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FocusON Cubanear

U.S.-Cuba Relations

By Danielle Renwick and Brianna Lee, Council on Foreign Relations

On December 17, 2014, Presidents Barack Obama and Raul Castro announced that the United States and Cuba would restore diplomatic ties, which were severed in 1961. Successive U.S. administrations have maintained a policy of economic sanctions and diplomatic isolation. The change in the countries' relations, initially marked by a prisoner swap and Havana's release of a jailed U.S. contractor, prompted some experts to point to better prospects for Cuba's economy and U.S. relations more broadly in Latin America. But the U.S. trade embargo, which requires congressional approval to be rescinded, is unlikely to be lifted any time soon.

Prospects for U.S.-Cuba Ties

Regional powers and many rights groups have praised the normalization of U.S.-Cuba relations, arguing that engagement instead of isolation could help improve human rights in Cuba. Organization of American States

(OAS) Secretary-General Jose Miguel Insulza welcomed the announcement. "Cuba is undertaking a process of economic reforms that will, I hope, lead to political reforms," he said.

Experts say restored ties between the United States and Cuba will boost Washington's standing in the region.

The Brookings Institution's Richard Feinberg writes that the December announcement "potentially transforms the atmosphere at the Summit of the Americas in Panama in April [2015]" from one in which the United States would have been a "besieged minority, to one of inter-American cooperation and renewed respect for U.S. leadership." Cuba plans to send delegates to the OAS summit for the first time since it was expelled from the organization in 1962. (It was invited to rejoin in 2009 but has not done so.)

Experts say the country may send members from civil society to the summit in addition to government officials, a move that would signal increased political openness. Yet even with such developments and the release of political prisoners, some analysts are cautious about how rapidly its political system will

change. "I don't expect to see multiparty elections in the next year," says Cuba expert Julia Sweig.

Many observers, including foreign leaders and rights activists, argue that the United States should go further and lift the economic embargo. That is unlikely to happen in the near future, experts say, due to strong opposition in the U.S. Congress.

Despite the embargo, the United States has become Cuba's fifth-largest trading partner since 2007, boosted in part by Bush's 2003 decision to reauthorize the export of U.S. agricultural products to the island, writes CFR's Jennifer Harris. She says the U.S. industries that stand to gain the most from expanded trade to Cuba are agriculture and telecommunications.

In the short term, Sweig says, Obama will continue to use executive authority to open U.S.-Cuba ties around trade, investment, banking, telecommunications, pharmaceuticals, agriculture, and travel. This, she predicts, may create "a political dynamic that would ultimately shift opinion inside Congress to eventually repeal, or no longer enforce, Helms-Burton."

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Financial service providers would do well to focus on the new wave of Millennial Hispanics who are tech and finance savvy.

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Growing the Latino Audience the Old Fashioned Way

Buzzfeed's Hispanic push brings the Latino market out in droves thanks to more relevant content and a more diverse staff.



FocusON Millenials

Hispanic Millennials and Financial Services

By Jose Villa, President of Sensis

Historically, financial service companies have been slow to focus on the burgeoning U.S. Hispanic market. While certain sub-categories, namely money transfer services, check cashing and mortgage providers have aggressively pursued Hispanics, most efforts have been focused on the “unbanked” – an unsophisticated and relatively small segment of unacculturated Hispanic consumers that were generally outside the mainstream financial world.

However, with continued growth of the Hispanic population and the well-documented increases in socio-economic status of Hispanics – e.g. college enrollment by Hispanics has surpassed Whites and Hispanics were the only major ethnic group to see a decline in its poverty rate in 2014 – the financial services industry is paying a lot more attention. As Univision reports, from 2005-2010 there was a 210% increase in investment in Spanish-language media by insurance advertisers. More and more financial services firms are publishing research on Hispanics and financial matters, as a 2014 Wells Fargo survey indicated that Hispanic investors have a strong appetite for financial education and more sophisticated investment knowledge.

Unfortunately, there is still a long ways to go for financial services in the Hispanic market. The majority of Hispanics – 77% – agree with the statement that, “I wish more financial institutions would offer products and services with Hispanics in mind” (Yankelovich MONITOR Multicultural

Study 2010). Moreover, a 2011 AHAA study indicates that while the Financial Services category has increased its Hispanic ad spend by 3% from 2006 to 2010, its allocation of Hispanic marketing spend (as a percentage of its overall revenue) was under 3.65%, putting it into the “laggard” category.

Millennials present an equally complex and fundamental challenge to financial service companies. They have lower incomes, high debt levels (mostly driven by high levels of student loans), and a desire to interact in new ways with companies. However, their well-documented pragmatism makes them an attractive target for financial services such as insurance, banking and investment services. Banks and other financial services firms are understandably paying a lot of attention to Millennials, as they look to evolve their product offerings, marketing and approach to better serve their unique attitudes and beliefs.

It is at the intersection of these two huge trends that Sensis and our partners at ThinkNow Research have published a third wave of the Hispanic Millennial Project research study entitled “Hispanic Millennials & Financials Services.” It provides one of the first glimpses into the attitudes and opinions of Hispanic Millennials concerning money, banking, savings, financial wellbeing and emerging technology for financial services. The Hispanic Millennial segment continues to be one of the most important and misunderstood consumer demographics in the U.S. – and even more so when it comes to financial matters.

Some of the key findings of the research show that finances, money and financial relationships are important topics for Hispanic Millennials:

- Finances are an important means to an end for the

Hispanic Millennial and not the end in itself.

- Younger Hispanics have a pragmatic approach to money and are more responsible when it comes to spending, particularly compared with older Hispanics.
- Hispanic Millennials take a conscientious approach to finances in line with post-recessionary consumer trends as well as rooted in Hispanic cultural norms
- The American Dream, particularly in the form of home ownership, is alive among Hispanic Millennials, but the method for realizing that dream is less clear.

The Hispanic Millennial Project Wave 3 research also reveals some very important points of tension characterizing the financial attitudes of Hispanic Millennials. These points of tension include:

- Having higher debt levels but yearning to be debt-free
- A desire for more education on financial topics while indicating they are proudly self-taught and self-sufficient in terms of finances
- A desire for traditional relationship-based banking while embracing alternative digitally-based financial options

The big takeaways for financial service marketers are that Hispanic Millennials have nuanced and sophisticated attitudes about wealth. They are early adopters of financial services technology. And while they continue to live in two worlds when it comes to attitudes towards saving, banking relationships and their role in providing for their families financially, they are eager for more education, support and empathy from financial services companies.

MARCH GLADNESS

COME FOR THE SUMMIT, STAY FOR MIAMI



Calle Ocho, The Miami Open and Wynwood Art Walk... these are just a few of the amazing events taking place in Miami this March. And of course, you can't miss up the New Mainstream Business Summit. The New Mainstream is multicultural and digital and inhabited by Millennials who are the drivers of the Total Market. These are the main themes of our conference this year – replete with top-notch speakers, hard hitting case studies and valuable workshops and panels. Arrive the weekend of March 14th and take advantage of everything else the vibrant city of Miami has to offer.

- Network with leading multicultural marketers and your peers.
- Gain insight and knowledge as you discuss strategies and tactics with these successful and experienced authors, executives and thought-leaders.
- Explore new ideas and sources of innovation, information and resources that will help you build your business and grow your market share.
- Discover the secrets of successful multicultural marketing strategies and avoid costly mistakes.
- Indulge in the chic ambiance of The Mandarin Oriental Hotel – one of Miami's hottest venues – at an unbeatable price! Your registration includes all meals and entertainment. Fine dining and spectacular views of Miami.

March 17-19, 2015

MORE INFORMATION

FocusON Entertainment

MundoFox Premieres New Original Docu-Reality Series *Los Golden Boys*

Los Golden Boys, a new docu-reality series following current champs and up-an-comers in the boxing world, premiered March 8th on Mundofox. The series has a superstar pedigree with executive producers Oscar De La Hoya and Mario López, and stars including current world champion Leo Santa Cruz. It will air exclusively on MundoFox, Sundays at 10 PM/9c.

"We are extremely excited to welcome Oscar De La Hoya and Mario López to the MundoFox family," said Ibra Morales, President of MundoFox, "Los Golden Boys is a riveting look at the lives of these young athletes who are achieving the American Dream with their talent and determination."



Latino Public Broadcasting's New Season of Voces on PBS



Latino Public Broadcasting announced today that season four of VOICES, the Latino arts and culture documentary showcase series, will premiere in spring 2015 with three new broadcasts on Fridays at 10:00 pm ET from April 17 to May 1, 2015 on PBS. A fourth film, "Pedro E. Guerrero: A Photographer's Journey," will premiere this fall as a special co-presentation of VOICES and THIRTEEN's American Masters. VOICES is presented by PBS SoCaL.

Kicking off the series on April 17 is Hector Galan's **CHILDREN OF GIANT**. Sixty years after production began on George Stevens' classic *Giant*, this new documentary returns to Marfa, Texas to explore how the groundbreaking film both reflected and transformed the lives of the town's Anglo and Mexican-American residents.

NOW EN ESPAÑOL (April 24) explores the ups and downs of being a Latina actress in Hollywood through the lives of the five women who dub "Desperate Housewives" into Spanish for American audiences - and whose real lives are often as dramatic and desperate as those of their onscreen counterparts.



EL POETA (May 1) is a powerful and poignant profile of the renowned Mexican poet Javier Sicilia who ignited an international movement for peace after the brutal killing of his 24-year old son - collateral damage in a drug war that has left more than 100,000 dead or missing since 2006.

"The films in the new season of VOICES explore the ever-evolving relationship between Latino culture and the larger fabric of American society, from a classic movie set in remote Texas to modern day Hollywood to the the frontlines of the drug war," said LPB Executive Director and VOICES executive producer Sandie Viquez Pedlow. "The Latino American experience is so diverse and there so many stories to tell. We're delighted to play a part in bringing some of these stories to PBS through these remarkable films."

"We're delighted to partner once again with LPB to bring VOICES to PBS viewers," said Donald Thoms, Vice President, General Audience programming, PBS. "These remarkable documentaries showcase the rich mosaic of Latino culture and history, and are part of the PBS commitment to provide stories that reflect our nation's diversity, and which contribute to greater understanding and appreciation of ourselves as Americans."

Entravision to Carry “El Show de Erazno y La Chokolata” in Univision Radio Markets

This new agreement, a good example of Entravision’s flexible relationship with Univision, will expand the top-ranking radio program’s presence to reach 78 affiliate stations in 65 markets covering 84% of U.S. Hispanics 18-49, including 9 of the top 10 Hispanic markets and 20 of the top 25 Hispanic markets. The cast, led by the multi-talented Oswaldo Diaz, uses comedy to unite their listeners through skits and impersonations..

“El Show de Erazno y La Chokolata has generated an overwhelmingly positive response from our audiences, who welcome its unique blend of news, popular culture, humor and human interest segments,” said Jose Villafañe, EVP of Entravision Solutions. “We are focused on continuing to bring our audiences the culturally relevant content they want and are pleased to bring El Show de Erazno y La Chokolata to our listeners in key markets where Univision has a strong presence,” said Jose Valle, president, Univision Radio.

According to the Spring 2014 Nielsen Audio survey, El Show de Erazno y La Chokolata reached nearly 1.6 million Hispanic Adults 18+ on Entravision stations alone. Among all Entravision and partner stations, the show reaches 3.6 million Hispanic Adults 18+.

El Show de Erazno y La Chokolata is syndicated and represented on a network basis on radio stations across the U.S. exclusively by Entravision Solutions.



Major League Baseball Players Association President Tony Clark said Saturday there have been ongoing discussions about playing spring exhibition games in Cuba, as was once routine in the days prior to Fidel Castro.

In an effort to deepen its relationship with its Hispanic consumers, Target is launching a new ad campaign on March 8th, titled “Sin Traducción” (or “No Translation”). The campaign highlights Spanish terms/moments that have no direct English translation and are unique to Hispanic consumers, such as the first two spots “Arrullo” and “Sobremesa”.



FocusON Marketing

Sensis Opens Texas Office, Merges with K. Fernandez Marketing

Karla Fernandez Parker is named Managing Director

Sensis, the cross-cultural agency with digital at its core, will open an office in Austin, having merged with K. Fernandez Marketing of San Antonio. Karla Fernandez Parker will start immediately as Sensis managing director of Texas.

“Texas is the exemplar minority-majority state making it fertile ground for our cross-cultural approach,” Sensis president José Villa said. “Austin remains an intersection of creativity and technology, affording us the opportunity to serve clients in ways they’re not used to. Add to that Karla’s expertise in cross-cultural branding and engagement and we’re delighted by the potential Texas holds for us.”

The Austin office, located in a technology corridor, is the fourth office for Los Angeles-based Sensis. The agency also has an office in Washington, D.C. and most recently opened an office in Atlanta to capitalize on the Hispanic growth in the Southeast.

Fernandez Parker is a brand engagement and marketing veteran specializing in total market and Hispanic advertising. She founded K. Fernandez Marketing over 18 years ago. Her career includes work with clients like Proctor & Gamble, Wells

Fargo, McCormick & Company, Bank of America, M&M/Mars, and UnitedHealthcare.

Sensis has grown in the last 17 years from building websites to a strategic marketing firm harnessing the power of digital communications to reach a multicultural world. Texas offers exponential returns and growth for marketers. It is rich with Hispanic families who made their mark on Texas generations ago. Some hold steadfast to their Hispanic traditions while others have embraced the culture of their adopted country. There is also a continued influx of recent immigrants working to adapt to their new environment while still rooted in their countries of origin.

FocusON Entrepreneurs

The Excitement of Learning from Profit and Loss

By David Bornstein

It's often been said that the key to success is being able to handle failure. For example, from Winston Churchill: "Success is stumbling from failure to failure with no loss of enthusiasm." Or C. S. Lewis: "One fails forward toward success."

How can educators incorporate this wisdom to produce deeper learning? As many students, teachers and parents will attest, that's not the way most schools operate, particularly public schools. The pressures on educators to use prescribed materials and teach to the test often leave little scope to allow students the freedom to learn through real-world experiences and to "fail forward."

This is a big reason why 500,000 young people drop out of high school each year; they feel disengaged and uninspired; they fail to see how school is relevant in their lives.

The flip side is an opportunity. When students are given chances to take learning into their own hands, the results can be impressive. That's been the experience of an educational program called Build, which makes it possible for low-income students, as part of their high school studies, to work in teams, conceiving, testing, and ultimately operating their own small businesses. In the

process, they discover — often to their surprise — their potential to deal with unexpected problems, persist through failure, and create something that the world values.

Build works in partnership with 23 public schools in Boston, Washington, D.C. and the San Francisco Bay Area, and plans to launch a program in New York City next year. It targets students who are perceived to be at risk of dropping out of school. The program begins with a full-credit class in entrepreneurship in ninth grade — a pivotal year that predicts school persistence. The program can end there, or continue through to 12th grade and include after-school advisory meetings with mentors.

"As important as academics are for kids, that's not where the treasure is," said Suzanne McKechnie Klahr, an attorney who founded Build in 1999 in East Palo Alto, Cal., after she helped four Latino high school students start a small business and saw that the process inspired ambitions to improve academically and enroll in college."

Build's program is designed to be embedded in schools. Its ninth-grade course is taught by a teacher and meets every day during regular hours. One day a week it also meets after school, when students receive additional help from volunteer mentors, typically local business people. From 10th grade on, the students develop and run their businesses exclusively after school hours, with guidance from Build teachers and mentors. Build's new school partners are now locating designated rooms as "youth business incubators."



The course is not a simulation. Students, in teams of four or five, divide up responsibilities, conceive a product, design it and produce a prototype. They write a business plan, create budgets, do market analysis, think about promotion and customer service.

Once the students have made progress with their business plans, they make pitches to venture advisers, who are frequently professional investors. "They have to ask for startup money," said Diane Burbank, the principal of Woodside High School, in Woodside, Cal.

The stakes are real. "Sometimes, they're completely deflated," said Klahr. "But the older kids who've been successful will tell them that the first six iterations of their product failed."

The process helps students gain a genuine feeling of competence, says Burbank. "Students that don't as a matter of course think 'I'll make a PowerPoint presentation for my social studies class' now have that expertise. The first-year course has a huge ripple effect on the rest of their schooling."

And, of course, if the businesses are successful, they get to keep the profits.

David Bornstein is the author of "How to Change the World," which has been published in 20 languages, and "The Price of a Dream: The Story of the Grameen Bank," and is co-author of "Social Entrepreneurship: What Everyone Needs to Know." He is a co-founder of the Solutions Journalism Network, which supports rigorous reporting about responses to social problems.

FocusON News

Local News in a Digital Age

By Pew Research Center's Journalism Project Staff

Race and Ethnicity in the Local News Ecosystem

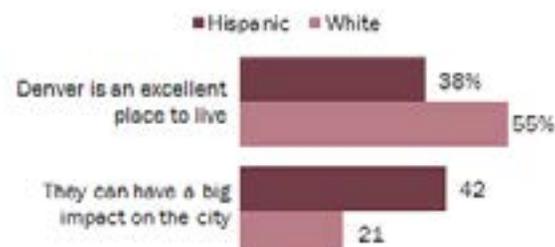
Two of the three metropolitan areas studied in this study contain racial and ethnic subpopulations large enough to study on their own—in the case of Denver, those who identify as Hispanic. Specifically, the survey finds that Hispanics in Denver express a greater interest in local news than do whites, and the local news topics these groups follow differ somewhat from those followed most closely by whites. In addition, Hispanics express a greater sense of agency when it comes to improving their community.

Denver: Whites, Hispanics and Local News

Hispanics in Denver—comprising 19% of the population—espouse a distinct set of attitudes about their city and local media as well as news behaviors and information preferences compared with the majority white population.

Whites in Denver Rate City Higher; Hispanics Feel More Empowered

% of residents who say...



In particular, Hispanics are much less likely than whites to say Denver is "an excellent place to live" (38% vs. 55% of whites). At the same time, however, they are more likely to feel a sense of agency in changing that situation, with twice as many (42% vs. 21% of whites) saying they can have a big impact in making their city a better place to live.

The Denver metropolitan area supports a number of publications and broadcast outlets that cater directly to Hispanics. Of the 17 ethnic media outlets identified in the metro area by researchers, nine cater specifically to Hispanics and/or Spanish speakers. One of these is The Denver Post's Spanish-language edition, Viva Colorado. Univision and Telemundo's local broadcasts, along with a few Spanish-language radio programs, round out the offerings to this community.

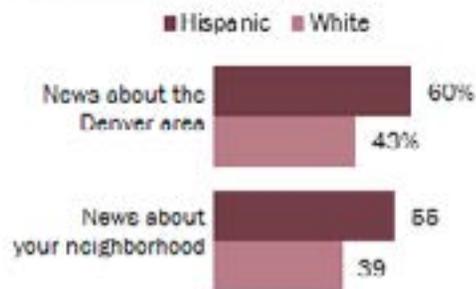
A snapshot analysis of five days of content in Denver's ethnic media finds a different focus of coverage from the local mainstream broadcast and print media. Education, religion and immigration were among the most prominent topics covered by the eight outlets—seven of which are aimed at the Hispanic and/or Spanish-speaking community—in the period studied.²⁷ In contrast, immigration was not covered at all in the sample collected for The Denver Post or television outlets, and there was only a single religion-focused story.

And while Hispanics in the region gravitate to some of the same broad-interest news outlets turned to by the general population, a range of notable differences emerge in the sources favored by this group.

Following and Discussing Local News: Topics and Sources

Denver Hispanics More Likely to Closely Follow Local, Neighborhood News

% of residents who very closely follow...



More Denver-area Hispanics closely follow local news than do whites. Six-in-ten Hispanics very closely follow news about the city, and nearly as many (55%) follow news about their neighborhoods very closely, compared with 43% of whites following city news very closely and 39% who say the same for news about their neighborhood.

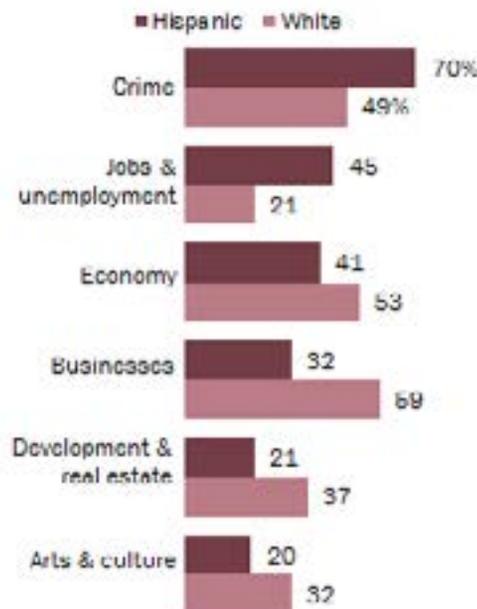
When it comes to specific news topics, Hispanics are notable in their interest in a handful of particular topics: about twice as many Hispanics as whites very closely follow local crime, jobs and education.

In addition to some key differences in the local news topics being followed, there are differences in the topics that whites and Hispanics most frequently discuss.

Whites are more likely than Hispanics to often discuss four

Whites and Hispanics in Denver Discuss Different News Topics

% of Denver-area residents who often discuss...



of the 12 topics asked about, including the local economy, businesses and development. Hispanics discuss two local issues at a much higher rate than do whites. Crime is often discussed by 70% of Hispanics, compared with about half (49%) of whites, and jobs and unemployment are discussed by about twice as many Hispanics (45%) as whites (21%).

Sharing Local News

As for the ways that residents interact with local news, sharing a story with someone digitally ranks among the most common practices among both whites and Hispanics in the Denver area. More than half (56%) of whites said they have done this in the past year, somewhat higher than the 45% of Hispanics who reported the same. Hispanics, though, are more likely than whites to have commented on a local news website or blog or called in to a live radio or TV show.

Hispanics More Likely to Comment on Websites, Call In to a Radio Show, Less Likely to Digitally Share News Stories

% of residents who have done each of the following in the past year

	Hispanic %	White %	Diff
Commented on a local news website or blog	34	22	12
Called in to a live radio or TV show	19	8	11
Posted or submitted own content about local news to a groups newsletter, listserv or online forum	11	9	2
Submitted own content about local news to a news outlet or website	6	4	2
Submitted a letter to the editor	5	5	0
Commented on a local gov't website or blog	7	9	-2
Shared a local news story with someone in hard copy	23	27	-4
Shared a local news story with someone digitally	45	56	-11

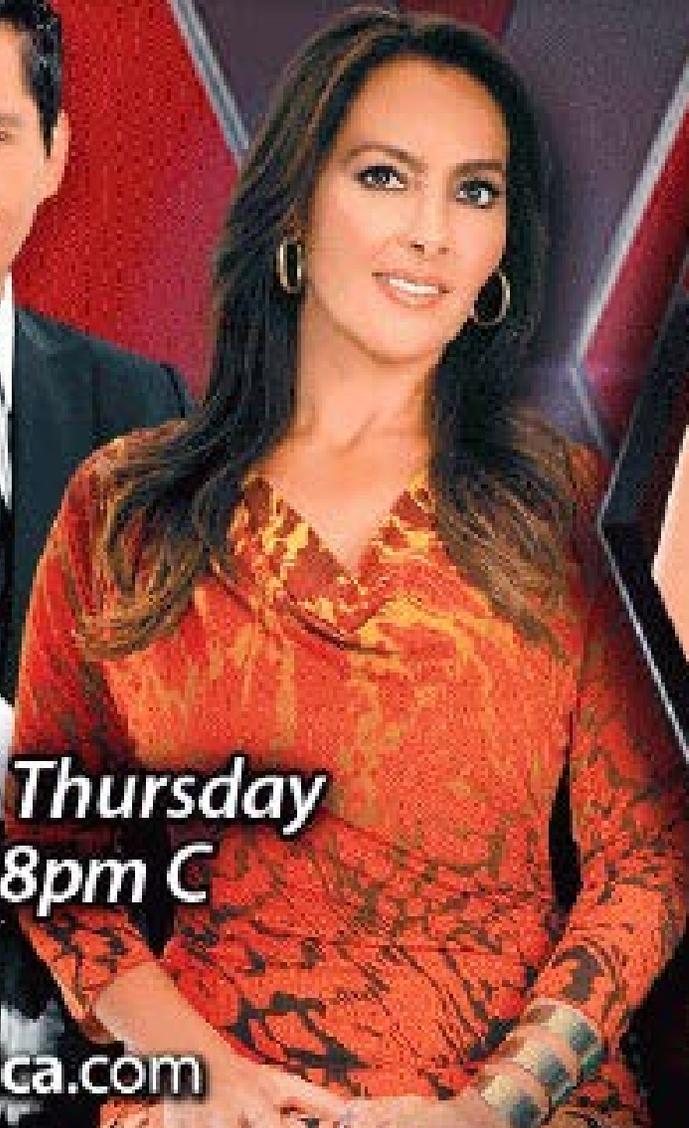
Local News Ecosystem Survey July 8-August 18, 2014. Q19.

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FocusON Culture

Alberto Navas, Daily Commuter of Language and Culture

A conversation at Captura Group

For Alberto Navas, the daily commute between language and culture is literal. He lives in Tijuana, and every day he heads north via the busiest border crossing in the world to his job in San Diego, where he helps lead the content team at Captura Group.



Alberto Navas, Photo Courtesy of Captura Group

It's a fitting transition for someone who markets to Hispanics, a demographic that makes linguistic and cultural "commutes" a thousand times a day. Marketing to Hispanics is all about connecting with those experiences.

We sat down with our *compañero* to talk to him about how his personal and professional background helps shape the type of authentic content we create on behalf of our clients.

You've lived in and traveled through many countries. How do you answer the question, "Where are you from?"

It's a combination of place of birth and countries where I've lived. To be technical, I was born in Nicaragua, but I've lived and travelled all over: Peru, Jamaica, Canada, Dominican Republic, Argentina, and the U.S. (California, Atlanta, Miami, Washington, DC), to name a few places. Now I live in Mexico and commute daily to our office in San Diego – I import and export myself every day!

What about your professional background, is it as diverse as your travels?

¡Sí! I started out in supply chain and software, during the technology boom of the 1990s. From the start of my working life language and culture have been key assets, as I managed international shipments to Mexico. After approximately seven years, and purely by chance, I walked into the U.S. Hispanic market as a freelance translator and interpreter in Washington, DC. After a few years freelancing and a stop at business school in Vancouver, I came to Captura Group, where I just celebrated my eighth anniversary as a member of the best Hispanic content team! Anecdote: in the span of a year I lived in all three NAFTA countries.

How do you use your personal and professional experiences at Captura Group?

My personal and professional experiences have been a great education for working with U.S. Hispanics. My background in software helps me understand the digital environment in which we work. The time I've spent living

and traveling throughout the U.S. and Latin America are the foundation of the work I do every day for our clients. When developing content I rely on those personal and professional experiences to leverage the nuances of language and culture to connect with U.S. Hispanics. This can be in broad strokes when planning a content strategy, or granular, when analyzing what terminology achieves the objectives of a project.

Can you take us through an example?

I am often asked, usually at the start of a project, "what Spanish" we will use in our content. This is a reference to whether we will recommend regional or neutral terminology. It depends on the target audience and objectives of the project or client, there isn't a catch-all answer. I'm a firm believer in having an approach rather than a solution when developing content for online U.S. Hispanics. I've even written about it for this blog, comparing it to the off-side rule in soccer. (Think about it – it applies!)

What's your advice for marketers or brands looking to reach online U.S. Hispanics through content?

My advice is to think beyond language and resist the urge to translate. Think about culture and go below the surface to create content that connects with U.S. Hispanics – and know that not all Hispanics are the same. This requires nuanced knowledge of language and culture, and a pan-Hispanic team; these two components are the bridge between the right content and the right context for your customers.

Growing the Latino Audience the Old Fashioned Way

“Our lists and quizzes, many of them focused on what it’s like to live one life or another, had mostly not been about growing up or being Latino.”

By Joseph Lichterman

BuzzFeed has had a goal for the past year: Grow its Latino audience. Its mix of content did better among young whites than non-whites, and it was showing up in its traffic. The site decided to take action, and a year later, it’s seen results — results that could have lessons for others hoping to reach an underserved demographic group.

Its main method was a simple one: publishing more content that’s relevant to that audience, editor Ben Smith said today in a memo to BuzzFeed’s staff. In 2014, BuzzFeed published 112 posts under the “Latino” tag, an increase from 15 posts in 2013.

BuzzFeed’s coverage has spanned from news reports on immigration policy and the situation on the U.S.–Mexico border to its traditional turf of lists such as 20 Emojis All Latinos Could Use and 32 Sweet Mexican Treats That You Might Have Forgotten About.

“Our lists and quizzes, many of them focused on what it’s like to live one life or another, had mostly not been about growing up or being Latino,” Smith wrote. “Our

news reporting hadn’t had a particularly aggressive focus on one major issue of interest to U.S. Hispanics, immigration, or on the many other great stories about the broad group that now represents about 1 in 5 Americans in their twenties. Our nascent lifestyle coverage similarly had its attention elsewhere.”

The site’s Latino audience is now proportionally larger than its white audience, according to Quantcast data it released along with the memo. Though BuzzFeed didn’t

include specific numbers, the site says its Latino audience is now overindexed at 115 (with 100 representing the overall U.S. Internet population) compared to 73 a year earlier.

Smith added that even the posts meant to speak to a certain identity, like “19 Things Your Mexican Mom Hated Hearing From You,” drew audiences beyond their intended target.

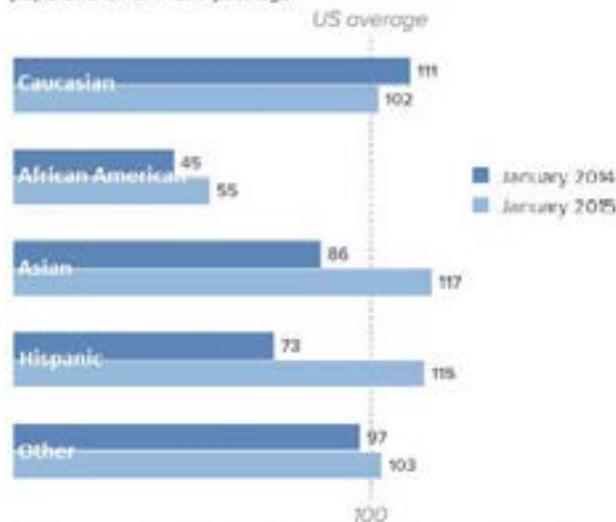
“That’s because most of our readers have diverse groups of friends and followers on the social web,” he wrote. “And more broadly, news stories that used to be considered in some way niche — marriage, immigration, and conflict between police and black communities — are perhaps the three biggest domestic stories of the last three years, whatever the audience.”

Smith credited Adrian Carrasquillo, who was promoted to editor of BuzzFeed’s Latino coverage last May, as leading the push to broaden the site’s coverage of Hispanic issues. BuzzFeed’s editorial staff is 9.8 percent Hispanic, according to an internal study released last October.

In an interview last fall at the Nieman Foundation, Shani Hilton, BuzzFeed’s executive editor for news, told my colleague Caroline O’Donovan that BuzzFeed would continue to make diverse hiring practices a priority as a means to ensure its content reflected its audience. “The fun thing has been in practice that means that the more diversity that you get in your office, the easier it is to get more diversity, because you hire people, you trust them,” she said.

Ethnicity of BuzzFeed Readers

How BuzzFeed’s audience compares to the US internet population, now vs. a year ago



Figures shown are indices of how BuzzFeed’s audience compares with the US internet population. For example, if a group comprised 15% of BuzzFeed’s audience and 10% of the US internet population, the index for that group would be 150. All figures provided by Quantcast.



Breaking the Cycle of Poverty among Multicultural Families

By Alejandro Martinez, Market Intelligence Strategist at Dieste

Forty-seven million people are currently living in poverty in the U.S. Those more likely to be poor are Blacks and Hispanics, which make up a disproportionate majority (9.7% of Non-Hispanic Whites live in poverty vs. 25% of Hispanics, and 27% of Blacks). This is very concerning because these two minorities will make up 32% of the population by 2050. Even more concerning is that poverty can also become a multi-generational issue, where children who grow up poor are more likely to be poor as adults.

The government spends millions of dollars trying to help, but results are marginal at best. A more innovative approach to breaking the cycle of poverty is the two-generation approach. It gives children access to high-quality education early on and simultaneously helps parents get better jobs. On one end, children with early high-quality education are more likely to attend college. On the other end, parents are more likely to get a better job if they can get access to career training/education programs. Parents would also get support if they don't have anyone else to help with the kids or can't afford daycare while they are at school. In essence, a program that focuses on the parent's work life as well as the children's needs will have more chances of success for both. In the long run, this approach can be much more productive and cost efficient than current welfare programs.



FocusON Culture

Soccer Club and ESPN Deportes Reach Broadcasting Agreement

The Chicago Fire Soccer Club and ESPN Deportes 97.5 FM announced a broadcasting agreement for all 34 of the Fire's Major League Soccer matches this season. Match day coverage for all Fire games will include pre-game show, post-game wrap-up and comprehensive play-by-play action. Rodrigo Arana and Raquel Ortiz will serve in play-by-play and analysis roles, respectively.

"Our broadcast partnership with ESPN Deportes is yet another opportunity to serve the needs of our Spanish-speaking fan base," said Fire COO Atul Khosla. "Through this deal, our games will air on the same local station as other world class soccer properties, including Liga MX, and factor among the biggest stories in sports. We're thrilled by this agreement and look forward to tomorrow night's game."



FocusON Radio

Radio Conference Outlives Storm

Despite ice and snow storms in Dallas and on the East Coast many flocked to the Hispanic radio conference in Dallas this week. On the first day of the conference, recording artist Juanes was honored for his social and humanitarian activism with the Medallas de Cortez Distinguished Leadership Award.

Later in the day Alberto Rodriguez of SBS was honored as broadcaster of the year.

On the second day of the conference in a panel dealing with Wall Street investment strategies, moderated by Drew Marcus of Sugarloaf Rock Capital, veteran investor John Oxendine noted that the industry needed an infusion of capital and proposed the creation of a new investment fund to assist minorities.

The keynote speaker for the day was former US Attorney General Alberto Gonzales who discussed immigration policy. He openly stated that he was in disagreement with his own Republican Party and that much of its any immigration policies driven



by a white population that was fearful and ignorant. He also noted that he believed that the US-born children of immigrants should not be punished for the sins of their parents in coming to the US illegally.



In the afternoon, FCC commissioner Mignon Clyburn was interviewed by Francisco Montero, an FCC attorney and managing partner of the law firm a Fletcher Heald & Hildreth. Commissioner Clyburn discussed the recent net neutrality vote and also expressed her support for the liberalisation of the FCC's foreign ownership restrictions in broadcasting and also said that she would push for AM revitalization and for increased involvement of minorities in broadcasting.

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