

FocusON Film

Latinos Missing In Movies

A newly released report from USC's Annenberg School for Communication and Journalism reveals that Latinos are the most underrepresented ethnic group in film.

Despite their purchasing power, having bought 23 percent of U.S. movie tickets in 2014, Hispanic characters appear significantly less on screen than non-Latino whites and other ethnic groups.

The study analyzed the demographics of the 4,024 speaking or named characters across the top 100 films of 2014 and unveiled a distorted demography.

The report showed Hispanics appeared in 4.9 percent of films, a sharp contrast to 73.1 percent of non-Latino whites. African-Americans appeared in 12.5 percent of 2014's movies and Asians in 5.3 percent.

USC's analysis notes that there has been no change in portrayal of race and ethnicity since 2007. The report recognizes that, "The landscape of popular cinema in 2014 remains skewed and stereotypical. Across 700 films and over 30,000 speaking characters from 2007 to present, movies continue to distort the demographic reality of their audience."



Additionally, the report indicates that inequality in Hollywood does not end with ethnicity, but instead includes a substantial difference between leading gender roles represented in film. More films include a male role than a female role - only a fifth of the top 100 films of 2014 featured a female lead, and not one included a female lead over 45 years old.

"After 7 years and 700 films, it is clear that activism and advocacy are still required... film characters are overwhelmingly white and male, despite both population statistics and viewing patterns," the study mentions. "While the economics are encouraging, long-term solutions and further monitoring are required. Only with sustained effort and change can Hollywood move from an industry of inequality to one of inclusion."

HIGHLIGHTS

2 Digital: A Must

Marketers, to tap in you must plug in: meeting the Hispanic consumer on the digital front.

4 Hispanic Journalists Give Brands a Content Marketing Edge

Years of working the beat have made Latino reporters important allies in the marketing game.

7 Arriba/Abajo

McFarlane moving on and Correcha-Price moving to Miami.

[hispanic] market works

FocusON Media

Digital: A Must

For companies debating whether or not to gear digital efforts towards marketing to Hispanic audiences, tech and marketing expert Rosa Alonso has three words of advice: go for it.



"[Marketing to the Hispanic community] is no longer a debate, it's a must do," says Alonso, newly named director of digital strategy and innovation at d expósito & Partners. "You're talking about a significant population in the U.S. that makes up a percentage you can't ignore."

A major contributor in the world of Hispanic marketing, Alonso's expertise will guide the evolution of New

York-based d expósito & Partners digital practice across all platforms.

"Digital touches everything...so our approach here is to be extremely integrated with a true 360 approach to the way that we support our clients and campaign here at d expósito," says Alonso.

Alonso has worked with d expósito in the past, and is thrilled to get the chance to reenter the agency's community while also providing valuable insight on all things digital.

In addition to her work with d expósito, Alonso has had much success among other ventures, most notably her previous role as CEO of Rosa Alonso Media, a self-started consulting company, and creator of Rosa Alonso Digital, a bilingual technology lifestyle blog.

When asked about preparation for her new role at d expósito, Alonso noted that her work at both Rosa Alonso Media and Rosa Alonso Digital were instrumental, allowing her to become part of the community experience not only from a marketing standpoint, but also from a consumer, blogger, and producer standpoint.

Nielsen studies support Alonso's claims, noting that it's easy to see how this demographic "is driving growth

Thompson.
Saatchi.
Greenberg.
Deutsch.
Ogilvy.
Mather.
McCann.
Burnett.
Young.
Rubicam.
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Honored to be the only last name with an accent on this list.

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in digital media already and for the foreseeable future." In addition to growing their mobile usage, Hispanics have rapidly adopted multi-screen video viewing into their daily routines.

While Hispanics account for 47 million of the traditional television viewers in the U.S., they're increasingly spending time watching video on digital devices, having added two more hours on average of online and mobile video viewing since 2011, according to data from Nielsen. The average Latino spends more than eight hours viewing online videos each month, which is more than 1.5 hours longer than the U.S. average in 2013.

Alonso dubbed Latinos the "great communicators," taking into consideration the fact that Hispanics love to consume media through many forms of communication.

Described as the, "ultimate digital and tech adopters," Latinos over-index in device usage, time, number of devices, and, most recently, in multi-screen consumption. Studies have shown that Hispanics adopt smartphones at a higher rate than any other demographic group, an important figure for clients establishing mobile-driven ads and campaigns.

In terms of projects for the future, Alonso says that in addition to her new focus at d expósito, she will continue to work on Rosa Alonso Digital. Her ongoing passion for Hispanic marketing drives her efforts to empower Latino audiences and make tech fun and easy for her followers.

FocusON Commentary

Hispanic Journalists Give Brands a Content Marketing Edge

By Lee Vann, CEO at Captura Group

Setting up an effective content marketing team means staffing up with people with interdisciplinary skill sets, talents, and backgrounds. While this is true for most marketing programs, it's especially true when creating content for Latinos. The Hispanic market, after all, can be as complex as making mole and as diverse and colorful as the flags that dot the Americas.

As more brands become publishers, Hispanic journalists are playing an increasingly important role in producing great content for them. Their transition to marketing has given agencies, media companies and brands a publishing edge at a time when content marketing is becoming, well, the marketing norm.

Many of these journalists have pounded the pavement for local publications and websites, giving them a good sense of the pulse of the community. They are skilled storytellers who can often sniff out a good story where others don't smell, see or hear anything.

We decided to take a closer look at what Hispanic journalists are bringing to the content marketing mix (having hired several of them ourselves), and this is what we found:

They are great storytellers

Many Hispanic journalists learned how to tell a good story by listening to their abuelos and tíos tell animated tales during lazy Sunday afternoons with the familia. Storytelling is part of

their culture. And just like their tíos, they know how to keep audiences engaged all the way to the end.

They are niche audience experts

Before the vast fragmentation of audiences created by the web, Hispanic journalists were already experts at writing for a niche. They know how to effectively engage Hispanics, and they understand the importance of producing content that is culturally relevant and emotionally connected. This is a valuable skill that brands can leverage when telling their story to Hispanics.

They know what people care about

Hispanic journalists have interviewed and talked to enough people to understand the types of messages that resonates with them, and how to communicate them effectively. This gives them the ability to tell your brand story in a simple and engaging way.

They truly care about the community

Hispanic journalists don't just cover their community, they are part of the community. In fact, their family and friends are the inspiration for many of the stories they create. This means brands can always count on content that is real and authentic.

They know how to meet a deadline

Like other journalists, Hispanic journalists are used to working under pressure. Meeting deadlines and delivering high-quality work has always been the norm, which is crucial for moving projects along on time and on budget.

Effective content marketing is a team effort, and we're happy to have several former Hispanic journalists on our team.

FOX DEPORTES DELIVERS A STELLAR MLS RETURN



SEASON OPENERS

TOTAL VIEWERS

+233%

VS 2011

P18-49

+291%

VS 2011



FOXHISPANICMEDIA.COM

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



FocusON Television

Trump Claims He Will Win the Latino Vote, Poll Shows Otherwise

Republican presidential candidate Donald Trump claims he will win the Latino vote in 2016 while a new NBC News/Wall Street Journal/Telemundo poll shows otherwise.

The poll of 250 Latinos found 75 percent of those polled view Trump “negative,” 61 percent view him “very negatively,” and only 13 percent have a positive view.

In addition, more than half believe that his comments about Mexican immigrants, calling them “rapists” and accusing them of bringing drugs and crime to the U.S., were racist and inappropriate. When asked to assess that comment, 55 percent of Latinos said that the remarks were “insulting and racist and have no place in a campaign for president.”

The real estate mogul has claimed that Latino voters love and support him, but the national survey of Hispanic adults found that more than half has labeled his rhetoric about immigration offensive. While Latinos prove to be a growing voting bloc that Republican leaders have been hoping attract, Trump appears to be doing just the opposite.

Despite the obvious unfavorable view that many



Hispanics have regarding Trump, however, he believes that the 2016 Latino vote is his for the taking. “I will get the Hispanic vote, nobody else will, no other Republican will,” he said recently on MSNBC. “I will because I will be producing jobs, and nobody else will be able to do that.”

Arriba/Abajo

Cynthia McFarlane Leaving Saatchi & Saatchi



Hispanic marketing veteran Cynthia McFarlane, Saatchi & Saatchi Worldwide’s head of the Latin America region and U.S. Hispanic agency Conill, is leaving the company. She will not be replaced.

With her departure from the company on October 1, McFarlane will be stepping down from her current position of CEO and chairman for Latin America and U.S. multicultural. McFarlane explains that during her few months off she plans to pursue a new, entrepreneurial venture for the upcoming year.

Justin Billingsley, CEO of Dynamic Markets, will now

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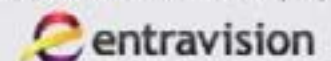
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be responsible for Saatchi's Latin American operations. Billingsley oversees a group of 29 countries Saatchi has labeled "fast growing" in Latin America, Asia, Africa, the Middle East and Central and Eastern Europe. Brazil, however, will report to CEO Worldwide Robert Senior.

McFarlane joined Saatchi in 1993 as an account director in the agency's Puerto Rico office. Four years later, she established and served as managing director of the network's Miami office. During her tenure at Saatchi & Saatchi, McFarlane has been responsible for 16 agencies in 14 markets throughout the U.S. and Latin America.

Since 2002, McFarlane has led Conill to becoming one of the industry's leading and fastest-growing agencies in its category, tripling in size.

Edelman Adds New General Manager in Miami

Carlos Correcha-Price has been named general manager of Edelman's Miami office. The move is part of the public relations agency's efforts targeting U.S. Hispanics.

In his new role, Correcha-Price will lead U.S. and Latin American clients



interested in developing relationships with the Hispanic market. The agency will also prioritize the growth of its digital practice.

"Bringing Carlos back to Miami, with his multidisciplinary background and his wide experience with the firm, combined with our talented professionals in the office, will be a significant gain to our operations in the region," says Allan McCrea Steele, CEO of Edelman Latin America. "He will be responsible for leading client relationships, building core strategies and driving new business opportunities."

Correcha-Price began his time at Edelman in 2004 working from the Miami office. Six years later, he participated in the firm's Fellows Program as one of eight executives worldwide selected to participate in this global initiative planned to exchange knowledge and best practices by immersing executives in high-growth markets. During that time, Correcha-Price worked out of Edelman's Brazil office for 18 months, leading the public affairs practice and serving as chief of staff.

Prior to his position in Miami, Correcha-Price served as senior vice president of international public affairs in Washington, D.C. During his time in there, he led a number of clients and projects for Edelman, receiving the 2008 PRSA Silver Anvil Award for a communications campaign conducted on the Expansion Program of the Panama Canal.

"Since joining the agency, I have been given multiple opportunities to grow my career and expand my skills," says Correcha-Price. "I feel like this is a homecoming where I can drive growth, influence strategy and lead our team to align with the firm's commitment to communications marketing."

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