

FocusON La Política

Hillary Clinton Vice President Candidate Choices

Julian Castro 'First' Option on Clinton's VP List, Says Henry Cisneros

By Michael Oleaga, Latin Post

Former US Secretary of State Hillary Clinton talks with Housing and Urban Development Secretary Julian Castro after taking part in a discussion on 'our nation's urban centers,' and 'challenges from housing and transportation to education and workforce accessibility' at the Center for American Progress (CAP) in Washington, D.C., on March 23, 2015. (Photo : NICHOLAS KAMM/AFP/Getty Images)

Democratic Party presidential candidate Hillary Clinton has been trying to court the Latino electorate, but a former aide said she needs a specific Latino vice presidential candidate to improve her victory odds.

Henry Cisneros, who served as mayor of San Antonio between 1981 and 1989 and as secretary for the U.S. Housing and Urban Development (HUD) under President Bill Clinton's administration, said Julián Castro is the first vice presidential running mate option for Clinton.

During the interview with Univision, Cisneros



said people within the Clinton campaign notified him about Castro's role in Clinton's campaign.

"What I am hearing in Washington, including from people in Hillary Clinton's campaign, is that the first person on their lists is Julián Castro," said Cisneros, via the San Antonio Express-News.

"That they don't have a second option, because he is the superior candidate

considering his record, personality, demeanor and Latin heritage," continued Cisneros. "I think there is a very high possibility that Hillary Clinton may choose Julián Castro."

Castro has repeatedly dismissed rumors about running for vice president. If Castro does run, he would be the first Latino vice presidential candidate.

Coincidentally, Castro followed a similar

HIGHLIGHTS

4

DREAMer to become Latino Outreach Director for Clinton Campaign

Formerly undocumented Latina attains prominent position in Clinton camp. Campaign attains credibility with Hispanics?

12

Radio's Role as Branding Medium Confirmed

Move over digital, new Nielsen study shows radio still a powerful branding medium.

17

How One Grocery Chain Succeeds In Low-Income, Underserved Communities

Philadelphia based retail chain conquers the "food desert".

career route as Cisneros. Castro previously served as San Antonio mayor between 2009 and 2014 before becoming HUD secretary for Democratic President Barack Obama. Castro also received the national spotlight during his tenure as San Antonio mayor when he delivered the keynote address at the 2012 Democratic National Convention.

Last January, Castro was asked if he was interested in becoming a vice presidential candidate or Texas governor. "We'll see what happens. There's no grand plan," said Castro during an appearance at the National Press Club.

"I'm trying to do a great job at HUD," said Castro, according to The Hill. "I believe that anything that you do in life ... the No. 1 way of being satisfied personally and also to have a great future -- whatever that future is -- is to just do a fantastic job with what's in front of you because if you don't do that, you can kiss any of that future goodbye. So, I'm just trying to do a good job with what's in front of me."

Earlier this month, Clinton's campaign to attract the Latino electorate included a roundtable discussion with undocumented immigrant youths in Nevada. At the event Clinton disclosed her stance on immigration reform and President Barack Obama's immigration executive actions.

"If Congress continues to refuse to act, as president, I would do everything possible under the law to go even further," said Clinton. "There are more people like many parents of DREAMers and others with deep ties and contributions to our communities who deserve a chance to stay, and I will fight for them."

Fusion: New 2016 ad tries to drive wedge between Latinos and Kochs

By Jorge Rivas

A new political ad released today puts Pope Francis up against the conservative billionaire brothers Charles G. and David H. Koch.

"[The Koch brothers] have bought the Republican Party and now they are trying to intimidate the Pope," says a Spanish-speaking voiceover actress in the ad released by Bridge Project, the policy arm of the liberal American Bridge super PAC.

Bridge Project says the ad is part of an online campaign to familiarize Hispanic voters on "how the Kochs are trying to manipulate Latinos while opposing major immigration programs," like the Deferred Actions for Parents executive action that would temporarily protect parents of U.S. citizen children from deportation.

This ad is less directly about immigration, and more about Latinos' emotional and religious ties to Pope Francis. According to a Pew survey, he has a 67% favorability rating among U.S. Hispanics.

It shows critics of the Pope's recent calls to protect the environment speaking behind a Heartland Institute podium, a right-leaning think tank where the Koch brothers and their network are reportedly key funders.

The political opinion research group Latino Decisions has been surveying Latinos on environmental issues for years, and has consistently found they are among their top priorities. The group has found climate change is also a foreign-policy issue

for many Latinos.

The ad is being released alongside a 48-page report from Bridge Project on the Koch-funded LIBRE Initiative, a group working to bring Latinos closer to Republican ideals by offering free services like tax preparation help, health checkups, and driving school. It also helps immigrants obtain driver's licenses, even if they're not authorized to be in the U.S.

The South Texas-based LIBRE Initiative describes itself as non-partisan, but the group tends to promote ideals that skew towards the conservative right. LIBRE is transparent about supporting the "benefits of a constitutionally limited government, property rights, rule of law, sound money supply and free trade."

LIBRE offers its programs across the country in states like Arizona, California, Colorado, Florida, Nevada, New Mexico, Texas and Virginia. According to its website it will expand into more states in the coming months.

Democrats are worried LIBRE is wooing Latinos on one hand while the Koch brothers fund a number of initiatives that would negatively impact Latinos and tear families apart on the other. They point out, for example, that the Koch brothers and LIBRE have lobbied their constituents to denounce the Affordable Care Act, even though 1 in 4 Hispanics lacks health insurance, the highest rate of any racial or ethnic group, according to a 2014 Pew analysis of the population surveys.

The Koch brothers and LIBRE also oppose local and federal measures to increase the minimum wage. The largest Latino civil-rights group, The National Council of La Raza, points out minimum wage hike would be "powerful" for Latinos, since 43 percent of Latino workers earn poverty-level wages.

A LIBRE spokesperson did not respond to Fusion's request for comment.

Baila

SI PUEDES...

Monday - Thursday
7pm/6c



Ema Pulido

Aylin Mújica

Tania Rincón

Kalimba

azteca
aztecaamerica.com

DREAMer to become Latino Outreach Director for Clinton Campaign

By *Latinovations Staff*



The Hillary Clinton presidential campaign, in a move sure to emphasize its priorities, tapped Lorella Praeli as Latino Outreach Director. An outspoken advocate for immigration reform and a DREAMer herself, Praeli joins a campaign that has actively sought to clarify any uncertainties as to its stance on immigration reform and courting the Latino electorate, a task that is seemingly eluding Mrs. Clinton's Republican counterparts.

"We are thrilled to have Lorella Praeli, a DREAMer,

join our team because of her courage and perspective in the fight for Latino families across the country," said Amanda Renteria, National Political Director for Hillary for America. "Bringing Lorella into our campaign is the next step in making sure families aren't living in fear of deportation, all students have the chance to go to college, and that any comprehensive immigration reform ensures full and equal citizenship."

Previously, Ms. Praeli had served as Advocacy and Policy Director for United We Dream, among the nation's largest immigrant youth organizations, and has been active in engaging the federal government to move on comprehensive immigration legislation. Praeli, born in Peru, obtained a green card after 13 years of undocumented status and graduated summa cum laude from Quinnipiac University.

"Not a single Republican candidate, announced or potential, is clearly and consistently supporting a path to citizenship. Not one," Mrs. Clinton said at a campaign stop in Nevada earlier this month. "When they talk about 'legal status,' that is code for second-class status."

As of now, the Clinton camp has named a handful of Latinos to prominent campaign roles, with Praeli joining Renteria, Jose Villareal (campaign treasurer) on the national scale and, in battleground Nevada, Emmy Ruiz as state director and Jorge Neri as organizing director. The signal – and recognition – rings loud and clear.

See more at: <http://www.latinovations.com/2015/05/20/dreamer-to-become-hillary-clinton-campaigns-latino-outreach-director/#sthash.mvSzquvW.dpuf>

Marco Rubio Scares Democrats

A Hillary Clinton Match-Up With Marco Rubio Is a Scary Thought for Democrats

By *Jeremy W. Peters, New York Times*

They use words like "historic" and "charismatic," phrases like "great potential" and "million-dollar smile." They notice audience members moved to tears by an American-dream-come-true success story. When they look at the cold, hard political math, they get uneasy.

An incipient sense of anxiety is tugging at some Democrats — a feeling tersely captured in four words from a blog post written recently by a seasoned party strategist in Florida: "Marco Rubio scares me."

What is so unnerving to them at this early phase of the 2016 presidential campaign still seems, at worst, a distant danger: the prospect of a head-to-head general-election contest between Mr. Rubio, the Republican senator from Florida, and Hillary Rodham Clinton.

Yet the worriers include some on Mrs. Clinton's team. And even former President Bill Clinton is said to worry that Mr. Rubio could become the Republican nominee, whittle away at Mrs. Clinton's support from Hispanics and jeopardize her chances of carrying Florida's vital 29 electoral votes.

Democrats express concerns not only about whether Mr. Rubio, 43, a son of Cuban immigrants, will win over Hispanic voters, a growing and increasingly important slice of the electorate. They also worry that he would offer a sharp generational contrast to Mrs. Clinton, a fixture in American politics for nearly a quarter-century

+ Sign in to [Your Account](#)



who will turn 69 before the election.

As her supporters recall, Barack Obama beat Mrs. Clinton for the nomination in the 2008 elections after drawing similar contrasts himself.

Patti Solis Doyle, who ran Mrs. Clinton's presidential campaign for most of the 2008 contest, said Mr. Rubio "could have the ability to nip away at the numbers for the Democrats."

Ms. Doyle, the first Hispanic woman to manage a presidential campaign, added that Mr. Rubio could allow Republicans to regain a "reasonable percentage" of the Hispanic vote. In 2012, just 27 percent of Hispanics voted for the Republican candidate, Mitt Romney.

Mr. Rubio "is a powerful speaker," Ms. Doyle added. "He is young. He is very motivational. He has a powerful story."

Recognizing how essential it is to win Hispanic support, Mrs. Clinton has gone further in laying out an immigration policy than she has on almost any other issue, saying that she would extend greater protections to halt deportations of people in the United States illegally. She has also hired a former undocumented immigrant to lead her Latino outreach efforts.

Her own strategists, their allies in the "super PACs" working on her behalf and the Democratic Party all

say they see plenty of vulnerabilities in Mr. Rubio's record and his views. And they are trying to shape the perception people have of him while polls show that he is still relatively unknown: Yes, the Democratic National



Senator Marco Rubio of Florida at a Republican convention in Georgia last week. His Cuban heritage and his youth are expected to help him gain voter support. Credit David Goldman/Associated Press

Committee said in a recent memo, Mr. Rubio was a fresh face, but one "peddling a tired playbook of policies that endanger our country, hurt the middle class, and stifle the American dream."

So far, Democrats who have combed over Mr. Rubio's voting record in the Senate have seized on his opposition to legislation raising the minimum wage and to expanding college loan refinancing, trying to cast him as no different from other Republicans.

The subtext: He may be Hispanic, but he is not on the side of Hispanics when it comes to the issues they care about.

Democrats will try to use Mr. Rubio's youth and four-year career in national politics against him, depicting him as green or naïve — a liability at a time when unrest abroad is a top concern. "A Dan Quayle without the experience," suggested Christopher Lehane, a veteran strategist who has worked for the Clintons.

Bill Richardson, the former governor of New Mexico, who is of Mexican heritage, said Democrats would also make an issue of Mr. Rubio's mixed record on how to overhaul the immigration system: He initially supported a Senate bill to grant people in the United States illegally a path to citizenship, but he later backed down.

Mr. Richardson said that would poison his chances with Hispanic voters. "His own Hispanic potential would defeat him," he said.

It is also unclear how much Mr. Rubio would appeal to Puerto Ricans, Mexicans and other voters with Latin American ancestry who may not feel much cultural

affinity with a Cuban-American.

Still, when many Democrats assess Mr. Rubio's chances, as nearly a dozen of them did for this article, they put him in the top tier of potential candidates who concern them the most, along with former Gov. Jeb Bush, another Floridian who is courting Hispanics, and Gov. Scott Walker of Wisconsin.

Mr. Rubio's heritage and his youth could be particularly dangerous to Mrs. Clinton, they said. Each of those points could help neutralize one of her biggest strengths: the opportunity to help elect the first female president, and the experience Mrs. Clinton gained as secretary of state.

Mr. Rubio already appears to be pursuing that strategy. By calling himself a candidate of the "21st century, not the 20th," he seeks both to turn Mrs. Clinton's long career against her and to entice voters who may desire a change of direction.

In Florida, Democrats who have watched Mr. Rubio's rise warn against playing down his strengths.

Former Gov. Charlie Crist, who lost to Mr. Rubio in a 2010 Senate race after dropping his Republican Party affiliation, said he admired how Mr. Rubio told the story of his immigrant parents — his mother a maid, his father a bartender — and how they worked hard so that he could succeed. "It's hard to get more compelling than that," Mr. Crist said.

"I think they do underestimate him," Mr. Morgan added. "He's energetic, he's photogenic, and he will say whatever you want him to say."

Steve Schale, the Florida strategist who wrote the "Marco Rubio scares me" blog post, said that when he

worked for the Democratic leader of the Florida House of Representatives, his boss, Dan Gelber, had a saying about Mr. Rubio's effect on crowds, and about his sincerity: "Young women swoon, old women pass out, and toilets flush themselves."

And Mr. Gelber himself recalled the day in Tallahassee, Fla., in 2008 when he and Mr. Rubio, then the speaker of the State House, gave their farewell speeches. He spoke first, followed by Mr. Rubio, as Mr. Gelber's wife looked on.

"She's sitting there weeping," Mr. Gelber recalled, still incredulous. "And I look up, and I mouth, 'Are you kidding me?'"

Mr. Gelber praised Mr. Rubio's ability to use his family's story to convey compassion for people marginalized by society, but he said he believed, as many Democrats do, that this was disingenuous.

"It's a little maddening when his policies are so inconsistent with that," Mr. Gelber said. "My head would explode."

A Rubio-Clinton contest could ultimately come down to Florida. Republicans can ill afford to lose the state if they hope to win the White House. And bleeding Hispanic votes could make Mrs. Clinton's path much harder.

"Losing a point among whites means winning Hispanics by about 5 percent more just to make up that loss," Mr. Schale wrote in his memo on Florida's election demographics. If Democrats continue to lose white voters, he added, Mr. Rubio's place on the ballot would only complicate matters.

"He should be the one you don't want to face," Mr. Schale wrote.

FocusON Media

Univision Buys The Root



Branching beyond its core Hispanic audience, Univision Communications has purchased The Root, a top online destination for African American news and

commentary. The site reaches an average of 5 million unique users per month, according to ComScore.

Univision says The Root will leverage its digital production facilities and publishing infrastructure, while retaining its editorial voice and remaining true to its mission.

"This bold new partnership between Univision and The Root underscores the ties that have long bound people of color together throughout the Western Hemisphere and is a sign of even greater levels of communication, collaboration and exchange between these culturally vital groups of people," said Professor Henry Louis Gates Jr., director of the Hutchins Center for African and African American Research at Harvard University and chairman/co-founder of The Root.

The acquisition comes at a time when African-Americans comprise 12.3% of the population, and Hispanics amount to 17.7%.

"Our diverse communities are continuing to define the fabric of the country, from buying power, to social influence, to elections," added Univision president of news and digital Isaac Lee.

FOX DEPORTES DELIVERS A STELLAR MLS RETURN



SEASON OPENERS

TOTAL VIEWERS

+233%

VS 2011

P18-49

+291%

VS 2011



FOXHISPANICMEDIA.COM

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

FocusON Upfronts

Upfront News and Views: Univision, Telemundo, NBC Universo, Azteca

By *Simon Applebaum, Planet Ed*

Similar to the overall upfront event 2015 outcome, there were fewer public showcases among the Spanish-language services last week. Fox's set of channels (MundoFox/Fox Life/Fox Deportes/Nat Geo Mundo) and Discovery Communications' pair (Discovery en Espanol/Discovery Familia) dropped out, and Fox didn't even issue a press release about their future Latino net strategy. Here's a recap of three players who maintained their mid-May efforts.

Univision Communications

Venue: Back to the Broadway theater district, this time the Lyric Theater with entrances on both W. 42nd and 43rd Streets. Talk about the Great White Way: The stage was clean, white and stylish. Just as in previous years, Univision projected factoids on the state of Spanish-language viewership as attendees found their seats. Among the most notable: Ninety-one percent of Univision primetime viewers watch live, while 85 percent of people catching sports coverage on Univision and sister channels Unimas and Univision Deportes do not watch ESPN. Grade: 3.5 Jacks

Presentation: Out to educate and stimulate the crowd, especially representatives of advertisers still on the sidelines over making Spanish-language ad deals, former President Bill Clinton did his best to do both through a one-on-one

interview with Fusion correspondent Alicia Melendez. With the Latino population reaching 60 million, and 44 percent of them Millennials, "I'd look carefully at these changing demographic profiles," Clinton told Melendez. He also called for Republicans and Democrats to fashion bipartisan policy on economic and immigration matters. "You need a credible platform on immigration reform, including a path to citizenship. You need policies of radical inclusion and cooperative models. When countries focus on cooperation rather than conflict, good things are happening."

Later, Ad Sales Executive Vice President Steven Mandala noted that 13 out of the top 50 U.S. brands still don't advertise on his networks. "I'm still confounded by that," he acknowledged (without naming names). "If you're not involved, get out of the slow lane and take a walk with us." Two compelling reasons why: A huge live and unduplicated audience base and direct access to "Billennials," the growing audience of bilingual millennials. Grade: 4 Jacks

News: "La Banda," the upcoming boy band talent competition from "American Idol" executive producer Simon Cowell and featuring superstar Ricky Martin as one of its judges, has received a second season renewal (for 2016) even before the first season debuts. There's a twist – the second season will search for an all-female pop group. For the first time an upcoming telenovela will focus on workplace issues and single motherhood in "Antes Muerta Que Lichita"/"I'd Rather Be Dead than Ordinary." (NOTE: Televisa, the Mexican-based network overseeing this series, can add more relevancy to Antes by producing it in the U.S. with local actors and crews. New York, Los Angeles or San Francisco would be natural sites. How about it?) Separately, Univision will launch a new Social Media Awards special, honoring celebrities most creative in Spanish with Facebook, Twitter, etc. And for now, the iconic

three-hour primetime variety series "Sabado Gigante"/"Giant Saturday" will be succeeded this fall by two hours of "Sabadazzo" (moved from Saturday afternoon) and another edition of "Sal Y Pimenta." New weekly Unimas dramas include "Nino Santa"/"Holy Child," co-produced by Gael Garcia Bernal and actor Diego Luna, and drug trafficking series "Logout" and "Ruta 35"/"Route 35." Grade 3.5 Jacks

Host: Mandala came off smooth and personable, aided by Ad Sales President Keith Turner and in cameo, UCI Chief Executive Randy Falco. Martin's three-song set closed the event with gusto. Grade: 3.5 Jacks

Overall Grade: 3.5 Jacks Polished effort which raised the bar with President Clinton's presence. On the flip side, nothing on the future direction of El Rey Network and Fusion beyond brief sizzle reels.

NBC Universal Hispanic Group (Telemundo/NBC Universo)

Venue: One more time for Jazz at Lincoln Center, this time filling stage center with logos and colorful graphics stressing an "All Together Latino" theme. Words like scale, culture, portfolio and reach popped in and out of the graphic wall. Grade: 4 Jacks

Presentation: If pairing people up to introduce segments didn't drive the "All Together" message home (Hispanic Enterprises Chairman Joe Uva walking out off the bat with omnipresent NBC Universal Ad Sales Chairman Linda Yaccarino, for instance), executives on stage turned to connections – one being NBCU in perfect position via Telemundo, NBC Universo and content on NBC and other NBCU channels to reach Latinos. Another is the growing influence of Latinos on mainstream culture, whether fashion, food or hit music.

+ Sign in to [Your Account](#)



"It's a culture for whom the American dream is very much alive and well," said Hispanic Group Executive Vice President Mike Rosen.

Uva even made a connection with President Clinton's remarks at the Univision Upfront a few hours earlier. "We agree," he said to applause. In one more connective appeal, NBCU introduced Culture First, a project using cultural traits to help advertisers plot Latino ad campaigns in both Spanish and English. "With this upfront, and only with us, language will never again be a barrier to great marketing," Uva noted. Grade: 3.5 Jacks

News: Telemundo will premiere "Bajo El Mismo Cielo"/"Under the Same Sky," a telenovela adapted from the Oscar-nominated film "A Better Life" about one illegal immigrant's quest to provide for his family in Los Angeles (where the series will be taped). A new move into scripted series with a musical bent will begin this fall with "Celia," based on the life of salsa singer Celiz Cruz, and "Hasta Que Te Conoci"/"Until I Met You," dramatizing the life of Latin America superstar Juan Gabriel (in development for several years). Pope Francis, the first Latin American pope, will be the

subject of a separate miniseries later in the 2015-16 season. In the variety arena, Telemundo will launch "La Sorpresa De La Vida"/"The Surprise of Your Life," a two-hour weekly mix of games, celebrity visits, performances and stunts out to fulfill the aspirations of audience members, and live coverage of the Latin American Music Awards and iHeartRadio Festival Latino.

At NBC Universo, new scripted series "El Vato" (regional Mexican musical group hits the L.A. scene to strike big) and "El Sexo Debil" (five men get their lives turned inside out) will be joined by unscripted "Top Chef Mexico" and "Reto Extremo" (competition series involving U.S. Special Forces veterans). Coverage of FIFA World Cup events (moving over from Univision/Unimas/Galavision) will begin next month with Women's World Cup games from Canada. Following its live Super Bowl presentation, NBC Universo will offer four Sunday Night Football matchups this fall (up from two in 2014), plus two playoff games. And this weekend, "Escena Deportiva"/"Sports Scene" debuts with live one-hour editions Friday and Monday nights. Grade: 4.5 Jacks

Host(s): Today co-anchor Natalie Morales and "La Voz Kids" host Jorge Bernal made a good team, although their times together were few and brief. Reggaeton sensation Daddy Yankee with his dancers and light show brought the house down. Yes, he did "Gasolina." Grade: 3 Jacks

Overall Grade: 4 Jacks Dynamic pacing and plenty of news to chew over, especially the different scripted programming roads Telemundo and NBC Universo will take.

Azteca

Venue: Best Buy Theater on W. 44th St. just off Broadway. Still one of the most flexible places to stage an Upfront, which leaves one puzzled over why more programmers didn't use

it compared to previous years. With "Time for Azteca" as the tag line, the space was divided in half. A video wall with the channel's logo to the right faced guests, with after-event food and refreshments directly behind it. Grade: 4 Jacks

Presentation: Remember the days when Spanish-language network executives participated in musical numbers on a regular basis? (Think former Univision sales maven David Lawenda exhibiting his boogie grooves during one such tune.) They came roaring back in a "Chorus Line"-type opener in which four Azteca executives demonstrated their singing prowess to "Sales, Platforms, Ratings, Stations." From there, President/Chief Executive Officer Manuel Abud and his colleagues reviewed Azteca's progress over the last year in cultivating broadcast distribution, ratings (up 33 percent in primetime among people 18-49), outreach via social media and community marketing. "We're now in position to offer the most ambitious programming lineup ever," Abud added. Grade: 4 Jacks for the original song and a pre-dance sequence of activating line art on the video wall; 3 Jacks for the overall presentation.

News: Interactive game programs will go on weeknights at 7p.m. this fall under the umbrella title of "La Hora Ganadora"/"The Winning Hour." There will be a different game each weeknight, including a "Dance If You Can" competition and a contest centered on impersonating notable music stars. New weekly series include "Kacak"/"The Fugitive," acquired from Turkish television with Spanish translation, and "Escandalos," ripped-from-the-headlines drama produced in Miami and throughout Latin America. Sunday afternoons will become family-oriented with "Hasta Manana Al Lunes"/"Until Monday Morning" and "Viva El Show"/"Long Live the Show." Grade: 3 Jacks

Hosts: Abud and his executive colleagues did fine. Grade: 3 9

Jacks

Overall Grade: 3 Jacks Solid offering, and it was nice to see executives let down their guard in song or dance.

A reminder of our Jacks ratings:

5 Jacks – Excellent

4 Jacks – Very Good

3 Jacks – Good

2 Jacks – Fair

1 Jack – Poor

0 Jacks – Worse than bad

Two more Latino TV briefs:

Estrella TV held its Upfront event at Bryant Park Grill last Monday while Azteca was doing its thing. Big news there: The formation of Fenomeno Studios, a digital production facility that will create Web/smart TV content, some of which may be piloted for a run on Estrella's broadcast/cable network. Coming in the near future to Estrella: Political news-minded "En La Lucha," citizen news journal "Testigo" and a comedy interview series hosted by actress/comedian Consuelo Duval.

ESPN Deportes held an Upfront breakfast at Hearst Tower on 8th Ave. last Wednesday, up against the big Turner Networks presentation. Big news there: Comprehensive coverage of the Pan American Games later this year and UEFA's European soccer championship next summer, Premiere Boxing Champions-managed fight nights (up to 12 a year) starting July 11, and expanding production of "SportsCenter" from new ultra-state-of-the-art studios in Bristol, Connecticut; Los Angeles; Miami, and Mexico City.

FocusON Television

Spanish-Language News Network Failed to Disclose Clinton Donation, Lobbying Expenditures

TV Azteca and its philanthropic arms have donated as much as \$375,000 to the Clinton Foundation

By Lachlan Markay, Washington Free Beacon

A U.S. Spanish-language news network that lobbied Hillary Clinton's State Department on U.S. policies toward Mexico reported on those policies without disclosing its lobbying expenditures and is covering the U.S. presidential election without informing viewers of its company's donations to the Clinton Foundation.

The network, Azteca America, has employed two Clinton confidantes since late 2008 to lobby the State Department on various initiatives affecting U.S. relations with Mexico, where its parent company is based, during and after Clinton's tenure at the head of the agency.

Mexican parent TV Azteca, a foundation associated with the company, and that foundation's U.S. counterpart have together donated as much as \$375,000 to the Clinton Foundation, according to its website.

The lack of disclosure comes amidst controversy surrounding ABC anchor George Stephanopoulos, who recently came under fire for failing to disclose \$75,000 in donations to the foundation, whose donors, recent reports have shown, also include dozens of other media

organizations.

Azteca is a prominent broadcaster in Latino communities. It operates 16 stations around the country, including stations in nine of the country's top ten Hispanic media markets, and has an additional 70 affiliate broadcasters.

Like competitors such as Univision and Telemundo, Azteca broadcasts stories of particular interest to Latinos. However, Azteca's coverage occasionally bleeds into policy advocacy, according to the Fundacion Azteca America, its philanthropic arm.

"Azteca America donates screen time, its most valuable asset, to Fundación Azteca America in order to educate, fundraise and create awareness on important issues facing the Latino community in the United States," the Fundacion's website says.

Among those issues is immigration reform, a Democratic Party priority.

"If you live in a congressional district or a state with a Republican congressman urge them to overcome bipartisan bickering and do what's right and support comprehensive immigration reform," urges a Fundacion policy brochure.

While promoting policy change in its news content, the company is also lobbying U.S. lawmakers behind the scenes. Although many media companies work with the federal government on issues that affect their businesses, Azteca has pushed for a number of initiatives that have no direct bearing on its broadcasting work and has covered those initiatives without disclosing their lobbying work on those initiatives' behalf.

Azteca hired the lobbying firm Ickes & Enright, itself a

Clinton Foundation donor. Its principals, husband and wife Democratic powerbrokers Harold Ickes and Janice Enright, are long-time Clinton supporters, fundraisers, and aides.

Months before Azteca inked its contract, Ickes had helped run Clinton's 2008 presidential campaign. Two months after Clinton stepped down as secretary of state, he revealed that he was advising Ready for Hillary, a pro-Clinton super PAC. He sits on the board of Priorities USA, another super PAC backing Clinton's presidential bid, and the Center for American Progress, a group expected to play a key role in crafting Clinton's policy positions.

Ickes & Enright signed Azteca in August 2008. A year later, it signed its Mexican parent, TV Azteca. After Azteca began working with the Clinton Foundation in 2007, it enlisted Ickes & Enright to lobby Clinton's State Department on smaller policy initiatives.

The firm, which did not respond to inquiries, reported lobbying the State Department on TV Azteca's "business opportunities in the United States." For its American arm, it worked on policy initiatives affecting U.S.-Mexico cooperation.

Ickes & Enright began lobbying the State Department in April 2011 on the Mexican American Leadership Initiative (MALI), a project devised in part by the State Department and run by the U.S.-Mexico Foundation.

The U.S.-Mexico Foundation's board includes a number of Clinton supporters. Henry Cisneros, a HUD Secretary under Bill Clinton and a five-figure Clinton Foundation donor who was pardoned by the former president after admitting to illicit payments to his former mistress, is

a board member. Jose Villareal, a Clinton fundraiser and adviser to Clinton Foundation donor Akin Gump, is another.

Ickes & Enright was listed as a MALI donor while it discussed the initiative with State on Azteca's behalf. A month after it began listing the initiative on lobbying disclosure forms, Clinton spoke at a MALI reception at the State Department's headquarters.

The reception kicked off a MALI conference cosponsored by Grupo Salinas, the parent company of TV Azteca and all of its affiliates north and south of the border.

The following year, Ickes & Enright, on Azteca America's behalf, began discussing another initiative, the Summit of the Americas, with officials at State and the White House. A year later, it was lobbying on a State-led effort called 100,000 Strong in the Americas.

Azteca covered both initiatives, but did not disclose that it was paying U.S. lobbyists to work on them.

According to Fundacion Azteca America literature, "Azteca America's screen is the foundation's most powerful tool to promote a positive change in the society."

The network's advocacy for Fundacion policy objectives occasionally blurs the lines between its news operation and the policy goals of its philanthropic arm.

"This is the moment to make your voice heard," declared a short February segment featuring Patricia Arbulu, host of the Azteca show *Entre Nos*. "Finally, we can see the construction of what may turn out to be comprehensive immigration reform," Arbulu said, promoting the immigration policy advocacy of the

Fundacion.

That kind of messaging can have a dramatic impact on the voting and policy preferences of the network's viewers, according to Daniel Garza, executive director of the conservative LIBRE Initiative, a Latino outreach group.

"There is no question that Spanish-language television is a huge influence when it comes to policy priorities or setting the agenda of many in the Latino community," Garza said in an interview.

Azteca is also active in electoral politics, working to register Latino voters and encouraging them to vote. It restricts its advocacy to nonpartisan activities, but its partners in those efforts suggest that its interests lean Democratic.

During the 2014 election cycle, Azteca partnered with such Hispanic voter engagement groups as Voto Latino and Mi Familia Vota. Those two groups have run online and ground campaigns, respectively, for the Latino Victory Project, a group founded by DNC finance director Henry Muñoz and Obama campaign co-chair Eva Longoria. The Latino Victory Project has been criticized for blurring the lines between nonpartisan activities and political advocacy.

"It's like a PAC with a TV studio is the danger we have here to the extent that we have a network that's going into advocacy journalism on economic and immigration policy," said Ken Oliver-Mendez, director of the Media Research Center's Latino journalism project.

Neither Azteca nor the Clinton Foundation responded to requests for comment.

FocusON Radio

Mobile-Centric Focus Pays Off For SBS

Digital was the shining star for Spanish Broadcasting System during the first quarter, with interactive billings up a staggering 35% over the previous year. With a young Latino audience, the company has invested heavily in what COO Albert Rodriguez calls a “mobile-centric focus.”

All its station websites have been redesigned to be mobile friendly and the company racked up another 40,000 downloads for its La Musica app, during the quarter for a total of 650,000 to date. But La Musica offers more than just SBS station streams. Users can access event-related content from 13 of its top stations and other cross platform content. Live events have become a crucial content and revenue generator for the company’s SBS Entertainment division, which leverages local station relationships with artists. The unit produced 30 events last year and expects to stage more in 2015, including January’s Calibash at L.A.’s Staple Center.

A mobile focus gave SBS some impressive digital metrics to tout to investors yesterday: 1.9 million monthly unique users who streamed 7.6 million audio sessions, which delivered 43 million ad impressions per month. SBS has accumulated 3.4 million social media followers.

The company reported solid ratings growth in key markets. Flagship tropical “Mega 97.9” WSKQ-FM

finished first in New York with 18-34 year-olds. Regional Mexican KSOL, San Francisco (98.9) grew almost 50% during the last few months in adults 18-49. Tropical “El Zol 106.7” WXDJ Miami ranked first among Hispanics in Q1 among adults aged 18-34. Total SBS revenue in the quarter was down 2% in what Rodriguez described as a “mixed advertising environment.” Strongest growth came from the auto, restaurant and general services categories while retail billings declined.

Radio’s Role as Branding Medium Confirmed

Radio is often seen as an inexpensive frequency medium that delivers consumers close to the point of purchase. But a new study from Nielsen and Katz Radio Group shows radio in a new light as a powerful branding medium.

The campaign for American Family Insurance drove home the company’s slogan: “Your dream is out there. Go get it. We’ll protect it.” Listeners reached by the campaign were 43% more likely to associate the slogan with AFI than with those who didn’t hear the radio ads.

“One of the things we’re finding from this study is that radio is proven to be effective at branding and delivering more than just last minute point of purchase customers,” Nielsen SVP of Media Analytics Carol Edwards told Inside Radio.

The study shows how radio can help a client cut

through the clutter in a competitive marketplace. “Radio shines in this study, as a strong partner for an advertiser fighting for share of voice in a very crowded category,” Katz Media Group EVP of strategy, analytics & research Stacey Lynn Schulman said. Not only did the program show a lift in engagement with the client, “the various message points were clearly heard, recalled and accurately attributed to the right advertiser,” Schulman said. “That’s a breakthrough solution.”

The analysis also reinforces the incremental value radio delivers as part of an integrated campaign with other media. “It demonstrated that people exposed to this campaign on radio increased recall on other media as well,” Edwards said. For example, those exposed to the radio campaign were four times more likely to recall the insurance company’s online campaign compared to the control group.

Studies like the new Nielsen-Katz analysis have become increasingly important as marketers demand a better understanding of how different media channels and campaigns drive consumer awareness, attitudes, favorability, intent and preference. More studies are in the pipeline. Nielsen tells Inside Radio it plans to follow up analysis it conducted last year that matched PPM listening estimates with Nielsen Catalina purchasing data. The 2014 study was seen as a landmark in showing radio’s return on investment. The new study will shine a light on radio’s performance with four major advertiser categories: Home improvement, quick service restaurants, mass merchandisers, and department stores. Results are expected in July.

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

SOUTHWEST FLORIDA

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

An incredible ROI



WZZS-FM

www.lanumero1.fm

www.facebook.com/lanumero11069fm



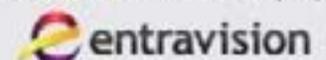
WZSP-FM

www.lazeta.fm

www.facebook.com/lazeta1053

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

Represented Nationally by:





FocusON Business

eMerge Americas Announces Conference Dates, Names CEO

Michael T. Rodriguez is the new CEO of eMerge Americas.

By Nancy Dahlberg

Michael T. Rodriguez, the former vice president and general manager of WLTV and WAMI, Univision's flagship stations in South Florida, has been named chief executive officer.

Also announced: The 2016 dates of the Miami technology conference will be April 18 and 19 — three weeks earlier than the May dates of the first two years, said Xavier Gonzalez, executive director. The dates were moved up to better accommodate university schedules and to complement but not conflict with other global technology events, he said.

More than 10,000 attendees from more than 50 countries participated in eMerge Americas 2015 at the Miami Beach Convention Center May 4 and 5, which included NBCUniversal's live broadcasts and online streaming as part of a three-year media partnership. The second annual conference attracted more than 500 participating companies, including 125 startups and more than 200 speakers, including author Deepak Chopra, U.S. Secretary of Housing and Urban Development Julian Castro,

technology executive Martine Rothblatt and Pitbull. eMerge Americas will post videos of the 2015 speakers on www.emergeamericas.org.

Including a hackathon, startup boot camp and parties in the days leading up to the main expo, the 2015 edition of eMerge Americas generated more than 7,500 hotel room nights, Gonzalez said.

As in past years, the 2016 conference will include events on the days leading up to the main expo.

"eMerge Americas 2015 exceeded our most optimistic expectations in its second year and has once again set a high standard for years to come," said Manuel D. Medina, founder and chairman of eMerge Americas, in a statement. "I have the utmost confidence in Mike's ability to lead and propel eMerge into a new, exciting chapter of success. He is an accomplished leader with a proven track record for driving growth through sales, organizational and financial management."

Rodriguez, a 20-year veteran of the media industry, has served in a variety of leadership roles at CBS, NBCUniversal and, most recently, Univision Communications, where he helped drive revenue, ratings and bottom-line growth for WLTV and WAMI. Rodriguez said he sees similarities with the surge he saw in Spanish language TV, which blossomed in Miami, and what is going on now in technology.

"As a South Florida native, I am very proud of what we are doing with eMerge in helping to grow the South Florida

economy and making this a hot bed of technology in the southeastern United States and in Latin America," Rodriguez said.

Rodriguez has spent the past two months helping with eMerge Americas 2015 and getting to know the organization and the community. "Frankly, I fell in love with the business. So when Manny and I began talking about this opportunity, of course I jumped at it, not only because I think it is a great thing for the community and what Manny is doing, but also because it is a great team here led by Xavier."

He said the leadership team is already working to enhance various elements for the 2016 event. "I thought 2015 was a huge success, but like anything else, next year our attendees are going to want more and bigger and better things," he said.

He wouldn't release details but said WIT (Women, Innovation and Technology), a new summit track this year, would continue. "Never in our wildest dreams did we expect WIT to be as successful as it was. The buzz coming out of the conference concerning WIT has been phenomenal!"

"At the end of the day ... the one measure that speaks to success in my book is the quality of the content, and that just easily translates into eMerge — the speakers, the sponsors, the experiences," said Rodriguez. "It's very exciting to me to be able to keep a leg in the showbiz world but at the same time jump into this tech world."

FocusON Cuba

Is Obama weighing a Cuba visit sometime soon?

By Greg Jaffe and Karen DeYoung



President Obama could visit Cuba before the end of his term in office, White House press secretary Josh Earnest said Thursday.

"I know there's one person particularly that hopes President Obama will be in Havana at some point in the — at some point in the relatively recent future, and that's President Obama himself," Earnest said when asked by a Cuban reporter if the president had plans to visit Havana prior to leaving the White House in 2016.

Cuban officials met with their state department counterparts here Thursday in the fourth round of talks on reestablishing diplomatic relations and opening embassies in their respective capitals.

Late in the day, in an indication that progress may have been made, the State Department said negotiations would continue Friday, and both delegations scheduled morning news conferences.

One of the main sticking point in the negotiations has been whether U.S. diplomats will be able to move about the country without seeking prior government permission and meet with Cubans "who may not be a part of or even supportive of the Cuban government," Earnest said.

Neither U.S. nor Cuban negotiators provided initial details on the outcome of Thursday's talks, although both sides had expressed optimism as they began and confidence that embassy access issues eventually would be worked out.

Earnest's suggestion that Obama might visit Cuba follows the president's historic meeting with Cuban President Raúl Castro last month in Panama.

In the past Obama had played down the possibility that he might visit before leaving office. "With respect to Cuba, we're not at a stage here where me visiting Cuba or President Castro coming to the United States is in the cards," Obama told reporters in December. The president's comments came shortly after he announced the first major change in Cuban policy in more than 50 years.

The president noted at the time that he was still "a fairly young man" and suggested that he might visit the island nation after he leaves office.

"There's nothing specific where we're trying to target some sort of visit on my part," he said at the time.

It's unlikely that Obama would visit Cuba until diplomatic ties had been reestablished and embassies were

reopened. Obama would have to inform Congress at least 15 days before opening an embassy in Cuba, but a State Department official suggested that could be done even before a final embassy agreement is reached.

The ultimate "normalization" of relations — ending the U.S. trade embargo with Cuba — requires congressional action and could still be years away. Asked Thursday whether he favored lifting the embargo, House Speaker John A. Boehner (R-Ohio) said he had met this week with "members who were interested in stopping this progression toward normal relations with Cuba, until such time as the [Cubans] begin to make serious changes in terms of the way they run their country." The administration, Boehner said, "keeps giving and giving and giving. But the Castro brothers ... are doing nothing."

Boehner's remarks echoed those of lawmakers — primarily those of Cuban heritage — at a Senate Foreign Relations hearing Wednesday, including Sen. Robert Menendez (D-N.J.), who expressed "deep concern that ... the administration continues to entertain unilateral concessions without in return getting agreement on fundamental issues that are in our national interest and those of the Cuban people."

Sen. Marco Rubio (R-Fla.) said that allowing more U.S. citizens to visit the island — one of the executive actions Obama has already taken — would only fill the pockets of state-owned businesses controlled by the Cuban military.

Despite their meeting with Boehner, lawmakers who object to the opening have been unsuccessful in promoting legislation that would halt or limit the initiative.

US, Cuba Close Round Of Talks with No Embassy Announcement

By Bradley Klapper, *Associated Press*

The United States and Cuba still have no agreement on re-establishing embassies.

Five months after Presidents Barack Obama and Raul Castro announced their intention to improve ties, the former foes on Friday completed a fourth round of negotiations without ironing out enough of the differences that have accumulated over a half-century of estrangement to restore diplomatic relations.

However, the top U.S. diplomat for Latin America, Roberta Jacobson, insisted the two sides were “much closer” to that goal after a “highly productive” session.

Cuba said the talks would continue, but gave no date for a future next round. Jacobson said another high-profile gathering might not be necessary.

Appearing first in back-to-back news conferences, the communist government’s top diplomat for the United States, Josefina Vidal, was circumspect. She avoided any description of the remaining obstacles to restoring diplomatic relations and offered no criticism of the United States, but said two days of discussions in Washington focused on “every aspect of the functioning of embassies and the behavior of diplomats.”

Even as many of the biggest hurdles have been cleared, Washington and Havana are still wrangling over American demands that its diplomats be able to travel throughout Cuba and meet dissidents without restrictions. The Cubans are wary of activity they see as destabilizing to their government.



“We are confident that when we get to an agreement, our embassy will be able to function so that our officers can do their job as they do worldwide,” a similarly careful Jacobson responded when asked about the matter.

Cuba comes off the U.S. state sponsors of terrorism list on May 29, removing a designation that carries financial repercussions. And its Interests Section in Washington now has a U.S.-based bank account, meaning it doesn’t have

to operate on cash anymore. Obama also has moved to significantly loosen the American trade embargo on the island.

Both the U.S. and Cuba say the embassies are a first step in a larger process of “normalizing” relations. That effort would still have to tackle bigger questions such as the embargo, which only Congress can fully revoke, as well as the future of Guantanamo Bay and Cuba’s democracy record.

FocusON Retail

How One Grocery Chain Succeeds In Low-Income, Underserved Communities

By Joseph Erbentraut, *The Huffington Post*

Successfully operating a for-profit grocery store in a "food desert" -- that is, a low-income rural or urban area with few or no options in the way of fresh, healthy and affordable food -- can prove challenging. Yet one regional chain of stores in the Philadelphia area appears to be doing just that.

As NPR's Maanvi Singh reported recently, Brown's Super Stores, which owns and operates 11 ShopRite supermarkets in and around Philadelphia, has made it a mission to sell healthy, affordable and appealing food in underserved neighborhoods. The stores employ a combined 2,300 associates.

That mission appears to be working as, according to NPR, the chain's stores in low-income areas are profitable.

Jeff Brown, the founder, president and CEO of Brown's, explained to NPR that the stores have made a particular effort to reflect the interests and backgrounds of the communities they serve, working in partnership with community leaders from the start. Stores in areas with higher Muslim populations, for example, offer halal meat in a separate department.

The stores also double as neighborhood hubs, featuring

community rooms that can be used by local groups for meetings and events, as well as on-site credit unions, health clinics, social workers and staff nutritionists, NPR reports. Most of the services are free.

The chain's efforts to benefit the community also extend to its hiring practices. Brown's makes an explicit effort to hire ex-offenders to work in its stores, partnering with a workforce training organization to help screen job seekers who might be a good match for the company, PolicyLink's Sarah Treuhaft wrote in a 2012 blog entry for *The Huffington Post*.



"When you know the challenges the people who live in these communities face, they're so happy that somebody is giving people a second chance," Sandy Brown, Jeff Brown's wife and the chain's co-owner, explained last year to *The Times Herald*, a Pennsylvania newspaper.

Brown's appears to have excelled with its business model, and in 2009, Jeff Brown launched a nonprofit organization called UpLift Solutions in a push to help other grocers succeed. Still, the industry is full of

struggling businesses.

Grocery stores tend to operate on small profit margins, and it's not clear whether many other grocers will be able to find success serving populations like the one Brown's focuses on. Small grocery stores often rely on higher markups in order to stay profitable, and some stores intended to serve food deserts have struggled to remain competitive with their pricing and ultimately shuttered.

Still, a number of other chains, big and small, are also taking steps to address the issue. And some grocers have been given extra incentive to move into grocery-poor areas thanks to public-private partnerships like the Pennsylvania Fresh Food Financing Initiative, which kicked in start-up funding for Brown's.

Whole Foods is planning to open a store next year on a long-vacant lot in Chicago's struggling Englewood neighborhood. The company has been so happy with sales at its first Detroit store that it has plans for another. The Chicago store and the existing Detroit store have each received lucrative tax incentives, to the tune of \$10.7 million and \$4.2 million respectively.

This week, regional New York chain Wegmans also announced plans to open a supermarket next to a public housing project in Brooklyn's Fort Greene neighborhood, an area that for now lacks fresh, affordable food options.

According to the U.S. Department of Agriculture, an estimated 23.5 million Americans, almost half of them low-income, currently live in census tracts that qualify as food deserts.

FocusON Music

Fire and Ice: Minnesotans Join Orquesta Aragón in Havana

By Michael Cooper

It was after midnight here Sunday morning at the Habana Café, and the Orquesta Aragón, a charanga group that was founded in 1939 and which helped popularize the cha-cha, was taking a break when the club's master of ceremonies announced in English and Spanish that a few of their members would return with some special guests.

Some Minnesota Orchestra musicians, who were drinking mojitos at the club after finishing the last concert of their groundbreaking tour of Cuba, joined them onstage and began playing "Dos Gardenias," the bolero that Ibrahim Ferrer sang with the Buena Vista Social Club.

"There's a very iconic trumpet solo at the beginning," Charles Lazarus, a trumpeter in the orchestra, told the crowd, before explaining that one of his sidemen would play it on the clarinet. "So I thought it would be a great idea to have Osmo play the trumpet solo."

Osmo was Osmo Vanska, the Minnesota Orchestra's music director, who has helped make the ensemble famous for Nordic repertoire and Sibelius, which



Kristen Bruya, a Minnesota Orchestra bassist, center, at an Orquesta Aragón show at Habana Café. The American musicians joined the Cubans onstage, too.

can conjure images of bleak, icy landscapes. But early Sunday morning he was playing clarinet in a decidedly more tropical vein as members of his orchestra and the Orquesta Aragón — think of them as El Conjunto de Minneapolis, perhaps —

played a mixture of jazz and Cuban music. For this set some of the conducting duties fell to Orlando Pérez, Orquesta Aragón's pianist, who would hold up a finger to signal when the players should let a vamp continue, or when they should wrap things

Baila SI PUEDES Monday - Thursday 7pm/6c
Ema Pulido Aylin Mujica Kalimba
azteca aztecaamerica.com

up.

Osmo Vanska, near left, the Minnesota Orchestra's music director who has made the ensemble famous for Nordic repertory, on clarinet with the Orquesta Aragón at Habana Café early Sunday morning. Credit Lisette Poole for The New York Times

It was the kind of back and forth that members of the orchestra were particularly keen to experience on their tour here, which ended Sunday when they flew back to Minneapolis.

Some parts of the exchange were political. The Minnesota Orchestra's tour was inspired by the improving relations between the United States and Cuba, and the ensemble moved fast to become the first major American symphony orchestra to play here in more than 15 years.

It was also a cultural exchange within the orchestra, which only resumed playing together last year after a bitter 16-month lockout. On this trip musicians, board members, and members of the administration — groups that were bitterly divided — ate together, drank together, danced together and listened to music together.

After the orchestra took to the stage for its Saturday night concert at the Teatro Nacional, Mr. Vanska strode out to the podium turned and faced the audience and, with a gesture, urged the somewhat confused concertgoers to stand. Then he turned to the orchestra and urged them to stand. Then, to audible gasps, the Minnesota Orchestra played the Cuban national anthem, which the audience

sang along to lustily. When it was over they cheered loudly.

The orchestra kept standing and Mr. Vanska signaled the percussion section. A drumroll began. Then the orchestra began playing "The Star-Spangled Banner," drawing more surprise in the theater, which sits on the Plaza de la Revolución, which for many years was the scene of some of Fidel Castro's most fiery anti-American speeches. Fewer Cubans seemed to know the lyrics, which were mostly sung by the Americans in the orchestra's entourage. But when it was over the Cuban members of the audience cheered as well.

But most of the exchanges on this trip were musical, not political. In addition to performing, the Minnesota Orchestra musicians listened — hearing traditional Cuban songs played by Septeto Habanero at an outdoor dinner in the square in front of the cathedral in Old Havana, being serenaded at the Hotel Nacional by Coro Entrevoce, a Cuban choir that will perform with the orchestra in Minnesota in July, and working with students in several settings.

Several players said that one of the most memorable parts of the trip was a side-by-side rehearsal they had on Friday at the Teatro Nacional with teenage musicians in the Amadeo Roldán Youth Orchestra. The Minnesotans were hugely impressed with their musicianship, and the sounds they are able to produce on poor instruments, since spare parts can be hard to find here.

At the rehearsal the students — in uniforms of

brown pants and skirts and short-sleeved white shirts — sat beside their counterparts in the Minnesota Orchestra. In the first half Mr. Vanska led them in Tchaikovsky's overture-fantasy "Romeo and Juliet" and Borodin's "Polovtsian Dances." Despite the language barrier, the professionals gave the students tips by example.

After the break, Guido López-Gavilán, the conductor of the Youth Orchestra, took to the podium to lead the two orchestras in one of his own compositions, "Guaguancó," a symphonic rumba. This time it was the students who taught the Minnesotans a thing or two.

At first the rhythmic foundation of the piece — the five-beat repeated pattern called the clave, the basic building block of Cuban music — confounded some of the American players. They had all played clave rhythms before, explained Sam Bergman, a viola player in the orchestra, but the Cubans played it a little differently — delaying the third beat a bit.

Mr. Bergman said that at first the Minnesotans were off. "The kids were looking at us like, what's the problem here?" he recalled. But the Minnesotans were able to follow the youth players and soon got it.

Wendy Williams, a flute player in the orchestra, said that she loved the piece so much that she hoped the orchestra would play it at some point when it returns to Minneapolis. "I just want to share it with our audiences back home," she said.

FocusON Culture

Sobremesa

By Adeline Cruz-Phillips, Dieste's Account Director

A culture's sense of time is based on how that culture views the past, present and future.

The United States has a very different sense of time compared to other countries that instead practice more of a "Sobremesa mentality." While some see time as a holder of endless possibilities, others tend to fear it since time cannot be slowed down, stopped or turned back.

Then there are others who adopt the "sobremesa" way of thinking. The word sobremesa literally means "over the table," but culturally it means the leisure time after we have finished eating but before we get up from the table – it's the time spent in conversation, relaxing and enjoying each other's company. The traditional American view of time tends to focus on the future; they attempt to "save time" by moving faster, being more efficient and sometimes taking shortcuts.

People in the U.S. are characteristically punctual, and they expect others to be on time as well. For Hispanics, however, personal interaction is far more important than timeliness. In many Hispanic cultures, not being on time is considered culturally acceptable and it is the



norm to be late if one gets caught up talking to a friend. This isn't a sign that Hispanics don't care about being punctual; it's just that Hispanics have a more relaxed attitude about time.

Growing up as a second generation Hispanic, I understood the importance of preparing and planning for the future, but like so many other Hispanics I also tried to live in the here and now. Time is not actually passing; it is simply waiting for you - Dr. Orville B. Jenkins. So instead of rushing out to get all the things checked off your to-do list, why don't you just stop and enjoy your time? As Miles Davis said: "Time isn't the main thing. It's the only thing." How we construct and use our time defines the texture and quality of our existence.



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

Publisher: Arturo Villar
avillar@hispanicmarketworks.org

Social Media Director: Betty Fuentes
bfuentes@hispanicmarketworks.org

Web Master: Pete Pekofsky
ppekovsky@hispanicmarketworks.org

PDF Creator: Liz Vidal
lvidal@hispanicmarketworks.org

Office Manager: Beatriz Cruz
bcruz@hispanicmarketworks.org

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

COPYRIGHT NOTICE:

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

Copyright 2014. Hispanic Market Works. All rights reserved.

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