

+ Sign in to [Your Account](#)



FocusON Television

CNN Unveils Documentary Series

CNN en Español debuted Docufilms, a weekly documentary series, on June 21 with a look at the life of Argentine artist Carlos Gardel.

The weekly Docufilms series will feature profiles and historical documentaries of prominent figures as well as global events. It will air Sundays at 8PM on CNN en Español.

In its debut episode, Docufilms showcased life of Gardel, a legendary singer, songwriter, composer, actor, and the most prominent figure in the history of tango.

The second show, entitled "A Journey with Fidel," is an original documentary which include the story narrated by John Alpert, a New York journalist, who had the exclusivity to accompany Fidel Castro on his plane to the United Nations Conference in 1979.

Other profiles in the Docufilms lineup include "The 33", about the rescue of the Chilean miners occurred in October 2010; "Neruda Passionate," a look at the poet recognized with The Nobel Prize in Literature 1971; and "Oscar de la Renta," showcasing the life of the fashion designer.



HIGHLIGHTS

3

When Did Public Relations Really Become Public?

Is social media killing the PR game?
How to control the message.

6

Andres Oppenheimer: Jeb Bush Can't Take Hispanic Vote For Granted

Even with all of his ties to the Latino community, Bush is far from a shoe in for Hispanic voters.

9

Vice Heads South

The popular media company is setting up shop in Miami.

FOX DEPORTES DELIVERS A STELLAR MLS RETURN



SEASON OPENERS

TOTAL VIEWERS

+233%

VS 2011

P18-49

+291%

VS 2011



FOXHISPANICMEDIA.COM

Source: NTL Live+Same Day Program averages for 2015 (3/8/15); NHL Live+Same Day Program averages for 2011 (3/15/11-11/6/11). Subject to qualifications

FocusON Public Relations

When Did Public Relations Really Become Public?

By Suzette Millo, Expert on TV, Talent & Public Relations, Suzette Millo Agency

I have a confession to make. Even though I had always felt proud of the craft that most influenced my professional development, the term “Public Relations” more often than not, left me with an uneasy feeling. So much so, that I usually found a way to avoid it in my corporate titles, as well as on those of my team members.

First, because it was a term often used too lightly, second, because a lot of people didn’t really know what it meant and third, because I didn’t understand why it was called Public Relations when the truth was that they weren’t public at all.

Wait, what? Allow me to explain myself.

Way back when, public relations basically worked this way: A company had a big announcement to make. A PR professional would write a formal press release. He or she would schedule a photo shoot to create some visuals. They would mail press kits to the media. Let’s not even mention the time before the Internet when releases went out via fax. Believe me, I did a lot of that, taking up all the fax machines in the two stories of the Telemundo building!

The PR person would then call reporters to try and persuade them to publish the news. Interviews with

the appropriate parties were offered. Perhaps a press event was planned to get reporters to attend and write about the news.

As you can see, the flow of communication went from the PR person to the journalist, who in turn would “speak” to the audience. In other words, the “public” relations person had zero contact with the public.

Fast-forward present day and, for better or for worse, we can finally say that Public Relations are truly “public.” Where did this transformation come from? The social media phenomenon.

Believe me, this was not an easy pill to swallow for many in this profession because it presented the threat of losing control of the message.

Something that was preciously guarded could now escape from our hands and float endlessly on the digital universe. The customary formal PR jargon was going down the drain and now pretty much anyone could release information with or without a strategy, reaching thousands if not millions of people.

God help us all!

However, after facing reality, sooner or later, some proactively and others dragging their feet, PR professionals had to jump on the digital wave in order to remain relevant.

Which brings us to this: How has the job of the PR person evolved due to the arrival of social media? What are the advantages and the disadvantages?

The major change is that now the invisible line that separated the PR person from the public is gone. And to me, that is a gift from heaven. I remember

every year during the Billboard Latin Music Awards show, I always looked forward to one of my favorite moments of the night: the chance to spend time with the audience on the Red Carpet. Talking to them, listening, learning, laughing, answering their questions and teasing them with bits and pieces of information was fun and rewarding.

The same happened when I would take Telemundo stars to events in local markets across the country where we had the chance to interact and feel the reaction of the audience. Priceless.

Now, thanks to social media, PR professionals can build that relationship with the public directly. And, if they embrace it and take advantage of this unique opportunity, they can truly multiply their publicity efforts. Who better than the fans to create buzz about something we want to promote?

A good PR person values this and even becomes more creative in his or her efforts. Who would have thought that one day, press releases, photos and videos would go directly to the audience? Keep in mind that not so long ago, a press release was only shared with a lucky few.

Social media has created a digital universe where people can share an incredible amount of material that traditional media would have never been able to cover, even if they wanted to. Up to the minute news, videos and photos. Information that is brief, precise, to the point, and with no need for burdensome planning or production; a publicity machine at the tip of your fingertips with the potential to create a big impact, without the need to wait for someone



else to do it for you.

So the question is, where does this leave reporters and traditional media? What do they bring to the table? And the answer remains, a lot! The media continues to be a heavyweight when it comes to delivering a message and reaching the audience.

There is nothing like a positive story in the right medium. For a PR professional, this continues to be a priority. It's just that now there are additional alternatives that present unique opportunities to create more buzz. The more, the merrier.

Actually, nowadays reporters look for inspiration on what to cover by checking out what's trending on social media. This opens more doors to a PR person. In other words, a good social

media campaign provides PR professionals with an additional tool to catch the attention of the media.

Now, let's consider what are the disadvantages that social media brings to the PR profession. The most obvious one is that the bigger the universe and the less control of the message, the higher the risk if something goes wrong, causing potential damage to people and companies. We've seen a lot of that lately. There are also instances where false information or unconfirmed rumors leak, bringing about real nightmares to the PR folks and the need for messy clean ups.

On the other hand, with a smart PR strategy, sometimes even these negative instances can present a unique opportunity to not only neutralize the issue but also turn it around and bring out something positive.

On a final note, as good PR people know, although the goal is always to promote, it all needs to be done with a smart strategy behind: the right message at the right time, one that will catch the desired audience's attention, create a positive perception and lead them to react in the desired manner. It is pointless to send out loads of information without a sense of purpose, just to be "active." Noise without strategy is only empty noise. Not good PR buzz. And sometimes it can do more harm than good.

Like I said, public relations are finally public. The good news: if you do it right, everyone will find out. The bad news: if you do it wrong, they will too.

FocusON Education

Mass Mutual Offers Financial Education

Life insurance company Mass Mutual has teamed up with Univision Communications to offer financial literacy workshops en español to Hispanics in the Houston DMA.



Held June 13, the "Prosperidad" initiative included information on budgeting, saving for college and saving for retirement.

"Financial education starts at a local and individual level," said Chris Mendoza, Latino Markets Director at MassMutual. "Together, individuals and businesses contribute to the wellbeing of the national economy."

Attendees met one-on-one with financial professionals from MassMutual Greater Houston and additional Spanish-language resources will be available to the public online at [MassMutual.com/Latino](#).

The goal of the "Prosperidad" series, noted MassMutual executives, is to give Latinos access to financial education in culturally relevant terms.

The sponsorship with Univision is part of a broader effort by MassMutual to help Hispanics secure their personal and professional financial futures.

**If you are currently investing
in the emerging Hispanic markets;
It's Time to add one more to your buy:**

SOUTHWEST FLORIDA

Dollar per Dollar we will efficiently deliver over **200,000 HISPANICS** residing in
**SARASOTA, BRADENTON, POLK COUNTY, PUNTA GORDA, PORT CHARLOTTE,
SEBRING, ARCADIA, AVON PARK, WAUCHULA and VENICE BEACH.**

An incredible ROI



WZZS-FM

www.lanumero1.fm

www.facebook.com/lanumero11069fm



WZSP-FM

www.lazeta.fm

www.facebook.com/lazeta1053

For more information Contact: **Diana Gonzalez** | dgonzalez@solmartmedia.com

Represented Nationally by:



FocusON Politics

Andres Oppenheimer: Jeb Bush Can't Take Hispanic Vote For Granted

From The Miami Herald

Jeb Bush, who speaks fluent Spanish and has a Mexican-born wife, is the Republican hopeful who would do best among Hispanic voters in the 2016 presidential elections. But his party — and he himself — have veered so far to the right on immigration and social issues that even he will have a big Latino problem.

Most pollsters agree that Republicans will need between 40 percent and 44 percent of the Hispanic vote to win in 2016, much more than they received in recent elections. The most recent Republican candidate, Mitt Romney, lost the 2012 election to a large extent because he only got 27 percent of the Latino vote.

There is little question that Jeb would be the best equipped to win Latino votes among the current Republican hopefuls: he is the only one who speaks Spanish at home, has lived in Mexico and Venezuela, majored in Latin American studies at the University of Texas, and has had close Cuban-American friends and business associates since he moved to Miami in 1980.

It was no coincidence that, during his presidential announcement on Monday, the crowd chanted "Viva Jeb!" Congresswoman Ileana Ross Lehtinen, R-Miami, said: "Jeb is Cuban. He's Nicaraguan. He's Venezuelan."

While fellow Republican hopefuls Sens. Marco Rubio, R-Fla., and Ted Cruz, R-Texas, have Cuban parents, and

Rubio also speaks fluent Spanish, they don't have a Mexican wife and Mexican-American children who can campaign with them in Spanish, nor Bush's personal history of having lived in Latin America.

Despite all of this, Bush would face an uphill battle to get more than 40 percent of the Latino vote and win the 2016 elections. Democrats and pro-immigration groups are already stressing that Bush is running for what they call "the deportation party," and say that he is already retrenching from his previous moderation on immigration issues.

Among their main lines of attack:

First, Bush is voicing strong opposition to Obama's executive action on immigration, which would freeze the deportations and give a semi-legal status to up to 5 million undocumented immigrants. That alone will put Bush at odds with millions of Hispanic voters who have relatives and friends who would benefit from Obama's measure, critics say.

Second, Bush has adopted the conservative Republicans' mantra that "we have to secure the border" before implementing immigration reform. Critics say that new measures to "secure the border" would not only be a waste of money at a time when illegal immigration from Mexico is at a historic low, but is also a Republican excuse for not doing anything about the 11 million undocumented immigrants who are already in the country.

Third, Bush has stepped back from his previous support for eventual citizenship for undocumented immigrants who regularize their status, writing in a 2013 book that he supports a legal path to permanent status, but not to citizenship, critics say. In fact, Bush has gone back and

forth on this, but remains the most pro-immigrant among the major Republican hopefuls.

Fourth, Bush supports many conservative stands, such as opposition to Obamacare universal health coverage program and raising the minimum wage, which most Hispanics support.

Matt Barreto and Gary Segura, of Latino Decisions, a Hispanic market polling firm, wrote earlier this week that these and other stands are likely to cause Bush to lose the Latino vote.

"Latino voters have proven more than willing to reject even actual Latinos as candidates when their policy positions are in contrast to the community preferences," they wrote. "Bush's marriage and linguistic skills, while symbolically important, would founder if his issue positions are in contrast to the average Latino voter."

My opinion: The key test for Bush's presidential bid will be whether he can withstand the temptation to shift further to the right on immigration during the primaries, where he will need to court anti-immigration voters in northern states, and where he will be attacked by his fellow Republican hopefuls for his support for comprehensive immigration reform.

If Bush can win the Republican nomination by maintaining a pro-immigration profile and convincing his fellow Republicans that — whether they like his immigration stands or not — he's their best hope to win the White House, he will have a chance in 2016. If, as many of us suspect, he shifts to the right on immigration because he thinks that it will be the only way to win the primaries, as Romney did in 2012, he's doomed to lose the Hispanic vote, and the 2016 elections.

Baila

SI PUEDES...

Monday - Thursday
7pm/6c



Ema Pulido

Aylin Mújica

Tania Rincón

Kalimba

azteca
aztecaamerica.com

FocusON Marketing

Dodge Revs Its Engine... And Muscle

In its latest effort to reach Hispanic consumers, Dodge turned to “Machete” actor Danny Trejo to promote its 2015 Challenger, Charger and Dart models.

In the Spanish-language campaign “Te Pondrá A Prueba,” Trejo plays a mysterious Dodge salesman who submits customers to shady situations as he showcases the vehicles’ horsepower, class-exclusive technology, unmatched capability and cool features.

“Danny Trejo’s tough and muscular persona make him an unexpected, yet ideal, salesman to communicate the unique personality of Dodge in this new, humorous, Spanish language campaign,” said Olivier Francois, chief marketing officer of Fiat Chrysler Automobile (FCA), Dodge’s parent company.

Developed in partnership with Lopez Negrete Communications, the campaign includes three 30- and 60-second television spots as well as digital and social media components. All the commercials are also available on Dodge’s YouTube channel.

The first commercial, “El Trato,” debuted June 11 and features Trejo “negotiating” with a Dodge customer in a dimly lit room, arguing as they try to settle on a set of terms. And ultimately reveals that the subject of the deal

is a Dodge Dart.

In the “Quemacocos” spot, debuting in late June, Trejo crashes through a second floor window, falling through the sunroof of a 2015 Dodge Charger as a customer test-drives the car. The customer speeds off with Trejo and the deal is sealed.

The “¿Qué hay en la cajuela?” commercial opens with a



customer in the front seat of a 2015 Dodge Challenger as Trejo loads items into the trunk.

During the test drive, loud thumping is heard from the trunk and Trejo tries to block the noise by raising the volume of the Challenger’s BeatsAudio sound system. When the customer says he’ll buy the car, Trejo reveals the noise comes from golf clubs and a bowling ball stashed in the trunk.

Driven by increased traffic from Hispanic buyers, automakers are intensifying their Spanish-language and Latino-focused marketing efforts. In 2014, retail sales to Hispanic consumers rose 15 percent versus the same period a year earlier, according to IHS Automotive.

At Dodge and FCA, executives are paying close attention to this consumer base.

“Multicultural customers account for nearly a third of Dodge brand volume which is why it is important that we reach U.S. Hispanic auto buying consumers with relevant marketing strategies and campaigns that not only accurately depict the brand, but that also authentically capture the nuances of such an influential consumer,” said Francois.

On the digital front, Dodge’s campaign shows a series of videos featuring Trejo surprising “customers” as they test drive one of the brand’s vehicles. Hidden cameras let viewers feel as if they are going along for the ride while each video demonstrates a specific vehicle feature, the “Trejo way.”

The target: Latino millennials.

“The Dodge brand consumer is the youngest in the industry with aggressive and athletic style as well as a passion for high performance and advanced technology,” said Juan Torres, head of multicultural advertising at FCA U.S. “To develop a unique campaign that would resonate with such an influential buyer, we sought both humor and a spokesperson that embodies the best-in-class features and performance of the brand.”

FocusON Media

Vice Heads South

Youth-focused media company Vice has opened a bureau on Miami designed to produce digital content aimed at Hispanic youth, particularly Millennials.

Established in Miami's Wynwood neighborhood, Vice's new bureau will produce its own news and cultural content, adding material from its producers in Brazil, Colombia and Mexico. The new venture will also focus on expanding Vice's content and sales operations in Latin America.

Executives point out that it won't be content translated into Spanish, rather productions – originally in English or Spanish – featuring topics relevant to U.S. Latinos.

"We noticed that we have something like 23 percent of our audience in the U.S. that already is a U.S. Hispanic audience. So we have big audience there. But we were probably relying a little bit too much on our international bureaus, and we weren't utilizing the creative pool and creative talent in the U.S. to generate that content as much as we should have," Vice president Andrew Creighton told AdAge.

Vice currently produces content for mobile and digital

vehicles and has established partnerships with Snapchat and YouTube. The company has also worked with advertisers including AT&T and Anheuser-Busch InBev.

The new studio features production and editing capabilities across multiple media screens. Its programming will run on Vice's digital channels – now 10 of them – including food-focused Munchies, tech-intensive Motherboard

The goal: expand Vice's channel roster across the U.S. Hispanic market and Latin America via coverage of underreported

stories and breaking news that matters most to young people.

Vice's Hispanic-focused productions include an eight-part look



at the 2012 Mexican Presidential elections and "Miscelánea Mexicana," a series on Mexican cultural oddities like indigenous transvestites in Oaxaca and teenage bullfighters in Yucatan.

The company also produced "Suená Bien," highlighting Hispanic bands in the U.S. and Latin America such as Elis Paprika, Calle 13 and Dengue Dengue Dengue.

Vice's expansion into Miami follows other ventures from other media companies seeking to connect with young Hispanics via online and mobile vehicles. ESPN Deportes recently revealed it will increase its original online video content and NBCUniversal's Hispanic group teamed up with Defy Media to develop original mobile content.

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

Publisher: Arturo Villar
avillar@hispanicmarketworks.org

Social Media Director: Betty Fuentes
bfuentes@hispanicmarketworks.org

Web Master: Pete Pekofsky
ppekofsky@hispanicmarketworks.org

PDF Creator: Liz Vidal
lvidal@hispanicmarketworks.org

Office Manager: Beatriz Cruz
bcruz@hispanicmarketworks.org

Hispanic Market Works is published every Monday by Solmark Media Group, Inc. HMW has no connection to any other existing newsletter, media group, agency, advertiser, researcher or network. The editors are solely responsible to their readers and to themselves.

COPYRIGHT NOTICE:

It is a violation of federal copyright law to reproduce or distribute all or part of this publication or its contents by any means. Hispanic Market Works does not license or authorize reproduction by subscribers or anyone else without specific written permission. However, multiple copy or site license subscriptions are available at substantial savings. Please contact Arturo Villar at 305.785.2784 for more information.

Copyright 2014. Hispanic Market Works. All rights reserved.

Launched March 24, 1997, HMW has been chronicling breaking news in the Hispanic marketing and media industries every week. For our editorial pledge please visit www.hispanicmarketworks.org