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FocusON Racism

Univision Fires Host for Racist Remarks

Univision fired the talk show host Rodner Figueroa after he said that Michelle Obama looked like someone from the cast of the film "Planet of the Apes."

Figueroa, a fashion and entertainment commentator on the programs "Sal y Pimienta," "Primer Impacto" and "El Gordo y la Flaca," was known for stinging red carpet commentary and fashion critiques.

The comment came on Wednesday during a live portion of "El Gordo y La Flaca." Figueroa and other hosts were discussing a viral video that featured a makeup artist making himself resemble Michelle Obama and other celebrities.

"Well, watch out," Mr. Figueroa said. "You know that Michelle Obama looks like she's from the cast of 'Planet of the Apes,' the movie."

Lili Estefan, a co-host on the show, asked Mr. Figueroa what he was saying. The

other co-host, t, Raul de Molina, said that Mrs. Obama was attractive. Mr. Figueroa responded, "But it is true."



In a statement, a Univision spokeswoman, Rosemary Mercedes, said that. Figueroa was "immediately terminated" after making the remarks.

"Rodner Figueroa made comments

regarding First Lady Michelle Obama that were completely reprehensible and in no way reflect Univision's values or views," she said.

Univision called the White House on Thursday to inform officials of what had happened, a person with knowledge of the call said.

Figueroa, an Emmy winner who had worked with Univision for 17 years, wrote a letter of apology to Mrs. Obama on Thursday, which was published in Spanish on The Huffington Post. He said that he offered his "sincere apologies" for the comment that had been "misinterpreted."

"I want to clarify that I am not racist in any way. My comment was not directed toward you, but toward the characterization of the artist, who left much to be desired," he said. "The entire video clip in context proves it."

The letter also accused Univision of "publicly humiliating" him.

"I take responsibility for this lack of judgment on my part, but I cannot accept being called a racist by anyone and be dismissed as such," it said.

HIGHLIGHTS

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The partnership between GoDaddy's and YaSabe focuses on finding a Hispanic audience for their small business clients.

4 Auto Insurance Companies Should Steer Their Hispanic Marketing Plans

This growing audience deserves a renewed focus if insurers want to improve their bottom line.

7 Cuba, the Most Desired Destination for U.S. Celebrities and Politicians

With the glitterati paving the way, the rest of us can't be far behind, right?



FocusON Business

YaSabe to Help GoDaddy Get Found by Hispanics

Agreement Enables GoDaddy Customers to Better Reach Bilingual and U.S. Hispanic Audiences

GoDaddy, the technology provider dedicated to small businesses, today announced a distribution agreement with a local search provider for U.S. Hispanic consumers. YaSabe will help GoDaddy's Get Found customers to attract more Hispanic customers through the distribution of native business listings on the YaSabe platform. With this new distribution partnership, the YaSabe platform serves as an enabler for GoDaddy to help connect its more than 12 million small business customers to U.S. Hispanic consumers.

According to the latest Nielsen report, there are 54 million Hispanics living in the U.S. – an estimated 70 percent of whom are either bilingual or speak predominantly Spanish. This group has a combined purchasing power of \$1.5 trillion. YaSabe is a localized search engine tailored for Hispanic audiences. It crawls the Internet for data, translates it into Spanish, and provides bilingual information on YaSabe.com and through a network of other Hispanic internet destinations.

By adding YaSabe to the list of supported sites, which includes Google, Foursquare and Yelp, GoDaddy's Get Found helps ensure small businesses reach their

target customers. With Get Found, businesses can publish critical information, including location, phone number, hours-of-operation, service lists, menus and photos to search engines, social media, top local sites and mobile apps.

"Most consumers turn to the Internet first to research products and services, and U.S. Hispanics are among the most wired consumers, especially on the mobile internet," said GoDaddy Senior Director Mark Weiss. "With YaSabe now part of the Get Found offering, SMBs can better expand to reach out to Hispanic consumers."

"GoDaddy plays an important role for SMBs around the country," said Azim Tejani, SVP Business Development of YaSabe. "Through YaSabe, GoDaddy's Get Found customers will be able to tap into the growing Hispanic consumer market and provide small businesses with the opportunity to reach new consumers."



FocusON IPOs

Univision Going Public...Again?

For more than a year the private equity owners of Univision Communications have been looking at either a sale of the company or an IPO. They've reportedly now taken steps that make the latter more likely.

According to Reuters, Univision has hired Goldman Sachs, Morgan Stanley and Deutsche Bank to lead an initial public offering. It could bring the return of Univision as a public company in the second half of the year.

Reuters says the firms won't exit their ownership of the Hispanic media company altogether. Instead, they're looking to sell about \$1 billion of stock in a deal that would value Univision overall at roughly \$20 billion.

Univision went private in 2007 as part of a \$12.3 buyout led by Haim Saban along with Madison Dearborn Partners, Providence Equity Partners, TPG Capital and Thomas H. Lee Partners.



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

Shorts from the Latino Loop



Modelo Especial will launch its first national English-language campaign as it aims to grow its consumer base beyond Hispanic consumers, which currently make up 60% of the brand's sales volume.



HarperCollins announced the launch of two new Spanish-language publishing entities, HarperCollins Español and HarperCollins Iberica. The new divisions will kick off with the Spanish-language release of Harper Lee's latest novel "Go Set a Watchman", coming out on July 14th in the U.S.



NewLink America has been accepted to the PR Council, and is the only Hispanic-owned member firm.



A recent report by the Labor Department shows that employment amongst Hispanics has increased over the last 12 months by 5%, compared to 3.8% for blacks and 1.4% for whites.

FocusON Marketing

Auto Insurance Companies Should Steer Their Hispanic Marketing Plans

By Christian Banach, Digital & Social Media Strategist at CMN, Cárdenas Marketing Network

It's risky business for any company not to prioritize the Hispanic market, but many auto insurance companies aren't fully reaching out to this demographic. Strange thing is, most companies run campaigns that are easily adaptable to multicultural consumers.

We may be entering an era where young people buy less cars, car-sharing services continue to expand and urban living means less people spend their transit time behind the wheel. But that hasn't stopped auto insurance companies from placing a high premium on the battle for new and existing customers.

In 1998, the already highly competitive industry spent \$500 million on advertising. Now it spends more than \$4 billion, a good chunk of which goes toward high-cost, high-profile and highly rewarding sports marketing and sponsorships.

From Allstate's involvement with NCAA football and Major League Soccer to GEICO's sponsorship of a Sprint Cup Series race, five MLB teams, one MLS team, six NBA teams and eight NFL teams, auto insurance brands and sports marketing

platforms are so intertwined they almost seem inseparable in the eyes of consumers.

According to IEG, approximately 67% of all live events deals secured by auto insurance brands focus on pro or amateur sports.

So why aren't more insurance firms investing part of all those monthly premiums in directly appealing to the growing Hispanic market with this massive sports spend? An analysis of the field suggests a few, such as Allstate, have made concerted efforts which have paid off, while others, such as GEICO, don't appear to believe in that type of segmentation.

But that yes-or-no binary misses a key point. Comparing Allstate's successful sponsorship of the Mexican National Soccer team to State Farm's Cliff Paul campaign, it's clear they're meant for a different audience. But it's also clear that State Farm could see a strong response from Hispanics by using their current pro sports marketing as a template for multicultural outreach, suggesting auto insurance companies can quickly make an impact by altering their sponsorship strategies.

As official U.S. sponsors of the Mexican National Team, Allstate clearly sets an example that seems hard to follow. Besides activating "Fútbol Fiesta" experiential marketing promotions during the Mexican National Team's annual U.S. tour, Allstate also sponsors "Sueño MLS," a competition that provides amateur players with the chance to earn a spot on an MLS team roster, as well as a series of soccer clinics for children nationwide

throughout the year, a savvy move since 34 percent of MLS fans are Hispanic, according to Nielsen.

As the official auto, home and life insurance sponsor of the MLS and the United States Soccer Federation (USSF), Allstate's culturally relevant slogan "Protección es la Jugada" just as easily applies to their investment in this growing demographic.

Celebrity leverage and activity outlines a template that's easily directed towards the Latino market; think of how a similar campaign with Hispanic players such as Pau Gasol or Manu Ginóbili may perform. "NBA audiences are very young and heavily African-American and Latino, and allow us to really go hard after a multicultural audience," Pam El, marketing vice president at State Farm said to the New York Times. "And we believe that Chris Paul is going to be attractive to those fans."

Sports sponsorships are a proven way to reach the Hispanic demographic, where 94 percent of men self-identify as sports fans, and 56 percent call themselves avid fans, according to Nielsen research. If that signal isn't registering, the report flatly states that the "Hispanic sports fan in the U.S. is quickly becoming a driving force in terms of viewership." Luckily for most auto insurance firms looking for a boost in that demo, the sports sponsorship game is one they already know how to play.

FocusON Publishing

HarperCollins Expands Spanish-Language Publishing

By Rachel Deahl, *Publishers Weekly*

HarperCollins is creating two new Spanish-language publishing divisions: HarperCollins Español and HarperCollins Iberica. With the move, HC will increase the number of Spanish-language titles it publishes, as HarperCollins Español will do roughly 50 titles a year in the Americas, and HarperCollins Iberica will release about 30 titles a year in Spain and Portugal.

The expansion will kick off with the publication of a Spanish-language edition of Harper Lee's second novel, *Go Set a Watchman*, which will be called in Spanish *Ve y pon un centinela*. HC acquired world Spanish rights to *Watchman* in all formats, as well as print and audio rights to *To Kill a Mockingbird*. The publisher will release the Spanish-language edition of *Watchman* in the U.S. on July 14, the publication date for the English-language edition of the book. The Spanish-language edition will be released in other markets later in July.

HarperCollins Español and HarperCollins Iberica will both publish titles by regional and global authors, with titles planned from, among others, Daniel Silva, Jorge Posada and Spanish authors

like Ismael Cala and Mario Escobar Golderos.

Larry Downs will continue to oversee HarperCollins Español as senior v-p and publisher based in Nashville, while Luis Pagni will remain managing director of HarperCollins Iberica. HC CEO Brian Murray said the move came about because of the "tremendous opportunity in the Spanish-language market around the world." HarperCollins Iberica will use the infrastructure of Harlequin Iberica which has been publishing titles for the Spanish and Portuguese markets for about 30 years. The expansion of Harlequin Iberica is similar to what HC did in Germany when it used Harlequin's offices there to help start HarperCollins Germany last fall.

La Raza, Chicago, Chosen as One of Top Newspapers in the U.S.

Circulation: 153,620 weekly (CAC audited)

For 45 years, Spanish-language newspaper *La Raza* has strived to become the leading source of news and community coverage for Hispanics in the Chicago area. Its strengths, according to general manager Jimena Catarivas Corbett, can be found within their editorial content and their circulation strategy.

"We produce local content with a unique point of



view that can't be found elsewhere and resonates with our community. We also publish mainstream stories, but we do it with a perspective and focus that appeal directly to our readers," she said.

La Raza, a free publication, distributes more than 153,000 weekly copies in 26 high density Hispanic zip codes in the Chicago area. "Our door-to-door and single copy distribution is very strategic to the block group level, concentrated in high density Hispanic zips," Catarivas Corbett said. "We currently only have one to two percent returns on our single copy distribution."

Catarivas Corbett believes there is still a demand for print among Hispanic readers, but La Raza is also committed to promoting its website and digital offerings. According to her, Laraza.com has shown a steady 17 percent increase in unique visitors YOY, and social media followers more than doubled with a 57 percent increase YOY.

The paper's platforms include print, online, social media and event marketing. By offering a wide range of products, local sales have increased 19 percent YOY, and special editions have shown double digit growth.

La Raza's solutions include marketing partnerships with the Chicago Bears, the Hispanic Chamber of Commerce, and Univision Chicago. For five years, La Raza has also hosted an annual Women Awards Luncheon and editorial series "Mujeres Destacadas." Not only has it been a successful marketing tool, but it also brings in revenue through sponsorships.

FocusON Sports

MLS to Kick Off New Season Exclusively via UDN

Univision Deportes has announced plans to kick off the 2015 Major League Soccer (MLS) season via the Univision Deportes Network with a simulcast on UniMás, marking the first time in U.S. television history that a major American sports league debuts exclusively on a Hispanic network.

In addition, the extended partnership between Univision Deportes and MLS include programming like the launch of "Somos MLS" weekly segments and existing Univision Deportes' shows "República Deportiva," "Fútbol Club," "Contacto Deportivo" and "Locura Deportiva," along with digital extensions and cross promotional efforts across UCI properties.



FocusON Radio

Piolin's Already Impacting Entravision Bottom Line

Local advertisers are rolling out the welcome mat for Eddie "Piolin" Sotelo, whose two-month old return to broadcast radio is helping drive growth at Entravision. "We're getting an influx of local advertisers in front of the ratings," Entravision's CFO Chris Young said.

"Once we put a couple of books together, the national advertisers will start to come in the second half the year," he told the Deutsche Bank Media Conference.

The company credits Piolin's show for helping its Los Angeles cluster post a 37% revenue increase during January. Under a long-term syndication agreement, Entravision makes up the largest station group for "El Show de Piolin" with 14 affiliates. It also handles ad sales for the show.

Entravision says its radio division is pacing up high single digits in first quarter, and Young expects that trend line to continue throughout the first half. "It's going to be a great year for radio for us," Young said.

Beyond Piolin, Young told the crowd of investors that the drop in gas prices may not have resulted in an overnight flood of advertising dollars. But he's convinced it's still on the way. "We're now on the precipice of seeing that realized," Young predicted.

FocusON Cubanear

Cuba, the Most Desired Destination for U.S. Celebrities and Politicians

By Silvia Ayuso, *El Pais*

Since Obama announced the normalization of relations, the flow of Americans visiting the island has not stopped

Before leaving Lair, one of Havana's most famous paladares, the American comedian Conan O'Brien stopped at the many photos of celebrities hanging on the walls.

Beyonce and Jay Z, Kevin Spacey, Naomi Campbell, Jack Nicholson ... The list of American stars who have posed in the restaurant is long. And that data, in large part, is from long before US President Obama announced the normalization of relations with Cuba on December 17

O'Brien, a few days ago issued the first US late night recorded on the island in half a century, took a picture of himself and hung it in the middle of the photo collection.

"I cannot wait to return to Havana," O'Brien said. He's not alone. Several companies have already begun, or are actively preparing for it, like increasing charter flights to the island from various parts of the US, including New York. It is also

expected that commercial airlines will soon begin to offer regular flights to Cuba.

The Cubans, the visitors say, are excited about the policy change after half a century of tension and hope that this will improve their conditions.

"I was impressed with the overwhelmingly positive reaction among Cubans we saw, including some openly critical of the Cuban Government, the decision of President Obama to restore diplomatic relations with Cuba," Senator Patrick

along with half a dozen other Democrats, including former President of the House of Representatives Nancy Pelosi. They were received by Foreign Minister Bruno Rodriguez, and vice president Miguel Díaz-Canel, possible successor Raul Castro. But what most impressed Velazquez, like Leahy, was the popular welcome she received.

"Seeing the face of joy in Cuban, that face, that sense of welcome us with open arms was an amazing, spectacular thing," said Velazquez, who 21 years ago introduced the first bill to end the embargo on Cuba.

Both Leahy as Velázquez are aware that, until the embargo is lifted, most Americans cannot see with their own eyes that joy. None dares to predict the end of a measure considered a "failure" by Obama but which hold more than a few congressmen, in whose hand is lifting.

While programs like O'Brien will whet your appetite for an imagined and desired by many Americans travel. The comedian was defined as part of a "first wave" of American travelers. Few doubt that sooner or later will come again.

Politics and Prose, one of the most iconic libraries Washington, is ready for it. "Cuba! Read this before you go," reads the sign on the table dedicated to books on the island, from Hemingway to Padura. And, of

course, several guidebooks.

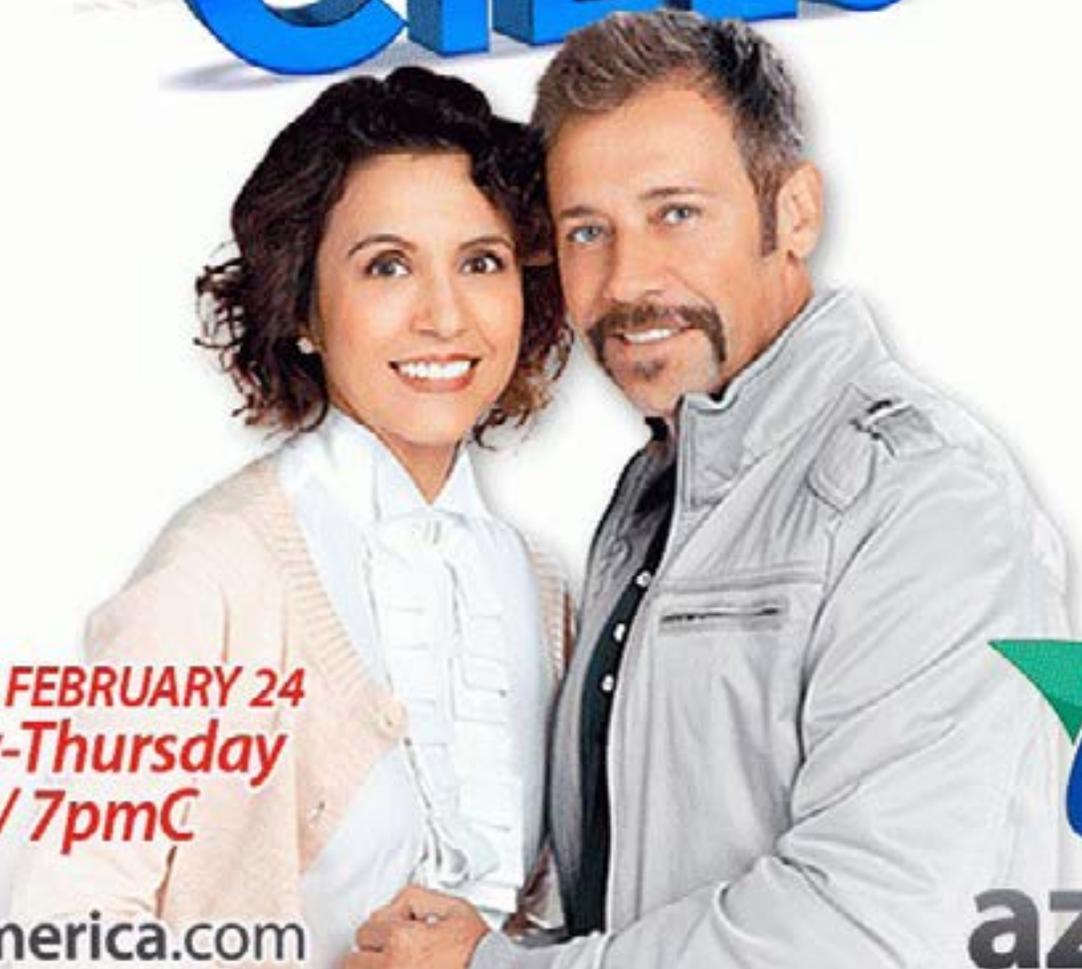


Lehay told a local newspaper.

Two months later, Nydia Velázquez also traveled to Havana

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FocusON Public Relations

Newlink America Is Now In the P.R. Council

Newlink America has been accepted into the prestigious PR Council as the only Hispanic-owned member firm, marking an important step towards increasing multicultural representation in the only trade association for public relations firms in the United States.

"We are pleased to welcome Newlink America into the PR Council as we take great pride in representing the full spectrum of industry voices," said Kathy Cripps, PR Council president. "Led by industry notable Jorge Ortega, Newlink is establishing itself as a leader in multicultural communications."

Based in Miami with teams in New York and other major Hispanic markets, Newlink America is a certified minority-owned Hispanic market consulting and communications firm, part of Newlink Group,

Newlink America clients include The Coca-Cola Company, ESPN, Johnson & Johnson, and The Association of Latino Professionals for America (ALPFA). It has also developed a healthcare communications capability to help clients forge stronger connections with Hispanics by deploying culturally-relevant communications.

The PR Council, established as the Council of Public Relations Firms in 1998, is the U.S. trade association representing America's leading public relations firms.

FocusON Marijuana

Is Medical Marijuana The Next Billion Dollar Opportunity For Latino Entrepreneurs?

Just a few years ago this Latino entrepreneur would have been sent to jail for starting his new business. Now, Louis Briones is a leader in the next multi-billion dollar industry - Medical Marijuana. Check out his inspiring story.

["American Dream Latin Souls" with Don Daniel youtube.com.](#)

FocusON Advertising

Advertising in HispanicMarketWorks, That Is...On March 30

Advertising Opportunity: [Looking at Hispanic Radio](#), A PDF Special Report

Call Publisher [Arturo Villar](#) at **305 785-2784** to take advantage

Look for HMWorks' Special Issue on Radio is Now Audio

The issue's Special Report will fill our Monday Morning PDF with first-hand stories on the recent Radio Ink Hispanic conference in Dallas and an in-depth analysis of Hispanic Radio's future.

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