

## FocusON La Política

### GOP Out Of Sync with Cuban Americans

By *Katrina vanden Heuvel*, Editor of the *Nation* magazine

"I probably have six Cuban grandmothers, and ten Cuban mothers," joked then-Florida governor Jeb Bush at the Cuban Liberty Council's annual dinner 10 years ago, where he was the guest of honor. "You can always count on me to do what I can to make sure that the cause of a free Cuba is front and center in Washington."

This was in 2004, not long after the first millennials became eligible to vote. Back then, the "cause of a free Cuba," as Bush described it, was clear to the Cuban American community: No lifting of the embargo. No normalizing of relations. No reconciliation.

Perhaps it shouldn't be surprising, then, that after stepping back onto the political stage so many years later, Bush's position on Cuba has changed not at all. "We're not a step closer to freedom in Cuba because of the steps the president is taking," he said last week. Nor should it be of note that Sen. Marco Rubio (R-Fla.), a Cuban American who grew up in the Florida Republican establishment during the 2000s, would



declare soon after announcing his own campaign that he planned to "reverse every single one of the decisions [the president] has made" with regard to Cuba.

Nothing has changed, except for one thing: the Cuban American community itself. The political ground has shifted radically in the past decade, something neither Bush nor Rubio seem to have noticed.

As *The Post* recently reported, "Twenty years ago, 70 percent of Cuban Americans called themselves Republicans. In the latest Florida International University Cuba

Poll, that number was down to 53 percent." In fact, Florida exit polls in 2012 showed that Obama won the Cuban American vote, thanks largely to a 26-point landslide among voters under 45 — an incredible feat considering that nearly 80 percent of Cuban Americans in Florida voted for George W. Bush eight years earlier. Like the rest of American voters, it turns out that younger Cuban Americans are more liberal and Democratic than their elders, and their views on relations with Cuba are no exception.

Last June, months before Obama announced his plans, FIU's poll showed that

## HIGHLIGHTS

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First the president and now the first sitting US Governor grace Cuba's shores. Normalization appears to be well under way.

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The company has triumphed in Latin America and is now poised to bring its brand of English education to the U.S.

52 percent of Cuban Americans living in Miami-Dade County opposed the embargo, including 62 percent of those 18 to 29 years old. In addition, 68 percent of those surveyed last year favored restoring diplomatic relations with Cuba, fueled by an astounding 90 percent of young people. More recently, a nationwide poll by Bendixen & Amadi International found that a majority of Cuban Americans support Obama's plan to normalize relations with Cuba, including 69 percent of 18-to-29-year-olds; 60 percent of 30-to-49 year-olds, and even a 47 percent plurality of 50-to-64 year-olds. As for whether renewed ties will improve the lives of ordinary Cubans, the poll also found that 97 percent of the island's residents believe that normalization will be good for Cuba.

This is the power of millennial foreign policy politics. By 2016, millennials will make up more than a third of the total electorate. And though Rubio might want to think of himself as a "generational choice," this new generation has already chosen. They want diplomatic engagement, not isolation. They want caution before intervention. They want the lessons that history has so clearly taught us about the limits of power to inform the way our presidents exercise it.

This millennial conviction will influence outcomes during the 2016 campaign, and perhaps no place more consequentially than Florida. While prevailing in the Sunshine State would certainly not guarantee an electoral-college victory for Republicans in 2016, the party's path to the presidency becomes almost insurmountable without it. And, in a diverse swing state that President Obama won by less than a percentage point in 2012, the Cuban American voting

bloc could prove to be the most important in the country. As New York Times polling analyst Nate Cohn wrote in December, "Cuban-Americans, in short, are the rare small demographic group that could easily decide a presidential election."

All of this gives Hillary Clinton, Martin O'Malley and other potential Democratic candidates a clear opportunity. Not only can they portray their Republican rivals as stuck in a Cold War mind-set, they can show how disconnected Republicans are from the very voters they purport to represent.

Back in 2004, the New Yorker wrote that "Jeb Bush is largely responsible for the fact that most Miami Cubans are Republicans." If most Miami Cubans turn out to be Democrats in 2016 — and if Republicans lose Florida as a result — Bush and Rubio could be a big part of the reason why.



## FocusON Cuba

### Cuba Begins To Rejoin the Global Financial System

By Mimi Whitefield Miamiherald.com

CAF-Development Bank of Latin America plans a small overture toward Cuba later this month that could be a stepping stone toward the island rejoining the international financial community.

CAF — whose members include 17 Latin American and Caribbean countries, Spain and Portugal and 14 private banks in the region — is planning a conference with the University of Havana to explore economic development in Latin America and Cuba.

While the April 28-29 conference is an "intellectual" rapprochement, Enrique García, the executive president of CAF, said that while in Havana, he also plans to explore the possibility of Cuba becoming a member of the only multilateral bank owned by emerging nations.

CAF's interest, García said, is improving the quality of life for the Cuban people.

The overture responds more to a long-standing desire by Caracas-based CAF to bring Cuba back into the hemispheric fold than to the new U.S.-Cuba policy and President Barack Obama's decision to remove Cuba from the U.S. list of state sponsors of terrorism, García said.

But he added: "The new U.S.-Cuba relationship obviously facilitates the opportunity to do things. We are very pleased to see the way the situation is turning out. It's very positive for Cuba, for hemispheric relations."

Unlike other regional financial institutions such as the InterAmerican Development Bank, membership in CAF doesn't require that a member country also belong to the Organization of American States. Although Cuba was one of the founding members of the OAS, it was suspended for nearly five decades after the organization found Cuba's Marxist-Leninist government incompatible with OAS principles.

The OAS lifted that suspension in 2009 on the condition that Cuba take part in a "process of dialogue" on OAS principles. But that dialogue never took place and so far Cuba has said no thanks.

For decades, Cuban officials criticized the OAS as a tool of the U.S. government and said the organization would "end up in the garbage dump of history."

But that was before the United States and Cuba began the process of renewing diplomatic relations.

"My feeling, however, is that Cuba will not return yet to the OAS," said José Miguel Insulza, secretary general of the OAS. "It's going to wait for some time. I think the issue of the U.S. continues to be very relevant for them. They want to have normal relations with the U.S. first.

"Second, it's been so many years that probably they would prefer to go to other institutions of the inter-American system," Insulza said. "The political step will be taken later. After telling your people for 54 years that the OAS is the worst thing in the world, you just don't come and sit down without explaining."

Things are percolating on other fronts too as Cuba tries to shore up its troubled finances and rejoin the global economy.

In early March, for example, Paris Club Chairman Bruno Bezard met with Cuban finance officials in Havana. Cuba stopped servicing its debt with the Paris Club, a grouping of 20 industrialized nations, in 1987.

The two sides began talking about a year ago after previous Paris Club negotiations in 2000 broke down.

"We have moved very quickly. There is plenty of will on the Cuban side and the side of the creditors to begin this work," Bezard said at a news conference in Havana.

During the talks, how much debt and interest are owed to each Paris Club creditor was discussed. France is currently the largest of 15 Cuba creditors.

Bezard, also director general of the French treasury, recently told AFP that in a matter of months, debt negotiations with Cuba might begin over the approximately \$15 billion it owes Paris Club members.

In recent years Russia, Japan, China and Mexico have forgiven a portion of Cuba's debt and given Havana more manageable repayment terms.

García said that CAF has been exploring the possibility of Cuban membership "for quite some time. The question is when and how and also to be pragmatic. Obviously we have to analyze

membership very carefully."

Cuba's admission to other international financial institutions such as the World Bank and the International Monetary Fund, however, is much more problematic. Not only does the Helms-Burton Act require the United States to oppose Cuban admission to such international institutions but it also requires the United States to reduce its funding to them if Cuba is admitted over U.S. objections.

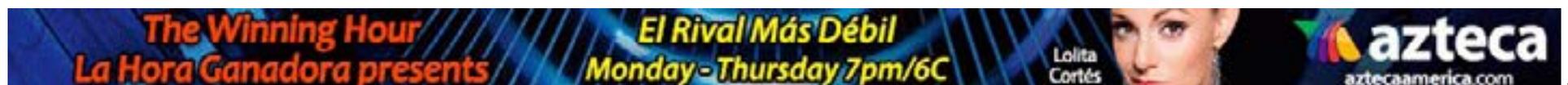
But the United States isn't a CAF member.

García said if Cuba were to join the development bank, the goal "at this stage" would be to provide technical assistance to Cuba rather than loans. In CAF's 45-year history, García pointed out, it has never had a default.

If Cuba were interested, CAF might, for example, provide technical support as Cuba tries to unify its dual currency system, he said.

Now the focus is on the international seminar, "Opportunities and Challenges for Economic Development in Latin America and Cuba," that will bring about 150 people together later this month. Among those who have been invited are Enrique Iglesias, former president of the Inter-American Development Bank, and Alicia Bárcena, executive secretary of the Economic Commission for Latin America and the Caribbean.

"We'll discuss how we approach development issues — how we see the world and how they see things," García said. "It's important to engage."



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## Governor Cuomo Heads to Cuba

*Leading a trade mission, the New York Leader becomes the first sitting Governor to visit*

*By Latinovations Staff*



With a meeting between Presidents Barack Obama and Raúl Castro already in the books, the process of normalizing diplomatic relations between the U.S. and Cuba took another step forward on Monday, as Governor Andrew Cuomo (D-NY) landed in Havana to lead a business delegation that included top American executives with a potential business interest in the island nation. Companies like MasterCard, JetBlue Airways and Pfizer Pharmaceuticals were represented, with the goal of opening a network between New York and Cuban business.

“We’re witnessing the start of a transition in relations between the two countries, which is going to have

significant economic benefits for both parties,” Mr. Cuomo said, adding “The president of the United States has the ability to grant licenses to businesses so that businesses can actually start developing right now in select areas and those are areas that we want to pursue.”

Governor Cuomo met with high-level officials and dignitaries, including a private lunch with Cuba’s Minister of Trade and Foreign Investments, Rodrigo Malmierca Díaz. There was certainly a degree of public objection from both nations: some Cubans remained skeptical of the Americans’ intent, and Americans stood weary of restoring diplomatic relations with a country whose dismal human rights record and dissenting opinion of same-sex marriage presented legitimate cause for concern. These issues, for the time being, appeared to take the backseat to the present objectives.

“There is a long history with New York,” Mr. Cuomo said, speaking on the relationship his father, Mario, also a former Governor of New York, had with Cuba. “Fidel Castro met with my father in New York. My father was always a supporter of ending the embargo.”

This trade mission comes in the wake of the Obama Administration’s decision to remove Cuba from the State Department’s list of state sponsors of terrorism and Mr. Obama’s decision to ease diplomatic relations with the island, which sits but 90 miles from our United States. Still, ending the embargo requires an act of Congress, and there is little likelihood any action will occur with all deliberate speed in the immediate future.

## FocusON Culture

### De-Americanization Has Great Cost

*A talk by Maria Chavez who is Associate Professor of Political Science at Pacific Lutheran University. She blogs for [www.racismreview.com](http://www.racismreview.com) and lives in Lacey, Washington.*

I was born and raised in Northern California. My father’s family and my mother’s family, both from Mexico, emigrated to the U.S. during the Bracero guest worker program. I am the eldest of four children and the first person in my family to have graduated from college earning a B.A. (cum laude) and an M.A. from California State University, Chico.

I earned my Ph.D. in political science from Washington State University I am currently an Associate Professor of Political Science at Pacific Lutheran University specializing in American government, public policy, and race and politics.

I am the author of *Everyday Injustice: Latino Professionals and Racism* and co-author of a new book *Living the Dream-New Immigration Policies and The Experiences of Undocumented Latino Youth*.

This talk was given at a TEDx event using the TED conference format but independently organized by a local community. Learn more at <http://ted.com/tedx>.

*TED is a global set of conferences run by the private non-profit Sapling Foundation, under the slogan “Ideas Worth Spreading”. TED was founded in 1984 as a one-off event; the annual conference series began in 1990.*

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FocusON Diversity

## Married to Diversity

*A Dieste Provocation*

Every year, an impressive number of marriages are celebrated in U.S. - 2.1 million to be exact.

And while the traditional "Will you...?" question might remain the same over the decades, the composition of these new couples and families has changed dramatically in the last 10 years.

According to the 2010 Census, 10% of all couples walking down the aisle are interracial or interethnic,

representing a 28% growth of mixed-race couples over the decade. The number of interracial or interethnic couples is even higher for unmarried partners (18%) and for same-sex unmarried partners (21%).

But the question that we need to pop is: why is it taking so long for advertising campaigns to reflect the new reality of American families?

"The numbers don't lie: we are witnessing, in America, the growth of one of the most diverse societies in modern history, from several different perspectives," says Greg Knipp, CEO of Dieste. "And brands that are embracing diversity aligning their communications

strategy with the reality of our country's society are seeing very positive business results," says Knipp.

Recently a couple of TV spots featuring interracial couples caused a social media commotion, generating polarized opinions across the country – click Cheerios, Tiffany and Honey Made to see the TV campaigns and controversial opinions about them.

What we believe – and published in our book 1+1=3 – is that the multicultural majority is already here and "your eyes are useless if your mind is blind. So it's important to see diversity as more than a demographic wave. It's a mindset."

P.S. The picture used to illustrate this article shows a real multiracial family – my white husband, my Latina daughter, my Asian American son and me – legally married and happily together.



# 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: NTI 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 Television

### Latinos Outgrew *Sábado Gigante's* Racism and Misogyny

*The 53-year-old show brought Latino Americans together like nothing else, but its 'humor' perpetuated outdated racial and gender divides*

By Aura Bogado, *The Guardian*

Saturday nights for Latinos are usually family nights, and the variety show *Sábado Gigante* – the Miami-based Spanish-language hybrid of Benny Hill, Saturday Night Live and *The Price is Right*, which aired across the Americas for 53 years – has long been a big part of that. I didn't watch the show of my own volition too much after immigrating to the US as a child (I was a nerd who preferred to read books), but it was often on at home following the family meal on Saturday evenings; if we had friends and family over at our apartment on Saturday night, spending time with them meant watching the show. If I happened to be at a friend's house on a Saturday night, watching the show was a big part of our entertainment.

*Sábado Gigante* always gave America's diverse Latinos a shared pop culture vernacular; for immigrant families, it gave us something to connect to with family back home. As long as they had televisions and understood Spanish, a grandmother living in El Salvador, a cousin living in the Dominican Republic, and an uncle living in Paraguay could all share a common reference point with family members living



Dom Francisco's show was a place on television for Latinos to see themselves represented. And some times we were in the worst ways possible.

in the US and Canada – much like strangers use Twitter now to talk about Scandal or Game of Thrones.

And, for second generation Latinos who discreetly agonize over our Spanish language attrition. Spanish might be the first language we learned growing up in Latin America, or the first language we learned being born in the US, but many Latinos do most of our formal learning in English – and it influences our

understanding of the grammar and vocabulary of our mother tongue. *Sábado Gigante's* skits and segments are so over-the-top that it doesn't matter whether we've lost our ability to conjugate verbs into the subjunctive mood, for instance – we will still get the basics and other family members can fill us in on any nuances we missed.

With an audience of about two million people, the

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3-hour Univision show (which will come to an end this fall) has remarkably soothed generational, geographical and linguistic divides. Latino families in the US and throughout the Americas still gather around the television screen to watch it, as generations did before us, and many are mourning its end. When Latinos in the US say they'll miss *Sábado Gigante*, they sometimes mean they'll miss the way that it allowed them to connect with other Latinos, and the anxiety over losing the bond that only *Sábado Gigante* makes possible – and made possible for so long – is predictable.

But coupled with a certain willing silence over the show's problematic themes, sketches and host, that melancholy illustrates how Latino misogyny and racism is perpetuated in the US. *Sábado Gigante* and its host are representative of some of the worst supposed Latino culture, and both should have been rejected ages ago.

*Sábado Gigante*'s host, Mario Kreutzberger – better known as Don Francisco – has become synonymous with *Sábado Gigante* for more than half a century. Those of us who grew up watching Don Francisco also grew up having to accept his persistent objectification of women to enjoy (or endure) his show. Although I didn't have the words to articulate it as a child, seeing the way Don Francisco treats women made me cringe – and still does. One of the *Sábado Gigante*'s best-known segments, for instance, is *Miss Colita* (roughly translated, it means Miss Ass); a pageant in which women parade around the stage in thongs while Don Francisco comments and audience members vote for their favorite buttocks. *Miss Colita*

contestants willingly sign up for the segment – but also have to cope with Don Francisco's constant ogling and groping.

But it's not just *Miss Colita* contestants who are objectified by Don Francisco on *Sábado Gigante*: the host also picks women out from the audience – grabbing women of all ages and body types by the hand, wrist, elbow or waist – and comments on their bodies. I don't know that any woman ever directly rejected Don Francisco's physical prodding on an aired episode of *Sábado Gigante* – but he was sued for sexual harassment by a cast member (it was settled out of court).

And, when he's not busy groping women the show regularly uses little people as caricatures, employs exaggerated gay characters for laughter and regularly fat-shames people – including children.

When it comes to blatantly racist portrayals, the show's mockery of indigenous peoples in the Americas is profoundly demeaning. *Sábado Gigante*'s interracial sketches illustrate the stubborn inequity among Latinos in the Americas: although we share a geographic region, Latinos are not one race of people. There are black, indigenous, white, Asian and mixed Latinos who are all subjected to a racial hierarchy – an order that *Sábado Gigante* doesn't challenge. As a Latina who's also indigenous, I connect with the show's use of the Spanish language yet strongly reject the way that indigenous peoples are portrayed.

The show's racism doesn't end with its mockery of indigenous peoples: one of the *Sábado Gigante*'s best-known recurring characters is *La Cuatro*, which is

short for *La Cuatro Dientes* ("Four Teeth"), a reference to the character's social status – poor people, it's assumed, can't afford to fix their teeth. Although the actress who portrays her is light skinned and blonde, *La Cuatro* is often referred to as being savage and wild. In one episode from the show's later years, viewers learned that *La Cuatro* is expecting an inheritance from an uncle in Africa, which is eventually delivered by an "African" character sporting a cheetah-print cloth and disheveled hair held together by a large bone.

As English language television struggles to figure out how to portray and serve a Latino audience – from *Cristela* to *George Lopez* to *Jane the Virgin* to *Modern Family* and beyond – I can't imagine *Sábado Gigante*-type antics would ever hit mainstream screens. The stereotypes it employs don't represent us – but we would also never want non-Latinos to know that those offensive stereotypes are humor in which any of us should continue to traffic. *Sábado Gigante* symbolizes an outdated thinking about Latinos and comedy that hinges on fetishizing and ridiculing people for ratings; it is ostensibly Latino, but it's not an indication of who we are or who we've striving to become.

*Sábado Gigante* brought Latinos together across continents and generations, it's true, but its misogyny and racism became its hallmarks even as the Latinos watching outgrew them. It's probably too much to hope that the hatred for women, people of color and other marginalized people it perpetuated and institutionalized will die when Univision pulls the show's plug on 19 September 2015 – but I can dream.

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## Television's 'Sabado Gigante' Problem

By Mac Margolis, Bloomberg

When Univision announced that "Sabado Gigante," a weekend family variety show, would soon go dark after 53 years on the air, viewers were both puzzled and devastated.

After all, "Sabado Gigante" reaches more than 2 million U.S. viewers a week and many more overseas. It also lords over its time slot on Spanish-language television and, thanks partly to extensive product placement, has been a reliable cash cow Univision.

Cue the applause for Don Francisco, nom de scene Mario Kreutzberger, the Chilean-born emcee who for the last half-century has dominated the Latino living room with his iconic lineup of budding talent, musical and dance sketches, slapstick and interviews with presidents and prom queens.

Univision didn't say why it's pulling the plug. Kreutzberger, now 74, only added to the mystery last Saturday when he allowed that "Times have changed, we know that, and because of that we need to look for new challenges." By Tuesday, his on-air goodbye had replayed more than 530,000 times on Facebook.

The unstated challenge is the demographic earthquake that has hit the Latino community in the U.S., shaking legacy media and tugging at the loyalties and tastes of some of its core customers.

That problem extends across the Latin broadcast spectrum, where younger spectators are deserting legacy shows. Of "Sabado Gigante's" 2 million regular U.S. viewers, only 307,000 were young adults in the year ending March 31 -- a

43 percent decline from the year ending in March 2011.

Across the board, "Giant Saturday" has seen its once-captive audience shrink from around 3.2 million total average viewers in 2008 to around 1.9 million in the U.S. for the week ending March 29. Now the media chatter is over whether Univision needs to change before it, too, declines.

For years, Spanish-language programming seemed to flourish in a cultural bubble, nurtured by its audience's tightly-knit bond and a storied loyalty to the brands that filled every station break. "Hispanics used to embrace brands as an expression of who they were and to show they were coming up in the world," said cultural consultant Giovanni Rodriguez, who grew up in a Puerto Rican family in the Bronx, and now advises businesses and government on how to pitch to Hispanic communities. "My dad only believed in Buicks. When we got a new TV, my mom wanted a Zenith," he told me.

That loyalty may be history. A recent survey showed that most Latinos are no more committed to brands than non-Latino U.S. consumers. The big exceptions are less acculturated Latinos who are still more likely to go out of their way to find their favorite toothpaste or beverage.

Behind that shift, another more fundamental one is reshaping the Latino household, as the children and grandchildren of Hispanics gain on their immigrant relatives. In 2013, for the first time, U.S.-born Hispanics outnumbered those born outside the U.S. in the workplace, according to Pew Research Center.

For these native Hispanics, English is the new Buick. Pew Research Center found that by 2012, some 82 percent of Latinos got at least some of their news in English while nearly a third of them did so exclusively.

Contrast that with 2006, when 78 percent of Hispanics occasionally turned to news in English but only 22 percent relied on English-only media. "English is the lingua franca, and Hispanics want to be part of that global trend," said Rodriguez.

In its glory, "Sabado Gigante" was not just a fun show but a ritual in Latin households, with whole families and friends gathered for the evening around the television. Now younger, more restless bilingual consumers with their smartphones and video on demand have little patience for Spanish-only variety shows, never mind one that keeps you on the couch with your grandmother for three hours.

In fact, last November Univision announced that it would adapt another iconic format -- telenovelas -- for the smartphone set, creating Novelas Xpress to carry abridged versions of some of its more popular shows. According to their market research, Hispanics spend 13 percent more time browsing and 39 percent more time watching video on a smartphone than the overall population every month.

In short, one of the U.S.'s fastest-growing consumer demographics -- with a projected \$1.7 trillion to burn by 2019 -- has become a moving target in more ways than one. That point has not been lost on Univision, which in 2013 teamed up with ABC to launch Fusion, an English-language entertainment channel on Hispanic culture aimed for what ratings company Nielsen calls ambicultural consumers. Network neologists use an equally unfortunate term: the rising psychographic.

They might take a cue from Don Francisco, who captured the Latino golden goose decades ago, and now has discovered that having it and holding it are two very different scripts.

## FocusON Education

### FIU to Give Students the World

*A \$20 million donation to FIU will expand foreign policy programs.*

*By Christina Veiga Miami Herald*

Florida International University announced one of the largest donations in its history: a \$20 million gift to the School of International and Public Affairs.

The money will help FIU pursue a prestigious accreditation, construct a new building, establish scholarships and rename the school in honor of former Ambassador Steven Green, whose family foundation made the donation.

"I wanted to make sure the I in FIU was a big I, for 'international,'" Green said.

The financial backing will support what will be known as the Steven J. Green School of International and Public Affairs or "Green School." Historic changes taking place in Cuba underscore the importance of educating students on international affairs, he said. Related "Miami has the opportunity to be at the forefront of foreign policy, and I'm hoping that the school will be able to mature quickly enough and build itself quickly enough to make sure we're at the center," he said.

While the previous largest donations to FIU have focused on boosting medical and health science programs, the Green family's gift puts a new emphasis on international studies.

The record gift is partially a result of conversations with

FIU President Mark Rosenberg about bringing the same multidisciplinary approach to the school of international and public relations.

"Ambassador Green has spent his life in international problem solving," Rosenberg said. "This is the next phase of his family's involvement, making international studies more interdisciplinary."

The philanthropic Greens run a family foundation that supports social programs focusing on improving health and alleviating poverty. Daughter Kimberly Green is the foundation's president.

FIU now hopes to become the 35th school in the world to join the Association of Professional Schools of International Affairs, an organization that counts Harvard, Princeton and Yale among its members.

The donation "will increase our ability to become a member," Rosenberg said. "That's really important for

our students, because the best jobs out there in international affairs are going to students who are graduates from APSIA schools."

The Green School plans to expand into a second building at FIU's ever-growing main campus. It will also provide scholarship money for some of the university's 54,000 students.

"One of the great things about FIU is it is a school attempting to democratize education," Green said. "Everywhere I go, whether it's a restaurant or a board room in Miami-Dade County, I run into an FIU alum, and it's a great feeling."

Green, a University of Miami alumnus, served as U.S. Ambassador to Singapore from 1997-

2001 and is the former CEO of Samsonite Corp. The Miami Beach resident currently heads Greenstreet Partners, a private investment company.



## FocusON Cable

### Comcast Officially Ends Bid For Time Warner Cable

By Meg James And Jim Puzanghera, AP



Comcast Corp. announced that it has withdrawn its planned \$45-billion takeover of Time Warner Cable,

Comcast Corp. announced Friday that it has withdrawn its planned \$45-billion takeover of Time Warner Cable, ending a 14-month quest to create a cable TV and broadband behemoth.

"Today, we move on," Comcast Chief Executive Brian Roberts said in a written statement.

"Of course, we would have liked to bring our great products to new cities, but we structured this deal so that if the government didn't agree, we could walk away," he said.

Unlike other major deals, Comcast did not agree to pay a breakup fee to Time Warner Cable if regulators blocked the transaction.

The decision to scrap the deal was mutual, said Time Warner Cable Chief Executive Robert D. Marcus. He and Roberts both said their companies remained strong despite the setback.

"We have always believed that Time Warner Cable is a one-of-a-kind asset," Marcus said.

The deal unraveled this week after high-level meetings with federal regulators in which Comcast executives learned that the government was mobilizing to challenge its plan to combine the nation's two largest cable companies.

Attorney General Eric Holder and Federal Communications Commission Chairman Tom Wheeler, whose agencies shared responsibility for reviewing the deal, said Friday that the decision by Comcast to pull out of the deal was in the best interest of American consumers.

## FocusON Sports

### Azteca America Scores with Sports

*The network outperforms key competition among adults 18-49 with Friday night soccer.*

Azteca America's broadcast of the Tijuana vs. Chivas and Monarcas vs. Cruz Azul Futbol Liga Mexicana (FLM) matches on Friday, April 17 outranked all programming on competitors UniMas, Estrella and MundoFOX among adults 18-49, with Tijuana vs. Chivas averaging 575,000 total viewers and 347,000 adults 18-49 and Monarcas vs. Cruz Azul averaging

370,000 total viewers and 205,000 adults 18-49, according to Nielsen.

Tijuana vs. Chivas delivered more than three times the adults 18-49 audience for UniMas' MLS game (New York Red Bulls vs. San Jose Earthquakes), while Monarcas vs. Cruz Azul delivered almost double the adults 18-49 audience for UniMas' MLS game.

Tijuana vs. Chivas outperformed all MLS games broadcast on UniMas this season, among adults 18-49.

Tijuana vs. Chivas was the third highest rated game on Azteca this season among adults 18-49, and the game's average audience was 19% larger than Telemundo's season-to-date delivery in the demo for Futbol Estelar Pachuca/Leon.

Overall, the game ranked as the fourth highest rated program for the night on Spanish-language primetime among men 18-34 and men 21-34, outperforming key primetime on Univision ("Que Te Perdona Dios" and "Sombra del Pasado") and Telemundo ("Casa Cerrado," "Tierra de Reyes" and "Avenida Brasil").

Both games also performed very well on the local level. In Los Angeles, Tijuana vs. Chivas ranked #1 regardless of language among men 25-54, while Monarcas vs. Cruz Azul was #1 in the demo among Spanish-language networks. In Chicago, both games ranked #1 among Spanish-language networks among men 18-34. Additionally, Tijuana vs. Chivas ranked #1 among Spanish-language networks with adults 18-49, adults 18-34, men 18-49 and men 25-54. In Dallas, Tijuana vs. Chivas ranked #1 among Spanish-language networks with men 25-54.



## FocusON Movies

### Disney Exec Tells Exhibitors 'Hispanics Are Your Core Customer'

Dave McNary, *Variety*

A quartet of marketing executives urged exhibitors to ramp up their response to the explosive growth of the Hispanic market in the United States.

"Start thinking about Hispanics as your core customer, not as a segment," said Disney's Christine Cadena as part of CinemaCon's "Step Up Your Game With Hispanics: Enticing the Country's Most Avid Moviegoers to Your Theater."

"The No. 1 thing we've learned is Hispanics want to be included," Cadena added. "We want to be part of the party."

Hispanics represent 18% of the U.S. population and 53% of population growth, noted Univision's Pete Filiaci, who moderated the panel. Citing Nielsen statistics, he added that Hispanic customers go to 8.4 movies per year, compared with 7.3 movies for the average moviegoer; and 50% of Hispanic customers attend on a film's opening weekend, compared to 34% for the average customer.

Elizabeth Barrutia, who worked on campaigns for "The Boxtrolls" and "Delivery Man," said that it's vital



to make an emotional connection to the Hispanic market along with respecting the nuances of that market such as not trying to translate the English-language tagline.

"'Dare to be square' just could not be translated to Spanish," she added, noted that the Spanish-language campaign focused on the message that it's what's

inside that matters.

Walmart's Javier Delgado Granados stressed that Hispanics want to be thought of as mainstream customers and explained that Walmart dropped plans to open Hispanic-targeted stores in the Southwest. "That's not how the Hispanic customer wanted to be treated," he added.

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## FocusON Language

### Open English Sets Out To Conquer U.S. Hispanic Market

About 300,000 students across the Americas have taken classes from Open English, an online English-language school based in Miami. In the last eight years, the venture-backed company has conquered Latin America, and now it is officially entering a market very close to home: The U.S. Hispanic market.

Last week, Open English announced its official expansion to the United States, bringing its affordable teacher-led instructional model to the nation's fastest-growing population. The launch, which will start in Miami immediately and then roll out to other cities, will be fueled by a national advertising and marketing campaign.

"We have had this organic growth already happening here so it was very easy for us to say this is the next big market for Open English. We also realized that the core need to learn English and be successful as a result – and English is a tool for success – is very similar if you live in Colombia, Brazil, Argentina or if you live in a city like Miami or LA," said Andres Moreno, executive chairman of Open English, at a launch event last week at the company's Coconut Grove headquarters. "This is a moment we have been waiting for for a long time."

He said the numbers were also convincing:



Open English Founder and CEO, Andres Moreno

According to Brookings Institution, in the U.S. nearly one in 10 working-age adults – 19.2 million persons aged 16 to 64 – is considered to have limited English proficiency, and most of this group speaks Spanish. And according to the Pew Hispanic Center, 68 percent of Hispanic immigrant adults say they do not speak English at all or don't speak English very well.

Open English's approach to learning English

includes unlimited live classes with native English speakers and over 2,000 hours of multimedia content. It is now offered in 20 countries, and the company has raised \$120 million in venture capital financing to fuel its growth.

Open English commercials in Latin America have been known for their wit and go viral over social media. The commercials will be taking a new approach in the U.S. and will be more focused

on explaining the product and how it can help propel the student's career, Moreno said. Expect to see billboard and bus bench advertising too, as well as online and radio advertising. U.S. students will get the first month of lessons free as part of the promotion.

"We are starting in Miami, where the brand is already well received. As we learn more about the U.S. Hispanic as a whole, then we will launch into a national expansion," said Moreno.

Moreno said launching in the U.S. market is also personally satisfying because the country has been so welcoming.

Originally from Venezuela, Moreno started Open English there in 2006 with his co-founders but it soon became clear that he needed to raise money in the U.S. He moved to Silicon Valley with \$700 in his pocket, slept on a friend's couch for months and went door to door seeking meetings with venture capitalists and angels.

After raising initial funding there, he moved the company to Miami and has been able to raise about \$100 million, a fund-raising success story in a region that has historically been venture-challenged. The global company now employs about 1,500 people, including contractors, and about 60 work out of its Coconut Grove headquarters and Fort Lauderdale satellite offices.

Moreno, active in the local entrepreneurship community, is also on the founding board of Endeavor Miami, the first U.S. office of the global nonprofit that mentors and supports high-impact entrepreneurs.

## FocusON Broadcasting

### LATAM, US Hispanic VP leaves BBC Worldwide

By Juan Fernandez Gonzalez

Fred Medina, executive VP and managing director of BBC Worldwide for Latin America and the US Hispanic market for the last three-and-a-half years, will quit his position on 1 July.

During his time at BBC Worldwide, Medina was in charge of all the business areas in the region, including channels, content sales, digital platforms, formats and co-productions, leading the company across Latin America and the US Hispanic market from Miami.

"I'm honoured to have led the reorganisation process of BBC Worldwide Latin America, which has consolidated different business in the region and brought content to million homes through several platforms," stated Medina. "But now is time to look for new professional challenges."

"Fred established and led a team which reverted our business in Latin America," added Paul Dempsey, BBC Worldwide's president for global markets. "He helped BBC's brand to grow and created a solid base for the company's future."



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