter said,

began to take root in the early 1990s during the special period, a time of economic crisis in Cuba after the collapse of the Soviet bloc. Cubans had to begin to come up with their own income and start small side businesses to survive. They began selling what they didn't need or want from their ration books or engaged in black market activities.



Fernández-Aballí, 31, missed most of that era. When he was eight, his family left Cuba to live in Caracas, where his father held a post in UNESCO. From there, he went to England to study engineering before returning to Cuba in 2006. Fascinated by renewable energy technology,

he got his Ph.D. and began teaching at CUJAE, Havana's technical university.

He was always attracted to entrepreneurship and technology, he said. The first venture Fernández-Aballí was involved in was a transnational cooperative based in Barcelona that included Cuban, Spanish and Belgian associates. Founded with international prize money, its goal was to create low-cost, technologically appropriate housing with local materials for the homeless and low-income people.

"The taxes in Spain ate us away," he said. "Thirty-thousand euros in prize money was not enough. We didn't understand that then, but we do now. You probably need three times that amount to start something in Spain." Also, trying to manage a transnational concept with Cuba's poor Internet access was too hard, he said.

Before hitting on the garlic idea, he and his associates thought about starting a catering enterprise but realized there were too many holes in the Cuban supply chain to make it feasible. "Garlic is everywhere," said Fernández-Aballí. They started the business after coming up with a prototype dehydration machine in early 2012.

The cooperative members meet once a month to make group decisions and vote. Each has a vote regardless of their contribution to the co-op. Profits are supposed to be shared according to the complexity, quality and quantity of work by each individual.

"We're not pretending to be a company," Fernández-Aballí said.



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## FocusON Marketing

### Coffee Is Ingrained Into Hispanics' Daily Routine

*Coffee: 4 Tips to Brew Better Sales with Hispanics*

By Hernan Tagliani



Hispanics love coffee. It's part of their culture. Today they are helping to drive the growth of coffee sales. It is estimated there are more than 31.3 million Hispanics who drink coffee in the USA. They represented a growth of 13% between 2010 and 2014 and also contributed 10% of the total U.S. coffee market (\$831 million) according to Simmons NCS/NHCS Spring 2014.

Coffee is not just for the "Abuela," the grandmother, anymore. Younger generations are becoming key consumers in this industry. 41% of Hispanic coffee drinkers fall within the Millennial group (ages 18-24) compared to 26% of non-Hispanics.

Based on research from the National Coffee Association (NCA), coffee consumption is stronger among Hispanic Americans than non-Hispanics. Hispanic Americans appear to drink more premium coffee types than non-Hispanics (46% drink gourmet coffee beverages daily versus 29% of non-Hispanics). Also, daily espresso consumption is higher among Hispanics (32% versus 11%).

Coffee is ingrained into Hispanics' daily routine. Brand and taste are key to them. According to a report from Mintel Oxygen, "Coffee: US 2013," some of their favorites within the coffee house brand category are: Bustelo, Folgers, and Maxwell House, followed by Starbucks and Dunkin' Donuts.

Since the Hispanic market is growing at such a fast pace, it has opened up a big business opportunity for coffee brands and shops. Think for a second: If you haven't engaged this community in your marketing efforts in the past, how many cups or pounds of coffee are you still not selling to them even though they are driving the growth of coffee drinkers in the USA? You could dramatically increase your sales if you started paying attention to this audience. But you must take the right approach by crafting a culturally relevant strategy and deploying an ongoing initiative as part of your marketing efforts.

If you really want to take the lead in the coffee house industry, here are 4 helpful tips that can help you keep refilling your bottom line:

**Know your community:** Research your store's demographics. Find out what percentage of Hispanics live within a 5 to 10 miles radius from your shops. What percentage are your current clients? How can you shorten

the gap? What type of coffee do they buy? Where are they located? How can you attract them? Knowing your store's demographics will enable you to gain more clients.

**Embrace their culture:** Speak their language. Whether you reach out to them in English or Spanish, you must have a culturally relevant campaign that speaks to their needs. It is the only way to achieve success and generate greater ROI. Even for bilingual Hispanics, do not assume that your Anglo campaigns will resonate with them just because they were born in the USA. This is one of the most common misconceptions that will waste a lot of your money.

**Make them feel welcome:** Create a pleasant, relatable experience. Hispanics like the "entire cultural experience" when they go out. Having a bilingual welcome sign, menus available in Spanish, and bilingual staff are investments that will pay off significantly.

**Embrace the family:** Understand their consumption habits and how important family is to them. Hispanics tend to go out with their children and stay longer compared to non-Hispanics. If you make their experience a family-friendly one, it will open up a greater opportunity for you to up-sell items from your menu to the rest of the family, including the kids (sodas, sweets, pastries, etc.). That translates to greater sales and bigger tips.

To significantly boost sales, it is also very important to be aware of the quality of service Hispanics will expect from you, as well as the customs they exercise, the flavor and food ingredients they prefer, and the cultural traditions they embrace. If you do it right, these simple investments will brew up some pretty amazing results.

## Storytelling or Telling Stories? Why Authenticity Rules

By Tessa Wegert, ClickZ

Storytelling may be the most overused buzzword in marketing today, applied to everything from brand films and SlideShare decks, to Facebook posts and Vines. Companies are “storytellers” and consumers are being spun a yarn, whether they realize it or not.

The application of the term storytelling to content marketing can incite mixed emotions. Some feel it diminishes the work of authors and historians. However, storytelling as it relates to business is a different beast.

This term has been a part of marketing and sales since peddlers stood on street corners touting the miraculous benefits of their restorative tonics. It’s the best word we have to describe the messages that marketers and copywriters create on behalf of brands. Simply put, storytelling is how brands intrigue and connect with consumers, and retain buyers over time.

Today, the extent to which storytelling is prioritized within companies varies from one business to the next. Many now employ chief storytelling officers, which can be former journalists and even novelists who are tasked with crafting corporate narratives and messages that reflect the core tenets of the brand. Some outsource their content marketing to development agencies, seeking out the experts who can give their content legitimacy.

Brands like LEGO choose to recount their heritage. Others like Intel share stories about inspiring people who reflect their values or have used their products to do great things.



At the heart of every brand story should be authenticity. Consumers trust social media influencers’ opinions about brands and products because they come off as word-of-mouth, rather than a hard sell.

While every one of these approaches can work, it behooves brands to ask: are you practicing the art of storytelling, or simply telling stories? The difference between the two is

worth examining. Stories engage and words have power - but only if they ring true.

Part of the appeal of influencer marketing is its ability to establish authentic connections with potential customers. And influencer marketing continues to grow - studies show that 59 percent of marketers plan to increase their spending on influencer campaigns in the coming months.

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Last December, The New York Times reported that relaying information about where materials and ingredients are sourced, the geographic origins of a company, and the “myths and rituals” of historical shops can improve the perception of a brand or product so much, that sales and loyalty go up.

“It’s storytelling,” the co-founder of online retailer Zady said. “It’s people getting to feel that connection and wanting to be part of it.”

If the story told feels synthetic, consumers will scatter - and they’re getting better and better at spotting a fake.

Here are three ways that marketers can make sure their stories read as honest to better deliver the desired results.

## 1. Embrace a Cause and Mean It.

Through its newly-launched sustainable food business Patagonia Provisions, outdoor apparel

company Patagonia is telling stories about “cooking, eating, and adventure,” including the importance of protecting buffalo and prairie grasslands.

In addition to a print catalog designed to enlighten and motivate change through photographs and short articles about grassland and conservation, the brand is creating videos and posting its stories online. A partnership with rancher, wildlife biologist and Wild Idea author, Dan O’Brien, gives the content and message added validity.

## 2. Employ Humor

Creating a brand story that provokes laughter and delights audiences takes effort and a bit of luck, but the payoff is huge when marketers hit their mark. Consider Organic Valley’s ongoing #SavetheBros campaign.

Launched in February with a YouTube video and interactive microsite, it’s generating millions of video views.

The company’s PSA obviously isn’t real, but there’s truth to the message. The originality of the content makes the brand come off as refreshingly frank. By entertaining viewers, Organic Valley delivers a message that’s impossible to forget. By association, so too is the product that the story of “endangered bros” it ultimately promotes.

## 3. Express the Cultural Significance of Your Brand

Released last year in its first brand campaign, Starbucks endeavored to remind consumers of its place within the lives of customers around the

world. An interactive YouTube film tells multiple mini stories about real-life meet-ups that occur at the coffee chain’s global locations.

According to Starbucks, the content explores “the good things that can only happen when we get together face to face.” It’s a moving message that speaks to busy parents, lifelong friends, lovers, digital natives, and niche groups alike.

*Tessa Wegert is a business reporter and former media strategist specializing in digital. In addition to writing for since 2002, she has contributed to such publications as USA Today, Marketing Magazine, Mashable, and The Globe and Mail. Tessa manages marketing and communications for Enlighten, one of the first full-service digital marketing strategy agencies servicing such brands as Bioré, Food Network, illy, and Hunter Douglas. She has been working in online media since 1999.*



## FocusON Civil Rights

### Creating 'Underclass' of Latinos

By Michael Oleaga, *Latin Post*

Proposals limiting U.S. citizenship to select individuals are a serious threat to Latinos' civil rights, according a coalition of 40 Latino organizations to all presidential candidates.

A letter by the National Hispanic Leadership Agenda (NHLA), which comprises of 40 nonpartisan national Latino civil rights and advocacy organizations, the issue of birthright citizenship could restrict the Latino community from fully engaging in the U.S. legal and political system. In the 14th Amendment, birthright citizenship automatically grants U.S.-born children with U.S. citizenship, even if their parents are undocumented immigrants. The birthright amendment provision, however, has been under fire by Republican presidential candidates, including frontrunner Donald Trump.

According to the letter, a policy disrupting the 14th Amendment's Citizenship Clause would disrupt Latinos' ability to live their constitutional and civil rights, and as a result "create an underclass of stateless individuals, reminiscent of the pre-Civil War era."

"In recent weeks, several elected officials and electoral candidates have seemed to endorse proposals to end citizenship by birth. Efforts to restrict the right of citizenship under the Citizenship Clause of the Fourteenth Amendment are a significant and serious threat to the civil rights of Latinos in the United States,"

the NHLA wrote.

The 40 Latino organizations agreed that changes to birthright citizenship will have a "substantial detrimental impact" on all Americans, but it would be especially harmful to the Latino community. If a change to birthright citizenship was implemented, the NHLA said widespread confusion could occur with people trying to prove citizenship, affecting local registrars and officials.

"More importantly, a policy to end citizenship by birth would likely create an underclass of Latinos and Latinas who would be subject to discrimination or other adverse treatment based on ethnicity, national origin, or race, but without the protections of citizenship. The dangerous result would be a population of stateless individuals and a dramatic increase in the 'undocumented' population by creating a caste of people unable to prove citizenship based on their birthplace," the NHLA added.

The coalition said attacks, such as calling for the end of birthright citizenship, undermines the American's fundamental principles of equality and justice. The NHLA urged lawmakers and policy influencers to stop any attempt to amend birthright citizenship. The group stated the 14th Amendment provision has contributed to the U.S. political and economic prosperity.

In Trump's immigration reform plan, he called for the end of birthright citizenship, and claimed the



Chip Somodevilla/Getty Images

14th Amendment is "the biggest magnet for illegal immigration." Louisiana Gov. Bobby Jindal, Wisconsin Gov. Scott Walker and Sen. Rand Paul of Kentucky has also supported changes to birthright citizenship.

Not all Republicans have followed with Trump's message. Sen. Marco Rubio of Florida and former Florida Gov. Jeb Bush have opposed Trump's call.

NHLA Immigration Committee Co-chairs Jose Calderón and Thomas Saenz signed the letter for the 40 Latino organizations, which includes Hispanic Federation, League of United Latin American Citizens, Mexican American Legal Defense and Educational Fund, National Council of La Raza, and the U.S. Hispanic Chamber of Commerce.

## FocusON Advertising

### Coca Cola Launches New “Orgulloso De Ser” Campaign

With Hispanic Heritage Month right around the corner, Coca-Cola is one of the many businesses gearing their focus towards marketing to the Latino community.

Coca-Cola is no newcomer in the world of Hispanic marketing. Past campaigns include a Mother’s Day tribute, the “Haz a Alguién Feliz” holiday program encouraging the Hispanic community to surprise loved ones with a small act of kindness to brighten someone’s day, and a donation to the Hispanic Scholarship Fund in an effort to help Latinos achieve college dreams.

More recently, however, Coca-Cola launched their “Orgulloso De Ser” campaign, introducing an approximately 3-minute long film highlighting the importance of family and culture within the Latino community.

Hispanics take great pride in their family names, some even describing it as a “medal of honor” representing their legacy and heritage. The film features participants sharing stories and displaying their pride by applying a temporary tattoo of their last name using the special Coca-Cola Heritage Tattoo Can, allowing participants to wear and share their pride and love for their culture and family names.

“At Coca-Cola we have been a part of so many of the important moments in Hispanic families’ lives, and we want to continue making new memories with them,” says Lauventria Robinson, vice president, Multicultural Center of Excellence, of Coca-Cola North America. “During Hispanic Heritage Month, we are

celebrating the immense pride Latinos have for their culture and heritage, a pride that translates most significantly into their family names, which they carry with honor and joy.”

This Latino-marketing campaign follows Coca-Cola’s success in their “Share a Coke” campaign which allowed people around the world to simply “share” a coke with a friend by purchasing or customizing a can with their name imprinted on the side.

Coke’s new “Orgulloso De Ser” campaign is encouraging people to share their passion and pride in their last name and heritage with the hashtag #OrgullosoDeSer #[InsertlastName]. This unique hashtag allows users to share their pride with those they care about most and post special family moments on their various social media platforms.

The Coca-Cola Heritage Tattoo cans were created for participants in Coca-Cola’s unique film and are not available for purchase. However, families can visit [www.coke.com/OrgullosoDeSer](http://www.coke.com/OrgullosoDeSer) to purchase a Share a Coke contour bottle personalized with their last names as an alternative option to share that pride with the world.

## from Arturo



If you have breaking news to share please contact Arturo Villar, your publisher, at [avillar@hispanicmarketworks.org](mailto:avillar@hispanicmarketworks.org) or my cell at (305)785-2784

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