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## FocusON Multicultural

### Leading Brand Execs Talk "Total Market in Context"

*The Walt Disney Company and Latinum Network Co-host Executive Roundtable to Share New Total Market Approach: Marketing Across the Cultural Continuum*



Latinum's new framework is a practical, efficient, and comprehensive how-to approach to marketing to a multicultural America

Latinum Network, a member-based multicultural advisory firm, is hosting its biannual Executive Roundtable series on March 26, 2015 at the Walt Disney Studios in Burbank, CA.

Co-hosted by the Walt Disney Company, this in-person meeting brings together about 50 executives from some of America's top corporations in order to

discuss strategies and best practices in multicultural marketing. Among the Spring Executive Roundtable's confirmed attendees are representatives from the National Football League, Facebook, Coca-Cola, Discovery US Hispanic Networks, Nestlé USA, and more.

"The Walt Disney Company is pleased to be hosting Latinum Network's Spring Roundtable event, as we take a closer look at how to better serve an increasingly multicultural consumer," says Christine Cadena, Vice President, Multicultural Initiatives, the Walt Disney Company.

"We are excited to unveil Latinum's new proprietary methodology around multicultural marketing with the Walt Disney Company," says Latinum's co-founder and CEO, David Wellisch. "Our Marketing Across the Cultural Continuum framework is a practical, efficient, and comprehensive how-to approach to marketing to a multicultural America."

"In the past few years, the Total Market approach has been debated passionately among the multicultural marketing

community." adds Latinum Network's Senior Vice President of Products and Research, Andy Hasselwander. "At Latinum, we believe that the right kind of Total Market strategy has its place, but that dedicated approaches remain viable and compelling. We think of it as putting Total Market in context."

*Latinum Network is a member-based advisory company dedicated to helping brands succeed in the multicultural economy. Founded in 2009, the Company's mission is to enhance members' ability to drive growth and measurable ROI from multicultural audiences via actionable insights, business analytics, proven strategies, and consumer access. Latinum currently supports nearly 100 member brands. Proprietary solutions include VozLatinum, a bilingual online community used to support both network-wide and custom client research; Veo, a consumer mobile platform that allows direct, two-way engagement between brands and consumers; and Latinum's Digital Platform that provides clients with proprietary syndicated research, actionable category-level insights, online tools and best practices.* <http://www.latinumnetwork.com>

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Police violence against people of color has caused a firestorm of protests, but who is standing up for the Latino victims?

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### Association for Latino Media and Marketing Communication Research Launches

New group to support research and education in growing multicultural media communications field.

## Nielsen Releases First Multicultural 'Super Consumer' Report

### *Multicultural Consumers Transforming the U.S. Mainstream*

With multicultural consumer spending in the United States today at \$3.4 trillion, this "super consumer" group has tremendous impact on U.S. mainstream culture, according to a Nielsen report released today. The report, *The Multicultural Edge: Rising Super Consumers*, identifies multicultural consumers as the most dynamic and fastest growing segment of the U.S. consumer economy.

"The Multicultural Edge: Rising Super Consumers report builds on Nielsen's previous series of reports on the attitudes and spending behaviors of African-American, Asian American and Hispanic consumers," says Monica Gil, senior vice president and general manager of Multicultural Growth and Strategy, Nielsen. "The unprecedented influence of multicultural consumers on the behavior of non-multicultural shoppers is upending outdated assumptions and enlarging and expanding the multicultural market opportunity, which may be the key to the future."

The report identifies multicultural Super Consumers, which refer to the top 10% of households who drive at least 30% of sales, 40% of growth and 50% of profits of any consumer product category. The report suggests that by understanding the cultural essence that drives multicultural super consumer

behavior today, marketers and advertisers can better understand future market trends.

### The New Mainstream

Multicultural consumers are younger, in their prime and already make up 38% of the U.S. population. Expected to become the numerical majority by 2044, 21 of the top 25 most-populated counties in the United States are already more than 50% multicultural. Knowing the cultural appeal of a brand is critical to marketers, as multicultural populations can vary widely even within metro areas. The combination of majority multicultural geographies and high levels of interethnic proximity magnify the need for ethnic and cross-cultural marketing.

### Multicultural Super Consumers Buying Habits

Multicultural consumers comprise a disproportionate share of many categories, such as dairy, baby food and diapers, laundry supplies and detergents, school supplies, and other family goods. Of 126 grocery store categories reviewed, 45 categories (36%) over-index in total rate of spending for all multicultural consumers compared to non-multiculturals. These attitudes and behaviors demonstrate cultural and behavioral traits unique to the various ethnicities.

The findings show Asian Americans are more likely to eat organic foods (29%). Cultural identity is very important to African-Americans (78%) and Hispanics (71%), and social causes are particularly meaningful to Hispanics (43%). Multicultural Super Consumers can heavily influence non-multicultural

consumers in Super Geo areas—geographies with a higher concentration of Super Consumers. Proximity to other cultures and the sharing of cultural influences, attitudes, and behaviors in Super Geo clusters magnifies the multicultural opportunity. Despite the cultural sharing taking place in the U.S. today, it is critical to understand the nuances and preferences of each individual consumer.

### Culturally Driven Behaviors

Multicultural consumers take on an ambicultural identity—the ability and willingness to function competently in two cultures, which allows many multicultural consumers to simultaneously maintain their cultural heritage and see themselves as equally American. Multicultural consumers gravitate to brands, products, and activities that reinforce their cultural roots. And these behaviors are affecting the purchase behavior of non-multicultural consumers, too. For example, while multicultural consumers represent 53% of hot sauce Super Consumers, the category has grown beyond it, becoming a mainstream condiment. Just as soul food, sushi, tacos, pizza and other once-ethnic foods have become as ubiquitous as apple pie and hot dogs, the traditions, attitudes and shopping behaviors of multiculturals are expanding the multicultural market opportunity. These multicultural Super Consumer categories have already experienced the future where many categories are likely to follow. Understanding how purchase behaviors are driven by multicultural consumer values, lifestyles, tastes and preferences is the key to total market growth.

# 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

## Campoverdi Steps into Leadership Role at #EmergingUS

Alejandra Campoverdi has been named managing editor of #EmergingUS, the LA Times' new multimedia venture on race and multiculturalism with immigration activist Jose Antonio Vargas.

Vargas tweeted back on Feb. 27 that she would be the managing editor, but the LA Times just announced it to the staff today in a memo from Nick Goldberg, editor of the editorial pages, and Nicco Mele, the new deputy publisher.

### FocusON Race

## NHJA Stands Behind Univision on Figueroa Firing

The National Hispanic Journalists Association applauded Univision's decision to fire host Rodner Figueroa, after he compared first lady Michelle Obama to a character from "Planet of the Apes" during a segment of "El Gordo Y La Flaca" last week.

In a statement published to NAHJ's website, the organization's President Mekahlo Medina called Figueroa's comments "racist" and said that Univision made "the right decision" by dismissing him.

"Univision, the fifth largest network in the U.S., took a stand against racism and we are all better

for it," Medina's statement said. "But I keep wondering, what was Figueroa thinking when those words came out of his mouth? Why was it okay for him, at that moment, to compare the First Lady of the United States or any person to an ape? And why, still today, does he think that was not racist?"

Medina said that in response to the Univision incident, NAHJ would create a task force during its national conference in Orlando this September to survey the way race is portrayed in Spanish-language media. NAHJ will use the data for training and development programs to educate journalists about how "how these perceptions shape our decision making processes."

Medina also highlighted the lack of racial diversity within both the Spanish-language and English-

language news media, saying it helps perpetuate a "hierarchy of skin color and race."

"How many dark-skin or afro-Latino anchors do you see on Spanish language newscasts?" Medina said in the statement. "How many indigenous Latinos do you see on any newscast, English or Spanish? There isn't a single Latino/a anchoring an 11pm English language newscast in Los Angeles, despite the market being 53% Latino and overwhelmingly English speaking or bilingual."

The announcement of the task force on Spanish-language media comes just weeks after Media Matters, a research group that monitors what it calls "rightwing misinformation," announced a new program to scrutinize Latino media more closely.

Figueroa was dismissed last Wednesday, immediately following his comments during a segment discussing make-up artist Paolo Ballesteros and his transformations into female celebrities.

"Mind you, you know that Michelle Obama looks like she's part of the cast of "Planet of the Apes," the film," Figueroa said, when analyzing Ballesteros' look as Michelle Obama with a side-by-side image of the real first lady.

In an apology letter addressed directly to Obama released by his talent agency Latin WE, Figueroa said his comment was directed at Ballesteros' transformation and not the first lady herself. He also went on to reject accusations of racism, adding that he comes from a biracial family.



## FocusON Media

### Longoria to Mediate Media Talk



Eva Longoria has been tapped to present the signature lunch conversation on June 26 at the 16th annual NALIP Media Summit, focusing on the Latino media community. The summit is set for June 25-28 at the W Hollywood Hotel.

Actress, director, producer and activist Longoria will share her personal and professional insights gleaned from working on projects such as starring in and exec producing NBC's upcoming series "Telenovela" and exec producing "Devious Maids." She is currently producing documentary "Our Time," about the power of the Latino vote.

The largest annual gathering of Latinos in media nationwide, the summit is presented by HBO and hosted by the National Association of Latino Independent Producers. The theme is "Creating Tomorrow, Together," which will highlight the convergence of media, the unity of Latino content creators and the promise of multiple platforms. Content creators, industry executives and media will participate in four days of panels, workshops, screenings and showcases relating to advances and challenges for the Latino media community.

## FocusON Diversity

### Five Reasons Why Diversity Makes Us More Productive

Research shows that being part of a diverse environment makes us more creative and diligent. Yet we still see groups of people that tend to hire, work with and market to people similar to themselves. While this practice may seem to make life easier and less conflictive, it is shown that this is not more productive or effective. Here are five reasons why diversity makes us better, smarter and more effective:

- You prepare better if you're presenting to a diverse group – If you present to a group of similar people, you may take for granted that everyone will agree with your point of view. If you anticipate there will be certain opposition to your ideas, you will likely prepare better to counter any possible arguments. Diversity in the audience (professionally and socially) can make you more diligent when working on your presentations.
- Racially diverse groups tend to share information better – A study led by Stanford University compared how two different groups shared information. The group that had similar people was more likely than the diverse group to assume and take for granted that everybody had the same background information. This perception is treacherous

because people run the risk of missing critical data. A diverse environment incites you to share information, and to make sure everyone has all the facts.

- Diversity enhances creativity – Involving people with diverse expertise makes perfect sense when designing new products or thinking of different ways to solve a problem (ex: engineers and designers, data scientists and marketing professionals). In the same way, having social diversity pushes people to have a variety of different points of view, which can lead to more ideas and better decisions.
- Different points of view lead to broader thinking – Rather than having one idea presented in different ways, a variety of different points of view can create an exponential effect of new platforms and tactics to analyze and solve a problem.
- Diversity pushes you to abandon the status quo – If everyone thinks like you do, then you're less likely to question things, push the boundaries and step out to re-think your point of view. Diversity pushes you to think harder and in new ways. In other words, it makes you smarter.

Need more proof? There are countless studies by reputable organizational scientists, psychologists, sociologists, economists and demographers that show how socially diverse groups are more innovative vs. their non-diverse counterparts.

## The Mirage of the Rainbow Coalition

by Esther J. Cepeda | Washington Post Writers Group

Hispanic pundits are wondering whether the killing of Antonio Zambrano-Montes by police in Pasco, Wash., will truly be what The New York Times called Hispanics' "Ferguson' moment" -- a national protest against police aggression toward Hispanics.



Even more thought-provoking is the question of why the big national Latino advocacy organizations have not jumped on the issue.

NPR's Latino USA recently delved into whether the community's leaders are self-censoring themselves. It pointed to informal research, conducted jointly with the Latino Rebels blog, finding that though national Latino civil rights organizations such as the League of United Latin American Citizens and the National Council of La Raza issued public statements condemning the shooting of a black teenager in Ferguson, Mo., they've been silent regarding a number of recent shootings of Latinos. Additionally, several organizations were asked but declined to comment on the recent shootings.

Latino USA's conversation covered several of the obvious reasons for the silence: a lack of unity on a national messaging strategy, organizational bandwidth devoted almost exclusively to immigration issues, and

a misunderstanding about legal status that makes some observers mistakenly believe that all the victims were illegally residing here and, had they not been, might have avoided being killed.

What is fascinating to me about this necessary national conversation is the widespread refusal to acknowledge the real elephant in the room: long-standing tensions between African-Americans and Hispanics. And they've only gotten worse since immigrant advocacy movements decided to start using the language and imagery of the civil rights movement.

It may have begun with Elvira Arellano, an unlawfully present immigrant from Mexico who in 2006 took sanctuary with her U.S.-born son in a storefront church in Chicago. At the time, supporters called her the "new Rosa Parks." She faced a backlash from many African-Americans for not only accepting the label, but then subsequently referencing Martin Luther King Jr. and Malcolm X in her pleas for a stay of deportation.

It continued on as would-be Dream Act-eligible young people took up a campaign to gain freedom from deportation for themselves, and eventually their parents, by "coming out" as "undocumented, unafraid and unapologetic" and framing their cause as a "new civil rights movement."

And the tension ratchets up every time new labor statistics show the gains that Hispanics are making in the job market or in measures of living standards, standing in stark contrast to continually depressed employment and well-being stats for African-Americans.

It is a common belief among some African-Americans, and backed up by some research, that Hispanic

immigrant entrants into the low-wage job market depress opportunities and income for African-Americans.

I participated in a forum on race and the media a few weeks back. One of my fellow panelists said the tensions between African-Americans and Hispanics are serious. She claimed that Hispanics exclude blacks when they come into political power, giving contracts, jobs and other benefits to fellow Hispanics at the expense of African-Americans.

These types of sentiments always come up during discussions about why Hispanics and African-Americans don't join hands or mirror each other's reactions to events. But on a pragmatic note, the ugly truth about reacting to emerging news events is that they are high-risk because usually the facts haven't been established.

It took over six months for authorities to piece together what most likely happened in Ferguson. Activists who made "Hands Up, Don't Shoot" their rallying cry were recently faced with evidence that witnesses who attested to Michael Brown's show of submission to law enforcement had fabricated their testimony.

Is it really so surprising, then, that Hispanic advocacy groups who spend a great deal of their time trying to convince non-Hispanics that this population is generally not residing here illegally and overwhelmingly law abiding would hesitate to take on a full-throated defense of an unlawfully present migrant accused of throwing rocks at the police?

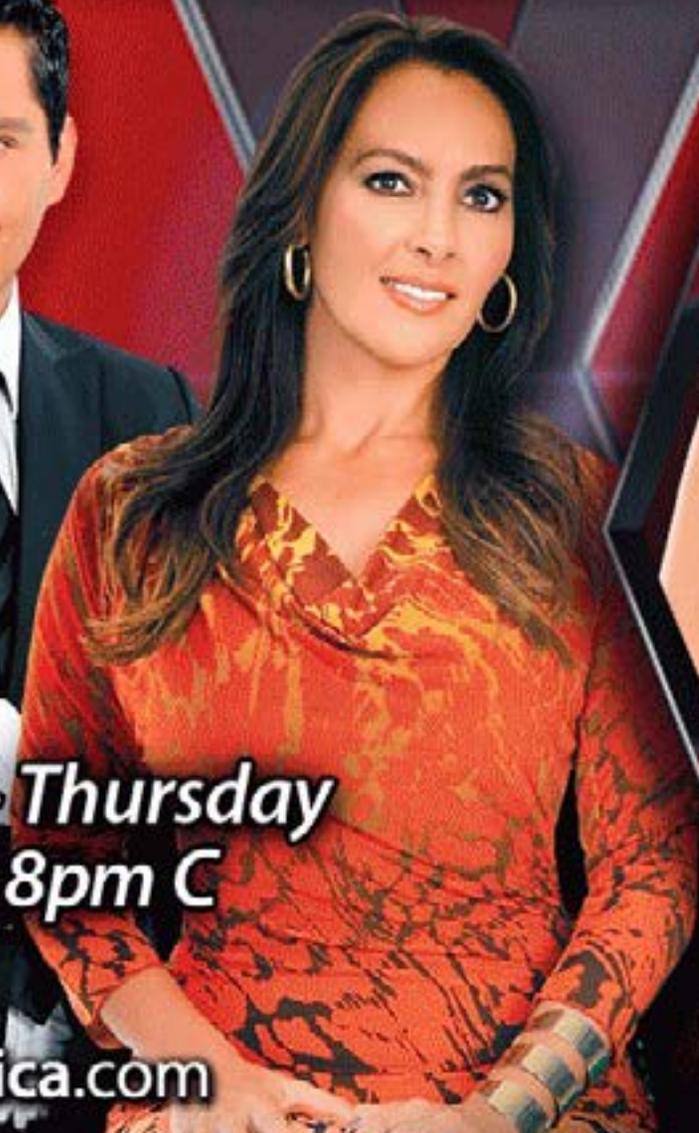
Bottom line: We must stop comparing minority groups as if their struggles are equal or interchangeable -- and understand that just because they're non-white, they don't all form a happy rainbow coalition.

# ALEX TREMO

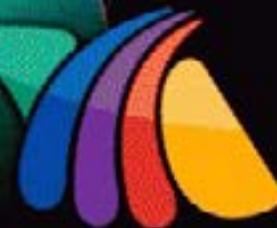


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## FocusON Audio

### Cisneros Interactive Invests in Audio.Ad and Ventures into the Digital Audio Business

By German Heredia and Carlos Cordoba, founders of Audio.Ad

*The investment is part of Cisneros Interactive's strategy for innovation in digital advertising. Audio.Ad provides advertisers and brands promotional coverage through audio spots on digital audio online platforms*

Cisneros Interactive, a corporate division that encompasses the Cisneros organization's digital initiatives, today announced its acquisition of a majority stake in Audio.Ad, a digital audio advertising network that reaches more than 35 million users in Latin America and the U.S. Hispanic market.

Founded by German Heredia and Carlos Cordoba, Argentine entrepreneurs with more than 15 years of experience in the Latin American Internet market, Audio.Ad is the first network of audio spots serving Latin America and the U.S. Hispanic market, allowing advertisers to place audio advertising spots in traditional radio stations' live online streams and digital audio-streaming services heard on a variety of connected devices, such as desktop computers,

laptops, smartphones, tablets, and digital audio players.

"Cisneros Interactive continues its strategy for innovation in digital advertising, acquiring a majority interest in the first network of audio spots in the region. This investment supports two true impresarios of the digital world, German Heredia and Carlos Cordoba, who we previously partnered with in 2011 when Cisneros Interactive invested in RedMas, an online ad network they founded," emphasized Victor Kong, President of Cisneros Interactive. "With the launch of Audio.Ad, German and Carlos have once again proven their ability to implement their entrepreneurial vision in the digital advertising market."

As a result of the buy-in, RedMas, the Cisneros Interactive company led by Heredia and Cordoba, CEO and COO, respectively, will exclusively market Audio.Ad's advertising solutions in Latin America and the U.S. Hispanic market.

"The entry of Cisneros Interactive as a partner of Audio.Ad allows us to expand our network into every market of the region, and it brings along a sales force with extensive experience in the digital industry," stated German Heredia, who added that the investment "will allow us to open an office in Brazil by the first half of 2015."

As for Carlos Cordoba, he stressed that "Audio.Ad is a pioneer in digital advertising, introducing the concept of digital audio spots in the region. This venture is in line with Cisneros Interactive's strategy, which continually seeks innovation in digital advertising solutions. Today, radio and music are heard on

multiple devices, and this presents a great opportunity for brands, as well as for digital content producers."

In its first quarter of operation, Audio.Ad implemented audio spot campaigns in a number of Latin American countries for such advertisers as Speedy, Movistar, Personal, Claro, Unilever-AXE, Petrobras, Miller beer, Honda Motors, Volkswagen, Mitsubishi, SixFlags and Dodge. The network is incorporating the most important radio stations in the United States, Argentina, Mexico, Chile, Peru, Colombia, Uruguay, Paraguay, Dominican Republic, Venezuela, Ecuador, Guatemala, and El Salvador as premium publishers to monetize their content and advertising inventory through Audio.Ad.

"Online radio consumption registered an increase not only in the United States but throughout the region. In Latin America, listeners consumed an average of 30 minutes of audio content a day through various devices connected to the Internet. This scenario empowers Audio.Ad's business, which in its first three months conducted campaigns for more than 20 advertisers in six countries and established affiliations with the region's main digital audio players," explained Gonzalo Alonso, Managing Director of Audio.Ad.

"The Infinite Dial," a study carried out in the United States by Edison Research and Triton Digital and released in March 2014, indicates that online radio consumption has doubled since 2008, and that 75% of people between the ages of 12 and 24 consumed digital audio in the past year, while 50% of those in the age segment of 25 to 54 did the same.



## FocusON Language

### Zuckerberg's Grasp of Mandarin Has a Big Lesson for Businesses

*As any good salesperson knows, speak their language and you're halfway there.*

By Ofer Shoshan

"The single biggest problem in communication is the illusion that it has taken place," said the famous playwright George Bernard Shaw. Although many U.S. retailers believe they are communicating their message to the American people, there is one community they all too often miss -- the country's Hispanic community -- and that's too bad.

One good reason is the numbers: One merely has to look at them to grasp the gravity of this lapse. Some 56 percent of the growth in the U.S. population over the last decade has come from the Hispanic community, according to the Pew Research Center. According to the U.S. Census Bureau, 38.3 million people -- 13 percent of the U.S. population -- are now native Spanish speakers. And \$1.5 trillion is the most recent estimate of the huge purchasing power the American Hispanic community will have in 2015, according to a Nielsen report.

That's a 50 percent rise from 2010. Despite these impressive figures, however, many retailers, including large ecommerce companies, fail to

take the most rudimentary steps to target this burgeoning sector. These include steps like localizing their online content and translating e-shopping sites.

Here are four reasons why adapting your content for the Hispanic community makes plain business sense:

#### 1. It's what the consumer wants.

According to a recent survey of over 2,000 of One Hour Translation clients, the vast majority of respondents worldwide are more likely to buy from a website in their native language.

- 74% of French-speaking Canadian respondents
- 90% of Japanese respondents
- 79.5% of German respondents
- 82.5% of Italian respondents

The obvious conclusion is that people prefer to shop in their own language. In fact, there's no reason America's Spanish-speaking community would be any exception.

#### 2. It's cost-efficient.

The cost of translation is very low in comparison to the potential increase in sales, and in most cases, the return on investment is nearly immediate. Some of the largest U.S. enterprises allocate approximately 2.5 percent of their overall budget on professional localization, while enjoying some 50% annual revenue from non-native English speaking consumers. Even if businesses doubled

their budgets to translate websites and other marketing material, the cost-benefit would still be a no-brainer.

#### 3. Cultural adaption translates into increased sales and brand reputation.

By tailoring your content for the American-Hispanic community, you're conveying the message that your business understands and respects the community's cultural diversity. In other words, it's not just translation that is key here, but the cultural adaption of content that is keenly sensitive to local nuances and customs that will truly make your product and your overall brand attractive to local consumers.

#### 4. It works.

One great example is Vallarta Supermarkets of Van Nuys, California. The Vallarta brand has evolved from its humble beginnings into a food retail empire with a total 41 stores throughout California. A quick survey of the Vallarta website serves as a great example of how even businesses that serve the "larger American public" can still make localization a priority. With web content translated into Spanish and discounts for foods catering to the Hispanic community, it is clear that Vallarta Supermarkets' success can be traced, at least partially, to this inclusive strategy.

I hope you're convinced: When it comes to the Hispanic community, there's plenty of money that's being lost in translation -- or, in this case, the lack thereof.

## FocusON Research

### Association for Latino Media and Marketing Communication Research Launches

# ALMMACR

A group of professors from around the country culminated at Florida State University the creation of the Association for Latino Media and Marketing Communication Research (ALMMACR), whose mission is to enhance the teaching and research of this growing arena of the field of communication.

"We also want to create a network of scholars and industry professionals committed to improve Latino-oriented media and markets via systematic and reliable research in the United States and other parts of the world where those media and populations intersect," said Federico Subervi, a founding member of ALMMACR.

During the inaugural meeting, the founding members approved the Association's bylaws and the selection of the individuals that will comprise the board of directors.

Dr. Subervi, researcher and scholar at Kent State



University, was elected as the first President of the organization and Dr. Alejandro Alvarado, a communications consultant and former professor at Florida International University, Vice President. Other elected officers are Dr. Manuel Chavez, from Michigan State University, Treasurer; Dr. Enrique Becerra, from Texas State University, Secretary; and Dr. Sindy Chapa, Director of the Center for Hispanic Marketing Communication, At Large board member.

One of the association's goals is to continue organizing and carrying out bi-annual conferences that bring together scholars, media professionals and students whose interest converge in the research, teaching, and/or practice of Latino-oriented media, audiences and markets. Thanks to the leadership of Dr. Sindy Chapa, the fifth and most recent of those gatherings took place February 19-21, 2015 at Florida State University. The sixth conference will take place in February of 2017 at California State University-Fullerton, and will be chaired by Inez González, Director of that university's Latino Communications Initiative.

ALMMACR will also support the ongoing publication of the International Journal of Hispanic Media, published by Texas Tech University's Thomas Jay Harris Institute for Hispanic and International Communication, directed by Dr. Kenton Wilkinson, who also serves as the journal editor.

## FocusONAd Agencies

### A Renovated Agency in Atlanta

Patricio Montalbetti launched the PM Advertising agency in Atlanta eleven years ago because there was no competition for Hispanic agencies there, and he saw the need for a service agency in the soon-to-grow Latino community in the mid-South-East.

Last week, Montalbetti and his partners, Eduardo Perez and Ricky Echegaray relaunched the agency and its website as PM3.

They call it a "rebirth" and the capabilities of the new agency expanded beyond advertising to include media planning and buying, digital asset management and production services, social media management, experiential marketing, mobile app design and development.

In a recent conversation, Montalbetti revealed the reasons for its relaunch and the partners' decision to stay in Atlanta, though they have an office in Los Angeles and a technical development satellite base in Argentina.

There are also personal, quality of life reasons for staying in Atlanta, and though it is more difficult to hire talent, the move to a total market approach has made the agency an interesting pick for young talent.

Current full service clients include NAPA Auto Parts, Cos Communications and Georgia Lottery.

And project-based service has been provided to Arby's, Pollo Tropical and STARZ Network, among others.

## FocusON Radio

### Spanish-language FM Returns to Philly

Philadelphia's Hispanic population will once again have an FM station of their own when Spanish CHR "Super Q" launches April 1. Pronounced "Super Koo," the HD-Radio-fed FM translator is the result of an agreement among three broadcasters. Super Q Broadcasting will lease translator W246AQ at 97.1 from religious broadcaster Priority Radio and WPEN-HD3 (97.5) from Greater Media.

In addition to north and south Philly, the signal covers the South Jersey cities of Camden, Pennsauken and Collingswood. "To get this done took a long time of investigation, persistence, requirements, negotiations and God's supervising," Super Q principal Quilvio Perdomo (DJ Frankie) says. "The Hispanic community in the area is big and strong enough to be served by an FM."

"SuperQ" will go up against Aztec Capital Partners' Spanish CHR "El Zol 1340" WHAT.



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