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## FOCUS ON STRATEGY

### Reaching the Multicultural U.S. Consumer

By John Gregory, AOL Category Development Officer, Retail

The U.S. Hispanic population has grown more than fifty percent since 2000 and is the fastest growing demographic group in the nation, rising nearly five times faster than the U.S. population as a whole. Their buying power has increased just as dramatically at 45% in the last five years alone reaching \$1.38 trillion according to the Greater Austin Hispanic Chamber of Commerce. If these trends continue over the next 50 years, the U.S. will become a plurality nation, where the non-Hispanic white population remains the largest single group, but no group is in the majority.

As a result, it only makes sense that Hispanics will emerge as one of the most influential consumer group in the United States. However, marketing to this attractive audience is especially difficult for many non-Hispanic retailers. Part of the problem is that there is a common misconception that all Hispanics speak Spanish. This is not the case. In fact, the number of Spanish-speaking Hispanics in the U.S. is rapidly declining. Approximately one-fourth of the Hispanic population speaks only English and it is projected that by 2020,

English will be the primary language for more than one-third of the Hispanic population living in the United States, according to Pew Research. This is because the rise in the Hispanic population is mainly a result of immigrant children being born, growing up and assimilating to the American way of life.

Also, Hispanics are migrating from more than a dozen Latin, Central and South American countries bringing with them a unique set of values, backgrounds and cultural nuances that become intertwined in the adopted communities that they call home. "The biggest mistake that a company can make is to view the Hispanic market as homogeneous," says Gloria Rodriguez, president/CEO, Comunicad. Therefore, retailers desiring to reach a varied multi-cultural Hispanic audience will need to incorporate ethnic heritage with demographics that strongly match their customer base in a data-driven marketing strategy.

While some retailers have created multi-lingual online websites and translated copy treatments for ad messaging, that alone is not enough to attract such a diverse Hispanic audience. According to the latest Nielsen study, almost three out of four Latinos own a smart phone, the highest ownership rate of any other demographic group in the U.S. In addition, they have the highest viewership among multiple screen devices – television

and online streaming. Mobile devices often serve as a bridge that can leap over a multi-cultural divide filling in the content gaps traditional media may not be providing, especially in areas outside major cities where local Hispanic media outlet is absent.

Catering to Hispanics is more than creating a symbiotic relationship. Since Hispanic consumers in general are more likely to embrace innovative technologies, retailers and brands need to match that innovation in a way that creates a complete Hispanic destination experience from online marketing to in-store retail displays rather than relying on traditional demographic targeting.

"Hispanic consumer trends are changing and evolving daily, as are the ways in which marketers reach their audience," says Emilia Peña, Director of Sales, Terra. Not surprisingly, Hispanics are more likely to respond to an online ad, according to the Terra 2014 State of the Hispanic Digital Consumer study by comScore.

By creating unique and highly engaging video content, embracing social media and incorporating event marketing, retailers will be able to reach Hispanics with a more innovative and immersive omnichannel experience they desire. These examples just skim the surface of what could prove to be a very important part of future retail marketing strategy.

## HIGHLIGHTS

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### FocusON: St. Louis, Missouri

While the media has been focusing on the racial divide in the city, its leaders are focusing on how to bring back industry to the struggling city. A look at St. Louis by the numbers.

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### Maria Hinojosa Portrays a New America

A new documentary series from PBS takes a look at how projected demographic shifts favoring Latinos are affecting the U.S. now.

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### The State of Hispanics in Corporate America

The 2014 HACR report shows that Hispanics are still lagging behind in corporate America.

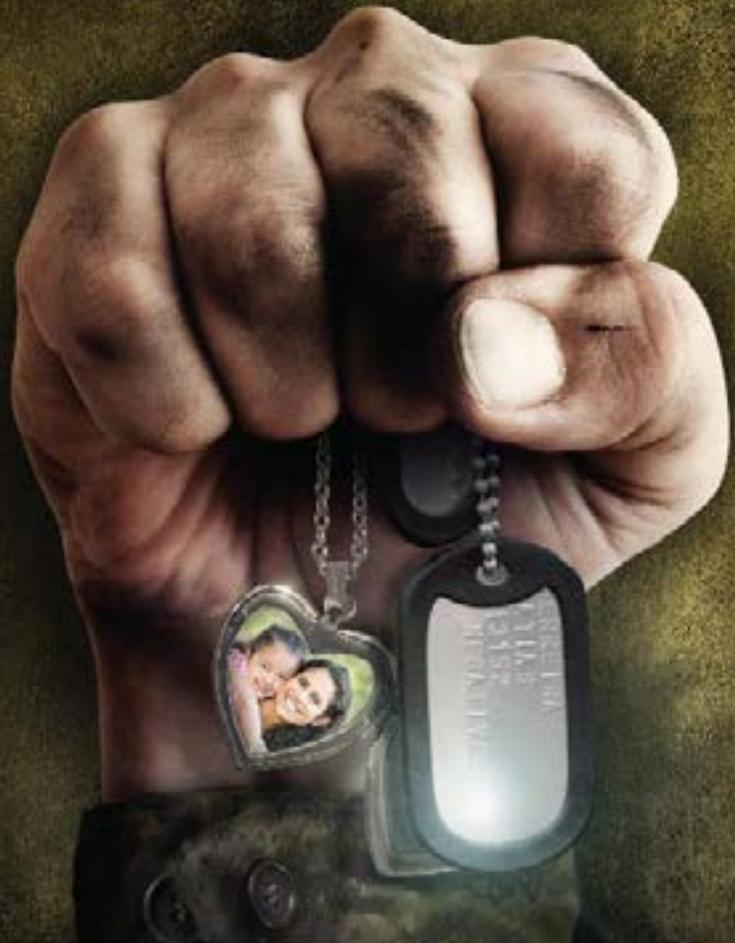
# Nat Geo Mundo has been nominated for an International Emmy Award

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



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FOCUS ON RESEARCH

## St. Louis, Missouri

Created by *Geoscape*

The St. Louis, Missouri DMA incorporates sixteen counties in the state of Missouri and fifteen counties in the state of Illinois.

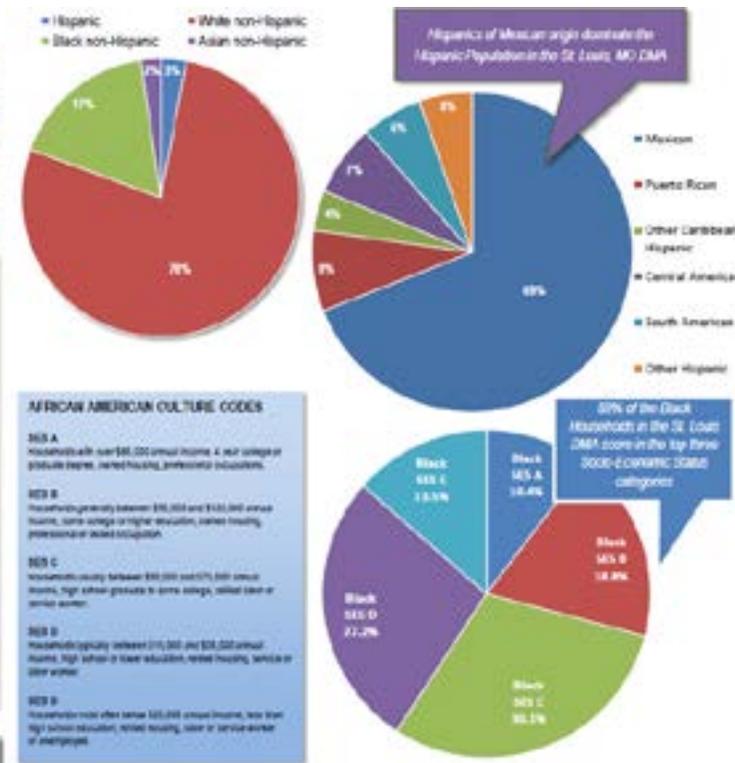
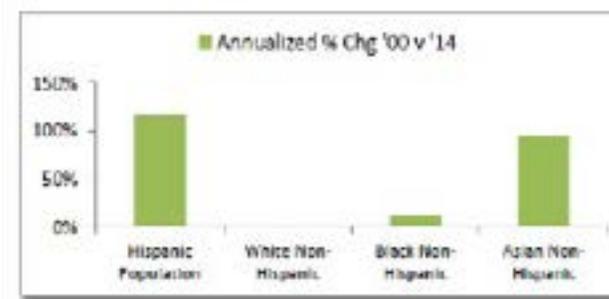
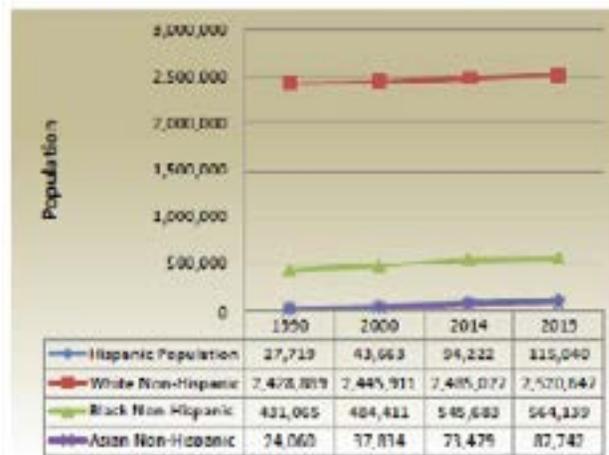
The DMA ranks 21st in the U.S. with a total population reaching nearly 3.3 million by the end of 2014. The majority of the population within the DMA is non-Hispanic White, comprising 78%. The Black non-Hispanic population continues to be the largest minority at approximately 17%. The Hispanic segment, while growing at approximately 116% since the year 2000, only represents 3% of the total population.

The city of St. Louis is rich in commercial history. Situated along the Mississippi River, it once was the center of the fur trade and later became home to entrepreneurs selling their wares to frontiersmen passing through the "gateway to the West". The city blossomed as first steamboats and then railroads brought more people, and thus more commerce and industry to its borders.

Today St. Louis is known for its jazz and blues music, the city is also home to the St. Louis Symphony, the country's second-oldest symphony. Sports enthusiasts follow the Cardinals and drag racing events at Gateway International Raceway.

In the past 50 years, the St. Louis area, along with other similar "rust belt" cities have experienced a declining industrial base which has led to rising poverty and a declining population. However, St. Louis leaders are focused on bringing more people and jobs to the region in an effort to make St. Louis the nation's fastest growing immigrant population by 2020.

Population	2014 Ranking	2014 Population
Total	21	3,283,094
Hispanic	74	94,222
White non-Hispanic	19	2,405,027
Black non-Hispanic	17	545,683
Asian non-Hispanic	29	73,479



*Geoscape*®, the American Marketscape DataStream™ Series 2013 and Consumer Spending Dynamix™ Series 2013. © 2013 Geoscape International, Inc.

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**FOX DEPORTES**

**MOST WATCHED LEAGUE CHAMPIONSHIP  
SERIES EVER ON SPANISH-LANGUAGE TELEVISION**



MAJOR LEAGUE BASEBALL

**NLCS**

— 20  14 —

1 MULTISCREEN



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**FOX** Hispanic  
Media  
**CONEXIONES**

AT THE INTERSECTION OF BRAND AND AUDIENCE

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Source: Nielsen Live + SD Program Average for each series NHI for 2014-2012; NHHI for 2011-2007; NHHI for 2006-2003; FOX Deportes from 2014-2011; Fox Sports en Español from 2010-2003; Program names include (Bélabol Grandes, MLB LCS, MLB NLCS, MLB ALCS); Demos included HH, P3+, P16-49 (000)s. Subject to qualifications upon request.

## FOCUS ON SPORTS

### On the Ground at the Sports Marketing Symposium

*SVP, Strategy & Insights Group at Univision*



I recently sat on a panel at Sports Business Journal's Marketing Symposium and shared the results of a new, nationwide study conducted by Univision in partnership with Vital Findings on Hispanic sports "fanaticos." In short, we discovered that Hispanic sports fans consume more sports, engage in more sports celebrations and conversations and spend more money overall. "A few years ago, you would've seen a lot of golf in the AT&T marketing portfolio. These days, it's a lot of soccer." That's what AT&T's VP of Diversity Markets Jennifer Jones said during the panel.

The comment elicited laughs from the audience, but it also provided a very real portrait of where big brands are shifting their sports dollars. It's because they know success with Hispanics means success for their businesses, and soccer is a major way to connect.

In fact, our new sports research shows that 84% of all Hispanic sports fans follow soccer vs. 47% of non-Hispanic fans.

Now, let's break that down to a team level. One out of every two Hispanic sports fans follow the Mexican National Team, specifically, and more than one-third of fans say they watch most/every game. That's the nerve center of passion, and something I'm sure marketers want their brands to be surrounded by. I said it during the panel at the Symposium, and I'll say it again now. The intersection of sports and Hispanic is where the money is for brands. Here's some of what was said by my fellow panelists:

- **"Multicultural marketing is just marketing.** We have money to spend, but you need to invite us to your party." Mark Strachan, VP of brand marketing, Diageo.
- **"We are marketing to fans.** We are marketing to the U.S., and the U.S. is diverse." Kenny Mitchell, managing director of Brand and Consumer Marketing, NASCAR.
- **"It's time to move past the inertia** of the 'way things have always been done.'" AT&T's Jones.

Here's also a summary of our findings in a visual format. Reach out to us via [@Hispanic411](#) if you'd like to hear more about the "More Sports Consumer." There's a reason that Atlanta Hawks CEO Steve Koonin shared at the event that one of his next big moves is to hire a Diversity executive. He was clear about where he believes some of his team's biggest opportunities lie: multicultural consumers.

### Atlanta's 'El Patron' Adds Hawks Games in Spanish

The Atlanta Hawks have joined a growing list of sports teams adding live radio play-by-play broadcasts in Spanish. iHeartMedia regional Mexican "105.3 El Patron" WBZY will carry eight Hawks home games against teams that have Hispanic and Latino players, starting with Monday's contest against the Chicago Bulls. It's the first time Hawks games will air completely in Spanish by a radio station in what has become one of the fastest growing Hispanic markets in the country.

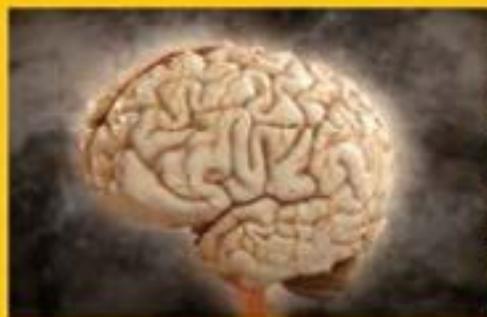
Jose Manuel Flores, a 21-year Spanish play-by-play broadcaster, will call the games. The team's English language flagship remains CBS Radio's "92.9 The Game" WZGC.

Hawks CEO Steve Koonin said the collaboration "presents exciting new opportunities for us to further engage the diverse, multicultural population of our great city," adding that broadcasting games in Spanish "is important for our organization as we continue to build bridges through basketball and connect with our community."

In addition to providing unique local Spanish content for listeners, iHeartMedia market president Justin Schaflander said the deal "creates a variety of community engagement and cause-related opportunities for us as we move into 2015 and beyond."

# SYNCH

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



BRAIN GAMES



THE LEGEND OF MICK DODGE



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## Go!TV Goes to Portugal

Go!TV, the bilingual soccer network, has secured broadcast rights to all home matches of Benfica, current league champions of Portugal's top Primeira Liga. Go!TV also has signed a new deal to broadcast Everton TV, featuring matches of the English Premier League.

In the two-year Benfica agreement, Go!TV will broadcast matches played at Estadio da Luz stadium in Lisbon, Portugal. With the addition of Benfica to the Go!TV schedule, the network will now be broadcasting matches from four of the top ten countries in the FIFA rankings (Portugal, Brazil, Germany and Uruguay).

Go!TV's new Everton TV contract features a three-hour programming time-block that includes a pre-game segment, a match featuring Everton FC, one of the English Premier League's top-ranking teams, and a post-game show. Based in Liverpool, Everton FC holds the EPL record of 110 seasons in the first division, and has earned nine Champions League titles.

Both Benfica and Everton TV properties will be part of Go!TV regularly scheduled matches.

### FOCUS ON POLICY

## Maria Hinojosa Portrays a New America

*By Karen Juanita Carrillo, Amsterdam News*

For the last few years, there have been reports from the U.S. Census Bureau claiming that by the year 2043, this country's majority white population will be in the minority. At that time, Latinos are expected to be the largest ethnic group.

But even before that date, many are noticing that there are already several enclaves of people living in the U.S. who don't fit the old-school white American model. In this "new normal" and broader American model, the majority population includes immigrants; LGBT people; Blacks from the U.S., Caribbean, Latin America and Africa; Asians; mixed race people; and various other ethnic groups.

These are the people depicted in "America by the Numbers With Maria Hinojosa," a new PBS documentary series that looks at how current-day demographic shifts are affecting the country.

Hinojosa founded a new organization just to be able to produce "America by the Numbers." The show is dedicated to reporting on the population changes taking place in the United States. Under the auspices of her Harlem-based Futuro Media Group ([www.futuromediagroup.org](http://www.futuromediagroup.org)), Hinojosa wants to set the standard for how to tell that story accurately.

"What we are saying is that, you know, it's not a

segment of the population—it's not a minority group of people. What we are saying is that this is what the future of the country looks like," Hinojosa explained in an interview. She wants her Futuro Media Group to be a key organization in determining how these changes are properly recorded.

"We just believe that as journalists this is the moment to really dive deep and do serious reporting. This moment in American history, where, frankly, we are living through phenomenal change every single day, we're leaving an old America behind and creating a new one," she added.

"America by the Numbers" features shows about places like Clarkston, Ga., a previously 90 percent white city that had been a base for the anti-Black terrorist group the Ku Klux Klan. But after it was designated a refugee resettlement location in the 1980s, Clarkston became 82 percent people of color and today counts residents from more than 40 different nations.

Clarkston's remaining white population has had to learn to live with diversity. Yet, in an episode about Coeur d'Alene, Idaho, "America by the Numbers" looks at a town that is still more than 94 percent white today even as the rest of the nation is clearly becoming more ethnically diverse.

In Long Beach, Calif., the show examines the lives of the nation's largest Cambodian community and the educational challenges Cambodian-American youth face. There is also an episode about Rochester, N.Y., that looks at why babies born to Latina and Black mothers tend to die at a rate two times higher than the national average.

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## FOCUS ON IMMIGRATION

### How Immigration Executive Action Opens Doors for Foreign Entrepreneurs

by Paul McDaniel in *Entrepreneurship, Executive Action*

Much of the attention on President Obama's executive action on immigration has focused on his use of prosecutorial discretion to defer deportation for millions of undocumented immigrants, including certain parents of U.S. citizens and Lawful Permanent Residents.

But as part of the November announcement, President Obama also signed a memorandum to explore ways to upgrade parts of the immigration

system to meet needs of an increasingly global economy.

And in a separate memo, Homeland Security Secretary Jeh Johnson outlined how the policy changes at U.S. Citizenship and Immigration Services (USCIS) will support U.S. economic growth. "These new policies and regulations will be good for both U.S. businesses and workers by continuing to grow our economy and create jobs," Johnson wrote, adding that it will increase efficiency and save resources.

Johnson's memo to USCIS covers changes to Optional Practical Training (OPT) for foreign students at U.S. universities in science, technology, engineering, and mathematics (STEM) fields, modernizing the employment-based visa system to decrease backlogs, and other measures.

The memo authorizes new ways for foreign entrepreneurs to have more opportunities to come to the U.S. and start businesses here. The "national interest waiver" in the Immigration and Nationality Act (INA) permits certain non-citizens with advanced degrees or exceptional abilities to seek green cards without employer sponsorship if their admission is in the national interest and may be one route for foreign entrepreneurs.



Getty



## FOCUS ON TELEVISION

### Telemundo, Mashable and El Pulso Unite

Telemundo and Mashable last week teamed up to launch a Spanish language tech hub called #ElPulso. The destination will live on Telemundo.com and feature digital news with articles, photo galleries and videos hosted by social influencer Christian Acosta.

"Hispanics are avid users of tech and social media, and this partnership demonstrates how the digital revolution has not only connected people geographically, but culturally as well," says Mashable Chief Strategy Officer Adam Ostrow.

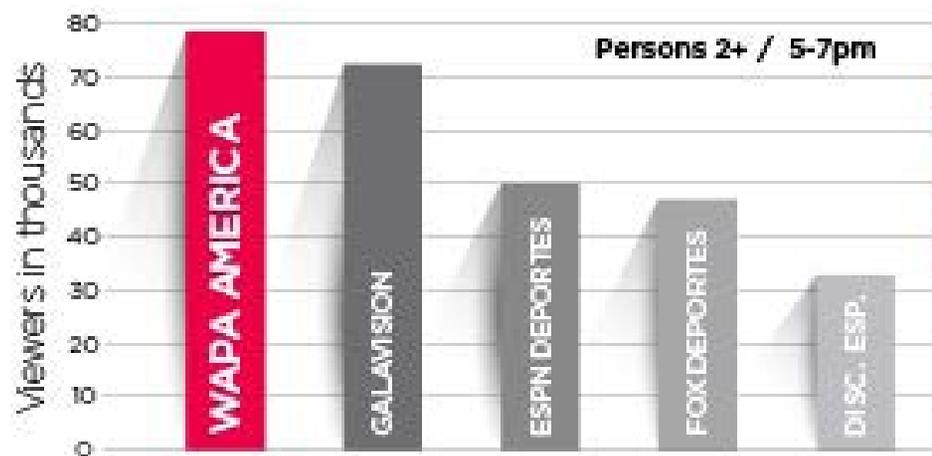
"The Hispanic consumer is leading not only in the

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adoption, but also in the active creation of digital & social trends,” says Borja Perez, Senior Vice President of Digital & Social Media for Telemundo. “We believe that by co-creating with industry and advertising leaders, Telemundo can positively impact consumer needs while creating enhanced value for all partners involved.”

The innovative partnership between Mashable and Telemundo, which was originally announced at the 2014 Upfronts, will be curated using Mashable’s proprietary Velocity technology, which predicts and tracks the viral life-cycle of digital media content. The site will be accessible on all devices including web, mobile and tablet devices as well as on the Telemundo Entertainment App.



## FOCUS ON CORPORATIONS

### The State of Hispanics in Corporate America

The Hispanic Association on Corporate Responsibility 2014 HACR Corporate Inclusion Index (HACR CII). The HACR CII is a component of HACR’s Corporate Accountability Strategy and measures Hispanic inclusion at Fortune 100 companies and HACR Corporate Member companies. The results of the 2014 HACR CII indicate more than 25 percent of this year’s returning participants have improved their rating from 2013, which reflects a commitment to diversity and Hispanic inclusion.



Since 2009, the HACR CII has tracked trends in Corporate America in four areas: Employment, Procurement, Philanthropy and Governance. HACR focuses on these four areas of corporate social responsibility and market reciprocity to measure the inclusion of Hispanics in Corporate America. HACR’s mission is to advance inclusion to a level commensurate with the economic contributions of Hispanics in the United States, currently the

nation’s fastest growing consumer segment.

Key highlights from this survey include:

- Hispanics held just over **6% of board seats** amongst the participating companies, which is higher than the average within the Fortune 500, but is still considered low.
- Hispanics comprise an average of nearly **14% of the total reported employee base** in Corporate America.
- Hispanics are still more likely to be **found in non-exempt positions** within Corporate America.
- On average, participants reported directing slightly more than **1% of total procurement spend** to Hispanic-owned businesses.
- Average **total charitable contributions** made by participants in 2014 equaled \$81,634,125 while average total contributions to Hispanic-led and community organizations amounted to only \$5,195,119.

The HACR CII is conducted annually by the HACR Research Institute, led by Dr. Lisette Garcia. The Institute is devoted to objective research, analysis and publication of Hispanic-related issues in Corporate America.

*The complete 2014 HACR Corporate Inclusion Index can be found on HACR’s website, [www.hacr.org](http://www.hacr.org).*

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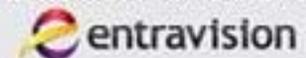
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## FOCUS ON RADIO

### Adding Piolin delivers 'one-two punch' for Entravision

Moving quickly to capitalize on the return of Eddie "Piolin" Sotelo to broadcast radio, Entravision has inked the high-profile Spanish-language morning man for 16 of its stations. Several are in western markets where the host aired previously on Univision stations, such as Phoenix, Los Angeles and Las Vegas.

Entravision sees the return of the controversial host as a morning bookend to "El Show de Erazno y La Chokolata," which it carries on many of its stations and syndicates nationally. "To have a one-two punch like that in the Spanish-language world is a huge coup for us," Entravision CFO Chris Young said yesterday at the UBS Global Media and Communications Conference in New York.

"El Show de Erazno y La Chokolata" has become the company's biggest show, Young said. Airing on Entravision's Spanish adult hits "José FM" simulcast in Los Angeles, it beat all other Spanish-language afternoon drive shows among Latino adults 18-34, 18-49 and 25-54 and was second among all adults 25-54 in November.

After leaving Sirius XM earlier this year, Sotelo is self-syndicating his new show, dubbed "El Show de Piolin," with

Entravision Solutions grabbing exclusive rights to handle network ad sales.

Under an earlier syndication deal with Univision, Sotelo hosted "Piolin por la Manana" on several Entravision stations from 2006 through 2012. In a release announcing the deal, Entravision COO Jeffery Liberman said the company is "eager" to bring the host to its twelve "Tricolor" stations, along with its "La Nueva" brand in the Rio Grande Valley and "Super Estrella" in L.A.

### Bustos Closes on Nine Adelante Stations

Bustos Media has closed a \$6 million purchase of nine stations in the state of Washington from Adelante Media Group. Bustos has been operating the stations, which include an AM-FM combo in Seattle, under a local marketing agreement since September 16.

The deal includes regional Mexican "La Gran D 99.3" KDDS-FM and Spanish CHR "Latino 1210" KMIA in Seattle; Spanish adult hits "Juan AM 1020" KDYK and "La Gran D 96.9" KZTA in Yakima, WA; Spanish CHR "Latino 96.7" KMMG and "La Gran D 97.9" KZTB in Tri-Cities, WA and "Hot Talk 730" KULE, "La Grand D 95.9" KZML, and country "US-92.3" KZUS in Wenatchee-Moses Lake, WA.

Following earlier deals to spin-off clusters in Sacramento, Modesto and Boise, the sale leaves Adelante with stations in Salt Lake City and Milwaukee.

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