

## FocusON Entertainment

### Sábado Gigante Quits

The longest-running television variety series in history, known for its wild mix of comedy sketches, tearful family reunions, eccentric amateur talent shows and scantily-clad dancing women, is coming off the air after 53 years.

Univision announced last week that "Sábado Gigante," the network's longest-running program, will end September 19, which coincides with the end of the 2014-2015 broadcast television season.

Don Francisco will stay with the network to work on talent development and to host entertainment specials and campaigns like "TeletónUSA."

Mario Kreutzberger, 74, known to audiences as Don Francisco, launched the show in 1962. "Show Dominical," as it was known back then, aired on Chile's Channel 13. The show moved to Saturdays in 1963 and the name was changed to "Sábados Gigantes."

Univision began producing the program in 1986 when Don Francisco moved to Miami. The title was then changed to the singular "Sábado Gigante."

The show has run for 2,600 consecutive weeks with no re-runs. Don Francisco only missed one Saturday in 1974, when his mother died.

The show pulls in an average of 2.9 million viewers and has some 100 million viewers in 40 countries, according to ABC.



### *A Request for Our Members*

Univision is cancelling Sabado Gigante after 53 years.

On May 4, a week before the New York Upfront season, HispanicMarketWorks.Org will publish a special PDF report about the Mysteries of Hispanic Television as well as the history of the iconic show and its impact on the U.S. Latino culture. We would love

to include your Opinion and Point of View on this half-a-century incredible television longevity in any language, and perhaps in any country.

Just send your opinion to [avillar@hispanicmarketworks.org](mailto:avillar@hispanicmarketworks.org).

You know about deadlines, ours is April 28.

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## FocusON Cuba

### Cuban Americans' Shifting Identity, and Political Views, Divides Key Bloc

By Marc Fisher, WSJ

When Sen. Marco Rubio stood before Miami's historic Freedom Tower last Monday and announced that he is the second Cuban American to join the 2016 race for president of the United States, Gabriel Perez, Emilio Izquierdo and Mike Valdes shared a powerful sense of pride. This is the big sign that Cuban Americans have finally made it, they all say — accepted not only as refugees from communism or as successful businesspeople but as serious contenders for the most American job in the land.

But let the wave of pride surrounding the candidacies of Florida's Rubio and fellow Republican Sen. Ted Cruz of Texas subside, and Perez, Izquierdo, Valdes and many of their fellow Cuban Americans find themselves in surprising discord.

The idea of the Cuban American monolith, the notion that the estimated 2 million immigrants and their offspring constitute a single-issue ramrod that for a half-century has forced Washington into a hard line against the Castro brothers' regime, is crumbling in the classic, perhaps inevitable, way: Time is turning immigrants into Americans.

"Over the last 15 years, and especially the last

five years, the Cuban American community has undergone a major transformation," said Fernando Amandi, whose research firm, Bendixen & Amandi International, regularly polls Cuban Americans. "In the most politicized Hispanic group in the country, there is now a cleavage in which the second and third generations, as well as more recent arrivals from Cuba, do not share the hard-line views and staunchly Republican affinity of the historic exile generation."

President Obama handily won the vote of Cuban Americans between ages 18 and 50 in both of his elections, according to Amandi's surveys. His recent research shows that Rubio and Cruz are not necessarily favorite sons at the ballot box. Rubio, who opposes easing the U.S. embargo against Cuba, "is literally advocating for policies that separate the more recent arrivals from their families who are still on the island," Amandi said.

On the streets of Miami, the palpable pride in Rubio, Cruz and the other Cuban American senator, Robert Menendez (D-N.J.), even though he is under indictment on federal corruption charges, does not automatically translate into votes.

"Rubio, he's not going anywhere," said Perez, a retired mechanic at Miami's airport who fled Cuba in 1961 and long ago concluded that stiff-arming the communist regime in Havana never had a prayer of working. "This thing Obama's doing now, doing business with Cuba again, if America did it 40 years ago, Castro would have been gone."

Perez points at the others at Domino Park in Miami's Little Havana, many of them Cuban octogenarians trading quips over the clatter of domino tiles on a dozen outdoor tables. "Rubio is like the old guys here who can't stop fighting," Perez said. "They try the same idea for 40 years, and it never works and they just keep fighting."

Twenty blocks down Little Havana's main drag, Calle Ocho, Izquierdo, a 67-year-old limo driver who runs a Cuban patriots group on the side, develops a catch in his throat as he talks about two sons of exiles like himself now running for president.

"Two million Cubans and two possible presidents," he said. "I'm very emotional about it." Rubio doesn't have his vote wrapped up yet, but the fact that he is Cuban weighs heavily in his favor. "This says we are a powerful community. And yes, emotion plays a role: Spaniards go by opinions and Anglos go by facts; we Cubans are a hybrid of the two."

The defining moments in Izquierdo's life came in Cuba, and his politics in the United States consistently reflect that. "I was 11 when Castro took the power," he said. "I was 14 when Castro took my family's property." He fled in the Mariel boatlift emigration in 1980 and became a U.S. citizen six years later. What he wants from a presidential candidate now is the right answer to one question: "Are you going to represent the Cuban exiles? Because we don't believe in relations with communists."

Seventeen miles away, in the upper-middle-class suburb of Miami Lakes — a generation ago an Anglo



enclave and now a mostly Cuban community — Mike Valdes, 38, owns Moda, a high-end boutique in which Spanish is used as the main language. The Rubio and Cruz candidacies “put us on the map, finally for something other than Castro, rum or Cohibas,” he said, referring to the brand of cigars.

But relations with Cuba don’t make Valdes’s political top-10 list. “There’s a lot of problems in this country,” he said. “We need to do for us before we start doing for other places.” Valdes remains a Republican because that’s how he was brought up, but he’s okay with Obama’s outreach to Cuba and looks forward to normalized trade and travel.

“Our grandparents’ generation is passing on, and my generation doesn’t really know their stories,” Valdes said. “Our Cuban part is there when you need it, but we’re losing the accents and the language. Soon, the Cubans will just be Miamians. Eventually, they’ll knock down the Freedom Tower and nobody will remember what it meant.”

The Freedom Tower, gateway to the United States for the first generation of Cuban refugees, stands at 17 stories, a rust-colored Spanish Renaissance structure that for decades sat abandoned in a desert of urban decay along Miami’s bayfront, surrounded by empty lots, a notoriously dangerous park and the city’s skid row. Today, the building is dwarfed by gleaming white 60-story condo towers, almost lost across from a busy and festive waterfront and the snazzy home of the Miami Heat. Downtown Miami’s boom is proud evidence of Cuban success, but the symbolic importance of the Freedom Tower is lost on younger Cubans, many here say.

The developing divide within the Cuban community is stark. Amandi’s latest poll shows that 66 percent

of Cuban Americans born in the United States support Obama’s effort to normalize relations with the island nation, while 60 percent of those who arrived in this country before 1980 oppose the initiative.

Saturday’s meeting between Obama and Cuban President Raúl Castro, the first such discussion in more than 50 years — as well as the State Department’s recommendation last week that the United States remove Cuba from its list of state sponsors of terrorism — would have been unthinkable during the decades of Cuban American consensus on a hard no-contact policy toward their former home.

But now, the move away from a single-issue focus on Cuba is evident in Cuban Americans’ party affiliations. 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.

Almost half of Cuban Americans are now U.S.-born, and they are reverting to a full spectrum of political perspectives, said Guillermo Grenier, a sociologist who has run FIU’s Cuba Poll for 24 years. “What it meant to be Cuban got really narrowed in the United States in the ’60s and ’70s, because the passion to overthrow Castro trumped everything else,” he said. “Now we’re seeing the full diversity of political views.”

In South Florida, immigrants who arrived after 1995 now make up a third of the Cuban community, and most are not Republicans, Grenier said. Similarly, next-

generation Cubans no longer reflexively hew to the GOP, and especially not to candidates who oppose

opening up to the island.

“My students think of themselves as Republicans,” Grenier said, “but they keep asking, ‘How can Rubio be against making Cubans’ lives easier by being against investing in the island?’ Republicans can’t just play the Cuba card like they did 20 years ago.”

The labels that Miami-Dade County’s nearly 900,000 Cuban Americans use reveal their political journey.

Many in the first generation call themselves “Cuban exiles.” More recent immigrants often just say “Cuban.” And many —descendants of those refugees call themselves “Cuban Americans” or just “Americans.”

“We are like any other immigrant group,” Perez said. “Our old identity is dying. In a few years, Miami will be like Tampa, where they all have Spanish names but almost nobody speaks Spanish.”

At Domino Park on Friday, only three of the 88 men and two women at the game tables said they were fluent in English.

“They’re isolated, like any new immigrant group,” said Rey Valdes, 71, a Cuban immigrant who is running for the Democratic nomination for a state House seat representing a district that spreads from Little Havana to Miami Beach. “That isolation allowed them to remain ideological. But their children understand this isn’t an ideological society. It’s a nation of pragmatists.”

Valdes said Cubans remain largely conservative and entrepreneurial but no longer exist in a political bubble.

“Rubio and Cruz running — to us this is like when Argentina got their pope,” he said, “but most Cubans

under 40 or 50 see issues beyond the tyranny of Castro. We like that Rubio is running, but his rhetoric is from another era.”

Nancy Coto, 52, was 8 years old when her parents brought her to Miami. On paper her politics don’t differ much from her father’s, but her heart is sometimes in a different place.

“I share what he believes, but not that passion,” she said, and to demonstrate the difference, she shook her entire body to represent her father’s total devotion to any policy that could make the Castro brothers miserable. Then she went slack to show her own priorities: “Cuba’s just not on top of my list. If Obama wants to reach out to Cuba, it doesn’t bother me. I’m more concerned about jobs.”

Leslye and Eduardo Martin were barely teenagers when they left Cuba in the late 1990s. Living with their two small children in Miami Lakes, their new world is a classic suburban blend of long hours at work, a strong focus on the children and a long-term plan to live the American Dream and step up the economic ladder.

Leslye, who is 30 and works in health-care administration, calls herself a committed Republican and appreciates the help that her family got from Rubio in navigating the immigration bureaucracy. But his positions on Cuba don’t really factor into her vote for president. “I don’t even know where he stands on Cuba,” she said. “Our life is here.”

“As time passes, we leave Cuba behind,” said Eduardo, 31, a network engineer. “We never forget our roots, but we’re here and our job is to make the country better.” This country. National Latino Opinion Leaders Survey

## U.S., Cuba Face Hurdles to Normalized Ties

*Momentous meeting gives way to concerns about opening embassies and removing embargo*

*By Carol E. Lee and José de Córdoba, WSJ*

Aides to U.S. President Barack Obama faced a problem rare in six years of meetings with foreign leaders when they secretly prepared for his momentous encounter with Cuban President Raúl Castro.

The standard backdrop—the flag of each nation—wasn’t permitted. The lack of formal diplomatic ties between the U.S. and Cuba preclude it, leaving the White House to use an oversize insignia for the summit of regional leaders Messrs. Obama and Castro were attending.

The little-noticed aesthetic in a snapshot of history illustrates the long and complicated path to normal relations the U.S. and Cuba face, even as their presidents sat side-by-side.

The immediate next step would be the opening of embassies in Washington and Havana, a difficult process after more than 50 years of animosity.

A Cuban embassy would require access to the U.S. banking system that is currently blocked. Now, Cuban diplomats carry suitcases of cash, a U.S. official said. Havana has also demanded the U.S. remove Cuba from its list of countries that sponsor terrorism.

The U.S., which closed its embassy in Havana in 1961, shortly after the Cuban revolution, insists American diplomats be able to broadly engage with Cubans and operate more freely than Cuba’s government generally

allows.

Even after the establishment of embassies, hurdles would remain. Some of them, such as a complete lifting of a 54-year U.S. embargo on Cuba, may not be overcome before Mr. Obama leaves office in January 2017.

That would require a vote from Congress, where there remains strong opposition to normalizing U.S. ties with the Castro regime.

Meanwhile, the White House is pressing Congress to take smaller steps toward easing restrictions on travel and agricultural commerce between the U.S. and Cuba.

A normalized economic exchange with the U.S. would transform Cuba. Already, the steps Mr. Obama has taken unilaterally to free up commerce and travel have prompted a surge of tourism on the island of 11 million people. More businesses—from Citigroup to the grain producer Cargill Inc.—are looking at the Cuban market.

Cuba is driven to restore ties to the U.S. largely by economic need, but Mr. Castro has made clear his government has no intention of transitioning to capitalism soon.

“We shall continue working to update the Cuban economic model with the purpose of improving our socialism,” Mr. Castro said last week.

Mr. Obama, however, hopes restoring relations will catalyze political and human-rights overhauls on the island over the long term.

U.S. officials explicitly say they aren’t seeking regime change in Cuba, while continuing to voice concerns about its government’s practices. The issue stokes long-held suspicions in the Cuban government that Washington is seeking to undermine its authority at home.

"We have very different views on how society should be organized," Mr. Obama said at a news conference after his meeting with Mr. Castro on the sidelines at the Summit of the Americas.

Mr. Castro, in remarks at the start of his meeting with Mr. Obama, expressed a willingness to discuss issues of human rights and political freedom.

"We are willing to discuss every issue between the United States and Cuba," Mr. Castro said. "But we need to be patient—very patient. Some things we will agree on; others we will disagree."

During their hourlong discussion of opening embassies and unraveling longtime policies, the two leaders marveled at the unlikelihood of their meeting, U.S. officials said.

Mr. Castro is 83 years old, five years younger than his brother Fidel, who led the revolution that swept him to power in 1959—two years before Mr. Obama was born.

The generational divide has helped shape Mr. Obama's policy. In his news conference, Mr. Obama noted that most U.S. actions with which Mr. Castro found fault "took place before I was born" and argued change would come to Cuba even without U.S. engagement, in great part because the Castro generation was fading.

"There will be a revolution in Cuba, no matter what we do," Mr. Obama said.

The extent of those changes, however, depends heavily on the Cuban government. Both Cuban and U.S. officials see the future unfolding in phases.

The opening of embassies would complete a first phase and come with a flurry of ceremonious activity, including a likely visit to Havana by Secretary of State John Kerry—and the raising of the Cuban and American flags.

## Latino Opinion Leaders on U.S.-Cuban Relations

### *The NiLP Latino Policy & Politics Report*

To explore Latino views on U.S.-Latin American relations, Latino opinion leaders provided their views on a number of select issues. These include relations with Cuba, the fiscal crisis and political status of Puerto Rico and the U.S. role in Venezuela and Mexico.

These findings are from the results of the National Latino Opinion Leaders Survey conducted by the National Institute for Latino Policy (NiLP) over the Internet during the period April 6-13, 2015. It is a survey of 345 of the subscribers to The NiLP Latino Policy & Politics Report. The responses to this poll were all anonymous.

**Cuba.** Latino opinion leaders overwhelmingly support President Obama's initiative to normalize relations with Cuba. Most (89 percent) support this Obama initiative, particularly those who identified as Democrats (97 percent) as well as the independents (86 percent). A majority (54 percent) of the Republicans opposed the U.S. normalization with Cuba, although a significant 39 percent supported normalization.

Do you approve or disapprove of reestablishing diplomatic and trade relations with Cuba?

|            | Democratic | Republican | Independent (no party affiliation) | Total  |
|------------|------------|------------|------------------------------------|--------|
| Approve    | 96.8%      | 39.4%      | 85.7%                              | 89.0%  |
| Disapprove | 0.5%       | 54.5%      | 5.7%                               | 6.8%   |
| Unsure     | 2.8%       | 6.1%       | 8.6%                               | 4.2%   |
| Total      | 100.0%     | 100.0%     | 100.0%                             | 100.0% |

Source: NiLP National Latino Opinion Leaders Survey - April 6-13, 2015

All major Latino national-origin groups strongly support the U.S. normalization of relations with Cuba, except for Cubans. However, the majority (54 percent) of Cuban opinion leaders also support normalization, with 35 percent disapproving.

Do you approve or disapprove of reestablishing diplomatic and trade relations with Cuba?

|            | Mexican | Puerto Rican | Cuban  | Dominican | Caribe Amer | Total  |
|------------|---------|--------------|--------|-----------|-------------|--------|
| Approve    | 88.0%   | 82.7%        | 58.8%  | 87.5%     | 83.3%       | 88.8%  |
| Disapprove | 8.1%    | 4.5%         | 35.3%  | 8.8%      | 16.4%       | 7.2%   |
| Unsure     | 4.8%    | 2.8%         | 5.9%   | 12.5%     | 6.7%        | 4.2%   |
| Total      | 100.0%  | 100.0%       | 100.0% | 100.0%    | 100.0%      | 100.0% |

The next step in the Cuban normalization process is the question of the future of the U.S. embargo. Most Democrats (95 percent) and independents (84 percent) support ending the trade embargo while a majority (57 percent) of Republicans wishes to continue it.

Would you favor or oppose the U.S. ending its trade embargo against Cuba, which would allow U.S. companies to do business in Cuba and Cuban companies to do business in the U.S.?

|        | Democratic | Republican | Independent (no party affiliation) | Total  |
|--------|------------|------------|------------------------------------|--------|
| Favor  | 94.5%      | 42.4%      | 84.3%                              | 87.6%  |
| Oppose | 1.4%       | 57.6%      | 8.6%                               | 8.3%   |
| Unsure | 4.1%       | 0.0%       | 7.1%                               | 4.1%   |
| Total  | 100.0%     | 100.0%     | 100.0%                             | 100.0% |

The Latino opinion leaders are positive about the future of democracy in Cuba as a result of normalization, with 53 percent feeling it would become more democratic. However, the Latino opinion leaders were more mixed on Cuba's democratic prospects: 73 percent of Republicans believe it will become less democratic or remain the same, compared to 31 percent of Democrats and 51 percent of independents.

Over the next several years, do you think Cuba will become more democratic, less democratic, or will it be about the same as it is now?

|                 | Democratic | Republican | Independent (no party affiliation) | Total |
|-----------------|------------|------------|------------------------------------|-------|
| More democratic | 59.0%      | 24.2%      | 47.1%                              | 53.0% |
| Less democratic | 1.8%       | 18.2%      | 1.4%                               | 3.3%  |
| About the same  | 28.8%      | 54.5%      | 44.3%                              | 35.5% |
| Unsure          | 9.8%       | 3.0%       | 7.1%                               | 8.3%  |
| Total           | 9.8%       | 3.0%       | 7.1%                               | 8.3%  |

The Latino opinion leaders of all the major Latino subgroups, except Cubans, were positive about the future of democracy in Cuba, with majorities feeling it would become more democratic. The Cuban opinion leaders were more divided, with 47 percent feeling that the Cuban political system would remain the same and another 12 percent feeling it would become less democratic.

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

FocusON Journalism

## Hispanic Journalism Group Will Study Racism in Spanish-Language Media

Univision fired host Rodner Figueroa for comparing First Lady Michelle Obama to a “Planet of the Apes” character. Figueroa did so during a segment with Paolo Ballesteros, a makeup artist who transforms himself to look like female celebrities.



Univision, the fifth largest network in the U.S., took a stand against racism and we are all better for it. But what was Figueroa thinking when those words came out of his mouth? Why was it okay for him, at that moment, to compare the First Lady of the United States or any person to an ape? And why, still today, does he think that was not racist?

In the statement, Medina also touches on the “hierarchy of skin color and race,” perpetuated by the lack of diversity within news media.

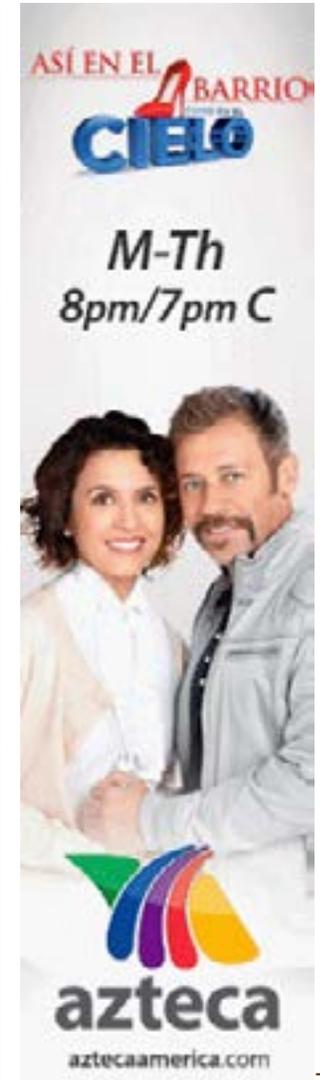
How many dark-skin or afro-Latino anchors do you see on Spanish language newscasts? How many indigenous Latinos do you see on any

newscast, English or Spanish? There isn’t a single Latino/a anchoring an 11pm English language newscast in Los Angeles, despite the market being 53% Latino and overwhelmingly English speaking or bilingual.

Figueroa has released an apology letter to the First Lady in which he denies being racist and explains that he has biracial roots.

The National Association of Hispanic Journalists (NAHJ) commended Univision’s decision to let the host go, it also plans to create a task force this September during its national conference in Orlando to analyze race portrayal in Spanish-language media.

NAHJ president Mekahlo Medina called Figueroa’s comments racist in a statement on the association’s site and expressed his dismay.



## FocusON Television

### Jorge Ramos on Time

*The Fusion and Univision anchor made one of the covers of Time's 100 most influential people in 2015.*

The veteran newsman may be somewhat unknown to English language audiences, but his respected stature in the media world and in the Hispanic community helped him make Time's cover. Time printed five covers; the other names were Supreme Court Justice Ruth Bader Ginsburg, musician Kanye West, dancer Misty Copeland, and actor Bradley Cooper.

Ramos said he felt the magazine chose him for one of the covers in order to represent the Hispanic community and immigrants.

"It's simply a symbolic choice. I don't think it's me," Ramos said. "Time is choosing these groups through me."

According to Time, the choice to have Ramos on the cover really spoke to the influence the anchor has within the Latino community and throughout the country.

"He's a trusted voice for millions of Americans, and his perspective on issues like immigration will be hugely influential in the run-up to the 2016 presidential election," Time's deputy managing editor, Radhika Jones said.

Ramos, who was born in Mexico City, appears on Spanish-speaking news shows like Univision's "Noticiero Univision" and "Al Punto," two of most widely watched Spanish language news shows.

In addition, he hosts the English-language Fusion network show "America with Jorge Ramos."

The anchor turned heads recently for his intense interview with President Obama regarding Immigration reform along with showing the hardships of immigrants by swimming across the Rio Grande with his camera crew.

Ramos, 57, has been often called the "Walter Cronkite of Latino America," according to the New York Times. Yet, making the cover of Time 100 is a breakout moment for the anchor and his young Fusion network.

Fusion, which is Disney (DIS) and Univision's cable network aiming to reach millennials on TV and online, was launched two years ago and is largely undiscovered.

### Univision and Fusion's expectation for 2016

Ramos has spoken highly of Fusion's potential, telling CNN's Brian Stelter in September that the media company was "a bridge to the future."

"In 2016, no one is going to be able to make it to the White House without Fusion or Univision," Ramos said last week, speaking to the networks' reach to Latino audiences.



In the Time 100 piece about Ramos, the anchor received glowing words from fellow journalist Christiane Amanpour of CNN.

"He says he asks every question as if it's his last, determined to get an answer or go down trying," Amanpour wrote. "He knows he has a voice and is not afraid to use it."

Ramos is considered by many in the media landscape to be one of the most influential journalists heading into the 2016 presidential election.

Univision and Fusion have worked hard to promote Ramos, and his inclusion in the Time 100 is a boost for both networks.

"With another presidential election coming up, if anyone can move this needle, Jorge Ramos can—and he must," Amanpour added.

## El Rey Network's 'Cutting Crew' Exec Producer Flavio Morales Talks Barber Shop-Based Reality TV Show, Latino Camaraderie & Diversity in Lancaster, Penn.

By *Melissa Castellanos*

You may have to wait an hour, but the concept, camaraderie and the natural chemistry of these barbers is so good that Robert Rodriguez's El Rey Network wanted in on the fun.

"Lancaster is a really interesting snapshot of what America now looks like," Morales told Latin Post in an exclusive interview.

"When I went into the little town I saw a buggy, and I heard a group of Mennonites singing in the town square. Then I went a few miles down the road, and I saw a graffiti mural and a barber shop. Thirty percent of the population is Latino. It is just this giant stew of cultures and people, and everyone gets along."

Led by award-winning barber Amit Corso, the dynamic team of stylishly daring barbers of Dominican, Puerto Rican, Ecuadorian and Ghanaian descent, who are "celebrities" in their own right, are made up of Dré Gonzalez, Alex "Controversy," Gabriel "Gaby" Rivera, Bryan Sanchez and leading ladies Destiny "Dessi" Bell and Caroline Winkler.

"Although there is serious dedication to the craft, barbering isn't the only thing going on at the shop -- in between the fades and shaves, this band of barbers

finds time to bicker, debate, joke around and cook up challenges that range from testing feats of strength to more juvenile endeavors and hijinks," according to El Rey. "But in the end, it's the camaraderie in this diverse group that is at the heart of 'Cutting Crew.'"

"The barber is another version of a DJ or a hip-hop artist," Morales explained. "The teenagers on the show idolize these guys. They are the coolest guys in the neighborhood."

Never having to fake anything or recreate scenes, Morales said they were lucky to come across a reality TV show that's more organic.

"I think that is like with El Rey, it's just a snapshot of potentially what this audience is looking like," he said. "It's a reflection of a really interesting subculture that's very American. The barber shop is an American institution."

In light of what's going on in the world with racial discrimination on the news every day, Morales adds, "What is so endearing is that the clientele is as diverse as America is."

This Latino brotherhood-type environment is welcoming to all.

"To me, what was interesting was the fact that a lot of the guys had an African-America clientele, and for an African-American guy to have a non-African-American guy cutting his hair is a big deal. It's a welcoming environment. These are top-notch guys who take their jobs seriously and they want to look good and it comes through in the show. They are the real deal.

"For me it was a thrill," Morales said of working with Rodriguez. A huge fan of "El Mariachi," he pointed out

that he helped with the opening graphics of the show. "It was such a treat to have him get that involved with the show, but give us the space to do what we do."

While Morales has yet to sit in the "Cutting Crew" chair and live a little on the edge, he said that if the show gets picked up for a second season that he will commit to getting an El Rey fade on the back of his head! Stay tuned!

*El Rey Network's unscripted series 'Cutting Crew,' airs Wednesdays at 9 p.m. beginning April 15, following the 8 p.m. ET/PT airing of 'Lucha Underground,' the addictive, action-packed freestyle wrestling franchise from Emmy Award-winning producer Mark Burnett."*

## Vme TV Expands Nature Programming with Off the Fence

*Partnership with award-winning content producer adds 75 hours of programming to Vme TV's nature-focused content.*

Vme TV, the national Spanish-language television network affiliated with public television stations, has inked a deal with Off the Fence to broadcast a total of 75 hours of nature-focused, educational programming, beginning May 2015.

The array of factual content to air on Vme TV aims to provide a fresh perspective across a range of topics including environment, wildlife, climate and cultures. Off the Fence has been praised with more than 80 recognitions including those awarded by Royal Television Society, Emmy, Golden Panda and Grand Teton.

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"Vme TV is pleased to expose our viewers to programming that is rich with knowledge and cultural learning," said Doris Vogelmann, Vme TV's vice-president of programming. "We hope to engage families and build on their understanding of their surroundings with content that will offer them a fascinating learning experience."

This agreement with Off the Fence complements Vme TV's mission: to provide enriching, quality programming for Hispanic Americans in the United States. By airing these programs, the network offers viewers a superior viewing experience that is entertaining for the entire family while simultaneously peaking interest in learning.

"VmeTV's platform is a natural fit for Off the Fence," said Ludo Dufour, sales manager at Off the Fence. "Our content seeks to inspire viewers and shape an understanding of the world around them. Vme TV's efforts to educate its audiences are without a doubt in tune with what our programming strives to accomplish."

Available in 43 markets and reaching more than 70 million households in the United States, Vme TV is available through Comcast, DIRECTV, DISH Network and AT&T U-verse.

The 24-hour digital broadcast service is dedicated to entertain, educate and inspire families in Spanish with a contemporary mix of original productions, exclusive premieres, acquisitions, and popular public television programs specially adapted for Hispanics.



A new Pew Research Center analysis of long-term trends in political party affiliation finds Hispanics are more likely to describe themselves as independents (44%) than Democrats (34%) or Republicans (13%). Among Hispanic Catholics, similar shares are independents (41%) and Democrats (38%), while 12% are Re-publicans.



A Bronx woman, Liana Barrientos, was arrested last week on felony fraud charges, after authorities discovered that she had been wed 11 times in 10 years without getting a divorce. She obtained multiple marriage licenses from the Bronx, Westchester, New York and Long Island counties over the years and many of her marriages were to foreign nationals seeking U.S. citizenship.



Gang violence in El Salvador is at an all-time high, with 481 homicides reported in the month of March alone - almost 15 per day, according to data provided by the National Civil Police. The violence is mostly gang related, stemming from a 2-year truce that fell apart in 2014 involving the government and the country's two major gangs, Mara Salvatrucha and 18th Street.



Feidin Santana was revealed as the man who filmed the Walter Scott shooting video in Charleston last week. The 23-year-old man, originally from the Dominican Republic, filmed and released the video which led to murder charges against the officer who shot and killed Scott.



Time Inc. and Telemundo have joined forces to launch SOS: Salva Mi Casa, a new, weekly home improvement show that debuted this past Saturday at noon (EST). This marks Time's first Spanish-language TV program and major collaboration with Telemundo. The show is hosted by Andrea Minski, who works alongside general contractor Jose Perez, as they come to the rescue of homeowners in need of extreme home makeovers.



## FocusON Immigration

### Senator Jeff Sessions, Straight Up

*The New York Times Editorial Board*



There was something bracingly honest about an op-ed article in *The Washington Post* last week by Senator Jeff Sessions, an Alabama Republican. Under the headline “America Needs to Curb Immigration Flows,” Mr. Sessions, the chairman of the Senate Judiciary’s immigration subcommittee, argued the case for letting in fewer foreigners.

Even hard-liners on the same side of the issue as Mr. Sessions — like Senator Ted Cruz of Texas, Representative Lamar Smith of Texas and Representative Steve King of Iowa — take pains to cloak anti-immigration arguments with benign-sounding words of tolerant welcome. They say they

support legal immigration. It’s illegal immigration they oppose.

But here is Mr. Sessions, ditching the usual Republican talking points on immigration, choosing instead to echo an uglier time in our history, when nativists wielded the spurious argument that the more immigrants taken in by America, the worse off America is. He’s advocating for “slowing the pace” of legal immigration, supposedly to increase job opportunities for native-born, low-skilled workers, particularly African-Americans. He equates a wave of immigration from the 1970s to the present with the continuing “contraction” of the middle-class. Admitting too many foreign-born workers, he says, lowers the wages of Americans, and he worries darkly about the effect of so many foreigners on “schools, hospitals and many other community resources.”

The libertarians at the Cato Institute, no bleeding hearts, took the time for a detailed rebuttal, citing basic free-market reasons that the zero-sum argument from Mr. Sessions is off-base. Immigrants lift the economy as new workers and consumers, and they do not strain the welfare safety net. There is not a fixed number of jobs over which immigrants and the native-born grapple. The economy is far more dynamic than that, and a lot of its dynamism comes from immigration.

This is all so obvious — or it used to be — that most mainstream Republicans accepted it. Yet Mr. Sessions accuses the financial and political “elite” of a conspiracy to keep wages down through immigration. He seems to be betting that a revival of

1920s-style closed-borders populism will resonate, at a time when many Americans are fretting about income inequality and shriveled opportunity. Politicians on the left — like Senator Elizabeth Warren of Massachusetts; Mayor Bill de Blasio of New York; and Zephyr Teachout, the Fordham law professor who ran a spirited campaign for New York governor — have persuasively argued that corporatist forces are making life difficult for the working woman and man. To excite Democratic voters in her presidential campaign, Hillary Rodham Clinton may have to adopt the same stance, or at least convincingly fake it.

But nowhere in that argument is there a case for yanking America’s welcome mat. Mr. Sessions ignores the truth, proved over centuries, that immigration over all is good for the American economy. His tears for low-income Americans fail to impress, given his party’s obdurate hostility to policies that help the poor and working class. If he truly wanted to lift them up, he would be better off supporting labor unions and women’s rights, higher minimum wages, tougher wage-and-hour enforcement, more access to child-care and reproductive rights. And immigration reform that unleashes the economic power of the nation’s shadow unauthorized population and welcomes the newcomers that our society and economy need.

America’s long success as an immigration nation is hard to argue against. Unless you never wanted the immigrants here in the first place, which Mr. Sessions now seems willing to admit.

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## FocusON Sports

### ESPN Deportes Debuts Marketing Campaign #YoDigoPresente featuring the Music of Calle 13 to promote the 2015 Pan American Games

*Highlighted by musical collaboration with Multi-Grammy Award winner Calle 13, the campaign features the powerful stories of the athletes' journey to Toronto 2015.*

ESPN and ESPN Deportes launched today #YoDigoPresente ("I am In"), a multimedia marketing campaign to promote the Toronto 2015 Pan American Games. The campaign features the captivating stories of the athletes' journey to Toronto 2015 and the powerful music of Multi-Grammy and Latin Grammy Award winner, urban alternative band Calle 13 to engage sports fans across the country and throughout the Americas.

The campaign features an anthem trailer developed by ESPN Deportes' marketing team in partnership with creative agency Handle Like Eggs. The [video](#) features Calle 13's lead singer René Pérez Joglar performing "La Vida, Respira el Momento" (Life, Breathe the Moment), from their 2014 Grammy-winning album "Multiviral", and images of athletes in their training routine coupled with footage from past Pan American Games. The video not only serves as the theme for the marketing efforts, but will also be used across ESPN and ESPN Deportes' production during the Games.

#YoDigoPresente aims to inspire hope, passion and national pride through the stories of participating athletes leading up to the Games. The song "La Vida, Respira el Momento", about the journey of life and individuality, doesn't only capture the essence of the Games, but also resonates across diverse audiences. Calle 13 represents a unifying voice for the U.S. Hispanic community and the participating Latin American countries, reinforcing the emotional connection to the

Pan American Games.

"I am very happy to collaborate with ESPN to promote the Pan Am Games," said René from Calle 13. "La Vida, Respira el Momento is about the journey of life and how we all prepare for specific moments; that's what it's all about for these athletes. I have always been a sports fan and using this single to represent such an important sports event makes me very proud."



The campaign will also feature promos, photography and social interaction, all running in and off-channel. The photography features a series of athletes in action including: Olympic silver medalist Marlen Esparza (boxing, USA); Olympic silver medalist Luguelin Santos (400 metres, Dominican Republic); Olympic bronze medalist Javier Culson (400 m hurdles, Puerto Rico); Olympic and National record-holding backstroke swimmer from Mexico Fernanda Gonzalez; three-time gold medalist 2014 Central American and Caribbean Games Omar Pinzón (swimming, Colombia); 2014 Central American and Caribbean Games gold medalist Monica Puig (WTA#48-Puerto Rico). Additional athlete photography will be unveiling later this month.



As part of the campaign, weekly Pan American Vignettes leading up to July 8, will also showcase the challenges, struggles and dedication of athletes from Mexico, Puerto Rico, Dominican Republic and the U.S. preparing to represent their respective country. In addition to the vignettes of more than 30 athletes, the stories will be packaged in different formats and distributed in- and off-channel, across programming and multiple platforms.



"The Pan Am Games is a compelling sports event that features some of the best athletes in the world, and we wanted to make sure we focused our efforts on the power of storytelling and music," said Michelle Bella, VP of consumer and ad sales marketing for ESPN Deportes. The stories of the athletes featured in the campaign, along with the music of Calle 13, allow us to create a

powerful emotional connection with fans while generating excitement for the Games."



#YoDigoPresente promotes the Games and supports the networks' ambitious plan to cover the event in English and Spanish. ESPN Deportes will present more than 200 hours of Olympic-type multimedia coverage around the event from the host city of Toronto, and ESPN and ESPN 2 will dedicate more than 80 hours of live coverage.

The Pan American Games Toronto 2015 will take place July 10-26, featuring 36 Summer Olympic sports, such as soccer, boxing, swimming, gymnastics, volleyball, cycling, judo, etc. More than 7,000 athletes, representing 41 nations from the Americas, are expected to compete in Toronto. This is the third time that Canada hosts the event, and the first held in the province of Ontario.

## FocusON Marketing

### YouTube Steps Up Hispanic Ad Targeting

*YouTube is making it easier for advertisers to target Hispanics.*



On Wednesday the streaming video service, owned by Google, revealed YouTube Hispanic, a new option that's part of its Google Preferred ad program, which breaks out the most popular content on the site and makes it available for ad buys backed by audience guarantees.

YouTube Hispanic allows advertisers to target Hispanics across YouTube, regardless of language or content type, using proprietary data and ratings from both Nielsen and comScore, according to The Wall Street Journal.

The new service is YouTube's latest effort to monetize specific audience segments, following its launch of a kids-focused app last month.

Google says Hispanics over-index when it comes to digital media, and that it's not always in Spanish.

More than half of digital Hispanics, 52 percent, use English most of the time they're online, according to a YouTube-commissioned study of U.S. Hispanic media consumption conducted by Ipsos MediaCT.

### Phoning Still Works

*Digital on hold: 3 categories where the phone call still counts.*

Marketers might be surprised to learn that in some categories, like financial services, automotive, and of course, emergencies, consumers of all ages are still picking up the phone to talk to someone. Yes, even Millennials. From making reservations to getting personalized attention for complex buying decisions (and then making the purchase), the phone call is hanging on as the best substitute for a face-to-face experience.

## FocusON Radio

### Fernandez to Succeed Mason at CBS Radio

CBS has turned to an executive with radio and television experience to succeed Dan Mason as head of CBS Radio. The company announced it has hired Andre Fernandez to serve as president of the 117-station division. He arrives from Journal Communications where he was chief operating officer prior to its merger with E.W. Scripps.

"Andre is a terrific executive who brings a wealth of experience to this role – operations, financial management, programming and digital distribution, among many other attributes," CBS CEO Les Moonves says. "He has had great success working in large and mid-sized markets."

Fernandez, 46, had been at Journal since 2008, and will be based in New York. He previously worked in financial roles at NBC Universal and General Electric.

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