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## FOCUS ON MARKETING

### Santa Makes His Choice

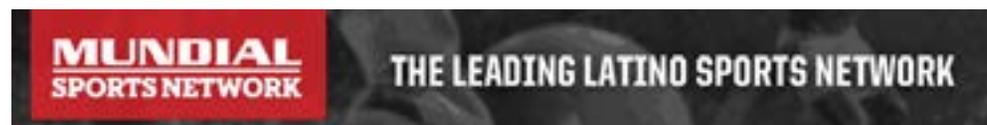
Kris Kringle, also known to many as Santa Claus, was recently in San Antonio to visit Bromley Communications to make his final decision on which shop he would choose as his agency of record. Bromley Communications competed against numerous agencies and was short-listed, thus the visit by Kringle.

Then, last week, Ernest Bromley announced that Santa has chosen Publicis' Bromley Communications as His Agency of Record!

"Let me tell you why I'm going with Bromley," stated Kringle, "It's a new America out there and I need help. Mrs. C, the elves and I are starting to lose our grip on who our consumers are, and who we need to be here in the United States. Gone are the cozy days of what do Sammy and John want. Now it's Sammy, John, Samir and Juan. I need an agency that will help me connect with all my consumers. Bromley blazed the trail to the Hispanic market and now I'm counting on them to light up the new American landscape."

Bromley staff members, knowing Santa was on his way to visit their office in San Antonio, took advantage of his walk-thru and pulled together a video.

Here's the link to video:  
<http://youtu.be/X-GvhFj4Nc>



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### Latino Filmmakers at Hispanicize

Hispanicize 2015, offering Latino filmmakers an avenue to spotlight their work, is expanding its reach this year.

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### FocusON Media Moves

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### Cisneros Media Re-Brands Its Production Facilities

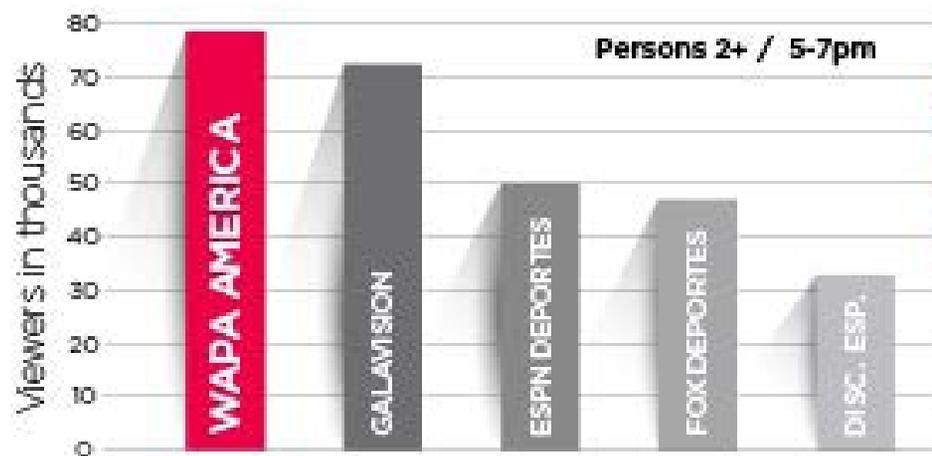
Cisneros Media's production arm becomes Cisneros Studios in a push to rebrand as South Florida's creative production hub.

# LOOK WHO'S NÚMERO UNO!

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## FOCUS ON ENTERTAINMENT

### Latino Filmmakers at Hispanicize

The Hispanicize 2015 Film Festival issued a call for feature length and short film submissions last week as part of a robust program expansion that will spotlight filmmakers and celebrities, and will include collaboration with other Miami local film entities.

Hispanicize 2015 (<http://www.hispanicizeevent.com>), the sixth annual Latino trends event for filmmakers, bloggers, journalists, marketers, influencers and music artists, will take place March 16-20th at the Intercontinental Hotel in Miami.

"Our commitment to film is expanding with a festival that is powerfully sharpened to showcase the works and talent of independent Latino filmmakers like never before," said Calixto Chinchilla, director of film for Hispanicize 2015. "We're excited to return from a 2014 high in attendance, media, quality films and industry forums to deliver an event that will exceed expectations."

To support these goals, the Hispanicize 2015 Film Festival announced several enhanced changes for 2015 including more feature length films and short films with heavy promotion in traditional and social media, as well as filmmaker profiles: Organizers will work closer with filmmakers to spotlight their bios, photos and film trailers. New media partnerships will also connect filmmakers directly to entertainment media and bloggers.

### "Fusion Live" Cancelled, Guzmán Leaves Network

Another Fusion show bites the dust. This time, it's "Fusion Live," the nightly 8 pm newscast anchored by Mariana Atencio and Pedro Andrade.

The daily, which started out as "The Morning Show" when Fusion launched on October 28 of last year, was reorganized in January and moved to its evening time slot in March.

In an email sent to staffers today, CEO Isaac Lee announced they would stop production of new editions of "Fusion Live" effective immediately as part of the network's changes to "help position Fusion to grow and improve" in 2015.

The show's cancellation means there will be some layoffs and staff reorganization.

Javier Guzmán, the show's Executive Producer, is leaving the network, while the anchors Mariana and Pedro will be moved to other show units.

The first show to get axed was "DNA," back in January, after barely 3 months on the air.

In March, the network scaled back Jorge Ramos' "América" from a daily to a weekly. Fusion also downsized "Open Source" with León Krauze and then quietly eliminated it from its schedule altogether.

The only originally-produced dailies remaining are "Alicia Menéndez Tonight" and "No You Shut Up."

In his email, Lee states "2015 is going to be a pivotal year for Fusion and our success is tied to our ability to experiment, adapt, and evolve."



Here's the email in its entirety, obtained by TVNewser:

*Hola Fusion,*

*As we prepare for 2015 we are making some changes to our television line-up that will help position Fusion to grow and improve our television offerings in the new year.*

*As of today we will stop producing new editions of "Fusion Live." Throughout our first year, "The Morning Show," and later "Fusion Live," was a place for us to experiment and try new things.*

*Over the past year, we've seen Mariana Atencio truly shine with her field reporting in a broad range of locales, from Ferguson to Mexico, Hong Kong, and Venezuela, telling the stories that other outlets simply weren't covering. Pedro Andrade was the ideal tour guide when the world descended upon his home country of Brazil for the World Cup giving our audience an insider's view of the celebration.*

*We will be moving members of the "Fusion Live" production team to other shows and units. Wade will be having meetings with teams throughout the day to discuss this in greater detail and will answer any questions you might have.*

*By shifting gears from a nightly show, this change will allow*

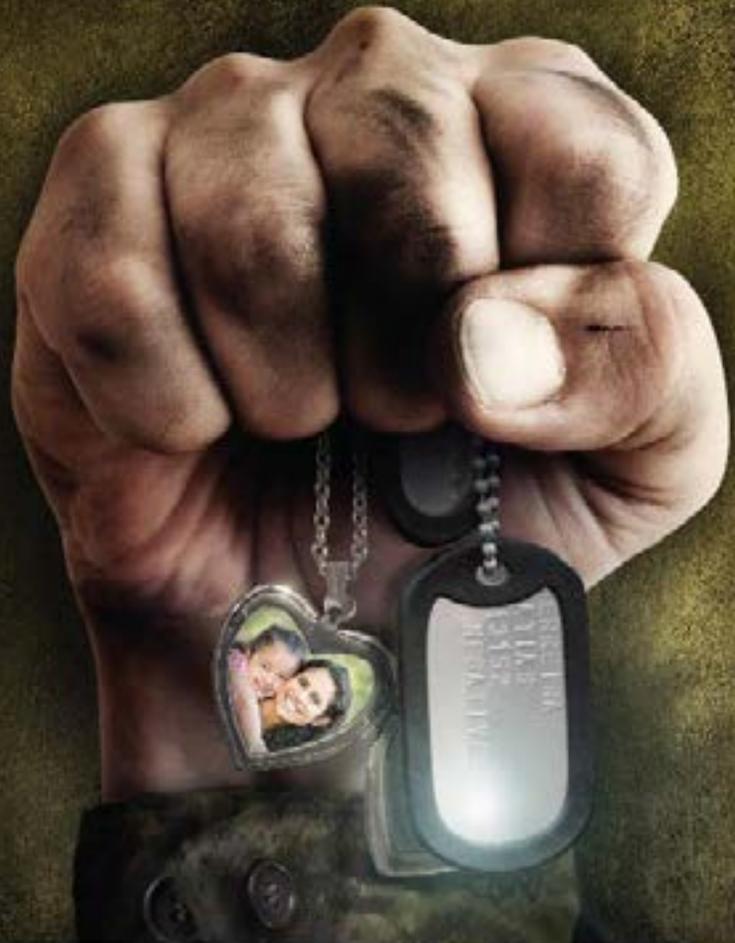
# Nat Geo Mundo has been nominated for an International Emmy Award

under the Non-English Language US Primetime category  
with its original production, Temple de Acero.



INTERNATIONAL  
EMMY® AWARD  
NOMINEE

2014



# Temple de Acero

 NAT GEO  
**mundo**

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**MUNDIAL**  
SPORTS NETWORK

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 **FOX** Hispanic  
Media  
CONEXIONES

AT THE INTERSECTION OF BRAND AND AUDIENCE  
[foxhispanicmedia.com](http://foxhispanicmedia.com)

*us to form a new production team, led by Mark Lima, that will help us ramp up the number of single topic specials we produce in the new year and build on our previous successes.*

*As we have learned through the success of "Pimp City," "Agents of Change," "#SOSVenezuela," and most recently with "RiseUp," young people are deeply curious and seeking context about many of the complex issues facing our world today. They are interested in programming that tackles big topics or helps them answer core questions about what is happening in the world around them.*

*Mark's new team will work to bring our authentic, engaging style of storytelling to a number of specific stories and issues our audience is interested in. Mariana and Pedro will play an integral role in this team, while also contributing regularly to "AMERICA" and "AM Tonight."*

*We are also having a number of conversations with ABC, ESPN, and the Univision News documentary unit that will result in exciting new additions to our lineup in early 2015. I look forward to sharing more news about that in the days and weeks ahead.*

*As a result of our decision, I'm sad to announce Javier Guzman will be leaving Fusion. He has been a dedicated champion of Fusion over the past year and a half. I would like to thank him for all the contributions he has made to Fusion and wish him all the best.*

*2015 is going to be a pivotal year for Fusion and our success is tied to our ability to experiment, adapt, and evolve. I am incredibly proud of how much we have learned and grown in 2014 and I believe Fusion is positioned for incredible growth across all our platforms in the coming year. Isaac*

*First published in [Media Moves](#).*

## FOCUS ON MEDIA MOVES

### NBC Universal Promotes Meara Abramson Valenzuela

NBCUniversal announced the promotion of Meara Abramson Valenzuela to Senior Vice President, Planning and Strategy, Hispanic Enterprises and Content. Based in New York she will report to Marlene Sanchez Dooner, EVP Hispanic Enterprises and Content.

In this role, Meara will support strategic decision-making and lead the analysis, planning and execution of key projects across the division's businesses: Telemundo Network, Studios, Digital, Stations, Cable and International. She will also review additional business opportunities, with particular emphasis on maximizing revenue and monetization.

"Meara's extensive knowledge of our businesses, her financial acumen and strong leadership will be great assets to our team," said Sanchez Dooner. "Her extensive experience in strategic and operational planning and her collaborative approach will help drive our division toward greater success."

Prior to this appointment, Meara was VP of Advertising Sales Planning, where she oversaw planning and deal structures for Telemundo and mun2- now Universo. In that role, she partnered with network leadership and programming to develop sales strategies and revenue opportunities. She also worked to create operational efficiencies and in 2012, led the Sales System Integration project that allowed for improved visibility across NBCU's Hispanic networks.

### Rozemberg Hired To Lead San Antonio Weekly

Hernán Rozemberg is leaving his job as Metro Editor at the Lafayette Journal & Courier. His last day is December 26. He's moving back to Texas to take on the role of Editor-in-Chief of the San Antonio Current, the city's alt-weekly. He starts the new job on January 13.

Prior to moving to the Midwest, Hernán was Senior Editor of Fox News Latino until April of this year. Before joining FNL, he was a freelance correspondent for the AP and a senior correspondent for Texas Public Radio.

He was previously a senior reporter for the San Antonio Express-News from 2003 to 2009 and spent 4 years as a reporter for The Arizona Republic.

*First Reported by [Media Moves](#).*



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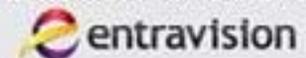
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## Wendy Carrillo Joins Start-Up

Wendy Carrillo has started a new job as West Coast anchor/producer for First Look Media's startup

She'll be reporting directly to Andy Carvin, who heads the global news site scheduled to launch



in January. "Andy and the team have full editorial control, we are going to experiment, see what works, what sticks and hopefully, also receive feedback from community," Wendy tells Media Moves.

Twitter, Facebook, Reddit and Medium pages were activated last week to begin user engagement, ahead of the site's rollout.

"I'm very excited to be part of such a groundbreaking new venture in which we are no longer explaining why social matters – we know it does. We're going to use these platforms to share news content and create a way in which people can participate in the conversation."

In addition to her new role, Wendy will continue her duties as host and executive producer of "Knowledge is Power" on KPWR 106 FM in Los Angeles, as she has done for the past 8 years.

A multimedia journalist, Wendy most recently worked as a writer and digital producer for NuvoTV. She is also a regular contributor to Pivot's Take Part Live, Huff Post Live, The Young Turks' The Point and Al Jazeera America.

On its website, parent company First Look Media states it seeks to improve society through journalism and technology and "is deeply committed to editorial independence," structuring its network of digital magazines "to provide our journalists with the kind of autonomy that is too often undermined by the demands of advertisers and investors."

*First Reported by [Media Moves](#).*

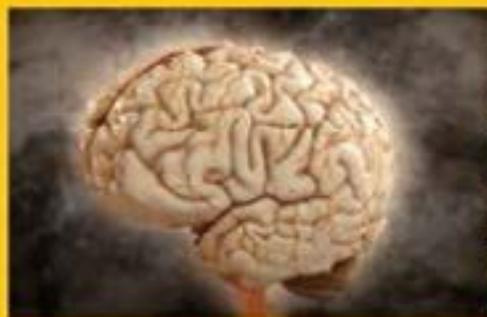
## Janelle Rodriguez to NBC News

Janelle Rodríguez, VP of Programming at CNN for the past three years, is leaving the cable news network. She had been with CNN for 15 years. Starting in January, she'll be SVP of Editorial at NBC News, reporting to Deborah Turness.



# SYNCH

Nat Geo Mundo brings more total market opportunities than ever, offering synchronized content with National Geographic Channel and Nat Geo Wild.



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In her new role, Rodríguez will be in charge of coordinating enterprise and original storytelling, as well as guiding breaking news coverage.

She'll also oversee NBC News' specialist editorial units, focusing first on investigations and medical, with more planned. Richard Esposito, Sr Executive Producer of the investigative unit will report to her, as well as the bookings unit.

When NBC News unveils an integrated digital and broadcast newsgathering Hub early next year, she'll play a central role, generating editorial initiatives and driving long-range planning in close collaboration with all platforms.

In a memo sent out to staff on Tuesday, Turness wrote about the hire:

"We began the search for this position on the leadership team approximately six months ago, and in Janelle, we have found the right combination of skills and expertise."

First reported in [Media Moves](#).

## FOCUS ON PRODUCTION

### Cisneros Media Re-Brands Its Production Facilities

Cisneros Media last week announced the expansion and re-branding of its production facility in the heart of Miami, which will now operate under the name of Cisneros Studios.

"Changing the name of our Miami production facilities to Cisneros Studios marks the evolution of the company's business plan to become one of the most comprehensive independent production facilities in South Florida," says Jonathan Blum, Cisneros Media president. "We are determined to make Cisneros Studios a creative hub for the advancement and production of entertainment content, no matter the market, audience, language or platform," emphasized.

Founded and operating as Venevision Studios since 2004, today Cisneros Studios annually produces more than 1,000 hours of the industry's leading entertainment content that is distributed around the world by Cisneros Media Distribution in more than 100 countries and 20 languages.



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